



# Billboard Backstage

By JOE CSIDA

I am always inclined to emit a soft, cynical chuckle when the long finger of fate touches and transforms the life of some fictional character. But every so often you run into a guy whose destiny was determined by such utter accident and fateful circumstance, that it gives you to pause.

Such a guy I had a pleasant visit with last week. I've known him for some time, but just never got around to talking about his life work along these lines before. He's Alan Livingston, vice-president and director of artists and repertoire for Capitol Records. He's concededly one of the best, if not the very best, practitioner in the kidisk business. He's the creator of the only character which has been developed into a million dollar merchandising property via platters, namely Bozo the clown.

In 1946, not yet out of his Army uniform, Alan decided to take a trip to Hollywood, to see what it was like. He hails from McDONALD, Pa., a town of 3,000, about 15 miles outside Pittsburgh, and prior to his service with Uncle, had been in the advertising business, doing advertising for a whiskey firm.

He liked Hollywood, decided to try to get a job there. Cold, right off the street, he walked into the Capitol Records offices and asked to see the personnel director. The latter gent informed him sadly that he'd missed an opening as an advertising copywriter by about an hour, but suggested that he go in and see Jim Conkling, fresh in the Cap a.&r. department. Conkling didn't have an opening at the moment, but asked Alan to keep in touch with him.

Several weeks later, with no action forthcoming from Conkling, Alan landed a job in the advertising department of Gallo Wines. As a courtesy, he decided to call Conkling to tell him he'd landed employment. The Capitol office told Alan that Conkling was home in bed, ill. Alan, a thoro lad, called Conkling's home. "Look," said Jim Conkling, who, too, as president of Columbia Records has since proved himself an extremely bright young executive, "I'm getting out of bed. Meet me at the office in a half hour."

Alan did, and Jim hired him to handle the gleam in Capitol's eye, which at the moment constituted the company's children's record

line. Alan knew absolutely nothing about tot tallow at this point. This, quite conceivably, turned out to be quite an advantage. Other items in his favor were: (1) He'd studied violin, sax and trombone, and had his own band in college, and (2) He'd been a kid himself once, and had listened to children's records.

His performance, particularly with the Capitol kidisk line, since that day shouts for itself. The Cap mopet platters and packages are recognized as the strongest such line in the industry.

But the fact remains that if he hadn't decided to take a look at California; if he hadn't happened to stroll down Sunset Boulevard, into the Capitol offices; if he hadn't felt it would be courteous to tell Conkling about his wine job; if Conkling had decided to stay in bed; if all these things, Alan might today be writing some of the sharpest grape jingles on TV, and Bozo might never have been born.

I think I will stop chuckling over those long finger of fate bits in the books, the movies and the TV.

# Legit Line-Up

St. Paul's mayor's proposal to set up a "screening process" on all legit plays before being allowed to play the city has been dropped. The proposal was made by the mayor, John Daubney, following his attack on "I Am a Camera" as "indecent and filthy." Attempts by the city's council to meet with the mayor to discuss the setting up of such a screening board have failed. The consensus is that the ruckus following his attack and the pressure of press and public opinion against the mayor have prompted hizzoner to feel the less said further, the better.

Margo Jones has filed incorporation papers for a San Francisco Non-Profit Professional Theater, which is scheduled to open around June 1. With a staff of 21 and a season of six original plays and two classics, the set-up will be the same as her Dallas Theater '53, now in its seventh season. . . . Norris Houghton will direct Louisville's 175th anniversary play, "The Tall Kentuckian," by Barbara Anderson, with music by Norman Dello Joio. . . . Howard Hoyt, Jack Bartell and Glenn Jordan will operate a 60G musical tent at Saratoga Springs, N. Y., for a 10-week season starting the end of June. . . . Critical Digest, weekly theater newsletter, becomes available on mid-town

New York newsstands Monday (9). . . . The Aldrich & Myers office has hired Roy Hargrave to direct "Stockade," a dramatization of part of the novel "From Here to Eternity."

### EQUITY SUEED FOR TAXES . . .

The U. S. is suing Ralph Bellamy, as president of Actors' Equity Association, and Jacques Sarlie for withholding taxes totalling \$1,020. According to the complaint, Equity has a bond for the Land of Smiles Company, producer of "Yours Is My Heart," and was subject to withholding tax. Equity claims to have given Sarlie the money back; Sarlie denies all allegations and asks for a dismissal. . . . Equity has issued rules for new benefits for summer stock players, dividing the strawhats into three classifications, with "package show" houses dealt with separately. Requirements are a maximum of two weeks' rehearsal before opening at \$30 a week and no more than eight hours each week after opening in addition to one dress rehearsal. Minimum salaries are \$85 for actors, \$125 for stage managers (musical stock \$100), and as much as 20 per cent of the cast may be resident. . . . Danbury, Conn., got its first legit play in five years with "Tobacco Road," February 1-3.

### 'LEZAK STARRED IN "THREE ANGELS" . . .

The cast of "My Three Angels" stacks up with Walter Slezak starred; Jerome Cowan, Carmen Mathews and Henry Daniell featured, and Darren McGavin, Erik Morka. . . . Productions are shaping up for Robert Anderson's "Tea and Sympathy," "Eden Rose" and "All Summer Long." So far Anderson's plays have not been done professionally. . . . Marc Connelly has written a new script, "There Are Two Points," which Hugh Beaumont is talking for London productions. . . . Lucille Watson celebrates her 50th year on Broadway. . . . Barbara Van Ornam will replace Peggy Cass in "Bernardine" Monday (9). . . . Anna Deere Wiman will enter the production ranks with Allen Vincent's "Sight Unseen." . . . Geraldine Page is the first person in the theater to be awarded the Sons and Daughters Foundation Award as Chicago's "Daughter of the Year." . . . Milton Berle will be associate producer with Ben Tompkins and Alvin Cooperman on "Masquerade." . . . Debuts for "The Wrestling and the Fall" include Uta Hagen as director; Barry Hyams, producer, and Dorothy Monet, writer. . . . Odette Myrtil will replace Irene Bordoni in "Maggie" February 9 in New Haven, Conn.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 7.—The inherent trouble with awards is that everyone doesn't win. The one who walks off with the top prize takes it with the ho-hum attitude of a beautiful woman complimented on her looks. She knows she had it coming to her and you're not doing her a favor, but it was nice of you to mention it. The loser will argue to the dying day that the whole thing is unfair.

There are two industry-wide academies in Hollywood that annually distribute awards. The world-famed Academy of Motion Picture Arts and Sciences, which apparently started the yearly statue giving routine with its coveted Oscars for screen achievement, is now in its 25th year. During a quarter of a century's existence, the motion picture Academy has probably done more to promote the stature of Hollywood's movies than any single factor. And yet, despite its 25 years, the Academy is still wracked with internal industry problems. This year half the major studios walked out in a huff and refused to underwrite the support of the institution despite the many benefits they have reaped from its existence.

It's ironic that the motion picture Academy will be turning to radio and television—the two entertainment media so bitterly opposed by the movie makers—for its support in selling the broad-

cast rights to the Oscar-giving event.

The Academy of Television Arts and Sciences was founded a mere five years ago. It was patterned directly after famous motion picture Academy. Instead of Oscars, the TV counterpart was the Emmy. Each year members of the Academy pick what they think to be the finest in each of the categories and the awards are handed out with as much ballyhoo as a fledgling group can muster.

But when the TV boys took the movie format, they took with it the same headaches that have plagued the Oscar-givers for years. As in the case of the motion picture Academy, its TV counterpart last year was faced by an exodus of members who found fault with the manner in which award categories were chosen. This year the TV group again had its share of walkouts. The beef this time concerned the evaluation of national as opposed to local shows.

If the Academy is to mean anything nationally, it must weigh the merits of shows seen across the country. Shows of the local independent stations would rightfully claim unfairness if they were expected to compete with the national shows. The Academy, however, could not exist if the local stations were to withhold their support.

Under the competent guidance

of its president this year, Hal Roach Jr., a plan was evolved whereby two major classifications would be considered, shows and personalities on the national scene and those seen locally. This, for the most part, helped keep the house from dividing itself. However, the sharp edge of competition, brutally keen on the local level, continues to breed a feeling of unhappiness among the independent stations that belong to the Academy. Those who come out on the short end of the prize line undermine the value of the organization by minimizing the importance of the awards. The sour grapes attitude can only hold back the progress of the Academy in establishing itself as important a factor to TV as its motion picture model.

The TV Academy's newly elected president, Charley Ruggles, summed up the problem in his concluding remarks. Members should approach this project with the thought of what they can contribute to the organization and not what they can get out of it. This word of wisdom applies equally to the movie Academy as it does to its TV satellite.

If the TV Academy can weather the storms of a quarter of a century and become as world renowned and respected as the Oscar group, then—well, then, it will have the same old problems all over again.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 7.—Look for Federal Communications Commission to get a reprieve from this week's White House freeze order on federal jobs. But don't expect similar mercy for State Department's Voice of America. Word is that President Dwight D. Eisenhower will authorize hiring of immediate replacements for any upper-bracket FCC'ers who are forced to exit when the President names a Republican to supplant Chairman Paul A. Walker. As for the Voice of America, the economy ax is being sharpened for hundreds of the agency's chairwarmers in cushy overseas assignments. Secretary of State John Foster Dulles has indicated he might fire as many as half of the entire overseas personnel. He's getting full encouragement from Capitol Hill, especially from the Senate Foreign Relations Committee which came out the other day with an interim report attacking the Voice's "cumbersome, extensive and rigid bureaucratic framework and jargon." Deploring the global propaganda agency's "amateurishness" and "dangers of overbelligerency," the Senate committee intends to probe more deeply into the Voice operations. The committee said it has received reports that the Voice is resented abroad because of its "implication of superiority and preaching." Among questions being asked by the committee is: "Are personnel engaged in Voice operations chosen with due regard for their background and skills?" Also: "What are the possibilities of using television?"

### BUILDING CONTROLS FOR THE ASHCAN . . .

Uncle Sam's controls on amusement construction, already greatly relaxed, will be tossed completely out the window soon. That's the inside word at the rapidly decomposing National Production Authority where the staff which regulates showbiz construction controls has dwindled to half a dozen people. Most of the staff may be out of their jobs in another couple of months even tho the control law will stay on the books until June 30 and probably

will be extended in modified form in keeping with President Eisenhower's State of the Union recommendation. One reason showbiz construction controls will be the first to be scrapped is that allotments of building materials since the January 1 relaxation have proved sufficient for most amusement projects, particularly in the \$30,000 to \$40,000 class. Applications for supplementary materials have dropped off almost completely.

### ROUGH SAILING FOR COPYRIGHT TREATY . . .

It looks like rough sailing for the International Copyright Treaty in the Senate. The model pact that came out of United Nations Educational, Scientific and Cultural Organization last summer is running into trouble because of the pact's manufacturing clause which goes beyond a counterpart provision in the U. S. Copyright Law. Idea of making such a change is unpopular on the Hill. A bill with a similar provision last year got thru Congress only after it was thoroly watered down. Another stumbling block in the proposed pact is the registration provision. Still another, altho generally undiscussed yet, is the pact's provision to leave the door open for juke box coverage at any time after the treaty is ratified. Also, since the UNESCO pact would have the effect of superseding the U. S. law, Senate Foreign Relations Committee is in no rush to deliberate on it. Congress has a marked aversion against substantially changing the 43-year-old law.

# Paris Peek

By ANNE MICHAELS

PARIS, Feb. 7. — The Cannes film festival is being propagandized in the States by Favre de Bret. The festival is going all out for television. In fact, it is being publicized as the marriage of film and TV. Besides a giant screen installed in festival headquarters the city of Cannes is installing in major film houses there special apparatus, so cinema viewers can pick up what's going on. Also scheduled is a big discussion on French TV growth.

Jose Ferrer, in a lightning trip to Paris, set himself up for a couple of films to be made here, including "First Love," under Jean Renoir's direction, and "Alexander and Napoleon," which Marcel Rivet will do. He also closed contracts on the Broadway staging of Molnar's "The Swan," with Audrey Hepburn in the lead role. . . . Comes end of month theater and film stars of France put on a giant ball, circus style, with the names doing everything from trapeze acts to lion taming. The latest addition is Michele Morgan in an African dance number. . . .

A couple of Argentine dancers, Marquita Flores and Antonio de Cordoba, will make their European debut at the Theater Marigny. . . . Tunis is becoming a theatrical meeting place what with the Marquis de Cuevas troupe playing there and several first run Paris plays. . . . Marie Dubas will go into the Bombino vaude house, where she made her debut 25 years ago.

### GALA "GODOUNOV" FOR OPERA . . .

"Boris Godounov" will be presented at the opera in a revival which the administration claims should surpass its super duper production of the "Gallant Indians," which has been the top money maker for the State-owned opera house this year. . . . Jean Mercure's Theater Athene's schedule is squeezed to the limit. After "On Earth as It Is in Heaven" comes Julian Green's "The Man That Came After" and then the 54-actor play, "Prayer for the Living." Further in the future is "Mr. Quota," "The River Line," "The Lady's Not for Burning" and "Living Room." . . . Sacha Guitry will go to London with his troupe in June for the coronation season under Englishman Peter Debaney's management.

## BROADWAY SHOWLOG

Performances thru February 7, 1953

DRAMAS			
Bernardine (Playhouse)	10-16, '52	134	
Dial "M" for Murder (Plymouth)	10-29, '52	180	
Love's Labour's Lost (New York City Center)	2-4, '53	5	
Mid-Summer (Vanderbilt)	1-21, '53	21	
The Bat (National)	1-20, '53	23	
The Children's Hour (Coronet)	12-18, '52	60	
The Crucible (Martin Beck)	1-22, '53	20	
The Deep Blue Sea (Morocco)	11-5, '52	109	
The Fifth Season (Cort)	1-23, '53	19	
The Fourposter (Golden)	10-25, '51	543	
The Love of Four Colonels (Shubert)	1-15, '53	28	
The Moon Is Blue (Henry Miller)	3-8, '51	295	
The Seven-Year Itch (Fulton)	11-20, '52	92	
The Time of the Cuckoo (Empire)	10-31, '52	133	
Time Out for Ginger (Lyceum)	11-25, '52	85	
MUSICALS			
An Evening With Beatrice Lillie (Booth)	10-2, '52	149	
Guys and Dolls (46th Street)	12-15, '50	997	
New Faces of 1952 (Royale)	5-16, '52	308	
Pal Joey (Broadhurst)	1-3, '52	460	
South Pacific (Majestic)	4-7, '49	1,560	
The King and I (St. James)	3-19, '51	779	
Two's Company (Arlin)	12-15, '52	57	
Wish You Were Here (Imperial)	8-25, '52	261	
COMING UP			
The Emperor's Clothes (Barrymore)	2-9, '53		
On Borrowed Time (48th Street)	2-10, '53		
Hazel Flagg (Hillinger)	2-11, '53		
John Brown's Body (Century)	2-14, '53		
CLOSED			
The Male Animal (Music Box)	(Opened 1-17, '52)	337	
Touchstone (Music Box)	(Opened 2-3, '53)	7	

SHOWFOLK'S TAXES—I

'Relief' Provisions Cut Into Bigger Tax Load

By LEWIS C. LEBISH

New York, Attorney, Certified Public Accountant and Tax Consultant

The new Revenue Act provided a new surtax table for surtax net income for the calendar year 1951, which reported an increase over the year 1950. In the same act, there was a new surtax table for tax years beginning after November 1, 1951, and represents an increase of about 11 3/4 per cent over the 1951 liability. Consequently, there is a decided increase in everyone's tax for this past year as compared to the tax paid for the year 1950.

However, in view of the fact that most everyone is aware that the proposed budget is still of astronomical proportions, the possibilities are that the administration will not be able to do much to lessen the burden of the man in the street.

On the brighter side, several new "relief" provisions, such as the granting of a new "head of the household" benefit, the postponement of the gain on the sale of personal residence and the liberalization of medical expense deductions, have been incorporated in the new law and will be of benefit to some taxpayers.

In addition there are certain new provisions in connection with capital gains, family partnerships and people who work abroad which will be further discussed in this article.

Show Angle

The reader should bear in mind that this article is written for the purpose of assisting those in the entertainment field in the preparation of their tax return, and is only a short synopsis of the law. Naturally, in an article of this size, there are many situations that cannot be discussed fully, and it is impossible to do more than to discuss the highlights of the new law.

Tables on this page provide comparisons of tax computations under the old and the new law for

individuals and corporations. It should be noted that in the computation for corporations, any excess profits taxes would have to be added to the figures shown in the tables.

Tax payers in high brackets will be pleased to learn that Uncle Sam has provided a maximum tax rate for individuals of 87.2 per cent. After payment of this federal tax plus State tax, they will still have carfare left.

Comparison of Tax Liabilities Under Old and New Law

Individuals

Single Person—No Dependents

Table with columns: Net Income, 1950, 1951, 1952. Rows range from \$500 to \$1,000,000.

Married Couple—No Dependents

Table with columns: Net Income, 1950, 1951, 1952. Rows range from \$1,200 to \$1,000,000.

Corporations

Normal & Surtax

Table with columns: Net Income, 1950, 1951, 1952. Rows range from \$1,000 to \$1,000,000.

Head of Household

A new provision has been added effective for taxable years beginning after October 31, 1951, which gives some of the tax benefits accorded to married couples by income splitting to an unmarried individual who "qualifies as the head of a household."

The government has defined the type of unmarried individual who can claim credit for being "head of a household." This person must maintain a household which is his principal place of abode, and has as a member of such household one or more of the following persons:

- 1. Any son or daughter or any of their descendants or a stepchild or legally adopted child. The amount of gross income of any of the aforementioned is immaterial. However, if any of the above are married at the close of the taxpayer's tax year, they must qualify as a dependent of the taxpayer for the taxpayer year; i.e., they must have less than \$600 gross income for the calendar year and must receive more than one-half of his or her support from the taxpayer and must

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Highlight Reviews

TELEVISION

'You Are There' Is Noble Try, But Weak Facsimile of Radio Original

By SAM CHASE

The reaction after viewing the tee-off edition of "You Are There" is that it should have stayed in radio. Unless future outings are far more convincing, it would seem that this is one case where the imagination, as evoked in the aural medium, far surpasses anything which can be shown on the TV screen.

Certainly, there were few moments of real drama in the show, and these were highlighted by the brief few seconds in which film of the flaming zeppelin, Hindenburg, were shown along with a playing of the sound transcript of

the original radio broadcast of the tragedy by Herb Morrison. Otherwise, the earlier portion of the half hour was a lengthy and usually dull build-up, and everything that followed, likewise, was anti-climax—even some good live studio simulation of victims and rescuers dashing about in a maelstrom of smoke.

Thinking back on the radio edition, originally known as "CBS Is There," it seems self-evident that the recreations of historical events, even of recent vintage such as that of the Hindenburg tragedy, are unlikely to be simu-

lated as successfully on TV. Especially when, as in the case of the preem show, everything had to be built to a single point where actual film of the event takes over. The AM version had the faculty of making the entire 30 minutes come alive believably with no climax enforced by the happenstance availability of film. The memorable "Siege of Troy" show stands out as a typical example, yet it seems doubtful that video can bring such a show the same forcefulness.

It could be, of course, that the

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TV FILM

'Junior Science' Absorbing Series For 8-15-Year Moppet Audience

By JUNE BUNDY

"Junior Science," a new 15-minute TV film series, is aimed at children from eight to 15, an age group heretofore neglected by producers of film shows with any real educational value for youngsters. There's an ample supply of TV offerings on the market for those in the seven-and-under brackets, but the eight to 15 boys and girls have chiefly subsisted on a video diet of Westerns, murder mysteries, and space operas.

Each film in the first series of 13 explores a different facet of science — air pressure, sound, electricity, heat, etc. The series is packed with plenty of factual

information, but escapes the stigma of dullness via interesting camera angles and unusually fast-paced, colorful visual presentations. Latter trick is accomplished by having the program's distinguished host, Dr. Gerald Wendt, chief of Science and Education for UNESCO, deliver most of his commentary lines off camera, while the camera is trained on a variety of fascinating demonstrations.

On the films caught (which explained surface tension, water pressure and gravity) Dr. Wendt showed his young viewers how to mystify their friends by pouring water down a string; balancing a

pencil by its point; floating a needle in water; and filling up a glass with more water than it can hold; yet not making it overflow. Each experiment was so simply explained that even most adults could master it.

Clarity of these explanations is due to an excellent camera and editing job. Each experiment is detailed in a series of close-ups, this enabling viewers to concentrate completely on the demonstrations, free from any visual distractions in the background. To assure each close-up of fast pacing, the series averages about

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TELEVISION

Veep's Geniality a Debut Plus But His Generalities Miss the Target

By BOB FRANCIS

From the Sunday debut performance, it is hard to tell whether or not NBC has snared a plum via the signing of Alben Barkley, ex-Vice-President of the United States, as star of a weekly 15-minute commentary seg. The Veep after 40 years of public life was obviously able to take the camera eye in stride, but he likewise appeared to be considerably unfamiliar with the medium to the point of giving the impression of watching both the director and the clock. However, these are minor faults which will disappear with experience. In the long shots, the Veep looks like a Pinza in spectacles. He is a crisp story-

teller with a way with an anecdote.

The pattern of the new show is an informal, across-the-desk interview, with Washington correspondent Earl Godwin sparking the questions for Barkley's comments. The first seg, which naturally was more or less introductory, didn't leave much room for highlighting current problems. The Veep pointed out that 40 years in Washington has convinced him that every administration has plenty of headaches and leaves a bag of some sort for its successor to hold. The Wilson era had its banking and Mexican problems and World War I. The

Republicans inherited the aftermath which culminated in the depression under Hoover. Roosevelt took over the depression and World War II and left the cleaning up to Truman. Now Eisenhower inherits the most crucial job in the world, and the opposition should let him lay plans and above all avoid confusion. The Korea situation was also "insoluble," but offering no personal comment other than that history has always found a solution, and that "we will come out on top in the American way."

It seems to one reporter that if "Meet the Veep" is to have its

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NIGHT CLUB

Ray Effect on Gotham Saloon Set Is Little Short of Mass Hysteria

By BILL SMITH

Johnnie Ray hadn't gone beyond the first eight bars of his opener, "Please Don't Talk About Me," when he had them with his amazing drive — and kept them thruout. Even his semi-religious item, "Touch of God's Hand," held them, tho its impact was less. But the kid has enough show savvy to bounce right back with bell-ringers, hopping from the piano and selling like mad all the way.

His standards, "White Cloud" and "Cry," were the same bedlam breeders they were here the first time around. That mob shrieked and howled in a frenzy with Ray heaping on the coals to keep

them at white heat. His "Jubilee" finishes with audience in on hand clap-beats drove them wild. It was a holy roller meeting with customers jumping up and waving arms wildly while Ray stood out there screaming and driving them to new heights of frenzy.

Maybe it was mass hysteria that drove Milton Berle out of his chair with his shoes in his hand waving them madly aloft. Perhaps it was the same hysteria that drove Jan Murray out of his chair for an arm waving dance. But, whatever it was, it would've been better taste for fellow performers to permit Ray to work alone. Ray was smart enough to get off after

that one and stay off. He couldn't have topped it.

The Kean Sisters, held over from the previous show, came out with more new material. They must be in up to here with Eli Basse who does their stuff. If they were very funny before, they're even more so this time. There's little point in describing their act. Their material is wonderful. Their physical bits are side-splitting. The audience howled.

The Nicholas Brothers' amazing flying splits and fast mercurial terps drew one of the biggest hands accorded here to an opening act. For a breather one of the lads

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Review Index

Table with columns: Record Reviews, Classical Reviews, Legit Reviews, Night Club Reviews, Radio Reviews, Television Reviews, TV-Film Reviews, Vaudeville Reviews.

The Billboard: The Amusement Industry's Leading Newsweek. Founded 1894 by W. H. Donaldson. Managers and Divisions: Publishers (Roger S. Littleford Jr., William D. Littleford), Pres. & Treas. (E. W. Evans), Secy. (Lawrence W. Gatto), Editors (Joseph G. Cuda, Editor in Chief, New York; G. R. Schreiber, Coin Machine Editor, Chicago; Herb Dotten, Outdoor Editor, Chicago; Wm. J. Sachs, Exec. News Editor, Cincinnati; Ben Atlas, Chief Washington Bureau, Los Angeles; Lee Zinto, West Coast Indoor Editor, Los Angeles). Managers and Divisions: E. W. Evans, Gen. Mgr., Cincinnati; Main Office & Printing Division, 2160 Patterson St., Cincinnati 22, Ohio; W. D. Littleford, Gen. Mgr., Eastern Division, 1064 Broadway, New York 35, N. Y.; M. L. Reuter, Gen. Mgr., Western Division, 183 W. Randolph St., Chicago 1, Ill.; Sam Abbott, Gen. Mgr., West Coast Division, 4000 Sunset Blvd., Hollywood 28, Calif.; F. B. Jeerling, Gen. Mgr., Southwest Division, 390 Arroyo Blvd., St. Louis 1, Mo.; C. J. Latcha, Advertising Director, K. Kemper, Advertising Mgr., New York; M. L. Reuter, Advertising Mgr., Chicago; B. A. Bruns, Circulation Manager, Main Advertising and Circulation Offices, 2160 Patterson St., Cincinnati 22, Ohio. Subscription rates payable in advance. One year, \$10 in U. S. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1917, at Post Office, Cincinnati, Ohio, under act of March 3, 1929. Copyright 1953 by The Billboard Publishing Company. The Billboard also publishes "Veep," the monthly magazine of automatic merchandise, one year, \$2. Vol. 63 No. 7

## Rhubarb Coming Up Over Video Web Baseball Plan

Major Owners to Meet This Week To Set Policy Toward Net Telecasts

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whether proponents of the plan will press for its approval despite the opposition of Veeck, Trautmann and their allies. It is gen-

### RIVALRY DICKER

## 'Toast' Would Set Deal With 'Comedy Hour'

NEW YORK, Feb. 7. — Ed Sullivan this week was trying to work out a deal with his rival "Colgate Comedy Hour" which would allow him to present his "Toast of the Town" for the next two weeks running over WDTV, Pittsburgh, a one-station market. Sullivan and Colgate alternate over the station so that each gets a chance to present its program to the Pittsburgh video audience. Former airs 8-9 p.m. Sundays via Columbia Broadcasting System, while the latter is on the same time via the National Broadcasting Company.

"Toast of the Town" will offer two special presentations on February 15—a filmed salute to Walt Disney and a salute to the record industry. It is these programs that Sullivan wants the Pittsburgh video public to see.

The arrangement with WDTV which allows the networks to alternate is the only one of its kind. It only operates, of course, when the Du Mont network hasn't a commercial stanza to offer the station. The deal was worked out by Allen B. Du Mont himself to offer an equal opportunity to competing network programs.

## WJZ a Sellout On Fight Seg

NEW YORK, Feb. 7.—The new TV boxing show from Ridgewood Grove, which will air co-op via the American Broadcasting Company, this week seemed sure to tee off fully sponsored via WJZ-TV, local flagship. With Piel's beer already in the fold for one-third of the 90-minute outing, two other bankrollers were reported on the verge of pacting. They are Thom McAn shoes and Bristol-Myers, with the contracts deemed likely to be inked first thing next week.

Meanwhile, WJZ-TV also sold the first half of its college basketball series this week to Hoffman beverages. Series airs 8:30 p.m. Wednesdays.

## CUP SHATTERS—NEXT TIME, FILM

NEW YORK, Feb. 7. — Chances are that all Maxwell House Coffee commercials on Red Buttons' TV show will be on film from now on, as a result of Last Monday's (2) fiasco over the Columbia Broadcasting System's TV web. Heretofore, the show has featured a live spot with a close-up of boiling water being poured into a clear glass cup to demonstrate how easy it is to make Maxwell's Instant Coffee. This time, tho, the heat proved too much for the cup and it went to pieces right on camera. Buttons threw in a half-hearted quip about it later in the show, but the closing spot was performed with an opaque white mug as stand-in, and tradesters report the sponsor is seriously considering putting the pitch on film.

erally agreed that the clubs favoring the plan are strong enough to force thru its acceptance, but possibly at the price of serious rift in baseball's usual united front. Whether they are willing to pay that price is what's to be decided.

The debate already has reached such heated proportions that execs of the TV webs involved are

already beginning to wonder whether it is wise to proceed. The networks don't foresee any major profits, at least during the initial year, and they fear that should one or more minor leagues fold during the season, as happens almost every year, the blame would be laid at TV's doorsteps, even if the loops would have died under any condition.

## New Action Seen Over Alien Actor Problem

NEW YORK, Feb. 7.—In spite of restrictions in the McCarran-Walters immigration law which make only the admission of "unique" show talent possible (see other story on Page 1, this issue), the member unions of the Associated Actors and Artistes of America this week were moving to cope with the alien problem which seems to have arisen here this season. Frank Reel, executive secretary of the American Federation of Television and Radio Artists local, has sent invites to all other 4A unions asking them to form committees to meet with the AFTRA group considering the question.

Equity, of course, has a committee in action headed by Chester Stratton. The American Guild of Variety Artists, the American Guild of Musical Artists and the Screen Actors Guild, as yet have to form such bodies to weigh the

matter, which concerns all the unions.

AFTRA is particularly concerned about aliens because both its American-born members and resident alien membership have complained to the union about work they have been losing to overseas actors. The AFTRA membership feels that when aliens are brought over here for specific assignments they should not be allowed to take other jobs. Most immigration visas specifically give them permission to take only stipulated assignments.

The practice occurs when English actors are brought over to star in legit shows or to make public appearance in connection with films in which they are featured. They frequently then take TV roles which the resident aliens feel should be theirs. Resident aliens maintain that by declaring their intention to become American citizens they shut the door on work in England and lose the glamor which imported British stars have.

British Equity, of course, has stiff restrictions on letting American actors work in England. Basil Rathbone and Beverly Roberts head the AFTRA committee on aliens.

## Robert Q. to Spell Godfrey

NEW YORK, Feb. 7.—Despite report to the contrary, Robert Q. Lewis this week was selected to spell Arthur Godfrey on his daytime radio and TV shows over the Columbia Broadcasting System's AM-TV network when the redhead leaves for his two-week junket around the world with General Curtis Le May beginning February 9.

Eddie Albert was the original sub picked by CBS, but sponsors preferred Lewis because of his seven-year record as Godfrey's replacement. Lewis is signed to a CBS radio contract, tho his TV pact has lapsed. Garry Moore will handle Godfrey's "Talent Scouts."

## 'All Star' Gets Studebaker

NEW YORK, FEB. 7.—Studebaker this week bought into three editions of "All Star Revue" via the National Broadcasting Company's TV web. The auto firm will plug its new models on the shows airing February 28, March 7 and March 14.

Business was placed thru Roche, Williams & Cleary agency.

## COLGATE COMEDY

# McConnell Plans New Time, Format

NEW YORK, Feb. 7. — The National Broadcasting Company this week was awaiting with trepidation the decision of the Colgate - Palmolive - Peet Company on renewal of the "Colgate Comedy Hour" for next season. However, intimates of Joe McConnell, former president of NBC and now the head of Colgate, know that he has been developing a dream of his own for programming the Sunday night 8-9 p.m. time period on the web.

McConnell would like to take Sid Caesar and "Your Show of Shows" from the 9-10:30 Saturday slot and present it in the Colgate time period next season. His plan also is to spell Caesar and his troupe with Dean Martin and Jerry Lewis for at least four weeks during the season so the regular weekly show can take a vacation. This, of course, would make for a stanza with maximum comic impact.

It is said that McConnell views the success of the Jackie Gleason show on the Columbia Broadcasting System's TV network as ominous. It is believed from this evidence that one sock comedy performer can outrate several different irregularly slotted because

the regular show builds an audience. McConnell maintains, so the sources say, that the "Colgate Comedy Hour" must get itself one top-notch TV comic and build its future around him.

NBC's "All Star Revue," which airs opposite Gleason, already is skedded to exit after its cycle ends. "All Star" comics reportedly have been offered to Colgate for inclusion on that sponsor's current show, if it should be renewed.

## Plot Shift of Burns & Allen To Later Time

NEW YORK, Feb. 7.—Burns & Allen may be shifted into Thursdays 9-9:30 p.m. on the Columbia Broadcasting System's TV network from this present hour earlier time slot on same web. Lucky Strike at present has the 9-9:30 time period, but its cancellation of "Biff Baker" is reported imminent. In the event Luckies drops the film show, it will probably surrender the time.

Batten, Barton, Durstine & Osborn, the agency for both Luckies and for Goodrich, which is an alternate sponsor of Burns & Allen, would like to change the time period of the program.

For one thing, it is opposite Groucho Marx on the National Broadcasting Company, which materially cuts into its audience. For another, B.B.D.&O. services both Goodrich and DeSoto, the sponsor of Marx, a situation which makes it unhappy. The shift would depend upon whether B.B.D.&O. can convince Carnation Milk, the other sponsor of Burns & Allen, that the move would help the show.

## GLEASON SHOW

# CBS Sponsor Formula May Be Revamped

NEW YORK, Feb. 7. — The Columbia Broadcasting System's TV network this week was considering revamping its sponsor formula for the Jackie Gleason show next season. The program now has three sponsors, Shick, Thomas Leeming and Bristol-Myers.

The show, however, has been such a click that at least one of the three would like to purchase half of it. Shick particularly feels such an arrangement would give it more coverage. But to go to two sponsors, CBS-TV will have to get either Leeming or Bristol-Myers to take the other half. In the event both advertisers go for the idea, it will have another problem, which sponsor should get the other half? B-M's Ipana was the last advertiser to buy into the show.

## FULL HOUSE

# CBS Sells Out Moore Day Stanza

NEW YORK, Feb. 7. — The Columbia Broadcasting System's TV network sales division this week hung out the s.r.o. sign on Garry Moore after Procter & Gamble bought the last three open segments of the daytime comic's program. Last year at this time Moore had only two clients and was reportedly washed up in daytime video. He has made a significant comeback during the year.

P&G will join Masland Rugs, Best Foods, Deepfreeze, Stokely-Van Camp, and Kellogg, all of which sponsor one segment of the program, and Pillsbury which owns two segments. CBS-TV already has an advertiser waiting for a vacant slot on the program.

## INAUGURAL WAS TV'S BEST DAY

NEW YORK, Feb. 7.—More video sets were in use for the telecast of President Dwight Eisenhower's inaugural than for any other daytime TV event in the medium's history. This was the result obtained from a special Trendex study for the National Broadcasting Company, which revealed that 60 million people in 18 million TV homes were tuned in sometime between 11 a.m. and 4 p.m. This constitutes an 85 per cent sets in use figure.

The Trendex results were derived from special average minute coincidental figures representing 10 major TV markets with maximum-network competition.

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

Watch for announcement of winners  
in next week's Billboard

**CORONATION SCRAMBLE**

**Nets' Jets to Race Atlantic With Pix**

• Continued from page 1

Westbound air traffic across the Atlantic will thus include all-out flight efforts which should shatter existing speed records for the crossing.

The current maneuvering involves deep plotting on how to be the first to get the plane off the ground. The webs are studying the ceremony plans, to decide the earliest possible time to wind up shooting. The best bet is a 7 a.m. (New York time) wind-up, after the crowning and just after the start of the parade. The webs also are using their best political influences to enable them to get quick clearance from British officialdom, which thus far has insisted on inspecting any film shot before it can be flown here. This means a lengthy delay, with the film having to be processed before it can be passed. At least one web had hopes of processing in the plane en route.

**NBC By-Step**

NBC is known to be trying to steal a march which may by-step the official okay of the film. It is shipping a kinescope recording set to London, and has okayed a deal with British Broadcasting Corporation to kine the latter's live coverage of proceedings. NBC also will shoot its own film, but the BBC stuff may get here on time for a several-hour beat over the opposition.

A minor scramble likewise is going on within each network among the commentators. The assignment to handle the TV gab chore is regarded as a choice

plum, and the newscasters all are bucking for the job. It's deemed likely that whoever gets it will be flown to London to watch the proceedings and take notes, and then be flown back with the film to deliver his commentary live on an "I was there" note.

**'PURELY ACADEMIC'**

**NPA Moves to End Color TV Controls**

WASHINGTON, Feb. 7.—The National Production Authority is preparing to wipe out the last vestige of controls on color TV productions, but the agency's action isn't expected to cause a ripple. Industry sources say that NPA's action will be "purely academic," since not a single manufacturer of major or medium stature is planning color TV sets production in the immediately foreseeable future, which is taken to mean that there will be no serious color TV drive until the Federal Communications Commission approves standards for a color system compatible with black-white TV, which would outmode present standards under Columbia Broadcasting System's mechanical system.

The National Television System Committee, an industry-wide group, has been developing a compatible system for a long time, incorporating features of Radio Corporation of America's and several other companies. Dr. W. R. G. Baker, chairman of the NTSC, reported to the Radio Television Manufacturers' Association Board of Directors this week that his

**Saturation 1-Market Air Campaign May Change Film Booking Methods**

BOSTON, Feb. 7.—The concentrated use of spot radio and TV which helped sell the Metro-Goldwyn-Mayer feature "Jeopardy" to the public here in 40 locations simultaneously is viewed as a signal success by the company's executives. It may herald an entirely different method of booking films — simultaneous showing rather than the usual first run, second run, third run technique.

For the seven days which preceded the film's opening in Boston, M-G-M saturated local video audiences with spot trailers specially made for TV which were seen on WBZ-TV and WNAC-TV. On radio, the film company laid down an even more concentrated barrage of spots on six stations.

M-G-M learned from this trial that concentrated, advertising firepower in broadcasting can bring more effective results than the usual method of advertising. Such saturation spot broadcasting techniques are not especially expensive in that exhibitors showing the pictures share in the cost of advertising with the distributor. They do, however, have the virtue of giving all exhibitors the kind of an advertising barrage that each alone could not afford.

M-G-M intends to continue the plan in other cities with the same film, which stars Barbara Stanwyck. It is also considering the use of saturation spot broadcasting for its revival of "Trader Horn," which is in the works.

The plan is not new. RKO used

it for its revival of "King Kong" which racked up sensational grosses, and for "Mighty Joe Young," another RKO top grosser in some locations. It is the brain-child of Terry Turner, then an RKO exec but now one of the brass at General Teleradio, who helped blueprint the M-G-M "Jeopardy" campaign.

M-G-M paid cash for all its spots. Turner, however, envisions radio and TV stations working out deals for percentages of the exhibitors' and distributors' grosses where neither can put up the dough for a campaign.

**DESPITE RULE**

**'Stop Music' Type Seg Is Seen Out**

NEW YORK, Feb. 7.—The decision of the three-judge statutory court this week, upholding the networks' rights to air program giveaways, came as something of an anti-climax. "Stop the Music," the show that was used as a test case by the Federal Communications Commission when it instituted the ban in 1949, is no longer on the air, and the networks give no indication at this time of reviving the type of show around which the hassle revolved. Nevertheless it appeared likely this week that the FCC sooner or later would appeal the decision. Under statute, the appeal would go directly to the U. S. Supreme Court.

Judges Vincent Leibell and Edward Weinfeld rules against the FCC ban on the ground that giveaway shows are not lotteries, since the listener or viewer does not have to put up any money. In their majority opinion, they conceded, however, that the FCC could refuse license to a broadcaster airing information about lotteries such as the Irish Sweepstakes. In their original pleading three years ago, the networks had raised a question about the FCC's jurisdiction of the lottery section of the Criminal Code. In his dissenting opinion, Circuit Judge Charles Clark maintained that giveaway audiences were partaking in a lottery.

**Pic Legalists Ready Replies To FCC Queries**

WASHINGTON, Feb. 7.—Future course of the Federal Communications Commission's hearing on theater TV may be determined Monday (9) when legalists for movie, theater and common carrier interest are scheduled to reply to FCC's ultimatum to clarify the issues or risk termination of the hearings (The Billboard, February 7). Legalists for industry participants are ready to present answers to the commission's questions, which include demands to know why it isn't feasible for theaters to operate on frequencies already allocated to common carrier services and to what extent will frequencies allocated for theater TV be applied for, by whom and when.

If the industry legalists satisfy FCC with answers that clarify the issues, the hearings will continue on a basis similar to the present one, a couple of days a week over a period of possibly four months or more. The commission has gone on record as asserting that unless its questions are answered to the agency's satisfaction, the hearing may go unresolved and terminated in a few weeks. Counsel for the National Exhibitors Theater Television Committee and Motion Picture Association of America are ready to urge that the hearings be brought to a wind-up only when the FCC is ready to cast a verdict on the theater TV issues in the case.

**Would Double Godfrey Seg**

NEW YORK, Feb. 7 — The Columbia Broadcasting System this week was trying to convince Kingan Foods, the sponsor of "King Arthur's Roundtable," a digest of Arthur Godfrey's morning show, to double the show's length from a half hour to an hour. The program is on CBS radio Sunday afternoons, 5-5:30 p.m.

The network already has another client waiting in the wings ready to pick up the tab. Kingan is said to feel the show might have more value to it under an exclusive sponsorship arrangement. The issue should be settled in the next two weeks.

**NEWS CAPSULES—COAST TO COAST**

**1952 TV Set Output Behind Sales; 4 Veepees Named in NARTB Shuffle**

WASHINGTON, Feb. 7.—Production of television sets actually lagged behind TV set sales in 1952, the Radio-Television Manufacturers' Association has revealed. While 6,096,279 TV sets were turned out last year, 6,144,990 TV sets were sold, RTMA estimated. December sales alone reached 1,049,770, reflecting a seasonal increase and nearly doubling November sales of 803,327 units.

Radio sales, however, totaled only 6,878,547 last year, altho output reached 9,711,236 units, RTMA pointed out. Christmas buying helped boost radio sales in December to 1,514,688.

At the same time, RTMA announced that 7,635,666 cathode ray tubes valued at \$170,652,079 and 368,519,243 receiving-type tubes valued at \$249,116,089, were sold by manufacturers in 1952.

**4 VEEPEES NAMED IN NARTB SHUFFLE**

WASHINGTON. — Four vice-presidential posts were created in the National Association of Radio and Television Broadcasters under a reshuffle approved by the association's board of directors yesterday (6) in Belleair, Fla. Under the reorganization, Robert K. Richards, who has been assistant to the president and director of public affairs, becomes administrative vice-president. Richard P. Doherty, who has been director of employee-employer relations, and Ralph W. Hardy, director of government relations, become veepees, altho continuing their customary duties. Thad H. Brown Jr., who has been TV director and counsel to the TV board, becomes veepee in charge of TV affairs. All directorships at the staff level have been wiped out and supplanted by managerships. Oscar Elder, who has been assistant director of public affairs, becomes manager of publicity. Richard M. Allerton, who has been director of research, becomes manager. Others affected: Neal McNaughton, who becomes engineering

manager; Fran Riley, editor of publications; John H. Smith Jr., FM and promotion manager, and William T. Stubblefield, station relations manager. Vincent Wasilewski has been named chief attorney.

**CROSLY TO BE HOST AT AVCO MEETING**

CINCINNATI.—Crosley Broadcasting Corporation, wholly owned subsidiary of the Avco Manufacturing Corporation, will be host to the parent company at the annual meeting of the Avco organization April 9. The session will be held in the Crosley Square studios, home of WLW and WLW-T.

**FCC BAR GROUP ELECTS ALBERTSON**

WASHINGTON.—The Federal Communications Commission Bar Association, which is comprised of TV-radio attorneys registered to practice before the FCC, Friday (6) elected Fred W. Albertson, of Dow Lohnes & Albertson, as president to succeed Arthur W. Scharfeld. Vincent B. Welch, of Welch, Mott & Osborne, was elected first vice-president. Percy H. Russell Jr., Kirkland, Fleming, Green, Martin & Ellis, was elected second vice-president. Elected secretary was Everett D. Johnston, of Roberts & McGinnis, while Robert M. Booth Jr., of Bingham, Collins, Porter & Kistler, was elected treasurer. William J. Dempsey, of Dempsey & Koplovitz, and Stephen Fletcher were added to the executive committee.

**ABC SPLITS FLACK. PROMOTION DEPTS.**

HOLLYWOOD.—Consolidation followed by split marked the new set-up of American Broadcasting Company's Coast publicity and promotion departments. Both the flack and promotion operations this week were consolidated and then split three ways. Net feels publicity-promotion departments are related and could, therefore,

work more effectively as a single entity.

Stanton Kramer, former publicity and sales director for Bing's Things, Inc., was named director of publicity-promotion for KECA-TV and the ABC Western Division. Two other wings in the three-way split will be separate departments for handling radio and TV publicity and promotion, each with its own man in charge. A new department, to be known as Publicity-Promotion Services, will serve the radio and TV sub-departments. Jon Wells Backhurs was named head of radio publicity-promotion for KECA and ABC Western Division. Merwin Travis, currently sales promotion manager for the net's Western Division, will head the newly created TV publicity-promotion services department.

**PROBE TO DELAY AUSSIES' TV**

SYDNEY.—The trade here foresees Australian TV delayed for 10 years as the result of an Australian Cabinet decision to hold an investigation into uses and methods of video by a Royal Commission. Prime Minister R. G. Menzies said an amendment to the present Broadcasting Act would be presented to Parliament in March calling for commercial as well as government-operated TV stations, but added that the probe into prospective programming, operating hours and location of outlets must be the initial step.

**NEW TRANSMITTER TO BOOST WLIB**

NEW YORK.—The Federal Communications Commission this week approved a new transmitter site for WLIB in Astoria, Queens, which will increase the station's reception over 50 per cent in New York City and over 100 per cent in Harlem. The new transmitter represents an investment of \$75,000 for the outlet. In line with this increase, WLIB augmented its programing personnel this month, hiring Bill Jenkins as musical di-

rector; Leo Fuld for an across-the-board show in the Anglo-Jewish block from 3:30 to 4 p.m.; and a Mr. and Mrs. team, Buddy Browner and Sara Lou Harris.

**TODAY ADDS 250G BILLINGS**

NEW YORK — NBC's early morning "Today" picked up seven more participating sponsors totaling over \$250,000 billings. The additional advertisers are Trailer Coach Manufacturers' Association, Red Heart Dog Food, Liberty Mutual Fire Insurance, Polaroid Land Camera, Tintair, Nash and Appian Way Pizza Pie.

**AGREEMENT REACHED WITH TWO WEBS**

NEW YORK.—A new agreement on wages and job classifications was reached by the National Association of Broadcast Engineers and Technicians (CIO) and two networks just before the expiration of their no-strike clause last Saturday night (31). The networks involved were NBC and ABC.

**KAHN-CONLAN QUIT DU MONT**

NEW YORK.—Bill Kahn and Bill Conlan have left the publicity department of the Du Mont Television network to open their own office.

**'MEET THE VEEP' ON RADIO ALSO**

NEW YORK.—"Meet the VEEP" starring former Vice-President Alben Barkley goes on NBC Sunday radio also this week. It's slotted for 6:15 p.m., back to back with Hy Gardner, who shifts from 10-10:15 p.m. Friday slot to 6 p.m. Sunday.

**TWO EXECUTIVES UPPED BY CBC**

TORONTO.—Two top level promotions in the program division of the Canadian Broadcasting (Continued on page 6)

# AM-TV Trade Orgs Show Major Growth

WASHINGTON, Feb. 7.—The two leading trade associations of the TV-radio industry—National Association of Radio and Television Broadcasters and Radio-Television Manufacturers' Association—this week moved into their biggest year with both boards of directors revealing major signs of growth. NARTB's board ratified a \$734,302 budget for the fiscal year beginning April 1, the biggest in its history. The association, which allotted \$684,376 for the current year, expects to provide "broader service" to its membership under the new budget.

At the same time, RTMA, climaxing a three-day conference in New York, "accepted in principle" recommendations calling for RTMA expansion and reorganization "to provide greater recog-

nition for manufacturers in the advanced electronics field." RTMA's organization committee, headed by Robert C. Sprague, of Sprague Electric Company, will study a survey of the association's potentiality for expansion in electronics prepared by E. K. Foster and C. B. Thornton, of Hughes Aircraft Company, and make definite recommendations to the board.

Meanwhile, a formula for measuring TV broadcast circulation for telecasters and advertisers was unveiled before the NARTB TV board, meeting in Belleair, Fla., by Dr. Franklin R. Cawl, nationally known marketing and advertising consultant. The board named a special committee to work with Dr. Cawl, headed by Campbell Arnoux, WTAR-TV, Norfolk, and including Clair R. McCollough, KGAL-TV, Lancaster, Pa. Details of the Cawl plan were not made public, pending further study.

NARTB TV memberships now total 121, including 117 stations and four networks, representing 86 per cent of the nation's operating TV stations.

NARTB, which held its board meetings in Belleair this week, will hold its next board sessions in Washington June 17-19. The radio board will meet on June 17, with the TV board meeting the next day and the joint boards meeting the third day.

## TV Agents Enter Packaging Field

NEW YORK, Feb. 7. — Jay Garon-Brooke Associates, literary and TV agents, this week went into packaging for radio and TV. Among its properties are "Country Lawyer," the Bellamy Partridge series starring Kathleen and Gene Lockhart, "Mr. Glencannon" by the late Guy Gilpatrick, and "The Expendables," a factual series featuring H. V. Kaltenborn.

## NY TIMES BARS TV TO STAFF

NEW YORK, Feb. 7.—The New York Times this week issued an edict that from now on none of the newspaper's staffers can appear as a regular panel member on TV. First hit is Times movie critic Bosley Crowther, who has resigned his panelist post on "What's the Story," the Du Mont Television Network airtel.

## Steel Revives TV Bow Plans

NEW YORK, Feb. 7. — Off-reported as being ready to go into TV, United States Steel this week was again said to be readying its debut into video next season. The institutional advertiser is now culling the field for dramatic shows to find one it deems suitable for its needs.

U. S. Steel once was interested in a once-a-month hour dramatic presentation. Information now is that it wants a half-hour weekly dramatic stanza. It is not known whether the Theater Guild will be brought in to produce the program. If the advertiser goes into TV next season, the future of its "Theater Guild on the Air," on the National Broadcasting Company's radio network, would seem to be in jeopardy.

## NEWS CAPSULES

# TV Set Production Behind Sales in '52

• Continued from page 5

Corporation were made this week as a result of the promotion of E. L. Bushnell to assistant general manager and TV co-ordinator. Charles Jennings was moved up to program director, and Marcel Guimet, formerly director of the French Network, has been made assistant program director.

### LOMBARDO TOUR HAS RADIO TIE-IN . . .

NEW YORK—Guy Lombardo's band tour, beginning next week and running thru April, will be used as tie-in promotion for sponsors of the "Guy Lombardo-Gruen" radio show syndicated by Ziv. Nearly 150 local advertisers have already bought in.

### FINESHRIBER IN NEW POST . . .

NEW YORK—Confirming The Billboard's story of January 17, William H. Fineshriber Jr. was this week elected vice-president and general manager of the NBC radio and TV networks. David Adams was elected veepee for administration.

### WOR CELEBRATES 31ST BIRTHDAY . . .

NEW YORK — Radio station WOR, here, celebrates its 31st anniversary on Washington's Birthday (22). Newest participating sponsors on the station's afternoon Barbara Welles show

are Bumble Bee Tuna and Salmon, My-T-Fine Desserts and Ranger Joe Cereal.

### WINE CO. BUYS 'HOUR OF CHARM' . . .

NEW YORK — LaSalle Wines has bought "The Hour of Charm" for sponsorship via 16 stations in Michigan. The transcribed show is syndicated by RCA Thesaurus, and features Phil Spitalny's All-Girl Orchestra and Evelyn.

### CBS AFFILIATES' UNIT SKEDS MEET . . .

NEW YORK — The Television Affiliates' Advisory Board of CBS will hold a special business meeting here next Thursday and Friday (12 and 13). CBS has signed five more TV affiliates, effective in March and April.

### SIMONIZ BUYS INTO 'BIG STORY' . . .

NEW YORK — The Simoniz Company has begun alternate sponsorship of the TV version of "Big Story," on NBC Fridays, with the American Cigarette and Cigar Company. Sullivan, Stauffer, Colwell and Bayles is the agency for both sponsors.

### U. S. HAS OVER 21,000,000 SETS . . .

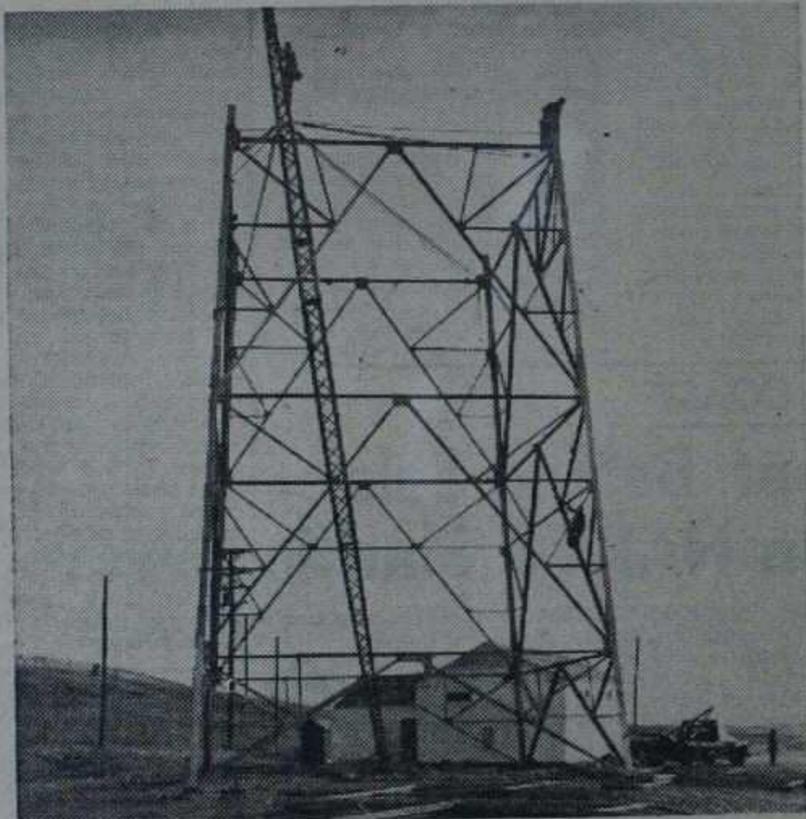
NEW YORK — There were 21,234,100 TV sets in the U. S. on January 1, according to the latest estimate of NBC Research Department. This is an increase of nearly 5,500,000 during 1952. In December, 1952, the increase was 800,000, the greatest for one month since October, 1950.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

William Maloney has resigned as publicity head of BBD&O to open his own public relations firm. . . . Lloyd Durant, formerly of Compton Advertising, has joined Biow as TV creative supervisor. . . . Arthur Napoleon, head of Biow's TV commercial production department, is transferring headquarters to Biow's Hollywood office. . . . Rear Admiral Timothy O'Brien has been elected vice-president of Skiatron Electronics and Television Corporation. . . . Jack Battey has been appointed an area supervisor for the station relations department of the Du Mont Television Network. . . . Winslow Case has joined Cunningham & Walsh as veepee in charge of radio, TV and copy on the Chesterfield account. . . . Arnold Fetbrod has joined George Foley, Inc., as production co-ordinator on "Freedom Rings" for Westinghouse. . . . Lewis Wechsler is now director of radio and TV at Emil Mogul agency. . . . Ralph Hunter, formerly with NBC-TV, is joining WWJ-TV, Detroit, as program and production manager. . . . Albert Boyars, formerly with David O. Alber Associates, has joined the Greater New York Fund as assistant radio TV director. . . . Paul Denis will contribute a monthly TV column to Modern Screen magazine.

James Leonard, general manager of WLW-C, Columbus, O., has announced the appointment of Warren F. Warner as program director for the station. Warner was formerly associated with WTVN, Columbus, in the same capacity, and prior to that was program manager at WKRC-TV, Cincinnati. He succeeds Eugene Ragle, who resigned last month. Another new Leonard appointment is Luis Gallup, who has been named promotion manager and publicity director of WLW-C. Gallup formerly headed the WLW promotion department in Cincinnati.

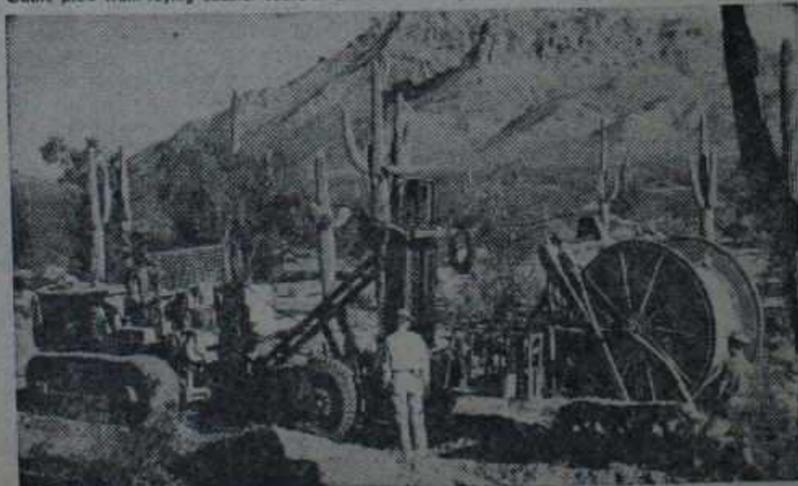
Harold F. Gross, president and general manager of WJIM and WJIM-TV, Lansing, Mich., has announced two personnel changes in connection with the company's expansion program now underway. Howard Finch has been named vice-president in charge of television production and program operation. Willard E. Walbridge, former manager of WWJ-TV, Detroit, becomes executive vice-president and general manager of WJIM, Inc., in charge of radio and television broadcasting. Walbridge assumes his new duties March 1. Finch has been with WJIM since its inception in 1934. In addition to his television duties, Finch will produce and direct his own TV program, the first local production to be televised and scheduled to go before the cameras late February.



A radio relay tower in process of construction

## OPENING NEW FRONTIERS FOR TELEVISION

Cable plow train laying coaxial cable in difficult territory



In one era of history the prairie schooner made the roads to new frontiers. Now it's radio relay and coaxial cable that cross our mountains and plains to develop new territories for television.

Intercity television transmission is not very far in time from its pioneering days. Yet its progress has been great. In 1946 less than 500 channel miles of intercity television network facilities existed. By the end of 1952 this had grown to 31,500 channel miles . . . enough to reach an audience of about 92,000,000 people.

These are big figures. But they can't tell the whole story of the big job being done. Behind them are many special projects, each costly in time and money.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company, and the Bell Telephone Companies, is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM



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 PITTSBURGH

(525,000 TV Sets; Panel Size 200)

... According to Videodex Reports

Table of TV show ratings for Pittsburgh, January 1953. Columns include show name, network, time slot, and rating. Rows are organized by day of the week (Sunday through Saturday).

Share of Total Audience Radio vs. TV in RICHMOND

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

Table showing share of total audience for radio vs. TV in Richmond. Columns include time slot (7 P.M. to Midnight, 6 A.M. to 6 P.M., 6 A.M. to Midnight) and audience percentages for TV, Radio, and Total.

NEXT WEEK

Top 10 TV Shows Each Day in TOLEDO

... According to Videodex

Top 5 Radio Shows Each Day in SAN FRANCISCO

... According to Pulse

Share of Total Audience Radio Vs. TV in SAN FRANCISCO

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program...

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

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

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

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

Top 5 Radio Shows Each Day of the Week in RICHMOND

(86,291 Radio Families\*)

... According to Pulse Reports

Table of radio show ratings for Richmond, November-December 1952. Columns include show name, power, and station.

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...

Table of top 5 radio show ratings for Richmond, November-December 1952. Columns include show name, network, time slot, and rating. Rows are organized by day of the week (Sunday through Saturday).

\*Based on 1950 U. S. Census of radio ownership and Sales Management 1952 estimate of families in the Richmond metropolitan area, including Henrico and Chesterfield counties.

# Third-Dimension Film 'Boom' Raises New Tele Questions

Continued from page 1

TV far more effective and better audience bait. Significantly, Pinanski this week attended, as representative of the Theater Owners of America, the meeting here of the Society of Motion Picture and Television Engineers which began a move to effect standardization of the various 3-D processes.

Pinanski told The Billboard that it would not be technically difficult to adapt theater TV to some form of panoramic projection. He said the projection tube ratio could easily be switched from a 3x4 ratio of the picture size projected to a 2x6 ratio. With theaters about to enlarge their screens en masse for the film product to be shown, this would make few extra expenditures necessary on the theater TV front.

Pinanski declared: "The future of theater TV will not lie with

the standard square picture. It will surely come on a rectangular, panoramic basis, especially if combined with an effective, audience-provoking color system such as Eidophor."

On the home TV front, several systems of 3-D are said to be in the works. One, long in development by Radio Corporation of America, is still far from ready. An assistant to W. W. Watts, engineering products veepee, said this week he knew of no plans for early release of the device.

However, Henry Donovan, producer of Telemount-Mutual Productions, said in Hollywood that his firm's 3-D color TV process has been perfected and while awaiting Federal Communications Commission approval, he will start shooting the first of 13 films in the Bolex-Stereo 3-D system, which requires the home viewer to use polaroid glasses. The Columbia Broadcasting System also is said to have 3-D TV film experiments on tap.

## 5-Minute Mart Broadens, Aids IWF Bible Films

CHICAGO, Feb. 7.—After sitting on a completed series of 65 readings by Raymond Massey for almost two years, Imperial World Films, this city, is preparing to release them.

Negotiations for a distribution outlet are now under way, IWF President Russ Davis disclosed here this week.

"The time now is ripe for their sale," Davis said. It was two years ago when I tested the field. Then, I found stations were not disposed to sell five-minute segments. So no concerted effort was made to sell them. Now, stations have five-minute spots to fill and need suitable programing material. And they are particularly eager for religious subjects."

Fortunately, IWF could ride out the wait because Massey's participation was on an artist-ownership basis, and the film star agreed to

the deferment and was well situated to wait. Massey's percentage on what the series brings is believed to be hefty.

In the deal, the Hollywood star holds the right to okay sponsors to assure that time-buyers are of a class that fit in with the Bible readings.

The series, written by Morton Wishengrad, is based on the King James version of the Bible. The set is in a comfortable library, and Massey uses a variety of positions in making the readings. Each of the programs has its own theme, such as "Patience," "Good and Evil," "Selfishness," etc., built around Biblical quotations.

Massey's delivery is conversational, and in quality of expression and vocal timber up to his usual high standard, judging by several of the programs viewed by a representative of The Billboard.

# Guild's Big Sales Score in 5 Months

HOLLYWOOD, Feb. 7.—On the basis of current sales figures, Reub Kaufman's Guild Films will shoot far past the half-million dollar sales mark when the company rounds the half-year point. Founded last September, Guild Films sales up to and including the third week in January, totaled \$428,000. According to Kaufman's figures, Guild's sales for its first month amounted to \$17,044. In October, sales climbed to \$28,511; November sales were \$44,623; December sales amounted to \$57,503, and the first three weeks in January showed \$247,830 plus \$33,000 in future deals set. Total sales, therefore, for the company's four and a half months amounted to \$428,511.

Reason for heavy sales represented in the January three-week period, Kaufman said, was due to continuing sale of existing product plus advance sale of Kaufman's "Liberace Show." Series featuring the ivory dusting of Lee Liberace is being produced by Louis D. Snader for Guild Films. With Guild financing production of the Liberace series, firm owns it out-

right and thereby controls all present and future sale and distribution rights. Of the January sales figure, \$190,000 is directly attributed to the "Liberace" series.

Kaufman said Liberace series was skedded to go into national release by February 20. By the third week in January Kaufman had already sold the series in 12 markets. Sales price on the show is figured from one and a quarter to one and a half times a station's Class A rate. Highest price Kaufman had gotten for the series by the end of January was \$1,340 in Chicago. Lowest to date was Tucson, Ariz., paying \$125 per week. Show is filmed at KLAC-TV's theater.

Other Guild shows include "Invitation Playhouse," sold in 31 markets; "Lash of the West," sold to American Broadcasting Company; "Guild Sports Library," in 17 markets; "Guild Film Library" (400 stock shows), now being made available to stations for local commercial use and sold in five markets; "Call the Play," featuring the Brooklyn Dodgers, series of 130 quarter-hour shows of which 78 had been completed with sale to start next month. Other product includes 36 feature films produced in Britain during 1951 and 1952.

## Academy Has Timing Chart

CHICAGO, Feb. 7. — Academy Film Productions here has been giving away a 1953 promotion calendar with a handy film timing chart in the back.

The chart indicates how many words of copy and how many feet of film go with any length commercial up to a minute. Along with the chart is a list of hints on film planning by Academy President Bernard Howard. Each month on the calendar has an Arv Miller cartoon on the TV business.

### NEW MARK

## Ziv TV Sales In 3 Shows Top 60 Mkts.

NEW YORK, Feb. 7. — Ziv Television Programs, Inc., chalked up some kind of a record in TV film sales this week, with three of their shows "Favorite Story," "Cisco Kid," and "Boston Blackie" currently sold in over 60 markets. To date, "Favorite Story" has been sold in 64 stations, "The Cisco Kid," in 67, and "Boston Blackie" in 68, making them the "most successful program in TV history" according to Ziv's sales veepee, M. J. Rifkin.

Most recent sales on the Adolphe Menjou series, "Favorite Story," were made to Associated Grocers, KSL-TV, Salt Lake City; WOSH-TV, Oshkosh, Wis., and Costello, Waxrite and Brooks, WEEK-TV, Peoria, Ill.

Menjou is currently on a cross-country tour to promote the series, and Rogers & Porter Rochester, N. Y., agency for Genesee Brewing Company, has arranged for the flicker star to meet Genesee distributors, hold press conferences, and make radio and TV appearances on a five-day tour thruout New York State in markets where the brewery outfit is sponsoring the series — Schenectady, Binghamton, Syracuse, and Rochester.

### New York

Charles Henderson has been appointed director of publicity of the National Broadcasting Corporation TV Film Division, and Jay Smolin has been made supervisor of advertising and promotion. Henderson, who for the past year has been in charge of publicity for "Victory at Sea," will report to Bob Sarnoff, veepee in charge of the division, since 1948. Smolin, formerly director of advertising and promotion for WNBC and WNBT, New York, will report to sales manager John Cron. . . . Clayton Bond Jr. has been named to replace Phil Williams as national TV sales representative for 20th Century-Fox. He has been with organization since 1948. Williams is now with Ziv Television Productions. . . . Burt Balaban, formerly of Paramount Television Productions, and Gene Martel have formed Princess Pictures, Inc., with the former as president and exec producer and the latter as producer-director. The firm will syndicate as well as produce TV film series. . . . Sy Weintraub, veepee of Motion Pictures for Television, is getting married on Washington's Birthday. . . . Alex Sherwood is the new mid-Atlantic sales rep for United Television Programs.

## QUICK TAKES

### Got TV Film Problems



That Need Answering?

- How to film producers and distributors can best serve their clients
- What local sponsors need from the tv film industry
- Where tv film producers and distributors miss the boat
- What tv film buyers need from ad agencies, film producers and distributors
- Why film handling is of prime importance to stations
- What tv films do tv critics like best
- Who are the top actors and directors in tv film
- Which tv film distributors do the best job with stations
- How much station time is devoted to filmed programs

# ..... See

## THE BILLBOARD TV FILM PROGRAM GUIDE and MARKET REPORT FOR FEBRUARY Out Next Week in the February 21 Issue

Be sure to get your copy . . . plus every weekly issue of The Billboard with complete TV film news section and rating features . . . and every monthly TV Film Program Guide and Market Report Number.

### USE THE COUPON TODAY!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Enter my subscription to The Billboard for one year (52 issues) at the money-saving subscription rate of \$10 (saves \$5.00 as single copy rates). Payment enclosed. I understand my subscription will start at once with The Billboard TV Film Program Guide and Market Report for February . . . out in the February 21 issue.

949

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 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



more than a dozen TV film articles, marketing features and reference lists —and featuring . . .

#### TV STATION FILM-PROBLEMS AND ANSWERS

. . . a highly important and revealing survey feature in which film buyers outline to agencies, producers and distributors their special problems—and suggest answers that will benefit the entire TV film industry.

#### TV FILM SERIES "BESTS"

as determined by a special panel of TV critics.

#### TOP TV FILM DISTRIBUTORS

selected by the nation's station film buyers and based on all-around service to stations.

#### FILM PROGRAMING LIVE

—a statistical feature based on actual reports from TV stations.

## UE Says TV Stations Censored Quaker Film

DAVENPORT, Ia., Feb. 7.—The United Electrical, Radio and Machine Workers of America, an independent union, has lodged a protest with the Federal Communications Commission against WOC-TV here and WHBF-TV, Rock Island, Ill. The complaint charges the two stations practiced "unwarranted censorship" when they refused to screen "A Time for Greatness," a pro-peace film produced by the Quakers, after District 8 of the UE here had signed contracts for showings of the films over both outlets on Christmas Day, 1952, and spent \$500 advertising the program in local newspapers.

In a letter to Don W. Harris, veepee of District Council 8 here, Ernest Sanders, resident manager of WOC-TV, said the station had refused to run the film because "In our judgment it presented highly controversial material. By inference it belittles the current United States Defense program."

Maurice Corken, sales manager of WHBF-TV informed Harris, also by letter, that the station had refused to screen the picture because "It was the opinion of our

program people that the contents of the film were in poor taste and at variance with the program policies of this station."

#### Refusal Reasons

Prior to the exchange of this correspondence, the Union informed the FCC that Sanders told UE veepee Harris by phone on December 24, 1952, that the film was rejected as "pro-Communist." On the same day, the Union said, Bob Bushman, a WHBF representative, told the Union WHBF's refusal to show the film was based on a call it had received from WOC-TV, and said its action followed the set policy that if one station refuses a program, the other will do likewise.

A delegation of UE workers from here will attend a conference with the FCC in Washington next week. However, UE officials emphasize that the action of the stations in this case is directed exclusively at the Quaker film "A Time for Greatness" and not at the Union, pointing out that the Union has in the past and continues in the present to have access to the facilities of both stations.

# PRODUCERS OF TV FILM COMMERCIALS

The following list contains active producers of TV film commercials. A list of program producers was published in the issue of January 17, 1953. These reference lists will be published periodically by The Billboard.

- Academy Film Productions, Inc.**  
121 W. Chestnut St., Chicago 10, Ill.
- Alexander Film Co.**  
1697 Tribune Tower, Chicago, Ill.  
(125 Hyde St., San Francisco, Calif.)  
(100 Fifth Ave., N. Y., N. Y.)  
(304 S. Harwood, Dallas, Texas)  
(3209 N. Nevada Ave., Colorado Springs, Colo.)
- All-Scope Pictures, Inc.**  
7525 Beverly Blvd., Hollywood 36, Calif.
- American Film Co.**  
1329 Vine St., Philadelphia 7, Pa.
- American Film Producers**  
1660 Broadway, New York, N. Y.
- Animated Productions**  
1660 Broadway, New York, N. Y.
- Atlas Film Corp.**  
1111 South Blvd., Oak Park, Ill.
- Audio Productions**  
670 Ninth Ave., New York, N. Y.
- Albert Black Television Prods., Inc.**  
1270 Sixth Ave., New York, N. Y.
- John Brasby Productions**  
122 W. 55th St., New York, N. Y.
- Wm. F. Brody Productions, Inc.**  
5539-45 Sunset Blvd., Hollywood 28, Calif.
- Bryon, Inc.**  
122 Wisconsin Ave., Washington 7, D. C.
- S. W. Caldwell, Ltd.**  
Simcoe House, 450 Simcoe St., Toronto, Canada
- Cambell-Cahill Studio**  
75 E. Wacker Dr., Chicago 1, Ill.
- Camera Craft**  
6764 Lexington Ave., Hollywood 38, Calif.
- Caravel Films**  
730 Fifth Ave., New York, N. Y.
- Carlson TV Films**  
1212 N. Normandie, Hollywood 29, Calif.
- Cascade Pictures of Calif., Inc.**  
8922 Washington Blvd., Culver City, Calif.
- Lew Chatham Associates**  
Chatham Bldg., Claremore, Okla.
- Jack Chertok Productions, Inc.**  
1040 N. La Palmas Ave., Los Angeles 38, Calif.
- Chicago Film Labs, Inc.**  
56 E. Superior St., Chicago, Ill.
- Frank Christl & Associates**  
521 N. La Cienega Blvd., Los Angeles 48, Calif.
- Cinecraft Productions, Inc.**  
2515 Franklin Ave., Cleveland 13, O.
- Cinemat International Corp.**  
322 East 44th St., New York 17, N. Y.
- Cine Tele Productions**  
1161 N. Highland Ave., Hollywood, Calif.
- Bob Clampett**  
704 N. Bronson, Hollywood 38, Calif.
- Clayton W. Cousins Productions**  
333 W. 78th St., New York 24, N. Y.
- Coffman Film Co.**  
4919 Maple Ave., Dallas, Texas
- Geo. W. Colburn Laboratory Inc.**  
14 N. Wacker Dr., Chicago 6, Ill.
- Colson & Co., Inc.**  
1122 Jackson, Dallas, Texas
- Commerce Pictures**  
523 Poydras St., New Orleans 3, La.
- Commercial Illustrators**  
661 N. LaSalle St., Chicago, Ill.
- Depicto Films**  
364 W. 54th St., New York, N. Y.
- Desilu Productions, Inc.**  
General Service Studios, Hollywood, Calif.
- Dowley Development Co., Inc.**  
1041 North Formosa, Hollywood 46, Calif.
- Dudley Television Corp.**  
9908 Santa Monica Blvd., Beverly Hills, Calif.
- Cal Dunn Studios**  
104 S. Michigan, Chicago 3, Ill.
- Dynamic Films, Inc.**  
112 W. 89th St., New York, N. Y.
- Peter Egan Productions, Inc.**  
18 E. 53d St., New York, N. Y.
- Elliott, Unger & Elliott**  
130 W. 57th St., New York, N. Y.
- Ted Eschbaugh Studios, Inc.**  
109 W. 64th St., New York 23, N. Y.
- David Eitelson and Associates**  
111 W. Washington St., Chicago 2, Ill.
- Jerry Faithbanks, Inc.**  
6052 Sunset Boulevard, Hollywood, Calif.
- Paul J. Fennell Co.**  
1159 N. Highland Ave., Hollywood, Calif.
- Filmack Corp.**  
1327 S. Wabash Ave., Chicago 5, Ill.
- Filmcraft Productions**  
8451 Melrose Ave., Los Angeles, Calif.
- Film Associates**  
440 Schantz Ave., Dayton, O.
- Film Graphics**  
243 W. 55th St., New York, N. Y.
- Filmwright**  
7 E. 57th St., New York, N. Y.
- Five Star Productions**  
6726 Sunset Blvd., Hollywood, Calif.
- Fletcher Smith Studios, Inc.**  
321 E. 44th St., New York 17, N. Y.
- Fordel Films**  
1187 University Ave., New York, N. Y.
- Allen A. Frost Productions**  
109 Central Park S., New York, N. Y.
- William J. Gaus Co.**  
40 E. 49th St., New York, N. Y.
- Paul Hance Productions**  
1776 Broadway, New York, N. Y.
- Hankinson Studios**  
15 W. 46th St., New York, N. Y.
- Harris-Tuchman Productions**  
6533 Hollywood Blvd., Hollywood 28, Calif.
- Hardley Productions, Inc.**  
20 W. 47th St., New York
- Hollywood Television Productions**  
220 Siegan St., Jersey City, N. J.  
(505 Fifth Ave., New York, N. Y.)
- Illustrate, Inc.**  
971 N. La Cienega Blvd., Los Angeles 46, Calif.
- IMPS: International Movie Producers' Service**  
515 Madison Ave., New York 22, N. Y.
- International Movie Producers' Service**  
515 Madison Ave., New York

- International Tele-Film Productions**  
331 Madison Ave., New York 28, N. Y.
- The Jim Handy Organization**  
2621 E. Grand Blvd., Detroit, Mich.  
(1777 Broadway, New York, N. Y.)
- Kagran Films, Inc.**  
4 W. 38th St., New York 19, N. Y.
- Kalsh Film Co.**  
19 W. 44th St., New York, N. Y.
- Victor Kasfeldt Productions**  
139 E. 56th St., New York 22, N. Y.
- Tom Kelly Productions**  
756 N. Seward St., Hollywood 38, Calif.
- Kewco Productions**  
533 W. 52d St., New York, N. Y.
- Kmet Lane, Inc.**  
716 East Gray St., Louisville 2, Ky.
- Herbert Kerkow, Inc.**  
480 Lexington Ave., New York, N. Y.
- Kline Studios, Inc.**  
601 N. Fairbanks Court, Chicago, Ill.
- Robert Lawrence Productions**  
418 W. 5th St., New York, N. Y.
- Lalley & Love, Inc.**  
7 East 57th St., New York 22, N. Y.
- Gene Lester Productions**  
1487 N. Vine St., Hollywood 28, Calif.
- Edward Lewis**  
845 North Cahuenga Blvd., Hollywood, Calif.
- Jack Lewis Studios**  
701 E. Main St., Richmond 19, Va.
- Lewis Sound Films**  
73 W. 45th St., New York, N. Y.
- Libra Film Producers-Distributors**  
6215 Sunset Blvd., Mac Bldg., Hollywood 28, Calif.
- Loft Video Productions**  
Broadway & 11th St., Santa Monica, Calif.
- Loecks & Norling Studios, Inc.**  
245 West 55th St., New York 19, N. Y.
- Lus-Brill Productions, Inc.**  
348 Livingston St., Brooklyn 17, N. Y.
- Motion Picture Advertising Service Co.**  
Box 559, New Orleans, La.
- MPO Productions, Inc.**  
15 E. 53d St., New York, N. Y.
- Motion Picture Service Co.**  
125 Hyde St., San Francisco 2, Calif.
- Morton Television Productions, Inc.**  
360 N. Michigan Ave., Chicago, Ill.
- National Productions**  
1415 K St., N. W., Washington, D. C.  
(1504 Packard Bldg., 15th Chestnut, Philadelphia 2, Pa.)
- National Screen Service Corp.**  
1600 Broadway, New York 19, N. Y.  
(7026 Santa Monica Blvd., Hollywood, Calif.)
- Ted Nemeth**  
729 Seventh Ave., New York
- Northwest Motion Pictures**  
1716 30th Ave., W., Seattle 99, Wash.
- John Norman Productions**  
916 Truxillo, Houston 6, Tex.
- Gray O'Reilly Studios**  
480 Lexington Ave., New York, N. Y.
- Owen Murphy Productions, Inc.**  
723 Seventh Ave., New York 19, N. Y.
- Packaged Programs, Inc.**  
634 Penn. Ave., Pittsburgh 22, Pa.
- Paul Parry Productions**  
7557 Sunset Blvd., Hollywood 46, Calif.
- Marion Parsonnet Studios**  
4206 5th St., Long Island City, N. Y.
- Pathoscope Productions**  
550 Fifth Ave., New York, N. Y.
- Ray Patin Productions**  
6650 Sunset Boulevard, Hollywood, Calif.
- Photo Art Commercial Studios**  
420 S.W. Washington St., Portland, Ore.
- Polaris Pictures, Inc.**  
5859 W. Third St., Los Angeles 36, Calif.
- Premier-Hardcastle TV Productions**  
3013 Lucant St., St. Louis 3, Mo.
- Princeton Film Center**  
Carter Rd., Princeton, N. J.
- RKO Pathie, Inc.**  
625 Madison Ave., New York, N. Y.
- Hal Roach Studios**  
3822 W. Washington Blvd., Culver City, Calif.
- Fred K. Rockett Co.**  
6063 Sunset Blvd., Hollywood 28, Calif.
- Rocket Pictures, Inc.**  
6108 Santa Monica Blvd., Hollywood 38, Calif.
- Roland Reed Productions, Inc.**  
277 S. Beverly Dr., Beverly Hills, Calif.
- Reela Films, Inc.**  
17 N.W. 3d St., Miami, Fla.
- Regency Productions, Inc.**  
112 W. 48th St., New York 36, N. Y.
- Relab Studios**  
Sandy Hook, Conn.
- Leslie Roush Productions**  
533 W. 82d St., New York, N. Y.
- Rupe Werling**  
Chalfont, Pa.
- Sarra, Inc.**  
200 E. 58th St., New York, N. Y.  
(116 E. Ontario St., Chicago 11, Ill.)
- Seaboard Studios**  
157 E. 69th St., New York, N. Y.
- Screen Gems**  
729 Seventh Ave., New York  
1438 N. Gowen St., Hollywood 28, Calif.
- Screen Television Productions**  
7324 Santa Monica Blvd., Hollywood 46, Calif.
- Screen Television Productions**  
Eagle-Lion Studios, Hollywood, Calif.  
Shamus Cullhane Productions, Inc.  
207 E. 37th St., New York 17, N. Y.
- Shannon & Shallow**  
1552 N. Highland Ave., Hollywood 28, Calif.
- Showcase Productions**  
Hal Roach Studios, Culver City, Calif.
- Fletcher Smith Studios, Inc.**  
321 E. 44th St., New York, N. Y.
- Soundmasters, Inc.**  
165 W. 46th St., New York, N. Y.
- Wilbur Strech**  
1697 Broadway, New York, N. Y.
- Bill Strom Studios**  
53 E. 9th St., New York, N. Y.
- Son Dial Films, Inc.**  
341 E. 43d St., New York
- John Sutherland Products, Inc.**  
201 N. Occidental Blvd., Los Angeles, Calif.
- Tele-America, Inc.**  
270 Park Ave., New York, N. Y.
- Telemount Pictures, Inc.**  
P. O. Box 4553, Los Angeles 24, Calif.
- Telenews Production, Inc.**

# Indie Talent Agents Meet to Form TV Film Distrib Org

Continued from page 1

were dickering to take over RKO's feature film package. In line with this, Zucker said the agents will shun the handling

## WCBS Dickers For New Films

NEW YORK, Feb. 7.—WCBS-TV this week was dickering with Telepictures, Inc., the Robert Lippert subsidiary, to get rights to the newest package of 26 Lippert feature films to be released to TV. The pictures last week were sold to KTLA for the Los Angeles market.

WCBS-TV has an option on all film that Lippert decides to release to TV. The pictures include some of the most recent ever released for TV use, a few being produced as late as 1951. Dave Savage, film buyer for the CBS-TV network, is handling the deal for WCBS-TV.

- 630 Ninth Ave., New York 36, N. Y.
- Television Films of America**  
6350 Delongre Ave., Hollywood, Calif.  
(340 Stockton St., San Francisco 8, Calif.)
- Television Graphics, Inc.**  
245 W. 55th St., New York 19, N. Y.
- Television Snapshots, Inc.**  
50 Park Ave., New York 16, N. Y.
- Television Screen Productions**  
17 E. 45th St., New York 17, N. Y.
- Tel Ra Productions**  
1518 Walnut St., Philadelphia 7, Pa.
- Tempo Productions**  
584 Fifth Ave., New York, N. Y.
- Times Square Productions**  
145 W. 45th St., New York 38, N. Y.
- Transfilm, Inc.**  
35 W. 45th St., New York, N. Y.
- Tressel Studio**  
59 W. Hubbard St., Chicago 10, Ill.
- TV Spots**  
5746 Sunset Blvd., Hollywood 28, Calif.
- Unifilm, Inc.**  
2215 S. 15th St., Philadelphia 2, Pa.
- United Broadcasting Corp.**  
301 E. Erie St., Chicago 11, Ill.
- United Productions of America**  
4440 W. Olive Ave., Burbank, Calif.
- United World Films, Inc.**  
Universal City, Calif.  
287 Teckwood Dr., Atlanta, Ga.  
(601-13 W. Washington Blvd., Chicago, Ill.)  
(445 Park Ave., New York, N. Y.)  
(2227 Bryan St., Dallas, Tex.)
- Van Praag Productions**  
1600 Broadway, New York, N. Y.
- Victor Television Enterprises**  
Post Office Box 485, Passaic, N. J.
- Video Films, Inc.**  
1004 E. Jefferson Ave., Detroit, Mich.
- Video Pictures Corp.**  
41 E. 50th St., New York 22, N. Y.
- Vidlicam Pictures Corp.**  
240 E. 39th St., New York, N. Y.
- Voglin Productions**  
1041 N. Formosa, Hollywood, Calif.
- Vogue Wright Studios**  
469 E. Ohio St., Chicago, Ill.  
(1041 N. Formosa St., Hollywood, Calif.)  
(224 Fourth Ave., New York, N. Y.)
- Roger Wade Productions**  
15 W. 46th St., New York, N. Y.
- Washington Photo & Sound**  
1121 Vermont Ave., N.W., Washington 5, D. C.
- Walgot Trailer Service**  
630 Ninth Ave., New York, N. Y.
- Willard Pictures, Inc.**  
45 W. 45th St., New York 19, N. Y.
- Wilding Pictures Productions**  
1345 Argyle St., Chicago, Ill.
- Ralph G. Wolff Studios**  
5631 Hollywood Blvd., Hollywood 28, Calif.
- Woodruff Associates**  
751 Second Ave., New York 17, N. Y.
- Zis Television Productions**  
488 Madison Ave., New York, N. Y.

of theatrical films entirely and concentrate exclusively on film series made for television, operating on the theory that the major studios will eventually take over video's theatrical film distribution field.

Independent agents attending the meeting here included: Zucker; Joe Heller, Pittsburgh; Alan Rupert, Philadelphia; Jack Russell, Chicago; Biggie Levin, Mutual Artists Bureau, Chicago; Tom Reardon, Chicago; John San-

## Sportsmen for 'Nickelodeon'

HOLLYWOOD, Feb. 7.—Series of 52 quarter-hour musical films starring the Sportsmen quartet and tagged "The Nickelodeon" will soon go into production, according to Lou Snader. Snader said series will also feature songstress Frances Farwell and original music by Eddie Kay. Series, Snader said, will go into production in mid-February.

According to Snader, he retains all rights to the "Nickelodeon" series, including their sale and distribution. To date, no plans have been concluded for their distribution. Pilot reel has been concluded. Wally Kline, director on the initial reel, will serve in similar capacity on the remaining segs in the series.

## TV FILM PURCHASES

Total sales of the "Douglas Fairbanks Presents" series to date is 43 markets. Most recent buys are Liebmann Breweries in Birmingham, N. Y., and Atlantic City. Haffenreffer Brewing Company, which this week began sponsoring it via WBZ-TV, Boston, has also taken it for showing in Bangor, Me. The series was sold to KDZA-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo., and KVOA-TV, Tucson, Ariz.

The National Broadcasting Company TV Film Division claims sales of "Dangerous Assignment" so far total 80 markets in the U. S. and abroad. Most recent sales of the Brian Donley series were to Manor House Coffee in Peoria, Ill.; to S. A. Myers Jewelry in Charleston, W. Va.; to Eckerd's Drug Stores in both Raleigh, N. C., and Columbia, S. C., and to three stations, KSWO-TV, Lawton, Okla.; KELO-TV, Sioux Falls, S. D., and KOLN-TV, Lincoln, Neb.

Screen Gems' library of 60 musical shorts, formerly known as "TV Disk Jockey Toons" but now known as "TV Disk Jockey Films," this week was sold to the station in Toronto.

Official Films' musical library, "Music Hall Varieties," this week was sold to WTAR-TV, Norfolk, Va. Official this week also sold the "Televespers" religious series to Roanoke, Va.

WCBS-TV, New York, will begin showing "Invitation Play-

usky, Kansas City, Mo.; John Moore, Columbus, O.; Merle Jacobs, Cleveland; Mike Folk, Detroit; Jack Hampton, Beverly Hills, Calif., and Milo Stelt, Mutual Artists Bureau, Chicago. Also participating in the deal, but not at the meeting, were Monk Arnold, Atlanta, and Charles Busch, New York.

## 10 Cities Get 'Crown Theater'

NEW YORK, Feb. 7.—The Columbia Broadcasting System's TV Film Sales division this week made its first multi-city sale of its new series, "Crown Theater." The Ohio Oil Company bought the property for 10 Midwestern markets.

CBS-TV Film Sales is currently in the process of trying to scout up other regional advertisers for the film series before it makes the show available to local clients.

"Crown Theater," a Bing Crosby Production, will feature Gloria Swanson as hostess and as an actress in several dramas. The series is a compilation of several pilots made by Bing Crosby Productions — "Those Were the Days," starring Charles Winninger; "Chair on the Boulevard,"

(Continued on page 12)

house" twice weekly. The 15-minute dramatic series is distributed by Guild Films.

Sterling Television Co., Inc., N. Y., this week sold "Armchair Adventure," a 15-minute series, to Maul Industries for 52-week sponsorship over WTVJ, Miami, and "Handy Andy," another 15-minute film show, to the Broadway Lumber Company for a 13-week sponsorship over KOB-TV, Albuquerque, N. M.

Consolidated TV Sales, Inc., New York, this week chalked up TV film sales in 12 markets, including six deals for the firm's complete catalog of nine series. The latter were sold to WTVU, Scranton, Pa.; KTTS-TV, Springfield, Mo.; KKTU, Colorado Springs, Colo.; KWFT, Wichita Falls, Tex.; WOSH, Oshkosh, Wis., and Little Rock.

New sales on separate series include "Paradise Island" to WTVJ, Miami, under sponsorship of Public Mortgage Company; "TV Closeups," WBEN, Buffalo, sponsored by AlSCO Sales (windows and screens) "Ringside with the Rasslers," WXYZ, Detroit (renewal) and KMTV, Omaha; "Public Prosecutor," WHAM-TV, Rochester, N. Y., and "Crusader Rabbit," WAGA-TV, Atlanta, under sponsorship of Clover Dale Dairies.

Dwight W. (Bill) Whiting, former sales manager of KTTV, Los Angeles, joins Consolidated February 9 as Western sales manager.

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THE BILLBOARD

TV Film Buying Guide

ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues.

Table with 4 columns: Series Name, Length in Minutes, No. Releases Available, ARB Rating

COMMENTARY

Hollywood

Reel . . . 15 . . . 52 . . . Dist.: Paramount TV Productions, Inc. CLEVELAND (3 stations) WEWS, 7:15-7:30, Wed.

SPORTS

Ringside With the Rasslers . . . 56 . . . 52 . . .

Dist.: Consolidated Television Sales PHILADELPHIA (3 stations) WFIL, 10-11, Mon. Dec. ARB Rating . . . 12.3

Roller Derby . . . 30 . . . 52 . . .

Dist.: Station Distributors, Inc. DETROIT (3 stations) WXYZ, 7:30-8, Wed. Dec. ARB Rating . . . 3.6

Sportsman's Club . . . 15 . . . 52 . . .

Dist.: Syndicated TV Films CLEVELAND (3 stations) WEWS, 1:30-1:45, Sun. Dec. ARB Rating . . . 1.7

Sports Parade . . . 15 . . . 104 . . .

Dist.: United Artists CLEVELAND (3 stations) WXEL, 10-45-11, Wed. Dec. ARB Rating . . . 8.9

Table with 4 columns: Series Name, Length in Minutes, No. Releases Available, ARB Rating

KTTV—Open Road . . . 5.6 KLAC—Thursday Doubleheader . . . 1.1 — also — KHJ, 7:30-8, Fri. Dec. ARB Rating . . . 3

Wrestling From Hollywood . . . 60 . . . Weekly

Dist.: Paramount TV Productions BOSTON (2 stations) WNAC, 11:30-12:45 a.m., Thurs. Dec. ARB Rating . . . 5.1

COMEDY

Abbott & Costello Show . . . 30 . . . 26 . . .

Dist.: MCA-TV BALTIMORE (3 stations) WBAL, 10:30-11, Mon. Dec. ARB Rating . . . 8.2

Telesports Digest . . . 15 . . .

Dist.: United Artists Television COLUMBUS (3 stations) WBNS, 7-7:30, Wed. Dec. ARB Rating . . . 6.5

Touchdown . . . 15 . . .

Dist.: Tel-Ra Productions BALTIMORE (3 stations) WAAM, 11-11:30, Mon. Dec. ARB Rating . . . 3.5

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week.

THEATRICAL

Table with 5 columns: Series Name, Length in Minutes, No. Releases Available, ARB Rating, Station

OTHER

Table with 5 columns: Series Name, Length in Minutes, No. Releases Available, ARB Rating, Station

Additional TV Film Series and markets in which they are currently appearing

Listed below are additional TV film series currently available to stations and sponsors. Films in program categories other than those listed below will be covered in the next three issues.

COMMENTARY

Hollywood Newsreel . . . 15 . . . 9 Dist.: Screen Gems, Inc. Cleveland, Detroit, Toledo, Washington.

COMEDY

Bert & Elmer . . . 15 . . . 13 Dist.: Harry S. Goodman Prod. Chicago, Detroit.

ZIV-TV advertisement with logo and contact information: ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio New York Hollywood

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

Time Capsule

**RADIO**—Reviewed Sunday (1), 10:30-11 p.m., EST. Sustaining via American Broadcasting Company. Producer, Bill Berns. Director, Bill Macallum. Writer, Michael Sklar. Narrator, Arthur Van Horn. Guests: Flight Lt. Leslie Whittington, Dr. Kenneth Landauer, Marie Killilea, Zsa Zsa Gabor, Stewart Klonis, Allen Cruickshank, Ralph Ellison, Archibald MacLeish.

ABC is developing its "Time Capsule" gimmick into a highly interesting seg, and some enterprising sponsor ought to get behind it. The notion of sealing up recordings of half-hour commentaries on the current American scene in the archives of the Museum of Natural History, to be repeated 100 years hence for the amazement or otherwise of our great-great grandchildren, is intriguing.

Sunday (1) seg (No. 31) included a bit of everything on the score of current achievement in science, medicine, natural history and the arts. It will likely interest the above mentioned off-spring to know that 1953 medicine was on the verge of the discovery of a practical vaccine for polio, according to a report from Dr. Kenneth Landauer, of the Infantile Paralysis Foundation; that Flight Lt. Leslie Whittington guided a multi-jet plane from England to Australia in 22 hours; that a devoted mother shared her hard-won knowledge of treatment for the dreaded cerebral palsy with other parents via a book, titled for her afflicted daughter, "Karen." Likewise, they may compare future habits in our national bird life with the current changes described by Allen Cruickshank of the Audubon Society and future novels and poetry with the current products of Ralph Ellison and Archibald MacLeish, winners respectively of 1953 National Book Award honors. They may even be slightly titillated by the fact that Zsa Zsa Gabor was playing Toulouse Lautrec's gal-friend in a moving picture called "Moulin Rouge" and with Stewart Klonis' profound pronouncement that art of the 20th century will be equally significant 100 years from now.

Solid Radio

Writer Michael Sklar fits together a well-integrated program, and narrator Arthur Van Horn's backgrounding of the individual guests is excellent. With an increased budget via sponsorship, the seg could be developed into a real winner. Probably, the great-great-grandchildren will find many of its items quaintly amusing, if they ever get to hear it after another equally hectic century. But in any event, producer Bill Berns and his crew are turning out solid radio.

Bob Francis

Meet the Veep

**TELEVISION**—Reviewed Sunday (1), 5:30-5:45 p.m., EST. Sustaining via National Broadcasting Company TV. Production supervisor, William R. McAndrew. Director, Ted Ayers. Cast, Alben W. Barkley and Earl Codwin.

Continued from page 3

proper impact as a commentary on American life from a veteran public servant whose experience should be extremely valuable in clarifying current policies and events, generalities should be tossed overboard in favor of specific analyses. The Veep's debut has merely introduced a genial gentleman who seems bent on keeping his friends and making more via the living room screens.

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Television—Radio Reviews

One Man's Story

**TELEVISION**—Reviewed Monday (2), 2:45-3 p.m., EST. Sustaining via Du Mont Television Network. Producer, Lawrence Menkin. Director, Keith Thomas. Script, Jay Bennett. Cast, Martin Kosleck.

The Mono-Drama Theater

**TELEVISION**—Reviewed Monday (2), 11:15-11:30 p.m., EST. Sponsored by Broil-Quik Company thru the Zlowe Company via Du Mont Television Network. Producer-director, Lawrence Menkin. Script, Jay Bennett. Cast, Jack Manning.

The monolog technique as employed here is not brand new to TV. But in these two shows it is certainly getting its most serious and extensive use. As developed and produced by Larry Menkin, the one-man system has these three merits: It is economical. By its concentration on the face and costume of the actor, it takes advantage of the nature of video, and does not try to stretch it beyond its limitations. And it presents stories of classic or historic origin in simplified form.

The afternoon series is currently presenting a solo version of Dostoyevsky's "Crime and Punishment" with Martin Kosleck as Roskolnikov. Kosleck is an intent and skillful actor, and this role would seem to be a natural for him.

The nighttime series, "Mono-Drama Theater," is currently carrying "The Ghost of Hamlet," which has already been run in the daytime show. Jack Manning is a sort of soap-opera Hamlet, thin and sensitive and very clean-cut.

Watch the Rut!

But a one-man cast can get you into a rut if you don't watch out. Verbal exposition is substituted for visual action. The result is incessant talk, for 12½ minutes straight. Kosleck on Monday gave out with a quarter hour of unrelieved agony and terror of the kind audiences really can take only in very small portions. The camera switching does not supply the needed variety. Instead of cutting, both shows use repeated quick dissolves, which leave the eye in a state of confusion for those split seconds. It would seem preferable to carry the concept a step further and confine the show to one camera.

The "Hamlet" series did not suffer from as much monotony as the "Crime and Punishment." This was probably because Manning's exposition was straightforward and calm—effect, delivered out of character—in contrast to the speeches straight from the Shakespeare.

With two and a half hours a week, this would appear to be do or die for the monolog system. Some kind of visual gimmick is seriously needed. If not, then maybe the two-man show is the answer. Gene Plotnik.

You Are There

**TELEVISION**—Reviewed Sunday (1), 6-6:30 p.m., EST. Sponsored on alternate weeks by Electric Light and Power Companies of America via the Columbia Broadcasting System thru the N. W. Ayer agency. Producer, Charles W. Russell. Director, Sidney Lumet. Cast, Walter Cronkite, Don Hollenbeck, Charles Collingwood, Edward Binns, Hans von Tawdowsky, Frank Marth, Moultrie Patten, Tom McDermott, Albert Bergh, Lt. Jack McKenzie.

Continued from page 3

series will do better without the limitations it imposed upon itself in the preem. The upcoming "Boston Tea Party" show, for example, will likely do better by limiting its film stuffs to shots of historic sites in that city, with the live drama carrying the brunt. Even so, however, it is with regret that at this point, "You Are There" cannot be placed in the same class of exciting broadcast as its AM progenitor, despite yeoman efforts by producer Charles Russell, director Sidney Lumet, three CBS newsmen and a capable cast.

Commercials for the sponsoring electric companies urged dimin-

CAPSULE COMMENT

**No School Today (TV), WCPO-TV, Cincinnati (31), 6-7 p.m., EST.**

A combination of entertainment and educational features for the moppets gives this new to video seg strong appeal. Program succeeds in its efforts not to talk down to children, but rather to permit them to enter into the spirit of the seg in a manner foreign to many kiddie programs. (See full review in this issue.)

**Time Capsule (Radio), ABC, Sunday (1), 10:30-11 p.m., EST.**

The American Broadcasting Company's gimmick for bottling-up recordings of commentaries for airings a century hence is building into solid air entertainment. With an increased budget via sponsorship it has the possibilities of a real winner. Guest appearances are extremely well integrated and directed. (See full review this issue.)

**Meet the Veep (TV), NBC-TV, Sunday (1), 5:30-5:45 p.m., EST.**

Alben W. Barkley, ex-Vice-President of the United States, preems in his first starring TV assignment as a genial gentleman with a sense of humor and a fast way with an anecdote. However, on the basis of his bow-in, it seems that his comments on current problems and policies run more to Polly-anterish generalities than to anything specifically constructive. The Veep needs to season his discourse with vinegar as well as sugar to achieve real impact. (See full review this issue.)

**You Are There (TV), CBS-TV, Sunday (1), 6-6:30 p.m., EST.**

Unless future editions are far more convincing, this is one case where the imagination, as evoked by radio, far surpasses anything which can be shown on the TV screen. Therefore, the video version of the preem show cannot be placed in the same class of exciting broadcast as its radio progenitor. (See full review this issue.)

**One Man's Story (TV), Du Mont, Monday (2) 2:45-3**

**The Mono-Drama Theater (TV), Du Mont, Monday (2), 11:15-11:30 p.m., EST.**

The one-man cast system as developed and produced by Lawrence Menkin is, of course, economical. Classical material is presented in pre-digested form, and the technique does not try to stretch video beyond its limits. But it can be monotonous as a busy signal with its incessant talk and its shortage of visual action. (See full review this issue.)

**Out of This World (TV), CBS-TV, Sunday (25), 10:15-10:30 p.m., EST.**

This series experiments in putting tales of space travel on a factual, rather than fictional, basis. It got off to a good start, despite a studio foul-up at the opening. John Sternig showed the how and why of space travel to nearby planets, among other things. (See full review this issue.)

**Talent Patrol (TV), ABC-TV, Monday (19), 9:30-10 p.m., EST.**

Now being emceed by Steve Allen, "Talent Patrol" is a reasonably entertaining variety show which has been improved by the use of the bespectacled comic as ringmaster. It deserves an audience, but is facing stiff competition. The program, which showcases talented servicemen, presented some surprisingly good acts, the best of which was Billie Roberts. The commercials were adequate. (See full review this issue.)

ished federal spending on electric projects, boasting that the private companies are doing the job that's needed.

Out of This World

**TELEVISION**—Reviewed Sunday (25), 10:15-10:30 CST via WENR-TV, Chicago. Sustaining. Director, Dan Schuffman. Cast, John Sternig.

This experiment is putting tales of space travel on a factual instead of a fictional basis got off to a good start. John Sternig is a teacher in a suburban school and a lecturer at an Evanston observatory. With plenty of visual help he spent his opening show telling about the over-all picture of travel in space, and laying groundwork for future shows.

Sternig displayed an abundance of charts, maps and models of the solar system and the universe. He made it clear why eventual flights from the earth to near-by planets were feasible, and why we're not likely to get out of the solar system. He used a balloon to lead into explanation of the principle of jet propulsion.

Studio Foul-Up

Because of a studio foul-up, the show opened cold with no explanation of the intent of the series. Sternig was caught in a static shot at a desk. After a couple of minutes when viewers finally realized what it was all about, the show moved at a fine pace. For an amateur, Sternig talked extremely well, reflecting his own fascination with the subject, and not faltering once in his speaking.

The show should have strong appeal for adults who want a little meat in their TV diet. It should be a draw too for kids to whom space adventures have such a strong appeal. However, the late hour minimizes this value. Jack Mabley.

Talent Patrol

**TELEVISION**—Reviewed Monday (19), 9:30-10 p.m., EST. Sponsored by the United States Army and Air Force thru Dancer, Fitzgerald & Sample via the American Broadcasting Company TV network. Producer, Dave Nyren. Director, Eddie Nugent. Music, U. S. First Army Band. Emcee, Steve Allen. Talent: Billie Roberts, Romeo Phillips, Robert Elgis and the Drifters.

Now being emceed by Steve Allen, "Talent Patrol" is a reasonably entertaining variety show which has been improved by the use of the bespectacled comic as ringmaster. It deserves an audience, but because of its time period, opposite the first half of the Robert Montgomery dramatic show and Red Buttons, it may find the competition too stiff.

Allen's emceeing work on this stanza, his first chore away from the Columbia Broadcasting System, is even better than it was on their projects. His hosting is cleaner and much warmer. The program alternately sponsored by the United States Army and Air Force, showcases talented servicemen, thus giving them a chance at the big time.

Good Acts

The four acts were surprisingly good. The standout and winner of the top prize was Billie Roberts, a talented tap dancer who added something special when he terped while holding a heavy table in his teeth. The three other acts showed much merit. The Drifters (three boys on guitar, wild fiddle and vocals) entertained Western style with "Cimarron." The deep, resonant baritone of Romeo Phillips was pleasant to hear doing "Because," and magician Robert Elgis displayed a few good sleight-of-hand tricks.

One live commercial for the Army used two soldiers who told about the opportunities the service offers to learn a trade. This plug was not sufficiently polished but should improve. Other commercials which followed the same pitch used film. Leon Morse.

Doin' the Town

**TELEVISION**—Reviewed Friday (23), 10:10:30 p.m., CST. Participating sponsors via WTMJ-TV, Milwaukee. Producer-director, Sprague Vonier. Floor director, Leo Dudek. Music director, Bob Hert. Emcee-anouncer, Tom Mercein.

This local TV show employs the well-worn gimmick of a host squiring the viewing audience on a merry jaunt about town to see what's cooking in the local bistros, talent-wise. Man-about-town Tom Mercein works from a simulated nitery, interviewing and bringing on acts. One of the oldest WTMJ-TV efforts, its major problem is that it is completely dependent upon whatever talent happens to be available in town on Friday nights.

Too often, unfortunately, the town's talent roster is bare at the moment, and viewers get a mixture of an amateur and a professional show rolled up in one. This happened the night this show was caught. The show opened with a film strip taken in a car driving down Wisconsin Avenue. It showed a highly effective glimpse of Milwaukee's theater and nitery district. The first act on was a fem singer, Ginger Shilla, who did a fair job of projecting a sultry style on a ballad. Next was a bevy of gals competing in a State-wide contest for honors as Miss Wisconsin Press Photographer of 1953. While the contestants were all lookers, their self-conscious marching on and off stage and the inept camera work showed them off in a bad light. This was followed by a tap dance by a cute young lady who obviously was not a pro.

Two Ton

The final 10 minutes of the show was happily rescued by the appearance of Dick (Two Ton) Baker, up from Chicago. Baker is loaded with personality, and displays enough bombastic vocal and pianistic material to carry a

Continued on page 12

No School Today

**TELEVISION**—Reviewed Saturday (31), 6-7 p.m., EST. Sponsored by Cedar Hill Farms via WCPO-TV, Cincinnati. Producer, Don B. Poynter, Arthur-Sampson Enterprises, Inc. Writers, Jon Arthur and Don Kortekamp. Production co-ordinator, Will Mahoney Jr. Director, Abe Cowan. Cast: Big Jon Arthur and Sparkie.

Like its successful radio counterpart, heard Saturdays (9-10:30 a.m.) via American Broadcasting Company, "No School Today," should encounter little difficulty grabbing off a good slice of TV network time. Basically a situation comedy seg geared for kiddie consumption, the hour show incorporates bits about a magic spy-glass, a rule of the week, educational films, cartoons, Sparkie's (an Elf-like puppet) songs made for Decca Records and make-believe dreams to catch eyes and ears of the moppets. The varied format used on radio's "School" is incorporated into the TV version.

Instigator of the program's activities is Big Jon Arthur, who talks to Sparkie and answers for him via sharply synchronized recordings. Hand controlled and expertly activated by Producer Poynter, Sparkie's facial mugging

Continued on page 12

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# Legitimate Reviews

## LOVE'S LABOUR'S LOST

(Opened Wednesday, February 4)

### City Center

A comedy by William Shakespeare. Staged by Albert Marre. Setting by Robert O'Hearn. Costumes by Leibel Ayers. Production supervisor, Robert Fletcher. Dances by Todd Bolender. Conductor, William Brooks. Company manager, Gillyman Haskell. Stage manager, Burry Fredrik. Press representative, Phillip Bloom. Presented by the New York City Drama Company.

King of Navarre ..... Jerome Kilty  
 Lotigaville ..... Robert Fletcher  
 Dumain ..... Paul Sparer  
 Berowne ..... Kevin McCarthy  
 Doll ..... Fred Gwynne  
 Custard ..... Paul Ballantyne  
 Don Adriano De Armado, Joseph Schildkraut  
 Moth ..... William McVey  
 Alternite ..... Oliver Andes  
 Jacquenetta ..... Priscilla Morrill  
 Boyet ..... Earl Montgomery  
 Princess of France ..... Nancy Marchand  
 Maria ..... Cavada Humphrey  
 Katherine ..... Jan Farrand  
 Rosaline ..... Meg Mundy  
 Lady-in-Waiting ..... Amanda Steel  
 Holofernes ..... Philip Bourneuf  
 Sir Nathaniel ..... Hurd Hatfield  
 Mercade ..... Liam Sullivan  
 Attendants ..... Albert Duclos, Richard Astor

This reporter re-read "Love's Labour's Lost" a few nights ago, deciding all over again that Shakespeare's little satire on Elizabethan pedantry and social graces was still a very dull bit of nonsense, and wondered why the New York City Drama Company had elected to give it its first Broadway revival in some 62 years as the opener of the City Center's winter drama season. In print "Lost" seems more than slightly idiotic and of current interest only to devout students of the Bard.

However, after watching and listening to Albert Marre's skullduggery treatment of this bit of Elizabethan fluff, a reporter must admit that he had a very good time. The master would probably swallow his pen at the sight of his lords and ladies of medieval Navarre cavorting in turn-of-the-century pompadours and gala Edwardian raiment, and certainly the arrival of the Princess of France and her entourage in a vintage 1902 auto and the introduction of an ancient cylinder phonograph into the plot would stun him. But as the play progresses these innovations are less and less intrusive. Marre has taken scant liberties with the text, and somehow the treatment gets a great deal of fun into a plot that is arrantly silly. Add to this a really superlative framing via setting and costumes, and "Lost" packs a lot of unexpected entertainment.

Of course, a lot of mean, old savants are going to say this isn't Shakespeare. Maybe it isn't, but when a couple of Elizabethan clowns are diverted from their usual heavy-handed direction into indulging in a hilarious croquet game, and one of the mooning lovers makes an entrance kicking a soccer football, the text of "Lost" picks up immeasurably.

Philip Bourneuf and Hurd Hatfield team up beautifully as the pedant and the parson in the comic interludes, and Joseph Schildkraut is an elegantly de'apidated Don Armado. There are good performances, too, from Paul Ballantyne as the gabby rustic and Fred Gwynne as the dim-witted constable.

### Laborious Love

The love interest of "Lost" is perforce somewhat painfully laborious. Everybody is bent on being scintillatingly witty, and the wit has definitely lost its sting. However, such matters take on a real gaiety in the last act, when the proceedings really get on the farcical beam. Kevin McCarthy, Jerome Kilty, Robert Fletcher and Paul Sparer are all satisfactory as the moon-struck lords, and Meg Mundy, Nancy Marchand, Jan Farrand and Cavada Humphrey are suitably winsomely coy lady-loves. Robert Fletcher has run up some wonderful fripperies for them all to wear, and Robert O'Hearn has provided lush, Edwardian elegance for them to act in.

In sum, the City Center is to be congratulated on its first drama offering of 1953. Marre and his cohorts have given an essentially dull museum piece a truly amusing hypo. Bob Francis.

## ANGELIC DOCTOR

(Opened Monday, February 2)

### Blackfriars' Theater

A biographical drama by Brendan Larnen. O.P. Staged by Dennis Gurney. Setting by Floyd Allen. Costumes by Irene Griffin. Stage manager, Bill Field. Presented by the Blackfriars' Guild.

Raynald ..... Milt Ange  
 Theodora ..... Iola Whomaley  
 Lamulph ..... Walter James  
 Pietro ..... Eric Alexander  
 Countess ..... Leonora Shelton  
 Giovanni ..... Dave Grozier  
 Thomas ..... Kenneth Sleeper  
 Cypriana ..... Florence Reynolds  
 Siger ..... William Shust  
 Carlo ..... Claude Demby  
 Albert ..... Phil Abbot  
 Bonaventure ..... Allan Walker  
 William ..... James Millhollin

The Blackfriars' 1953 Lenten play, "Angelic Doctor," has its faults, but again the Catholic group demonstrates its right to be rated in the top bracket for off-Broadway production. Since Lenten plays must have a religious background, this one is more or less a biographical interlude in the life of St. Thomas Aquinas.

One trouble with biographical dramas is their tendency to span too many ears and their authors' usual over-enthusiasm for extraneous details. "Angelic Doctor" suffers from the old curse of episodic construction. But this time author Brendan Larnen has deviated from strict fact sufficiently to tie the whole together with a fictional emotional theme, and director Dennis Gurney has pointed up its accents to make it much more than a plodding gleaning from history books.

According to the author, young Thomas' titled family were bitterly opposed to his putting on the habit of a Dominican friar. When he insisted, his raffish brothers set an unvirtuous lady to undermining him. The attempt failed miserably. The young Thomas righteously threw her out of his room, and then spent the next 20 years in mental torment because he had failed to save her from herself. The interim is taken up with his battle for freedom of intellectual expression and the confounding of bigoted, secular opponents in the University of Paris, but it is not until the woman is almost miraculously converted that he is able to achieve his final triumph over himself. Much of this is likely not strictly from the record, but it has the bones of pretty good drama.

### Play Standouts

Obvious standouts in the play are the Thomas of Kenneth Sleeper and the lady of easy virtue, played by Florence Reynolds. Sleeper naturally has the most arduous chore in the title role and acquits himself exceptionally, but Miss Reynolds likewise manages to make exceedingly telling a part that could easily be relegated to the background. Other contributions, particularly liked by this reporter, are made by Dave Grozier, Phil Abbot and Eric Alexander.

Floyd Allen has devised a fine unit set for the production, and Irene Griffin's costuming is extraordinarily successful for a limited budget. Bob Francis.

## Add'l Film TV

Continued from page 10

Series Name	Length in Minutes	No. Releases Available
The Ruggles	30	52
Dist.: Station Distributors Albuquerque, Amarillo, Boston, Chicago, Denver, Honolulu, Indianapolis, Los Angeles, Lubbock, San Francisco.		

## SPORTS

American Sports	12	13
Dist.: PSI-TV, Inc. Seattle, Miami, Schenectady.		
Double Play With Durocher and Day	15	26
Dist.: United Television Programs Denver, Pittsburgh, Tulsa.		
Football Extras	5-6	10
Dist.: United World Films, Inc. Philadelphia, Richmond, Toledo, Tulsa.		
Football Hi-Lites	10	5
Dist.: Station Distributors, Inc. Philadelphia, Richmond, Toledo, Tulsa.		
Football This Week	12	10
Dist.: Station Distributors, Inc. Philadelphia, Richmond, Toledo, Tulsa.		
Goin' Places With Gadabout Gaddis - Fishing	15	26
Dist.: Sterling Television Co. Providence, Syracuse.		
Golf Tips by Johnny Bulla	5	13
Dist.: Syndicated TV Films		
Grantland Rice's Sportlights	15	13
Dist.: Atlas Television Corp. Atlantic City.		
Sports on Parade	15	104
Dist.: Sterling Television Co. Atlanta, Birmingham, Buffalo, Dallas-		

## TOUCHSTONE

A drama by William Stucky. Staged by Hale McKeen. Setting by George Jenkins. Company manager, Clarence Taylor. Stage manager, Lucia Victor. Press representative, Bill Doll and Robert Ullman. Presented by Elaine Perry.

Aunt Emma ..... Evelyn Ellis  
 Dr. Joseph Clay ..... Ossie Davis  
 Cathy Roberts ..... Patty McCormack  
 Jimmy Clay ..... Josh White Jr.  
 Major Robert Spaulding ..... Ian Keith  
 Dr. Gwendolyn Tallafero ..... Ann Dere  
 The Rev. Ronald Thompson ..... Guy Arbury  
 Langdon Spaulding ..... Paul McGrath  
 Charles Tutwell ..... Carl Low

Webster's Dictionary defines touchstone as a black, flint-like stone, used to test the purity of gold and silver by the streak left upon it when rubbed by the metal. Just why author William Stucky chose it as the title for his drama is still a mystery to this reporter, and in all personal fairness it seemed that a first night audience was equally puzzled.

"Touchstone" plays the emotional field, embracing childish faith versus grown-up skepticism, plus a minor plea for racial understanding. Since the chief protagonist is a little Negro boy who has religious visions which rock a Southern community, it may be assumed that perhaps he is figuratively the black touchstone which shows up the true metal of his elder contemporaries. Unfortunately, Stucky makes their assaying so long and involved in the telling that it becomes progressively impossible to care about what happens to anybody on the Music Box stage, one way or another. "Touchstone" is an earnest but boring and untidy play.

Some such household as Stucky's may exist "somewhere in the horse country of the Upper South." At all events, its focal center is an aging agnostic Southern gentleman who dotes on a moppet granddaughter. For some reason or other, he likewise dotes on a young Negro doctor whom he has sponsored and the latter's youngster who is a member of his menage. It seems the lad is a boy-preacher who has visions. One is that a local creek, condemned as polluted, now is not only pure, but has curative properties. This touches off plenty of local trouble in all directions, with everybody in the cast motivated to points of dire confusion. The moppet granddaughter gets sick, and the boy's voices bid him dunk her in the pool, from which he is only prevented by the interference of the local dominie. The moppet dies (which she presumably would have, anyway), but the grief-bersek grandfather suddenly executes a turnaround and tells the lad to hold onto his illusions. Presumably, a bit of faith has rubbed off on him after all. A reviewer does not vouch for this estimate of Stucky's premise, but anybody can interpret it anyway he wants to—if he wants to bother about it at all.

Some good actors have accepted employment in these proceedings, mostly to their detriment. Hale McKeen has directed their efforts as to make them frequently inaudible and sometimes even unintelligible. Ian Keith has a long and often soporific assignment as the agnostic aristocrat who sees the final light. Ossie Davis brings personal dignity at least to the role of the Negro doctor, and young Josh White Jr. again shows he is quite a young actor as the lad who sees the visions. Paul McGrath is at home in another unsympathetic character part, Little Patty McCormack is cute, but quite inaudible, as the moppet who expires.

A lot of money has been spent on a handsome production, backed by one of George Jenkins' best sets of a horsey living room. A reporter wishes he had a clearer idea of what goes on in it. But it looks as the Stucky's conceit is just above average intelligence. It's a bet that nobody will care. Bob Francis.

Fort Worth, Houston, New York, Oklahoma City, Rochester, San Antonio.		
Sportscholar	15	52
Dist.: United World Films Indianapolis, Jacksonville, Milwaukee, Pittsburgh, Salt Lake City, Seattle.		
This Week in Sports	15	Weekly
Dist.: International News Service Amarillo, Birmingham, Boston, Buffalo, Chattanooga, Chicago, Cleveland, Dallas-Fort Worth, Houston, Indianapolis, Louisville, Lubbock, New Orleans, Oklahoma City, Providence, Reading, San Francisco, Scranton, Schenectady, St. Louis, Wichita, Youngstown.		
What's the Record	5	52
Dist.: Sterling Television Co., Inc. Albuquerque, Houston, Los Angeles, Pittsburgh.		

## MURROW SHOW TO BUCK BERLE

NEW YORK, Feb. 7. — Edward R. Murrow this week was blueprinting a new half-hour TV news program which is reportedly ticketed to go into the Tuesday night 8-8:30 p.m. time period on the Columbia Broadcasting System opposite the first half-hour of Milton Berle and Bishop Fulton Sheen.

The format of the Murrow show is hush-hush, with CBS said to be plotting a unique stanza to fight the competition. Ernie Kovacs currently is in the 8-9 slot. No starting date has been set for Murrow as yet.

## No School Today

Continued from page 11

and lip movements are motivated by electronic impulses which greatly enhance the sparkle of his personality. Gimmick also permits wide flexibility and maneuverability, since Sparkie enters into all situations at a child's level. Sparkie is akin to a mischievous sprite who, just at the point of creating a childish misdemeanor, obtains fatherly guidance and reprimands from a Mr. Oglesharp, a character out of the land of make-believe. At this showing, the Elf was caught in the act of ordering a chemistry set from the corner drugstore sans approval of Big Jon. To guard against further complications, the contrite Sparkie is warned by Mr. Oglesharp that his job on earth has assumed such proportions that he now needs an assistant in the person of Benny the Bug. Latter is slated to make his appearance in subsequent sessions, a fact that leaves Sparkie all atwitter and creates a suspense element that profoundly permeates the minds of the kiddie lookers.

Program's success formula is plainly evident in the fact that every apparent safeguard is taken so that it does not talk down to its child audience. Rather it permits the kiddies to enter into the spirit in a manner foreign to many programs set up chiefly for the tykes.

At this session, a film depicting the raising, corraling and the taking of cattle to market was shown. These films combined with other features of the program leave a reporter with the impression that there's even something here for the adult. Pleasant commercials surround the entire set-up, with Cedar Hill Farms, at this look-in, awarding each sender of the milk carton's flap not only a Sparkie button, but an invitation to attend the firm's huge Valentine Party. Rule of the week award is a Sparkie T Shirt. A natural for the moppets, this one looks like a cinch to catch on. Bob Doepker.

## Doin' the Town

Continued from page 11

half hour all by himself. He sang "It Ain't No Sin," and gave out with an audience participation bit that almost made it worthwhile having to sit thru the previous mish-mashed lensings.

One tack that might improve the general atmosphere would be an attempt to develop some regular singer to be identified each week with the segment. The Three Jays now handle the musical chores. They are very capable and versatile tunesters, but appear so frequently on WTMJ-TV shows that their work on this ailer does not lend the impact that a fresh group might inspire.

On the constructive side, it can be said that, given an ample budget for talent, plus some rehearsal time, Mercein might be able to hit the peak more consistently. The spectacle lad is widely recognized as one of the ace platter spinners hereabouts, can give out with some cogent disk talk and has a good general appearance and fine announcing ability.

Commercials were interspersed thruout the show, with the sponsors using one-minute films.

Benn Ollman.

## 'Crown Theater'

Continued from page 9

which features Claude Dauphin; the Louis Bromfield series, "Corny Johnson," and "Rose-Colored Glasses." The packaging of all these different series into one film show, CBS-TV Film Sales execs believe, materially betters the package.

## TV FILM REVIEW

### 'Wedding Day'

TV FILM — Reviewed Sunday (1), 9-9:30 p.m., EST. Sponsored by General Electric, thru Batten, Barton, Durstine & Osborn, Inc., via Columbia Broadcasting System TV. A Sovereign Film Production. Producer-directors, Gil Ralston and Arthur Ripley. Writer, Carey Wilber. Cast: J. Carrol Naish, Gisela Werbesirk, Basil O'Brien Moore, Lester Dorr. Announcer, Red Barber.

"General Electric Theater," a half-hour dramatic film series, is a temporary replacement for G-E's Fred Waring show, while the orchestra leader and his Pennsylvanians are on a cross-country tour. The initial film, "Wedding Day," was a sentimental comedy, centering about the plight of a naturalized German couple who discovered on their 60th wedding anniversary that they had never been married legally.

Their 12 children, understandably eager to legalize their names, quickly rigged up a secret ceremony (disguised as a "Second marriage" in honor of the 60th anniversary). However, the plan was unexpectedly contested by Mama Baumer (Gisela Werbesirk), who insisted that Papa (J. Carrol Naish) had to "court" her before she'd say "yes."

Naish looked and generally acted too young for his role, but Miss Werbesirk was wonderfully right as the sweetly childish old lady of eighty-odd, who had nourished a resentment against her husband thruout their "marital" life because of his unromantic courtship. (i.e. He'd first become smitten with her, because she looked like "a good, strong woman to help around the farm.")

The script bordered on the sticky side at times, but was in good taste thruout, and Miss Werbesirk succeeded in injecting some of her lines with genuine pathos. Pacing could have been faster, and the schmaltzy waltz scene fade-out after the ceremony should have been eliminated entirely.

Sportscaster Red Barber delivered the G-E commercials in his usual folksy manner, scoring his best sales point with a dissertation about lighting facilities for schools. The copy plugged the latest advances in little red school house electric setups. It also stated that 60 per cent of America's schools are still poorly lighted. June Bundy.

### Junior Science

TV FILM—Reviewed at special screening. Produced by Olio Video Television Productions, Inc. Producer-writer, Milton Subotsky. Director-photographer-editor, Harvey Cort. Assistant producer, Si Posner. Science adviser, Ken Swezey. Sound, Van Gelder. Host, Dr. Gerald Wendt. Distributed by Olio Video, Inc., 20 East 42nd Street, New York City, N. Y.

Continued from page 3

80 setups and 100 scenes per film.

Olio Video is offering the series for network and regional sponsorship, but may also syndicate it to local markets. The firm has been screening the films in schools thruout New York, New Jersey and Pennsylvania for the last few months to test student reaction, and reports that to date over 96 per cent of the youngsters tested voted the show "acceptance," and over 63 per cent put it in the "excellent category."

Right now Olio is using the test system as sponsor bait, with prospective buyers invited to attend screenings at local schools and personally tabulate student replies. Perhaps "Junior Science's" most important asset to advertisers, tho, is a merchandising tie-up plan, whereby the experiments performed on each show will be packaged in a booklet (along with supplementary demonstration tricks) to be given away by the sponsor with his product.

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**Empire Room, Waldorf-Astoria, New York**  
(Wednesday, February 4)

Capacity, 282. Price policy, \$2 cover. Shows at 9:15 and 12:15. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent cost this show, \$3,000.

In their first New York cafe date as a team, the husband-wife combo of Anne Jeffreys and Bob Sterling made a good impression. With both having picture and legit show reps, they were a natural to draw, if for no other reason than to see if they had anything. They proved they have. They have looks, class and an imaginative routine set up for them by Bob Wright and George Forrest that ran the gamut of straight singing to amusing little comedy bits.

Miss Jeffreys came on first, working into a double necked mike, singing a few bars. Sterling's voice, piped in from backstage, made it a duet, and then he appeared. From then on it was potpourri. The gal did songs from her various musicals, "Kiss Me, Kate," etc. The boy did comedy lines about dramatic readings while she heckled. The wife-husband chit-chat with its degree of intimacy was a charming bit of fluff. At one point, after they did "Brush Up Your Shakespeare," she walked off in feigned irritation (actually for a costume change), giving the boy a chance to sing "Girls Will Be Girls," a rollicking number with enough salty lyrics to cover his mediocre singing. But if the boy isn't a Lanza, he's an actor with a feeling for light comedy and an ability to project it.

**Too Straight**

Miss Jeffreys' pipes are genuinely good. Unfortunately, she devotes too much to straight singing, when it is in the comedy field that she also really shines. Her "Dream" medley, consisting of numbers from various musicals she was in, plus a splattering of others, was entirely too much of the straight stuff.

Both came back with a wham in a hillbilly special, "Back in the Hills of Beverly," a peppery country tune poking fun at Hollywood mores. Some of it was too "tradey" for general appreciation. However, there were enough showbiz people at the show caught to give them solid returns.

When they finished that song, they were in like Eisenhower, but they dimmed their already great job by coming back for more.

Judicious pruning (they were on almost 40 minutes) will give them an act that is ready-made for the big dough in big time cafes.

Nat Brandwynne's ork did a masterful job of show backing. Mischa Borr's relief work was deft. **Bill Smith.**

**Night Club-Vaude Reviews**

**Persian Room, Hotel Plaza, New York**  
(Thursday, February 5)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Bookers, Merriell Abbott. Publicity, Ed Seay. Estimated talent cost, \$3,250.

Carl Brisson has lost none of his selling power or personality draw, tho his pipes are no longer what they've been. His pacing, under-selling and routine is gaited to appeal to the age group (the spenders) which he draws. And judging from the eager participation of ringsiders in Danish singing bits, he drew them opening night. Brisson even managed to drag Basil Rathbone out on the floor for a singing bit. Brisson's routine is well set up between the romantic items and the novelties. Using his tulip mike, the top-hatted singer moved easily around the floor, hopped up and down the chair he uses and drew big returns for practically every one of his standard items: "White Gardenia," "With These Hands," Afrikaner folk songs and comedy numbers. His new one on this trip was "Double Martini," a male torcheroo which he did thrillingly. If there was any fault in his act it was in his obvious annoyance at the lights and sound system. Opening shows are seldom perfect. But to let the audience know it by childish gestures of pique, is poor showmanship.

Dance team of Hoctor and Byrd were as charming and graceful as ever. Team does story terps with imagination, presenting a delightful picture all thruout. Boy is out first in song "Walking Out With My Baby" number seguing into taps joined in by partner. Then comes a fast conga drum beat (sans music) while girl is off for a minor costume change. This is followed by a Near East dance medley with a well-acted story line. Team finally finishes with its standard song-dance of oldies for a great applause-pulling mitt. Hoctor and Byrd have a great act. But four fast numbers without a breather isn't going to help their health any.

Dick LaSalle's band backed the show in tip-top style. Mark Monte's Continentals also did a fine job in the relief slots for the dance sessions. **Bill Smith.**

**Blue Note, New York**  
(Wednesday, February 4)

Capacity, 246. Price policy, \$2.50-\$3 minimum. Shows start at 10, dancing between acts. Operator, Bill Faden. Booking, non-exclusive. Publicity, Kurt Hofmann. Estimated talent cost, \$700.

New ops are reaching out for East Side business in a West Side room and have the atmosphere that could mean repeat business as soon as the word gets around.

The room (ex-Habibi) is decorated in good taste possessing some of the elements of a hide-away. Service is deft and quiet.

Show is a melange of smart material, pops, boff comedy and an American version of the French Existentialism. Mary Steele, a stacked blonde opened with a series of standards for a so-so job. Gal needs a lot of work in selling before she can do a real stand-up job.

Norman Wallace, piano-voice, does a pleasant job of personality selling with a combo of French and American songs. Boy is good-looking, has a nice voice and projects well if not strongly. He's ideal for intimate rooms.

Dorothy Greener, previously caught in another spot, is a comedienne with a routine that is adult as it is amusing. Her shy, small-voiced delivery gives added impact to her Tirdy-tird Street dialect.

The surprise of the show is Lucretia. Gal is no ingenue and she'll never win beauty contests; also, she has a trained voice but doesn't sing too well. But there's a strange fascination about her. She sings French and English, making sly comments that are ludicrous and at the same time mystifying. She could catch on, but it will be on the basis of trying to guess what she's saying or singing.

The Ronnie Selby trio backs the show and does the dance sets. Selby, incidentally, plays a lot of fine piano. **Bill Smith.**

**Paramount, New York**  
(Wednesday, February 4)

Capacity, 3,854. Price range 80 cents to \$1.50. Four shows daily. Chain booker, Harry Levine. Show plays 1 by Johnny Long and his ork.

Current bill is equally divided between chant comedy and terp, with recording thrush Joni James making a solid Stem stage debut in the top slot. Gal has plenty of stage presence and sells with a nice balance of dignity and ingenuousness. Present rep includes a couple of standards which come over well, but her own items like "Have You Heard" and "Why Don't You Believe Me?" currently listed in the country's five top-selling platters, were evidently what the customers came to hear. Not so strong, however, was her introduction of "Your Cheating Heart," penned by the late Hank Williams, which is due for release as her third contribution to the M-G-M label.

Dave Barry is a good choice for the show's comedy boost. Comic has a good opener in his "I Like Sounds" chant which gives opportunity for sound effect imitations. Follows with his familiar Brooklyn angle routine to lead into satires of British telepix, Arthur Godfrey and private eye dramas. Material is excellent, and delivery sharp, as usual. Wind-up lam of fem habits, however, shows wear, and could do with considerable pruning and face-lifting. A lot of the gags are forced and not too funny.

That fine team, Chappie Lewis and Benny Van, are back to hold down the terp department. Duo are better than ever in their terrific challenge routine and finish off with an excellent soft shoe. Both are smash favorites with the customers.

Johnny Long won't light many fires as an emcee, but his ork (10 brass, two piano, bass and traps) background the show splendidly. Band singers, Ray Kinder and Barbara Hammond, also contrib effective duo harmonizing of "See You In My Dreams."

Pic: "The Stooge." **Bob Francis.**

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**Empire Room, Palmer House, Chicago**  
(Thursday, January 29)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8:30 and 12. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriell Abbott. Estimated budget this show, \$6,000. Estimated budget last show, \$6,000.

Fresh, effective material and an appearance unlike one from whom a spouting of comedy is expected makes the Jean Carroll act a winner for spots like this. Here's a woman who's neither funny looking nor pretty. She might be a school teacher but she's doing comedy. And this she proves with a continuous live-laugh score.

Her chatter about child psychology is sharp stuff for the PTA set. Tho it's a broad jump from there to the race track, Jean makes it neatly via some husband bits. The laughs hold up as she recounts bangtail gags. Her versions of a tout and a race announcer earned big hands.

Remainder of the bill is a dance encyclopedia. Mary Raye and Naldi receive an ovation for their ballroom dancing.

Boris Gregory's concertina accompanies Rod Strong tapping. Turn incorporates many moods and well-executed numbers. Merriell Abbott Dancers, as usual, open and close the show, and this time they introduce Herbert Moore, whose strong, clear voice clicks. **Tom Parkinson.**

**The Terrace Room, Statler Hotel, Los Angeles**  
(Tuesday, January 27)

Capacity, 300. Price policy, \$2 cover. Show at 10:30; two shows Saturdays. Publicity, Tom Bickmore. Booking policy, non-exclusive thru John Grande of the Statler chain. Estimated budget this show, \$7,000. Estimated budget last show, \$5,800.

The current show has too much talent packed into a 70-minute package. Frankie Carle, who's fronting a smaller (14 instead of 17 men) band, didn't even get a chance to play one of his standard 88 solos as part of the show. The Carle crew fits this room perfectly, with the Victor keyboard-er, as usual, laying down a terrific dancing beat. Carle has every one of the top 20 current tunes in the book. His gal singer and a [\(Continued on page 46\)](#)

**Chicago, Chicago**  
(Friday, February 5)

Capacity, 4,200. Price policy, 46 to 98 cents. Four shows daily. House booker, Harry Levine.

Vaughn Monroe's Band Revue clicks here in the same format made familiar by his air shows. Backed by the band, the Moonmaids and Moonmen sing hello and tunefully introduce Vaughn. He swings into "Getting to Know You" and "Lonely Eyes"

Margaret Brown taps two numbers neatly. Then Elton Britt gives a country touch with guitar and Victor Records' version of "Cowpoke." "Chime Bells" shows off his yodeling abilities. In a bandsmen's mutiny bit, Monroe is overruled and drummer, clarinet- [\(Continued on page 46\)](#)

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## AGVA Sets Up New System for Handling Welfare Contris

Only Trustees May Handle Fund; All AGVA Employees Eligible

By BILL SMITH

NEW YORK, Feb. 7. — The setting up of a new system in handling the welfare contributions expected by the American Guild of Variety Artists was about the chief accomplishment of the union's national board in its five-day session, beginning Monday, February 2 here at the Taft Hotel. Maybe Bob Hope, AGVA president, knew what to expect. In any event, he wired his regrets, but didn't show.

"You could settle all this in two days," said Jack Irving, AGVA topper. "If you guys weren't so busy taking bows." But taking of bows was one thing the 25 or so delegates gathered here from around the country, weren't cutting out.

When Jackie Bright, meeting chairman, tried to limit talk, he was overruled. Some of these delegates hadn't been on for a long time; they weren't going to be stopped by any chairman.

### New Set-Up

The welfare department's expectation of a huge fund and the handling of it was rudely interrupted by the offering of a new set-up devised by Silverstone & Rosenthal, national counsel, and Henry Katz, house counsel. The 17-page document found the delegates floundering. They were earnest and eager enough to know what it meant, but it was apparently beyond them. So they adjourned.

When they returned, Margie Coate, current head of welfare,

who had apparently digested the contents, gathered her adherents to protect her little dynasty. Led by Rajah Raboid, Miami delegate, they were against it, "because it meant that I'll gal wasn't being done right by."

Under the present method, AGVA put the bite on talent buyers for contributions to its welfare fund. This was \$2.50 per week per performer in weekly jobs (\$3.50 for skaters and swimmers and outdoor acts) and \$1 per performer per performance on club dates. It was over these contributions that Chicago agents pulled out of the Artists Representatives' Association, and it was because of these that AGVA called a strike against a number of Chicago clubs and later declared Chi agents "unfair." Under this system, Miss Coate as head of welfare handled, or supervised the handling of all funds, except those that went to the insurance company.

### Out of Picture

Under the new plan, which was finally accepted, Miss Coate, in fact any employee of AGVA, is out of the picture. The fund can be handled only by trustees, and no salaried employee of AGVA "shall be eligible to be, or shall become a paid . . . employee of the fund." Furthermore, no AGVA board member during the term of his office may be a paid employee of the fund.

This point is what stuck in the board members' throats. What, no jobs! Silverstone insisted that was right — no jobs for board members. After much wrangling it was accepted.

Here's how the fund will work. It will pay premiums for various kinds of group insurance, hospitalization, medical and surgical care. All performers (AGVA members) who work for an operator who contributes to the fund will be eligible. The fund will be run by various trustees—three named by operators and three by AGVA.

### To Serve Ops

Nick Prounis, of the Versailles, and Dave Katz, of the Roxy, have already agreed to serve for the operators. The AGVA recommendations include a long list headed by Bishop Fulton Sheen, Rabbi Bernstein (Actors Temple) and Tex McCrary.

On the job front, which engaged most of the delegate's interest, Eddie Rio was turned down as assistant administrator and Dick Jones was made head of the New York branch. They were a lot of boys angling for the New York job, but Jones got the nod. Board also adopted a no-discrimination clause. If any operator refused to play a performer because of race, creed or color, the board could declare him unfair.

The attendance of a delegation of the Theater Restaurant Own-

(Continued on page 46)

## Friendly Books For Seville

NEW YORK, Feb. 7. — Dan Friendly, booker for the RKO chain, will start booking the Seville Theater, Montreal, March 2. The theater, owned by Ben Garson and operated by the National Theaters Corporation, has been using flesh since 1950. Roy Copper, Montreal, has been the booker since then. Friendly, who's booked the Palace big shows, including the eight-act bills that play the house between the big attractions and then play other RKO houses, plans to use an eight-act format at the Seville for at least his first two shows. After that he may go in for names.

## SANTA FOOTS ACTS' EXPENSES

ROME, Feb. 7. — Rome now has a Santa Claus — Elliot Simpson, an American rubber trader visiting here. A few weeks ago, while pub crawling in Naples, Simpson caught an Italian lad with a bass voice, and put up \$1,000 to finance the boy's musical career. More recently, Simpson accompanied flick actress Marta Toren and hubby Leonard Bereovici to the local Kit Kat Club in Rome to catch a young Scandinavian singer named Per Linquist. When Simpson learned that Linquist was working nights to pay for his vocal lessons, he wrote out another check for \$500 to pay for a year's cost. Santa Simpson, who has 36 Oriental kids going to school in the Far East at his expense, may be from rubber, but his checks ain't!

## NO SINGING

## DJ Rule Is Relaxed a Bit By AGVA

NEW YORK, Feb. 7. — The controversial anti-disk jockey rule put into effect by the American Guild of Variety Artists has finally been changed by the national board. From now on, AGVA members will be allowed to go on deejay shows originating in clubs, cafes or other places under AGVA jurisdiction.

The only conditions are that performer's stints be limited to interviews. No singing or routines are allowed. However, such deejays must be AGVA members, and the spot of origin of the broadcast must have signed a minimum basic agreement with the union and have deposited a cash bond.

## Chi Cafe Ops, TROA Feud

NEW YORK, Feb. 7. — The Chicago Cafe Owners' Association, now feuding with the American Guild of Variety Artists, is also conducting a telegraphic war with the Theater Restaurant Owners of America.

When TROA was formed, it invited the Chicago group. Its reply was a blistering wire implying that it was in AGVA's pocket. It followed that up with a series of additional wires to the AGVA board members warning them that any deals it made with TROA would not be binding on them.

Thursday (5), TROA decided to reply. It accused Chi group's spokesman, T. Milton Raynor, attorney for the cafe ops, of misleading statements and suggested Raynor had "ulterior motives rather than the interests you represent." It closed on a conciliatory note, however, asking for a meeting.

The Chicago group didn't reply at press time.

## WHO'S ON 1ST? AW, SKIP IT

NEW YORK, Feb. 7. — Rex Weber was subbing as chairman at the national board meeting of the American Guild of Variety Artists when a delegate got up to make a motion. "I don't understand it," said another delegate. "Will you explain it?" "I'll explain it," replied Weber. "How can you explain it," said the maker of the motion, "when it's my motion?" "I can do it better than you," was Weber's reply. "Okay then, go ahead—but remember no tricks. On second thought I make another motion that you reject my first motion."

## TROA BOLSTERED BY N. Y. CAFE OPS

Discuss Differences With AGVA; Propose Same Deal as With EMA

NEW YORK, Feb. 7. — The Theater Restaurant Owners of America picked up additional steam last week when the newly formed Greater New York Cafe Owners decided to become affiliated with it. Among its members are the Copacabana, the Versailles, Bill Miller's Riviera, Leon and Eddie's, the Latin Quarter, and most of the Greenwich Village and 52d Street spots.

The parent TROA met with a selected committee of national board members of the American Guild of Variety Artists to discuss points of difference. TROA, and its new executive secretary, Dave Fox (ex-AGVA topper), asked that AGVA relieve TROA members from paying cash bonds. TROA would guarantee payment on the same basis as the deal made by AGVA with the Entertainment Managers Association (mostly club date bookers).

It also asked that AGVA no longer characterize operators as employers and its members as employees. It suggested "operators" instead of "employers" and "artists" instead of "employees."

National AGVA Day  
TROA also offered to set up a National AGVA Day in all the clubs of its members, and part of the gross taken in that day would be turned over to AGVA's welfare fund. The latter was offered as a substitute for the \$2.50 per performer per week AGVA had demanded. TROA said this was in

addition to its making regular contributions to AGVA's fund, but felt the \$2.50 rate was too high. It suggested a flat fee based on seating capacity, and gross business done in a given period.

TROA also asked for a "no strike" clause in all its future contracts and that all contracts expire in the spring or fall instead of December 31 as is the practice today.

TROA promised that if sympathetic handling was given its proposals, added work would be found for AGVA members and everybody would live together in peace and harmony.

The AGVA committee took the TROA proposals back to the board. It listened to them and talked about them, but did nothing one way or another. It was finally decided to turn the whole matter over to the national executive board and the AGVA lawyers for action.

Another meeting between AGVA and TROA is scheduled late this month.

## 12½ Bil Gross By Eat, Drink Spots in 1952

WASHINGTON, Feb. 7. — Coincidental with a report by the Commerce Department this week that the nation's eating and drinking spots did a \$12,688,000,000 business in 1952 to top 1951 sales by 4 per cent, came an announcement from the Office of Price Stabilization that restaurant and tavern ceiling prices had been wiped out.

The new decontrol order, in line with President Dwight D. Eisenhower's directive that controls—and the OPS—be eliminated by April 30, applies to soft drinks and to alcoholic beverages sold in restaurants. It also does away with the posting of ceiling prices by restaurants.

NEW YORK, Feb. 7.—Most of the cafe ops were cautious in forecasting their actions in the raising of prices of food and drinks when the new decontrol order takes effect, April 30.

The majority agreed to keep prices at their present levels so long as the wholesalers they bought from didn't raise their prices. In at least one spot, however, it was emphasized that with labor costs already sharply increased, plus the added taxes, a small rise in menus would go into effect as soon as legally possible.

"Even if our food and liquor costs remain the same, we still have to pay more for talent," said one cafe man. "The only way we can make a small profit is to pass at least part of our increased talent costs to the customer."

## ANTI-SARDINE BILL IN HOPPER

NEW YORK, Feb. 7. — Night clubs will have to have less tables on the floor, or larger floors, if the bill introduced in the New York City Assembly gets out of the hopper and becomes law. Assemblyman Daniel M. Kelly would require night clubs, hotels, etc., "having dancing, to provide one square foot of space per person for dancing for one-half of the permissible capacity of the room." Under the Kelly interpretation, if a room had a capacity of 300, it would be mandatory that at least 150 square feet be provided for dancing. This, Kelly explained, would merely insure that one-half the patrons could at least find room to stand up on the dance floor.

## Extend Borge Tour 2 Months

CHICAGO, Feb. 7.—As a result of Victor Borge's hitting the jackpot at the Metropolitan Theater, Seattle, his one-man showtour has been extended an additional two months. Eight one-week stands were worked out by John Shubert this week in a deal with Harry Squires, Borge's manager. They are for week of April 6 at Cass Theater, Detroit; April 13, Taft Auditorium, Cincinnati; April 20, Locust Theater, St. Louis; April 27, Shubert, Washington; May 4, Ford Theater, Baltimore; May 11, Plymouth, Boston; May 25, Hanna Theater, Cleveland. Booking for week of May 18 was still being decided at press time. All are on a 70-30 split.

Originally, Borge's tour was set to close March 23, but the \$29,120 gross he rang up at the Metropolitan Theater, Seattle, from January 26-February 1 in which seven night performances were sell-outs changed everything. To prove the Seattle date was no fluke, 89 seats were sold on the stage at \$3.75 top for his performance at Spokane Wednesday (4).

Bookings for the rest of February are one-nighters, with February 18 held open for emceeding the "Godfrey and His Friends" show on TV. March 1 he moves into the Curran Theater, San Francisco for two weeks. March 15-22 is open and March 23-29 he is set for eight performances in Montreal. The Shubert dates follow.

Interesting observation as to what has caused Borge suddenly to become hot is that he has been playing one-nighters for years but never before has gone in for longer stands at which favorable reviews could exercise their power to help at the box office. Seattle reviews were terrific and box-office sales jumped as a result.

## Philly Earle Gives Way to Dept. Store

PHILADELPHIA, Feb. 7. — Warners' Earle Theater will pass out of the picture next month. David Sablosky, local movie man, will take over the house February 28 for four weeks with "Mom and Dad," a sex movie. And after that Warners will return the property to W. C. Grant Stores, who will convert it into a Grant department store.

## New Wet Law Presages Boom In Vancouver

VANCOUVER, B. C., Feb. 7.—A boom in nitery biz is expected here as the result of the city going wet. In a local option ballot, voters changed law to permit liquor to be served with meals in cafes, hotel dining rooms and other licensed premises.

Under the old procedure, in effect many years, it was against the law to serve or drink in a public place. Back door methods to get around it were common practice. Liquor was sold only in government stores. Buyers who took their hard stuff to a public place would hide it under tables.

It is expected that night clubs will open in the immediate future with a resultant increase in talent demands. The Mocambo already bowed Friday (30) with a three-act policy and a cover of \$2.50, doing one show a night. First bill was the Titnus Trio, Ray Martin, Grace Marsh and Jack Card, emcee.

The Palomar is running with Ray Kinney and a Hawaiian show, and the Commodore and Panorama Rooms in Hotel Vancouver, now operating sans acts, are already dickering for shows as soon as the wet law goes into effect.

## BURLY THEATER TO BE RAZED

PHILADELPHIA, Feb. 7. —Gaiety Theater, long a burlesk and vaudeville stand and for many years a center-city landmark, will make way for a parking lot. Originally opened at the turn of the century as the Star Theater, it changed its name when it became a rival to Keith's Bijou which opened on the same block. Bijou, later became a burly house

## 4 Star-Morris Negotiations Still in Gear

HOLLYWOOD, Feb. 7.—The first attempt at some kind of a deal between 4 Star Records and its publishing subsidiary, 4 Star Sales, and E. H. (Buddy) Morris broke down, negotiations between the two firms are continuing, with a new action added to a second possible deal.

The original deal, in which Morris would have purchased 4 Star Records and Sales outright, petered out after a December 31 deadline, when counter-proposals failed to jell. Morris and Bill McCall and Don Pierce, of the Pasadena waxery-pubbery, are still mulling a deal whereby Morris would take over a minimum of eight songs yearly from the expansive 4 Star Sales catalog for a cash guarantee. Since 4 Star Sales has four tunes running (The Billboard, February 7), a number of other pubbers have shown interest.

Newest negotiations between Morris and 4 Star centers around two tunes, "That's How Much I Love You, Baby" and "Gospel Boogie," royalties from which 4 Star claims are due them from Morris. Tunes came into the 4 Star Sales catalog when McCall bought Wallace Fowler Music, a BMI affiliate, in September, 1951, from the leader of the Oakridge Quartet. Fowler had originally turned over "Baby" to Morris in

(Continued on page 44)

## Big 3 Bases Ditty On Film, 'Ruby'

NEW YORK, Feb. 7.—The Big Three is rushing out "Ruby," tune based on the musical theme in the flick, "Ruby Gentry," produced by Joseph Bernhardt and King Vidor and released thru 20th Century-Fox. Decision to work on the tune resulted from the many requests for sheet music by people who had seen the flick. The Big Three had Mitchell Parish pen a lyric for the Heinz Roemheld tune.

The Big Three, incidentally, followed the same pattern with "Laura" — rushing out copies when the flick had created an initial demand.

## NEW COAT IS CLEFFER PRAYER

NEW YORK, Feb. 7.—A songwriter was overheard this week hopefully commenting about his latest effort. "Man, I hope this song does something," he said, as he fingered and glanced dolefully at his threadbare overcoat. "I'd sure like to trade in this old lead sheet for a new arrangement."

## Cornell Bows Over WNBT

NEW YORK, Feb. 7.—Don Cornell bows in as a television regular March 5 in a show to be aired over WNBT here. The 15-minute, early-evening seg featuring the Coral chanter will run for at least 13 weeks under the sponsorship of Chock Full O'Nuts, the quick-lunch chain.

Songstress Jean Martin and a vocal quartet will also appear. The show will be filmed in advance so that Cornell may fill tour commitments. It is understood that Cornell is also being set for a network radio deal.

# Pubs Irked at Writers' Tactics In Claiming Renewals on Tunes

### See Practice as a Mirage for Cleffers; Resent Implied Pressure

• Continued from page 1

these writers will eventually succeed in vitiating the value of their important copyrights.

Additionally, a number of top publishers have grown resentful over the tactics of cleffers who have been using the renewal as a threat to force the publisher into granting special consideration. One publisher tells of a writer who is demanding records on a tune close to renewal time.

"Why should I get him records when I don't even have the renewal?" asks the publisher. Another publisher says that the advances demanded are "way out of line." It is also noted that several writers offered the original publisher their renewals on condition that he take several tunes of recent composition.

#### One Pubber's View

One publisher, aggravated by these tactics, and commenting on

one cleffer, said: "He thinks every one of his songs is a masterpiece—a Rembrandt!"

While it is agreed that many writers have genuine cause for grievance, the point is argued that many writers will find they are chasing a mirage if they attempt to manage their own copyrights. What misleads the writers, pubs say, is the belief that just because a song is a standard, it requires no publisher guidance. Pubs say the writers fail to realize that the standard business is not like the pop business; that publishers manage to make the copyrights pay only thru milking all possibilities, one pub said.

The writer who is apt to overlook this is the writer who believes that the music business is geared to recordings. He figures he can get records as well as a publisher. But while the pop business is geared to the record

industry, this is not true of the standard business. Records generally come accidentally; the sale of sheet music on standards is not generally high—because those customers who are sheet music minded already have the sheet music; what the publisher cashes in on are the various editions if they are properly exploited, and the myriad uses to which a copyright can be put—and most of this is beyond the ken and capacity of the average cleffer."

Those pubs who are known as ethical operators resent writers using the renewal as a threat for a better deal on other tunes, on advances, etc. "The writer," said one publisher, "forgets that he is getting royalties expense-free." This pubber noted that even if a disk sold 500,000, this would

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## CAP'S BOZO CLOWNING AROUND

# Diskery's Bozo Merchandise Hits \$2,000,000 in '52 Retail Sales

• Continued from page 1

record shops. The increase is also traceable to the growing importance of Bozo as a personality in the kiddie field.

The remarkable fact concerning the continuing growth sales-wise of the Bozo merchandise is that Bozo the Clown is the first kiddie character ever built solely via the medium of records. The Bozo character was first introduced on the market in 1946 via the Capitol album, "Bozo at the Circus," created and written by Alan Livingston, now veepee of the diskery's a.&r. division, then in charge of the kiddie department. The first Bozo set has sold over 800,000 to date and is expected to pass the 1,000,000 mark before the year is

## BOZO SETS MARK IN BB CHARTS

NEW YORK, Feb. 7.—The Capitol Records album "Bozo at the Circus," hit the Weekly Billboard Best Selling Children's Record Chart for the 201st time this week, the longest run of any platter since the charts began. The kiddie set hit the children's best-selling charts the first week the charts were started back in 1948. The album has been out for six years.

out. This was the first of the record readers and is undoubtedly one of the biggest selling waxings ever released in the kiddie field. The total sale to date of all Bozo disks, which comprise six record readers and four single platters is 5 to 6,000,000 records.

#### 15 Products

Since Capitol licensed the first Bozo-inspired product back in 1949 to the Whitman Publishing Company to put out a Bozo Color-

ing Book, Bozo licensees have grown during the past three years to 15 and the number of products has zoomed to over 100. In addition, Capitol Records is now working on a Bozo pilot film for TV as the tee-off of a Bozo TV series.

Capitol Records had little idea of the potentialities of the Bozo character when the first Bozo album was released in 1946. Livingston created his character for one album, and then decided to continue the series when the sales of the set started to boom. In 1949, when manufacturers came to the diskery to ask Capitol for permission to manufacture Bozo products, the firm realized that Bozo was a clown in name only.

Early in 1949 Capitol set up a licensing department to handle Bozo products. At about the same time Capitol started the Bozo-approved Seal for its various kiddie sets, since the name Bozo by that time had taken on a profound significance in the field. Capitol also started to manufacture a Bozo phonograph for the younger set as well. From Bozo coloring books and dolls, the Bozo products now include balloons, decals, puppets, blocks, comic books, tablecloths and napkins, paper plates and cups, picture puzzle books, lamps, plastic-framed pictures, performing dolls, squeeze-me dolls, cloth dolls and the three phonographs. Under Arthur Duncan, who now

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## MANY RENEWALS ARE CONTESTED

NEW YORK, Feb. 7.—There's heavy activity on renewals, in some cases the writers claiming the renewal and in other cases a publisher other than the original, claiming the share assigned him by one or more of the writers. Here are some examples:

The Joe Young share on three standards is being claimed by Warock Music. Renewals on these are coming up at the end of the year. Tunes are "I'm Sitting on Top of the World," now held by Feist; "Dinah," now in Mills Music, and "Five Foot Two, Eyes of Blue," now in Feist.

Charles Daniels has acquired the renewal of "Moonlight and Roses"—from the estate of Ben Black—in partnership with Gene Aberbach, and Max Dreyfus.

Some Isham Jones tunes are in dispute. Included are "On the Alamo," with Jones claiming the renewal and Foster Music, of Chicago, also claiming it. Foster is also claiming the renewal on Isham Jones' "When the One You Love Belongs to Somebody Else." Jones' share of this is being claimed by Bantam Music.

The estate of Walter Donaldson, now being managed by Eddie Traubner on music matters, is claiming Donaldson's share of the renewals on "My Buddy" and "Carolina in the Morning," tunes the late cleffer wrote with Gus Kahn and which have been held by Music Publishers' Holding Corporation.

Cliff Friend has not come to an agreement with the MPHC on his renewals.

These are just a sampling.

## FIRST ANNUAL REPORT

# RIAA Brochure Totals Up Activity

NEW YORK, Feb. 7.—The Record Industry Association of America, which will hold its second annual membership meeting here next week, at which time new directors and officers will be elected, this week issued its first annual report. The 20-page leaflet summed up all activities of the RIAA for the past year, as well as the work accomplished by the various committees. In addition, the report laid down some of the work planned for the new year.

At the beginning of 1952 the RIAA had 31 members in all classifications; by December the

RIAA had increased to 45 members. These diskery members were in every field—classical, pop, rhythm and blues, country and western, et al. Two new diskeries have made application for membership as of January, 1953.

On the legal front the organization actively supported the New

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## Decca to Plug '4,000 Series'

NEW YORK, Feb. 7.—Decca branches and distributors have been supplied with special material to back up a promotional push on the label's "4,000 series" classical LP's. Key items in the drive are the just-released "Irish Suite," arranged and conducted by Leroy Anderson, and a set of two Strauss waltzes in complete symphonic versions. The new additions bring the total number of packages in the \$2.50-seller catalog to 47.

Complete listings of titles will be run in the February Schwann catalog and dealers will be urged to run co-op ads with mats furnished by the diskery. Blow-up photos of Leroy Anderson will be distributed for window displays and a special order form listing the series will be supplied to salesmen.

## Quo Vadis Frankie S.?

NEW YORK, Feb. 7.—Frank Sinatra, whose contract with Columbia Records expired last month, has stirred up considerable speculation in the trade as to his future waxing plans. It is known that Columbia would like to continue Sinatra on the label, on similar terms to his old contract, but Frank has yet to indicate that he intends to return to the diskery.

Capitol Records has not denied being interested in pacting the singer, tho the firm has not made any direct offer or negotiated with him. Another major diskery has made a pitch to the singer for his future services. One of the reasons for the diskeries being slightly hesitant in entering into contractual talks with Sinatra is due to the sizable guarantee that he had been drawing from Columbia during his tenure there.

Sinatra's relations with Columbia have been strained over the past year, however, and it is understood that he is thinking that a change might be a stimulus to his wax career.

## Boyd-Greshler Tiff Settled

HOLLYWOOD, Feb. 7.—Jimmy Boyd, whose Columbia disk of "I Saw Mommy Kissing Santa Claus" sold 2,020,000 copies, according to court testimony here, settled his differences with Abby Greshler out of court this week. Boyd severed some of his ties with Greshler, but Greshler continues to hold six options on the teen-ager's services until 1956, including two for movies, two for radio and two for TV.

Boyd has been submitted for a Las Vegas appearance at the end of February by GAC.

# Cleffers Seek 51,538 Copyrights On Tunes

WASHINGTON, Feb. 7.—Composers sought copyrights on 51,538 musical compositions during the 1952 fiscal year ending last June 30, and were topped only by authors who officially requested protection on 58,509 works, the Library of Congress reported this week. All other categories trailed. Making up the total of musical compositions registered with the copyright office were 37,040 unpublished; 7,786 published, and 6,712 foreign works.

Registration of musical works during the fiscal year exceeded the preceding year's total of 48,319, but was far from attaining the 72,339 mark established during the fiscal year ending June 30, 1948.

The copyright office also tallied

3,766 registrations for dramatic and dramatic-musical works, including radio and TV scripts, and 837 registrations for lectures, sermons and addresses, including radio and TV scripts. Copyrights also were requested for 798 motion picture and screen plays, and 1,281 additional motion pictures not considered photoplays.

In registering Hanya Holm's choreography for "Kiss Me, Kate" as a dramatic composition, the Library of Congress noted that it was first time a copyright had been sought for a dance work scored in a notation system originated by Rudolf Von Laban. The Laban notation is a shorthand system for setting down exact body positions and movements in a dance.

# Jukes Get 250,000 Free Disks From Major Firms

Year's Supply Excludes Special Deals, Bonuses and MGA Platters

By IS HOROWITZ

NEW YORK, Feb. 7.—Major record companies are sending out well over 250,000 free disks a year to juke box operators. The figure assumes greater significance when it is realized that the number represents only those records sent for audition purposes, on a one-to-an-operator basis, according to selected lists of influential route owners that vary considerably from diskery to diskery. It does not include three-for-two deals or other bonus devices used occasionally by some labels to hype the sale of particular platters. It also excludes the considerable number sent free to the Music Guild of America for panel-preview purposes.

While few manufacturers credit juke exposure as the key factor

in creating disk clicks, they are more and more tending to the conviction that early operator support is critical to the full exploitation of pop wax. In certain cases, records have started on phonographs well before deejay play has become heavy, according to some manufacturer execs.

An indication of the growing relative weight given to operator promotion by the majors is the steady rise in the number of free platters distributed among the juke box fraternity. Conservative estimates place the current 250,000 annual rate at twice what it was only two years ago.

Capitol Records maintains an active list of about 1,000 operators across the country. An average of two records of the batch released by the firm each week is sent out to this list, for the most part consisting of operators of fairly substantial routes not regularly visited by branch salesmen. Two years ago the Capitol list included about 300 operators.

Capitol, like several of the other labels, includes a stamped

order post-card with each package of disks. The card is of particular value to operators in non-metropolitan areas who of necessity visit distributors rarely. The company finds this device of extra value in promoting country wax.

The size of RCA Victor's operator free list is now about 700. It has grown consistently in the past two years since the company assigned an executive to spend a good deal of his time solely on coin phonograph promotion. Victor now selects about 40 disks a year from its total output for operator sampling.

Diskery execs advance several conditions that must be met by records selected for operator distribution. To a greater or lesser degree they are subscribed to by all.

Each company issues occasional records which it feels are particularly good for operator use. There are a few artists on each diskery roster whose performance record on coin phonographs is well established. They are

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## THE ROYALES' ROYAL FIGHT

### Groups' Hassle Flares Up Into Injunction, Jail, IOG Suit

By NEV GEHMAN

NEW YORK, Feb. 7.—A hassle in the r.&b. field involving artist misrepresentation broke wide open this week with the granting of an injunction, the jailing of two individuals for attempting to obstruct the serving of the injunction and the filing of a \$10,000 damage suit.

The story, which has been on the point of bubbling over for the past few weeks, involves two r.&b. singing groups, the Five Royales and the Royals. Since the early part of January, the Royals (who record for Federal) have been booked with a one-nighter show doing theater dates thruout the South and in some Midwest points. The Royals, however, have been billed in advance promotion and at the dates as the Five Royales (who record for Apollo and now have the second biggest r.&b. seller in the country, "Baby, Don't Do It"). Placards and newspaper ads heralding the dates of the Royals' appearances have actually carried the photographs of the Five Royales, with the tunes recorded by the Five Royales prominently mentioned. Because there is very little coverage on tunes by competitive labels in the r.&b. field, an artist is usually identified by

his hit records. None of the tunes recorded by the Five Royales and billed on the placards and ads has been disked by the Royals.

#### Detectives

The impersonation was uncovered by Carl Le Bow, a.&r. head for Apollo and personal manager of the Five Royales, and Ben Bard, head of Universal Attractions, which is the booking agent for the Five Royales. The Royals are packaged in a show which includes Anna Mae Winburn and her ork, the Fou Chez dancers and Bobby Wallace. The Royals have been the headline attraction. The tour has been promoted by Spizzy Canfield. The road manager is Eustace Pilgrim, husband of Miss Winburn.

When the impersonation was discovered, registered letters were sent to all the known theaters on the tour asking that the Royal act be canceled. One theater in Newport News is known to have done this. Others, however, followed thru with the booking.

The blow-off came last Tuesday. (Continued on page 44)

## C-S Seeks Injunction Vs. Goody in NY Court

NEW YORK, Feb. 7.—The seesaw battle between Cetra-Soria and Sam Goody over the issue of fair trade took a new turn this week when the manufacturer of LP opera wax filed suit in New York Supreme Court to permanently enjoin the retailer from selling or advertising Cetra disks at less than the established fair trade price.

The action was taken despite the fact that the manufacture and marketing of Cetra LP's will be taken over by Capitol Records April 1, according to the terms of a major deal made public last week (The Billboard, February 7).

Cetra's attorneys, on behalf of the Raxor and Soria Sales corporations, also asked the court for a temporary injunction restraining Goody from cutting prices until the case is decided. A hearing on this request will be held Monday (9).

#### To Oppose Action

Goody's attorney, Abraham Lowenthal, said he would oppose the action vigorously. His client's intention is to "battle fair trade all along the line," the legalist declared, indicating the defense will contend that the McGuire Act, which binds non-signers to fair trade prices, is invalid, and in any case does not apply to a

# New Trends Evolve In Hillbilly Field

More Artists Hop On Same Oatune; Repertoire Culled From Pop Backlog

NEW YORK, Feb. 7.—In recent months two new trends have been developing in the country and western field. These are an increase in recording of the same tune by more than one key artist and a growing number of pop tunes (usually tunes of yesterday) being waxed by hillbilly artists. This latter reverses the already established pattern of country tunes moving in and becoming big pop sellers.

In years past the country field has been marked by an exclusivity of tunes among the ranking artists. It was practically unheard of for a top country singer to cover a tune already disked by another artist of relatively important stature. Exclusivity of tune was so much the case that it was accepted almost as an unwritten rule. There were, of course, numerous instances of a major artist jumping on a tune which had shown some territorial

life via a lesser artist's diskery.

Now, however, there is growing evidence in the opposite direction. The tune "Don't Let the Stars Get in Your Eyes" was cut by five different hillbilly artists, all with considerable stature. The Slim Willet, Skeets McDonald and Ray Price versions all cracked The Billboard best-seller chart. Red Foley who disked the tune considerably after the others, racked up solid sales in both the hillbilly and pop markets. The Johnnie and Jack version, while not considered their biggest record, sold in excess of their average record sale.

Since "Stars," covering tunes has become more and more the practice. "I'll Go On Alone" was cut by Marty Robbins for Columbia a few months ago and has garnered steady sales and a great deal of jockey activity. It was recently waxed by Webb Pierce for Decca and is currently on The Billboard best-seller list. "No Help Wanted" was parlayed into a hit record by the Carlisles for Mercury. This week Capitol released the tune by Hank Thompson. "Let Me Know" was cut by both Willet and McDonald, and both versions are showing strong early action. There have been several other similar examples recently of this practice, tho in the cases of "That's Me Without

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## Victor Readies All-Beethoven Symph Album

NEW YORK, Jan. 7.—A special limited edition of the nine Beethoven symphonies by Arturo Toscanini will be released by RCA Victor at the end of this month. Packaged in a lush album, the set will consist of seven 12-inch LP's and sell for \$52.40. An added feature of the set will be a bronze medallion of Toscanini's bust. Distributor salesmen are now soliciting advance orders.

Toscanini currently has only three Beethoven symphonies available in LP form, the first, third and the best-selling ninth. The other six have all been newly recorded in the last two years and have been saved for this limited issue. A spokesman for RCA Victor indicated that the label has not yet decided how many sets will be put on the market. It was also pointed out that the six previously unreleased symphonies would not be available as single records for some time to come.

With this release, Toscanini will become the third conductor to complete the Beethoven symphony cycle on LP's. Columbia has all nine symphonies available by both Felix Weingartner and Bruno Walter.

## Times-Col'bia Cuts Off Leslie, Liberty Acc'ts

NEW YORK, Feb. 7.—Times-Columbia, distributor for Columbia Records in this area, has cut off two of its major accounts in New York City. In a significant move this week the distributor has refused to supply any Columbia records to the Liberty Music Shops, plush four-store chain, and Leslie Distributors, key Gotham one-stop.

While all principals in the hassle maintained a close silence, neither confirming nor denying the action, the fact that it had indeed taken place was reliably established. It was also determined that the cut-off cast no reflection on the credit standing of the outlets. It is understood that Times-Columbia acted in retaliation against a step-up in trans-shipment of disks. Both Liberty and Leslie are charged with securing much of their Columbia wax requirements outside the jurisdiction of Times-Columbia, according to informed observers.

Typical of the reluctance to comment on the situation exhibited by the heads of the affected firms was the reaction of Ben Kaye, Liberty chief. He answered a reporter's query about the cut-off with, "That's news to me." Pressed for further comment, he declared, "Whether they did (stopped selling Liberty Columbia disks) or didn't is of no concern to me."

## Arnold Shaw Book To Be Published

NEW YORK, Feb. 7.—Arnold Shaw, Duchess Music general professional manager, is the author of "The Money Song," a novel to be published by Random House, February 16.

The book tells of the experiences of a young songwriter in Tin Pan Alley.

## BMI HOBBY SHOW OPEN TO PUBLIC

NEW YORK, Feb. 7.—The art and hobby show run for affiliated publishers and employees of Broadcast Music, Inc., has now been opened to entries by the general public. Works, including oil paintings, water colors, photography and sculpture, are exhibited at BMI headquarters.

## Ike Lifts Controls On Disks, Parts

WASHINGTON, Feb. 7.—The music industry can now operate without price controls for the first time since the outbreak of the Korean War. The last price controls were wiped out yesterday (6) in accordance with President Dwight D. Eisenhower's state of the union message recommendation for elimination of controls "in an orderly manner" by April 30.

Decontrolled in the first major action in line with the President's directive were phonograph records and musical instruments, as well as radio and TV replacement parts, on the wholesale and retail levels, altho ceiling will remain temporarily on the manufacturers' level. Radios, TV sets, phonographs and juke boxes were decontrolled earlier. Hundreds of other items were included in yesterday's action which lifted controls from commodities normally sold by department and specialty stores and mail order houses, while a second major action, placing all other electrical appliances on the non-controlled list, is expected next week.

## JAP TUNE

### Quick Click Expected of Bowers Disk

NEW YORK, Feb. 7.—Tunes happened in many varied cities recently, especially Philadelphia and Cleveland, but this week a tune from Tokyo set the wheels humming along Tin Pan Alley. The excitement was stirred up by the tune "Gomen-Nasai" (Forgive Me), which was waxed for Japanese Columbia last summer by Corporal Dick Bowers, and is at present a big hit in the Japanese capital. The tune is being released next week by Columbia in two versions, the original Bowers etching plus a Sammy Kaye ork version. Other majors are readying slicings for quick release.

Bowers waxed the tune for the (Continued on page 43)

## TAB MACHS. FOR BACKGROUND

CINCINNATI, Feb. 7.—The whirring sound of Remington Rand machines tabulating pop chart listings will be used as a background effect on Nelson King's platter show over WCKY here beginning next Saturday (14). A station crew visited The Billboard offices here yesterday to tape the distinctive sounds which illustrate the mechanical accuracy of chart listings. WCKY is one of 746 stations licensed to use The Billboard charts as a basis for disk programming.

## Rose Pacted By ABC for P.A. Dates

HOLLYWOOD, Feb. 7.—David Rose, prominent film and radio-TV batoneer, as well as veteran maestro on M-G-M records, this week branched into the live appearance field, inking for personals with Bobby Phillips, of Associated Booking Agency.

First date set for Rose and his production band is the Flamingo Hotel, Las Vegas, Nev., opening May 28. Rose will probably use a chorus and individual singers in the revue.

## Josh White Strong At Black Orchid

CHICAGO, Feb. 7.—Folk singer Josh White is playing to strong business at Al Greenfield's new boite, The Black Orchid, which opened December 20.

The balladeer has been held over twice, and according to present plans, White will do 11 weeks at the spot.

Greenfield, it is known, is hoping to open similar spots in New York and Hollywood, with White doing the debut shows.

Balladeer Harry Belafonte follows White into the Orchid, March 6, for four weeks.

# Canadian Bureau Compiles Disk Sale, Production Marks

TORONTO, Feb. 7.—A monthly compilation of statistics on the production and sale of records in Canada is being undertaken by the Dominion Bureau of Statistics. This is being done at the request of the record industry.

The first bulletin, which covers the sales and production for each of the five months ending November, 1952, also shows the total sales of all sizes of disks, and the

# Selvin to Quit Peer for RCA

NEW YORK, Feb. 7. — Ben Selvin, general manager of the Peer International Corporation, Southern Music Publishing Company, Inc., resigns from that post February 14 to take over as a.&r. manager of the RCA Victor Custom Record Division. Selvin's new post, announced this week by James P. Davis, will be Thesaurus library and radio syndicated catalog. Bert Wood, who has been with Thesaurus for years, resigns February 28.

Selvin joined the Peer organization October, 1950. At present, no replacement has been set at Peer. Irving Deutsch, recently appointed general professional manager, will take on additional executives responsibilities.

Selvin was with RCA Victor in 1919, when he conducted an ork on his first date for the diskery. The tune was "Dardanella" and the side was a million seller. During his career, he cut a tremendous quantity of sides for various labels.

### Muzak VT

In 1934, when Muzak was founded, he was named vice-president and music and program director. He remained with the company until 1945. Subsequently, he became a.&r. chief of Majestic Records, and from 1947-'50 was a.&r. exec at Columbia under Manie Sacks.

In 1941, Selvin drew up a survey of the recording industry for the American Federation of Musicians, and much of the present disk code is based upon the findings of that survey, which was presented before the AFM convention in Seattle that year.

# Fed. Tax Take Shows Decline

WASHINGTON, Feb. 7.—Receipts from federal taxes on phonograph records dipped slightly in December, but revenue from most other amusement excises showed an increase over the previous December. Internal Revenue reported today (7). The December yield of \$625,694 from phono record taxes represented a drop in collections of \$19,125 from the previous December.

The federal tax on admissions to theaters and concerts totaled \$27,159,650, a rise of \$977,742 over the previous December. The tax on admissions to cabarets and roof gardens similarly showed an increase of \$910,500, to bring the December total to \$4,392,061.

Alcohol taxes brought in \$220,196,942, to cap the December, 1951, take by \$12,973,597. The tobacco tax yielded \$124,807,823, up \$23,721,651. Receipts from the federal tax on coin-operated amusement devices and gaming devices totaled \$282,679, as compared with \$1,874,249 the previous December. Amusement devices accounted for \$106,680 of the month's receipts and gaming devices \$175,999.

# Waring Knocks Off 67G In 1st Week of Tour

HOLLYWOOD, Feb. 7.—The current Fred Waring troupe tour grossed \$67,000 in its first week, according to Art Goldsmith, Paramount Attractions, Chicago, who is doing the booking. The tour sold out in six of its first seven stops, with the only non-sellout recorded in the Arena, Kansas City, where a private group, the Southwest Lumbermen's Association, bought out the one-nighter at a flat guarantee as a highlight of its convention, January 29. The other dates included: Eastman School of Music, Rochester, N. Y. (capacity, 4,000), 26; The Forum, Wichita, Kan. (3,900), 27; Civic Auditorium, Emporia, Kan. (3,500); Auditorium, Denver (6,750), 30, and the Tabernacle, Salt Lake City (4,300), 31. Most houses are scaled at a \$5 to \$4 top down to \$1.80. Show played one show each night, except in Wichita, where they did two.

The Waring tour has been so well received, that Goldsmith, who previously has taken only a piece of a concert tour, is considering more national underwriting of concerts, as he is doing in the Waring tour. He backed the Waring concert (The Billboard, February 7) to the tune of \$250,000 for the cross-country jump.

# HIS MODESTY SHOCKS DISKERY

NEW YORK, Feb. 7.—Who says it's tough to find great new songwriters? Here is a postcard, written in a firm script in red ink, received by a record company this week: "Gentlemen: It is a fact that you are in business to make dollars and that you do not like pussy-footing; it is also a fact that I am the greatest songwriter-composer in the world. I can lose Cole Porter, Irving Berlin and Richard Rodgers in one single week, therefore I am not pussy-footing. I ask you now, let me send you a few of my finest for recording at once. How about it?... Yours in Fire..."

cumulative total for the period covering the first half of 1952.

Sales of all sizes for November were 1,072,173, with a value of \$1,234,592. Sales during the first half of 1952 were 5,068,529, with a selling value of \$5,441,415.

Breaking down the sales for November, 902,191 records in the 10-inch size, with a value of \$907,832 is shown; 51,759 records in the 12-inch size with a value of \$213,218 is shown. Missing, altho included in the production record, are the sales of seven-inch 45-r.p.m. disks.

Production during November, 1952, was way up over the previous month. Production of 45's was 154,257, up from 125,647; in the 10-inch group, production was 1,030,252, up from 948,812; in the 12-inch group, there were 54,877 records produced as against 49,495 the previous month. The total number of records produced was 1,239,386, up from the previous month's total of 1,123,954.

Total production during the first six months was 5,797,928, while total production for the whole of 1951, was 12,650,046 disks, up from the total of 1950, 11,682,661.

Total sales in 1951 were \$11,600,566, up from the previous year's \$9,242,921.

It is planned to have the statement out on a monthly basis "as soon as all reports are received from participating firms."

# Mercury Pacts Brazilian Outlet

CHICAGO, Feb. 7.—Irwin Steinberg, Mercury Records treasurer and vice-president, announced this week the signing of a three-year pact for distribution of Mercury records by Irmaos Rosenblit & Company, Ltd., of Brazil. Kurt Sonderrmann signed for the Rosenblit firm.

This gives Mercury distribution in Argentina, Peru and Brazil. The South American firm will do its own pressings from masters furnished by the Chicago diskery. Steinberg also reported export business had shown a tremendous increase in both pops and classical.

Tahel Records of Japan, Electronic Industries of Australia, World Music of Belgium and Luxembourg, Tono of Denmark, Metronome of Sweden, Trutone of South Africa, and Super of the Philippines round out the Mercury foreign distributor organization.

Steinberg stated that he is setting deals with other foreign countries for distributorships.

# TV Seg to Plug Disk Industry

NEW YORK, Feb. 7.—The cast of the Ed Sullivan "Salute to the Record Industry" TV show, which will be televised Sunday, February 15, has now been completely set. The first disk industry salute, arranged by the Record Industry Association of America to help push disks, will feature the following record names: Toni Arden, Jimmy Boyd, Gene Autry, Teresa Brewer, Eileen Barton, Joni James, Gisele MacKenzie, Molly Bee, Sunny Gale, Roberta Peters, Will Oakland, Helen Kane, Silver Masked Tenor, Vincent Lopez and George M. Cohan Jr. Bing Crosby will be seen in a bit from "Going My Way" on film, and there will be a scene from "Amahl and the Night Visitors."

The most cities will carry the show live on February 15 over their local Columbia Broadcasting System TV stations, some cities will carry the show on other days via kinescope. The last of the cities and dates for the kinescope version is: February 22—Miami, Lancaster, Pa., Houston, Los Angeles, New Orleans, Memphis, San Francisco; February 24—Richmond, Va., St. Louis, Kansas City, Mo.; February 25—Nashville; February 27—Schenectady, N. Y.; March 1—Mobile, Ala., San Antonio, Salt Lake City, Brownsville, Tex., Denver; March 2—Oklahoma City, and March 3—Greensboro, N. C.

# Music as Written

## COLUMBIA BOOSTS A. O. CARLSON...

Alden O. Carlson was promoted to general manager of Columbia Transcriptions, the custom record division of Columbia Records, this week. Carlson succeeds Robert Clarkson, who resigned recently from the department.

## CORAL CHI BRANCH ADDS ALADDIN...

Coral Records' Chicago branch has added Aladdin to the line of disks it already carries. The r.&b. label was formerly handled by Jimmy Martin.

## COLUMBIA SETS TRANSFERS...

Columbia Records has made the following changes in its division manager and district manager set-

ups throught the country. Forrest Price will be transferred from New England to Philadelphia as the new division manager to replace George Hayes, who has joined the Stuart Locheim Distributing Company as sales manager. Jim Draddy will be the new division manager in New England. Fred Wilmot is the new district manager in the Midwest.

## ALADDIN ADDED TO PARE LINE...

Bob Pare, owner of Portem Distributors, New York, has added Aladdin to his record lines. Pare had carried Aladdin until a year and a half ago, when illness forced him to restrict his desk activities.

## New York

Mike Ross, Coral chief, is off to the West Coast for a three-week business trip with stop-offs planned in New Orleans and Texas. Les Brown will be in town for a one-nighter at Roseland, February 27. He'll plug his latest disk of "Ramona" with local deejays and has an appearance skedded on the Bob Hope show March 1. Larry Green, Vox exec, is back from a European junket. Vox prexy George Mendelssohn is due back from Europe next week.

Rosemary Clooney's kid brother, Nickie, has penned a ditty which Sis is high on. It's labeled "It Happened to Happen to Me." Rosemary waxes it this week.

## Chicago

Attendance jumped to a peak at the Aragon Ballroom Friday and Saturday (30-31) during Billy May's stand. Byron Karzas, secretary of the Aragon, claims that it was the best week-end stand in several seasons. Billy is on a one-nighter tour heading East.

Bud Brandom is grinning from ear to ear these days over the acceptance of another new discovery, Bea Gardy. Bea's version of "I Was a Fool" has the local deejays running pretty hot. Dan Belloc's ork backs Bea on the Dot label.

Bob Carroll currently at the Chicago Theater with his "Say It With Your Heart" hit on Derby, moves to New York for a spot on Tallulah Bankhead's show February 7, then to the Copa, Pittsburgh, February 9-14. Don Foreman, Capitol promotion director in this area and just in from a Minneapolis tour, says King Cole's "Pretend" is the hit of the town. Josh White and

## DUKE DRAWS

# Crowds Jam Bandbox; Lots Of Celebrities

NEW YORK, Feb. 7.—That the Bandbox, new jazz nitery here, is beginning to catch on, was evident last Wednesday night (4) by the good-sized crowd that was on hand to catch the new show, featuring Duke Ellington's ork, the Art Tatum Trio and the Joe Loco mambo band.

Perhaps more important, from a standpoint of future crowds, was the fact that celebrities were dropping in all evening, including Faye Emerson and Skitch Henderson, Milton Berle, Johnnie Ray, and the large number of traders.

That the people were on hand to hear the Duke and Tatum is unquestionably true, but the fact that so many find their way to the Bandbox, indicates a need being met by the new bistro.

### Great Sound

Duke's ork, after all these years in the business, needs little comment here except to say that it still swings and still has a great sound in spite of the hefty overturn in personnel over the years.

Of course, the mainstays of the ork are still on hand, including Harry Carney, Roy Nance, Juan

(Continued on page 36)

# America's Disk Jockeys Rave

about The Billboard's Music-Record Programing Guide

"Thanks to Billboard for special DJ edition. Already used material on several programs. Terrific audience reception."

WWJ  
Detroit, Mich.

"... send a Disk Jockey issue... the pages in our issue are getting very ragged from use."

WWXL  
Peoria, Ill.

"Terrific! My issue is under lock and key... speaking for all deejays at this station, thanks again for a job well done."

KORC  
Mineral Wells, Texas

"... extra colossal... will keep up programed for the next three years."

KSAL  
Salina, Kansas

"... enough material to furnish me with gab and programing for weeks to come."

WRAC  
Williamsport, Pa.

"... great work on your special... vital to all of us."

WCOU  
Lewiston, Maine



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 44

A GREAT NEW RECORD OF THE PIANO FAVORITE  
**BERNARD MALVIN'S FINESSE**  
 PLAYED BY  
**JAN AUGUST AND THE HARMONICATS**  
 MERCURY 70056

**Great Songs!**  
**"WITHOUT MY LOVER"**  
 (Belera Goucho)  
 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.

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

**AMERICAN MUSIC, INC.**  
 1576 Bway N. Y. • 5709 Sunset Blvd Hollywood  
 CO 2-7380 CR 1-3254

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

**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 BIG ONE FOR 1953!**  
**"TILL I WALTZ AGAIN WITH YOU"**  
**Village Music Company**  
 1619 BROADWAY - SUITE 507  
 NEW YORK 19, N. Y.

All the news of your industry every week in The Billboard...  
 SUBSCRIBE TODAY see page 3 for rates

**BOB LAWRENCE and BILL BURNS**  
 (WIP, PHILADELPHIA) (WQAM, MIAMI)  
**PICK**  
**"APRIL FOOL"**  
 PEGGY ANNE ELLIS—Charles 7-11 PAT TERRY—Derby 813  
 HARTLEY MUSIC CO., INC. (ASCAP)

**I HAD TOO MUCH TO DREAM LAST NIGHT**  
 FOR PROFESSIONAL COPIES OF THIS GREAT SONG  
 WRITE  
**GATE MUSIC CO.**  
 117 W. 48th St., N. Y. C.

## Interest High In NCAC Case

NEW YORK, Feb. 7. — The results of the re-trial of Murray vs. the National Concert and Artist Corporation granted Tuesday (5) by the Appellate Division of the New York Supreme Court can stack up as important for music and show business personalities. Should violinist John C. Murray win his breach of contract claim for damages against NCAC, it is possible that a formula for payment might be evolved which can serve as a model for future cases of this type.

The re-trial comes as a result of an appeal filed by Murray after his 1951 damage suit against NCAC for breach of contract was dismissed. Murray claimed that the booking agency had willfully broken his contract and that this resulted in irreparable damage to his career as a concert violinist.

The opinion handed down by Judge John Van Voorhes raises the question as to which party actually was responsible for the breach of contract.

In the opinion, which will be read to the jury at the new trial, the jurist came up with a suggested plan as to how to determine the extent of the financial damages due Murray for the breached part of the contract, should NCAC be adjudged the guilty party. This would be to use as the base for calculation the earning power of the violinist while he was actively being booked by the agency.

It was cited that during the first five months of 1949 Murray grossed \$9,500 from concerts booked by NCAC. Should the jury decide in favor of the fiddler and use the formula suggested by Judge Voorhes, some legalists believe an important precedent would be established for the future.

## ASCAP Sets Clinics for West Coast

NEW YORK, Feb. 7.—Execs of the American Society of Composers, Authors and Publishers leave for Los Angeles shortly to speak at the society's semi-annual West Coast meeting, scheduled to be held February 20. A feature of the meeting will be a series of clinics, to be presided over by ASCAP's George Hoffman, who will explain to the membership the workings of the publisher and writer distribution systems.

## BEST TRIBUTE IS NO TRIBUTE

NEW YORK, Feb. 7.—This week, for the first time in a month, no tribute records to Hank Williams were released.

**ARTIE WAYNE'S "RACHEL"**  
**Is HOT!!!**  
 MERCURY 70090  
 (For Copies: Address Publisher)  
**HALLIBURTON MUSIC (BMI)**  
 1608 Argyle Hollywood 28, Calif.

## Music Publishers' Record Scoreboard

### Sides in Current Release . . . for Week Ending February 7

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
<b>Acuff-Rose Group</b>	Are You Teasing Me?	Gordon Jenkins, Dec (p)
—Acuff-Rose	Kaw-Liga	Dolores Gray, Dec (p)
—Milenc		
<b>Ardmore Group</b>	In the Shadow of the Pine	Big Bill Lister, Cap (f)
—Beechwood	An Orchid in My Bouquet	Riley Crabtree, Col (f)
—Jim Beck	Tonight	Riley Crabtree, Col (f)
<b>Bourne Group</b>	My Heart Is a Kingdom	Dolores Gray, Dec (p)
—A.B.C. Music	Why Don't You Believe Me	Red Ingle, Mer (p)
—Brand	Song of Lola	Jan August, Mer (p)
—C.P.M.	It's a Miracle	Billy Williams, Mer (p)
—Caravan	Listen to the Mocking Bird	Cliffie Stone, Cap (f)
—Central Songs	I Will Always Be Waiting for You	Jim and Jesse, Cap (f)
<b>Chappell</b>	Salomee	Dinah Shore, RCA (p)
	I've Got You Under My Skin	Lincoln Chase, RCA (f)
<b>Cimarron</b>	Bitter Tears	Leon McAuliffe, Col (f)
	Redskin Rag	Leon McAuliffe, Col (f)
<b>M. M. Cole</b>	When the Bloom Is on the Sage	Cliffie Stone, Cap (f)
—Crestwood	'53 Convertible	George James, RCA (f)
—Delta	That's Only the Half of It	Lulu Belle and Scotty, Mer (f)
—Disney	Love and Hate	June Valli, RCA (p)
<b>Dreyer Group</b>	Anything You Say	Joe Costa, RCA (f)
—Raleigh	The Vulture Song	Lincoln Chase, RCA (f)
<b>Redd Evans Group</b>	Seven Lonely Days	Georgia Gibbs, Mer (f)
—Jefferson		
<b>Fairway Group</b>	A Few Kind Words	Bob Williams, RCA (f)
—Fairway	Early Times	Red Callender, RCA (f)
—Malabar	Hollywood Drive	Red Callender, RCA (f)
<b>Famous</b>	Cocktails for Two	Billy May, Cap (f)
—Forrest	While the Gettin's Good	Billy Wallace, Dec (f)
	Shadow of My Heart	Billy Wallace, Dec (f)
<b>Four Star Sales</b>	Let Me Know	Dick Todd, Dec (f)
	Let Me Know	Colwell Brothers, Col (f)
	Let Me Know	Dinah Shore, RCA (p)
	Blowing the Suds Off My Beer	Big Bill Lister, Cap (f)
	Don't Let the Stars Get in Your Eyes	Red Ingle, Mer (p)
	Bumming Around	Dick Todd, Dec (p)
<b>Gale &amp; Gayles Group</b>	Congratulations to Someone	June Valli, RCA (p)
—United	I Gotcha	Bob Williams, RCA (f)
—General	Just to Be There	Helen O'Connell, Cap (p)
—Goldsen	Rachel	Artie Wayne, Mer (p)
—Halliburton	You Fooled Me	Four Aces, Dec (p)
—Halsey	Come On, Folks	Colwell Brothers, Col (f)
—Herman	Tonight or Never	Artie Wayne, Mer (p)
—Hub	Melancholy Serenade	Jackie Gleason, Cap (p)
—Jagles	I'll Never Let You Go	John Greer, RCA (f)
—Kearney	The Death of Hank Williams	Jimmie Logsdon, Dec (f)
—Lanau	If You Take My Heart Away	Georgia Gibbs, Mer (p)
—Mellin	If You Take My Heart Away	Four Aces Dec (p)
	Someone to Care For	Mills Brothers, Dec (p)
<b>Melody Trails</b>	Hank Williams Sings the Blues No More	Jimmie Logsdon, Dec (f)
—Music City Songs	Slaves of a Hopeless Love Affair	Red Foley, Dec (f)
	Blue Letter	Red Foley, Dec (f)
<b>Music Publishers Holding Group</b>	Pour Me a Glass of Teardrops	Billy Williams, Mer (p)
—Advanced	Hush-a-Bye	Bing Crosby, Dec (p)
—Remick	You're Getting to Be a Habit With Me	Jackie Gleason, Cap (p)
—Witmark	Purple Heart	Jim and Jesse, Cap (f)
<b>Peer International</b>	Mother Darlin'	Bing Crosby, Dec (p)
—Plymouth	Twice as Much	Mills Brothers, Dec (p)
—Porgie	Walk Me by the River	Lulu Belle and Scotty, Mer (f)
—Ridgeway	Say It With Your Heart	Sue Thompson, Mer (p)
—Robbins	Let Me Love You Tonight	Joe Costa, RCA (f)
	A Fool Such As I	The Robins, RCA (f)
<b>Russell</b>	Fire Water	Julian Dash, Mer (f)
	Deacon Dash	Julian Dash, Mer (f)
<b>Schirmer</b>	Habanera	Jan August, Mer (p)
—Shapiro-Bernstein	With All My Tears for You	Helen O'Connell, Cap (p)
	South of the Border	George James, RCA (f)
<b>Simon Group</b>	Little Brown Jug	Billy May, Cap (p)
—Maytime	Nelvana	Big Boy Crudup, RCA (f)
—Kirby Smithe	Keen on Drinkin'	Big Boy Crudup, RCA (f)
<b>Tannen Group</b>	You Played on My Piano	John Greer, RCA (f)
—R.F.D. Music	Midnight	Gordon Jenkins, Dec (p)
—Tannen	No Parking	Paul Quinichette, Mer (f)
—Tomasa	People Will Say We're in Love	Paul Quinichette, Mer (f)
—Williamson	You and Me	Sue Thompson, Mer (p)
—Wortham		

### Total Sides for Week Released by Each Label

\* These totals do not include P. D. Tunes

. . . for Week Ending February 7

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	6	6	—
COLUMBIA	—	6	—
DECCA	12	6	—
MERCURY	12	2	4
M-G-M	—	—	—
RCA	4	—	15

### 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	54	28	—
COLUMBIA	30	20	6
DECCA	69	24	—
MERCURY	32	6	6
M-G-M	54	18	18
RCA	48	36	29

A Great STANDARD!  
 . . . and a GREAT Record!  
 by THE FOUR ACES  
**"MY DEVOTION"**  
 Decca 28391  
**SANTLY-JOY, Inc.**  
 1619 Broadway N. Y. 19, N. Y.

SENSATIONAL NEW RECORD!  
 BY  
**GUY MITCHELL**  
 With Mitch Miller's Orch. and Chorus  
**"SHE WEARS RED FEATHERS"**  
 (And a Hully-Hully Skirt)  
**OXFORD MUSIC CORPORATION**  
 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.

After March 15  
 a little  
**SCRAP of PAPER**  
 will be Worth a Fortune.  
**Village Music Company**  
 1619 BROADWAY - SUITE 507  
 NEW YORK 19, N. Y.

You can live with a broken record and  
**"YOU CAN LIVE WITH A BROKEN HEART"**  
 But don't worry, Pal, if your record arrived broken, Sit tight cause some great recordings are coming your way on "You Can Live With a Broken Heart."  
 Professional Material Available  
**DUBONNET Music Pub. Co.**  
 1619 B'way New York City

He'll Lead the Easter Parade  
**"CROWIN' EASTER BUNNY"**  
 Professional Material Available  
**MELLOW Music Pub. Co.**  
 1619 B'way New York City

COMING UP FAST!  
**HOLD ME, THRILL ME, KISS ME**  
 RECORDED BY  
 • KAREN CHANDLER . . . Coral  
 • ROBERTA LEE with JERRY GRAY'S Orch. . . Decca  
**MILLS MUSIC, INC.**  
 1619 BROADWAY NEW YORK 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 Avenue-Auditorium Department, The Billboard, 135 W. Randolph St., Chicago 1, Ill.

Vol. 2, No. 6

Here's Kitty Wells' answer to Back Street Affair!

# PAYING FOR THAT BACK STREET AFFAIR

and  
**CRYING STEEL GUITAR WALTZ**



Decca 28578 (78 rpm) and 9-28578 (45 rpm)

**NEW RELEASES—SINGLES**

- Twice as Much (I Want) Someone To Care For 28586\*  
Mills Brothers
- Kaw-Liga 28582\*  
Dolores Gray and The Commanders
- Let Me Know 28583\*  
Dick Todd and The Commanders
- Bumming Around 28584\*  
Dick Todd and The Commanders
- The Death of Hank Williams 28584\*  
Jimmie Logsdon

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

**DECCA BEST BETS**

- HUSH-A-BYE MOTHER DARLIN' 28581\*  
Bing Crosby and Fred Waring
- PRETEND THAT'S ME WITHOUT YOU 28576\*  
Guy Lombardo
- MIDNIGHT ARE YOU TEASING ME? 28580\*  
Gordon Jenkins and The McQuaig Twins
- WOULD YOU LIKE TO TAKE A WALK? WHO WALKS IN WHEN I WALK OUT 28552\*  
Ella Fitzgerald and Louis Armstrong
- SHADRACK THE THRILL IS GONE 28547\*  
Bob Craig and Gordon Jenkins
- PAYING FOR THAT BACK STREET AFFAIR CRYING STEEL GUITAR WALTZ 28578\*  
Kitty Wells

\*Also available in 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
- DEAR JUDGE I WILL MISS YOU WHEN YOU GO 28550\*  
Ernest Tubb
- THE THINGS I MIGHT HAVE BEEN DIVIDED BY TWO 28525\*  
Kitty Wells
- BACK STREET AFFAIR I'LL ALWAYS TAKE CARE OF YOU 28369\*  
Webb Pierce
- MIDNIGHT DEEP BLUES 28420\*  
Red Foley
- A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING 28432\*  
Kitty Wells
- STEAL AWAY JUST A CLOSER WALK WITH THEE (with Jordanaires) 14505\*  
Red Foley
- FORTUNES IN MEMORIES SO MANY TIMES 28310\*  
Ernest Tubb
- MUCH MORE THAN THE REST HE DONE HER WRONG 28544\*  
T. Texas Tyler

**RHYTHM and BLUES**

- YOU DIDN'T WANT ME BABY A MAN'S BEST FRIEND IS A BED 28543\*  
Louis Jordan
- MUCH MORE THAN THE REST HE DONE HER WRONG 28544\*  
T. Texas Tyler
- PEACE IN THE VALLEY NEAR THE CROSS 48279\*  
Sister Rosetta Tharpe with Anita Kerr Singers
- I'M BOUND FOR HIGHER GROUNDS THERE IS A HIGHWAY TO HEAVEN 28509\*  
Sister Rosetta Tharpe and Marie Knight
- GET AWAY JORDAN JESUS, WALK WITH ME 28545\*  
Marie Knight

\*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
- OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU 28506\*  
Dick Todd
- MY DEVOTION I'LL NEVER SMILE AGAIN 28391\*  
Four Aces
- HEART AND SOUL JUST SQUEEZE ME 28390\*  
Four Aces
- THE GLOW WORM AFTER ALL 28384\*  
Mills Brothers
- OPEN UP YOUR HEART YOU DON'T KNOW WHAT LONESOME IS 28470\*  
Bing Crosby
- TILL I WALTZ AGAIN WITH YOU MUST I CRY AGAIN 28539\*  
Russ Morgan
- CHLO-E LISTEN TO THE MOCKING BIRD 28524\*  
Louis Armstrong and Gordon Jenkins
- VERADERO BRIEF INTERLUDE 28376\*  
Music by Camarata
- BLUE TANGO BELLE OF THE BALL 27875\*  
Leroy Anderson
- KEEP IT A SECRET SLEIGH BELL SERENADE 28511\*  
Bing Crosby
- DON'T LET THE STARS GET IN YOUR EYES SALLY (What a Pal—What a Gal) 28460\*  
Red Foley
- TELL ME YOU'RE MINE HAVE YOU HEARD 28569\*  
Russ Morgan
- PEACE IN THE VALLEY WHERE COULD I GO BUT TO THE LORD 14573\*  
Red Foley
- WHY DON'T YOU BELIEVE ME BECAUSE YOU'RE MINE 28476\*  
Guy Lombardo
- I HEAR THE MUSIC NOW THIS IS A VERY SPECIAL DAY 28565\*  
Peggy Lee and Gordon Jenkins

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

**NEW CHILDREN'S SETS**

**Sergeant PRESTON OF THE YUKON**

An exciting adventure story by the creators of the Lone Ranger! Featuring Sgt. Preston of the Royal Canadian Mounted Police—and his wonder dog, Yukon King!

**THE CASE THAT MADE PRESTON A SERGEANT**

Story with Narrator, Cast, Sound Effects and Orchestral Accompaniment  
Children's Sets K-78 (78 rpm) and 1-204 (45 rpm)

**THE CASE OF THE ORPHAN DOG**

Story with Narrator, Cast, Sound Effects and Orchestral Accompaniment  
Children's Sets K-79 (78 rpm) and 1-205 (45 rpm)

(Not licensed for radio broadcast or telecast)

**BING CROSBY and FRED WARING**



CROSBY'S AND WARING'S LATEST AND GREATEST

**HUSH-A-BYE and MOTHER DARLIN'**

Decca 28581 (78 rpm) and 9-28581 (45 rpm)



**1 SKYROCKETING!**  
**HAVE YOU HEARD WISHING RING**  
 and  
**JONI JAMES**

MGM 11390  
 78 RPM  
 K 11390 45 RPM



**2 ZOOMING!**  
**YOUR CHEATIN' HEART**  
 and  
**I'LL BE WAITING FOR YOU**

MGM 11426 78 RPM  
 K 11426 45 RPM

**3 TOP-MONEY MAKER**  
**WHY DON'T YOU BELIEVE ME**  
 and  
**PURPLE SHADES**

MGM 11333 78 RPM  
 K 11333 45 RPM

**INTRODUCING Ken REMO** *Sings* **MEXICO**  
 and **MY HEART IS A KINGDOM**

MGM 11419 78 RPM K 11419 45 RPM

**FRAN WARREN** | **EVERYONE KNEW BUT ME** and **UNLESS YOU'RE NEAR ME**

MGM 11412 78 RPM  
 K 11412 45 RPM

**TOMMY EDWARDS** | **A FOOL SUCH AS I** and **I CAN'T LOVE ANOTHER**

MGM 11395 78 RPM  
 K 11395 45 RPM

**HANK WILLIAMS** | **KAW-LIGA** and **YOUR CHEATIN' HEART**

MGM 11416 78 RPM  
 K 11416 45 RPM

**BILL FARRELL** | **KAW-LIGA** and **YOU CAN'T STOP ME FROM DREAMING**

MGM 11424 78 RPM  
 K 11424 45 RPM

**DAVID ROSE** and His Orchestra | **BEAUTIFUL MUSIC TO LOVE BY** and **SUDDENLY**

MGM 30724 78 RPM  
 K 30724 45 RPM

**NORMAN GREENE** and His Orchestra | **SUSPICION** and **BLUE PORCELAIN**

MGM 30725 78 RPM  
 K 30725 45 RPM

**BUDDY DE FRANCO** and His Orchestra | **SUMMERTIME** and **OVER THE RAINBOW**

MGM 11411 78 RPM  
 K 11411 45 RPM

**ROBERT Q. LEWIS** | **WHATEVER HAPPENED TO THE OLD SONGS** and **I JUST CAN'T REMEMBER THE WORDS**

MGM 11421 78 RPM  
 K 11421 45 RPM

**BILLBOARD PICKS "TODAYS TOP TUNES"**

NUMBER ONE BEST SELLING ALBUM IN THE NATION  
 John Philip Sousa's  
**STARS and STRIPES FOREVER**  
 recorded directly from the sound track of the  
 20th Century Fox Technicolor Musical  
 MCM 176—78 RPM K 176—45 RPM E 176—33 1/2 long playing record



Watch Ed Sullivan's "TOAST OF THE TOWN" CBS TV February 15 Salute to the Record Industry

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**  
 . . . for Week Ending February 7

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; (S) indicates tune is Last on Chart

This Week	Week from a legit musical	Week	Chart
1.	Till I Waltz Again With You	2	9
By Sidney Prosen—Published by Village (BMI) BEST SELLING RECORD: I. Brewer, Coral 60873. OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1189; R. Morgan, Dec 28339; Jerry Murad's Harmonicats, Mercury 70069; T. Sourber, Coral 60816; D. Todd, Dec 28506; D. Travis and J. Swanson, Jubilee 6014.			
2.	Don't Let the Stars Get in Your Eyes	1	11
By Slim Willet—Published by Four Star Sales (BMI) BEST SELLING RECORDS: P. Como, V 20-5064. OTHER RECORDS: L. Amehr, 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 1814.			
3.	Why Don't You Believe Me?	3	14
By Lew Douglas, King Laney, 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; Sharkey, Cap 2329; 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	6
By Don Howard Kopicow—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: L. Welk, Coral 60893; D. Howard, Essex 311; 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	13
By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: J. Stafford, Col 39891. OTHER RECORDS AVAILABLE: A. Carter, Col 21063; B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hullon, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 1169. TRANSCRIPTIONS AVAILABLE: Henry Jerome, Lang-Worth.			
6.	Tell Me You're Mine	6	6
By Fredianelli-Vasm—Published by Capri Music (BMI) BEST SELLING RECORDS: Gaylord, Mercury 70067. OTHER RECORDS: Ralph and Buddy Bunde, Coral 60923; M. Carlton, Col 39914; R. Morgan, Dec 28569.			
7.	Have You Heard	8	6
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.			
8.	Glow Worm	7	21
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 Charlex, Cavalcade Ork. D'Artega, Modern Moderne Lang-Worth.			
9.	Hold Me, Thrill Me, Kiss Me	9	5
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.	Side By Side	16	2
By Harry Woods—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Kay Starr, Cap 2334. OTHER RECORDS: E. Britt, R. Allen, V 20-5178; F. Carle, V 20-4741; B. Garrett and L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman Quintet, London 207; D. Jurgens, Col 38107; F. Petty, M-G-M 30425; P. Scala, London 238; A. String, Regent 126.			
11.	DOGGIE IN WINDOW	17	2
Published by Santly-Joy (ASCAP)			
12.	MY BABY'S COMING HOME	10	7
Published by Roxbury (ASCAP)			
13.	PRETEND	15	2
Published by Brandom (ASCAP)			
14.	BECAUSE YOU'RE MINE	10	21
Published by Feist (ASCAP)			
15.	EVEN NOW	12	4
Published by Pickwick (ASCAP)			
16.	MISTER TAP TOE	18	2
Published by Montclare (BMI)			
16.	ANYWHERE I WANDER	—	1
Published by Frank Loesser (ASCAP)			
18.	DOWNHEARTED	—	1
Published by Paxton (ASCAP)			
19.	FOOL SUCH AS I	—	1
Published by Robbins (ASCAP)			
20.	LADY OF SPAIN	13	19
Published by Sam Fox (ASCAP)			

**Second Ten**

11.	DOGGIE IN WINDOW	17	2
12.	MY BABY'S COMING HOME	10	7
13.	PRETEND	15	2
14.	BECAUSE YOU'RE MINE	10	21
15.	EVEN NOW	12	4
16.	MISTER TAP TOE	18	2
16.	ANYWHERE I WANDER	—	1
18.	DOWNHEARTED	—	1
19.	FOOL SUCH AS I	—	1
20.	LADY OF SPAIN	13	19

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1504 Broadway, New York, and permission will be immediately granted.



# Buyboard

## TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. PRETEND DON'T LET YOUR EYES GO SHOPPING	N. Cole 2346
2. SIDE BY SIDE NOAH!	K. Starr 2334
3. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
4. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
5. RACHEL ONE LONELY NIGHT	A. Martino 2353
6. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
7. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316
8. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
9. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
10. YOU'RE A HEARTBREAKER WILD HORSES	R. Anthony 2349
11. THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECK	Y. Yorgesson 2335
12. HOW STRANGE	N. Cole 2309
13. I BELIEVE THE GHOST OF A ROSE	J. Froman 2332
14. CONGRATULATIONS TO SOMEONE HOW DO YOU SPEAK TO AN ANGEL?	G. MacRae 2352
15. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
16. ON THE TRAIL STREET SCENE	R. Anthony 2327
17. NOBODY'S LONESOME FOR ME HONKY-TONK MOUNTAIN	M. Bee 2339

## LATEST RELEASE

NO. 355

MELANCHOLY SERENADE YOU'RE GETTING TO BE A HABIT WITH ME	Jackie Gleason 2361
LISTEN TO THE MOCKING BIRD WHEN THE BLOOM IS ON THE SAGE	Cliffie Stone 2362
WITH ALL MY TEARS FOR YOU JUST TO BE THERE	Helen O'Connell 2363
LITTLE BROWN JUG COCKTAILS FOR TWO	Billy May 2364
PURPLE HEART I WILL ALWAYS BE WAITING FOR YOU	Jim & Jesse 2365
IN THE SHADOW OF THE PINE BLOWING THE SUDS OFF MY BEER	"Big Bill" Lister 2366

## 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. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
5. CRYING STEEL GUITAR WALTZ TWICE THE LOVIN'	J. Shepard & S. West 2358
6. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
7. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
8. HIGH NOON GO ON! GET OUT!	T. Riffler 2120
9. SATISFIED HIDE ME, ROCK OF AGES	M. Carson 1900
10. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
11. BAYOU BABY KNEE DEEP IN TROUBLE	M. Travis 2336
12. HILLBILLY HULA I'M A POOR LONESOME FELLOW	J. Carman 2345
13. GONE NOW AND THEN	T. Preston 2298
14. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
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



An inspiring record  
by the first lady of song!

# JANE FROMAN

backed with

"Ghost of a Rose"

on Capitol Record No. 2332



Stan

# KENTON

— at his danceable best!  
Two great new sides —



(from Warner Bros. picture  
"THE JAZZ SINGER")

and

"Harlem Nocturne"

on Capitol Record No. 2373

WATCH  
ED SULLIVAN  
TOAST OF THE TOWN

CBS TV  
SUNDAY  
FEB. 15th

# SALUTE TO THE RECORD INDUSTRY

WITH RECORDING ARTISTS INCLUDING  
MOLLY BEE and GISELE MacKENZIE



**DON CORNELL**  
sings

**'S'POSIN'**

and

**'IF YOU WERE ONLY MINE'**

Coral 60903 (78 RPM) and 9-60903 (45 RPM)

**Just Released**  
A GREAT NEW  
**DON CORNELL**  
ALBUM  
**"FOR YOU"**  
CRL 56082 • 9-8082-CP-615

Selections include: For You—I Was Lucky—We Three (My Echo, My Shadow and Me)—Stay As Sweet As You Are—It Isn't Fair—Something to Remember You By—S'posin'—If You Were Only Mine.

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

Watch Ed Sullivan's "TOAST OF THE TOWN"—CBS TV February 15—Salute to the Record Industry

The Billboard's Music Popularity Charts

**Favorite Tunes**

... for Week Ending February 7

**Best Selling Sheet Music**

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

This Week		Last on Week Chart
1.	DON'T LET THE STARS GET IN YOUR EYES (R) Four Star Sales.....	1 10
2.	KEEP IT A SECRET (R)—Shapiro-Bernstein.....	3 9
3.	TILL I WALTZ AGAIN WITH YOU (R)—Village.....	4 7
4.	WHY DON'T YOU BELIEVE ME? (R)—Brandom.....	2 12
5.	OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	5 7
6.	BECAUSE YOU'RE MINE (R) (F)—Feist.....	8 20
7.	GLOW WORM (R) (F)—E. B. Marks.....	6 17
8.	HAVE YOU HEARD? (R)—Brandom.....	9 2
9.	LADY OF SPAIN (R)—Sam Fox.....	7 13
10.	TELL ME YOU'RE MINE (R)—Capri Music.....	10 4
11.	HOLD ME, THRILL ME, KISS ME (R)—Mills.....	11 4
12.	MY BABY'S COMING HOME (R)—Roxbury.....	11 7
13.	YOU BELONG TO ME (R)—Ridgeway.....	13 25
13.	ANYWHERE I WANDER (R)—Frank Loesser.....	— 1
15.	OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn..	— 12

**Tunes with Greatest Radio and Television Audiences**

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

**Top 31 in Radio**

A Fool Such as I (R)—Robbins-B. Miller—ASCAP	My Baby's Coming Home (R)—Roxbury—ASCAP
April in Portugal (R)—Chappell—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
Because You're Mine (R)—Feist—ASCAP	Oh, Happy Day (R)—Bregman, Vocco & Conn—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Open Up Your Heart (R)—Longridge—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Even Now (R)—Pickwick—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Glow Worm (R)—Marks—BMI	Say It With Your Heart (R)—Feist—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Second Star to the Right (R)—Disney—ASCAP
How Do You Speak to an Angel? (R)—Chappell—ASCAP	She Wears Red Feathers (R)—Oxford—ASCAP
Hush A Bye (R)—Remick—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I Confess (R)—Witmark—ASCAP	Strange (R)—Marvin—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Thumbelina (R)—Frank—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Lady of Spain (R)—Sam Fox—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
Lies (R)—Shapiro-Bernstein—ASCAP	
Mr. Tap Toe (R)—Montclair—BMI	

**Top 10 in Television**

Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Picking Sweethearts (R)—Bellmeade—BMI
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I'm Not Gonna Wait for You (R)—Bob Godfrey—ASCAP	This Is Heaven (R)—Roxbury—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Till I Waltz Again With You (R)—Village—BMI
Lady of Spain (R)—Sam Fox—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Moving Away (R)—Bristol—ASCAP	You'll Never Get Away (R)—Bourne—ASCAP

**England's Top Twenty**

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

1. You Belong to Me—Chappell (Ridgeway)	10. Because You're Mine—Robbins (Feist)
2. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	11. Faith Can Move Mountains—Dash (Hill & Range)
3. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	12. Feet Up (Pat Him on the Po-Po)—Cinephonic (Hanshorne)
4. Here in My Heart—Robt. Mellin, Ltd. (Mellin)	13. Forget Me Not—Reine (Chappell)
5. Walkin' to Missouri—Dash (Hawthorne)	14. That's A-Why—Connell (Santly-Joy)
6. Broken Wings—John Fields (Shapiro-Bernstein)	15. Wonderful Copenhagen—Morris (Frank)
7. Comes Along A-Love—Kassner (Shapiro-Bernstein)	16. Zing a Little Zong—Maddox (Burvan)
8. I Went to Your Wedding—Victoria (St. Louis)	17. Half as Much—Robbins, Ltd. (Acuff-Rose)
9. Isle of Inisfree—Peter Maurice (Leeds)	18. Sugarbush—Chappell (G. Schirmer)
	19. Takes Two to Tango—Francis Day (Harman)
	20. Nod—Dash (Ardmore)

# Georgia Gibbs



with a great NEW release.

## "SEVEN LONELY DAYS"

coupled with

## IF YOU TAKE MY HEART AWAY

Mercury 70095

*A Great performance at La Vie En Rose, N.Y.*

### La Vie En Rose, N. Y.

Mass or class, Georgia Gibbs can reach any type of audience—as she does here. Monte Proser's intimate spot is a sock showcase for a performer, and this Miss Gibbs reveals to her personal advantage in a song repertory in which the diminutive songstress really belts 'em out as they were written. Miss Gibbs can sing anything and get 'em, and that goes for the latest pops, the hillbilly tunes and the standards. She has a neat change of pace and her great sense of rhythm communicates itself to the audience with her opening pop, and she holds 'em all the way. For a neat pace-changer she does "Yiddishe Momma," and the good taste that she always manifests is particularly evident on the latter tune, which she does in English. Too often singers adopt an affectation in doing "Momma" in Yiddish.

Kahn.

VARIETY . . . FEB. 4, 1953

BILLBOARD . . . FEB. 2, 1953

### 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 on to a show-me house jammed with tradesters 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-

ing, "Seven Lonely Days," a country tune which will hit the trade next week. She also sang "Yiddishe 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.

La Vie En Rose,  
New York  
(Tuesday, January 27)



GENERAL ARTISTS CORPORATION  
NEW YORK • CHICAGO • BEVERLY HILLS  
CINCINNATI • DALLAS • LONDON

Exclusively



Publicity

MARVIN DRAGER

The Billboard Music Popularity Charts

... for Week Ending February 7

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- DON CORNELL**  
*If You Were Only Mine* .86  
Coral 60903—The lovely old ballad is read in engaging fashion, with Cornell exhibiting the same lavish use of his vocal equipment featured in his past disk hits. Platter is taken from his forthcoming album, "For You," and should move ahead fast, earning plenty of loot for all handlers.
- GEORGIA GIBBS**  
*Seven Lonely Days* .86  
MERCURY 9448 — Georgia Gibbs warbles in her finest style on this country-flavored ditty. Side has pace and beat, plus a fetching melody. Should catch box plays and delay spins. Could be a big one for the thrush.
- If You Take My Heart Away* .78  
Pleasant ballad receives a warm reading from Georgia Gibbs. Not too much happens, but disk has insinuating moments.
- RUSTY DRAPER**  
*No Help Wanted* .84  
MERCURY 70077 — Rusty Draper does a solid job with the lively ditty, a big hit in the country field. The warbler sings it with gusto, backed in driving fashion by the ork. This should be one of Draper's strongest wax efforts, and could easily move out as a real coin-grabber.
- Tesarkana Baby* .78  
A combination country and pop appeal goes with this novelty tune sung by Rusty Draper. Vocal is belted out to accompaniment of a driving backing by David Carroll's ork. Another good disk.
- BING CROSBY-FRED WARING ORK**  
*Hush-A-Bye* .80  
DECCA 28581—Crosby has one of his finest wax efforts in many moons here. His tender warble brings out all the sweet sentiment of the familiar melody and he receives unusually sensitive support from the Fred Waring ork and chorus. Ditty is from the flick "The Jazz Singer." Solid prospect here.
- Mother Darlin'* .72  
Another sentimental tune, this clefted by Meredith Willson, is sung with warmth and charm. Deejays may twist, especially come Mother's Day.
- NORMAN BROOKS-LOU HAROLD ORK**  
*Hello Sunshine* .80  
ZODIAC 101—Brooks sounds like a youthful Jolson in this bubbling run-thru a peppy ditty reminiscent of the old minstrel days. Plentiful use of banjo is in keeping with the spirit. It's corny enough to win many spins and may well take off as a juke platter if bartenders will permit repeats.
- You're My Baby* .64  
A quieter effort that has all the corn of the flip, but little of the zip.
- GUY LOMBARDO ORK**  
*That's Me Without You* .78  
DECCA 28576 — The line country ditty shapes as a sweet waltz that many should enjoy dancing to in this steady-beat version by the Lombardo aggregation. Kenny Gardner handles the lyrics warily.
- Pretend* .77  
Lombardo at his danceable best in a smooth rendition of the pretty ballad. Kenny Gardner contributes a pleasant vocal chorus.
- GEORGE SHEARING QUINTET**  
*There's a Lull in My Life* .77  
M-G-M 11425—A cool, brilliant arrangement of the standard by George Shearing. The quintet's harmonies and technical excellence are outstanding. Looks slated for spins.
- Midnight Belongs to You* .73  
Shearing quintet here does a warm job backing the quiet vocal by Teddi King. Interesting piano work by Shearing.
- EYDIE GORME**  
*Love Me Just a Little* .76  
CORAL 60921 — The young thrush, Eydie Gorme, gives this passionate ditty a spirited performance. The ork backs her well, and the jocks should hand the side many spins.
- Don't Tell Lies* .75  
The tender ballad is given a warm reading by Miss Gorme, promising warbler. Side is a change of pace from the flip.
- DOLORES GRAY**  
*Kaw-Liga* .76  
DECCA 28582—Dolores Gray tackles the new Hank Williams tune with gusto and delivers a good rendition of the bouncy novelty over a rhythmic ork backing. Side has a chance to make it and should pull many spins.
- My Heart Is a Kingdom* .74  
An okay reading of a pretty new ballad by the thrush, with the ork supporting her quietly.
- DANNY KAYE ORK**  
*(1) I Belong to Glasgow, (2) Good Old 149, (3) Tchaikovsky* .76  
DECCA 28562—Side has three items which give the listener an idea of Danny Kaye's versatility. Here he portrays three different characters—the performance calling for different voices and dialects.
- Anatole of Paris* .73  
(Continued on page 34)

NEW RECORDS TO WATCH

Popular

- FOUR ACES**  
*You Fooled Me*—Decca 28560—Fine effort by the group in their typical style. Label has a big push behind it. Disk is a newly recorded one—not from the Aces' album. Flip is "If You Take My Heart Away."
- PERCY FAITH ORK**  
*Song From Moulin Rouge*  
*Swedish Rhapsody*—Columbia 39944 — Two beautiful and lush sides by Faith with heavy play on the violins. "Moulin Rouge" has a haunting vocal by Felicia Sanders to add attractiveness. Deejays will love them, and with enough push something could happen retail-wise.
- MILLS BROTHERS**  
*Twice as Much*—Decca 28586—Slick vocal by the group with a nice beat stacks up as a potential click for the Mills. Flip is "Someone to Care For."
- JUNE VALLI**  
*Congratulations to Someone* — RCA Victor 20-5177—A beautifully winsom vocal by the Lucky Strike Hit Parade thrush. She's shown real strength in the Midwest on her past record. They should welcome this one. Tony Bennett's version has been previously selected as a "Best Buy."

Popular Album

- JO STAFFORD**  
*Jo Stafford Sings Broadway's Best Album*—Columbia CL 6238—Jo Stafford does a lovely job with eight great tunes from past Broadway musicals. She sings them with heart and feeling, and sells every tune beautifully. "My Romance," "September Song" and "All the Things You Are," are strong enough to be released as singles. The Paul Weston ork lends fine support. Set should be a steady seller.

Country & Western

- HANK THOMPSON**  
*I'd Never Have Found Someone New*  
*No Help Wanted*—Capitol 2376—New Hank Thompson record looks like a good one. "I'd Never" is a good weeper and is socked across by the singer. Flip is a cover of the Carlisles' hit.

Rhythm & Blues

- VARETTA DILLARD**  
*Three Lies* .80  
SAVOY 884—Miss Dillard does a solid sales job in this strong reading of the weeper ballad. She's given good rhythmic support and the side shapes as a likely contender for loot in the field.
- Getting Ready for My Daddy* .78  
Another good warble by the vocalist. Effort features some gag effects which she delivers humorously. Should attract juke coin.
- FIVE BILLS**  
*Till I Waltz Again With You* .77  
BRUNSWICK 84002 — The bit pop tune is performed stylishly and brightly by the Five Bills. Side should pull decent plays. Group is a good one.
- Can't Wait for Tomorrow* .68  
Vocal group gives a routine performance here.
- THE RAVENS**  
*Don't Mention My Name* .74  
MERCURY 70060 — The foursome come thru with a smooth blend on a good new ballad. Breathily tenor sax adds interest.
- I'll Be Back* .74  
The boys attack a rhythmic, spiritual-like item with a good beat for another good side.
- GAYLE BROWN**  
*Gone Are the Days* .74  
BRUNSWICK 84003 — The warbler does an effective job on this unusual blues effort, backed in eerie fashion by organ played by Sarah McLawler and drums. Side should pull spins.

- Gee Baby* .65  
A routine blues is sung with some spirit by Brown, but the material is weak. Organ and rhythm backing is good.
- LITTLE ESTHER**  
*Hollerin' and Screamin'* .74  
FEDERAL 2115—The fem chirp delivers one of her usual readings on the boogie blues ditty. Ops could use this.
- LITTLE ESTHER-LITTLE WILLIE**  
*Turn the Lamps Down Low* .72  
The pair come thru with a good enough reading on some adequate material.
- THE FIVE KEYS**  
*Come Go My Bail Louise* .74  
ALADDIN 3167—A driving blues receives a loud and chaotic rendition—with shouts, whistles, yells, etc.—from the group, with the ork adding a good beat. Side should grab a few coins.
- Can't Keep From Crying* .65  
Not much here. The Keys are unimpressive on this slight blues opus.
- TAMPA RED**  
*Too Late Too Long* .72  
V 20-5134—Pair of male voices handles the slow blues material with Red's guitar work the standout item.
- All Mixed Up Over You* .72  
At a somewhat faster tempo, Red again comes thru with a good performance.
- ELMORE NIXON**  
*Playboy Blues* .72  
MERCURY 70061 — Somewhat reminiscent of "Juno Partner" because of the rumba blues beat, this lacks the fire of the latter tune's rendition.

(Continued on page 43)

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; overall 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.

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.

Rhythm & Blues

- JOHN GREER**  
*You Played on My Piano* — RCA Victor 20-5170 — There's a crazy lyric here that could give the disk the necessary push to make it. Beat is solid thruout. Flip is "I'll Never Let You Go."
- EMITT SLAY TRIO**  
*My Kind of Woman* — Savoy 886 — New group kicks off with a rollicking gabfest record. The back and forth banter is great and the organ sets a good solid beat. This could be a big one and break fast. Flip is "Brotherly Love."
- MAHALIA JACKSON**  
*Said He Would*—Apollo 269—A slow spiritual is sung with a lot of warmth. Tho it doesn't pack the emotion of some of her other disks, it nevertheless stacks up well. Flip is "God Spoke to Me."

Spiritual

Children's

- GENE AUTRY**  
*Johnny Appleseed*—Columbia MJV 154—The story of the apple sower is told and sung with great appeal by Autry and a talented cast. Here's a disk that could become a good stock item. A two-record treatment by RCA Victor on the same subject has sold steadily for the past few years.

Classical Album

- D'OYLY CARTE OPERA COMPANY**  
*The Mikado*—RCA Victor LCT 6009  
*H.M.S. Pinafore and Trial by Jury* — RCA Victor LCT 6008 — Gilbert and Sullivan fans, of whom there are legion, should turn a few handsprings now that Victor has finally issued its famous waxings of the D'Oyly Carte on LP, on the Treasury of Immortal Performances Series. It is true that from a recording standpoint, the sets are not up to the recently waxed London LP's. But the performances are still priceless, and all good Savoyards will be interested in these re-issues.

Country & Western

- RAMBLIN JIM DOLAN**  
*Playin' Dominoes and Shootin' Dice* .83  
CAPITOL 2367—This is one of the brightest and cleverest novelties in a long time and Dolan sells the effort in sock style, as he tells of a wicked man who spent his time with dominoes and dice. Side, with enough exposure could be a big one, and should rack up lots of juke box loot. A solid disk.
- Memories and Heartaches* .80  
Once again Dolan does a mighty effective job on a bouncy weeper, singing the melodic effort with a lot of heart and feeling. It is probable that the flip side will pull most of the loot but this side should not be overlooked.
- KITTY WELLS**  
*Paying for That Back Street Affair* .82  
DECCA 28578—Kitty Wells does a good job on this new version of "Back Street Affair" using the same tune but new lyrics. She has had stronger disks, but her weeper style and the fact that the tune is established should help it ride right up as another big hit for the thrush. A coin grabber.
- Crying Steel Guitar Waltz* .79  
First vocal version of the tune recently waxed by the Pee Wee King Ork is performed pleasantly here by Kitty Wells, tho the flip side will probably call most of the coins.
- HAWKSHAW HAWKINS**  
*The Life of Hank Williams* .82  
KING 1174—One of the best of the crop of Williams' musical testimonials, this unusual waxing should move many listeners. Tune and recitation are charmed with great sympathy by Hawkins. Action should be heavy.
- Picking Sweethearts* .75  
Nice warbling in a tuneful ditty about a guy not too lucky in love.

(Continued on page 40)

Latin American

- DANIEL SANTOS**  
*Oye Bien* .79  
SEECO 7226—Santos really sings out on this wild rumba, selling the tune with spirit, while the brassy ork backs him with a driving beat. A bright disk and one that should appeal to the warbler's fans.
- Amor De Ayer* .78  
Santos turns in a strong vocal on a haunting bolero effort, singing the tune in both Spanish and English, backed neatly by the ork. A good platter.
- JOE LOCO**  
*Stardust* .79  
TICO 10-141 — The old standard comes out like a mambo here and it's slightly on the cool side. But it sounds fine and should interest many.
- How High the Moon* .77  
Same treatment of another familiar ditty.
- TRIO MARAVILLA**  
*Que Maravilla* .79  
SEECO 7239 — A melodic, swinging effort, a spirited jaleo, is sung stylishly by the trio, who enjoy themselves performing the tune. They sing it well and the backing is exciting. This item should sell steadily in the market.
- Dejame Quietito* .74  
A rhythmic guaracha receives a crisp and precise vocal from the trio, who buck themselves with a hefty beat.

- CESAR CONCEPCION ORK**  
*Que Buenos Son Las Mujeres* .76  
SEECO 7251—The big rhythm section of the Puerto Rican ork shares the spot with Joe Valle in this excellent wax import.
- Especialmente Para Ti* .72  
A warm warble of a pretty love ballad by Joe Valle, supported in bolero tempo by the ork. Good dance wax.

Sacred

- BOB NOLAN**  
*The Mystery of His Way* .75  
V 20-5127—Nolan, of course, is from the Sons of the Pioneers group. The bass-voiced chanter comes thru with a particularly effective reading of a most attractive sacred melody.
- An Angel in the Choir* .75  
Another fine sacred reading on this side.

(Continued on page 40)

**BREAKING  
WIDE  
OPEN...**

**Coast to Coast—  
the New Japanese  
Sensation!**

# GOMEN- NASAI

(Forgive Me)

by

Swing and Sway with  
**SAMMY KAYE**

Vocal by Jeffrey Clay

and

**UNTIL  
TOMORROW**

vocal by the Kaydets

39957 • 4-39957

by

**COLUMBIA TOKYO  
ORCHESTRA**

vocal by

**Richard Bowers**

and

**TOKYO  
BOOGIE  
WOOGIE**

vocal by Shizuko Kasagi

39954 • 4-39954



### The Pitch From Mitch

Whenever there's something new, we'll bring it to you as fast as we can. And this week it's so new and so hot that maybe a lot of you haven't heard about it yet. Some time ago, an American GI made a record in Japan, with the Columbia Tokyo Orchestra. He sang in English, and the disc had some circulation in the Far East, kicking up a nice little stir. As such things do, the record finally came to the attention of Ralph Story of Station KNX on the coast. Story played it once and things broke wide open. Paul Weston called me right away, and got busy rounding it up. Everybody wants the record and the song, and Paul got it for us. So we're bringing it to you two ways. First, there's a great domestic job by Sammy Kaye, keeping the mood and basic arrangement of the song and using American recording techniques for a big, mellow sound. Then we also have the absolute original, played by the Columbia Tokyo Orchestra and sung by Richard Bowers, the disc that started all the fuss. This one has a real exotic tinge to it, and Bowers has a unique quality that gives an added punch. The lyrics were originally a poem by Dr. Benedict Meyers. The lyrics were originally music by Raymond Hattori. This is something really unusual—a song that has everything, in two great versions. Move fast on it, and you'll clean up. Remember, a single playing on the coast was enough to set the wheels in motion. And remember that title—"Gomen-Nasai"—you'll be hearing a lot about it in the next few weeks.

*Mitch*

**COLUMBIA RECORDS**

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

Watch Ed Sullivan's "TOAST OF THE TOWN," CBS TV, February 15, Salute to the Record Industry.

The Billboard Music Popularity Charts . . . for Week Ending February 7

# 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

### IF YOU WERE ONLY MINE—Don Cornell—Coral 60903

Record has been out for only a week and has not yet been received in many markets, but where it has been received initial action has been very good. Boston kicked it off strongly with Cornell in town for the tee-off. Cincinnati, New York and Chicago also came in with good action. Southern report showed "If You Were Only Mine" as top side. "S'posin'" gets the early nod elsewhere. A previous "New Record to Watch" selection.

### NO HELP WANTED—Rusty Draper—Mercury 70077

Off to strong start in Eastern Pennsylvania and spots in the Midwest. Tune has already kicked up a lot of action in the country field thru the Carlises' record. Dealers and ops in heavily hillbilly areas might have to play this a bit cautiously what with the Carlisle hit and the Hank Thompson record which has just been released. Flip of the Draper is "Texarkana Baby." A "New Record to Watch" selection.

### A LOVER'S QUARREL—Sarah Vaughan—Columbia 39932

Thrush has dropped her stylized chirping for this one and depends on her fine voice alone, result is a record that is growing in sales. Reports are not sensational but solid enough to indicate that dealers and ops can garner some extra volume and profit out of this disk. Flip is "I Confess."

### RACHEL—Artie Wayne—Mercury 70090

Reports from L. A., Cincinnati and Chicago are good to strong. The same recording is available on Kem. Martino version on Capitol has shown some activity in several areas, but over-all the Wayne appears to have the edge. Flip is "Tonight or Never."

## Country & Western

### RAILROAD BOOGIE CRYING STEEL GUITAR WALTZ—Pee Wee King— RCA Victor 20-5144

Stacking up as a good one for the Western band. Strongest reports are coming in from the Northern sections—Boston, Western New York State and Chicago. It's "Railroad Boogie" in those spots. West Coast and Cincinnati also rate it as starting off well. Reports from the Carolinas and other sections of the South where King's strength is limited, are only fair. Dealers and ops in those sections should handle this one cautiously.

### A LOVER'S QUARREL—George Morgan—Columbia 21070

New Morgan disk is starting off well in South and Midwest. Re-orders from label are strong. Flip is "Most of All."

### PAYING FOR THAT BACK STREET AFFAIR—Kitty Wells— Decca 28578

Answer to the Webb Pierce hit has kicked off strongly in upper New England. Other places checked where it has been delivered (Southern markets, Cincinnati and Chicago) report good initial kick-off. Flip is "Crying Steel Guitar Waltz."

## Rhythm & Blues

### TRAIN, TRAIN, TRAIN—Denny Overbea—Checker 768

Record has not yet been received in many parts of the country. According to checks made, however, where it has been received (with the exception of Cincinnati) it is showing real signs of activity. Three Chicago reports say strong, as does St. Louis. Tennessee reports it as very strong. Action beginning in New York. Flip is "I'll Wait." A previous "New Record to Watch" selection.

### THESE FOOLISH THINGS RED HOT AND BLUE—Tab Smith—United 140

Good reports from L. A., St. Louis, New York, and Philadelphia. Chicago says only fair. Most spots favor "These Foolish Things."

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

## Coming Up in the Trade

### The Dealers Pick

#### Popular

1. A FOOL SUCH AS I  
Jo Stafford—Columbia 39930
2. DOWNHEARTED  
Eddie Fisher—RCA Victor 20-5137
3. RACHEL  
Artie Wayne—Mercury 70090
4. SHE WEARS RED FEATHERS  
Guy Mitchell—Columbia 39909
5. NEW JUKE BOX SATURDAY NIGHT  
Modernaires—Coral 60899
6. JOHN, JOHN, JOHN  
Guy Lombardo—Decca 28546
7. MY JEALOUS EYES  
Patti Page—Mercury 70070
8. CONGRATULATIONS TO SOMEONE  
Tony Bennett—Columbia 39910

#### Country & Western

1. KAW-LIGA  
Hank Williams—M-G-M 11416
2. DEAR JUDGE  
Ernest Tubbs—Decca 28550
3. LET ME KNOW  
Skeets McDonald—Capitol 2326
4. I DON'T KNOW  
Tennessee Ernie—Capitol 2338
5. YOUR CHEATIN' HEART  
Hank Williams—M-G-M 11416
6. STRANGER IN THE NIGHT  
George Morgan—Columbia 21052

#### Rhythm & Blues

1. HURRY, HURRY, BABY  
Roy Brown—King 4602
2. LET ME GO HOME WHISKEY  
Amos Milburn—Aladdin 3164
3. NOBODY LOVES ME  
Fats Domino—Imperial 5220
4. I DARE YOU, BABY  
Percy Mayfield Ork—Specialty 451
5. PRETEND  
Nat (King) Cole—Capitol 2346
6. COOL GOOFIN'  
Rudy Ferguson—Prestige 798

### The Disk Jockeys Pick

#### Popular

1. A FOOL SUCH AS I  
Jo Stafford—Columbia 39930
2. RACHEL  
Al Martino—Capitol 2353
3. YOU SAY IT WITH YOUR EYES  
Roger Coleman—Decca 28529
4. KAW-LIGA  
Champ Butler—Columbia 39935
5. I CONFESS  
Perry Como—RCA Victor 20-5152
6. SAY IT WITH YOUR HEART  
Bob Carroll—Derby 814
7. YOUR CHEA'IN' HEART  
Joni James—M-G-M 11426
8. I BELIEVE  
Frankie Laine—Columbia 39938
9. SINCE YOU WENT AWAY FROM ME  
Sandy Stewart—Okch 6941

#### Country & Western

1. KAW-LIGA  
Hank Williams—M-G-M 11416
2. BUMMING AROUND  
Jimmy Dean—4-Star 1613
3. I DON'T KNOW  
Tennessee Ernie—Capitol 2338
4. DIVIDED BY TWO  
Kitty Wells—Decca 28525
5. DEAR JUDGE  
Ernest Tubbs—Decca 28550
6. HILLBILLY HULA  
Jenks (Tex) Carman—Capitol 2345
7. PICK UP BLUES  
Johnny Hicks—Columbia 21064
8. LET ME KNOW  
Skeets McDonald—Capitol 2326

### The Operators Pick

#### Popular

1. A FOOL SUCH AS I  
Jo Stafford—Columbia 39930
2. JOHN, JOHN, JOHN  
Guy Lombardo Ork—Decca 28546
3. SHE WEARS RED FEATHERS  
Guy Mitchell—Columbia 39909
4. CONGRATULATIONS TO SOMEONE  
Tony Bennett—Columbia 39910
5. MY JEALOUS EYES  
Patti Page—Mercury 70070
6. NEW JUKE BOX SATURDAY NIGHT  
Modernaires—Coral 60899
7. SAY IT WITH YOUR HEART  
Bob Carroll—Derby 814

#### Country & Western

1. LET ME KNOW  
Skeets McDonald—Capitol 2326
2. PLEASE BELIEVE  
George Morgan—Columbia 21052
3. THAT'S ME WITHOUT YOU  
Webb Pierce—Decca 28534
4. KAW-LIGA  
Hank Williams—M-G-M 11416
5. DEAR JUDGE  
Ernest Tubbs—Decca 28550

#### Rhythm & Blues

1. PRETEND  
Nat (King) Cole—Capitol 2346
2. COOL GOOFIN'  
Rudy Ferguson—Prestige 798
3. TRAIN, TRAIN, TRAIN  
Denny Overbea—Checker 768

## 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

**WILD HORSES**  
Perry Como—RCA Victor 20-5152  
Bounced into both the jockey chart and best-seller chart this week for first time. On New York and Seattle territories.

**DOWNHEARTED**  
Eddie Fisher—RCA Victor 20-5137  
Record is building in all areas. Moved up to 11th place on the jockey chart. Reports show every indication of breaking out big. "Even Now" continues to drop down the sales chart.

**NEW JUKE BOX SATURDAY NIGHT**  
Modernaires—Coral 60899  
Follow-up reports show a growth in activity in every area checked except Los Angeles. Stacks up as a solid entry. Picked by dealers and operators this week. As a coincidental note, exactly nine years ago Glenn Miller's "Juke Box Saturday Night," after which this was patterned, was breaking big.

**A FOOL SUCH AS I**  
Jo Stafford—Columbia 39930

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

Race between two is developing with balance tipping to thrush. Stafford is on Pittsburgh chart, Edwards continues on Dallas-Fort Worth chart. Stafford has edge in St. Louis, Tennessee and L. A. Edwards leads in New York, Philadelphia and Chicago. Cincinnati is evenly split. Stafford version is top pick by dealers, operators and jockeys.

(Continued on page 32)

### Country & Western

**KAW-LIGA**  
YOUR CHEATIN' HEART  
Hank Williams—M-G-M 11416

Already M-G-M's biggest seller this week. "Kaw-Liga" is stepping out fast in the country field, jumping into a number of territorial charts. Both sides registered in Nashville. Not much action on pop versions of "Kaw-Liga." Reports show pop operators buying the Williams disk in some sections.

**THE DEATH OF HANK WILLIAMS**  
Jack Cardwell—King 1172  
Hit on the dealer and jockey chart for the first time. On a flock of territorial charts.

(Continued on page 43)

### Rhythm & Blues

**MAMA**  
Ruth Brown—Atlantic 986  
Breaking for a big smash according to all reports. Hit sales chart this week.

**I BELIEVE**  
Elmore James—Meteor 5000  
Record has been hanging on for some time and this week finally cracked the sales chart.

**LEAN BABY**  
Illinois Jacquet—Mercury 89021  
Continued good reports from New York, Chicago, St. Louis and the Carolinas. Shows some signs of dropping off in some areas where it has been strong. "Cool Rage" is side in Chicago.

(Continued on page 44)

#### 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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# THESE ARE OUR WINNERS!



**THE GAYLORDS**  
America's BIG HIT!

**"TELL ME YOU'RE MINE"**  
AND  
**"AYE, AYE, AYE"**  
MERCURY 70067\*



**PATTI PAGE**  
Out Just 3 weeks and already 500,000 records sold!

**"DOGGIE IN THE WINDOW"**  
AND  
**"JEALOUS EYES"**  
MERCURY 70070\*



**RALPH MARGERIE**  
And His DOWN BEAT Orchestra  
The Top Hit

**"PRETEND"**  
AND COMING UP FAST!  
**"AFTER MIDNIGHT"**  
MERCURY 70045\*



**RUSTY DRAPER**  
Billboard Picks A New Hit

**"NO HELP WANTED"**  
AND  
**"TEXARKANA BABY"**  
MERCURY 70077\*



**ARTIE WAYNE**  
Billboard, Disk Jockeys and Ops Pick West Coast Hit Spreading Over U.S.A.

**"RACHEL"**  
AND  
**"TONIGHT OR NEVER"**  
MERCURY 70090\*



**EDDY HOWARD**  
Billboard Hails New Country Hit Gone "POP"  
—Says "It's Another Winner For EDDY"

**"I'LL GO ON ALONE"**  
AND  
**"NOW I LAY ME DOWN TO DREAM"**  
MERCURY 70072\*

... and soon to join the list of hits

**"7 LONELY DAYS"**  
BY THE GREAT SINGING PERSONALITY  
**GEORGIA GIBBS**

COUPLED WITH  
**"IF YOU TAKE MY HEART AWAY"**  
MERCURY 70095\*



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

\*DENOTES AVAILABLE ON 45 RPM

The Billboard Music Popularity Charts

... for Week Ending February 7

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: This Week, Last on Week, Weeks on Chart. Lists top 20 singles including 'Till I Waltz Again with You' by T. Brewer.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with 3 columns: This Week, Last on Week, Weeks on Chart. Lists top 20 juke box records including 'Till I Waltz Again with You' by T. Brewer.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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: This Week, Last on Week, Weeks on Chart. Lists top 20 jockey records including 'Till I Waltz Again with You' by T. Brewer.

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.

33 1/3 R.P.M.

Table with 3 columns: This Week, Last on Week, Weeks on Chart. Lists top 9 33 1/3 r.p.m. albums including 'Hans Christian Andersen' by D. Kaye-G. Jenkins.

45 R.P.M.

Table with 3 columns: This Week, Last on Week, Weeks on Chart. Lists top 9 45 r.p.m. albums including 'I'm in the Mood for Love' by E. Fisher.

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 throughout 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: This Week, Last on Week, Weeks on Chart. Lists top 12 children's records including 'Robin Hood' by B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins.

#1 RCA-VICTOR BEST SELLER



# DINAH SHORE

# "SALOMEE"

(WITH HER SEVEN VEILS)  
FROM THE MUSICAL "Hazel Flagg"

and...

# "LET ME KNOW"

78 rpm 20-5176 • 45 rpm 47-5176

**GOING STRONG**

**RCA VICTOR'S BEST SELLERS**

Based on actual sales reports for week ending February 6th.

	78	45		78	45		78	45
<b>SALOMEE/LET ME KNOW</b> Dinah Shore ..... 20-5176 (47-5176)*			<b>BLUE VIOLINS/FANDANGO</b> Hugo Winterhalter ..... 20-4997 (47-4997)*			<b>COUNTRY AND WESTERN</b>		
<b>DON'T LET THE STARS GET IN YOUR EYES/LIES</b> Perry Como ..... 20-5064 (47-2064)*			<b>LADY OF SPAIN/OUTSIDE OF HEAVEN</b> Eddie Fisher ..... 20-4953 (47-4953)*			<b>A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'</b> Hank Snow ..... 20-5034 (47-5034)*		
<b>HOW DO YOU SPEAK TO AN ANGEL?/DOWNHEARTED</b> Eddie Fisher ..... 20-5137 (47-5137)*			<b>SMOKY MOUNTAIN LULLABY/IT'S A SIN TO CRY OVER YOU</b> Kay Armen ..... 20-5160 (47-5160)*			<b>RAILROAD BOOGIE/THE CRYING STEEL GUITAR WALTZ</b> Pee Wee King ..... 20-5144 (47-5144)*		
<b>WILD HORSES/I CONFESS</b> Perry Como ..... 20-5152 (47-5152)*			<b>I WENT TO YOUR WEDDING/I'LL NEVER WORK THERE ANYMORE</b> Spike Jones ..... 20-5107 (47-5107)*			<b>THERE WASN'T AN ORGAN AT OUR WEDDING/HONEYMOON ON A ROCKET SHIP</b> Hank Snow ..... 20-5155 (47-5155)*		
<b>HOT TODDY/SERENADE</b> Ralph Flanagan ..... 20-5095 (47-5095)*			<b>BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING</b> Mario Lanza ..... 10-3914 (49-3914)*			<b>RHYTHM AND BLUES</b>		
<b>LONELY EYES/SMALL WORLD</b> Vaughn Monroe ..... 20-5145 (47-5145)*			<b>APRIL IN PORTUGAL/PENNY WHISTLE BLUES</b> Freddie Martin ..... 20-5052 (47-5052)*			<b>AND THE BULL WALKED AROUND, OLAY/MARGIE</b> Lee Harris ..... 20-5132 (47-5132)*		
<b>I DON'T KNOW/HEY, MRS. JONES</b> Buddy Morrow ..... 20-5117 (47-5117)*			<b>MANY HAPPY RETURNS OF THE DAY/I'M ALONE BECAUSE I LOVE YOU</b> Dick Krueger ..... 20-5153 (47-5153)*			<b>OH, HAPPY DAY/MR. VON</b> Jo Jo Johnson/TNT Tribble ..... 20-5097 (47-5097)*		
<b>TEARDROPS ON MY PILLOW/STOLEN WALTZ</b> Sunny Gale ..... 20-5103 (47-5103)*						<b>TOO LATE TOO LONG/ALL MIXED UP OVER YOU</b> Tampa Red ..... 20-5134 (47-5134)*		

**ALBUMS**

**NEW FACES OF 1952**

Original Cast  
LOC/OC/WOC 1008

**WISH YOU WERE HERE**

Original Cast  
LOC/OC/WOC 1007

**MUSIC FOR RELAXATION**

Melachrino Strings  
EPB/LPM 1001

**MUSIC BY STARLIGHT**

EPB/LPM 3051  
Hugo Winterhalter

## THIS WEEK'S NEW RELEASES

Release #53-7 Ships Coast to Coast Feb. 13

**POPULAR**

	78	45
<b>SALOMEE (With Her Seven Veils)</b> (From the musical prod. "Hazel Flagg")		
<b>LET ME KNOW</b> Dinah Shore with The Notables Harry Zimmerman's Orch. .... 20-5176 (47-5176)*		
<b>CONGRATULATIONS TO SOMEONE LOVE AND HATE</b> June Valli with Henri Reno's Orch. .... 20-5177 (47-5177)*		

**RHYTHM-BLUES**

<b>NELVINA KEEP ON DRINKIN'</b> Big Boy Crudup ..... 20-5167 (47-5167)*		
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	78	45
<b>SO LONG, BABY WHAT MAY YOUR TROUBLE BE</b> Walter Davis ..... 20-5168 (47-5168)*		
<b>A FEW KIND WORDS I GOTCHA</b> Bob Williams with Howard Biggs' Orch. .... 20-5169 (47-5169)*		
<b>I'LL NEVER LET YOU GO YOU PLAYED ON MY PIANO</b> John Greer and his Rhythm Rockers ..... 20-5170 (47-5170)*		
<b>ANYTHING YOU SAY LET ME LOVE YOU TONIGHT</b> Joe Caste ..... 20-5171 (47-5171)*		

	78	45
<b>EARLY TIMES HOLLYWOOD DRIVE</b> Red Callender Sextette ..... 20-5172 (47-5172)*		
<b>THE VULTURE SONG I'VE GOT YOU UNDER MY SKIN</b> Lincoln Chase with Howard Biggs' Orch. .... 20-5173 (47-5173)*		
<b>'53 CONVERTIBLE SOUTH OF THE BORDER (Down Mexico Way)</b> George James and his Orch. .... 20-5174 (47-5174)*		
<b>(Now and Then There's) A FOOL SUCH AS I MY HEART'S THE BIGGEST FOOL</b> The Robins ..... 20-5175 (47-5175)*		

**TIPS**

**HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED**  
Eddie Fisher ..... 20-5137 (47-5137)\*

The Flagg all Broadway is talking about is HAZEL FLAGG, the lively new Jule Styne musical with Helen Gallagher, Thomas Mitchell, Benay Venuta and John Howard. This is the show that gave RCA Victor records a couple of tremendous hits before it even opened on Broadway. Eddie Fisher's dinking of HOW DO YOU SPEAK TO AN ANGEL and Dinah Shore's remarkable rendition of SALOMEE were being spun by disk jockeys

and bought by music lovers even before the curtain went up on HAZEL FLAGG.

We're happy to announce that the show will be available in the near future in an original-cast show album on RCA Victor. But for now—HOW DO YOU SPEAK TO AN ANGEL by Eddie Fisher and SALOMEE by Dinah Shore—those you can hear and sell—right away—and there's no doubt you will.

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



"HIS MASTER'S VOICE"

The Billboard's Music Popularity Charts

... for Week Ending February 7

## Territorial Best Sellers (Popular)

## 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... SAY IT WITH YOUR HEART

Bob Carroll—Derby 814

Los Angeles

Atlanta... YOUR CHEATIN' HEART

Joni James—M-G-M 11426

Seattle

New Orleans... TELL ME YOU'RE MINE

Mindy Carson—Columbia 39914

Detroit... MY HEART BELONGS TO ONLY YOU

June Christy—Capitol 2308

Los Angeles... I LOVE LUCY

Desi Arnaz—Columbia 39937

## 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

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Why Don't You Believe Me?  
J. James, M-G-M
5. Wild Horses  
P. Como, Victor
6. Anywhere I Wander  
J. LaRosa, Cadence
7. Oh, Happy Day  
D. Howard, Essex
8. Keep It a Secret  
D. Shore, Victor
9. Doggie in the Window  
P. Page, Mercury
10. Have You Heard?  
J. James, M-G-M

## Chicago

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Doggie in the Window  
P. Page, Mercury
4. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
5. Anywhere I Wander  
J. LaRosa, Cadence
6. Blue Violins  
H. Winterhalter, Victor
7. Mister Tap Toe  
Doris Day, Columbia
8. Say It With Your Heart  
B. Carroll, Derby
9. Hot Toddy  
R. Flanagan, Victor
10. Tell Me You're Mine  
Gaylords, Mercury

## Los Angeles

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Why Don't You Believe Me?  
J. James, M-G-M
4. Tell Me You're Mine  
Gaylords, Mercury
5. Oh, Happy Day  
L. Welk, Coral
6. Have You Heard?  
J. James, M-G-M
7. Keep It a Secret  
J. Stafford, Columbia
8. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
9. I Love Lucy  
D. Arnaz, Columbia
10. Your Cheating Heart  
J. James, M-G-M

## Dallas-Ft. Worth

1. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
2. Till I Waltz Again With You  
T. Brewer, Coral
3. Have You Heard?  
J. James, M-G-M
4. Fool Such as I  
T. Edwards, M-G-M
4. Oh, Happy Day  
Four Knights, Capitol
6. Why Don't You Believe Me?  
J. James, M-G-M
7. Keep It a Secret  
J. Stafford, Columbia

## Denver

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Oh, Happy Day  
L. Welk, Coral
4. Why Don't You Believe Me?  
J. James, M-G-M
5. Glow Worm  
Mills Brothers, Decca
6. Tell Me You're Mine  
Gaylords, Mercury
7. Doggie in the Window  
P. Page, Mercury
8. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral

## Philadelphia

1. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
2. Anywhere I Wander  
J. LaRosa, Cadence
3. Till I Waltz Again With You  
T. Brewer, Coral
4. Tell Me You're Mine  
Gaylords, Mercury
5. Oh, Happy Day  
D. Howard, Essex
6. Have You Heard?  
J. James, M-G-M
7. Pretend  
Nat King Cole, Capitol
8. My Jealous Eyes  
P. Page, Mercury

## Atlanta

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Oh, Happy Day  
Four Knights, Capitol
3. Doggie in the Window  
P. Page, Mercury
4. Pretend  
R. Marterie, Mercury
5. Why Don't You Believe Me?  
J. James, M-G-M
6. Anywhere I Wander  
J. LaRosa, Cadence
7. Have You Heard?  
J. James, M-G-M
8. Your Cheating Heart  
J. James, M-G-M
9. Side by Side  
K. Starr, Capitol

## Pittsburgh

1. Anywhere I Wander  
J. LaRosa, Cadence
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Doggie in the Window  
P. Page, Mercury
5. I Don't Know  
B. Morrow, Victor
6. Congratulations to Someone  
T. Bennett, Columbia
7. Pretend  
Nat King Cole, Capitol
8. Fool Such as I  
J. Stafford, Columbia

## Detroit

1. Hot Toddy  
R. Flanagan, Victor
2. Tell Me You're Mine  
Gaylords, Mercury
3. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
4. Anywhere I Wander  
J. LaRosa, Cadence
5. Till I Waltz Again With You  
T. Brewer, Coral
6. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
7. Doggie in the Window  
P. Page, Mercury
8. My Heart Belongs to Only You  
J. Christy, Capitol
9. No Moon at All  
Ames Brothers, Coral
10. Mister Tap Toe  
Doris Day, Columbia

## St. Louis

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Side by Side  
K. Starr, Capitol
4. Have You Heard?  
J. James, M-G-M
5. Pretend  
R. Marterie, Mercury
6. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
7. Anywhere I Wander  
J. LaRosa, Cadence
8. Doggie in the Window  
P. Page, Mercury
9. Oh, Happy Day  
D. Howard, Essex
10. Tell Me You're Mine  
Gaylords, Mercury

## Boston

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Doggie in the Window  
P. Page, Mercury
5. Why Don't You Believe Me?  
J. James, M-G-M
6. Anywhere I Wander  
J. LaRosa, Cadence
7. This Is Heaven  
J. LaRosa, Cadence
8. Keep It a Secret  
J. Stafford, Columbia
9. Have You Heard?  
J. James, M-G-M
10. Side by Side  
K. Starr, Capitol

## Cincinnati

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Doggie in the Window  
P. Page, Mercury
5. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
6. Why Don't You Believe Me?  
J. James, M-G-M
7. Anywhere I Wander  
J. LaRosa, Cadence
8. Mister Tap Toe  
Doris Day, Columbia
9. Rachel  
A. Wayne, Mercury
10. Side by Side  
K. Starr, Capitol

## New Orleans

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Have You Heard?  
J. James, M-G-M
3. Pretend  
Nat King Cole, Capitol
4. Oh, Happy Day  
D. Howard, Essex
5. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
6. Why Don't You Believe Me?  
J. James, M-G-M
7. Tell Me You're Mine  
M. Carson, Victor
8. Side by Side  
K. Starr, Capitol
9. Pretend  
R. Marterie, Mercury

## Seattle

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Oh, Happy Day  
Four Knights, Capitol
4. Why Don't You Believe Me?  
J. James, M-G-M
5. Wishing Ring  
J. James, M-G-M
6. Tell Me You're Mine  
M. Carson, Victor
7. Wild Horses  
P. Como, Victor
8. Downhearted  
E. Fisher, H. Winterhalter, Victor

## Washington, D. C.

1. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
2. Till I Waltz Again With You  
T. Brewer, Coral
3. Why Don't You Believe Me?  
J. James, M-G-M
4. Have You Heard?  
J. James, M-G-M
5. Tell Me You're Mine  
Gaylords, Mercury
6. Mister Tap Toe  
Doris Day, Columbia
7. Side by Side  
K. Starr, Capitol
8. My Jealous Eyes  
P. Page, Mercury
9. Anywhere I Wander  
J. LaRosa, Cadence
10. Pretend  
R. Marterie, Mercury

LADDER OF  
Best Sellers  
FROM  
**King**  
AND  
**Federal**  
RECORDS

Popular

STEVE LAWRENCE  
TANGO OF ROSES  
HOW MANY STARS HAVE  
TO SHINE?  
15208 and 45-15208

CHARLEY SPIVAK  
WAITING  
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  
'THERE'LL BE NO  
ROCKIN' TONIGHT!  
4593 and 45-4593

EARL BOSTIC  
YOU GO TO MY HEAD  
THE HOUR OF PARTING  
4586 and 45-4586

Federal

BILLY WARD AND HIS  
DOMINOES  
THE BELLS  
PEDAL PUSHIN' PAPA  
12114 and 45-12114

LITTLE WILLIE LITTLEFIELD  
K. C. LOVIN'  
PLEADING AT MIDNIGHT  
12110 and 45-12110

LITTLE ESTHER  
TURN THE LAMPS  
DOWN LOW  
HOLLERIN' AND  
SCREAMIN'  
12115 and 45-12115

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Ray Charles  
Singers  
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*singing*

# ARE YOU TEASING ME

*coupled with*  
MIDNIGHT  
DECCA 28580

# KAW-LIGA

*coupled with*  
MY HEART IS A  
KINGDOM  
DECCA 28582

*America's Fastest Selling Records*



# Popular Record Reviews

Continued from page 24

Danny Kaye's fans will like this side. This sophisticated special material by Sylvia Fine is delivered in Kaye's stylized manner.

**BARBARA RUICK**  
**The Price I Paid For Loving You... 76**  
M-G-M 11418—Barbara Ruick delivers a good performance here, with a voice carrying sex appeal. The rhythm tune suits her very well and the side should grab some spins.

**That's Him Over There... 70**  
Slow ballad, with a schmaltz lyric, gets an okay vocal with catch-in-the-throat effect by Barbara Ruick.

**VINNI DE CAMPO**  
**Lonesome... 76**  
BBS 109 — The chanter projects the lonely mood of the opus with sympathy. Dreamy backing by the ork and chorus is appropriate. A good effort that should earn some exposure via deejay spins. Might come thru commercially if pushed energetically.

**Hopes and Dreams... 69**  
Another good effort by Vinni de Campo, the flip has more immediate impact.

**ART WANER**  
**Mademoiselle de Paris... 75**  
M-G-M 11420—Art Waner has put together a very danceable orchestral arrangement here. What's in the groove is music of considerable delicacy and taste.

**Scherzade... 75**  
The exotic Rimsky-Korsakov piece is given a flashy, colorful pop reading by Art Waner and his ork. Nice job.

**DINAH SHORE**  
**Salome... 75**  
V 20-5176 — Novelty hand-clap item about the fabulous charmer is given a tongue-in-cheek reading by Miss Shore. Deejay spins are in prospect. Ditty is from the show "Hazel Flagg."

**Let Me Know... 73**  
Another cover of the country convert. Performance is routine here, without the qualities Miss Shore usually exhibits. The chirp's fans may pick it up, competing disks have the commercial edge.

**LAWSON-HAGGART JAZZ BAND**  
**Two Car Garage... 75**  
DECCA 28577—Toni Benson is the canary and she chirps prettily as the band swings the opus with happy abandon. A cheerful and listenable waxing.

**While We Danced at the Mardi Gras... 73**  
The New Orleans stomp is sold strongly by the Lawson-Haggart combo and a vocal group turns in a bright reading of the lyrics. Both sides should earn deejay spins.

**TEX BENEKE ORK**  
**Diga Diga Doo... 74**  
M-G-M 11423 — Beneke's reading of the Dorothy Fields-Jimmy McHugh standard has drive and beat, as well

as considerable artificiality.  
**Dancer's Delight... 73**  
Good big band sound is attained by Tex Beneke on this instrumental. Should get deejay plays by the increasing number of jocks playing band music.

**LYNN FRANKLIN**  
**Don't Worry 'Bout Me... 74**  
MERCURY 70082 — Lynn Franklin's measured and serious vocal performance of this standard gets the benefit of an interesting backing by Pete Rugolo.

**Dead I Do... 68**  
Routine reading by thrush Lynn Franklin. Disk is fair in the beginning, but fails to build.

**SAUTER-FINEGAN ORK**  
**Tweedle Dee and Tweedle Dum... 73**  
V 20-5166—The familiar melody will evince interest from the first note. It's loaded with the ork's unusual instrumentation and sound via the use of lites, xylophones, etc. Jocks should like this instrumental.  
**Stop Beatin' 'Round the Mulberry Bush... 72**  
More familiar material, but the rendition isn't as simple in its handling of the melody line. The Doodlers vocal group supply the lyrics. Jocks should hand this spins too.

**FONTAINE SISTERS**  
**Walkin' the Floor Over You... 73**  
V 20-5162—This, of course, is the oldie penned by Ernest Tubbs and which could attract some coin via this revival etching.

**Price I Paid for Loving You... 70**  
Attractive ditty with a shuffle beat is capably delivered by the gals with the aid of a male vocal group. Disk lacks drive, however.

**ROBERT Q. LEWIS**  
**Whatever Happened to the Old Songs... 73**  
M-G-M 11421—Robert Q. manages to capture the rhythm and mood of the turn-of-the-century pop style with this cornball item.  
**I Just Can't Remember the Words... 68**  
Robert Q. has another side here which has that 1910 mood. But this item lacks the style and dash of the flip.

**JAN PEERCE**  
**When I Give My Heart It's Forever... 72**  
V 20-5161—This is a mighty pretty new ballad with a show tune feeling. Peerce hands it his usual big-voiced reading for an attractive slicing.  
**Encore... 72**  
Peerce turns in a good performance of the tune including a dramatic reading for added interest.

**KEN REMO**  
**Mexico... 72**  
M-G-M 11419—Latin-flavored novelty receives a forthright vocal by Ken Remo, with a spirited backing by Joe Lipman and the ork.  
**My Heart Is a Kingdom... 69**  
Pretentious ballad, schmaltzy fiddles and a belting vocal by Ken Remo. Gathers power in later stretches.

**KAY ARMEN**  
**It's a Sin to Cry Over You... 70**  
V 20-5160—Miss Armen, a fine singer, is handed a country style piece of material with a country style ork background. She does it nicely on her first waxing for the label.  
**Smoky Mountain Lullaby... 70**  
Mood, style and rendition are the same—only the material is a little different.

**SAMMY DAVIS JR.**  
**Who Needs Spring... 64**  
DDR 102—Pretty, romantic ditty is  
*(Continued on page 43)*

# VOX JOX

By GENE PLOTNIK

## Twists and Gimmix

Edmond McKenzie, WXYZ-TV, Detroit, has started an on-the-air school for aspiring deejays. A 15-minute segment per day will be turned over to the student sending in best letter on why he wants to be a jock. Viewers will elect the week's winner, and the final run-off will be held in June. . . . Len Allen, KLO, Ogden, Utah, offered to clean the windows of the listener sending in the biggest contribution in his current March of Dimes campaign. On behalf of the Officers' Club at Hill Air Force Base near Ogden, a lieutenant came up with a \$100 pledge. Allen went out to the air field and was led to a 30-foot platform in one of the hangars and given a rag and a can of glass polish. The job he was given consisted of 11,520 panes of glass. Doing 25 square feet a day, Allen figures he'll finish his commitment by the time he's 65. . . . Lou Barile, WKAL,

Youth Recreation Center on Saturday nights and runs it as a dance for the kids. He calls them Disk Jockey Hops. . . . To help promote the comeback of the bands, Bud Davies, CKLW, Detroit, runs a "battle of the bands" Saturdays 2-3:30 p.m. The winner among the three bands he spins during that time gets plays from 3:30-4 p.m. . . . Eddie Chase, also of CKLW, asked listeners to send in Christmas cards to be distributed to hospitals, and within five days received bundles totaling over a quarter of a million cards. . . . Buddy Deane, ayem jock on WITH, Baltimore, announced recently that he's lost his left shoe, and, since he couldn't afford to buy a new pair, offered a record player to anyone who returned the lost article, which he said was clearly marked so that it could be easily identified. After several mornings of pleas, a fem listener turned up with the shoe. She'd found it in the lady's lounge of one of the Baltimore theaters. . . . Bob Horn invites teenagers to come into the studio to dance during airing of his "Bandstand" show on WFIL-TV, Philadelphia, which is resulting in bigger demands for band disks at local record shops. . . . John Weigel, new disk spinner on Mutual Broadcasting System, on his "All-sweet Music Box" daily show, plays all-steel platters of songs of the roaring '80's, played on an old-time Regina music box. . . . Hoby Wolf is doing a one-man musical soap opera on WHAS, Louisville. Hero is a young disk jockey working on a 3-watt station, WVIC (Voice of Indigo Creek). Pop disks are worked into the story line.

## YESTERYEAR'S TOPS—

- The nation's top tunes on records as reported in The Billboard FEBRUARY 13, 1943
1. I Had the Craziest Dream
  2. There Are Such Things
  3. I've Heard That Song Before
  4. Moonlight Becomes You
  5. Why Don't You Fall in Love With Me?
  6. Brazil
  7. You'd Be So Nice to Come Home to
  8. Why Don't You Do Right?
  9. When the Lights Go on Again
  10. It Started All Over Again

- FEBRUARY 14, 1948
1. Ballerina
  2. I'm Looking Over a Four-Leaf Clover
  3. Now Is the Hour
  4. How Soon
  5. Golden Earrings
  6. Serenade of the Bells
  7. I'll Dance at Your Wedding
  8. Beg Your Pardon
  9. Too Fat Polka
  10. Manana

Rome, N. Y., each week has one of the gang (audience) take over as guest deejay. . . . Jerry Leighton, WSBA-TV, York, Pa., is working on a new kiddie disk show, using Little Golden Records and the original animal records with Charlie Chipmunk. . . . Hal Hamrick, WOLF, Ashville, N. C., moves his show to the

## Hot Flashes

Martin Block, WNEW, New York, announced results of his 27th annual popularity poll on "Make Believe Ballroom" this week. Top band was Ray Anthony. Perry Como was voted top vocalist, and Joni James won over Patti Page as top fem vocalist. The Four Aces were named top combo. . . . Jack Lazare, of WNEW, and his wife, Betty Groff, have a new baby girl this month, Lynn Jennifer. . . . Betti Andrews, wife of Johnny Andrews, WTAM, Cleveland, gave birth to a 7-pound boy, Jonathan Dana. . . . "The Louis Quinn Show" via WINS, New York, is now beamed from the station's studios from midnight to 1 a.m.

## Album and LP Reviews

### Popular

**BROADWAY'S BEST... 85**  
Jo Stafford, Paul Weston Ork (1-10")  
Columbia (33) CL 6238

Come Rain or Come Shine; They Say It's Wonderful; My Romance; Dancing in the Dark; Embraceable You; September Song; All the Things You Are; Night and Day.

Jo Stafford does an outstanding job in this new collection of standards from Broadway musicals. The thrush has always been superb with her phrasing and vocal technique, but on this set she sings out in big style, and invests every effort with a warmth and feeling that makes them glow. The musical backdrops furnished by the Weston ork are very attractive. The tunes were penned by some of the country's top cleffers, Porter, Berlin, Weill, Schwartz, Gershwin, Rodgers, Arien and Kern, and the album is a memorable one. "My Romance," "September Song," and "All the Things You Are," are strong enough to be released as singles. Set should sell very well.

**BILLY MAY'S BACCHANHALIA... 80**  
(1-10")  
Capitol (33) H 374

The Billy May ork devotes its attention, in this new set, to a group of pop and swing standards. The ork, of course, is easily identifiable by its sliding saxes, and the arrangements in this collection stress what has come to be known as the Billy May sound. All of the songs are performed as instrumentals and they are all done in danceable tempo. Best of the eight sides are "Top Hat, White Tie and Tails," "Little Brown Jug," "Let's Put Out the Lights and Go to Sleep" and "Check to Check." The many young fans of the May ork will be interested in this slicing.

**AN EVENING WITH LIBERACE... 80**  
G. Liberace Ork (1-10")  
Columbia (33) CL 6239

Yakety Yak Polka; Begin the Beguine; Cement Mixer; Slaughter on Tenth Ave.; Cumana; Lover; Chepsicks; Old Piano Roll Blues.

Liberace's last album was a solid sales package and this new entry should also set dealers' cash registers jingling merrily. It features the talented pianist-entertainer in a varied program; there's meat for many tastes and his fans are in for some solid nourishment. Most of the selections are purely instrumental, but Liberace contributes a teasing vocal in the piquant "Cement Mixer" and a few lyrics in "Piano Roll." Arrangements are interesting and sophisticated, and all are designed to showcase the considerable Liberace technique on the piano. Brother George leads the ork.

**MABEL MERCER SONGS**  
Volume 2 Album... 68  
(1-10")  
Atlantic (33) ALS 403

Mabel Mercer, one of Cafe Society's sophisticated interpreters of unusual song material, includes, in this second volume by Atlantic, Cy Walter's "Some Fine Day"; Cole Porter's "From This Moment On"; Alec Wilder's "Goodbye John" and "Sveeden's Landing"; Bart Howard's "Would You Believe It," "Let Me Love You"; and "Trouble Man" (Weill-Anderson); "By Myself" (Dietz-Schwartz) and "Over the Wreck-end" (Brooke McCarthy). Known as 22 intimate  
*(Continued on page 41)*

**LAWRENCE WELK**  
and his  
*Champagne Music*  
**78th**  
Consecutive Week at the  
**ARAGON BALLROOM**  
Santa Monica, Calif.  
featuring Roberta Linn  
**TOP in**  
Friday's TV Shows  
Los Angeles Area-KTLA

Latest Release  
**"OH HAPPY DAY"**  
vocal, Roberta Linn  
**"YOUR MOTHER & MINE"**  
vocal, Larry Haeger  
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**UNTIL ETERNITY**  
**EV'RYTHING DEPENDS ON YOU**  
MGM 11396—78 rpm  
K 11396—45 rpm

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**RAY ANTHONY**  
and his ORCHESTRA  
**'YOU'RE A HEARTBREAKER'**  
b/w  
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FRED WARING — DECCA  
\*STAN KENTON — CAPITOL  
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OH MOON  
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# BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

BIG SMASH

★ **YOUR CHEATIN' HEART** (Acuff - Rose) —All trade paper reports of the late Hank Williams' most recent composition, which he recorded (MGM), launch into raves. Frankie Laine (Col.) and Joni James (MGM) rate "BEST BUYS" in *Billboard* and "Disk of the Week" from *Cash Box*. *Variety* names them "BEST BETS."

★ ★ ★ ★ ★

"DISK OF THE WEEK"

★ **DON'T LET YOUR EYES GO SHOPPING (For Your Heart)** (Fergie)—Nat "King" Cole (Cap.) delivers one of his best. Bright, rhythmic ballad earns "Disk of the Week" laurels from *Cash Box*. Disk is already among the best sellers according to *Billboard*.

★ ★ ★ ★ ★

"BEST BET"

★ **CAN'T I** (Harvard)—The Ames Brothers (Coral), says *Cash Box*, "have another top notch offering." Listed as a "BEST BET." Richard Hayes' (Mer.) version is equally well received. *Variety* gives strong nod to both disks.

★ ★ ★ ★ ★

SURPRISE PACKAGE

★ **MELANCHOLY SERENADE** (Jaglea)—TV-comic Jackie Gleason (Cap.) demonstrates his musical talents with a first-rate disk in a surprise package. Tune, used as the theme on his nationally popular TV show, has words and music by Gleason—also concert ork conducted by Gleason.

★ ★ ★ ★ ★

TOP HONORS

★ **THE DEATH OF HANK WILLIAMS** (Lois)—First of the many tributes to the late composer by Jack Cardwell (King) earns top awards. *Billboard* finds it a "BEST BUY." Named "Bullseye of the Week" by *Cash Box*. Hawkshaw Hawkins (King) also earns *Billboard* "potential" pick.

★ ★ ★ ★ ★

"BEST BET"

★ **THE OLD SEWING MACHINE** (Town & Country)—Karen Chandler (Coral) has another winner here. The sentimental number receives a *Cash Box* "BEST BET" and may keep building.

★ ★ ★ ★ ★

R & B "SLEEPERS"

★ **GONE ARE THE DAYS** (Challenge)  
★ **GEE BABY** (Coaxial — Strong in the R & B field is this new disk by Gayle Brown and Sarah McLawler (Brunswick). Both sides click. *Cash Box* cites them "Sleepers of the Week" with an edge to the upper deck.

★ ★ ★ ★ ★

"RECORD TO WATCH"

★ **SINCE YOU WENT AWAY FROM ME** (Sunbeam)—*Billboard* sees possibilities in Sandy Stewart, new 15-year-old thrush, (Okeh) and her first release. Recommended as a "new record to watch."

★ ★ ★ ★ ★

MOVING UP

★ **NO HELP WANTED** (Acuff - Rose)—Rusty Draper (Mer.) may move this Folk hit into a pop leader. *Billboard* calls it a "new record to watch." Meanwhile the Carlisles' (Mer.) disk has already made the "best seller" charts.

## Music—As Written

• Continued from page 17

Jeri Southern still going smash at the Black Orchid. Josh will remain for an extended engagement, while Jeri moved out last week.

Vaughn Monroe into the Chicago Theater last week for a week's stand. . . . Ronald Wise, classical division of Capitol Records, is on a tour of the U. S. setting up distributor meetings to which dealers will be invited, to promote the Olympian series. He finished a tour of the East and is now covering the Middle West.

Louis Jordan and his Decca recording crew are set to move into the Regal Theater Easter week (April 3). . . . Teddy Wilson's Trio moves into the Blue Note February 13. . . . Karen Chandler, Coral thrush currently holding a high spot with her "Hold Me, Thrill Me, Kiss Me," will move into the Chicago Theater February 13 for a week's stay.

Maury Goldman, of James H. Martin Distributors, reports Bob Carroll, Joni James, Julius La Rosa and Vera Lynn are still the top sellers.

Bernie Asbel, of the Blue Note, has made arrangements with Station WCFL to have every pop record program open with a Louis Armstrong recording from midnight to midnight February 13. This is the day that Satchmo opens at the Chicago Theater and also is the day that he is supposed to receive Downbeat's Music Hall of Fame plaque. . . . Art Talmadge, vice-president of Mercury, just returned from Detroit where he cut three sides with the Gaylords. He announced that Ronny Vincent, one of the Gaylords, went into the Army Monday (9).

## Hollywood

Irving Gwartz, the former diskery chief now running his own ad agency, Irwin Rose Agency, is being sued for \$15,449 in Federal District Court. The plaintiff, a group of Illinois pharmaceutical houses, claims that this amount is due as the remainder of a \$63,824 budget which the firms turned over to Gwartz for advertising purposes, but which was not used by Gwartz and should be refunded to them. . . . Califone, Hollywood record-player equipment maker, has turned out a \$169.50 three-speed player, claimed to be the first high-fidelity portable automatic player.

## Duke Draws

• Continued from page 17

Tizol, Cat Anderson, Russell Procope, Jimmy Hamilton, Louis Bellson, and of course, the Duke himself, still playing his own distinctive piano stylings.

Duke let the band roll on both his new and older arrangements, tho the crowd seemed to prefer the latter, and the biggest hands were for such great Ellington classics as "Mood Indigo," "Boy Meets Horn," "In a Mellow Mood," et al. Bellson, who will soon be leaving the ork for his own combo, really lifted the lid with his powerhouse drumming on "Skin Deep," a virtuoso performance.

## Tatum Good

Art Tatum contributed some wonderful music, both with and without his trio, playing standards and some new items with ease and feeling. The Joe Loco ork, marking its first time in this type club, indicated why it has become a big favorite on disks with its solid mambo beat, and its rhythmic appeal. The crowd danced to his music—and it wasn't hard to feel why.

As is usual in this type of night spot, things warmed up considerably as the hours turned from early to the wee ones. Presentation on the stagershow is still sloppy, and lights and staging could be improved. The house takes it easy over the next two weeks, with Machito and his ork the Stan Getz group and the Art Tatum Trio. Then the Harry James ork comes in on its first New York location date in many a year. Bob Rolontz.

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## The Billboard's Music Popularity Charts

# Classical Records

... for Week Ending February 7

## 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 on Week	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	18
2.	ANNA RUSSELL SINGS—A. Russell, H. Dworkin, piano. . . . Col(33)ML-4595	3	6
3.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwicke, Charles Laughton, Agnes Moorehead, Charles Boyer . . . . . Col(33)SL-166	2	19
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Fran- cisco Symphony Ork; P. Monteux, Conductor. . . . . V(33)LM-1002	—	18
5.	VERDI: IL TRAVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw, Chorale; RCA Victor Ork . . . . . V(33)LM-6008	3	8
<b>45 R.P.M.</b>			
1.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor; Philadelphia Ork. . . . . V(45)WDM-1020	2	11
2.	RIMSKY KORSAKOV: SCHEHERAZADE—San Fran- cisco Symphony Ork; P. Monteux, conductor. . . . . V(45)WDM-920	—	5
2.	MUSIC OF JOHANN STRAUSS—L. Albanese, L. Brown- ing, J. Melton; RCA Victor Ork; Weissman, Conductor . . . . . V(45)WDM-1068	—	27
4.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2— A. Rubinstein; NBC Symphony Ork. . . . . V(45)WDM-1075	1	11
5.	BEETHOVEN: SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym- phony Ork; A. Toscanini, conductor. . . . . V(45)WDM-6009	—	1

## Reviews of the Current Classical Releases

GILBERT AND SULLIVAN: H.M.S. PINAFORE, TRIAL BY JURY, THE MIKADO—D'Oyly Carte Opera Company; Rupert D'Oyly Carte, Director (2-12") . . . . .

RCA Victor's 78 r.p.m. waxings of Gilbert and Sullivan operettas have long been the end-all for all loyal Savoyards. At long last the diskery has seen fit to issue some of the waxings on LP, and have teed off with "The Mikado," "H.M.S. Pinafore" and "Trial by Jury." It is not necessary to say much about the performances here, for as most Gilbert and Sullivan fans know, they are priceless, featuring such great performers as Sidney Granville, Charles Goulding, Henry Lytton, Bertha Lytton, Bertha Lewis, George Baker, Elsie Griffin, Nellie Briarcliffe and Darrell Fancourt. The operettas were recorded under the direction of Rupert D'Oyly Carte. From a technical standpoint the disks are not up to the waxings cut today, and are not as clear, nor as well recorded as the new London series of Gilbert and Sullivan works. "Pinafore," for example is much better than "Trial by Jury," with less surface and better waxing technique all around. It is doubtful if such technical deterrents will bother Gilbert and Sullivan affici- anados, who will probably embrace these LP's eagerly, and happily. Librettos are included.

BEETHOVEN: COUNTRY DANCES FOR ORCHESTRA—Vi- enna State Orchestra; Franz Litschauer, Cond. (1-12") . . . . . 68  
Vanguard (33) VRS 429

This finely-engineered 12-inch disk contains 12 country dances for orchestra and 11 Vienna dances for orchestra—a musical genre used with extreme felicity by Beethoven and containing much musical gaiety and grace. The fine reading by the Vienna State Orchestra, conducted by Franz Litschauer, does justice to the lyric quality of the compositions. A good set for new collectors to sample.

GLAZOUNOV: VIOLIN CONCERTO; KABALEVSKY: CELLO CONCERTO—David Oistrakh, Violin; Daniel Shafran, Cellist; State Orchestra of the U.S.S.R.; K. Kondrashin and D. Kaba-

levsky, Conds. (1-12") . . . . . 76  
Vanguard (33) VRS 6005

Here's further evidence of the great talent of Oistrakh. The Russian does a superb recording with the difficult Glazounov Concerto, adding to his laurels as a fiddler of top rank. Transference from the Russian tapes is good, except for a few unfortunate speed variations that play havoc with the pitch. Yet it's strong competition to the Nathan Millstein waxing on Victor. Shafran, in the Kabalevsky Concerto, a charming work sparkling with rhythmic folk melodies, also proves himself a virtuoso to contend with. Coupling should prove attractive to many, and especially to collectors of string works.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 6-39 Poor.  
HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

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**PERRY COMO** — VICTOR #20-5152 (TIME 3:05)

**SARAH VAUGHAN** — COLUMBIA #39932 (TIME 2:20)

**TONY MORELLI** — MGM #11410 (TIME 2:55)

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b/w

"I DON'T NEED A DIARY"



**BILL MACK**

No. 1 Billboard "BEST SELLER"

"WHEN THE SUN GOES DOWN"

b/w

"AIN'T IT A SHAME"

IMPERIAL  
8167  
45-8167

**Imperial Records**

6425 Hollywood Blvd.

Hollywood 28, Calif.

The Billboard's Music Popularity Charts . . . for Week Ending February 7

**TOP C & W RECORDS**

**FOLK TALENT AND TUNES**

By JOHNNY SIPP

**Artists' Activities**

Frank Kelton, the former Nashville publisher, has settled in the Los Angeles area and is starting Palisades Music, a BMI firm. Lee Ross is repping his sacred firm, Mason-Dixon Music. . . . Bob Atcher celebrated his fourth anniversary at WLS, Chicago, January 31. . . . Sam Nichols, formerly with M-G-M, has returned to that label. . . . Roy Scrivener, Lexington, Ky., reports that Dick Goddard and Bob Beasley, WFKY, Frankfort, Ky., are asking a dime per request, with money being turned over to the March of Dimes. . . . Andy Williams, formerly at WGYV, Greenville, Ala., and WJJJ, Montgomery, Ala., is now in the air force, Great Falls, Mont. . . . Webb Pierce returned to Nashville, after New York TV appearances. . . . Bill Monroe is recovering slowly from a serious auto accident of several weeks ago. . . . Horace Logan, producer of the "Louisiana Hayride," KWKH, Shreveport, visited WSM recently.

**FIVE YEARS AGO THIS WEEK**

Jack Guthrie passed away in a Northern California hospital. Guthrie, a Capitol diskster, was known as the Oklahoma Cowboy. . . . The Beaver Valley Sweethearts, Coleen and Donna Wilson, were working at WMMN, Fairmont, W. Va. . . . Roy Acuff inked a contract with Columbia pictures calling for four pictures in the next two years. . . . Lee Penny and Fred Stryker started a country and Western department in Berle Adams' Hollywood office. . . . Acuff-Rose, Hill & Range and Fairway Music were all trying to nail the tune, "Texarkana Baby," written by Cottonseed Clark. . . . Carolina Cotton had a d.j. show at KGER, Long Beach, Calif. . . . Smokey Rogers and Andy Parker and the Plainsmen inked with Capitol. . . . Smiley Burnette constructed a recording studio in his home. . . . Jimmy Osborne inked a 52-week pact with WLEX, Lexington, Ky. . . . "Signed, Sealed and Delivered," by Bob Atcher on Columbia, was the newest hit on "The Billboard's Most Played Juke Box Folk Records."

**Disk Jockey Doings**

C. V. (Red) Jones, KVET, Austin, Tex., reports that his protege, Jerry Green, has his first release on the Specialty label. . . . Tommy Carlisle, WROL, Knoxville, reports that Archie (Granpappy) Campbell, station's veteran act, has collected \$8,000 for the March of Dimes. . . . Sammy Lillibridge, KCLW, Hamilton, Tex., reports that Lefty Frizzell has taken on a bigger listener response in his section recently. He claims Frizzell's latest p.a.'s there are responsible. . . . Elmer Snodgrass, WAKE, Greenville, S. C., is promoting a horse show and jamboree for the March of Dimes. . . . Jim Reeves is now at KWKH, Shreveport. . . . Bob Ferguson, KWSC, Pullman, Wash., has his band, the Ramblers, working Saturdays at Riverside Park, Pot-

Juke Box Must!  
**TAKE YOUR BLUES & GO**  
by JOHNNY TYLER  
#713 #713-45  
Specialty

8508 Sunset Blvd. Hollywood 46, Calif.

**National Best Sellers**

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. EDDY'S SONG—E. Arnold	1	4	4
Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI			
2. I'LL NEVER GET OUT OF THIS WORLD ALIVE—Hank Williams	3	7	7
I Could Never Be Ashamed of You—M-G-M(78)11366; (45)K-11366—ASCAP			
3. JAMBALAYA—Hank Williams	2	26	26
Window Shopping—M-G-M(78)11283; (45)K-11283—BMI			
4. FOOL SUCH AS I—Hank Snow	9	4	4
Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP			
5. NO HELP WANTED—Carlisles	5	3	3
That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI			
6. BACK STREET AFFAIR—W. Pierce	4	19	19
I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI			
7. I'LL GO ON ALONE—Webb Pierce	7	2	2
That's Me Without You—Dec(78)28534; (45)9-28534—BMI			
8. DEATH OF HANK WILLIAMS—J. Cardwell	—	1	1
Two Arms—King(78)1172; (45)45-1172—BMI			
9. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald	10	15	15
Big Family Trouble—Cap(78)2216; (45)F-2216—BMI			
10. GAL WHO INVENTED KISSING—Hank Snow	7	10	10
Fool Such as I—V(78)20-5034; (45)47-5034—ASCAP			

**Most Played by Jockeys**

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Chart	Weeks on Chart
1. NO HELP WANTED—Carlisles	2	6	6
Mercury(78)70028; (45)70028X45—BMI			
2. BACK STREET AFFAIR—W. Pierce	5	19	19
Dec(78)28369; (45)9-28369—BMI			
3. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald	—	14	14
Cap(78)2216; (45)F-2216—BMI			
4. DEATH OF HANK WILLIAMS—J. Cardwell	—	1	1
King(78)1172; (45)45-1172—BMI			
5. I'LL GO ON ALONE—M. Robbins	1	9	9
Col(78)21022; (45)4-21022—BMI			
5. GOIN' STEADY—F. Young	4	5	5
Cap(78)2299; (45)F-2299—BMI			
7. JAMBALAYA—Hank Williams	3	27	27
M-G-M(78)11283; (45)K-11283—BMI			
8. KEEP IT A SECRET—Slim Whitman	6	20	20
Imperial(78)8169; (45)45X8169—ASCAP			
8. DON'T LET THE STARS GET IN YOUR EYES—S. Willet	8	21	21
Four Star-1614—BMI			
10. I'LL NEVER GET OUT OF THIS WORLD ALIVE—H. Williams	7	3	3
M-G-M(78)11366; (45)K-11366—ASCAP			
10. THAT'S ME WITHOUT YOU—W. Pierce	—	1	1
Dec(78)28534; (45)9-28534—BMI			

**Most Played in Juke Boxes**

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Chart	Weeks on Chart
1. I LET THE STARS GET IN MY EYES—G. Hill	1	6	6
Dec(78)28473; (45)9-28473—BMI			
2. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald	3	15	15
Cap(78)2216; (45)F-2216—BMI			
3. BACK STREET AFFAIR—W. Pierce	2	20	20
Dec(78)28369; (45)9-28369—BMI			
4. I'LL NEVER GET OUT OF THIS WORLD ALIVE—Hank Williams	5	6	6
M-G-M(78)11366; (45)K-11366—ASCAP			
5. GAL WHO INVENTED KISSING—H. Snow	7	5	5
V(78)20-5034; (45)47-5034—ASCAP			
6. KEEP IT A SECRET—S. Whitman	4	15	15
Imperial(78)8169; (45)45X8169—ASCAP			
7. JAMBALAYA—Hank Williams	5	24	24
M-G-M(78)11283; (45)K-11283—BMI			
7. EDDY'S SONG—E. Arnold	—	1	1
V(78)20-5108; (45)47-5108—BMI			
8. DON'T LET THE STARS GET IN YOUR EYES—S. Willet	8	9	9
Four Star(78)1614; (45)45-1614—BMI			
10. NO HELP WANTED—Carlisles	—	1	1
Mercury(78)70028; (45)70028X45—BMI			

The Billboard Music Popularity Charts. . for Week Ending February 7

# 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.

- Cincinnati
- Nashville
- New Orleans
- Houston . . .
- Dallas-Fort Worth . . . KAW-LIGA  
Hank Williams—MGM 11416
- Nashville
- Houston . . . YOUR CHEATIN' HEART  
Hank Williams—MGM 11416

## Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- | Cincinnati  | Nashville  |
|---|--|
| 1. Death of Hank Williams<br>J. Cardwell, King                      | 1. Let Me Know<br>S. McDonald, Capitol                             |
| 2. Back Street Affair<br>W. Pierce, Decca                           | 2. Kaw-Liga<br>H. Williams, M-G-M                                  |
| 3. Kaw-Liga<br>H. Williams, M-G-M                                   | 3. No Help Wanted<br>Carlises, Mercury                             |
| 4. No Help Wanted<br>Carlises, Mercury                              | 4. Eddy's Song<br>E. Arnold, Victor                                |
| 5. I'll Never Get Out of This<br>World Alive<br>H. Williams, M-G-M  | 5. Death of Hank Williams<br>J. Cardwell, King                     |
| 6. Keep It a Secret<br>S. Whitman, Imperial                         | 6. I'll Never Get Out of This<br>World Alive<br>H. Williams, M-G-M |
| 7. Fool Such as I<br>H. Snow, Victor                                | 7. That's Me Without You<br>W. Pierce, Decca                       |
| 8. That's Me Without You<br>W. Pierce, Decca                        | 8. Your Cheatin' Heart<br>H. Williams, M-G-M                       |
| 9. Condemned Without Trial<br>E. Arnold, Victor                     | 9. I'll Go on Alone<br>W. Pierce, Decca                            |
| 10. Gal Who Invented Kissing<br>H. Snow, Victor                     | 10. I'll Go on Alone<br>M. Robbins, Columbia                       |
| Dallas-Ft. Worth  | Memphis  |
| 1. No Help Wanted<br>Carlises, Mercury                              | 1. Death of Hank Williams<br>J. Cardwell, King                     |
| 2. Kaw-Liga<br>H. Williams, M-G-M                                   | 2. Goin' Steady<br>F. Young, Capitol                               |
| 3. Fool Such as I<br>H. Snow, Victor                                | 3. No Help Wanted<br>Carlises, Mercury                             |
| 4. Don't Let the Stars Get in<br>Your Eyes<br>S. McDonald, Capitol  | 4. Let Me Know<br>S. McDonald, Capitol                             |
| 5. I'll Go Alone<br>M. Robbins, Columbia                            | 5. Eddy's Song<br>E. Arnold, Victor                                |
| 6. Eddy's Song<br>E. Arnold, Victor                                 | 6. Please, Believe<br>G. Morgan, Columbia                          |
| 7. Let Me Know<br>S. McDonald, Capitol                              | 7. Fool Such as I<br>H. Snow, Victor                               |
| 8. That's the Kind of Love I'm<br>Looking for<br>C. Smith, Columbia | 8. I Don't Know<br>Tennessee Ernie, Capitol                        |
| 9. Goin' Steady<br>F. Young, Capitol                                | 9. You're Under Arrest<br>R. Price, Columbia                       |
| 10. I Could Never Be Ashamed<br>of You<br>H. Williams, M-G-M        | 10. I'm an Old, Old Man<br>L. Frizzell, Columbia                   |

- | New Orleans  | Houston  |
|--|--|
| 1. Let Me Know<br>S. McDonald, Capitol                             | 1. Bumming Around<br>J. Dean, Four Star                            |
| 2. I'm an Old, Old Man<br>L. Frizzell, Columbia                    | 2. Don't Let the Stars Get in<br>Your Eyes<br>S. Willet, Four Star |
| 3. Goin' Steady<br>F. Young, Capitol                               | 3. Jambalaya<br>H. Williams, M-G-M                                 |
| 4. I Could Never Be Ashamed<br>of You<br>H. Williams, M-G-M        | 4. I'll Never Get Out of This<br>World Alive<br>H. Williams, M-G-M |
| 5. I'll Go On Alone<br>W. Pierce, Decca                            | 5. No Help Wanted<br>Carlises, Mercury                             |
| 6. Don't Let the Stars Get in<br>Your Eyes<br>S. McDonald, Capitol | 6. Let Me Know<br>S. McDonald, Capitol                             |
| 7. Back Street Affair<br>W. Pierce, Decca                          | 7. Kaw-Liga<br>H. Williams, M-G-M                                  |
| 8. Eddy's Song<br>E. Arnold, Victor                                | 8. Your Cheatin' Heart<br>H. Williams, M-G-M                       |
| 9. Kaw-Liga<br>H. Williams, M-G-M                                  | 9. Death of Hank Williams<br>J. Cardwell, King                     |
| 10. Fool Such as I<br>H. Snow, Victor                              | 10. Please, Believe<br>G. Morgan, Columbia                         |

**M-G-M**  
11399

**ZEKE CLEMENTS SINGS**

**PAYDAY SATURDAY NIGHT**

FLIP - THERE'S POISON IN YOUR HEART

**BLAZON** music, inc.  
1000 10th St. N.W.

100% ACCEPTANCE!

**A LOVERS' QUARREL**

George Morgan Columbia  
Don Cherry Decca  
Sarah Vaughan Columbia

**MELODY TRAILS**  
2514 Franklin Road  
Nashville 4, Tenn.  
Vic McAtpin, Gen. Mgr.

Use The Billboard classified pages for **RESULTS!**

## STILL GOIN' STEADY . . . .



# FARON YOUNG

## 'GOIN' STEADY'



b/w  
"JUST OUT OF REACH"  
CAPITOL 2299

## Late Reports on Recent 'Best Buys'

- Continued from page 26
- Popular**
- YOUR CHEATIN' HEART**  
Joni James—M-G-M 11426  
Looks like a smash.
- MY DEVOTION**  
Four Aces—Decca 28391  
Strongest reports came from Chicago with Tennessee adding a good vote. Rest of reports indicated record was showing up only fair. Disk does not seem to be holding up as solidly as their past ones. Label released new disk by group this week.
- CONGRATULATIONS TO SOMEONE**  
Tony Bennett—Columbia 39910  
With exception of Pittsburgh there are no reports that it has cracked open. Sales nevertheless are holding up steadily on all reports.



# JIMMIE HEAP

and the  
**MELODY MASTERS**  
with  
PERC WILLIAMS  
**Latest HIT!**

## "YOU'RE A HEARTBREAKER"



b/w  
"YOU DIDN'T HAVE TIME"  
CAPITOL 2294

GET THE ORIGINAL!

**JEALOUS LOVE** #170

**DAVIS SISTERS**

With Ray Hall and His Cohutta Mountain Boys

**FORTUNE RECORDS**  
11629 Linwood  
Detroit 6, Mich.

Everybody's Pickin'

**"PICKIN' SWEETHEARTS"**

BELLEMEADE Music, Inc.  
144 W. 54th St.  
N. Y. 19, N. Y.

A Fannen Music Affiliate

**Howdy!** *That Plain of Country Boy*



**HANK PENNY**

*"STILL SOPPIN' that SORGUM and GRAVY..."*  
(CALIFORNIA STYLE . . .)

Cut another WHOPPER for  
RCA VICTOR Gramophone Co.

RCA VICTOR { **"THAT'S MY WEAKNESS NOW"**  
20-5150 { **"I WANT TO LIVE A LITTLE"**

STILL going strong, bygosh

RCA VICTOR { **"MAKIN' LOVE, TENNESSEE STYLE"**  
20-5023 { **"SWEET MAMA"**

RCA VICTOR { **"HADACILLEM BOOGIE"**  
20-4862 { **"IF I CAN'T WEAR THE PANTS"**

and Workin' Like the Devil . . .

**DUDE MARTIN TV SHOW**  
KTTY, Los Angeles, Wednesdays at 9 p.m.  
Riverside Rancho, Los Angeles—Each Fri. & Sat.  
Standard Transcriptions.

Personal Management:  
**H. EAMES BISHOP**  
Artist Management and Agency  
139 So. Beverly Drive Beverly Hills, California

## C & W Record Reviews

Continued from page 24

**JOHNNY HICKS**  
No Wild Side of Life . . . 79  
COLUMBIA 21064 — Hicks does a good, straightforward job on his serious hunk of vocal advice to husbands and wives about faith and understanding. The tune is a familiar country melody and the disk should receive some action. A good side.  
Pick Up Blues . . . 74  
Bouncy effort is done happily by Hicks, but the material is light weight.

**DICK TODD-THE COMMANDERS ORK**  
Let Me Know . . . 78  
DECCA 28583—Todd and the new Decca house ork turn in a bright and sparkling reading of the much-waxed new country ditty. Should carve out a good hunk of the action for itself if the song makes it pop-wise.  
Bumming Around . . . 75  
Another good pop re-work of a rural opus is warmly presented by the chanter. Real easy listening.

**THE MADDOX BROTHERS AND ROSE**  
Hearts and Flowers . . . 77  
COLUMBIA 21065 — The Maddox Brothers and Rose have a delightful ditty here and they invest with plenty of charm in this bouncy reading. Musical tale of a guy who tries to save his conscience with flowers should do right well on the jukes in mountain States.  
No Help Wanted . . . 75  
The outline is covered by the group in their own distinctive style for plenty of smiles. Another strong side.

**JIMMIE LOGSDON**  
Hank Williams  
Sings the Blues No More . . . 76  
DECCA 28584 — Logsdon contributes his own memorial to the great Hank in poignant style here. Strength of this entry is in the coupling and many sales of the platter may be anticipated.  
The Death of Hank Williams . . . 73  
Another of the many musical tributes to Williams is sincerely sung by Logsdon. There's strong competition in the original waxing by clefter Jack Cardwell, tho.

**HAWKSHAW HAWKINS**  
Kaw-Liga . . . 75  
KING 1175 — Hank Williams' latest tune is sung capably here by Hawkins, and the tune has the proper bounce. Hawkins, however, doesn't sound as if he means it, and this version will have a tough time against the Williams' M-G-M cutting.  
If I Ever Get Rich Mom . . . 75  
A pretty, sentimental ballad is sung with heart by the warbler, as he tells of the presents he will give to his mother someday.

**JOE BILL**  
Poison Pie . . . 75

**IMPERIAL 8177** — Funny ditty is chanted to the accompaniment of gag laughter. Rendition highlights the easy humor of the effort and the side ought to spice up deejay programs. Could also attract nickels in rural jukes.  
**The Diary I Keep . . . 69**  
Story ditty that relives the course of a sad love is chanted sympathetically by Joe Bill.

**EDDY WAYNE**  
A Good Deal . . . 74  
DOME 1058 — Eddy Wayne, new warbler on the label, with a warm quality in his voice, does a very effective job on this melodic weeper, singing it with feeling. Wayne can sing and deserves watching. A good disk.  
**S-U-G-A-R . . . 70**  
A hooney novelty is handled pleasantly here by Wayne, as he sings the opus with spirit. The flip side is stronger.

**MERLE TRAVIS**  
Bajon Baby . . . 73  
CAPITOL 2336—Travis makes a nice bid with this bouncy effort about the Louisiana bayou, recently spotlighted so successfully by Hank Williams' "Jambalaya."  
**Knee Deep in Trouble . . . 71**  
Another good effort by the warbler. He flashes some nice voice breaks on this melodious outline.

**CLAUDE KING**  
Got the World by the Tail . . . 71  
SPECIALTY 711—King impresses as a first-rate country chanter who could make the grade with a few more disks like this under his belt. Material is good, tho may not be strong enough to carry a new chanter into the hit class.  
**Slow Thinking Heart . . . 71**  
More fine chanting from King—this time on a heartfelt weeper. Guy bears some watching.

**JOHNNY TYLER**  
Take Your Blues and Go . . . 71  
SPECIALTY 713—Ditty, a country blues item, and the multi-dubbed reading by Tyler make up a likely waxing for the diskery. Ops should listen to this.  
**A Sinner's Song . . . 68**  
Material here is better than the Tyler rendition. Title well describes the mood and story line.

**JOLLY JOE NIXON-JERRY CROCKER**  
What Am I Doin' Down Here . . . 70  
MERCURY 70052—The Fort Worth deejays have a ball as they spin a clever yarn about running into a lot of old friends—down below.  
**Phfft, and Then You Were Gone . . . 69**  
Another comedy effort, projected

nicely by the duo in bottom-of-the-well voices.

**LULU BELLE AND SCOTTY**  
You're the Sweetest Mistake . . . 70  
MERCURY 70051—Combo turns in a harmonious reading on this melodious ditty.  
**The New Love Waltz . . . 68**  
Combo blends pleasantly on this waltz. Should do okay in the hills.

**JERRY GREEN**  
Nagin' Women and Braggin' Men . . . 70  
SPECIALTY 712—Green comes thru with an amusing, lightweight country ditty which should get some spins because of its lyrics.  
**I'll Find a Way . . . 68**  
Tearful type love ballad is capably handled by Green for a listenable etching.

(Continued on page 29)

## Sacred

Continued from page 24

**JIMMY DAVIS-ANITA KERR SINGERS**  
Lord, I'm Coming Home . . . 74  
DECCA 28555—A recitative adds to the dignified, hymn-like quality of this number. Jimmy Davis and the Kerr Singers warble with measured, stately rhythms.  
**When I Prayed Last Night . . . 73**  
Louisiana's singing ex-governor, Jimmy Davis, supported by the Anita Kerr Singers, gives this religious melody a sincere reading. Appropriate organ backing.

**KINGS OF HARMONY**  
Rushing In . . . 73  
TUXEDO 2507 — Throbs Phyllis Branch comes in on the second chorus for a strong reading of a first-rate spiritual item which should do well in its market areas.  
**Someday, Somewhere . . . 71**  
The Birmingham, Ala., group offers up a fine gospel item with pop feeling as the lead voice, Walter Rugett, applies a fine front.

**ARTHUR SMITH**  
In Memory of Hank Williams . . . 72  
M-G-M 11433 — Another in the lengthening list of tributes to the late Hank Williams. Smith talks it through, telling the story of Hank's life. Unfortunately, Smith's speech is done in a hasty, preachy style, and isn't very effective.  
**I'm Richer Than You . . . 69**  
Smith and the vocal group do a routine job on an adequate sacred effort.

**RED HARPER**  
Lord Keep Your Hand on Me . . . 69  
CAPITOL 2360—A weak gospel effort is given an okay reading by the singer.  
**My Testimony Song . . . 65**  
Harper emphasizes the importance of faith rather than money for peace of mind. Tune is routine and the vocal is fair.

RCA VICTOR'S

# PEE WEE KING

**CRYING STEEL GUITAR (Waltz)**  
Vocals by REDD STEWART

b/w

**RAILROAD BOOGIE**  
Vocals by GENE STEWART and DICKENS SISTERS TRIO

RCA VICTOR #20-5144

—THANKS—  
Ops—Dealers—D. J.'s  
for 1952

- SLOW POKE ● BUSY BODY
- SILVER AND GOLD
- A MIGHTY PRETTY WALTZ
- TENNESSEE TANGO

—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

# FOLK TALENT AND TUNES

Continued from page 38

latch, Idaho. . . . Uncle Joe Johnson, WPAQ, Mount Airy, N. C., celebrates his fifth anniversary at the station February 15. He is now spinning five and a half hours per day.

Ted Kirby, WZOB, Ft. Payne, Ala., reports that his steel man, Bobby Whitmire, who disked on Blue Ribbon, has entered the Army. Johnny Little, warbler on the Whitmire disks, has joined Kirby. . . . Shel Horton, WVAM, Saxton, Pa., has added a three-station regional deal for his 30-minute "Billboard Hit Parade" show, with a furniture company picking up the tab. . . . Carl Swanson, WRUN, Utica, N. Y., got over 2,000 requests, each accompanied by a dime or more, for the late Hank Williams' picture, with contributions going to the March of Dimes. . . . Tom Jackson, WKAB, Mobile, Ala., has started his own TV-er three times weekly on WKAB-TV. . . . Cowboy Dallas Turner, KWJJ, Portland, Ore., reports that he has started his own radio ad agency, handling religious accounts, including the Jessup Brothers, the Musical Haris and others. He is associated with Harold Schwartz and Associates, who work the Mexican border stations. They are dealing for a new show by the original Carter Family. Turner is also cutting some new disks on Crystal. . . . Happy Ison, WORZ, Orlando, Fla., auctioned off 50 pies, donated by a local bakery. Pies were then thrown at the new d.j. at the Orlando station, with the March of Dimes getting the contributions.

Sonny Davis, of the Davis Twins, has taken over a d.j. spot at WVOW, Logan, W. Va., doing five hours per day, plus working in the Guyan Valley Jamboree, which also features Cliff Bowan and the West Virginia Wildcats and Johnny Sanders and the Village Playboys. Davis needs new record releases. . . . Jimmy Osborne is now doing shows at WKLO, WGRC and WAVE, Louisville. . . . Ray Schacht, WHIL, Medford, Mass., has been made country music chief and is doing three hours per day. . . . Bob Martin, once at KBIS, Bakersfield, Calif., has joined WMIL, Mil-

waukee. Jack Gardner, WBIP, Booneville, Miss., reports that Jerry Barton, new program director, is also doing a r.&b. show daily on the station. Vernon K. Wroten, the d.j., is now station manager. . . . Dapper Dan has left WTJH, East Point, Ga., with Bob Kilgore replacing him.

## Album and LP Reviews

Continued from page 34

singer, Miss Mercer's dramatic quality and style are captured well on this wax. Only a discerning a.k.r. man could have done it. This album should have a ready sale to the small market who understand this musical fare.

## Hot Jazz

JAZZTIME U.S.A. (Volume 1) . . . . .73

Terry Gibbs Sextet; Mary Lou Williams Ork (1-12")

Brunswick (33) BL 54000

This is the first in a new series of Brunswick jazz sets, called "Jazztime, U.S.A." The waxings were made in New York at the diskery's studios in Pythian Temple, and the sessions were attended by a large group of jazz aficionados. The Terry Gibbs sides are very effective, including some okay individual solos by Gibbs on vibes, Kai Winding on trombone and Howard McGhee on trumpet on the jazz standard "Flyin' Home." Billy Taylor turns in good work on this tune, and also on "Three Little Words." Mary Lou Williams is not heard very much with her ork, except on "Out of Nowhere," but the group does a good job on "C Jam Blues," with saxman Morris Lane standing out. Set should interest jazz fans and could sell.

LOUIS ARMSTRONG PLAYS THE BLUES . . . . .76

(1-10")

Riverside (33) 1001

Despite the title—and a good reason for it exists—this is actually a collection of some fine old blues singers. Each of the chanters is accompanied by Louis as a member of the Fletcher Henderson band. These selections are re-issues of the original Paramount label, masters of tunes cut many

many years ago. The real stars of the package are Trislie Smith, Ma Rainey and Grant and Wilson. Some of the truly great performances of blues singing are in this package—including "See See Rider Blues," "Countin' the Blues" and "Jelly Bean Blues." Platters are from the great and difficult to obtain Paramount 12,000 series. The diskery is to be commended for the fine engineering of the old platters. Surface is hardly evident and the voices come thru excellently. In all, this should be a must for many collectors.

MA RAINEY: Vol No. 1 . . . . .75

(1-10")

Riverside (33) 1003

With the release of this collection of Ma Rainey disks, re-recorded from the original Paramount masters, the collectors will probably get deeply involved in the age-old controversy over whether she or Bessie Smith was the "greatest." It matters little, but the emotion, style and rhythm exhibited by Ma Rainey is a delightful thing to hear. Some of her greatest performances are offered here in re-releases of material she originally recorded in 1927 and 1928. Supplying great accompaniment on guitar is Tampa Red, who is still being waxed these days. The legendary Tub Jug Washboard Band accompanies the blues singer on two of the eight sides. Packaging and recording are just fine.

JOHNNY DODDS: Vol No. 1 . . . . .72

(1-10")

Riverside (33) 1002

Collectors should be familiar with the Chicago "South Side" two beat originally issued in 1926 and 1927 on the Paramount label. In addition to Dodds' clary (during the days when he really played), there is Jimmy Blythe's piano, Jimmy Bertrand on drums and washboard, Tommy Lannier on trumpet, Lonnie Austin on piano, Blind Blake on guitar and vocals and some unidentified cats. The re-recording is excellent and should make this most welcome among the true collectors of early jazz disks. For the uninitiated, it's first rate Chicago jazz. Complete notes and smart packaging add sales appeal to the package.

SIR LANCELOT—CALYPSO . . . . .65

(1-10")

Mercury(33)MG 25159

A Night in Central Park; Ugly Woman; Scandal in the Family; The Young Girls Today; The Century of the Common Man; Trinidad Is Changing; Donkey City; Neighbor, Neighbor, Leave Me Door.

Sir Lancelot, one of the authentic exponents of the musical form which is indigenous to Trinidad and its environs, offers on this disk eight typical numbers. He sings of love in its different forms, and his lyrics are spiced with simple philosophy. This is all presented within the framework of the stylized chanting common to this island music. Those disk buyers who know and like calypso will like this disk.

## Another HIT!!



# SKEETS McDONALD

### "I'M SORRY TO SAY I'M SORRY"

b/w

### "LET ME KNOW"



CAPITOL 2326

# 'PLAYIN' DOMINOES AND SHOOTIN' DICE'

NEW!

RAMBLIN' JIMMIE DOLAN  
CAPITOL

NEW!

RED FOLEY  
DECCA

NEW!

RED COOK  
RICHTONE

NEW!

VICTOR  
Country Release  
SOON

(Record Companies Listed Alphabetically)

## HILL and RANGE SONGS, Inc.

Beverly Hills, California

The Billboard Music Popularity Charts

... for Week Ending February 7

# TOP RHYTHM & BLUES RECORDS

Both sides on charts!

**TELL ME, PRETTY BABY**  
b/w  
**AIN'T IT A SHAME!**  
by  
**LLOYD PRICE**  
#452 #452-45

**Specialty records**

8508 Sunset Blvd. Hollywood 46, Calif.

WATCH FOR NEW

## BLUE RIDGE QUARTET



Record #G435

A Billboard PICK:

## "NOBODY LOVES ME"

b/w  
"CHEATIN' "

Imperial 5220

**Imperial 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.

- Philadelphia  
Cincinnati... **LET ME GO HOME WHISKEY** Amos Milburn—Aladdin 3164
- Detroit... **PERSON TO PERSON** E. Vinson—King 4582
- St. Louis... **TRAIN, TRAIN, TRAIN** D. Overbea—Checker 768
- Los Angeles... **BABY, BABY** J. Witherspoon—Modern 895

## 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

1. **I Don't Know** W. Mabon, Chess
2. **Baby, Don't Do It** Five Royales, Apollo
3. **Mama, He Treats Your Daughter Mean** Ruth Brown, Atlantic
4. **Yes, I Know** L. Hayes, Recorded in Hollywood
5. **Cross My Heart** J. Ace, Duke
6. **I Believe** E. James, Meteor
7. **Soft** Tiny Bradshaw, King
8. **Ain't It a Shame** L. Price, Specialty
9. **Tell Me, Pretty Baby** L. Price, Specialty
10. **Bells** Dominoes, Federal

### Chicago

1. **Baby, Don't Do It** Five Royales, Apollo
2. **Yes, I Know** L. Hayes, Recorded in Hollywood
3. **Soft** Tiny Bradshaw, King
4. **I Don't Know** W. Mabon, Chess
5. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
6. **Sad Hours** Little Walter, Checker
7. **Port of Rico** I. Jacquet, Mercury
8. **I Played the Fool** Clover, Atlantic
9. **Gabbin' Blues** Big Maybelle, Okeh
10. **Bells** Dominoes, Federal

### Los Angeles

1. **I Don't Know** W. Mabon, Chess
2. **Yes, I Know** L. Hayes, Recorded in Hollywood
3. **Baby, Don't Do It** Five Royales, Apollo
4. **Cross My Heart** J. Ace, Duke
5. **Ain't It a Shame** L. Price, Specialty
6. **Hey, Miss Fannie** Clovers, Atlantic
7. **I'm Gone** Shirley & Lee, Aladdin
8. **I Believe** E. James, Meteor
9. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
10. **Baby, Baby** J. Witherspoon, Modern

### Cincinnati

1. **I Don't Know** W. Mabon, Chess
2. **Baby, Don't Do It** Five Royales, Apollo
3. **Yes, I Know** L. Hayes, Recorded in Hollywood
4. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
5. **Soft** T. Bradshaw, King
6. **Bells** Dominoes, Federal
7. **Cross My Heart** J. Ace, Duke
8. **Sad Hours** Little Walter, Checker
9. **Let Me Go Home Whiskey** A. Milburn, Aladdin
10. **Ain't It a Shame** L. Price, Specialty

### Detroit

1. **I Don't Know** W. Mabon, Chess
2. **Baby, Don't Do It** Five Royales, Apollo
3. **Yes, I Know** L. Hayes, Recorded in Hollywood
4. **Soft** T. Bradshaw, King
5. **Bells** Dominoes, Federal

## 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	Chart
1.	1	<b>I DON'T KNOW</b> —W. Mabon... Worry Blues—Chess 1531—BMI
2.	2	<b>BABY, DON'T DO IT</b> —Five Royales... Take All of Me—Apollo 443—BMI
3.	3	<b>YES, I KNOW</b> —Linda Hayes... Sister Anne—Recorded in Hollywood 244—BMI
4.	4	<b>CROSS MY HEART</b> —J. Ace... Angel—Duke 107—BMI
5.	5	<b>SOFT</b> —Tiny Bradshaw... Strange—King(78)4577; (45)45-4577—BMI
6.	6	<b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> —Ruth Brown... R. B. Blues—Atlantic 986—BMI
7.	7	<b>I'M GONE</b> —Shirley & Lee... Sweethearts—Aladdin(78)3153; (45)45-3153—BMI
8.	8	<b>DREAM GIRL</b> —Jesse & Marvin... Daddy Loves Baby—Specialty 447—BMI
9.	9	<b>THE BELLS</b> —Dominoes... Pedal Pushing Papa—Federal 12114—BMI
10.	10	<b>I BELIEVE</b> —E. James... I Held My Baby Last Night—Meteor 3000—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 mean proportion of rhythm and blues records.

This Week	Last Week	Chart
1.	1	<b>I DON'T KNOW</b> —W. Mabon... Chess 1531—BMI
2.	2	<b>BABY, DON'T DO IT</b> —Five Royales... Apollo 443—BMI
3.	3	<b>THE BELLS</b> —Dominoes... Federal(78)12114; (45)45-12114—BMI
4.	4	<b>CROSS MY HEART</b> —J. Ace... Duke 107—BMI
5.	5	<b>SAD HOURS</b> —Little Walter... Checker 764—BMI
6.	6	<b>SOFT</b> —Tiny Bradshaw... King(78)4577; (45)45-4577—BMI
7.	7	<b>DREAM GIRL</b> —Jesse & Marvin... Specialty 447—BMI
8.	8	<b>AIN'T IT A SHAME</b> —L. Price... Specialty 457—BMI
9.	9	<b>HEY, MRS. JONES</b> —J. Forrest... United 130—BMI
10.	10	<b>MEAN OLD WORLD</b> —Little Walter... Checker 764—BMI

6. **I'm Gone** Shirley & Lee, Aladdin
7. **Ain't It a Shame** L. Price, Specialty
8. **Person to Person** E. Vinson, King
9. **Cross My Heart** J. Ace, Duke
10. **Gabbin' Blues** Big Maybelle, Okeh

### Washington—Baltimore

1. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
2. **I Don't Know** W. Mabon, Chess
3. **Yes, I Know** L. Hayes, Recorded in Hollywood
4. **Let Me Go Home Whiskey** A. Milburn, Aladdin
5. **Bells** Dominoes, Federal
6. **Dream Girl** Jesse & Marvin, Specialty
7. **Sad Hours** Little Walter, Checker
8. **Wake Up, Fool** O. Blackwell, Victor
9. **Hey, Miss Fannie** Clovers, Atlantic
10. **I Played the Fool** Clovers, Atlantic

### Philadelphia

1. **I Don't Know** W. Mabon, Chess
2. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
3. **Soft** T. Bradshaw, King
4. **Yes, I Know** L. Hayes, Recorded in Hollywood
5. **Baby, Don't Do It** Five Royales, Apollo
6. **Let Me Go Home Whiskey** A. Milburn, Aladdin
7. **Soft** T. Bradshaw, King
8. **Hey, Mrs. Jones** J. Forrest, United

9. **I'm Gone** Shirley & Lee, Aladdin
10. **Cross My Heart** J. Ace, Duke

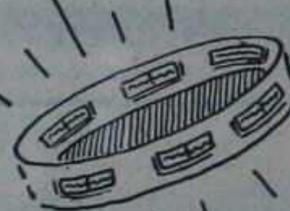
### St. Louis

1. **Baby, Don't Do It** Five Royales, Apollo
2. **Cross My Heart** J. Ace, Duke
3. **I Don't Know** W. Mabon, Chess
4. **Dream Girl** Jesse & Marvin, Specialty
5. **I'm Gone** Shirley & Lee, Aladdin
6. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
7. **Bells** Dominoes, Federal
8. **Yes, I Know** L. Hayes, Recorded in Hollywood
9. **Tell Me, Pretty Baby** L. Price, Specialty
10. **Train, Train, Train** D. Overbea, Checker

### Charlotte

1. **I Don't Know** W. Mabon, Chess
2. **Baby, Don't Do It** Five Royales, Apollo
3. **Mama, He Treats Your Daughter Mean** R. Brown, Atlantic
4. **Soft** T. Bradshaw, King
5. **You Know I Love You** B. B. King, RPM
6. **Hey, Miss Fannie** Clovers, Atlantic
7. **Port of Rico** I. Jacquet, Mercury
8. **My Song** J. Ace, Duke
9. **Story From My Heart and Soul** B. B. King, RPM
10. **Bells** Dominoes, Federal

# A SOLID SMASH

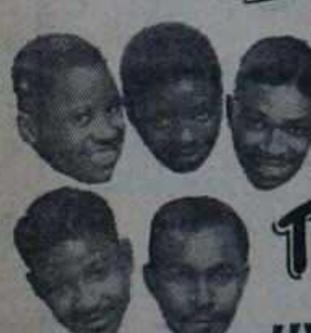


**Ruth Brown**

## 'MAMA' (HE TREATS YOUR DAUGHTER MEAN)

b/w R. B. BLUES #986

and **SPECIAL RELEASE** THEIR SIXTH CONSECUTIVE **HIT!**

## THE CLOVERS

"YES, IT'S YOU"  
"CRAWLIN'"

#989

Their Sixth — and we'll wager—their BIGGEST!

**ATLANTIC RECORDING CORP.**  
234 WEST 56th St. NEW YORK 19, N. Y.

The Billboard's Music Popularity Charts

... for Week Ending February 7

# TOP RHYTHM & BLUES RECORDS

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

There have been a number of new talent acquisitions by r.&b. diskeries this week. Savoy Records signed the Emmett Slay trio, and has already released the group's first disk. The trio is now playing at the plantation room in Detroit. . . . Warbler Walter Spriggs was signed to Apollo Records. Carl LeBow of the diskery is personal manager of the singer. . . . Walter Hyde has re-joined the Gale Agency as one-night booker. He had been with the Shaw Agency for the past few years.

Savannah Churchill opens at the Club Alabam in Los Angeles on February 26 for two weeks. . . Mabel Scott, now waxing for Brunswick, does a week at the Earle in Philadelphia on February 20. George Kirby is also on the bill. . . . Buddy Johnson's ork is now playing at the Savoy Ballroom, New York. . . . Joe Holliday and his combo start at the Comedy Club, Baltimore, on March 9. . . . Bette McLaurin does a week at the Howard in Washington on February 27, then plays a week at the Royal in Baltimore on March 6.

Laverne Baker, Miss Sharecropper, starts at the Booker T. Washington Restaurant on February 13 for two weeks. . . . The Gale Agency has kicked off the West

Coast tour of the "Biggest Show of '52" with Nat Cole and the Count Basie ork. Package will play the West Coast for four weeks. . . . Billy Eckstine opens at the Sands Hotel, Las Vegas, on February 14 for two weeks then plays 67 dates thru the South with Ruth Brown before he leaves for Europe this spring. The warbler will play the London Palladium and dates in Europe.

Ahmet Ertegun, of Atlantic Records, was married to Jan Holm this week (6). . . . The Duke Ellington ork, the Ari Tatum trio and the Joe Loco band are at the Bandbox, New York, this week and next. Duke's ork plays the Apollo Theater in New York for a week starting February 20. Louis Bellson will leave the band after that date to form his own combo.

Jolly Joyce Agency, Philadelphia and New York, has placed the Three Peppers at the new Singapore Lounge in Miami Beach. . . . Gene Ammons back at Pep's Musical Bar in Philadelphia. In the same town, Skippy (Sheik) Williams moves in at the Butler Cafe with the Ray-O-Vacs moving close by to Bill & Lou's. Newest musical spot is the Cha-teau Club with the Top Notes, featuring Beulah Frazer.

## Late Reports on Recent 'Best Buys'

Continued from page 26

### Country & Western

**LET ME KNOW**  
Skeets McDonald—Capitol 2326

**LET ME KNOW**  
Slim Willet—Four Star 1625

Nashville, Memphis and Texas charts give McDonald the edge. Reports give Willet the edge in Chicago, L. A., and Cincinnati.

**ALL THAT I'M ASKING IS SYMPATHY**  
Slim Whitman—Four Star 8180

Reports are good from Chicago, St. Louis, Carolinas and Cincinnati. Strong in L. A. Fair in Philadelphia and Tennessee.

### Rhythm & Blues

Continued from page 26

**LET ME GO HOME WHISKEY**  
Amos Milburn—Aladdin 3164

Breaking out in a number of areas. On Cincinnati, Philadelphia and Baltimore-Washington charts. Also very strong in South.

**BLOCK BUSTER**  
Boots Brown—RCA Victor 20-5110

Has made some progress in St. Louis, Philadelphia and L. A., but nothing big appears to be happening to the record.

### Jap Tune

Continued from page 16

Japanese label while stationed with the Army in Tokyo. Ditty was penned by Raymond Hattori, musical director for Nippon Columbia, and Benedict Meyers, then an Army sergeant, and now a professor at Roosevelt College in Chicago. The disk was brought to the U. S. about two weeks ago by a record-happy sailor and received a strong reaction when played by deejay Ralph Storey on his KNX, Hollywood, deejay show.

Paul Weston, of Columbia Records, sent an acetate of the disk to the main offices here, and the diskery arranged with the Nippon Columbia to release the platter in the U. S. In addition they pacted warbler Bowers, now out of the service, to a term contract, and rushed out deejay copies. Fred Raphael, of the Walt Disney Music firm, snagged the copyright last week. Now all parties concerned are hoping for another "Poor Butterfly."

### Hot Jazz

Continued from page 24

sisting of Mary Lou Williams, Vic Dickerson on trombone, Morris Lane on tenor, Eddie Safranski on bass, Don Lammond on drums and Newell Johns on guitar, who have a good old-fashioned jam session with Lane and Johns standing out, especially on the exciting and swinging second side. Disk is a good one for the market and should rack up sales.

**DAVE BRUBECK QUARTET**  
My Romance . . . . .78

FANTASY 523—Here's a fine concertized version of the lovely evergreen, featuring lots of imaginative piano work from Brubeck in his own individual and outstanding style. A good disk and beautifully recorded.

**Just One of Those Things** . . . . .77  
The pianist leads his quartet thru the swinging Cole Porter oldie in strong style, contributing some driving piano work as Paul Desmond helps out with bright sax stylings. A good side for the quarter's fans.

## Record Reviews

### Popular

Continued from page 34

staged lavishly, with lush strings supporting the warbler.  
**Gypsy in My Soul** . . . . .58  
Chanter works well and projects the swiny ballad pretty effectively.

**JACKIE VAN**  
Call Me . . . . .62  
NATION WIDE 2233—Thrush, heard over the radio in the Chicago area, does well in a forceful and "growly" reading of the bouncy ditty. A good effort by the new label.

**Is It True** . . . . .59  
Miss Van does nicely in the romantic ballad.

**RAY REYNOLDS ORK**  
Beautiful Oregon . . . . .60  
FLORAL 6973—Could be that Oregonians will want this, otherwise Eddy Leonard's chanting with the Honeybees does nothing of great interest.

**The Old Covered Wagons**  
**Came Rollin' Along** . . . . .60  
Somewhat pretentious ode to the "pioneer stock" which built America.

**RAY REYNOLDS ORK**  
Stop and Listen . . . . .60  
FLORAL 6974—Male lead with gal vocal group deliver the lyrics on a so-so ballad supported by ordinary orking from the mickey band.

**Coffee and Kisses** . . . . .60  
Ditto.

**DESI ARNAZ-PAUL WESTON ORK**  
There's a Brand New Baby  
(At Our House) . . . . .60

**COLUMBIA 39937**—Tune further publicizes probably the most publicized birth of the year—the son born to Lucille Ball and Desi Arnaz. The latter sings this one with a new-found fatherly pride in his voice, but not much else.

**I Love Lucy** . . . . .55  
The "I Love Lucy" TV show is constantly among the biggest audience pullers. But that fact doesn't necessarily mean that a record of the show's theme song will be a best-seller.

**MARVIN TESKE**  
Mama Yo Quiero . . . . .59  
DEMO 1011—The Latin evergreen sounds right fine in this bright run-thru by piano, guitar and bass. Jukes can use as filler.

**Tenderly** . . . . .53  
Teske plays a smooth piano to pleasant support from guitar and bass. A listenable rendition of the one-time hit ditty.

**PAUL BRUNO**  
I Wish I Had a Sweetheart . . . . .59  
KING 15224—Nostalgic ballad is phrased neatly by Bruno, but his piping projects poorly on this wax.

**Don't Fall in Love With Anyone** . . . . .55  
Nostalgic ballad is phrased neatly by Bruno, but his piping projects poorly on this wax.

### Rhythm & Blues

Continued from page 24

Tenor honks it out at the end for a good reading.

**Million Dollar Blues** . . . . .72  
Again the tenor sax adds interest. This time on the familiar blues item. Nixon is less effective than on the flip.

**TERRY TIMMONS**  
Please Don't Leave Me Now . . . . .72  
V 20-5163—An interesting sound is developed by the ork for a first rate backing to the chirp's slick reading of a neat ballad. It may be, however, a little too refined.

**My Heart Belongs to Only You** . . . . .72  
Pop style ballad which has been getting lots of disk coverage is delivered nicely via the restrained use of an echo chamber. Backing is by a bang sounding band. Could get some of the action.

**MEMPHIS SLIM**  
Drivin' Me Mad . . . . .70  
MERCURY 70063—An unnamed fem chirp is teamed with Slim on a routine offering.

**Train Is Comin'** . . . . .70  
Nothing special happens tho the material and the rendition are in good, beautiful blues style. Slim used his Jimmy Rushing style here.

**THE ORIOLES**  
I Miss You So . . . . .7  
JUBILEE 5107—The group does up the oldie in their typical style. Chanting is good and the material is strong enough.

**Ill Then** . . . . .73  
Another oldie and another good rendition.

**LITTLE SYLVIA-HEYWOOD HENRY ORK**  
It's a Good Good Morning . . . . .72

**SAVOY 873**—Gal socks across a hand-clapper with the aid of a honking tenor and gang-sing accompaniment. Ditty may, however, be a little too pop for the r.&b. market.  
**Bump, Bump, Bump** . . . . .70  
A good, rocking instrumental, this.

**FREDDIE WASHINGTON ORK** . . . . .8-9-10 . . . . .72

**ATLAS 1026**—Tune is the oldie chanted by June Davis, gal who demonstrates some fine jazz feeling. Washington's combo sets a fine mood for the gal.

**Two Faced Woman** . . . . .70  
Again the thrush does well, but the lyric is not particularly strong for the r.&b. market.

**PETE (GUITAR) LEWIS**  
The Blast . . . . .72

**FEDERAL 12112**—Lewis switches to harmonica here with a large ork backing him. The instrumental builds to a strong finish thru increasing spirit and drive.  
**Chocolate Pork Chop Man** . . . . .69  
Both the material and Lewis' chanting are quite ordinary, but the guitar work is fine.

## POP

### "WITHERED ROSES"

**GEORGE MORGAN and ROSEMARY CLOONEY**  
Columbia 21071

**MARION MORGAN**  
MGM 11372

### "TAKE CARE MY LOVE"

**MARGARET WHITING**  
Capitol 2331

**SUE THOMPSON**  
Mercury 70084

## WESTERN

### "RAILROAD BOOGIE"

b/w  
**"THE CRYING STEEL GUITAR WALTZ"**  
**PEE WEE KING**  
RCA Victor 20-5144

### "TENNESSEE TANGO"

b/w  
**"CRAZY WALTZ"**  
**PEE WEE KING**  
RCA Victor 20-5009

### "YOU PUT MY HEART IN PRISON"

**RED KIRK**  
Mercury 70044

### "CRYIN' MY HEART OUT"

**BOOTS AND IDAHO**  
Capitol 2337

**RIDGEWAY MUSIC, Inc.**  
Charlie Adams  
6087 Sunset Blvd., Hollywood 28, Calif.  
Sole Selling Agent  
**KEYS MUSIC, INC.**  
146 W. 34th St., New York 19, N. Y.

**3 Big RECORDS**  
Lowell Fulson  
"UPSTAIRS"  
b/w "Let Me Ride Your Little Automobile" ST 323  
Lloyd Glenn  
"IT MOVES ME"  
b/w "Night Time" ST 324  
Ray Charles  
"MISERY IN MY HEART"  
b/w "The Snow Is Falling" ST 326  
SWING-TIME Record Co.  
2437 So. San Pedro St.  
Los Angeles 11, Calif.

IT'S A HIT!  
WATCH OUR SMOKE!  
#885  
**T. J. FOWLERS**  
"CAMEL WALK"  
b/w  
"GOLD RUSH"  
And Plenty of Big Ones to Follow

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Write for LATEST CATALOG  
NEW RECORDS  
500 Different "Standards" and  
Hit Tunes. 33 1/3, 45 & 78 rpm.  
**\$9.00 per 100**  
(78 RPM)  
1/3 with order, balance C.O.D.  
L. P.'s UP TO 75% OFF.  
45 RPM 60% OFF  
Over 1,000 Satisfied Customers  
**VEDEX COMPANY**  
734 10th Ave., New York 19, N. Y.  
CI-7-3494  
Complete Inventories Bought

**HEADING FOR THE TOP!**  
THE ORIOLES ringing  
HOLD ME, THRILL ME,  
KISS ME and  
TEARDROPS ON MY  
PILLOW  
Jubilee 5108  
"A Double Barrelled SMASH!"

**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

Getting Stronger and Stronger  
**CHRISTINE KITTRELL**  
and **GAY CROSS**  
in  
"SLAVE TO LOVE"  
"GOTTA STOP  
LOVIN' YOU"  
Republic #7026  
**Republic Recording Co.**  
535 Fourth Ave., S. Nashville Tenn.

Roaring for a Hit!  
**"TRAIN, TRAIN,  
TRAIN"**  
by Denny Overbea  
Checker #768  
**CHECKER RECORD CO.**  
4839 Cottage Grove Ave.  
Chicago, Illinois

OVER 100  
INDIE LABELS  
DO BIZ WITH  
RCA VICTOR  
**WHY?**  
Flip to "Market Place"  
PAGE 44

## RIAA Brochure Lists Activity

Continued from page 15

York State Anti-Piracy Bill, which was passed by both Houses of the Legislature only to be pocket-vetoed by Governor Dewey. The RIAA intends to press for another anti-piracy bill this year. The association helped re-write part of the amendment to the Copyright Bill that covers authors of non-dramatic works. The RIAA has started to compile data to establish the position of the phonograph industry in regard to proposed changes in the Copyright law, and has called for a round-table meeting of all organizations concerned with proposed changes in the law to try to iron out differences in advance of Congressional hearings.

Other action taken by the legal committee included backing of the Fair Trade law, which passed the National Congress last summer. The committee is prepping arguments for excise tax reductions on disks to be presented to the new Congress and is laying the groundwork for negotiations with the American Federation of Musicians in regard to the contract between the disk industry and the union, which expires December, 1953.

### Promotion

One of the most important jobs done by the RIAA in 1952 was on the promotional level, with the Hartford (Conn.) Festival, held last September, the first step in publicizing disks. Under the leadership of Joseph Martin, promotion manager of the RIAA, the organization staged three shows at the Hartford, Conn., auditorium, using well-known pop, classical and c.&w. disk names. Toward this end, funds of \$9,190 were contributed by the members for the promotional activity. According to the report "The campaign (in Hartford) was successful in nearly every respect. . . . Extraordinary public interest was aroused in recordings. . . . For the first time it was demonstrated that competing companies in the recording field could work together for the common good."

The promotion committee began a compilation of statistical info about the record business,

laid out a plan for awards to the best disks of the year, sent out publicity stories on disks to papers and magazines and started work on the Ed Sullivan "Salute to the Disk Industry" TV show, set for February 15.

### Sales Effects

A proposed plan to test the effect of phonograph player sales on the sales of disks over a long range period has been offered to the RIAA by the marketing committee, and is expected to be tried out this year. The plan calls for a concentrated push on phonographs in a city of 300,000 population and a long-term check on disk sales after the phono drive is over.

The catalog committee, during 1952, started work on an international folk music catalog, and has started to work on a proposed uniform system of disk numbering for all record companies in cataloging albums and records of various types. This system would be similar to that used in libraries to catalog books. The traffic committee has been working to get a decrease in freight rates on unbreakable disks, and the engineering committee has been meeting with the Radio and Television Manufacturers Association to try to get all TV set companies to install phono jacks in all machines.

## 4 Star-Morris

Continued from page 15

November, 1946, while "Boogie" went to Morris in March, 1948. Under terms of the Fowler-Morris deal, Fowler and Morris were to share in royalties. Tunes were assigned to Vogue Music, Morris' BMI affiliate. The late Henry Spitzer bought Vogue in August, 1947, but shortly before Spitzer's death late last year, the firm was bought back by Morris.

The 4 Star execs hit Morris for back royalties about October 15. At a preliminary conference shortly thereafter, Morris broached the possibility of buying out all McCall's and Pierce's interests, which would have settled the hassle over the two tunes' back royalties.

At the present time, McCall and Pierce have agreed to an immediate payment of all royalties by February 15. "That's How Much I Love You," coincidentally, was the first big tune that started as a country hit, when done by Eddy Arnold, and later crashed the pop field, with renditions by Frank Sinatra, Bing Crosby and other diskings, including a Red Foley platter on Decca. "Gospel Boogie" was originally cut by the writer, Leroy Abernathy, and the Homeland Harmony Quartet on White Church, a Kansas City religious label. Later renditions were by Sister Rosetta Tharpe and Foley on Decca, Olden West Quartet (Victor), Deacon Utley (Columbia) and other indie label versions.

## New Trends in Hillbilly Field

Continued from page 16

You" and "The Things I Might Have Been," the situation isn't quite parallel, in that the tune had not yet broken out as a hit, until the cover record appeared on the market.

The second apparent trend—pop tunes being recorded by hillbilly artists—has not yet reached the proportions of the other, it is an interesting facet in the changing character of the music-record business. Slim Whitman is the artist who has been most prolific in this respect and also the most successful. His "Indian Love Call," which was a big hit in the country field and spilled over into the pop market, is an old Harms tune. This was followed, tho not as successfully, with "By the Waters of the Minnetonka," an old pop copyright of Leeds. More recently, Whitman clicked with "Keep It a Secret," a new Shapiro-Bernstein pop

tune. His latest disk is "All That I'm Asking Is Sympathy," an old E. H. Morris copyright.

Most active in soliciting hillbilly records on pop tunes, new and old, is the Buddy Morris firm. Already waxed are such things as "Somebody Loves Me," by Ernest Tubbs, and "The Things I Might Have Been," by Wade Ray and Kitty Wells. Eddy Arnold has recorded two Morris pop sides for a forthcoming album. These will also be available as singles. Decca also has several sides of this type in the "can."

This trend does not in any way infer that country artists are going pop. It simply points up the broad appeal of certain tunes. The bridge that some hillbilly and r.&b. tunes have made into the pop field points up the belief held by many that the reverse procedure can be just as effective.

## The Royales' Royal Fight

Continued from page 16

day, with the filing of a \$10,000 damage suit by Le Bow against the Royales for misrepresentation and the granting of an injunction by Judge T. Hicks Fort of the Superior Court in Muscogee County, Ga., to stop the Royales from appearing, as previously misrepresented, in future appearances in the State of Georgia. Attorney Al Williams of Columbus, Ga., represented Le Bow in these actions, and that night served the injunction on the Royales who were playing in Columbus. In the process of serving the injunction, Pilgrim and his wife were jailed for, according to the report, attempting to obstruct the serv-

ing. Both were later released after posting a \$750 bond. Hearings for both the Royales and the Pilgrims are set for the end of this week.

### Royales' Complaint

Meanwhile, the Five Royales have filed a complaint with the American Guild of Variety Artists requesting that this office stop the "fraudulent tactics" of the Royales. The actions instituted are solely between the two artist groups. The two record labels are involved in no way.

The Five Royales, who are being booked for their first Southern tour, are now playing the Apollo Theater here.

## Pubs Irked at Writers' Tactics

Continued from page 15

mean a total of \$10,000 in mechanicals at the 2-cent rate. Of this, the writer would get \$5,000. The publisher's \$5,000, however, would be materially trimmed by exploitation costs—deejay copies, promotion, etc.

### Copyright Value

With regard to protecting the value of a copyright, it has long been believed in the music business that when a copyright is not thoroly used, when the rights implicit in the copyright are not exercised, then the copyright loses value.

This, it is believed, is one of the great dangers implicit in the claiming of renewals by writers. Most of the cleffers do not have the wherewithal to exercise properly or exploit the various rights.

Another danger leading to vitiation of the copyright lies in the fact that in so many cases, the renewal is being claimed by one of the writers—a situation lead-

ing to splitting of the copyright, which in turn tends to diminish the activity of both publishers who eventually have the tune.

One of the interesting facets of the matter is concerned with legalities. Tradesters hold that the courts have never clearly tested the validity of old publisher-writer contracts, in which the publisher is granted the renewal rights as well as rights for the first 28-year period. Some law suits are now being threatened.

In such cases the courts would have to consider the matter of "custodianship"—whether the publisher had satisfactorily taken care of the property; whether the renewal rights are conveyable in advance; whether there has been adequate "consideration"; whether the fact that a writer worked "for hire" is tantamount to consideration, etc.

The general situation is fraught with tension and irritability.

## Cap's Bozo Hits \$2 Mil in '52

Continued from page 15

heads the Products Licensing Division of Capitol Records, as well as being merchandise manager for Capitol accessories, Capitol Records had its distributors take on more and more of the toy line to sell to dealers. About 30 to 40 per cent of all Bozo products are sold thru the distrib organization to dealers, with the rest handled by toy-jobbers directly to toy stores and chain stores. The diskery has discovered that Bozo toys are well received by dealers because they sell on their own and because they help to sell more kiddie records, since they add much display value to the firm's Bozo and Bozo-approved kidisks.

### Comic Books

As an indication of the present importance of Bozo in the kiddie field, the Dell Publishing Company runs off 750,000 copies of the Bozo Comic Book every quarter. This is considered a very substantial initial run for the comic book field.

All of the Bozo products, except the record readers, the records and the phonographs, are manufactured by outside firms, licensed on a royalty basis by Capitol Records. Sometimes the diskery will seek a manufacturer to develop a product it has conceived for Bozo license, but usually manufacturers come to Capitol with their ideas,

and the diskery works with the manufacturer until all details are set.

### Live Bozos

There are live Bozos in the Capitol firm too as well as the record Bozo. Capitol Records, the only major diskery with a toy line, also is the only major diskery with two clowns on the payroll and over 100 clown suits on hand. Pinto Colvig on the West Coast, who also plays Bozo on disks, and Jimmy Chapin on the East Coast are the Capitol clowns, who appear before Parent-Teachers Associations, in theaters and in schools. The clown suits are worn by various personnel whenever a Bozo clown is called for from one of the distributing branches. Capitol has a complete operating procedure laid down for anyone who plays Bozo, and no man is permitted to wear the uniform unless he is both conscientious and sober.

Capitol Records has raised the business done by Bozo products from 2 per cent of its gross business a few years ago, to nearly 5 per cent of gross business last year. The firm hopes to raise it to 10 per cent by the end of 1953. The diskery intends to go on a strong drive to sell more Bozo products, since the profit margin on these items is comparatively high.

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# Hocus-Pocus

By BILL SACHS

**S. DAVID WALKER**, mentalist-magician, who played Midwestern fairs the past summer and fall, is in his 13th week with his own Saturday-morning kid show over KSTP-TV, Minneapolis. He is carded to remain there until spring. . . . **Mysterious Howard**, operator of Howard's Fun Shop, Houston, speaks of things magically down his way, to wit: "Johnny Paul, of Chicago, has just closed an engagement at the Shamrock Hotel for the pipefitters' convention. Smokey Cole has just left for Florida, where he has a string of winter fairs to play. The Kay Arnold show, headed by Buster Doss, is playing schools and theaters around Houston. McDonald Birch is currently playing Texas, and Landrus the Magician is slated to invade the State soon. Mr. and Mrs. Delbert Douglas, of Magieland, Dallas, recently paid me a visit. I have just signed contracts for the Shell Oil Company's series of annual banquets in Louisiana." . . . The Third Annual Comedy-in-Magic Exchange Night for comedians and magicians, and the fellows who create the patter for both types of performers, will be held at the Gagwriters' Institute, 225 W. 46th Street, New York, Wednesday night, February 18. Walter Gibson, writer of numerous magic works, and Robert Orben, creator of a number of patter books, will speak in a forum on "Should Magicians Use More Comedy?" . . . Jack LeRoy is working schools out of Crookston, Minn., and reports that business is okay when weather permits. He is another of the old-timers still going strong. . . . **Kenneth Spencer**, ventriloquist and wood carver, is busy getting his show

ready for next summer. He has a new idea in a talking skull that is said to be a knockout, with no assistants needed to put it over. . . . **Charles T. Jackson (The Great Jaxon)** posts that things have been going well for him in Missouri, where he has been playing auspices and club dates. . . . When the **Andrew Sisters** missed the first two days of their engagement in the Normandie Room of the Mount Royal Hotel, January 26-27, due to illness, Lucille and Eddie Roberts doubled the spot from Ruby Foo's Starlight Room, where they have just concluded a three-week stand.

**ED E. MYHRE**, the Norse magician out of Grand Meadow, Minn., typewrites that he will begin his 48th season on the road May 1 to play his established Minnesota territory. "Have added a few new gimmicks," Ed writes, "and dolled up some of the old ones. Just got the new Bobo coin book from Harold Martin, of Peoria, Ill. It's the best book on coins I've ever read. It's really good." . . . **J. B. and Lillian Bobo**, with Southern School Assemblies, Dallas, played Summit, Miss., January 29, while McDonald Birch showed a neighboring city, McComb, Miss., on the following day.

Two 13-year-old trixsters from widely separated areas, and both working magic on a semi-pro basis, came to our attention the past week. The first was **Jack Ryan**, who hails from Summit, Miss. Interested in magic the last five years, young Ryan is doing shows at schools, clubs and churches in and around Summit. The other lad, branded as a comer by our Montreal correspondent, **Arthur Schalek**, is Jerry Merlin, who has been dabbling in the art for three years, and whose specialty is cards and billiard balls. "Merling looks as tho he'll make the grade in magic," writes Schalek. "I've watched him progress thru the last several years and he's reached the point where he handles himself like a real pro. He is being coached by Sydney Levine, Montreal's pasteboard expert. The kid gets his first real break February 14 when he does a 15-minute turn for the Kinsmen's Boys' Club of Montreal."

For a long time we have been hearing of the Directory of Magicians, published by our good friend, **C. R. (Bud) Tracy**, of Sioux City, Ia. Last week we received our first copy of the Tracy directory, one of the most ambitious compilations of its kind every turned out. Dedicated to the memory of the King of Koins, **T. Nelson Downs**, and with a foreword by Loring Campbell, the Directory of Magicians numbers 384 pages containing over 16,000 names and addresses of magicians in the United States, its Territories and in foreign countries. The names are in alphabetical order and are cross indexed by States, cities and names. Priced at \$6.50 plus 32 cents postage for the de luxe cloth-bound edition, and \$5 plus 30 cents postage for the board-cover edition, the directory is a must for dealers in magic, and collectors of magic items, and an important adjunct to any magic library.

**Chicago, Chicago**  
 • Continued from page 13

ist and trumpeter work in some solos. The leader's vocalizations of "Tenderly" and "Why Don't You Believe Me?" precede an instrumental number. Jay Kirk and his comedy put another rural touch to the show and after a lieuresly start he wins laughs for material and business. Ziggy Talent pleases with two of his specialty vocals. The wind-up is a medley of "More Than You'll Ever Know," "Time on My Hands," "Tea for Two" and others by the Monroe vocal assemblage.

The band show, first of its kind here in some time, is in for a week, with Sugar Ray Robinson to follow. Pic. "My Pal Gus." Tom Parkinson.

# 33 Mich. Cafe Ops Form Org

**DETROIT, Feb. 7.** — Organization of 33 major night spots in Michigan, Northwestern Ohio and Southwestern Ontario for the first time in years is an outgrowth of the current differences of night spot owners with the American Guild of Variety Artists. The Metropolitan Cabaret Owners Association, official name of the new group, is affiliating with the Theater Restaurant Owners of America.

Benny Resh, 509 Club, was elected president. Other officers are Mickey Chiado, Club Gay Haven, first vice-president; Al Siegel, Elmwood Casino, Windsor, Ont., second vice-president; Howard Loo, Kin Wah Loo, Toledo, third vice-president, and Peter Geisz, Geisz' Inn, secretary-treasurer.

Directors from this city and surroundings are Carl Hatfield, Sunshine Club, Flint, Mich.; William Pierce, Club El Sino; Arthur Meszczynski, 20th Century Club, Van Dyke, Mich.; Gerald Kessler, 402 Club, Port Huron, Mich.; Harry Marchant, Harry and Elmer's, Roseville, Mich.; Doris Rubin, Kasee's, Toledo; Art Marlock, Bay City; E. A. Dragonette, Kilarny Club, Windsor, Ont.; James Cornelius, Yeamans'; H. E. Willeneger, Elmwood Casino, Windsor, Ont., and Morris Wasserman, Flame Show Bar.

### Major Jobs

Norman H. Birnkrant, veteran theatrical attorney, was retained as counsel for the new organization. Major activities being undertaken by the Metropolitan Cabaret Owners, according to Birnkrant, include:

1. Close co-operation with Detroit Congressman John D. Dingell in a move to secure repeal of the cabaret admissions tax.
2. Payment of the current AGVA welfare fund amounts "under protest."
3. Formal presentation of the association's opposition to female impersonator shows to local authorities, including the Detroit Police Department, Censor and State Liquor Control Commission.
4. Action to secure a 4 a.m. closing hour instead of the present 2 a.m., with a special class of license and extra license fee for spots electing to stay open the extra two hours. The new association is debating this issue, and has not so far taken a formal stand, but there is considerable sentiment favoring it. Blind pig-type after-hours spots have become an increasing enforcement problem of late, and it is expected that legalization of late hours would eliminate this headache for the authorities. Cabaret owners, according to Birnkrant, feel that the extra time would prove a definite stimulus to show business, by catering to the late workers who are unable to patronize spots during the earlier hours.

# Terrace Room

• Continued from page 13

quartet of sidemen provide some excellent harmony vocals, which warranted their getting their own spot, too, in this show.

Johnny Bachemin has come a long way since he arrived in Chicago four years ago from his home in New Orleans. The youngster, always a tremendous rhythm cleater, has added a great deal of showmanship, but, unfortunately, dropped the highlight of his previous act—the bit where he did machine-gun tapping atop an upright piano as his old closer. To round out the act, he's injected clever stepping, and the over-all impact is great. His "Rhapsody in Blue" is a bit out of character with the torrid tempo of the remainder of the act, but his follow-up boogie woogie on the Steinway made up for it. Walked off to a terrific mitt.

Mary Mayo, a scintillating blonde, shows great promise vocally, but needs stronger material if she wants to do 15 to 20 minutes of song. Her standards renditions are tops, each enriched by a top arrangement. However, she needs a better paer than the "Flahooley" number. An original comedy number or two would help. Gal has a fine lyric quality in the upper range that makes her warbling easily identifiable.

Billy DeWolfe, making his first local stop, could use a stronger opener than his standard contortionist bit; for it's been used too

# Burlesque Bits

By UNO

Linda Scott is to be the extra added attraction at the Hudson, Union City, N. J., the week of March 25. . . . Comic Walter Brown has been shifted from the Manny King-Irma unit to the Al Rio show, where he opened February 12 in Newark, N. J. Replacing him February 8 in Baltimore was Lifty Lewis. . . . Producer Paul Morokoff's prize chorines at the Hudson, Union City, N. J., are each capably drilled to be able to double in scenes or strip specialties, include captain Dolores Fisher, Ora May Conroy, Fay Fisher, Lauraine Terbrugger, Coreen Rankin, Marie Bradley, Gensie Marr, Jean Allen, Marla Wyman, Sandy McGuire, Violet Peters, Barbara Kemp, Trudy Sheridan, Suzanne (Selma) Vindekens, Jeanne Joyce and Edith Sanders. . . . Art Harris, former comic and more recently a custodian at the Friars' Club, is in Polyclinic Hospital, New York, recovering from an operation. . . . Bryan & Engel's Gayety Theater, Baltimore, a Midwest Circuit spoke, is managed by Jack Pearlstein, with Dottie Bell, treasurer, and Gus Flaig, producer and stage manager. Rose LaRose opens as feature there February 15. . . . Paul Weintraub, attorney for the burlesk interests, celebrated a birthday at his New York home on January 15. . . . Toddle House, Culver City, Calif., has Jeanine Frances, Pat Flannery, Mona Rae, Bobbie Lynn, Rosanna, Joe E. Ross and Dick Kimball for its latest talent. . . . Mim Grossman has booked The Words for Palumbo's, Philadelphia, and Patti Prince for the Glass Hat, Wilkes-Barre, Pa. Also, thru her New York office, are Norion and Patricia, held over until March in Nassau, Bahamas, and Bernie Sloan, ditto, at the Golden Slipper, Philadelphia. . . . Venus and Alope opened with Marsha Eddington at the New Follies, Los Angeles, January 16.

# AGVA System

• Continued from page 14

ers' Association set off a minor skirmish. Bright welcomed them as individuals—"but we don't recognize you as an association. . . ." In any event, the TROA group told their side, and it met later that night with a special AGVA committee to discuss specific points. (See separate story.)

When the TROA group left the meeting, the delegates broke up the meeting hurriedly to run out and get comfy with the club owners. After all, a guy has to work. And among the TROAers were Harry Altman, Town Casino, Buffalo; Lou Walters, Latin Quarter, New York, and Len Litman, Copa, Pittsburgh.

The agents' organizations covered by Rule B 51 came in for a verbal tossing, with most of the delegates using this to cite examples of how badly they were treated by agents. After this run-thru of reminiscences, it was decided to let the national executive committee and counsel continue negotiations. It was at this point that Irving told the group (by now shrunk to a handful) that he was in favor of agency associations.

As Friday night (6) started to become Saturday a.m., the boys sent for coffee and on into the night.

The Chicago strike situation finally came to the floor when the few delegates left were bleary-eyed. Chi' delegates, Jack Gwynne, Tom Martin and Bill Baird, made mild protests, but when Irving displayed minutes of a previous meeting where they okayed the action, they withdrew.

# Extra Added

## New York

Duo-piano team of Melvin Stecher and Norman Horowitz, 20-year-olds, makes bow at Radio City Music Hall Thursday (12) with opening of "Tonight We Sing," film big of impresario Sol Hurok. They're spotted feature in stage presentation.

long. DeWolfe shifted to high gear on his newer English play satire, which he has refurbished, to make it a fine addition. Closed to a continuous laugh with his parody on the gal in the lounge, followed by his wonderful "Mrs. Murgatroid" characterization. Best part of his act was his return after show was over doing a bus boy. Got him a second terrific hand. Johnny Sippel.

phia, and Patti Prince for the Glass Hat, Wilkes-Barre, Pa. Also, thru her New York office, are Norion and Patricia, held over until March in Nassau, Bahamas, and Bernie Sloan, ditto, at the Golden Slipper, Philadelphia. . . . Venus and Alope opened with Marsha Eddington at the New Follies, Los Angeles, January 16.

Rita Ravell opened February 6 for two weeks as feature at Eddie Skolack's President-Follies, San Francisco. . . . Marie Bradley returned to the line-up at the Hudson, Union City, N. J., after several weeks as strip feature at the Chez Paree and the Three Deuces niteries in New York. "Because," said Marie, "of mixings." . . . George Lewis, director of the National Association of Gagwriters, has proclaimed the eighth annual observance of National Laugh Week to begin on the most traditional day of the year for such an activity, April Fool's Day. From April 1 to April 8 the NAG will sponsor the week and sell only happiness, laughs, gags and more comedy, under the theme "Bigger Lafts for Better Living." . . . Jack LaMont, comic, then playing the Roxy, Cleveland, was one of the many attending the funeral last week of Cosimo (Mimi) Albanese, owner of the Red Raven Club, the only nitery with a burly policy there. Surviving is his wife, Shansi (Marna) Cosimo, exotic dancer. . . . Sally Rand was the attraction at the Beaver Club, Montreal, the week of February 2. The same week had Joe Morris at the Seville Theater and Oliver Guimond Sr. held over at the Casa Loma cabaret. . . . Flash O'Farrell and Trudy Wayne annexed the front and back cover photo space in the June edition of Cavalcade of Burlesque, quarterly mag, with Raven, bubble bath dancer, bubbling on the editorial page and Sophie Tucker, authoring the introductory article. . . . Betty Jean succeeded Rose Lance as top dancer at the Roxy, Montreal, where Eddy Lloyd and Harry White continue in the comedy parts. . . . Frank Damsel and Frances Farr, old-time burleskers, are now in the carpet biz in Schenectady, N. Y.



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## 'BIGGEST' OPENS BIG IN FAR WEST

Cole-Jordan-Kenton Package Pulls Top Crowds in Vancouver, Portland

PORTLAND, Ore., Feb. 7.—"Biggest Show of '53," with Stan Kenton, Louis Jordan and King Cole, tabbed a sellout at Public Auditorium here Thursday (5). The one-nighter preemied its current tour at Vancouver, B. C., Tuesday (3) with two night shows. The 7 p.m. copy was nearly filled and the 10:45 p.m. edition had three-quarters of capacity at Georgia Auditorium. Package, wrapped by the Gale Agency, New York, was assembled there. Manager Charles Carpenter whipped it into shape four hours before curtain time. Jordan was slowed in crossing the Canadian border and arrived just in

time to make the first show. In addition to the headliners, there are four acts.

Portland turnout was scored despite competition from the Fred Waring Show, which played the same Public Auditorium the night before, Wednesday (4). A thousand extra chairs were brought in for that performance, which grossed a reported \$11,527, exclusive of taxes, and was booked by the Ellison White Bureau.

## Spike's Gross Reaches \$7,284 At Two Stands

BEVERLY HILLS, Calif., Feb. 7.—Grosses for the string of one-nighters just completed by Spike Jones and His Musical Depreciation Revue were revealed this week by Ralph Wonders, president of Arena Stars, Inc., here.

Stands and grosses were: Phoenix, Ariz., \$5,310; Tucson, \$5,582; El Paso, Tex., \$5,986; Albuquerque, N. M., \$4,839; Vernon, Tex., \$4,102; Midland, Tex., \$5,400; Abilene, Tex., \$4,109; Wichita Falls, Tex., \$4,117; Dallas, \$3,500; Fort Worth, \$6,274; Oklahoma City, \$7,284.

First night at Wichita, Kan., was public and grossed \$6,515. Second and third nights were sold at a flat \$8,000. Then followed Hays, Kan., \$5,986; Great Bend, Kan., \$5,409; St. Joseph, Mo., \$5,009; Chanute, Kan., \$4,806; Kansas City, Mo., \$5,359; Arkansas City, Kan., \$4,743; Eden, Okla., \$4,103; Pittsburg, Kan., \$5,162; Salina, Kan., \$6,951; Lincoln, Neb., \$5,974; Sioux City, Ia., \$6,857, and Mitchell, S. D., \$7,284.

## Arena Routes

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Affairs of State: (Geary) San Francisco. Bell, Book and Candle: (WRVA Theater) Richmond, Va. Ballet Theater: El Paso 11; Tucson, Ariz. 13; Claremont, Calif. 14; San Diego 16-17; Long Beach 18; San Bernardino 19; Los Angeles 20-28. Call Me Madam: (Shubert) Chicago. Certain Joy: (Playhouse) Wilmington, Del. 12-14. Constant Wife. With Katharine Cornell: (Music Hall) Houston 11-12; (Melba) Dallas 13-14. Country Girl, The: (Hanna) Cleveland. Dial "M" for Murder: (Harris) Chicago. Fourposter, The: (Locust Street) Philadelphia. Good Night, Ladies: (Cox) Cincinnati. Greco, Jose: (Shubert) Washington. Guys and Dolls: (Erlanger) Buffalo. Hutton, Betty: (Curran) San Francisco. I Am a Camera: (Nixon) Pittsburgh. Josephine: (Selwyn) Chicago. Maggie: (Shubert) New Haven, Conn. Maid of the Oaks: (Majestic) Boston. Mrs. McThing, With Helen Hayes: (Shubert) Philadelphia. Oklahoma: (Aud.) Pasadena, Calif. 10; (California) San Bernardino 11; (Paramount) Phoenix, Ariz. 12-14. Paint Your Wagon: (Blackstone) Chicago. Picnic: (Plymouth) Boston. Point of No Return: (Erlanger) Chicago. Sizzle, The: (American) St. Louis. Skinner, Cornelia: (Capitol) Yakima, Wash. 10; (Orpheum) Spokane 11-12. South Pacific: (Temple) Birmingham, Ala. Stalag 17: (Ford's) Baltimore. Top Banana: (Great Northern) Chicago. Wonderful Town: (Forrest) Philadelphia.

## Misc. Routes

Bailey's Bill, All Star Minstrels: (Aud.) Kingsport, Tenn. 10; (Aud.) Knoxville 11-12; (Aud.) Chattanooga 13-14; (Aud.) Rome, Ga. 18; Oadsden 17; Birmingham 18-19; Columbus 20; Montgomery 21; Anniston 22.

## Skating Shows

Ice Cycles of 1953: Regina, Sask., 10-12; Winnipeg, Man., 14-21. Ice Follies: Montreal 10-15; Boston 17-March 1.

## 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 to entries 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.

## RSROA Enrolls 7 More Spots, Sets 2 Meets

DETROIT, Feb. 7.—Seven new members have been approved for rink memberships in the Roller Skating Rink Operators' Association by the Board of Control, according to Robert D. Martin, secretary-treasurer. They are:

Robert W. Grisham, Playground Roller Rink, Beaumont, Tex.; Harry C. Shock and Richard A. Taylor, Mammoth Roller Skating Casino, Pennell, Pa.; Russell Valvo, Angola (N. Y.) Roller Rink; Everett L. Dunn, Wooster (O.) Skateland; Frank Dattilio and Raymond Rendfrey, Riverside (N. J.) Rollerrome; Samuel Phillips, Acushnet Park Roller Rink, New Bedford, Mass., and Mrs. Jeanne DiMarzio, Co-Ed Roller Drome, Allston, Mass.

Two additional State championships have also been approved by the RSROA, Martin reported—the combined New York-New Jersey championship, to be held at Walcliffe Rollerrome, Elmont, N. Y., and the Utah championship at Capitol Roller Rink, Salt Lake City.

## Ludwig Returns to Parkview Skatery; Forecasts Good Biz

CARROLL, Ia., Feb. 7.—Charles C. Ludwig, until some months ago owner-operator of Parkview Roller Skating Palace here, recently took over the place again and immediately began a renovation program in preparation for year-round operation, a policy he followed for many years.

Ludwig looks for good business for the remainder of the winter, and says his spring-summer business remains at a high level because the rink is one of the important recreation centers in this area. "Everyone in this territory seems to have money and is spending it," says Ludwig, "so I look for continued good business both at the box office and in the sale of skating supplies, which forms an important part of my business." Ludwig now is arranging a schedule of contests and games for skaters, and also plans on bringing in an occasional professional skating act.

## Ed J. Von Hagen, Former Norwood Operator, Dies

NORWOOD, O., Feb. 7.—Edward J. Von Hagen, 63, former owner-operator of Norwood Roller Rink, died Thursday (5) in Jewish Hospital, Cincinnati.

Von Hagen operated the rink for 15 years, selling the building two years ago to a Cincinnati bakery and retiring. He had been living at his home in Norwood. He was an honorary member of the Fraternal Order of Police and a member of the Moores Hill (Ind.) Masonic Lodge. Surviving are his widow, Hazel; two daughters, two sisters and two brothers.

## FOR SALE

Two Portable Rinks—One 45x115, 30 days old; one 40x100, good condition; both completely equipped. We build Tents and Floors.  
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The new Orange Label skating records or tapes! Write for free, complete catalogue.

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## 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.

## CINCY SKATE QUEEN

## P. H. Puts Florida Trip Up for Grabs

CINCINNATI, Feb. 7.—Designed to stimulate party business and bolster the lag end of the skating season, which normally shows a drop-off, Lou Meyer, operator of suburban Price Hill Roller Rink here, last week announced plans for a skate queen contest promotion.

Prize will be a one-week, all-expense trip to Florida for the winner and a companion of her choice, who will be flown to Miami Beach and back to Cincinnati via Delta Airlines. The winner will have a choice of staying at one of seven seaside hotels. The trip will include two sight-seeing tours (one by bus and one by private automobile) and a pleasure boat excursion. Rink officials estimate over-all cost of the promotion at \$500.

Entries will be accepted thru February for the contest, which kicks off March 1 and ends May 15. In setting up regulations for the competition, which is to be decided by patron votes, officials have planned a weighted system designed to build party bookings and hypo patronage on Tuesday, Wednesday and Thursday nights, poorest of the week at the box office.

Each time a patron purchases an admission ticket, he will be permitted to cast a vote for the entry of his choice. Each time a patron attends on one of the "slow" nights, he will be permitted two votes for the candidate of his choice. Girls who are instrumental in obtaining a party booking for the rink will receive bonus votes, and each member attending that particular party will be permitted to vote for the girl

who solicited the party. In the event that a party is held on one of the three slow nights, the votes will carry double value.

C. V. (Cap) Seffering, rink manager, has already set publicity wheels in motion. He has contacted local papers and has received assurance that they will carry pictures. He also has effected a tie-up with the local Coca-Cola company. The latter will carry ads, plugging the contest, on the back of its trucks for a week. A local TV shot has also been arranged. Charles Meyers, co-operator of the rink, appeared on Red Thornburg's WCPO-TV "Big Wheel" program Saturday (31), plugged the contest and give away five pairs of sidewalk skates.

**WE BUY AND SELL**  
all kinds of secondhand Roller Skates  
**MADAME RENEE'S**  
BONNY SKATING TIGHTS, \$11.00 doz.  
**SPECIAL**  
LADIES' CLOSED-TOE SHOES  
WITH WOOD WHEELS, \$10.50 a pair  
While they last!  
All merchandise guaranteed. Write for complete price list.  
1/3 down, balance C.O.D.  
**JACK ADAMS & SON, INC.**  
1471 Boston Rd. Bronx 40, N. Y.  
DAYton 7-3403

**WE BUY and SELL**  
  
NEW and USED RINK ROLLER SKATES  
lowest prices  
By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

**JOHNNY JONES, JR.**  
Representatives for **CHICAGO ROLLER SKATE CO.**  
51 CHATHAM ST., PITTSBURGH 19, PA.

**CURVECREST RINK-COTE**  
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.  
PERRY B. GILES, Pres.  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skaters to Curvecrest and see for yourself.

**FOR RENT**  
40x100 Quonset Hut building to someone wishing to operate a roller skating rink. Town of 15,000 population, with a thickly settled surrounding countryside to draw from. Good roads and weather year around; located in a wealthy farming and ranching area. Location of world's largest consolidated school district; also a four-year college.  
ROY GREISEL, Box 53, Edinburg, Texas.  
Phones: Day 576 or 7637; Night 397.

## The PRECISIONETTE

Custom Made



Retained Bearings  
Jump Bars  
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Ball and Socket Action

Polished and Buffed Aluminum Plates  
One of three NEW MODELS to be sold EXCLUSIVELY by Rink OPERATORS

**"CHICAGO"**

4427 W. LAKE ST. CHICAGO 24, ILL.

**"Fit-Factor" REMOVED!**  
EQUIP NOW WITH **KINGSTON**... and Eliminate Odd Size Rental Stock  
ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES  
  
WRITE FOR COMPLETE INFORMATION  
KINGSTON PRODUCTS CORP., Hdq. Div., B-2, Kokomo, Ind.

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Whatever your lighting needs, rent Jack Frost equipment for greater convenience... greater lighting! Jack Frost's unique national service includes complete installation and removal—anywhere! When you call on Jack Frost... the world's finest specialized lighting is just a phone-call away!  
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JACK A. FROST, DEPT. D, 334 PIGUETTE AVE., DETROIT 2, MICH.  
Please send me full information on your rental service.  
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# The Final Curtain

# Roadshow Rep

**ADAMS—Suzanne.**  
opera star, at her home in Hyde Park, London, February 4. Born in Cambridge, Mass., she went to Paris to study voice in 1890. Her debut was made at the Paris Grand Opera in 1898 and she became an instantaneous success. An international favorite, her career brought her to the Metropolitan Opera as a diva and she often sang before the British royal family. Formerly married to Leo Stern, noted cellist who died in 1904, she was the wife of John Mackay and had retired from the operatic stage in 1910.

**ANDERSON—Mrs. Harriett Mary Duke,**  
a former actress, February 2 in New Rochelle, N. Y. She had appeared in plays in New York, summer stock and on the road before 1922. He then retired to direct amateur shows in Larchmont, N. Y. Her husband and a brother survive.

**BELMORE—Lionel.**  
65, retired stage and film actor who was stage manager and actor with Sir Henry Irving's company for 17 years, January 30 in Hollywood. He also appeared in a number of Broadway productions before going into films, from which he retired 10 years ago. From a family of 10, all actors and actresses, a sister, Daisy Belmore, survives.

**BOWEN—Ronald.**  
43, January 15 in St. John, N. B. He had been on the staff of Alliance Films, St. John. Interment at St. John.

**BRAATZ—George, Everett.**  
79, one of the Four Everetts, acrobatic, January 29 in New York. The quartet formerly played the Keith and Proctor circuits. Cremation was at Freshpond Cemetery, New York. A brother-in-law survives.

**BURMAN—Howard A.**  
53, owner and publisher of The Baltimore Home News and former theatrical producer and musical comedy player, January 21 in Baltimore. He was a member of the original cast of "Blossom Time" in 1921. In 1928 he co-produced "Behave Yourself, Betty," with Adolph Mayer, and later wrote "Happily Ever After," in collaboration with Donald Kirkley. His widow, two daughters, a son and three brothers survive.

**CHAMBERS—John T. (Slim).**  
89, for 55 years a carnival and circus concessionaire, recently in Rattford, Fla. Among shows he had toured with in the past were the C. D. Scott and Mighty Page shows and the Buck Owens Circus.

**CIRKER—Mitchell.**  
70, a partner in the firm of Cirker & Robbins, theatrical set designers, February 4 of a heart attack in Forest Hills, N. Y. A native New Yorker, he studied painting at the National Academy of Design. Various he served the theater as electrician, stagehand and scene painter, out of which grew his firm 40 years ago. They did the sets for numerous Broadway productions during that period. In his own right, Cirker was a painter of landscapes and seascapes, many of which were shown at exhibitions. A son, Leonard, of West Chester, Pa., survives.

**CLANCY—Steve (Murphy).**  
circus man and associated with motion pictures in the early days, January 31 at the Army Hospital, Oakland, Calif. During his time in the film industry he worked with such stars as Douglas Fairbanks, William S. Hart, Norma Talmadge and Mary Pickford, and was known as one of the original tough guys of pictures. He was a long-time member of the Pacific Coast Showmen's Association and a charter member of Show Folks of America, San Francisco. Burial February 1 in Golden Gate National Cemetery, San Francisco.

**FINCH—Charles E.**  
55, band leader at the Gayety Theater, Cincinnati burlesque house, February 8, two hours after his automobile side-swiped a bus and crashed into a pole. Physicians at the hospital to which he was taken said Finch probably suffered a stroke before the crash. The coroner's report said he suffered a brain hemorrhage, severe face cuts and a possible skull fracture. His career as a pianist and band leader spanned almost 30 years of Cincinnati theater and night club music. For the past 10 years he had been pianist-leader at the Gayety. In the past Finch had also worked with orchestras at the Lookout House, Covington, Ky., and the Cat and the Fiddle and King's Tavern, Cincinnati. He was a member of the Masonic order, Gols Khan Grotto, Sigma Epsilon fraternity and Independent Order of Shepherds. Besides his widow, Myrtle, he is survived by his mother and a sister.

**FLOOD—James.**  
62, veteran film director, February 5 in Hollywood of complications following an operation. He started in the industry in 1912, with the old Biograph Company. Recently he had entered the television field and was director of "Racket Squad" for Hal Roach Studios.

**FORRESTER—Robert E. (Tex.).**  
66, talker on Negro revues who spent most of his life in the theatrical and carnival business, January 27 in Houston.

**GARRIGUES—Mrs. Miriam R.**  
82, former musician, January 29 at Rahnmann Hospital, Philadelphia. A former organist, she was president of the Maline Musical Club in Philadelphia from 1919 to 1923 and former chairman of the National Composers in the National Federation of Music Clubs. During World War I she was in charge of entertainment at eight military installations. Her husband, Edwin R., who survives, is a former trustee of the President Musical Foundation. Services February 3 in Philadelphia, and burial in West Laurel Hill Cemetery.

**GILLESPIE—Robert S.**  
59, a director of the Red Deer, Alta., Fair board and an official of the Western Canada Fairs Association, at Red Deer, Alta., January 28 after a lengthy illness. Survived by his widow, one daughter and a son. Burial was in Red Deer Cemetery.

**GRIFFIN—Arthur.**  
72, stage actor, February 5 at Fall River, Mass. He began his career there with the Paul Brett Theater Company in 1897, and for half a century afterward was employed by such noted road companies. Some of his roles included those of "Judge Bowling Green" in "Abe Lincoln in Illinois," Mr. Bear in "The Greatest Show on Earth" and Monsieur Roubin in

"Madame Bovary." In New York, he had been associated with the Masse Stock Company. He is survived by two brothers, John and Clarence.

**HALL—Dorothy.**  
47, Broadway star of the 1920's and '30's, February 3 in New York. Beginning her career as a movie extra, she graduated to legit stock in Pennsylvania and made her New York debut in 1925 in "The Complex." As a star she appeared in "The Virgin Man," "A Lady for a Night," "Precious," "Flying High," "The Greeks Had a Word for It," "Lilly Turner" and "Child of Manhattan." A London engagement during 1932 in "The Day I Forgot" was followed by New York starring roles in "The Pure in Heart," "The Wooden Slipper," "Page Miss Glory" and "Behind the Red Lights." The last named was in 1937, the year she retired. Her husband, Albert D. Heath, and two brothers survive.

**HANNAGAN—Steve.**  
53, noted press agent in the theatrical, sporting and industrial worlds, February 5 of a heart attack in his hotel room at Nairobi, Kenya, Africa. He arrived in Nairobi February 1 in the interest of the Coca-Cola Company, one of his accounts. Hannagan won fame for his use of bathing beauties copy. Three of his most successful exploits were in promoting Miami Beach, Fla.; Sun Valley, Idaho, and the Indianapolis auto races. Plans were made to fly the body to the United States for burial.

**HENDERSON—Julia.**  
84, veteran outdoor trouper, January 21 in Paris, Tex. Surviving are three daughters, Mrs. Laura Lamb, Mrs. Pearl Gage and Mrs. Lena Mills; three sons, Tom, Warren and J. C.; 37 grandchildren and 34 great grandchildren. Burial in Evergreen Cemetery, Paris.

**HOPPER—Arthur.**  
64, former general agent for Ringling-Barnum, Hagenbeck-Wallace, Al G. Barnes and John Robinson circuses, in New York Monday (2). Burial at Pine Lawn, L. I., Monday (8). No survivors have been located. (Details in Outdoor section.)

**HUTCHINSON—Harry Rawson.**  
44, a director of the Lethbridge, Alta., Exhibition Association and a former member of the Medicine Hat Exhibition, in Lethbridge, Alta., January 31 after a lengthy illness. He took a leading part in rodeo arrangements for the Lethbridge Exhibition and was also active in the South Alberta Stampede Association. Survived by his widow, his mother, two brothers and a sister. Burial was at Boissevain, Man.

**In Loving Memory of  
A. B. (PETE) JONES**  
Who Died February 13, 1950  
You are gone but not forgotten  
And as dawn's another year  
In my lonely hours of thinking  
Thoughts of you are always near  
**Anna Jones**

**KHATTER—John.**  
76, of Sydney, N. S., January 25. He had operated the Lyceum Theater, Sydney, for stage shows and for the past 30 years owned the Casino, neighborhood film theater. Surviving are three sons and five daughters. One of the sons, George, is manager of the Casino. Services and interment January 27 in Sydney.

**KREIS—Valentin.**  
73, former circus man and father of Helen and Riccia Wallenda, of the Great Wallendas circus troupe, February 1 in Munich, Germany. Survived by his widow, two daughters and several grandchildren, all of Sarasota, Fla.

**LOGAN—Stanley.**  
67, producer, director, writer and actor, January 30 in New York. Beginning with a London bow in "The Only Way," he appeared on Broadway in such plays as "Little Miss Bluebeard," "Topaze," "Young Sinner," "White Lilies," "The Red Robe" and others. Since 1933 he had been associated with Edward Small Productions and Warner Bros. as a producer, director, writer and actor. His widow, actress Odette Myrtle; two daughters and a son survive.

**McCLAIN—Elmer H.**  
Midwestern radio, TV and vaude entertainer, recently in Marion (Ind.) General Hospital of a cerebral hemorrhage. He was one of the early performers on WJAK, Marion, and during the past year had been seen on Indianapolis TV programs. At one time he appeared with the Hoosier Hotshots and Three Swing Kings. He was a member of the Marion Moose Lodge, Legion of the Moose and Marion Musicians' Union. Survived by his widow, Jane, and four daughters.

**MERKET—Delbert (Bert).**  
78, retired actor, January 28 at his home in North East, Pa., following a heart attack. He spent more than 40 years in theater work and during his career had leading roles in such hits as "The Cowboy and the Lady" and "Madam Sherry." He played in repertoires and also was seen in Broadway plays, both in comedy and serious roles. He also played in vaudeville for a number of years. Following retirement, Merket became widely known in his locality as a master of ceremonies and speaker. For the past 20 years he authored a column, "From Gay to Grave" in the North East Breeze. His widow survives. Services January 31 and burial in North East Cemetery.

**MILLER—Avaril H.**  
87, of Yarmouth, N. S., January 9. He had operated indoor and outdoor roller and ice-skating rinks for years and had shown silent and talking films at one-night stands in Western Nova Scotia. For years he made organs for theater, rink and church use. Surviving are his widow, three sons and a daughter. Interment at Bear River, N. S., January 13.

**NICHOLAS—E. A.**  
59, ex-president of the Farnsworth Television & Radio Corporation, predecessor to the Capenath-Farnsworth Corporation, at Fort Wayne, Ind., January 27 after a long illness. A leading figure in electronics for over 40 years, Nicholas organized the Farnsworth Corporation in

1938 and was instrumental in bringing the firm to a position of leadership in the industry. At the time of his death he was a member of the board of directors of the Capenath-Farnsworth Corporation. Previously he had held various executive positions, including that of vice-president with the RCA Victor Division of the Radio Corporation of America.

**REINES—Morris.**  
82, bassonist and contrabassonist, February 1 in New York. He had played with Sousa's band, the WPA Symphony, the New York Philharmonic and the Metopera orchestra. Four sons, all concert musicians; 11 grandchildren, and 12 great-grandchildren survive.

**RICE—James K.**  
45, guitarist, recently in Richmond, Ind. He had played as a stroller in many Midwest hotel rooms as well as in clubs in New York and Miami. Teamed with his wife, singer Marjorie Rice, he appeared in a number of shows. His widow and daughter survive.

**RONCHETTI—Robert F.**  
68, manager of the Plymouth Theater, New York February 1 in Jamaica, N. Y. Beginning as an usher at the old Herald Square Theater, New York, he had been with the Shubert theatrical organization for the last 45 years. He was a founder of the Theater Managers' Union. His widow, a son, two daughters and five grandchildren survive.

**In Loving Memory of  
IDA MAE RYAN**  
Beloved wife of  
**DANNY RYAN**  
Who Passed Away  
January 30, 1953  
Santa Monica, Calif.  
Mother of Tony Lauren, Roger Lee, Marjorie Mae and Norma Jean. We want to thank all our friends in Show Business for their kind words of sympathy.

**RYAN—Ida Mae.**  
22, wife of Lanny Ryan, show producer, January 30 in Santa Monica, Calif. In addition to her husband, she leaves four children, Tony Lauren, Roger Lee, Marjorie Mae and Norma Jean. Services in Monterey Park February 4.

**SCHMIDT—Kathleen Furlong.**  
75, recently in St. John, N. B. Years ago she had been a concert singer and had also appeared in U. S. vaudeville. Burial in St. John.

**STOUGHTON—Ray S.**  
69, composer, arranger and organist, in Allston, Mass., February 1. He was associated with C. C. Birchard & Company, music publishers, at the time of his death. In the middle 1920's he worked with dancers Ruth St. Denis and Ted Shawn, composing two ballets for them: "Spirit of the Sea" and "The Vision of the Aissawa." He also was the author of organ compositions, light opera, sacred and secular cantatas and popular music. His widow, Mildred, survives.

**STRUBE—Dr. Gustav.**  
45, symphony conductor and composer, February 2 in Baltimore. He had been an assistant with the Boston Symphony and helped found the Baltimore Symphony. Among his compositions are the symphonic poem "Lanier" and the opera "Captivity."

**IN LOVING MEMORY**  
  
**Kenneth Van Zandt**  
Passed away Feb. 4, 1947  
Gone, But Not Forgotten  
ONA  
MARY AND CARL SHERMAN

**VON HAGEN—Edward J.**  
61, former owner-operator of Norwood (O.) Roller Bink, February 5 in Jewish Hospital, Cincinnati. He operated the Norwood rink for 15 years, selling the building two years ago and retiring. He was an honorary member of the Fraternal Order of Police and a member of the Moores Hill (Ind.) Masonic Lodge. Survived by his widow, Hazel; two daughters, two sisters and two brothers.

**WIERNIK—Isadore C.**  
56, manager of Warners' Strand Theater, Philadelphia, for 25 years, January 31 in Temple University Hospital, Philadelphia, following an automobile crash. Services February 2 in Philadelphia and burial in that city.

**WILLIAMS—Ben Ames.**  
83, author of more than 400 short stories and about 40 books, many of which were adapted for film use, February 4 of a heart attack in Brookline, Mass., while participating in a curling game. He made the best seller list several times with historical novels, such as "Come Spring," "Thread of Scarlet," "House Divided" and "Time of Peace."

**WINTER—Joseph Eastburn.**  
74, cornetist who played for many years with orchestras and bands in Philadelphia, January 27 at his home in Charlott, Pa. He was a descendant of Joseph Eastburn, winner, composer of "Little Brown Jug" and a nephew of Septimus Winner, who composed "The Mocking Bird." Services January 31 in Dublin, Pa.

**THE GRIM REAPER**, in recent weeks, has pulled the final curtain on three highly respected show business personalities and showboaters and the rep and tent show field are the poorer for their passing. **Norma Ginnivan**, for many years a partner in the operation of the Ginnivan Dramatic Company, answered her last curtain call in Detwiler Memorial Hospital, Wauseon, Mich., after being a patient there for two weeks. She was 76. She spent most of her life in show business, retiring about 15 years ago and settling in Fayette, O. Her brother, **Frank**, who with the deceased produced all of the Ginnivan company's plays, is her lone survivor. A son, **Howard**, died about a year ago.

**Jack Brooks**, 70, widely known in rep and tent show circles, died in Municipal Hospital, Sarasota, Fla., where he had been a patient

## Showfolk's Taxes

Continued from page 3

not file a joint return with a spouse.  
2. Any dependent of the taxpayer who is a direct blood descendant and who does not file a joint return with a spouse.

It should be noted that to qualify as head of a household, the individual must supply more than one-half of the cost of maintaining the home for the taxable year. You do not lose your benefits if a member of the household died during the year, providing the taxpayer's household constituted the descendant's principal place of abode up to the date of his death.

**Joint Returns**  
Certain relief provisions which will aid many taxpayers have been provided for in the new act. The new law extends the privilege of the married people's joint return, allowing people who are married even on the last day of the year to be considered married for the entire year for tax purposes. Also, if a spouse died during the year, the other spouse may still file a joint return for the entire year. However, if you were legally separated or divorced before the last day of the year, you are considered to be single for the entire year for tax purposes and cannot file a joint return.

For further information concerning the new tax law, address inquiries to Tax Department, The Billboard, 1564 Broadway, New York 19, N. Y.

Married persons who filed a separate return for a taxable year beginning after 1950, for which he could have filed a joint return, may now elect to substitute a joint return with his spouse even though the time for filing such a return for the taxable year has expired. This is a new relief provision provided for in the 1951 Act. To take advantage of this provision, a joint return which is to be made after the filing of a separate return must be filed within three years of the last legal date for filing the original return. However, the joint return must be filed before any deficiency has been mailed to either spouse with respect to the taxable year involved, or before either spouse has brought suit for recovery for any part of the tax for such taxable year. In case either spouse dies, the election to change from a separate return to a joint return for the decedent can only be made by the executor or administrator. Another important factor with respect to this new provision is that even though you are legally separated or divorced, if you were married at the time you filed separate returns, both you and your spouse may now or thereafter elect to file a joint return within the prescribed period.

(Continued next week.)

for two days. He had been in ill health for several months. At 19 Jack joined **Doc Rucker's** med show as a cornet player. After two years with Rucker, he joined the Greater Barlow Minstral Show and then toured with various rep companies. During a visit to Sabula, Ia., with the Gifford-Haering Show, Jack met and married **Maude Tomlinson**. After several years in vaudeville and rep, they opened the Brooks Stock Company in Sabula in 1911 and for the past 42 years the outfit has been a household word in Iowa. Each year the show played practically the same territory. For the past few years the Brooks spent their winter in Sarasota where Jack played with the city band and directed it part of the time. In addition to his widow, a granddaughter, **Stephanie Brooks**, survives. His only son, **Tom L.**, was killed in 1946 while in New York serving with the U. S. Maritime service.

**Harry Menke**, 66, who died in his room in the Shelby Hotel, St. Louis, was a native Cincinnati and an Ohio and Mississippi Rier showboat man since 1904. He had been under a physician's care for a heart ailment. He followed in the footsteps of his brother, **Capt. J. W. (Billy) Menke** and at one time they worked on the old showboat, French's New Sensation, which began operations on the Mississippi in 1917. 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.

**GEORGE AND EDITH BRAGG**, better known as the Smokestack Valley Folks, attended the National Western Stock Show and Rodeo in Denver as the guests of **Larry Gleason and Carl Jackson**, bareback bronk riders of Ennis, Mont. . . . **E. E. Nearing** letters from Logan, Utah, that he has been making school dates in that neck of the woods to fair returns. He plans to move South and will try promoting some indoor fair dates as he heads for Arizona. Nearing says that school work in Idaho is costly because of the long jumps involved. He is carrying a museum-novelty show.

## Copacabana, New York

(Thursday, February 5)  
Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:30 and 2:15. Operator, Jules Pedell. Booking, non-exclusive. Publicity, Paul Benson. Estimated talent cost, \$10,000.

Continued from page 3  
does a mombo song while the other does deft band leading. Then it was back to flips with splits, straight splits, etc. The end of the act, however, meant nothing. It was a continuation of the Latin beat previously used but with no form or structure. It was strictly a throwaway, and a throwaway at the end of an act is hardly showmanship.  
The balance of the show was equally picturesque and ear-provoking. **Ramona Lang and Jack Purcell's** dancing were well geared for the productions. **Helene Dimnoe and Ted Martin's** production singing were excellent. The line, costumes and looks, were above even the Copa standards.  
**Mike Durso's** show cutting was fine. **Frank Marti's** Latin stuff kept the floor jammed with dancers.

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We supply you complete 16MM Sound Projector and Film. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write.  
**Southern Visual Film**  
48 Menzies (Dept. 88), Memphis, Tenn.

## BARDEX MINSTRELS

WANT — COLORED — WANT  
Musicians, Guitar Player, Singing and Dancing Comedians, attractive Chorus Girls. Also Specially Acts that can change. Blues Singer to feature, and all who can sing and work for me before. WRITE IN. This is a free Tent Show, admission free, and we expect making two to three-week stands in larger cities. Treatment is the best and we expect same from our people in us. No ups or downs. As we maintain a working crew. Carry from 20 to 35 people and limit on strict sobriety on job. Opening late February in Florida for a long season. Bill Mayo, George Platt, Buster Price and any others, contact. This is short so write at once to **DR. MILTON BARTON**, 6750 S.W. 21st Street, Miami, Fla.  
P.S.: Salary is top, no layoffs or layoffs, etc. State experience, salary, etc.

## Arthur Hopper, 64, Dies in New York

Piloted Ringling, Robinson Shows; Services at Long Island, Bronx

NEW YORK, Feb. 7.—Arthur Hopper, 64, former general agent for Ringling Bros. and Barnum & Bailey Circus and for shows owned by Ringling and the American Circus Corporation, died at his home here Monday (2). He had been in poor health since 1939.

Funeral services are to be at Cooke's funeral home in the Bronx on Sunday (8). Body will be flown to Chicago for interment in Showmen's Rest, Evergreen Cemetery, Forest Park, Ill., following brief services at 2 p.m. Wednesday (11) at Sbarbaro's Funeral Home, 708 North Wells Street, with the Showmen's League of America in charge. Beverly Kelley will give a eulogy for the Atwell Club. George B. Flint, SLA chaplain, will deliver

a sermon. Dr. H. H. Conley will represent the Circus Fans' Association.

No survivors have been located; however, it was believed he had a brother and an aunt in Virginia. He had left the home of his stepfather when he was about 12, and had spoken only rarely of his family. During his extended illness, he made his home at the residence of Mrs. Ruth Staton here. Four persons are named in a will, but they have not been identified except that they are showpeople. Hopper was a member. (Continued on page 54)

## HAMID, STRATES, HORAN RECEIVE ERIE HONOR

BUFFALO, Feb. 7.—The officers and board of directors of Erie County Fair, Hamburg, N. Y., January 31 presented George A. Hamid, head of the booking agency bearing his name; James E. Strates, owner-operator of the James E. Strates Shows, and Irish Horan, thrill show impressario, with autographed copies of "The Agricultural Fair," authored by Wayne Caldwell Neely.

The flyleaf inscriptions said that the showmen were being honored for the "many courtesies and service" extended to the annual.

## Pub. Adv. Clinic For Fairs to Pull Top Press Chiefs

Leading Publicity Directors to Attend Two-Day Workshop at Chi's Sherman

CHICAGO, Feb. 7.—More than 25 of the outstanding fair publicity directors already have advised that they will attend and participate in the Publicity-Advertising-Promotion Clinic for Fairs to be held Monday and Tuesday, February 23-24, here under the sponsorship of The Billboard. Still others have indicated that they are awaiting only the formal approval of their respective fair boards.

James M. Hare, manager of the Michigan State Fair, Detroit, this week said that his fair's publicity director, Dick Frederick, would attend. R. N. McIntosh, manager of the Alabama State Fair, Birmingham, reported that he as well as the fair's press chief, Virgil Pierson, would be on hand. Other State fairs which earlier had reported they would send representatives were Indiana, Minnesota, Wisconsin, Nebraska, Tennessee, Texas, Kentucky, and Illinois.

Ray Winans, publicity director of the Eastern States Exposition, Springfield, Mass., and Virginia Davis, press chief of the Du Quoin

(Ill.) State Fair, were among the public relations - advertising directors from other major fairs who this week advised that they would attend.

Other expositions which previously advised their press chiefs would attend include the Canadian National Exhibition, (Continued on page 56)

## TAINE Elects Henry Cogert To 4th Term

BOSTON, Feb. 7.—Henry M. Cogert was elected president of Theatrical Agents, Inc., of New England recently. He will serve his fourth consecutive term.

Also elected were Harry Drake, vice president; Peg Norton, secretary, and Jacy Collier, treasurer. Named to the board of directors were Jimmy Kennedy, Fred Mack and Danny White.

The Rhode Island Association, which is affiliated with TAINE, elected Ray Mullen, president; William Chiaverini, vice-president, and Sam Silverman, secretary-treasurer.

## Fred'burg, Tex., Names 8 to Board

FREDERICKSBURG, Tex., Feb. 7.—Gillespie County Fair announced '52 profits of approximately \$3,500 and elected eight new directors at its recent annual meeting here.

New additions to the board include Charles (Speck) George, Warren Miller, Alvin E. Welgehausen, Harold Kneese, Emil L. Walter, Calvin J. Bierschwale, Alfred Pehl and Werner Moehr. They will serve with 16 holdover directors.

## Tampa Gate Noses Ahead of '52 Take

Grandstand, Midway Build Slightly Higher Totals in First Five Days

TAMPA, Fla., Feb. 7.—Florida State Fair was running a nose ahead of last year midway today, fifth day of its 11-day run. Attendance to that point was up 2 per cent over the corresponding period in 1952.

Grandstand patronage also was running a trifle ahead of last year. On the midway Royal American Shows were holding a slight lead over 1952, rides and show grosses being reported as 5 per cent higher.

Save Grandstand Show

Fair opened Tuesday (3) in the wake of a drenching rain the previous day that mired the track. The turnout for the opener nevertheless ran ahead of tee-off day last year thanks to the combination of the Shrine Parade and Joie Chitwood's thrill show as the dual afternoon attraction.

Weather thru Friday (6) was good, with skies clear and the mercury holding well above the 70 mark. The good weather ended abruptly in mid-afternoon today. Rain halted the auto races, but the grandstand receipts were saved for three racing events and as many acts were presented before the elements forced a stop.

Today's races started before a packed grandstand and many seats were sold in bleachers. Only

menacing skies that preceded the rain prevented the latter from being sold out.

Races staged by National Speedways, Inc., with Gaylord White in charge, were the second program of racing thus far. The gas burners ran Wednesday (4) before an excellent grandstand crowd.

Cancel Still Date

Chitwood's show racked up excellent stands Thursday and opening day. Negro Day, Friday (6), hit last year's attendance level.

Chitwood's unit originally had been penciled in for a still date in front of the grandstand tomorrow when the fair itself does not operate but the performance was called off when an evangelist was booked in for religious services at nearby Phillips Field.

## Urge Showmen Study Child Labor Laws

WASHINGTON, Feb. 7.—Attention of the country's circus and carnival owners was directed this week to the child labor provisions of the Federal Fair Labor Standards Act. Sixteen years is the minimum age for general employment, but a youth has to be 18 to be employed as a motor vehicle driver or helper or as operator of hoisting apparatus such as lift trucks.

William R. McComb, administrator of the U. S. Labor Department's Wage and Hour and Public Contracts divisions, pointed to a recent incident which emphasized the need for greater caution on the part of show owners when hiring teen-aged youths.

Last fall two boys who had been traveling with a circus were arrested in Florida with a stolen automobile, he said. As the story unfolded in Federal Court the boys, 15 and 16, had worked one week with a circus. They stole a truck in Georgia, abandoned it in Florida and stole an automobile. The judge hearing the case requested that the situation be called to the attention of the Wage-Hour division.

Shows that move from one State to another are covered by the Fair Labor Standards Act. Employees of such shows are subject to the child labor provisions.

Employment of children 14 and 15 years old is permissible in only a limited number of occupations—occupations which do not require 16 or 18-year minimums. Included are such jobs as office work and selling, but even then only under such conditions as the secretary of labor determines will not interfere with their schooling, health and well being.

These conditions embrace a maximum of three hours work on any school day and eight hours on any non-school day, but not

more than 18 hours in a work week during any part of which school is in session, and 40 hours in other work weeks. All work (Continued on page 66)

## Drive to Seek Actors' Relief Vs. McCarran

Continued from page 1

of performers in all types of shows—indoor and outdoor alike." The law, he said, is "so sweeping in its prohibitive effects" that Canada, Mexico and several South American nations already are deliberating "retaliatory" measures to bar U. S. performers from entering those nations.

Hildreth is contacting State Department officials, immigration authorities and Senate Judiciary Committee members to determine whether relief to performing talent can be brought about by administrative interpretation of the law or whether a revision must be enacted by Congress without undermining the law's aim to prevent subversives from entering U. S. Hildreth has received strong encouragement in the drive from George A. Hamid Sr., of George A. Hamid & Son, and Lew & Leslie Grade, Ltd., Inc. Hamid and Hans Lederer, representing Lew & Leslie Grade, Ltd., Inc., voiced belief that the law as currently operating is creating a situation for showfolk "far more serious" than had been anticipated. Lederer, in a letter to Hildreth this week, asserted that the new McCarran Law, if administered according to its exact wording, "would be detrimental to every-

one connected with circus, fairs and outdoor business."

"Under the new law," stated Lederer, "applications for temporary importation of foreign performers would be granted only if affidavits can be given that such performers are outstanding and unusual, if not even unique, and I do not have to point out that such a procedure would make it impossible for a circus to keep up the standard of its show. No circus can afford to hire nothing but 'unusual and outstanding' acts. They must have acts of such caliber, and on top of these they must have excellent ones showing something different, even if they are not unique. We all know that even the greatest attraction, the most unique sensation, cannot attract the audience for several seasons and everyone connected with show business must import new faces and avoid duplication."

Hamid, in a letter to Hildreth, voiced hope that the new statute might be revised or interpreted to ease the way for immigration of performers who are employed for a short period "and who qualify insofar as their record or loyalty is concerned." Administrative machinery to carry out the new law is so cumbersome that it has (Continued on page 57)

## ALBANY MEETING NOTES

### New Law Worries Thrills Act Buyers

ALBANY, Feb. 7.—A number of delegates charged with buying grandstand talent for their events at the annual meeting of the New York State Association of Agricultural Fair Societies here this week expressed concern over the so-called "safety code" passed by the 1952 Legislature. The law holds the "managers" of shows criminally responsible for the safety of thrill acts working 20 feet or more above the ground and appearing under their jurisdiction. Naturally enough the fair officials were reluctant to assume such a responsibility with its possible penalties.

Altho the measure was passed and put into effect prior to the staging of last year's fairs the enforcement body, the Labor Department, acknowledged that a strict interpretation at the time would be out of line because the bookings had been made far in advance of the enactment.

Considerable effort will be made for the repeal or amendment of the legislation by the fair body. It was impossible to immediately gauge what total effect the legislation had on this year's bookings, but there is no doubt that it was quite harmful since several bookers announced in ad-

vance that they were reluctant to sign high acts for New York engagements.

Groscurth Buys 2 Fronts

Specs Groscurth landed here in sub-zero weather to inspect and buy two show fronts from Oscar Buck who is going on rails this year. Specs stayed only a day and then headed for Tampa. A number of showfolk and a few fairmen just up from Florida expressed no pleasure over the freezing weather. A snow storm Monday night (2) created an additional driving hazard for the group that was driving to Toronto to attend the meeting there.

Tom Coleman III

Tom Coleman, who retired from active participation in the carnival business several years ago while his brother Dick continued the operation of Coleman Bros.' Shows, is recuperating at his Middletown, Conn., home after a short stay in a New Haven hospital. Dick is planning to return to Florida after winding up a few minor business deals.

Virus Beds Ben Weiss

Concession operator Ben Weiss missed the meeting here for a (Continued on page 66)

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## Ill. State Fair Midway Contract Closed By ACA

SPRINGFIELD, Ill., Feb. 7.—Amusement Company of America Shows this week was awarded the midway contract for the 1953 Illinois State Fair here.

J. C. McCaffery, general owner and a co-owner, signed in behalf of the show. Pacting marked the 18th time in the last 20 years that McCaffery has bagged the State Fair midway contract.

Other bidders were the Cavalcade of Amusements, represented by Bobby Kline, general agent, and Gooding Amusement Company, repped by Floyd E. Gooding, organization's president-general manager.

With the signing of the State Fair here, the Amusement Company of America wound up its fair bookings for the season. First fair to be played will be Chipewa Falls, Wis., followed by the fair here, after which in order will be fairs at Des Moines, Knoxville, Chattanooga, Laurel, Miss.; Birmingham, and Beaumont, Tex.

John W. Leahy president and general manager of the Danbury (Conn.) Fair has been elected a trustee of the Danbury Hospital.

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### ONE LANGUAGE

## Bingo Proves Defense Aid In Europe

NEW YORK, Feb. 7.—Bingo has proved the only successful way yet found of bringing soldiers of different lands and tongues together in the evening with their families for recreation, according to a dispatch from Benjamin Welles, of The New York Times, which was printed in that newspaper Tuesday (27).

Crediting the game with providing a universal language and becoming a factor in Western defense because of this, Welles quoted SHAPE Capt. Stanley Waitkus as an authority. The Captain said: "There is no hard language problem about bingo—anyone can follow it and have a good time. In England it is called 'housey mousey' and on the Continent some call it 'Tambola,' but it's all the same thing."

M/Sgt. John Edenfield, a former Broadway showman, said that bingo had really caught on at Fontainebleau, where the player average jumped from 300 to 700, with about 1,000 military men and their friends participating each Friday night. Prize money comes to \$450.

At Supreme Headquarters in Paris, top army and navy brass representing all of the allied countries join in the fun each week. Three motor cars have been won by personnel here and a fourth, a Renault, is the current jackpot prize. Prizes available each Friday night represent about 275,000 francs (\$785).

### Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing dates are listed.)

- American Midway: Brownsville, Tex., 10-18.
- Big State: Hondo, Tex., 10-18.
- American Eagle: Gautier, Miss.; Pascagoula 18-22.
- Crafts Expo: Calexico, Calif.; Brawley 18-21.
- Glades Amusement Co.: Miami; Florida City, Fla., 18-21.
- Helman United: New Orleans.
- Peppers All States: (Mardi Gras) Mobile, Ala., 18-21.
- Prills Broadway: (Fair) Port Pierce, Fla., 18-21; (Fair) Homestead 18-21.
- Royal Crown: (Fair) Plant City, Fla., 18-21.
- Royal Exposition: (Fair) Lake Wales, Fla., 18-21.
- Strates, James E.: (Fair) Largo, Fla., 18-21.
- Stephens, C. A.: Ocala, Fla., 18-21.

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- Davenport, Orrin: Cleveland 10-22.
- Gran Circo Americano Loyal Espensky: Nuevitas, Provincia Camaguey, Cuba, 10; C. Laugareno 11; C. Senado 12; Camaguey 13-15; C. Vertientes 16; Santa Maria 17; Macareno 18; Colonia Aguilar 19; C. Francisco 20-21.
- Harris & Rowe: Jeffersonville, Ind.; Elizabethtown, Ky., 18-21.
- Polack Bros. Eastern: (Arenas) London, Ont., 10-12; (Community Center) Kingston 17-19; (Westchester Center) White Plains, N. Y., 21-23.
- Polack Bros. Western: (Armory) Louisville 9-15; (AFB Aud.) Chanute Field, Ill., 19-22.

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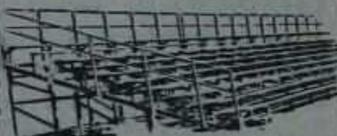
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- 3,000 Small, Thin "Browlie" Bingo Sheets, 3 colors, loose only, no pads, size 4 1/2 x 7 1/4, Green, Yellow, Red, Per 100 1.50
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## Stone Buys Palace At Loon Lake, N. Y.

Plans to Add Major and Kiddie Ride Units To 30-Year-Old Picnic-Recreation Spot

ALBANY, N. Y., Feb. 7.—Harry Stone this week announced that he had purchased the Palace Amusement Park, Loon Lake, Steuben County, N. Y., from Nick Galbo. His plans include adding a number of major and kiddie ride units to the recreation spot. Stone, a former vaudevillian and booking agent, said that the park, which has been established for some 30 years, consisted of 19 acres and contained a ballroom which can accommodate 4,000 persons, a skating rink with a capacity of 3,000 and locker facilities for many hundreds of bathers. The funspot is located close to such principal cities as Elmira, Corning, Hornell and Bath. Stone said that he would step up the park's picnic bookings. The spot is well equipped for such outings since it contains a picnic pavillion, restaurant and bar. He hopes to

be able to combine a number of firemen's celebrations and carnivals for staging in the park.

The word "New" will be added to the park title as an aid in stimulating new interest in the location. Galbo operated the park for the past six years. Max Cohen, well-known show business attorney, represented Stone.

Stone said he also planned to expand the boating facilities. Eight are now in use and he estimates that as many as 50 could be added. In the past name bands have been used every two or three weeks with a house band filling in the rest of the time. Stone said he had not yet decided policy for the ballroom.

In vaudeville Stone, a song and dance man, was teamed with Eddie Beck and Dave Ray on different occasions and also did a single for many years.

## Zoos Adding Kid Editions

CHICAGO, Feb. 7.—Children's zoos continue to be added to major zoological gardens throuthout the nation. Construction of such a layout at the Toledo zoo is expected to be completed in May at a cost of \$75,000. Plans for a children's section have been approved by directors of the Fort Worth zoo.

Cleveland voters approved a million dollar bond issue for financing improvements in the zoo there. New construction is planned and more land has been acquired. A picnic area will be included.

A Midwestern Association of Zoo Directors has been formed. With J. F. Heusser of Cincinnati as director, Louis A. Klewer of Toledo is secretary-treasurer.

## Mutual Bally Effort Urged By Nevins

NEW YORK, Feb. 7.—A plan to make it possible for amusement parks to tie in with national promotions this summer, regardless of their size, is being developed by Bert Nevins, chairman of the National Association of Amusement Parks, Pools and Beaches publicity committee.

"While the industry needs to tell its collective story to the public, outlining its advantages and the part it plays in the nation's health and welfare, at the same time NAAPPB members should work together at the local level on joint national campaigns," Nevins said.

He pointed out that national advertisers are always looking for tie-ups with the park industry but often discard such plans when they find them unwieldy and work with the parks individually rather than thru the association.

Nevins, president of Bert Nevins, Inc., New York public relations firm handling such outdoor accounts as Palisades Park, Atlantic City Steel Pier and New Jersey State Fair, as well as industrial and commercial accounts, holds his own wholly owned promotion, the annual Mrs. America contest, as an ideal vehicle for parks. Staging regional Mrs. America contests would lead to tie-ins with national advertisers, Nevins says.

## NAAPPB HEAD APPEALS

### Hamid Seeks Aid in Fight To Gain Federal Tax Relief

NEW YORK, Feb. 7.—George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, yesterday issued an appeal to members and the public at large to get behind the bill sponsored by Rep. John D. Dingell (D.) of Michigan which calls for elimination of federal excise taxes on all admissions to outdoor show business endeavors which charge less than 61 cents. Since most amusement parks, carnivals and a great many fairs charge less than 61 cents for single admissions, the entire in-

dustry would benefit thru the passage of the bill.

Hamid was assured of a large audience thru NBC-Radio and Wall Street Journal coverage. A press release was circulated among the dailies and wire services, and it is assumed that his comments will receive wide coverage.

Hamid used as his principal theme the subject of juvenile delinquency. "Amusement parks," he said, "offer wholesome entertainment of the kind that can not be equaled anywhere else. The recreation offered at parks is wholesome both in the sense that it is clean and never immoral and healthful because it is outdoors. Because of this there is every reason to expect our legislators to view the proposed legislation kindly and to vote for its passage."

#### Taxes Prohibitive

Hamid also pointed out that the tax penalties imposed on a child in search of amusement, and a father burdened with the obligation of a parent to provide several children with entertainment, were prohibitive.

In his appeal to the public Hamid said, "It is a crime to charge a 2-cent tax on a 10-cent ticket for a ride on a Merry-Go-Round. The child of today who has a 50cent or dollar-a-week allowance never gets to spend the whole amount on his youthful pleasures."

Elimination of the "nuisance" tax sought by operators is not wholly unselfish, Hamid admitted. The owners of amusement parks and other show business endeavors are faced with the very real possibility of being forced out of business because of the potent combination of "nuisance" taxes and the gains being made by competitive elements, including television and sports.

#### Ops Need Relief

Praising the operators for their pioneering in healthy recreation and their continuance of these seasonal operations in good times and bad, Hamid said that the owners were entitled to consideration in the form of tax relief which would allow them to continue operating their enterprises.

Claiming that several hundred thousand youths are annually employed in the amusement park industry, Hamid said that a big percentage of the total was made up of youths who were earning all or part of their school tuition

## 3-DIMENSIONAL FILM FEATURES POPULAR RIDES

NEW YORK, Feb. 7.—When "A Symphony in 3-D" opens at the Rialto Theater here Wednesday (11), the three-dimensional film will feature scenes from Rockaways' Playland, and will show these rides: Sky Fighter, made by Allan Herschell; W. F. Mangels Company's Roto Whip; Kiddie Bug, made by R. E. Chambers; Ferris Wheel, made by Schiff; Bulgy, made by Eyerly Aircraft Corporation, and Jet Racer rides. Four minutes will be devoted to the Coast-rama, which is Playland's Atom Smasher, otherwise known as the Roller Coaster.

## Overhaul Rides At Rockaways'

NEW YORK, Feb. 7.—All rides at Rockaways' Playland, Queens amusement park, including the Roller Coaster which was featured in the opening scene of "Cinerama," are being overhauled, refurbished and put into top shape, according to A. Joseph Geist, the funspot's president.

The Roller Coaster, which contains three trains of five cars each, has been redesigned and redecorated. The coaster is now capable of carrying 60 passengers at speeds up to 60 miles per hour, Geist said. It is 90 feet at its highest point and 60 degrees at its sharpest angle.

Automatic air brakes have been installed at 30-foot intervals along the one-mile track as an added safety precaution.

The Playland Roller Coaster scene in "Cinerama" was filmed by anchoring three-dimensional camera equipment to the front platform of a specially constructed Roller Coaster car.

## PARKS ASSOCIATION STUDIES TAX BILLS

CHICAGO, Feb. 7.—National Association of Amusement Parks, Pools and Beaches this week was drafting a summary of 11 tax reduction bills which have been introduced in Congress and letter-writing tips for NAAPPB members who will be urged to pitch to congressmen for tax cuts.

Paul Huedepohl, NAAPPB secretary, said the group was marking time on plans for sending representatives to Washington to discuss proposed trimming of the 20 per cent excise tax on admissions. He said eight bills had been introduced for cutting taxes on movie tickets alone.

Members of the NAAPPB insurance committee will meet March 5 at the Hotel New Yorker, New York, for their annual discussion of insurance rates with the Associated Indemnity Company's rep. Edward L. Scott, Coney Island, Cincinnati, is chairman of the committee. Other members include Robert Plarr, H. P. Schneck, Edward J. Carroll, Elmer Strunk and Huedepohl.

Replies to the association office's survey on demand for picnic promotion booklets have not

yet indicated enough demand to warrant reordering. Huedepohl said. No decision will be made yet, however.

The booklets are published by and purchased from the National Industrial Recreation Association. Huedepohl said NAAPPB again would have a booth at the annual NIRA convention to promote industrial picnics for parks. The NIRA convention will be May 10-13 at Cleveland, O., he said.

Thought already is turning to next fall's NAAPPB trade show. Huedepohl will go to the Hotel Sherman next week to inspect the newly added exhibit space adjacent to that which the trade show uses annually.

Idea of using the new space for a coin machine section of the trade show has been under consideration for some time. However, Huedepohl said this week that he would study the possibility of using the space for kiddie rides. He said it appeared to be large enough to allow erection and operation of several kiddie rides. If that plan is carried out, he said, another section of the exhibit halls might be devoted to coin-operated rides.

fees. He said that the curtailment of amusement park operation would result in the elimination of this seasonal employment which was doing so many people so much good.

Hamid said that the elimination of the tax would mean little in the forming of the federal budget. At most, he said, the taxes collected from the low-priced tickets at amusement parks would run to a couple of million dollars a year, "a mere drop in the bucket."

Hamid admitted that operators would benefit far more if all admission taxes were eliminated, but, he said, park operators would be satisfied if taxes were removed from ducats costing under 61 cents. He added that members of the NAAPPB were well aware of the fact that the government had to function and that tax monies were necessary.

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# Diano, Davenport Resume Combo Talk After Week's Hiatus

## Ohio Animal Owner Returning to Tex., Sees Good Chance for Buying Wallace

CANTON, O., Feb. 7.—Hot and cold negotiations between Tony Diano, who's planning a circus for this season, and Ben Davenport, owner of Wallace Bros., were resumed this week after what both men believed was a collapse of the idea several days ago.

Diano said here Thursday (5) that he and his attorney would return to Gonzales, Tex., this week-end (7-8) for a new effort to iron out difficulties of the proposed transaction. He said he had talked with Davenport twice that day.

Altho Diano gave few details, the deal which has been hanging fire would have him buy the Wallace show and would put Davenport on as manager.

Diano, who owns a manor managerie line-up and 15 trucks now, repeated that he would have a show regardless of the outcome of dickering for Wallace Bros. In either case, he said, the title probably would be Diano Bros.

### Agree on Price

He said Thursday there was good reason to expect the Wallace deal to be completed. Diano and Davenport had agreed on the price, he said. Details of the transfer of property remain to be worked out.

# Fernandez Sets Units for Manila, Japanese Trek

LOS ANGELES, Feb. 7.—E. K. Fernandez, veteran Hawaiian showman, left here Thursday (5) for Manila, where he is presenting a show in connection with the Manila World's Fair. The event, headed by Arsenio N. Luz as director general, is the first World's Fair ever staged in the South Pacific.

Fernandez plans to stop only for a few hours before going to the Philippines.

Talent booked for the fair and which left San Francisco today by Philippine Air Lines include Sam Howard's Aqua-Thrills; Andriani Bros., banjo-guitar; John Tio, talking bird; Shari Robinson, acrobatic dancer; Joann Hagan, vocalist, Ruby Miller, organist, and Charlie Cox, announcer.

Fernandez is taking Aguilar's Hawaiians, band and dancers; Perroni's Wild Life Show, and Yvonne & Yvette, Siamese twins from Honolulu to Manila.

The performers open at the World's Fair February 15. Tour will end about April 30. Dates in Hong Kong and Japan are planned.

The Howard water show is under the Fernandez big top. He is using a 130 foot top with five middles to accommodate the attraction.

# Stoltz Sets Show For Hot Springs

HOT SPRINGS, Feb. 7.—L. F. Stoltz is staging a circus here February 20 under auspices of the Elks Club. Line-up of acts will include Mack and Jack, comedy acro; Billy Miller, foot juggling; Capt. Jack's dogs; Felix Morales, head slide; Los Alamos, trampoline; Grover O'Day, unicycle; LeClaires, jugglers; Boso, comedy cyclist; Max LeClaire, hand balancing, and Maxine and her seals.

Stoltz opened his show late last year, playing Lebanon and West Plains, Mo., both under fire department auspices. At Lebanon use of a parade produced good results, the show playing to a matinee crowd of 1,500 and 1,800 at night. Springfield, Mo., under American Legion auspices, was played to two capacity houses.

The proposed Diano show would play auspices and probably would give a street parade. If the Wallace purchase goes thru, the new show would flash about 20 elephants, including young African bulls now being trained by Jimmy Karro at Diano's quarters here.

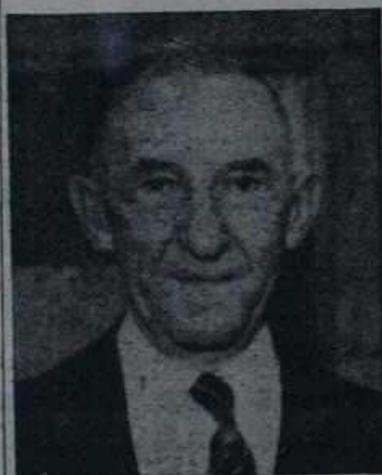
In addition to his giraffe, rhino, hippo and other major animals, Diano said 15 trucks at Canton were ready to roll. These include rebuilt cages from both the Ringling-Barnum and Arthur Sturmak shows as well as new ones, he said.

Diano explained that he had not been associated with the recent plan to link the Harriet Beatty name with Wallace Bros. title. He went to Gonzales to talk with Davenport shortly after the now-dropped Wallace-Beatty title plan was announced several weeks ago. Since that time, reports on the Diano-Davenport negotiations have ranged from word that the sale was completed to last week's belief that they had fallen thru.

## CONGRATULATIONS!

# Charles Wirth Celebrates 50th Year With Billboard

CINCINNATI, Feb. 7.—On February 23 the dean of The Billboard editors, Charles Wirth, celebrates his 50th year with the organization. On that date, back in 1903, Wirth began his duties



CHARLES WIRTH

ran along steadily until late last spring, when he was stricken with a heart ailment which put him in the hospital for a long period. He resumed his editorial duties on a limited basis last fall, but suffered a relapse in the form of a nervous disorder several weeks ago. He was released from Christ Hospital here last week and is now recuperating at his home in this city. Wirth hopes to be back at his desk in time for his 50th anniversary celebration.

Thru his long association with the bible of the show world, Wirth has built up a wider association of acquaintances and friends in the circus field than any other person in America. His duties, in addition to his circus editorial work, have been manifold, but of greatest importance has been his supervision in gathering the fair, amusement parks, special events and other important lists carried by The Billboard. Under his direction these lists have developed into an important editorial feature of the various special issues of The Billboard published thru-out the year. Wirth also has been in charge of the carnivals, circus and other show routings in The Billboard.

A Mason and veteran of World War I, Wirth resides with his wife at 4222 33d Street in Oakley, a Cincinnati suburb.

His services with The Billboard

## XYLO SOLO FOR BIG ONE

SARASOTA, Fla., Feb. 7.—Mister Mistin Junior, 5-year-old xylophone player, is scheduled for a center ring solo spot with Ringling Bros. and Barnum & Bailey Circus in 1953. The youngster was with the Ringling unit in Cuba. Special paper will be used in billing him, it was reported here.

# Floyd King III; Opening Date Set for Show

## Cristiani Directs WQ Work; Changes In Acts Reported

MACON, Ga., Feb. 7.—Floyd King, co-owner of King Bros.-Cristiani Circus, was stricken with influenza Sunday (1) and admitted to the Macon hospital. For two days his condition bordered pneumonia. On Tuesday he was much improved and it was believed he would be released within a week or 10 days.

It was King's second bout with flu in the past three weeks. First (Continued on page 66)

# Hopper Dies in N. Y.; Piloted R-B, Robinson

• Continued from page 47

ber of the Showmen's League of America.

He was widely known in outdoor show business and was held in unusually high regard by co-workers and acquaintances.

### With Haag, Howe's

Hopper was born in Wilmington, N. C., October 30, 1888. After leaving home, he joined a circus, probably John Robinson. Later he was with the Mighty Haag Circus, where he worked as a clown, musician and biller thru 1913. In 1914 he was excursion agent for that show.

At one point in his career he had a cockatoo act in vaudeville. By 1916, he was assistant general agent of Howe's Great London Circus. He was in the service during World War I.

About 1923 he became general agent of John Robinson Circus, and was described as the youngest general agent in the business. He continued as the Robinson agent thru 1929 except for a brief

time when he was manager of the show. When Ringling-Barnum ordered salary cuts on its shows for 1930, Hopper felt that his contract should be carried out and he sued John Ringling for the difference. As a result, he was not hired by Ringling-owned shows until control passed from the family.

### Returns to Ringling

In that period, Hopper and a partner had the short-lived Wallander Bros. truck show, and Hopper also operated a two-truck whale show.

Returning to the Ringling empire, he was general agent for the Hagenbeck-Wallace & Forepaugh-Sells show in 1935 and was transferred to the Al G. Barnes Circus for the following season. He was appointed general agent of the Ringling-Barnum show in 1937 and continued thru 1947. About 1939, he had the first of several strokes, and his health continued to fail thereafter.

Hopper, in his youth, was a protege of George Moyer, agent for Haag and American Circus Corporation shows. It is recalled that agents for several shows congregated in Chicago each winter more than 30 years ago and that Hopper volunteered to serve as their secretary. From the correspondence he handled for them, Hopper acquired much of the knowledge which was to qualify him as a general agent.

# Toledo Grotto Attendance Up; Wirth Produces

TOLEDO, O., Feb. 7.—Attendance at the seventh annual Grotto Circus in the Sports Arena here this week (1-7) is running slightly ahead of last year, according to Harry Reimschuessel, membership ticket chairman. The 1953 edition was produced by Frank Wirth.

Turnout for Tuesday (3) night at the 7,000-seater was estimated at 2,500.

Terrell Jacobs opened the show with his cat act. The big cage was left up all week and was spotted at one end of the arena. One ring and two stages also were used by the show. Clown balloon ascension gag was followed by Laddie and Gaspe Brothers, knockabout. Johnson and Owen worked comedy bars. The Novellos and the Zoppe Troupe worked unsupported ladders. Other acts in the first half included the Trampoolonis, trampoline; Tom Packs Elephants (5); clowns, and the Sensational Kays, high wire.

Second portion listed the Hildalys, upside down unicycle; Roberta, dogs and ponies; and Toni, the Monkey Girl. Maximilian Truzzi closed his juggling act with a three-torch bit. The Zavattas, comedy riding, were followed by the Lang Troupe, teeterboard. The Texas Valentines, flying return, closed the show.

Clowns included Charlie Frank, Hop Green, Jack LaPearl, Virgil Racheter and Arden Beecher. Musical director was Mickey Sullivan and equestrian director was Arnest Anderson.

## "WILD WEST" TROUPING

# Santos-Artigas, Loyal Shows Playing Same Route in Cuba

CIEGO DE AVILA, Cuba, Feb. 7.—Santos & Artigas Circus and the Loyal Repensky Circus have been playing many of the same towns during their tours of the interior of Cuba. Santos-Artigas has been about a week ahead in most spots.

In this "Wild West" town, a two-day stand, excitement was stirred up by a series of shots in the S-A backyard. They were fired to frighten three men who were tampering with an expensive saddle belonging to El Zorro, Cuban champion cowboy, who is doing a rope act with the show.

Loyal Repensky played the town about a week later for three days. The shows also were a week apart at Mantanzas, where each opened its current tour, and at Santa Clara. Both

made one-day stands between these spots.

Santos & Artigas' pad room has been attracting crowds interested in seeing performers, horses and chimps. Armed soldiers have been hired to assist the show's policeman in several towns.

At Santa Clara, Beatrice Dante closed and returned to Tampa because of a message from there. Manelos' perch act joined.

With the territory still depending upon horses for transportation, there is much interest among natives in Silhouette, the horse used by Mile. Gabrille. Polidor, formerly with Ringling, is making a hit with his clowning and also is equestrian director. Lou Nelson said that, "unlike U. S. shows, Santos & Artigas has had no visiting troupers."

# Fritz Brunner Services Held In Los Angeles

LOS ANGELES, Feb. 7.—Funeral services for Frederick (Fritz) Brunner, German-born animal trainer, were held here Wednesday (4) by the Pacific Coast Showmen's Association, of which he was a member. Interment was in Showmen's Rest at Evergreen Cemetery.

Brunner, who was 70, died Thursday (29). He had been ill for nearly a year.

Following a successful career in Germany, he came to the United States in 1903 and was naturalized in 1911. In this country he tramped with Hagenbeck-Wallace, Sells-Floto, Al G. Barnes circuses and the Singer's Midgets organization.

In 1928 he was employed by I. S. (Trader) Horne at his animal importing compound in South Pasadena. That year he was attacked by a camel, with his arm being mutilated and requiring amputation. He was preparing the animal for an appearance in the film, "Clive of India." Brunner retired from animal training some years ago. In recent years he was employed at the Orpheum and Palace theaters here as an elevator operator.

Pallbearers were all circus men and included Ben Beno, Bob Matthews, Jimmy Dunn, Joe Metcalf, Fred Donnelly, and Meyer Schloem.

# Diano, Beatty Meet in Detroit

DETROIT, Feb. 7.—Clyde Beatty and Tony Diano conferred for several hours here Saturday (31). Reportedly, they discussed a proposal made by another person that Diano's animals be combined with Beatty's circus. The amicable talk brought no results, it was said, with both men deciding against the proposal.

# Grangeville, Idaho, Sets July 3-5 Rodeo

GRANGEVILLE, Idaho, Feb. 7.—The annual Grangeville Border Days Rodeo has been scheduled for July 3-5. A carnival will be booked. Roy Stockham is president of the rodeo association and Bob McFarland, secretary.

SEE BIG YEAR

# Portland Funspots Plan Early Starts

PORTLAND, Ore., Feb. 7.—Earlier openings and better advance picnic bookings point up expectations for brisk business this year for the two parks in the Portland area.

Jantzen Beach Park has set

Saturday, April 4, for starting week-end operations. That's two weeks earlier than the 1953 week-end opening. Erle G. Swanson, park manager and president of the Hayden Island Amusement Company, said prospects for a lively outdoor entertainment year prompted the opening date.

At Oaks Park, Robert Bollinger, owner, said rides would start operating early in April when school outings begin. Oaks draws heavily from the rural schools holding year-end celebrations. These are mid-week events, and week-end opening date will be decided later, he said.

Bollinger said big-picnic bookings had nearly filled the 1953 calendar, advance bookings being considerably ahead of those made by this time a year ago. Target date for full-time operation is the first Saturday in May.

Oaks operates its Scooter on a year-round basis. Being next door to the roller rink, it has drawn well all year despite some inclement weather, Bollinger said.

## PHONE MEN

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Well-known Charitable Organization wants Top Men on percentage basis only.

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# Under the Marquee

Bill Bailey, clown cop, has signed with King-Cristiani for the '53 season... Eva Mae Lewis, wife of Clown JoJo Lewis, fractured her ankles in a fall at Detroit and is hospitalized there.

Byron Gosh, theater operator and show owner who had the By Gosh tent show on the road for years, now has an agency in Knoxville, booking indoor circus and sponsored carnival dates. He has lined up a large number of sponsors for attractions, he writes.

Howard L. Adams, of Utica, N. Y., has been elected president of the Hubert Castle Tent, CFA. Other officers include Milo Smith, Herkimer; Bruce Souther, New Hartford; Fred Roedel, Utica; Charles Baker, Utica; Wilbur Tinsley, and Charles Musser, Waterville, N. Y.

Charles W. Tiede, one-time Ringling biller, expects to be a candidate for mayor of Racine, Wis., this spring... Al Sigbee, former agent for Seils-Sterling, Hawkins, Seal and Curtis-Gregg shows, is with the Broadway-Wisconsin Building, Milwaukee.

Jake J. Ditch, of Cudahy, Wis., recently visited with C. S. Primrose, who will be with King-Cristiani... Pfc. Roland Johanson, the Great Rolando, is with the Army's show, "Step Right Up," in Korea.

Bert Rutherford, who died in South Houston recently, had been with George Christy for about 30 years. He was manager of Andrew Downie's show in 1904 and by 1910 was assistant manager of the Sparks show. He was agent for Sig Sautelle in 1913, manager of LaTena Circus in 1914, and manager of Jones Bros. the following year. Rutherford was agent of Howe's Great London for 1920 and 1921. He joined Christy Bros. as agent in 1924 and remained there until the show closed in 1930. After that he was associated with Christy at South Houston.

Clowns listed last week for Hagen Bros.' Circus are those for Clyde Bros.' Indoor show instead. Mike Malos, electrician with indoor circuses in past seasons, now is with the Helen Hayes legit show, "Mrs. McThing."

Bernie Miller was a dinner guest of the Andre Foxes while the latter were in Hammond, Ind., with Polack Western. Jim Brown is now in the mail order business at Lindenhurst, N. J., but still makes occasional clown dates. F. A. (Babe) Boudinot, Ringling general agent, made a business trip to Philadelphia this week. Ray Bickford, Bernardston, Mass., is chairman of the Circus Clown Club's committee for National Circus Week, June 1-7.

Chrysis de la Grange, former star aerialist with Ringling-Barnum and high-school rider Jose

## Circus Enterprises

Florida weather has been ideal. In West Palm Beach, a two-day stand, the gang did sight-seeing and shopping. Vero Beach proved a good circus town with a full matinee and a straw house in the evening.

Lou Walton and Durwood Fisher joined clown alley. George Stugard, fan, visited the show in Smyrna Beach and Sanford. Margie Butcher and Arthur (Hard-time) Leonard caught the show in Vero Beach, after which they were guests of the Pettuses. Bert Pettus has taught one of his pachyderms to do a foot stand.

A telegram notified bandmaster Skinny Goe of the death of his mother on January 25. Skinny returned to the band after the funeral.

Visitors to the show were Mr. and Mrs. Dub Duggan, formerly of Hagan-Wallace Circus; Mr. and Mrs. Terrell Jacobs; Al Porter, former manager of the Hagan-Wallace Circus; Irene and Roy Malstin; Rodney Harris, former band leader on the Downie and King shows; Mr. and Mrs. Pat Kelly, of the Kelly-Morris Circus; Charlie and Beverly Allen, Ham Anderson, Claud Bentleu, Mabel Heath, Billy Barton, Star DeBelle, Mr. and Mrs. Gil Wilson, Ted Girard, and French LaButt.—BUCK LEAHY.

A. Burke, Tubby Hanks and Mayor Hoddock, of Richmond.—AL MADDOX.

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## GIVE TO DAMON RUNYON CANCER FUND

## N. Y. Events Seek Aerial Code Change

Dumond Suggests Better Aid Distribution; J. Victor Fawcett, Bath, Named President

By JIM McHUGH  
ALBANY, N. Y., Feb. 7.—New York State Association of Agricultural Fair Societies adopted a resolution at its ninth annual meeting here this week calling for the repeal or amendment of the so-called "safety code" law passed by the 1952 Legislature. The law, which covers the appearances of all thrill acts working 20 feet or more above the ground, makes fair managers responsible and criminally liable for the safety of the performers.

In effect, it is charged, the legislation tends to cut down, or perhaps even entirely eliminate, the appearance of acts which come under the ruling within the State. Most fairs have long used high acts, both because of the spectacular nature of their presentations and because of their unique requirements which make the annuals one of the few media in which they can display their talents.

A group of association executives, together with George A. Hamid, a principal booking agent, conferred Tuesday (3) with counsel for Governor Dewey. However, one good source credits the initiation of the legislation to the governor and if this is so it is unlikely that efforts to secure its repeal or change will be very successful.

### State Aid Discussed

C. Chester Dumond, State agriculture commissioner, suggested legislation that would make it possible for fairs to secure their premium money at the time it was needed to make payments on premium prizes. The Legislature appropriates about \$470,000 a year to reimburse fairs but these funds do not become available until late spring. As a result, the commissioner said, many fair boards have found it necessary to borrow money to meet their premium payments. To make the money available as needed it would be necessary to have the funds allotted separately in the State budget.

While each fair is entitled to a maximum of \$10,000 in State aid a group of executives who run events that encompass two or more counties asked that legislation be sought to provide for a more equitable distribution of aid money. It is their hope that their events can secure \$10,000 in aid for each of the counties which are represented.

J. Victor Fawcett, Bath, was elected president, succeeding

W. Ray Converse, Palmyra. Other officers elected were Edward L. Hardeman, Elmira, first vice-president; George C. Sipprell, Hamburg, second vice-president; W. Langley Collyer, Cobleskill, secretary; James A. Carey, Albany, re-elected executive secretary and William A. Dardess, treasurer.

Elected to the executive board were James F. Burke, Charles Bocher, H. K. Leeworthy, John D. Miles, Sen. Gilbert T. Selig, Philip B. Caird and Bill Miller.

Bligh Dodds, chairman and director of the government relations committee of the International Association of Fairs and Expositions made a strong plea for membership in that organization. He said that the elimination of the 20 per cent federal tax on gate admissions had resulted in an estimated savings of \$200,000 for New York's fairs and predicted possible new tax relief in the near future.

Frank Kingman, secretary-treasurer of the IAFE and secretary of the Brockton (Mass.) Fair told the delegates that much of their present and all of their future success depended upon children. He said that every third person in the nation today is under 19 years of age and said that this percentage would increase in the next few years. He reported survey figures which indicated that newspapers formed the best advertising medium for fairs.

The growth of the Cattaraugus County Fair was outlined by J. O. Sanders, president. In 1949 the event had a paid attendance of 16,372 and gross receipts of \$43,600. In 1952 the paid gate was 20,570 and the gross receipts \$55,332.

Other scheduled speakers included Philip B. Caird, president, Schaghticoke Fair, and Joseph H. Climer, of Riad Tractor & Implement Corporation, Utica, N. Y.

At a closed session secretaries discussed the possibility of securing a uniform ruling on Sunday openings. Permission to operate must be secured locally and the rulings vary thruout the State. Also discussed was the operation of modified forms of bingo.

The three-day session, Sunday (1) and Tuesday (3), was held at the Ten Eyck Hotel here. Final event was the staging of the annual banquet attended by the usual overflow crowd of over 400. A floorshow was presented by the George A. Hamid & Son agency. Acts were Bill Behney's Holiday Dancers, Paul and Roberta, acrobatic; the Chords, musical impersonations, and the Amandos, teeterboard.

## Caspar, Wyo., Lets Contract For 200G Bldg.

Industrial Hall To Include Stage, Bleachers, Arena

CASPER, Wyo., Feb. 7.—Central Wyoming Fair has awarded contracts for the construction of a new \$200,000 Industrial Building that is scheduled to be completed in time for the '53 fair, which opens August 12. The building will include an initial arena space 100 by 140 feet which will be lengthened to 300 feet, according to Bob Latta, manager of the fair.

Of brick construction, the building will house dressing rooms, restrooms, a large entrance lobby, a restaurant and a kitchen. Gas heat will give the structure year 'round use. According to the plans, portable bleachers, a stage and a floor will make the building available for a number of varied uses.

Already planned is an oil show, sports exposition, ram sale, dog show, convention banquets, basketball, Hereford sales, home shows and ice shows. During fair week it will house an industrial exhibit for which space is already sold, Latta said. He will manage the building as well as the fair.

### Long-Range Plan

The new addition is the first building in a long-range plant improvement program. Future plans include a larger auditorium, swimming pool, Kiddieland, livestock sale ring, 4-H theater, surfaced carnival area and extensive rodeo barns. Also planned is an extensive landscaping development.

All additions to the fairgrounds will be built on a pay-as-you-go basis. County tax money, bolstered by sizable oil field and refinery revaluations with income from an estimated 30 non-fair events per year, will provide the necessary financing.

The fair program for this year is practically set. Night rodeo, with stock furnished by Leo Cremer, will have Slim Pickens as clown and Cy Taillon handling the announcing chores. Afternoon feature will be a matinee variety show using circus acts.

## Norwich, N. Y., Elects

NORWICH, N. Y., Feb. 7.—At a recent meeting of the board of directors of Madison County Fair, Irving Baldwin was named president; Rupert Chesebro, first vice-president; F. L. Jewett, second vice-president; Raymond Burdick, secretary, and D. J. Frair, treasurer. The dates are August 26-29.

## Texas Assn. Elects McElroy

DALLAS, Feb. 7.—Nelson McElroy of Baytown was elected president of the Texas Association of Fairs and Expositions at its annual convention which ended here Saturday (31).

Other new officers are Sheriff Will Watson of Abilene, vice-president; William M. Petmecky of Fredericksburg, secretary-treasurer; Joe Mock of Marshall; Wayne Smith of Plainview, T. Leo Moore of Electra and Leerie M. Giese of Angleton, directors.

Former officers were Maurice Turner of Huntsville, president; William T. Randolph of Glade-water, vice president; Ted Overby of Iowa Park, secretary-treasurer; James H. Stewart of Dallas, Petmecky, McElroy and Jim Roberts of Plainview, directors.

## ONTARIO GATE RECEIPTS HIT ALL-TIME RECORD

TORONTO, Feb. 7.—Ontario fairs set all-time records during 1952, according to a report made before the convention of the Ontario Association of Agricultural Societies by F. A. Lashley.

Weather and other conditions were in favor of the fairs last year, Lashley told the convention of fairs, and only eight fairs made application for wet weather grants, compared with 16 in 1951 and 35 in 1950. The majority of the fairs experienced an increase in both gate receipts and exhibitors.

In the more than two-day-fair-group, Ottawa's Central Canada Exposition topped the list with gate receipts of \$117,544. This was followed by London's Western Fair with \$85,296, the Canadian Lakehead with \$50,391, Lindsays \$22,602 and Simcoe's \$18,103.

### Caledonia Up

In the second group of two pay days, Caledonia took in gate receipts of \$5,794. Collingwood, \$5,571; Dresden, \$4,889; Markham, \$4,739, and Tillsonburg, \$4,277. Teeswater topped the one pay day list with \$6,416, followed by Rockton with \$5,574, Erin with \$5,572, Norwood, \$4,100 and Woodbridge, \$3,964.

## Events Well Repped At Ark. Assn. Meeting

LITTLE ROCK, Feb. 7.—Arkansas fair execs turned out in record numbers here this week for the sixth annual convention of the Arkansas Fair Managers' Association, Monday and Tuesday (2-3) in the Marion Hotel. Over 50 of the State's 78 annuals were represented by at least three delegates, almost all of whom praised the panel discussions which this year supplanted formal speeches.

Clyde E. Byrd, association secretary-treasurer, presided at the opening forum with attraction reps, as well as fairmen, taking part. Discussions included exhibits, entertainment, advance sale of tickets, concessions, promotions, radio shows, renting of fair facilities and setting of fair dates.

J. Marion Adams, director of vocational education for the State Department of Education, headed up a panel discussion on finance, facilities, classes, sanitation and health of animals, and judging. Other discussion topics included youth programs at fairs and records.

### Re-Elect Autry

Sen. L. H. Autry, Burdette, was re-elected president of the association; Clint Walden, Fayetteville, was re-named vice-president, and Byrd was again named secretary-treasurer.

Th annual banquet Tuesday

## Winter Fairs

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### Arizona

Mesa—Maricopa Co Fair, Feb. 21-March 1  
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### California

Cloverdale—Cloverdale Citrus Fair, Feb. 20-22, J. LeRoy Wehr, P. O. Box 95  
Imperial—California Mid-Winter Fair, Feb. 28-March 8, D. V. Stewart  
Indio—Riverside Co. Fair & Nat'l Date Festival, Feb. 18-23, B. M. C. Pullen-wider

### Florida

Eustis—Lake Co Fair, March 16-21, Karl Lehmann, Courthouse, Tavares, Fla.  
Fort Lauderdale—Broward Co Fair, March 7-7, B. E. Lawton  
Largo—Pinellas Co Fair, Feb. 17-21, J. H. Logan  
Orlando—Central Fla Expo, Feb. 23-28  
Crawford T. Bickford  
Plant City—Florida Strawberry Festival, Feb. 23-28, O. 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 6-14, Lamar Allen  
Winter Haven—Florida Citrus Exposition, Feb. 16-21, Phil E. Lucey

### Montana

Bozeman—Montana Winter Fair, March 21-27, George T. Sims

### Texas

Houston—Houston Fair Stock Show, Feb. 4-15, Herman Engel  
Laredo—Washington Birthday Celebration, Feb. 18-March 1, J. George Loos, Box 456  
Mercedes—Rio Grande Valley Livestock Show, March 5-9, Carl A. Blaug  
San Antonio—San Antonio Livestock Expo, Feb. 10-March 1, W. L. Jones

evening was a musicless affair, due to a dispute between the hotel and the local musician's union. Attendance, however, was good and Carl Thompson, of Oklahoma A. & M. College, a veteran swine judge, both entertained and informed the delegates with his address of the evening. President Autry handled the toastmaster chores.

A floorshow followed supper emceed by Bob Evans, formerly a member of the Fred Waring troupe but now a plantation operator near Helena, Ark. Other acts included the Marlene Scogin Trio, songs; G. E. Thomas, record pantomime, and Chandu, illusions.

## Ill. State Fair Inks B-C Shows For Five Nights

CHICAGO, Feb. 7.—Barnes-Carruthers Theatrical Enterprises, this city, has been awarded a contract to provide the night grandstand revue, with acts, for five nights of the '53 Illinois State Fair. Announcement of the signing was made this week. Negotiations were handled by Sam J. Levy, B-C head.

Other recent B-C fair bookings include seven North Dakota fairs, Fargo, Grand Forks, Minot, Jamestown, Crosby, Bottineau, and Candy; two Montana annuals, Great Falls and Billings; one Minnesota fair, Rothsay, and the Canadian Lakehead Exposition, Fort William, Ont.

Those contracts were closed by Fred H. Kressmann, who also nailed the major portion of the attraction contract for the Western Washington Fair, Puyallup, and the South Texas State Fair, Beaumont.

## Western N. Y. Group Elects Frank Slade

BUFFALO, N. Y., Feb. 7.—Frank Slade, of Erie County Fair, Hamburg, was elected president of the Western New York State Association of Fairs at the annual meeting of that organization here January 31.

J. D. Sanders, Catteraugus County Fair, Little Valley, was named vice-president and C. J. Larson, Chautauqua County, Dunkirk, secretary-treasurer.

## Mich. Assn. Elects Logan

CLARE, Mich., Feb. 7.—William E. Logan, manager of the Huron County Fair, Bad Axe, is the new president of the Northern Michigan Fair and Recreation Association. Other officers include Harvard Swanson, vice-president, and Irving Pratt, secretary-treasurer.

Ray Harold was named director for three years and Hugh Johnson secretary of speed.

## Fair Assn. Meetings

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.

Eastern Massachusetts Agricultural Fairs Association, Weymouth Grange Hall, South Weymouth, April 29. Mrs. Augusta Kay, 605 Bedford Street, Whitman, secretary.

### ATTENTION

MR.

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SARASOTA, FLA.

## 16 Fair Events Set For Strates in 1953

Two Florida Winter Events Are Included; Owner Views Season With Confidence

ALBANY, N. Y., Feb. 7.—Fair booking activities of the James E. Strates Shows were wound up this week at the New York State Association of Agricultural Fair Societies meeting here.

Owner Strates reported that his organization was set for 14 fall dates which will provide 15 weeks

of activity plus two events to be played in Florida this month for a total of 16 annual events.

The show opens at Largo, Fla., February 17 and a stand at Orlando will follow. Strates left here at the conclusion of the meeting Tuesday (3) to prepare for the shows' opening.

The fall dates announced by Strates and his general representative, Allan Travers, are Clearfield, Pa.; Bath, Hamburg, Cortland, Syracuse, N. Y.; York, Pa.; Shelby, N. C.; Danville, Va.; Charlotte, N. C.; Greenville, S. C.; Raleigh, N. C.; Orangeburg and Charleston, S. C.; and Jacksonville, Fla. Dates will be played in the order listed.

### Eliminates Speculation

Announcement of the signing of Jacksonville eliminates considerable speculation on this stand in trade circles. Reason for the guess work had to do with the post-season switching of jobs by Curtis Bockus, fair manager. Bockus joined Cetlin & Wilson Shows as general agent in a post-season move after serving Strates in a similar capacity for a number of years and some trade sources were looking for a switch in the Jacksonville midway date.

Howard said that the Bridgeton president and two other officers of the fair had signed his contract and accepted a large deposit.

The I. T. Shows have expanded their fair activities. At the New York meeting of fairs in Albany this week they were awarded the midway contract by the Danbury (Conn.) Fair.

## Lewis, Perry Join Forces, Take Over Ferris Front End

RICHMOND, Va., Feb. 7.—Willie Lewis and Jack Perry have taken over the front end of the Carl Ferris Shows. Lewis last year held a similar post with the Ross-Manning Shows. Perry, a former show owner and general agent, is getting into the concession business on a full-scale basis for the first time.

Perry has helped book the Manning Shows for the last two years and will continue to be active in booking. Up until a couple of years ago he toured the Jack J. Perry Shows.

Lewis announced that eight new concessions are now being built. New canvas for these units will be supplied by Bill Sanders, of the American Tent & Awning Company, Norfolk

### No Big Unit Set

There is no evidence as yet that Strates is planning any major back end attraction, such as the circus endeavors that he has presented in the past. He hasn't crossed off that possibility and it is unlikely that he will until such time as it becomes apparent that suitable attractions just are not available.

With Syracuse and Raleigh, both in the \$100,000 plus earning bracket, included in his line-up and a host of other strong dates such as York, Pa., to back them up, the route will stand almost anything that comes along and Strates is the man to give it a whirl.



TERESA SIDENBERG, recently installed as new president of the Missouri Showwomen's Club, St. Louis.

## INTO PARK

### Costs, Labor Put Gaiety Off the Road

ALBANY, N. Y., Feb. 7.—Anthony Santello announced here this week that he would not tour his New York Gaiety Shows in 1953. He gave as his reasons the high costs involved in mobile operation and the worsening help situation. A number of his key men are now in the armed forces and it is virtually impossible to replace them, he said.

Santello said that he would place all of his equipment in Seneca Park, Geneva, which he owns. The park was set up about two years ago and has proved successful, he said.

## Crafts Expo Opens Season

NORTH HOLLYWOOD, Calif., Feb. 7.—Crafts Exposition Shows, owned by Orville N. Crafts and managed by Roger Warren, opened its 1953 season Thursday (5) at the Carrot Festival in Holtville. Show has played this date for several years.

Following the Holtville stand, which ends tomorrow (8) org will play other dates in the Imperial Valley including Calexico, Brawley, and then Yuma, Ariz. Exposition, Crafts said, will feature 6 major and 6 kid rides, 3 shows and about 30 concessions. Organization will carry two searchlights and a front gate neon lighted arch.

This unit will be augmented by the equipment of the Crafts 20 Big and Fiesta shows to open at the National Orange Show in San Bernardino for 11 days, starting March 19.

On Exposition, Carl Weilan will have charge of the Side Show for the second consecutive year. Vincent Kuropatwa is The Billboard agent on the unit.

## Royal Canadian Org Pacts Humboldt Fair

HUMBOLDT, Sask., Feb. 7.—Royal Canadian Shows, of Vancouver, has been signed for the Humboldt Agricultural Society's annual fair, July 7-8. Mrs. E. Kilcher is secretary of the agricultural fair.

## STRATES SETS APRIL 9 BOW IN WASHINGTON

ALBANY, Feb. 7.—The James E. Strates Shows will open their 1953 season April 9 in Washington, it was announced here this week. First in for many years, the Strates date usually marks the beginning of full-scale carnival activity in the East.

World of Mirth Shows hold the second reader for the Federal-owned lot and are expected to preem the last week in April.

## Bookings Go Slow At Albany Meeting

I. T. Shows Contract Danbury, Conn.; Reithoffer and Desbro Form Routes

ALBANY, N. Y., Feb. 7.—Some of New York's lesser annuals, located in the north and central part of the State, had some shopping to do before they signed their 1953 midway occupants. It wasn't until Tuesday (3), the final day of the annual meeting of the New York State Association of Agricultural Fair Societies that the pattern appeared set.

Two new units, Reithoffer Shows and Desbro Shows were able to fashion routes as a result. Reithoffer was reported to have signed Owego, Henrietta, Morris, Watertown and Rochester. Desbro had Lowville and Vernon and was credited with several more as virtually set. Both shows were ride units principally in the past.

The biggest booking action was centered around the Danbury (Conn.) Fair, represented here by President John Leahy and Manager Irving Jarvis. I. T. Shows got the nod and the contract which was sought by some five other shows. The I. T. unit, represented by Al Howard, Phil Isser, Isidore Trebish and Al Crane, also announced the signing of the Bridge-ton (N. J.) Fair.

### Booking Problem

The October dates of the Danbury event makes it a tough booking problem for any show which intends to go South. Oscar Buck played the event since Leahy took over in 1946. His switch to rails in 1953, however, has resulted in booking plans which will have him in Dixie by October.

The I. T. Shows, fronted by Al Howard, has shown an increasing interest in fairs in the past couple of years. Designed initially to play lots in the metropolitan New York and Long Island areas, Isser and Trebish have continually added to their equipment for the purpose of expanding their operations.

The James E. Strates Shows, the biggie in the field, again will play the State Fair at Syracuse. Also included in its New York route are Bath, Hamburg and Cortland.

### Buck Unit Set

The O. C. Buck-Model Shows, in which Strates has an interest, will show Plattsburg, Massena, Gouverneur, Elmira, Rhinebeck and Peekskill in New York. Strates and Buck were on hand and sharing the services of Al Travers, general agent.

Dick Coleman, Coleman Bros. Shows, retained his usual route starting with Boonville and continuing thru Norwich, Altamont, Ballston Spa and Fonda. Aiding

Dick were his son, Francis, and Whitey Bearsley.

King Reid will repeat at Malone, a contested spot this year. He also will show Schaghticoke and Cobleskill.

Carl Ferris Shows were reported to have signed Little Valley, Afton and Dunkirk.

Arthur E. Gillette, of Gillette Bros. Shows, out of Pittsfield, Mass., who had intended to expand his bazaar operation this year, reported that he turned down a couple of New York dates because he was unable to secure four in a row.

Frank Bergen, general manager, and Gerald Snellens, general representative, were on hand to represent World of Mirth Shows. It was Bergen's first visit to the Albany meeting in many years. They admitted only to "visiting" and a desire to renew acquaintances with old friends. Two of their fairs, Rutland, Vt., and Brockton, Mass., were represented by Arthur Porter and Frank H. Kingman.

## Tivoli Chalks Up Good Route Of 1953 Fairs

JOPLIN, Mo., Feb. 7.—Returning to quarters here following recent fair meetings, H. V. Peterson, owner of the Tivoli Exposition Shows, and his business manager, H. M. Booth, announced that their 1953 route is almost complete with the signing of a number of fairs.

In addition to signing Southwest Louisiana Fair, Eunice, the show was awarded contracts for five Arkansas fairs at the Little Rock meeting. They are Ouachita Fair and Livestock Show, Camden; Southwest District Fair and Livestock Show, Pine Bluff; Garland County Fair, Hot Springs; Pike County Fair, Glenwood, and the 60th Annual Reunion Celebration, Mammoth Springs.

The show is also set to play 12 county fairs in Illinois, Missouri and Oklahoma, most recent award being the Anna (Ill.) Fair, signed for the third consecutive year.

## REID SIGNS 12 CANADIAN DATES

Spring, Summer Trek to Include Eastern Canada; U. S. Fairs Set

ALBANY, N. Y., Feb. 7.—A series of 12 dates have been set for the King Reid Shows in Canada, it was announced this week. Owner King Reid said that his organization would go into the Dominion for the three-month stretch in the spring and summer.

Reid last year crossed the border for the first time to play a series of dates. On the basis of the expanded Canadian activity planned for this year it can be assumed that the initial try was profitable.

Last year, it will be remembered, the Canadian dollar was worth more than U. S. currency for the first time. Accordingly, the problem which has always existed in the past (that of losing money when exchanging Canadian dollars for American), was eliminated.

The dates, all in eastern Canada and Nova Scotia, were set by agent Jim Quinn who plans to return to Canada next week to iron out final details.

Reid has not planned all of his still dates for Canada since it is known that spring dates have already been set in Upstate New York.

At the New York State Association of Agricultural Fair Societies

meeting here this week, Reid again contracted the Malone Fair, a spot that was contested. Reid also will show annuals at Schaghticoke and Cobleskill, N. Y. Other fairs inked for his organization include the Skowhegan (Me.) State Fair, the Eastern States Exposition, Springfield, Mass., and the Bloomsburg, (Pa.) Fair.

Reid said that he was anticipating a good season.

## Thompson Quits Post With Tinsley

ATLANTA, Feb. 7.—H. S. (Tommy) Thompson announced here this week that he had severed his connection with the Johnny T. Tinsley Shows with which he had been associated for the past 11 years.

Thompson said that he had no immediate plans but would likely be connected with another organization as general agent and concessionaire before the start of the 1953 season. Discussions are now under way with several outfits, he said.

Thompson will attend Florida State Fair, Tampa.

## BUCK SIGNS 15 ANNUAL EVENTS

New Railroader's 1953 Route Will Include Fairs in 5 Eastern States

ALBANY, Feb. 7.—A series of 14 fair dates covering five Eastern States was announced here this week for the O. C. Buck-Model Shows by Oscar C. Buck, general manager, and Allan Travers, general representative.

The dates include Great Barrington, Mass.; Plattsburg, Massena, Gouverneur, Elmira, Rhinebeck and Peekskill, N. Y.; Nor-

folk, Va.; Clinton and Hickory, N. C.; and Greenwood, Rock Hill, Union and Laurens, S. C.

The route is generally considered a strong one in trade circles, especially in view of the fact that the organization is new this year. Buck is disbanding his truck show which he toured for many years in Northwestern territory to go on rails. His partners are James E. Strates, owner-operator of the shows bearing his name, and David B. Endy, a former railroad show owner in his own right.

### May Add More

It was indicated that one or more fair dates may yet be added. Buck will keep some of his motor equipment for use with the railroad show. Specs Groscurth, owner-manager of the Blue Grass Shows, was here Monday (2) to look over show equipment offered for sale. He purchased two show fronts.

Buck, who has spent much of the winter in Florida, said that he would go from here to the winter quarters at Walterboro, S. C., where work on rebuilding the show is scheduled to start immediately.

## Sam Arrigo Show Sold

TORONTO, Feb. 7.—Active in the business for a number of years, two former employees of the Bernard & Barry Shows, Bob Frame and Ozzie Summerville, have purchased the Sam Arrigo Show. The latter consists of five rides and three shows. Frame, who was trainmaster with B & B, and Summerville, lot man with B & B, have not made any definite plans for the operation of their new acquisition, but are setting up dates.

11—RIDES—11

8—SHOWS—8

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BOX 67

OARMA, KANSAS

## Mike Smith Sets 23 Fairs, Celes for Trek

WORTHING, S. D., Feb. 7.—Obtaining the Montana "B" Circuit of fairs for the 10th consecutive year and again adding the "C" route, Northern Exposition Shows will open enlarged quarters here March 1, Mike Smith, owner, said. Show will play 23 fairs and celebrations during the season and will take to the road May 15.

Attending the Rocky Mountain Association of Fairs in Billings, where the Montana fair contracts were let, were, in addition to Smith, Mrs. Mike Smith and Lawrence La Londe, general representative.

Northern Exposition will also play the Wild Horse Stampede and the July 4 Celebration in Sanish, N. D. There will be nine spring celebrations on the 1953 route. Fairs to be played include the Northwest Montana Fair at Kalispell; Central Montana Fair, Lewistown, and the Marias District 4-H Fair at Shelby. Also on the route will be annuals at Dodson, Fort Benton, Chinook, Glasgow, Sidney, Glendive, Terry, Baker, and Forsythe.

Smith said that a special line of paper was being readied for the season. The organization will again carry its own special advertising truck.

Quarters are now partially open and the show will undergo its most extensive rebuilding program in years, the owner declared. New concession trailers of aluminum have been completed and a new front arch is under construction. All trucks are being rebuilt and repainted and several rides are to be replaced, including the Merry-Go-Round.

Bruce Smith, electrician, has been working on the Diesel equipment and it is practically ready for the road.

La Londe is directing the rebuilding. A staff of six is now at work. However, following March 1 official opening, the quarters and staff will be enlarged.

Show will again feature its free front gate policy.

## Shows Well Repped at Ark. Confab

LITTLE ROCK, Feb. 7.—Carnival and attraction reps and show suppliers turned out in good numbers at the annual meeting of the Arkansas Fair Managers Association here this week. Alto business was brisk, some fairs left the meeting after failing to sign a midway attraction.

Show people on hand included: George B. Flint and Sunny Berner, Boyle Woolfolk Agency; Eddie Moran, Jimmie Martin and Paul Anstead, Southern Valley Shows; H. V. Peterson and Butch Cutler, Tivoli Exposition Shows; F. M. Sutton Jr., Great Sutton Shows; Mr. and Mrs. Floyd Elie, Floyd Elie Shows; Charles Noel, United Exposition Shows; Mr. and Mrs. John Francis, Schafer's Just for Fun Shows; Jimmie Henson, Great Dixieland Shows; Ray Swanner, Gold Bond Shows; Charles Burkhardt, Burkhardt Shows; Jack Downes, Wallace Bros. Shows; Bill and Route Harris, Royal Midwest Shows; William Dyer, Dyer's Greater Shows; Les Winget, rodeos; Mr. and Mrs. Bob McKinley, McKinley Rodeo; Stanley Warwick, Wolf Greater Shows; Mr. and Mrs. A. E. Baines, Baines Amusements, and Chester Davis, Midway of Mirish.

Mr. and Mrs. Vince McCabe, Ann Tilly, Mr. and Mrs. Dwight Bastnet, Mr. and Mrs. Dutch Wilson, Red and Peggy Stanton, Mr. and Mrs. W. Norman Smith, concessionaires; Mr. and Mrs. W. H. McClanahan, Tex Letta and Tommy Yanda; C. E. Hagensick, ride operator; B. E. Miller, Star Amusements; Estes Speroni, concessions; Dale Pasley, Darnell Catering Company; Mr. and Mrs. W. R. Lashbrook and Mrs. Orin Lashbrook, Lashbrook Tent & Awning Company; Ernie Campbell, Campbell Tent & Awning Company; W. H. Goodman, United Fireworks Company; F. Herring Jr., Paramount Fireworks Company; John Willis and Frank Sharpe, Regalia Manufacturing Company; Harold Braucht, Colorcraft Poster Company; R. E. Wohlberg, insurance; Jimmie Helzer, Helzer Theatrical Agency; D. Forrest Kubus and Mr. and Mrs. Tom Drake, Drake-Trax Agency; Billy Senior, Barnes-Carrithers Theatrical Enterprises; Charles May, Mike Bluff Agency; and E. O. Stacky, Music Corporation of America.

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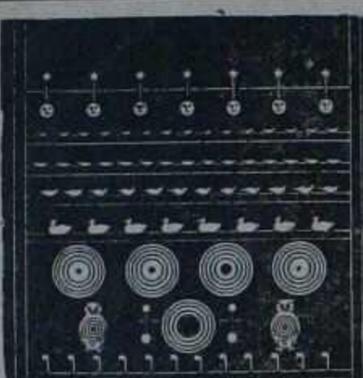
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Want to hear from all Side Show People who were with me before. Want to hear from Carmen Del Rio, George Spens, Les Williams, Sig Anderson and Frank Bombeno at once. Want Colored Runt and Fire Eater. Sylvia Portas and Johnny Sandwich, come at once. Want Girl to handle Big Snakes. Jean Parsons, Chief One Pony and Little V. Annette can place you. Jerry, I can give you a good proposition. Need Drivers, Front Men for First and Second. Need Ticket Box Men or Women. Grinders who know what it is all about. This is one of the most beautifully framed Side Shows on the road. Want no drunks or chasers. Season opens in April in Philadelphia, Pa. Work every day. All reports to COLONEL LEW ALTER, 105 So. 3rd St., Reading, Pa. The show opens; then in care of the Morris Hannum Shows as per route.

### 2—CHROME SCALES—2

The finest ever made.  
Large dials and large platforms, including circular electric sign around dials. Excellent condition.  
**\$500.00 EACH**  
**MAX GOODMAN**  
c/o Greystone Hotel  
20th & Collins Miami Beach, Fla.  
(Phone: 5-5511)

### KEN-PENN AMUSEMENT CO.

WILL BOOK Rides not conflicting. Can use two or more Kiddie Rides—must be clean, no junk. **GOOD OPPORTUNITY** for well-framed, clean Side Shows that can stand prosperously. Foremen and Second Men on all Rides. Ferris Wheel Man who can handle Twin Wheels. Excellent opportunity for Kiddie Ride Foreman; must be clean, sober and reliable. Best of treatment, long season. **RALPH D. SANDERS, Owner-Manager, 619 East Ave., New Kensington, Pa.**

### 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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### DANCING GIRLS

Young and attractive, experience unnecessary, will teach wardrobe and transportation furnished. Salary and tips. Playing the best territory in the South. Will place husbands on Pea Pool and Concessions. Season opens Ocala, Fla., Fair, Feb. 16th.

**CHARLIE FAGAN**  
c/o C. A. Stephens Shows  
Crystal River, Fla., or per route.

### ROBERT PERRY

Please contact me  
**URGENT!**  
**Roy M. Wilson**  
18402 Stahelin Ave. Detroit 19, Mich.

### Tivoli Exposition Shows

**NOW BOOKING ATTRACTIONS OF ALL KINDS FOR 1953**  
Rides, Shows and Concessions, contact **N. V. PETERSEN, Gen. Mgr., or M. A. BOOTH, Conc. Mgr., P. O. Box 743 Joplin, Missouri**

### JOLLYTIME SHOWS

**OPENING WAYCROSS, GEORGIA, FEBRUARY 28 TO MARCH 7**  
Want Concessions—Bingo, Custard, French Fries, Snow Cone, Candy Floss, Pitch Till You Win, Cat Back, String Game, Age and Weight, Penny Pitch, Fish Pond, Balloon Dart, Cigarette Pitch or any Hanky Panks working for stock. Shows—White and Colored Girl Show, Snake Show, Illusion or any Grind Show with own equipment.  
Rides—Will book set of Kiddie Rides, low percentage. Need Ride Help for Merry-Go-Round, Chairplane, Comet. Want to hear from Yellow Bill Arabian Night Girl Show. All replies:  
**W. R. (WES) PRICE**  
2912 Petersburg Pike Richmond, Va.

### 4TH ANNUAL BOOSTER CLUB FESTIVAL

Germantown, Ohio, July 3-4  
Wants Rides or small Carnival. Contact  
**DICK EGAN, Pres.**  
Cardinal Booster Club, 174 S. Walnut St., GERMANTOWN, OHIO

### NOTICE: PAUL J. OSBOURNE

Contact  
**LUCILLE DODSON**  
at once, important, concerning Doc, Savannah, Ga.

### WANTED

Concessions and Rides for our  
**Homecoming & Fish Fry**  
July 8-9-10-11, 1953.  
Old established Homecoming.  
**Louis F. Jackson, Secy.**  
Marshall, Ind.

### FOR SALE

**GIANT SEA TURTLE SHOW**  
One 6x10 Tank Trailer with filtering system, seven 8x10 Banners, four Blow-ups, two Giant Turtles; first \$500.00 takes all. Also have Show Equipment—stage material, front, headless; birth of baby banners, etc.  
**AL TOMAINI**  
Giant's Camp Gibsonton, Fla.

### WANT CARNIVAL

With at least 4 Rides, including Ferris Wheel and Merry-Go-Round, in 7  
**Cheyenne River Fair, Sept. 5, 6, 7**  
Estimated attendance seven thousand. Contact **FRANK DUCHENEUX, Chairman, Tribal Council, Cheyenne Agency, S. Dak.**

### KEN-PENN AMUSEMENT CO. WANTS

Agents for office-owned Concessions. Good opportunity for Ride Men and Wives; must be clean, sober and reliable. Long season playing the best spots in Western Pennsylvania. Contact **MANAGER OF CONCESSIONS, MRS. RITA LAVIN, Route 1, Box 418, Ft. Pierce, Fla.**

# Midway Confab

Harry T. (Sheriff) Williams is confined in Veterans Hospital, 301 Pedido Street, New Orleans, and would like to get communications. Williams recently underwent operations on his legs.

Francis Stone infers from Birmingham that she plans to frame new gal revue this year with herself in the principal role. Her other, the former Louise Stone Angston, will also travel with the back-end unit.

F. M. Sutton Sr. has sold his Seola, Ark., motel and will put his efforts into his Leachville, Ark., hotel and the revived Great Sutton Shows which he will operate with his son. . . . Schaefer's Not-for-Fun Shows has signed a year contract to furnish mid-

way attractions at the Gregg County Fair, Longview, Tex.

Arnold Dove, off the road the past two years, has sold his grocery store and will join Don Franklin Shows this year as general superintendent. . . . Curley Reynolds, business manager of the reborn World of Today Shows, reports the org will open May 1 with a 9-day stand at Tulsa, Okla. First fair on the show's route is the Ada, Minn., annual.

George Loos and John Francis, longtime show ops, in a jack-pot session at the recent Dallas meeting, laid claims to be the two oldest carnival managers still on the road.

C. A. Goree has returned to his Azle, Tex., home after attending fair meetings in Montana and Utah. While at the confabs, he reportedly signed to play the Utah State Fair, Salt Lake City.

Mr. and Mrs. Joe Jernigan have bought a home in Gibsonton, Fla. Jernigan is working for Shellhorn Trailer Sales in Sarasota, Fla. . . . After being laid up for 10 days by the flu at Pueblo, Colo., R. L. (Red) Bishop headed south. . . . Mrs. Joseph J. Rice, formerly of the O. C. Buck, is recuperating at her home in Mountaintop, Pa., following an operation.

Toni Synrex, the China Doll, has been held over for a second week at the Sunset Club, Gulfport III. She plans to take a Girl Show on the road again this summer with her husband, Norman Synrex.

## HANKY PANKS

Here are the concessions getting top money at the Florida Fair . . . 6 CATS . . . PUNKS . . . 3 BALL MECHANICAL BUCKETS . . . SLUM JEWELRY . . . SPINDLES . . . HUCKLEY BUCKS . . . SLOT ROLL DOWNS  
The above mentioned games all work for quarters and halves. Better get with it if you want a Cadillac! Buy from Ray Oakes Send for Catalog.

## RAY OAKES & SONS

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 Driver

## O. Henry Tent & Awning Co.

Strange and Weird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder, Free. Tale's Curiosity Shop 3858 E. Van Buren St., Phoenix, Ariz.

FOR SALE—ANNEX ATTRACTION Or single show—"Baby Growing From Your Stomach." Cost \$300. Set 3 Nieman Photostat Banners. \$132. Strong P.A. Set, complete, \$150. Everything maintained brand new, used one week at Detroit State Fair only. Sacrifice all for \$300 cash or best offer. Wire, contact P. PEPPER 2023 Sabine Pass Beaumont, Texas

**WARNING NOTICE WARNING**  
**SIDE SHOW OPERATORS**  
I have this date contracted with a reliable law firm to expose, prosecute and sue for damages, all persons showing a gaffed four legged or double bodied person, for damages done me now and in the past by showmen who have gained financially and defrauded the public and cashing in on my act and publicity. This will not be tolerated in the future.  
**BETTY LOU WILLIAMS** Sarasota, Fla.  
P. O. Box 2168

**DON FRANKLIN SHOWS**  
**WANT**  
Ride Help now. Have openings for several Foremen and 15 Second Men. Apply Coliseum Grounds, San Antonio, Texas. We start setting up February 14 for Stock Show opening February 20. Can place A-1 Truck Mechanic, Tower Foreman, Night Watchman, Ticket Sellers, Concession Agents. #2 Show opens middle of March. Will need several Foremen. All must drive semi.  
**DON FRANKLIN SHOWS** SAN ANTONIO, TEXAS  
COLISEUM GROUNDS

**BUFF HOTTLE SHOWS**  
**NOW BOOKING FOR THE 1953 SEASON**  
LEGITIMATE CONCESSIONS—SHOWS OF MERIT WITH OWN OUTFITS.  
Contact: **BUFF HOTTLE**  
4719 No. Grady Ave., Drew Park, Tampa, Fla. (Phone: 85-3044), until Feb. 12; then Covington, La.

**OCTOPUS RIDE FOR SALE**  
With 25-ft. Semi Trailer, \$2,000.00 cash. No propositions.  
**J. BOLTON**  
c/o Stan Wilcox Maryville, Tenn

**RIDES WANTED**  
For Recreation Center Ferris Wheel, Merry-Go-Round, Kiddie Ride (percentage). Contact **OSCAR RANEY** RANEY AMUSEMENT CO. Athens, Alabama

C. C. (SPECK) GROSCURTH PRESENTS  
**BLUE GRASS SHOWS**  
FEATURING THOROUGHbred ENTERTAINMENT.  
OPENING OWENSBORO, KENTUCKY, APRIL 16  
CAN PLACE FOR A PROVEN ROUTE OF STILL DATES AND 18 FAIRS AND CELEBRATIONS COMMENCING AT THE OLNEY, ILL., 4TH OF JULY CELEBRATION

<b>CONCESSIONS</b>	Short Range, Water and Pitch Games, Cork Gallery, Balloon Darts, Coca-Cola, Glass Pitch, Live Ducks, Novelties and Prize-Everytime Concessions of all kinds.
<b>SHOWS</b>	Can place Shows with own transportation and equipment. Monkey, Snake, Unborn, Wild Life, Motor Drums, Side Show with own equipment or will furnish complete equipment to reliable Manager who has acts and people.
<b>HELP</b>	Foremen and Second Men for all Major Rides, Twin Wheels, Tilt, Merry-Go-Round. Must be licensed Semi Drivers. Can also place Help in all other departments.

**Car Carpenter & Builder**  
B. A. Stephens, please wire, have good proposition for you.

**NOTICE**  
Due to illness in family I will not be able to attend the Florida State Fair, Tampa. All who expected to see me in person contact at address below.

**MECHANIC**  
With own tools for Truck and Ride Motors. Must be sober and capable.

Address C. C. GROSCURTH, Mgr., Box 612, Owensboro, Ky. (Phone: 3-5321)

**O. C. BUCK-MODEL SHOWS, Inc.**  
AMERICA'S NEWEST AND FINEST RAILROAD SHOW  
15 FAIRS—A FAIR EVERY WEEK, STARTING AUG. 3, ENDING NOV. 15, 1953  
THE GREATEST ROUTE OF FAIRS EVER PRESENTED IN THE EAST TO SHOWMEN AND CONCESSIONERS  
WHY NOT KNOW WHERE YOU ARE GOING NEXT WEEK? A MONEY ROUTE.  
CAN PLACE—Ride Foremen, top salaries, and Staterooms for all. Ernie Evans, Boyer, Briggs, Bad Eye, Eddie Johnson, Red Shay and Moore, all answer. For all office-owned rides, the best in the business. WANTED—Train Hands, Carpenters, Tractor Drivers, Painters, Foremen for front gate and light towers, Polers, Neon Men.  
WINTERQUARTERS NOW OPEN IN WALTERBORO, S. C., AIRPORT  
CAN PLACE—Unborn, Wildlife, Monkey, Snake, Dark Ride, Glass House, Arcade, Wagons furnished.  
We will feature a CIRCUS on our Midway this year. Want to purchase for cash, Circus Top, 60 or 70 by 120. Also seats and blues, marquee. What have you? Must be good condition. State all.  
WANT MAN AND WIFE TO HANDLE OFFICE OWNED COOKHOUSE  
CAN PLACE—Legitimate Concessions, Hanky Panks, Photos, Short Range, Basketball, Ball Games, Scale and Age. All answer  
**OSCAR C. BUCK-MODEL SHOWS, Inc., 236 West Flagler Street, Miami, Florida**

**W.G. WADE SHOWS**  
Now Contracting RIDES • SHOWS • CONCESSIONS •  
For our 1953 Season  
C. P. O. Box 1488  
Detroit 31, Michigan

**TOMMY HUMPHREY**  
WANTS BINGO HELP  
Must drive truck. Good salary plus bonus. Opening March 2 in Mississippi. Write or wire 915 E. Seventh St., Hopkinsville, Ky. Phone 1595 W 3

**WANTED**  
Three Major Rides, set of Kiddie Rides, Fun House. Few Concession spaces still available. All season at Jacksonville, Florida's finest beach. For Sale—Train, Glass House.  
**FRED Le GRAND**  
Green Cove Springs, Fla.

**FOR SALE**  
One 14-ft. Balloon Dart Outfit, complete except stock, good shape, new frame. \$180.00. Come and get it.  
**MRS. DUTCH CASH**  
Arma, Kansas

**ELECTRIC GENERATORS**  
Two Le Roi 25 kw. and one 15 kw. Gasoline Generators mounted in van-type semi-trailer with four excellent 10.20 tires. Complete with Ford Tractor. Full price \$4500.  
**WORLD OF PLEASURE SHOWS**  
P. O. Box 241 Mt. Clemens, Mich.

**WANTED CARNIVAL**  
For July 3-5. Or any combination of two days. To be Annual Legion Celebration.  
**ROSS REID POST #9, AMERICAN LEGION**  
Write **PAUL SCHOLER**, Oelwein, Iowa.

**Monkey Show For Sale**  
23 Monkeys and Baboons, all trained. 1949 Semi Trailer, aluminum, with full equipment. Now playing in Ft. Myers, Fla. Reason for selling, retiring account of age. Home address:  
**JOS. COGOZZO**  
4522 Graph Drive Cincinnati 30, O.

**UNION BILLPOSTER AVAILABLE**  
Font, tack and lithograph. Can and will put up paper. Need transportation.  
**HAROLD L. BARROWS**  
821 N. LaSalle St. Chicago, Illinois

**NEW WORLD OF PLEASURE SHOWS**  
MICHIGAN'S FINEST AND LARGEST MIDWAY!  
Opening April 1 Near Detroit, Mich.  
Can use Cookhouse that caters to show people. Hanky Panks all open. We do not carry racket. Side Shows that do not conflict. Girl Shows booked.  
We have a wonderful route of still spots, including Battle Creek, Jackson, Lansing, Sturgis, Mount Clemens, Mich., and Toledo, Ohio. Also nine Michigan Fairs and Celebrations.  
We carry 14 office-owned Rides.  
P. O. BOX 241 MT. CLEMENS, MICH.

**21 FAIRS CANADA 21 FAIRS**  
**Wallace Bros.' Shows**  
40 R. R. CARS "THE SHOW BEAUTIFUL" 40 R. R. CARS  
WANTED—Circus Side Show, Midget Show, Monkey Show or any other high-class attractions. Will place a good Fun House.  
WESTERN CANADA CLASS "B" CIRCUIT OF 14 FAIRS commence June 22nd at Lethbridge, Alta.—closing August 8th at Prince Albert, Sask.  
EASTERN CANADA'S BEST FAIRS in Quebec—Three Rivers, Sherbrooke and Quebec City's 8 big days and nights. In Ontario—Renfrew, Lindsay, Chatham—closing at Simcoe on October 10th.  
**SPRING DATES**  
Show opens Windsor, Ont., April 16th; followed by London, Sarnia, Brantford, Hamilton, Winnipeg, Regina and Edmonton!!  
**THE BEST ROUTE ON THE CONTINENT!!**  
Address: **J. P. "JIMMY" SULLIVAN**  
P. O. BOX 442 TORONTO, CANADA

**SUNSET AMUSEMENT COMPANY**  
CONCESSIONS: Can place Hanky Panks and Ball Games, also exclusive on Derby, Cookhouse and Grab, Live Ducks and Hats.  
SHOWS: Want small Side Show, Animal Show, Monkey Show, Mechanical and Fun House.  
RIDES: Can place Kiddie Rides, no live Ponies or Pony Cart.  
HELP: Can place Foreman and 2nd Men on Dodgem, Caterpillar, Tilt and Octopus. Must be able to drive semi. Salary and bonus.  
P. O. BOX 25 Coral Gables, Florida

**STARLIGHT SHOWS**  
Opening April 4th  
Want for 11 Fairs and 4 Celebrations. More pending. Creston, Iowa's, second biggest 4th Celebration.  
Want clean Cookhouse or Grab that caters to show people, Glass Pitch, Pitch-Tilt-U-Win, Cork, Bumper, String, Coke, Hoop-La, Photos, Jewelry, Scales, Ball Games, Basket Ball, Candy Floss, etc. Wheel Foreman, must be capable. Also want experienced Fun House Operator. Want nice-appearing Shows with own transportation, reasonable P.C.  
**MRS. BARACKMAN, Box 423 Lytle, Texas**

**LAST CALL! LAST CALL!**  
**AMERICAN EAGLE SHOWS**  
OPENING PASCAGOULA, MISS., FEB. 21—2 BIG SATURDAYS  
Looking Shows, Rides and Concessions. Especially want Heart Pitch, Block Pitch, Long and Short Range Hoop-La or any concession not conflicting. Can place Hanky Pank Agents.  
Show playing Mississippi, Tennessee, Alabama, Virginia, West Virginia. Have 12 Fairs booked. Long season.  
All replies to **DANNY ARNETT, Mgr., Gautier, Miss.**

## Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Feb. 7.—The regular meeting of Showfolks of America was called to order Monday (2), by President Jack Christensen. Other officers present included Charlotte Dalton, first vice-president; Treasurer Phil Sapiro; Corresponding Secretary Al Roche; and Recording Secretary Bonnie Townsend. Also on the rostrum were Bill Coles, Whitey Monette and Mrs. Christensen.

The death of brother Steve (Clancy) Murphy was announced with funeral arrangements being handled at Duggan's undertaking parlors here. Services were held Tuesday (3).

Harry Seber appeared before attending members with a letter from the Olivet Memorial Park Cemetery in which he asked them to concur in action taken by the board of directors in picking up an option on 33 graves in addition to those already owned. The price was \$13,500 and the plot may be purchased thru a contract expanding over five years. The plan won endorsement by unanimous vote.

Hi-Jinks preparations are in full swing with Whitey Monette, chairman, Bill Kindel, co-chairman, and Seber in charge of ticket sales. Two-hundred dollars' worth of tickets were sold to members present at the meeting. Hi-Jinks celebration this year is to be held March 16. In addition to a stagershow, a corn-beef and cabbage dinner will be served. All the money raised from the Hi-Jinks is to be allotted for the use of picking up the option for purchase of 300 additional graves.

Johnny Provenza, newly appointed chairman of the house committee along with Sammy Landesman, co-chairman, announced they would serve a spaghetti and meat ball dinner next Monday night (9).

The Monday (26) meeting was called to order by President Jack Christensen. Others sharing the rostrum included Charlotte Dalton, first vice-president; Phil Sapiro, treasurer; Al Roche, corresponding secretary; Bonnie Townsend, recording secretary; Charles Albright, Orié Blome, Arthur Unger and Sammy Landesman.

Reuben Williams was elected to membership.

Alice Stone, hospitalized for an eye operation, was said to have noticeable improvement in her vision after one operation. She is expecting further surgery this week. Dolores Corenado, recently released from the San Francisco Hospital, was present at the meeting.

## International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 7.—Meeting was called to order by President John Gallagan. Also on the rostrum was George Regan, treasurer and Euby Cobb, secretary.

Sick committee reported L. M. (Pete) Brophy back home from the hospital and on the road to recovery. Red Glass and John Roth are ill with the flu.

New applications for membership, sponsored by John Gallagan, are Johnny Denton, Thom J. Dawson, Aut Swenson, Roy Jones, Don Greco, Sam Greco, Bill Tatham, Ernest J. Desplenter, Gasil Torti, W. A. Schafer, R. E. Stewart, Wendell R. Pierce, E. L. Winrod, E. H. Overman, C. S. Peck, Wallace R. Lashbrook, Johnnie L. Johnson, B. D. Posey, H. V. Petersen, Frank Giannini, Lloyd Thomas, Robert R. Keener, W. S. Myers, Earl Fisher, Baron Paul, Aaron Mall, James H. Drew Jr. Those presented by Walter Paris are G. R. Bourland, Perry Luster, B. W. Hottle sponsored Bob McKinley Sr. Bob Mackey presented Fabian Sickles. Jim Flanagan presented Lyman M. Jones and John Zabrowski sponsored Dick Shadel.

## REGULAR ASSOCIATED TROUPERS

3115 West Adams Blvd.

Los Angeles, Calif.

PRESENT

## A SHOW WITHIN A SHOW

(FOR OUTDOOR SHOWMEN)

Sponsored by the Frank W. Babcock United Shows

Riverside County Fair & National Date Festival

Sunday, Feb. 22, 1953

Indio, California

# Club Activities

## Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Feb. 7.—The Associated Troupers welcomed their president, Larry Nathan, an his bride, the former Martha Levine. They were married January 24 in Las Vegas. A party is planned in their honor for the near future.

President Nathan has many plans to aid the rebuilding fund. First is a box lunch scheduled for February 12. Next, on February 22, will be the annual showmen's frolic at Indio, with a show within a show chair-maned by Charles Walpert. Moe Eiseman is collecting other ideas for increasing the building fund.

Eddie Harris, chairman of the membership committee, offers a gold watch to the member bringing in the most new members this year. The following have joined since January 1: Edwin K. Fernandez, of Honolulu; Morris Rosen, Alberta Prusick, Donna Rawlings, Dave Shepro, Jack Lesander, Larry and Rose Ferris, Steve and Helen Vaughn, J. B. Dauer, Violet Louise Boyle, John Snobar, John and Bess Blake, Joe Lamont, M. L. Barrett and Harry Lewis.

Tillie Palmateer reports that past president, Lil Schue, has been ill with flu, as well as Ann Stewart and others. Past President C. H. Allton and his wife, Inez, brought back from Mexico many articles which they gave to the bazaar chairman, Jennie Riegel. Ben Korte presented a juke box to the club.

Those who have donated to the building fund include Mr. and Mrs. Ed Butler, Babe and Moxie Miller, Nellie and Fred Ramsey, Ruth Korte and others.

## Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.

HOT SPRINGS, Feb. 7.—Many members left to attend the Florida State Fair, Tampa, and club activities have slowed down considerably. Eddie Gamble entertained friends and relatives at a party this week and Dwight Bazinet was host at a cocktail party for members in celebration of his recent marriage.

Ladies' Auxiliary's Tacky Party was well attended. Charles T. Goss, monument committee chairman, has ordered a monument to be erected at Showmen's Rest. It is to be delivered and set up in 60 days. Charles Weaver, cemetery committee chairman, recently purchased an additional 60 graves.

Clint Shuford, secretary, left for Florida and Bill Jack is pinch hitting in his absence. Noble C. Fairly and Charles Goss are on a tour thru the South. Altho hampered by inclement weather, the club's three-night polio campaign resulted in a substantial donation being turned over to polio headquarters.

## Ladies' Auxiliary

President Vivian Zimdars called the Thursday (29) meeting to order. All officers were present. Grace Goss gave the invocation.

Georgia Fletcher was elected to membership. Carl and Daisy Fritts left for Fort Worth on January 31 because of the illness of Daisy's sister. Bertha Vucher was given a standing vote of thanks for the banquet spread she donated to the auxiliary. Helen Staley announced that she would be hostess at the Monday night canasta party in the clubrooms.

Shirley Endico and Dwight Bazinet were married by Judge Lowery on Thursday (29) in Hot Springs. A reception was held in the clubrooms Friday night. The couple left for a Florida honeymoon.

## National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 7.—President Phil Isser has returned from a Florida vacation. Member Tom Coffey is a modest hero. He caught two small children thrown from a window in a burning building by their father. His friends had to find out about it thru the newspapers. Charles Rubenstein left for Florida. On the sick list are Ben Merjon, at his home, 1923 East 15th Street, Brooklyn; L. J. (Whiz Bang) Siegel, New York Eye & Ear Hospital, New York; Eddie Elkins, at his home, 917 Sheridan Avenue, Bronx; Jack Rose, Pratt General Hospital, Coral Gables, Fla., and George D. Hensley, Pilgrim Hospital, West Brentwood, N. Y. Shut-ins are James Cox, Pawling Sanitarium, Wyantkill, N. Y., and Irving Udowitz, Wards Island, New York.

Recent visitors included Izzy Cetlin, William E. Urann, Al Crane, Louis Rosshandler, Louis Candee, John Shumsky, Andrew Stryker, Arthur Rothbard, George Reitor, Morris Glass, Henry Joffe, Larry Neumann, Frank Rappaport, Henry Fein, Sam Sperber, Aaron Hymes, Ward Graves, Joseph Uknis, Murray Spitzer, Charles Saffer, Sam Weisser, Sol Wahnish, Jack Harris, Sam S. Levy, Louis Nuskind, Morris Gustow, Jack Stern, Dan Thaler, Albert Keating, Murray Zand, Louis Kronenberg, Henry Kaufman, Charis (Doc) Morris and Joseph Amico.

Mail is being held for Joseph Horan and Joseph Farley.

## Lone Star Show Women's Club of Texas

DALLAS, Feb. 7.—The 13th annual installation of officers was held at a banquet in the Baker Hotel's Texas Room on the opening night of the Texas fair convention. Attending were 125 members and guests.

Only men present were the seven on the program. Harley Sadler, former repertoire show manager and now a State legislator, came from Austin to be guest speaker. Jimmie Allard, now manager of the Dallas Princess Theater, gave a revival of his old comedy offering. Bob Mills, baritone, was accompanied by Art Neilsen. Others on the program were Mark Wilson, magician; George B. Flint, who has a dramatic skit, and Bob Kearnes, pianist.

Mary Ellen Liberman, toast mistress and installing officer, introduced the newly elected officers: Milly Hudspeth, president; Edna Hacker, first vice-president; Bernice Fain, second vice-president; Inez Carroll, third vice-president; Grace Tinder, secretary; Pearl Vaught, treasurer; Martha Moss, chaplain, and Margaret Pughe, club mother.

The club presented a gold combination compact and cigarette case to Marie Obluck, the outgoing president. The event concluded with a ceremony in which every showmen's, theatrical or auxiliary club was toasted as candles were lighted.

The club held open house at the Baker during the fair convention.

## Texas Showmen's Club

DALLAS, Feb. 7.—The club, which received its charter in January, marked its first social event with a reception and ball Thursday (29) in the Peacock Terrace, atop the Baker Hotel. Over 300 members, carnivalites and fair delegates attended.

Officers of the new club are W. A. Schafer, president; S. G. MacGillwray, first vice-president; Hattie Longchat, second vice-president; Tobe McFarland, third vice-president; Dr. E. J. Rasure, secretary; Margaret Sandell, corresponding secretary; Archie Hensley, treasurer; E. B. Fain, sergeant at arms, and Jackie Huffines, parliamentarian. Directors are Jack Young, John Delaporte, Dr. D. E. Blaser, Neil Fletcher, White Archer, Jim Panther and John N. Rowe.

In less than a month the club has over 200 members. Pat O'Brien and Eva Gabor were made honorary life members when they played Dallas recently.

During the fair convention, the club held open house for members and delegates.

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 7.—Hunter Farmer, vice-president, conducted the regular Monday night (2) meeting in the absence of Moe Levine, president, who was in Salt Lake City on business. Dave Friedenheim, secretary, and Al Weber, treasurer, were on the rostrum.

Following the "Allegiance to the Flag" pledge, the lights were dimmed in tribute to Frederick Brunner, a member whose funeral was held Wednesday.

Applications for membership were approved for the following: Henry Mamsch, Ernie Boardman, M. M. Harben, Edward Hagen, Sam Ansher, Arthur Gottlieb, Edwin Freige, Warner Austin, Sol Franks, John Suzo, David Rosenthal, Arnold Groves, and Sam Abrahams.

It was reported that the pledges and cash for the 1953 Hi Jinks to be held at the end of the year totaled \$1200. Joe Archer is chairman of the event.

The drawing was won by John Lorman.

## Ladies' Auxiliary

President Grace Merkel called Monday night's (26) meeting to order. Also on the rostrum were Berta Harris, second vice-president; Ruby Kirkendall, third vice-president; Madison Hopes, secretary, and Trudi DiSanti, treasurer.

Members introducing guests were Faye Prosser, Mrs. Alma Stephenson; Margaret Farmer, Marie Frost and Alice Wilson; Mickey Bonner, Miss Dilman and Emily Friedenheim, Mrs. Martone, last year's president of the Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas City, Mo. Peggy Steinberg is chairman of the 1953 membership drive.

New members include Clara Little, Thora Richards, Pauline Arthur, Ruth Vandenberg, Eleanor Cipolla, Marie Frost, Alice Wilson, Alma Stephenson and Peggy H. Harben. On the sick list, as reported by Julia Smith, are Betty G. Coe; Emma Clifford, who has had her cast removed; Mary Gardner, who is seriously ill, and Mary Taylor, who is recovering from an abdominal operation.

Door prizes went to Mary Taylor, Ruth Ostrov, Ruby Kirkendall, Trudi DiSanti, Rosemary Crosby and Mrs. Martone. Guests of Mabel and Eddie Brown at the Elks Circus included Ann Doolan and her daughter, Vivian Jacob; Dot Cronin, Joyce Ward and Patsy Anny Heller. Morosa Herman went to Tampa; June Madison joined Polack Bros.' Western Unit and Margaret Bowen left for the East.

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 7.—Vice-President Ned Torti presided at the Thursday (5) meeting assisted by Secretary Joe Streibich, Treasurer Emeritus Walter F. Driver and Past President Lou Keller.

V. Ben Williams, Vancouver, B. C., and Charles G. Jordan, Winnipeg, were elected members. Frank Daniels is still confined in Municipal Tuberculosis Sanitarium here and Frank M. Knight is in Alexian Bros.' Hospital, this city.

Membership observed a moment's silence for Arthur R. Hopper, who died this week in New York. Members welcomed back after absences included Mickey Blue, Ralph Goldstone, Charles Drobnik, Fred G. Johnson and Ernest Lawrence. Letters received from Jack Duffield, Sam Arenz, Sam Roberts, Kansas University and Frank J. Lee. Duffield is out of the hospital and back at his desk.

Ways and means committee is getting its summer fund-raising plans rolling and the house committee is busy making arrangements for the club's 40th birthday party February 19. Torti and William Carsky both left for Tampa. Charles Zerster Sr., left on a business trip. Clubroom callers included Robert R. Kline and Jess Wrigley.

## Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Feb. 7.—The Arizona Showmen's Association will erect a new clubhouse this year. With the increased membership, present club quarters are too small. John Hicks is chairman of the building program. Hiko Siebrand is to head the advisory committee to supervise the selection of the location, as well as to obtain architects. The committees are to start immediately to locate a site, and the new quarters are to be ready for occupancy by November.

President Marguerite Stone presided at the February 2 meeting. The club voted to reduce the number of the board of directors to 24.

Cleo La June is at Memorial Hospital, Phoenix, after surgery. Red Hooper expects to leave Aransas Pass (Tex.) Hospital shortly. George Redwood is in Veteran's Hospital, Phoenix, for a check-up.

Buffet lunch was served by Dallas McArthur, club custodian. George Saxton won the pot of gold.

The president named new committees as follows:

Board of directors: Don Hanna, J. W. Siebrand, Charles Denny, Paul Pecka, Hank Carlile, Hiko Siebrand, Lloyd Wilson, Nora Lucas, Betty Wilson, John Stone, Frank Morrow, Janelle Siebrand, D. W. Yeakle, John Hicks, Harry Clark, Ralph Horstman, Joe Steinberg, Lee Ritter, Charles Thompson, William Jones, Lloyd Lea, B. B. Bassford, Jack Austin, Cora Ritter, Les Uelton, C. O. Hays, Melvin Gallamore, Harry L. Gordon, Harry Berko, Ross Morrow, Millard Freeman, Cliff Gilbert, Kenneth Burke, Norman Lansdowne, E. C. Dinky Moore, Steve Lucas, Harry Lucas, Louis Block, P. H. Siebrand, W. J. Siebrand, P. W. Siebrand, Lloyd Wilson, John Stone, Louie Wald, Hiko Siebrand, Vance LaJune, William Gallamore, W. J. Siebrand, Frank Morrow, Paul Pecka, Ralph Horstman, B. B. Bassford, William Jones.

Ways and Means: Jack Weiner, Cora Ritter, Ross Morrow, Betty Wilson, Margaret Hanna, P. W. Siebrand, D. W. Yeakle, Lloyd Wilson, Lucille Fitzgerald, Harry Berko, Charles Thompson, W. R. Siebrand, Frank Morrow, Millard Freeman, Melvin Gallamore, Gloria Jones, Ralph Horstman, Alexander Mercy.

Sick and Relief: Ross Morrow, William Carter, Les Uelton, Jimmie Rittenhouse, William Saunders, Cemetery: D. W. Yeakle, C. E. Gallamore, Horace Wood, Frank Scriba, Publicity: Harry L. Gordon, William Saunders, Building: Lloyd Wilson, John Hicks, Ike Caston, George Sackman, Frank Morrow, Joe Steinberg, P. W. Siebrand, Charles Thompson, Louis Wald.

House: Harry Gordon, Lucille Fitzgerald, Ann Horstman, Lillian Freeman, Norman Lansdowne, Margaret Hanna, Mrs. Harry Clark, Janelle Siebrand, Lawrence Fitzgerald, Dallas McArthur, Francis Peicka, Jimmie Rittenhouse, Ralph Horstman, Les S. Uelton, Betty Wilson, Ruby Freeman, J. J. Bollen, Don Burke, Ross Morrow, Bylaws: W. R. Siebrand, D. W. Yeakle, Nora Lucas, Lloyd Lea, W. Billingsley, William Gallamore, Horace Wood, William Davis, J. M. Myers, Cliff Gilbert.

Entertainment: Betty Wilson, Ann Horstman, Janelle Siebrand, Daisy Howard, Cleo LaJune, Mrs. Harry Clark, Ruby Freeman, Ross Morrow, George Reynolds, Marie Hanke, Jack Austin, Loel Jackson, Francis Peicka, Carl M. Langdon, Gloria Jones, Jack Weiner, Alexander Mercy, Alice Billingsley, Laura Patrick, Steve Lucas, John Burke, Walter Fleck.

## Membership

Membership: Ross Morrow, Louis Wald, Betty Wilson, Cora Ritter, D. W. Yeakle, Lloyd Wilson, Margaret Hanna, John Hicks, Frank Hanna, John Steffen, Frank Morrow, John Stone, Billie Hicks, Millard Freeman, W. R. Siebrand, Ralph Horstman, Ann Horstman, Tommy Watson, Charles Thompson, Paul Peicka, Lucille Fitzgerald, B. B. Bassford, Norman Lansdowne, Gloria Jones, Ruby Freeman, Cleo LaJune, Les Uelton, Jack Weiner, Lillian Freeman, Dallas McArthur, W. J. Siebrand, Virgie Waters, Eddie Yates, Jimmy Carter, Steve Lucas, Buddie Wald, Walter Fleck.

## Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 7.—The first meeting of the 1953 season began with a salute to the flag. New officers on the rostrum were Teresa Sidenberg, president; Babe Weinstein, social secretary; Marguerite Lahmar, treasurer, and June Scordias, sergeant at arms. Faye Davis acted as secretary in the absence of Joan Lipsky, and Rose Brown as chaplain in the absence of Nora Gydnia.

Mary Petersen, Betty Lashbrook, Esther Kovinsky and Catherine Peck were elected to membership. Letters were read from Lillian Hemmer, Edith Myers, Ladies Auxiliary of Miami Showmen's Association, Mrs. Tom Allen, John H. Thompson and Mrs. J. Donnelly. Ill this week were John Lipsky, Estelle Regan, Jeannette Hart and Josephine Scordias.

Verna Schantz won the attendance prize, donated by Betty Hutchinson, and June Scordias won the door prize, donated by Estelle Regan. Birthday cakes were presented to Clara Campbell, Babe Weinstein and Arlene Sidenberg.

A luncheon and card party was held Wednesday (4) at the DeSoto Hotel.

### Miami Showmen's Association

333 W. Flagler St., Miami

MIAMI, Feb. 7.—About 150 members attended the Tuesday (3) meeting. President William Cowan presided. On the dais were William B. Moore, Cliff Wilson, L. I. Thomas, Mel Dodson, David B. Endy, Art Lewis, Sam Solomon, Noble Fairley, and Chaplain William C. Bryant.

The fund-raising drive got off to a good start with a \$100 gift from Prell's Broadway Shows. Patty Finnerty, chairman of the banquet committee, said that tickets would be mailed to all shows during the season. Tables will seat 12 and a saving will be offered when the ducats are bought in blocks.

Tommy Carson, co-chairman of the membership committee, reported 1,025 paid up members. Membership applications of William J. Culeton and Harry Gold were approved.

Cliff Wilson, chairman of the building committee, reported progress on securing plans for the club's new home. The size of the planned building will be increased to 125 by 110 feet so that ample room will be available for the ladies.

Soft drinks and coffee will be served free to all those attending the club's annual picnic Sunday (22) at Crandon Park. Chairman Eddie Edwards predicts it will be the biggest event of the year.

On the sick list are Jack Rose, Abe Rabinovic, Max Kimerer, Pud Hartman, Ross (Doc) Dyer, Ed (Spot) Cooper, confined to Rex Hospital, Raleigh, N. C., and Jimmy Chanos, owner of the show bearing his name, who entered Jackson Memorial Hospital here for surgery.

Speakers at the meeting included Noble Fairley, Charles Goss, Art Lewis, Ralph Endy, Sam Solomon, Alfred Ridings, Jack Pink, Frank Spina; Sam, Ed, and Harry Crowell; Harry Nelson, Doc Norman, Tommy Pell, William A. Curtiss, Jackie Fields, Pete Norman, Paul Prell, Eddie Roth, Jack Shapiro, Irving Biscow; Frank, Pete and John Glynn and Jackie Davis.

President Cowan appointed Eddie Roth West Coast representative. Art Lewis was appointed chairman of the building and committee.

#### Ladies' Auxiliary

President Ruth Schreiber called the meeting to order. Also on the program were Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Lillian Tucker, treasurer; Ann Whitehead, recording secretary, and Ethel Seer, corresponding secretary. Edna Lockhart delivered the invocation, which was followed by a pledge of allegiance to the flag.

New members welcomed by President Schreiber were Mamie Collan and Olive Thomas Sprague. Welcomed to their first meeting of the year were Peggy Minden, Edna Festa and Pearl Ridings. recess was called for the dark horse, won by Olive Sprague. Unveiling of the stone for Gladys Green was held January 25. Mae Levine reported plans for the new building under way. It is hoped that ground will be broken soon. Bonds were won by the following: George Griffith, Mae Sopenar, Pat Schilly, Whitey Owens, Rusty Freeman, Lanny Covington and Irene Moore. Pearl Schultz and her committee served refreshments.

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Good 15-car Caterpillar, \$6,500.00. Also have Tractor Trailers racked to carry this ride. Terms can be arranged for all. Also have Athletic Show and other Tractor Trailers for cash. Book small Cook House, Shows, Tenting, Concessions. Opening in early April. Contact or come see.  
**DYER'S GREATER SHOWS**  
Box 121, Seaford, Ark.

## Winter Quarters

### Gem City

PHENIX CITY, Ala., Feb. 7.—Wendell Pierce, assistant manager, is supervising painting and overhauling operations here. New fronts are being built for a jig and gal show and new canvas for both these units is on order.

Show expects to hit the road with 14 major and 6 kid rides, 10 back-end units and upwards of 50 concessions. Six Downey light towers, light plants and a searchlight will also be carried. Sky King, swappole, will be the free act.

Bob Pine is building several new concessions for Don Greco, concessions manager. Route for this year will include spots in Alabama, Georgia, Tennessee, Kentucky and Illinois.

Staff included Thomas D. Hickey, president and general manager; Robert (Bob) Steward, general agent; Pierce, assistant manager; George Leonard, publicity; Ray Marsh Brydon, director of shows; Greco Brothers, concessions managers; Harry Thomas, secretary, and John Reed, business manager.

Winter quarters will officially open March 1.

### Gold Bond

MOUNT STERLING, Ill., Feb. 7.—Plans are to get operations under way soon, altho some work is already taking place under supervision of Owner Mickey Stark. Main project planned is the building of two new show fronts, one for snakes, the other for a peep unit.

Stark, accompanied by Ray Swanner, has been busy making fair meetings and returned here last week from the Illinois confab.

Org will carry a new ride this season, titled Scamper. The device, which is being manufactured in Milwaukee, includes six Scooter cars, each with its own 2½ horsepower gasoline motor. According to Stark the cars will travel at six to eight miles per hour and can be stopped by the operator thru the use of a photo electric eye device.

### Brown & Wallace

SAVANNAH, Ga., Feb. 7.—A new front gate is planned as well as a new front for the Life Show. Painting of equipment is already under way and the trucks are being painted white with red trim and green lettering.

Iodine and Bud Bailey are keeping busy in the workshop. Tex Kuenkle is handling the artwork. The writer is building three new stands to house popcorn, candy floss and snow cones. Al Dameron infos that he will be back for the season with his snakes.

Mr. and Mrs. Al Wallace are vacationing in Florida. Fitzie Brown is busy lining up spring dates.—ROY McGOVERN.

## From the Lots

### Brush

DEL RIO, Tex., Feb. 7.—Mr. and Mrs. Speck Pritty, operators of the show, have had two weeks of good business since operations began. Two major and three kiddie rides are now on the midway. Three tractors and trailers have been added, and delivery is being awaited on a new bingo top. Tex Crawford has strengthened the back end with a Monkey Speedway. He has also taken delivery on a chimp and python. William Bryon is managing the two office-owned Girl Shows. Carl Stone has the Pit Show. Wayne Turner is framing an Athletic Show. Mr. and Mrs. Lacey have the pony ride and mug joint.

Charles Pressler came on with a Jet ride. Frankie LeBlont has the cookhouse, popcorn and snow cones. William Genter is legal adjuster and has some stores. Snakehead Jones and wife have jewelry and bottles. Madame Virginia has the mitt camp. Pueblo Pete is the free act. Earnest Pole is secretary and has two concessions, as have Mr. and Mrs. Mays. P. M. Mems has the Dope Show and three concessions, and Eddie Strech has candy apples and floss. A. D. Speck is ride superintendent. — EARNEST POLE.

### Midway of Mirth

JONESBORO, Ark., Feb. 7.—Show is wintering here for the first time. Work is progressing with painting and overhauling of equipment already under way. The route for this year is just about completed.

Many of last year's ride help and concessionaires will be back for this season. Frank La Vell has signed on again as lot superintendent and will also serve as mailman and agent for The Billboard. La Vell has been vacationing in Pascagoula, Miss. Jimmie Davis will again be ride superintendent and in charge of transportation.

Charles and Ann Kahle, are spending the winter in Connecticut, but will arrive here soon. Kahle is in charge of the electrical department and has several concessions. Mr. and Mrs. Eddie Malbin vacationed in Texas; Eddie Krohn on the west coast, and Helen and Joe Wherry in Monroe, La.—ROSIE DAVIS.

### J. A. Gentsch

WINONA, Miss., Feb. 7.—General Representative Frank M. Owens arrived in quarters recently and found that much has already been accomplished in preparing for the 1953 tour. Russell Cooper has returned from Houston. Mrs. Cooper, the daughter of Owner J. A. Gentsch, is with him and Ralph Mill. Whitey Stewart is in charge of quarters while Gentsch is at his home in Natchez, Miss. New this year will be a dark ride and two other rides. The show will carry 12 rides, 5 shows and about 40 concessions.

### American Beauty

UNIONTOWN, Mo., Feb. 7.—Org will again travel thru Missouri, Iowa and Kansas in '53, according to Joe H. Sharp, co-owner and agent. Sharp signed Iowa fairs at Eldon, Bloomfield and Oskaloosa. He has also booked Lamar and Neosho, Mo., and Coffeyville, Kan., for Labor Day.

Work has started here on a new office-owned cookhouse which will be operated by Mr. and Mrs. Bud Pyle. Show is also adding four new light towers.—KATHERINE SHARP.

### James H. Drew

WAYNESBORO, Ga., Feb. 7.—Work on equipment is under way and the Merry-Go-Round has been repainted. All rides and trucks will be overhauled and painted.

A new electric system will be added before the shows open in April. The Drew children are in school here. Recent visitors included Russell Hunt, Joe Frazer, Bob Flint, Rex Harris, Johnny J. Denton, Orville Hanes and J. Harris.—J. H. DREW JR.

### Tennessee Valley

NASHVILLE, Feb. 7.—Many visitors have called at quarters where preparations are under way for the new season. Ted Meadows has returned from Florida with a Ferris Wheel. July 4 week and several fairs have been set by J. C. Admire, general agent. Mack Hoag will have the cookhouse this season, along with four other concessions. Elmer Read, formerly with the Ham-montree Shows, will bring on five concessions. A 10-in-1 is being framed for the new season.

Advertising matter will be supplied by Hatch Show Prnt, Nashville. Mrs. Una Meadows will handle the office. A new office truck is being built. Show is slated to open April 11.—J. C. ADMIRE.

### Gray's County Fairs

BURWELL, Neb., Feb. 7.—H. H. Gray has purchased the show which he formerly operated. Equipment is being repaired and painted in new quarters here. Delivery has been taken on a Rollo-plane and Train, making a total of six major rides and three kiddie units. Tops and crescents have been ordered for two kid rides. Show will travel on 10 trucks and a bus housing the office.—OSCAR GRAY.

## SEES BIG YEAR

# Coleman Prepares For 35th Season

ALBANY, N. Y., Feb. 7.—Dick Coleman will put his Coleman Bros. Shows on the road next spring for the 35th consecutive year. The Middletown, Conn., operator thinks that it will be a good season. Earnings were satisfactory last year despite an over abundance of inclement weather, he said, and the outlook for 1953 is just as good and perhaps somewhat better.

At the New York State Association of Agricultural Fair Societies meeting here Monday and Tuesday (2-3), Coleman wrapped up his usual number of annuals early. Signed for next fall are Boonville, August 3; Norwich, August 10; Altamont, August 24; Ballston Spa, August 31-September 4, and Fonda September 5.

Other dates included in the Coleman fair route are Greenfield, Mass., September 13; Rochester, N. H., September 20; Stafford Springs, Conn., October 1, and Belchertown, Mass., October 12.

This year's showing will mark the 23d consecutive appearance of the Coleman organization at Rochester and the 19th consecutive stand at the Greenfield event. Most of the other fairs on the show's route have also been played for a number of years.

## B. & B. Completes Booking Alaskan Route for Summer

GRAND PRAIRIE, Alta., Feb. 7.—Despite subzero temperatures encountered on his booking trip, A. E. Stein predicts a banner year for the B. & B. Shows on their 1953 tour thru Alaska. Stein and Charles Camp left here recently for Vancouver, B. C.

Stein said the booking job was just about completed. Work to be done in Vancouver, he added, was one of detail. By the time the duo returns to San Francisco, they will have traveled over 5,000 miles.

The showman added that B. & B. has a good route booked. He declared that the country to be traveled is in good financial condition and has had few shows in recent years.

On their trip Stein and Camp encountered temperature of 18 degrees below zero. Snow was banked 10 feet deep in some places and they saw dog sleds as well as vehicles on runners.

## Sebewaing Midway Contract to Mosher

SEBEWAING, Mich., Feb. 7.—Midway contract for the July 2-5 Centennial Celebration here has been awarded to Mosher's Amusements, reports Hugh R. Mosher. In addition, the program will include some TV and film personalities, fireworks, a large parade and a three-day pageant to be presented at the City Park. Fred C. Martini has been named committee chairman.

One of the high points of the parade will be a display of antique automobiles. Local churches and clubs are forming committees to assist in handling details of the centennial, under the direction of Martini.

## World of Pleasure To Stay in Mich.

DETROIT, Feb. 7.—World of Pleasure Shows will confine its fair route to Michigan this year, instead of going into Ohio where they played two fairs last year, at Wauseon and Montpelier. Eight Michigan fairs have been signed so far, according to William Postelwaite, who will be manager of the shows this year. The shows were operated last year by W. O. King, of the King Amusement Company, as a partnership. King will be sole owner this season.

Coleman said that general re-furbishing of equipment will be started at Middletown quarters after his return from Florida. At the same time a number of ride units operated by him at Ocean Beach, New London, Conn., will also be inspected and overhauled.

Coleman, a one-time shopkeeper, started in the carnival business with his brother, Tom, so that the name of the unit legitimately referred to a brother combination. Tom retired from the business several years ago. He resides at Middletown.

Dick was aided at the meeting here by his son, Francis, and Whitey Bearsley.

## RC Contracts Palm Beach

FORT MYERS, Fla., Feb. 7.—The signing of Palm Beach County Fair, Palm Beach, Fla., March 6-14, by the Royal Crown Shows, was announced here today by Royal Crown Secretary Motris Stokes as the show, favored by weather, got off to a good start at Lee County Fair. The Palm Beach contract makes a total of six Florida fairs that have been inked by Royal Crown.

Stokes also reported that Owner-Manager Dolly Young is recovering from a virus pneumonia attack that had her on the "danger" list.

## Buff Hottle Books 2 Units

COVINGTON, La., Feb. 7.—Buff Hottle Shows will be operated in two units starting in mid-August, and each will have its own route of fairs and celebrations. Manager Hottle announced here at the org's winter base. One show will carry 14 rides while the other will tote 8 devices, he said. New front arches and light towers are also planned.

Hottle was active at the recent Louisiana meeting in Baton Rouge, inking fairs at Donaldsonville, Franklinton, Crowley, New Iberia and Leesville. Illinois events recently booked included fairs at Danville, Lincoln and Marion and the Pana July 4 celebration.

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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, 413 East Water Street, Elmira, New York.

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 Expansion Watch Bands, \$3.25 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklaces and Earrings Sets, \$7.50 per doz. Men's Identification with expansion watch band, \$6.00 (rhodium) \$4.50 per doz. (gold plate). **DISPLAY BOX**, \$1.00 per doz. additional.

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earring 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 \$2.75 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, Rhinestone and Pearl Crosses, on chains. Scatter Pin Sets, \$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!**

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**CORRECTION**

Due to a typographical error, the following item was incorrectly priced in our Feb. 7th ad:

**Live Action Cowboy Rancho Clock**  
 18" High, 4" wide at base. Cowboy on bucking bronco, Western background scene (hand-painted). **\$3.30 ea.**

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**NEW ELECTRIC MACHINE BAKES** greasiness doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

**RADIO ADVERTISING WITHOUT RISK!** Pay "per order"! 450 Broadcasters! Details free! Trylon, 519 Jefferson, Elizabeth, N. J.

**RAZOR BLADES—NATIONALLY ADVERTISED;** buy wholesale. 45% profits when retailed. 20 pkgs. of 4's for \$1.05; retail for \$2. Send for price list. Caplan, 520 W. Jefferson, Lansing, Mich.

**ROLLER RINK—FULLY EQUIPPED, ON** resort lake. Year around business. Furnished cabin, several building lots; \$12,000 takes all. J. C. Laurie, Reading, Mich.

**START VENETIAN BLIND LAUNDRY—** Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. fe

**WHERE TO BUY WHOLESALE ELECTRICAL** Appliances, Novelties, Costume Jewelry, Cookware Sets; other essential merchandise. Write Distributors, 1130 Broadway, N. Y. fe

**\$6x122 FT. PORTABLE SKATING RINK—** Maple floor, in sections; 200 pair Chicago skates; wheel grinder; a lot of skate parts; sound system; floor sanders; other items included. Price \$3,000. Meredith Dark, Pittsfield, Ill.

**FORMULAS & PLANS**

**ANY FORMULA, \$3. FORMULA CATALOG** and Chemical Instruction Sheet, 19. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krisky Korn, 120 S. Halsted, Chicago, Ill. mh28

**CALUMET JR. POPCORN TRAILER,** equipped with jumbo popper, tires very good, some stretch, fluorescent lighting, Plexiglas enclosed. Sacrifice \$500. Robert Zontini, Box 427, Adena, Ohio.

**(ONLY 2) ONCE-IN-A-LIFETIME VALUES (ONLY 2) 100 KW. DIESEL-ELECTRIC GENERATOR SETS—**

**Like New!**  
 125 KVA—100 Kw.—8 Power Factor—60 Cycle 400/230/127 Volt. 180-328 Amps. 3 Phase, 4 Wire HERCULES DIESEL POWERED—Low Hour Use. Mounted on Structural Steel Skid Bases. WIRE FOR FULL PARTICULARS TODAY. \$3,750 each.

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 2219 Chamberlayne Ave. Richmond, Va.

**WILL EXCHANGE PAIR 35MM. PORTABLE** Simplex sound projectors, in excellent condition, and accessories for a new 21" table model Zenith television set and a tape recorder. Charles Hickey, 1004 Chisholm Drive, Knoxville, Tenn. fe14

**FOR SALE—SECONDHAND SHOW PROPERTY**

**ALL 16MM SOUND—3,000 REELS; FEATU-** res, \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Boston, 128 N. Court, Memphis 3, Tenn.

**AUTOMATIC MINUTE PHOTO MACHINE,** 8 car Kiddle Auto, High Striker, Milk, Dart, Bumper, Wheel Games, G.W.W., 410 St. Clair, Mansfield, Ohio.

**BRILL'S TESTED ILLUSION BUILDING** Plans Coffin Blade Box, 4 Escapes, 5 Platform Illusions, 4 Bigger Illusions, 4 each; Sawing Woman, Headless, Doll House, \$3 each; Pit Show (Turtle Girl and Spidora), \$4; all \$ 230. Free circular. Brill, Box 675, Peoria, Ill.

**CONCESSION TRAILER—FOOD AND** drink. Opens three sides, fluorescent lighting, Hires Root Beer dispenser with refrigerator unit, bottled 233 griddle, orange drink dispenser. Will send photo. Edna Hill, R.D., 21, Columbia Station, Ohio.

**EVERLY MID-O-RACER, JORDAN HOBBY** Horse, Photo Trailer, Sound System, Snow Machine, Light Plant. 1790 S. Harvard, Tulsa, Okla.

**FISH POND, GLASS PITCH, BALL GAME,** 1950 Chevrolet and semi trailer with possum bellies and living quarters 423 East, Jackson, Miss.

**FOR SALE—35-WATT AMPLIFIER, 2500-** watt A.C. Electric Plant; 10x15 Marquise, 120 feet 7 foot White Side Wall, 2 Side Show Banners, cheap. Hal Asling, 1509 S. Ewood, Tulsa, Okla.

**FOR SALE—HOME SHOW DISPLAY** Booths, aluminum pipe with drapes, electrical wiring, switch boxes. Show opening March 12. Others following. See Jack Guerlin, 509 Cooks Ave., Elgin, Ill.

**FOR SALE—1951 BOAT RIDE 3 PLYWOOD** Boat, steel tank in 8 sections, very portable, \$800. Johannes Sims, Spencer, Ind.

**FOR SALE—TEN, 50'x50', COMPLETE** poles, stakes, etc.; 10 section, 6 tier circus seats, mostly new; 5 kw. line plant, used very little; 24 cable and 28 wire stake puller; sledge hammers, etc. additional. Cheap for cash. Reason for selling, going into another business. J. C. Squires, 212 S. Laflin St., Chicago 7, Ill.

**HEADLINE PRESS AND TYPE COMPLETE** for making newspaper headlines, good as new, \$65. Moore, 2230 Sarah St., Pittsburgh 3, Pa.

**IF YOU CAN'T SELL IT OR FIND IT TRY** us. Rides our specialty, coast to coast. Financing on new rides to reliable operators. Anything different. What have you to sell? Young's, Tel. 2641, Moravia, N. Y. fe21

**KHAKI TENT, SEATS, BLEACHERS, 1900** people; jeep, light plant, house trailer, two big trucks. Ready to go. A. N. Stafford, Owner, 508 Marine, Mobile, Ala. Phone 55704. fe28

**KID MERRY-GO-ROUND, JEEPRIDE,** Trade for Dodgem, Kid Whip, Bully, Midgurger, streamline Whip, Spifire, or what? F. Shafer, Washington, Ind.

**KIDDIE ROTO WHIP—MANGELS, USED 35** weeks, like new, \$1650; big bargain. Want Mangle Kiddie Carousel. Moore, 2230 Sarah St., Pittsburgh 3, Pa.

**MANUFACTURE, REPAIR, TRADE ANY-** thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. fe28

**MECHANICAL POLICEMAN—HEAD, ARMS** and eyes move; giant Ape, standing; made by Shaw; both man size, \$60 both. Moore, 2230 Sarah St., Pittsburgh 3, Pa.

**MECHANICAL SHOW IN 26 FOOT SEMI** trailer. Whirl, Dark Hide mounted on truck. Arcade mounted 24 foot trailer. Custard Machine in steel trailer. Streamlined Gas Train mounted on rubber, Callopie, Banners, Transformers. Collins Shows, Kearney, Neb. fe28

**MORE BUYERS** will read your ad if you use **DISPLAY-CLASSIFIED TYPE**

Complete information upon request

**NEW MILDEW AND FIRE PROOF 14x14** Center Concession, complete; used two weeks; bargain. R. C. McQueen, 8516 N. Blvd., Tampa, Fla.

**NICE LONG RANGE GALLERY ON** trailer; five guns, like new; will sacrifice. John, Wichita, Kan. fe28

**NO. 5 ELLI FERRIS WHEEL, \$3,500; 18 FT.** Smith & Smith, Chair-o-Planes, \$1,000 cash. Write Ken Roberts, 19 Wolcott St., Hartford, Conn.

**PHOTO BOOTH AND CAMERA—F45 LENS,** William J. Baker, Layton's Park, Riviera Beach, Fla.

**PLAY-PARK OR DRIVE-IN THEATER—** Special custom built de luxe all steel electric Street Car, Trunk, Motors complete, like new, \$1,500. Full details, Audizen Distributing Co., 2025 Jackson Street, Dallas, Tex.

**PUNCHING BAG EXHIBIT—PULL-UP** champion with extra new bag, \$50. Moore, 2230 Sarah St., Pittsburgh 3, Pa.

**SEVEN CAR TILT-A-WHIRL, 1939, IN A-1** shape; 10 horsepower electric motor; no transportation; \$4,500. Justin Plyler, Myrtle Beach, S. C. fe14

**SMALL MERRY-GO-ROUND—"LITTLE** Star." Not a toy, a real money maker, \$350. Shertren, 712 Ramage St., West Hollywood, Calif. fe21

**STORED IN FLORIDA—EIGHT ROTARY** Merchandisers, framed, complete; 14 ft. Ballon Dart store, used 12 weeks, complete; eight foot four way panel Popcorn Apple Star Counter, Popper, apple equipment, etc.; two five foot panel Umbrella Frames, glass enclosures. Also van body 1 1/2 ton Studebaker, new motor. Write J. Jones, Box 119, St. Petersburg, Fla.

**TILT-A-WHIRL—TRANSPORTATION, LATE** model tube, clutch; little repair puts in top shape; bargain; best offer takes Box 664, Sand Springs, Okla.

**1948 KIDDIE WHIP—WILL GUARANTEE** good condition, \$1,500. G. A. Williams, 2042 S. Topeka, Wichita, Kan. fe14

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**BE A THICK CARTOONIST—IT'S EASY.** Complete program and instructions, \$1 postpaid. Satisfaction guaranteed. Lee Cressman, Washington, N. J.

**YOU CAN ENTERTAIN FOR ALL OC-** casions with our Trick Drawings and Rag Pictures. Catalog 10¢ Balda Art Service, Oshkosh, Wis. fe14

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**A BRAND NEW #23 CATALOG MIND** reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic. 144-page illustrated catalog. Boyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B 5 High, Columbus, Ohio. fe28

**SUB MINATURE RADIOPHONE FOR** Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. fe28

**VENTRILOQUIAL (95 UP); PUNCH** figures, \$15 each, dressed. America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbia, Minneapolis. Minn. fe14

**Attention, Promoters! The New Retractable BALL PEN Only 40¢ Each** with New MIRACLE INK Guaranteed Not to Leak Not to Smudge

**PRESS BUTTON—IT WRITES**  
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 Immediate Delivery—Any Quantity  
 25¢ Deps, Bal. C.O.D.—2 Samples, \$1.00.

**PACKARD BALL PEN**  
 27 East 22d St., New York 10, N. Y.  
 S'pring 7-7180

**\$3.95**

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**MIRACULOUS MEDAL**  
 Matching Necklace and Bracelet Set in "Mother of Pearl" and 18-Kt. GOLD PL.

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**\$6.00 PER DOZ. SETS**  
 (24 jewelry items)  
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No Federal excise tax.

**STERLING JEWELERS**  
 44 E. Long St. Phone: AD 4621. Send for Catalogue. Columbus, Ohio

**SPECIAL PURCHASE**

**MEN'S & LADIES' RINGS set with 1/2 Ct. TITANIA GEMS**  
 More Brilliant Than Diamonds.

Ladies' 14k gold Tiffany mounting set with 1/2 ct. gem. **\$14.95**

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Hurry... limited quantity of complete rings. Loose gems only, ct. \$8.25.

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 2-Button Chronograph or chrome case service watches with radium dial and removable lens. **\$2.95**  
 Complete with leather strap. Gross lots  
 Doz. lots, ea. \$3.55.  
 Lots of 6, ea. \$3.95.

**ELGIN • BENRUS • GRUEN BULOVA • WALTHAM WATCHES \$9.95** for men & women Yellow Exp. Band, 95¢

**SPECIAL \$50 DEAL**  
 6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dial. Reconditioned and guaranteed like new.

New Big 1953 Wholesale Catalog... **25¢**

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 3-day money-back guarantee if not satisfied.

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 Featuring Sporting Goods, Housewares and Seasonal Items for Spring. If not on our Mailing List write for copy. State your business.

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 Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!

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Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63.

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- Evans
- Parker
- A. S. R.
- Ransom
- Jacques Kreister
- Camfield
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Cover has blank space for dealer to imprint his own name and address.

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Enclose 25¢ in stamps. (To be credited to your first order)

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**\$8.45**

Per carat Genis' yellow s.g.d. newest style mountings, additional, \$12.50 and up. The same available in ladies; \$9.50 and up.

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**Men's Watch & Jewelry Set**

Set of 3—**\$7.95**

**Now Jeweled Chronograph**  
 • Gold Plate Top  
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 COMPLETE with lustrous gold plated CUFF LINKS, KEY CHAIN & TIE HOLDER. (Sample Set, \$1 additional)

**\$11.95** ea.

Cover Case Style, \$1 add.



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Exquisite copies of 3400 diamond watches, hand-set rhinestones. Guaranteed. Retail tag of \$59.50. (Sample, \$12.95.) Lots of 3

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3 1/2 inches \$1.80 Dz. 3 1/4 inches \$2.40 Dz. 4 1/2 inches \$2.75 Dz. 5 1/2 inches \$3.40 Dz. 6 1/2 inches \$4.40 Dz. 8 1/2 inches \$5.00 Dz. 10 inches \$19.20 Dz.

These are not closeouts—perfect merchandise

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YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different; \$1; not over 36 letters each; headline blank, \$2.50 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. fe28

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DOMINION TEN.—CALL AT WORK OR please come home. Call your sister and tell us why you will have \$500 if things don't go as I am planning. Love forever, Stix.

WILLIAM LAMORRIS—HAVE FULL PARTICULARS. Machin can help if here. Otherwise it's alone. Joe in N.H.S.H. Vera says write or come at once. Contact Lilbeth, Canterbury, N. H. Reckoning unavoidable.

300 NAMES AND ADDRESSES OF MOVIE stars. Complete list, 25¢ postpaid. Ray Sales, 317 West Ave. 41, Los Angeles 65, Calif.

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FOR SALE—TOM THUMB MIDGET PIANO, rebuilt, \$250; Bar Room Automatic Piano, \$375; F40 Hammond Speaker, \$195. Lee Co., 934 N. Lancaster, Dallas, Texas. fe14

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ATTENTION, OPERATORS—REVIVE YOUR business. Beautiful Trophy Loving Cups. We stamp patrons' names or any desired wording on cups. Photos can be attached. Retails at \$1. Will sweep the country or money back. Sample and wholesale price. 50¢ in stamps. Boosts sales of photos. Big field open; no competition. C. Gameliser, 23 Frankfurt St., N.Y.C. 38.

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Camera, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis, Mo. mh7

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe14

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. fe28

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BALLOON JUMPER WANTED FOR THRILL circus. One ascension daily, with or without balloon and parachute. We furnish all expenses. State experience, lowest, etc. Address Thrill Circus & Rodeo, 2310 N. Western Parkway, Louisville, Ky. fe14

DRUMMER FOR COMBO, WITH TENOR voice to sing part of local group; no solos; steady work; commercial and jazz; no lusher. Write or wire Hal Greene, Brass Band, Great Falls, Mont.

GIRL, HAMMOND ORGANIST—SINGLE, age between 25-33; for rinkel play in Midwest; partnership for right person. Send snapshots and full particulars in first letter. Jerry Meisner, Owatonna, Minn.

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 817 Broadway, Newark, N. J.

PICTORIAL WINDOW CARDS, PROGRAMS, Hoards, One Show Printing Co., Cato, New York. fe28

PRINTING THAT PLEASES—LETTER-press, offset, Stationery, business forms. Send copy for estimate, samples, prices. Mercury Press, Box 698, Marengo, Iowa. mh7

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AD MATCHES! SELL AMAZING DESIGNS; 20, 30, 40 and 50-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeat. Start without experience; men, women; full, part time. Buy nothing! Sales Kit furnished. Match Corp., Dept. D-62, Chicago 22, Ill.

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## SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA. 6-2544. fe21

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A-1 TATTOOING MACHINES—DESIGNS colors, needles, outfits; genuine German Pelican Ink, free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe28

EXPERT TATTOO ARTIST WANTS PERMANENT location. Air mail complete details. Post Office Box 2093, Denver, Colo.

## WANTED TO BUY

BINGO—COMPLETE, PREFERABLY 18x26 ft., A-1 only; 500 mile radius, Tampa, Fla. All answers. Box C-252, c/o Billboard, Cincinnati 22, Ohio.

CAR OR FIRE ENGINE RIDE—IN GOOD condition, Wintler, 104-27 49th Ave., Corona, N. Y.

GROUP GAME—FOR ABOUT 18 PLAYERS, such as Fascination, Horse Races or Jig-Saw. Would call for same. State measurements. Box C-249, c/o Billboard, Cincinnati 22, Ohio.

LARGE MERRY-GO-ROUND FOR PARK, Kiddo Roto Whip, Auto Ride. No Junk; state price. Box 386, Bowling Green, Ky. Phone 4002. fe28

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I WANT TO LOCATE WHOLESALE source strip tease series photo packets. Wilson, 1425 Roscoe St., Chicago 13, Ill. fe31

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SKEE-BALL MACHINES—LARGE TYPE, six or eight, good condition. State lowest price. Louis Rupp Sr., P. O. Box 122, Towaco, N. J.

WANT TO BUY—KIDS' RIDES. GIVE make, age, condition, price and pictures. Little John Beecher, 1611 City National Bank Bldg., Omaha, Neb. fe21

WANTED—ONE USED OR NEW MAPLE Spinning Mat. Write The Star Roll Arena, 2127 So. Glenstone, Springfield, Mo. fe14

WANTED TO BUY—MINIATURE CIRCUS Wagons, Cages, Animals all types, especially elephants. Photos returned. Brickie's Model Circus, Cope, S. C. fe28

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The ideal gift item—an all-'round best seller!



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Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C. O. D.

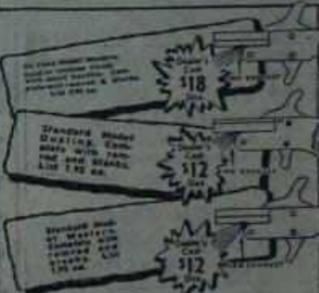
Only \$12.50 each in lots of three.

\$13.95 for sample.

**NATIONAL DIST. CO.** 222 Calumet Bldg. Miami, Fla.

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AT LIBERTY—MYRTLE CARD, READER for coming season. Write or wire c/o General Delivery, Marietta, Ga.

AT LIBERTY—BAR PERFORMER AT liberty for coming season. Box C-255, c/o The Billboard, Cincinnati 22, Ohio. fe28

CARNIVAL REVIEW DRUMMER AVAILABLE. Experienced, sober, union. Have own transportation, house trailer. Write Box C-256, c/o Billboard, Cincinnati 22, O.

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DUO DOUBLING ACCORDION, GUITAR, bass fiddle, vocals, comedy, washboard, novelty, master of ceremonies. Box 1336, Route 5, Miami 43, Fla. (Telephone 871282 or 678288.)

FEMALE IMPERSONATOR — FEATURING novelty musical act, also character dancing. Available soon for clubs, musicals, etc. Best appearance. References. Can double orchestra if needed. Box C-244, c/o Billboard, Cincinnati 22, O. fe14

YOUNG MAN—21, MARRIED; EXPERIENCED manager, wants position in record or sheet music retail sales department. Will go anywhere. Write or phone Ben Binkley, 138 W. State St., Springfield 29, Ohio. Phone 3-6367. fe21

## MUSICIANS

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AVAILABLE NOW — RINK ORGANIST. First-class man; experienced best rinks; reliable; locate anywhere. Send details. Box C-253, c/o Billboard, Cincinnati 22, Ohio.

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DRUMMER — SEMI-NAME EXPERIENCE. play all types rhythm, cut shows, sing blues and soul songs. Double on bass if provided. Go anywhere. Wire, write or phone Buster Satan, Chattanooga Musical Society, Chattanooga, Tenn. Phone 6-3912.

HAMMOND ORGANIST, VIBRATOR, Speaker and Mace Chimes. Finishing 19th week present location; available for Feb. 19th opening; have own transportation. Write or wire Freddie Sheppard, 1018 Woodlawn Ave., Zanesville, Ohio. All replies answered.

PIANIST—EXPERIENCED; RECOMMENDATIONS: hotel experience; read, transposition, good Latin, light classics. 47-802 member. Chudy, 1057 N. Vine, Hollywood, Calif.

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PIANIST—EXPERIENCED RADIO, HOTEL, etc. Unusual novelties on piano and Solovox. Contact Kathy O'Neil, 848 Colburn St., Toledo 2, Ohio.

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## PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 11, Ind. fe14

OLD TIME BALLOON ASCENSION—1907 Airship display; 1910 Flying Machine—A. J. Hartman, 2157 Summer St., Burlington, Iowa. mh7

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WORLD FAMOUS CLOWN—FEATURING deluxe crazy comedy, magic and acro. Available before or after Feb. 28, 1953, for parks, conventions, thrill and home shows, circuses, fairs and television. Beautiful wardrobe and lots of props. Working white face always but will do character if preferred. Photos mailed on request. Wire or write "Candy" Dickson, 12 Mercer St., Apt. 2, Cincinnati 10, Ohio.

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PRECISION made from hardened tool steel.

Comes complete with plastic pouch.

Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

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Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with a vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered. Sample, \$1.00 postpaid.

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IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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## LATEST CREATION

Checked be-bop hat, with pompon, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.00 PER DOZ. \$45.00 PER GROSS

## HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.

\$12.00 Doz. Minimum 4 Sets, \$6.00.

This is a terrific flash and sells on sight. Canvasers and agents are cleaning up.

## New Retractable BALL POINT PEN

The new sensational, retractable Ball Point Pen with no-smear ink. Carved. Bankers approved, guaranteed leak proof—large ink supply.

SPECIAL \$4.25 Per Doz. \$47.00 Gross

\$6.50 Doz.

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Immediate Delivery. Assorted Bright Colors. This hat is 16" across.

\$72.00 Gr.

## Mechanical Donkey

Terrific Number—spins its tail, walks and shakes its head. About 4" long.

\$21.00 GROSS \$2.00 DOZ. Minimum 6 doz.

1 GROSS OF WHISTLES FREE WITH EACH GROSS OF DONKEYS

The boys are cleaning up with this donkey.

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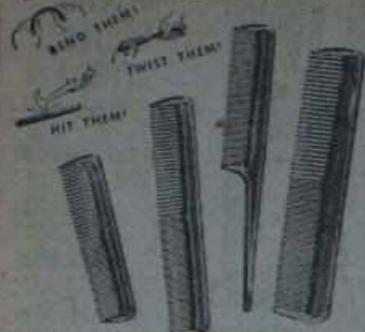
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Amber colored combs beautifully designed for demonstrating purposes. Deliveries made same day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for samples. This will be doubly refunded on your first order.

**TAMOR PLASTICS CORP.** Leominster, Massachusetts



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Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!

See your Jobber **The OAK RUBBER CO.** Ravenna, Ohio.

**FASTEST SELLER TO HIT THE BIG TIME**

## BEER DRINKER



Squash him down, he comes up squawking, lifting his mug for a hearty prosit. 6" tall. Attracts on sight. Sells the minute it's demonstrated.

Single Dozen ..... \$8.00  
Gross or More. Ea. doz. ... 7.20

Cash with order—shipped prepaid. 25% deposit — shipped C.O.D., shipping charges collect. If rated, shipped open account. **JOBBERS:** Write on your firm's letterhead for jobbing prices.

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FOR YOUR BAR

NEW! NEW! NEW!  
Bubble Boy Fountain comes in "Automatic" Life!

**MYSTERIOUS—MAGIC—ACTION**  
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Active Hi-ball.  
Greatest Bar Gadget ever invented.

Send \$1 for sample  
10 day Money Back Guarantee  
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P.P. Prepaid

**HOLLYWOOD HOUSE, INC.**  
2262 Norwic Pl.  
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## A SIZZLING SALES SENSATION!



The Newest, Hottest Selling Novelty on the market today!

Direct 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 3".

\$10.80 per doz. Sample Postpaid \$1.50  
\$120.00 per gross

Gross price quoted in our Feb. 7 ad was incorrect. Should have read as above.  
**PREMIER CREATIONS** Russell's Point, O.  
Miami, Florida  
Until March 15, order from 11255  
Biscayne Blvd., Miami, Fla.

# Pipes for Pitchmen

By BILL BAKER

"I'VE BEEN DOWN here since the beginning of winter, selling popcorn and peanuts at Rice Stadium for Ink Johnson and Johnny Osterman," pens George H. Brooks from Houston. "I've also worked the wrestling matches at City Auditorium and the basketball games at Rice Fieldhouse. I've also been working the Arrowhead Park stock car and midget auto races each Sunday afternoon to good business."

**B. W. MANNING** blew into Fort Worth last week via Chicago to work the Fat Stock Show and Exposition. He reports that most of the fellows working the event are making the Mohawk Hotel their headquarters. Among them are Frank, Earnie and Francis Desplinters, Andy Day, Chuck Festor and Mickey Heburn.

**KID CARRIGAN** following a lengthy silence, cards from Los Angeles that there are a couple of auction jam stores in operation on Main Street in the City of the Angels. He adds that a young fellow is working corn med and a kitchen gadget worker is located in the 10-cent store there. "I also met Richard Arcand, who is pitching here," Carrigan writes. "Red Halley is a bank messenger and he says that he'd like to go

East to work again. If any of you boys or girls plan to come out this way, I'd suggest that you buy a round trip ticket. I celebrated my birthday by making my old-time book pitch in Pershing Square. Is Jack Dillon still among the living? Most of the old-timers seem to have passed on. I'm going to Mexico from here but will head back East March 1."

**GEORGE BRECHT** better known as Beef Stew Whitey, is working aboard the S. S. Portland Trader, with headquarters at the Board of Trade Building, Portland, Ore.

## Pub. Adv. Clinic

Continued from page 49

Toronto; Arkansas Livestock Show, Little Rock, Mid-South Fair, Memphis; Brockton (Mass.) Fair; Kansas Free Fair, Topeka; Upper Escanaba (Mich.) State Fair; Evansville (Ind.) Fair; Casper (Wyo.) Rodeo and Livestock Show; Saginaw (Mich.) Fair and the American Royal Livestock Show, Kansas City.

**Experts on Program**  
Clinic will be given over to discussions of all phases of advertising, publicizing and promoting fairs. Topflight fair press chiefs will lead the discussions. Included among those who will head up these discussions are Ray Speer, veteran publicity director of the Minnesota State Fair, St. Paul; Thad Ricks, publicity director of the State Fair of Texas, Dallas, and Col. Jack Reilly, outstanding expert on special events, who has been associated with some of the world's largest fairs, including Chicago's "A Century of Progress," New York World's Fair and the Chicago Railroad Fairs.

There will be no enrollment fee. Fairs planning to send representatives are requested to advise The Outdoor Editor, The Billboard, 188 West Randolph Street, Chicago, no later than Monday, February 16. The Hotel Sherman, which will house a large convention on the same days of the Clinic, has set aside a block of rooms for those planning to attend with such room reservations to be made thru The Billboard.

## Drive to Seek

Continued from page 49

the effect of admitting practically no performers to the U. S., Hildreth said. Among requirements, performers must file petitions in duplicate, with supplemental documents in triplicate, giving "full, complete and detailed description" of education, training, specialized experience or "exceptional ability," supported by affidavits. Virtually sole category under which performers could apply is as "allens of distinguished merit and ability." Because of the lengthy red tape involved, it would be practically impossible to even process the petitions of some of the performers until long after the scheduled tour dates of their acts, and in some countries where there is such a backlog under limited quotas, it would be hopeless to apply, Hildreth said.

## Urge Showmen

Continued from page 49

must be performed outside of school hours and between 7 a.m. and 7 p.m.

Under this act, McComb explained, to employ a child includes to suffer or permit a child to work. However, child labor provisions of the act do not apply to children employed exclusively as actors or performers.

An employer can protect himself from unintentional violation of the minimum age provisions by obtaining and keeping on file an age or employment certificate for each minor employed, showing the minor to be of the age established for the occupation in which he is employed. It is recommended that all minors under 19 be required to furnish an age certificate before being put to work.

More detailed information on employment of minors may be obtained by writing the Wage and Hour and Public Contracts divisions, U. S. Department of Labor, Washington 25.

## Albany Meeting

Continued from page 49

first time in several years because of a virus picked up at the Harrisburg meeting. Ben was still in bed at his Miami home Sunday (1) but phoned to say hello to some friends.

### Carey Harried

Genial Jim Carey, who is referred to in that way in the preface of many speeches, was his usual efficient, hot harried self, in helping the too many get lodged in too few rooms and in trying to find a solution to the banquet hall problem where the capacity for the annual dinner and show is perhaps half of the potential.

### Good Publicity

Foster Potter, the Department of Agriculture's public relations director, aids fair operators perhaps more than they know. The presence of each delegate is made known to his hometown paper. Each release reminds local editors that good stories covering plans and bookings are available simply by contacting the delegate upon his return.

### Fresh Air Fiend

Charlie Bochert, a fresh air enthusiast, wore out a series of partners in his nightly brisk walks for many blocks up and down the Albany hills. While Charlie seemed to thrive on it most of his companions admitted to the desire to find their healthful activities in a stuffy hotel.

### Middletown Muddle

The situation at Middletown is about as confused as it can get. Two rival groups are sparring for the fair and both have claimed that they will definitely run it this year. In that event one, and very likely both, would be the loser.

### Railroad Viewpoint

James M. Donovan, assistant general freight agent for the New York Central Railroad here, spent considerable time visiting old friends. Jim has moved virtually every railroad show for years and there was a happy gleam in his eye since this year he will have at least one new railroad organization, the O. C. Buck Model Shows, to move. The presence of Frank Bergen, operator of World of Mirth Shows, also made him happy, altho that organization has no New York dates. Jim predicted a return to "carefree railroading after listening to truck show owners voice their transportation problems.

### Young Execs Function

With youth and stamina on their side George Sipprell, treasurer, and Dick Allen, publicist of the Hamburg Fair, explored and investigated everything of value at the meeting. The Hamburg group, eight strong, used up \$500 attending the meeting.

### Show Deals Set

At least a couple of carnival connections were made. Jack Hornfeld set his bingo operation with the Reithoffer Shows and Charlie Travers got set with King Reid Shows. Jack Gilbert, who has a year around harvest in the park business in Buffalo, attended for the purpose of peddling some equipment, indicating that he will definitely stay off the road.

### Thrill Bookings Change

Ward Beam's taking over the thrill show presentation at the Canadian National Exhibition resulted in scuffling on the part of other hell driver organizations. Jack Kochman, who last held the contract, found himself with two weeks to fill. Because of this Irish Horan found himself with added unanticipated competition. At last report the situation seemed to have resolved itself and the route books were reported well filled.

### New Hell Driver

Bob Conto, general agent of the Irish Horan Hell Drivers, forgot that he was merely a representative, and made like a real daredevil on a New England booking trip a week ago and turned his car over. Bob suffered only minor injuries. Icy road conditions caused the mishap.

### Harness Tracks Dwindle

Harness racing at New York fairs appears to be losing ground. At an open forum discussion it was brought out that Palmyra, Watertown and Altamont had recently dropped the sport. There are several pari-mutuel tracks featuring the trotters and pacers throughout the State and the public wants a chance to bet while they watch the hay-burners run, it was said.

## Under the Marquee

Continued from page 55

**Howard Ingram, Sparks, Ga.; Frank Doss, Greenville, N. C.,** and quarters of the Kelley-Morris and Hagen-Wallace shows.

The Whirling Wizards (Ceell and Shirley), roller skaters, report signing with the Hamid-Morton Circus recently for a 13-week tour.

**John Facer (Chuckles the Clown)** clowned at the Des Moines Theater, Des Moines, during the recent showing of the M-G-M film, "The Clown," starring Red Skelton. Last year Facer worked seven theaters with the "Greatest Show on Earth" film and also clowned with the Jay Gould Million Dollar Circus.

**Bill Antes, Ringling-Barnum** radio-TV agent, is in critical condition at Wisconsin General Hospital Madison Wis. and would like to read letters from friends.

**Charles and Mamie Baker,** clowns, have been visiting with the Flying Fishers and Carl Solts while vacationing in St. Petersburg, Fla.

Among those attending the opening night Shrine Circus at State Fair Coliseum, Detroit, were **Mr. and Mrs. A. Picotte, Mrs. Marjorie Towson and Jean Erica, Mr. and Mrs. Kurt and Peter Kremlick and C. Foster Bell.** The January meeting of the Jorgen M. Christiansen Tent, CFA, was highlighted by the showing of Chandler Bros. Miniature Circus. The group also attended a showing of the movie, "The Circus Arena."

**Jack and Ruby Landrus,** midget clowns, open with the All Star Circus in Albuquerque, N. M., February 10 for four weeks, then go to Cincinnati for a date, to be followed by a Barnes-Carruthers date at the Chicago Stadium. **Low Kish** is working with them. **Jack Sweetman** reports he will be double drummer for **Bob Mills on Hunt Bros.** Circus this season. **Fred Brad** has entered Santa Rosa Hospital, San Antonio, for a major operation and would like to hear from friends.

## JAR DEALS and MATCH PAK DEALS

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Men's Dress Sox . 1.25 per doz.

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**Gainor Hosiery Company**  
760 Bank Bldg., Dept. 15  
Detroit 26, Mich.



## FEDERAL COIN TAX YIELD OFF, TOBACCO INCOME UP

WASHINGTON, Feb. 7.—Receipts from the federal tax on coin-operated amusement and gaming devices in December totaled \$282,679, compared with \$1,874,249 the previous December, Internal Revenue Bureau reported today. Collections for the first half of the fiscal year which began last July 1 totaled \$14,542,539 from this source, a decline of \$2,108,612 from receipts for the corresponding period the previous fiscal year. Amusement devices accounted for \$106,680 of December tax receipts, while gaming devices yielded \$175,999. Internal Revenue said no comparable breakdown was tabulated for the previous December.

Tobacco taxes yielded \$124,807,834 in December, a gain of \$23,721,651 over December, 1951, while revenues for the six-month period reached \$845,015,035, to top the 1951 mark by \$96,673,365.

## Keeney Board Elects Guilfoyle Exec V-P

CHICAGO, Feb. 7.—The board of directors of J. H. Keeney & Company elected Roy Guilfoyle executive vice-president, Roy McGinnis, president, announced this week from his winter home in Miami Beach. Guilfoyle actually took over the post at the end of January.

The out of the coin machine industry in recent years, the new Keeney executive has had wide experience in the trade. In the 12 years prior to December, 1946,

he was executive vice-president of Lion Manufacturing Company, the parent company of Bally. Since that time he has been an executive with the Adams Engineering Company, of Miami and also Hackensack, N. J.

At a meeting of key personnel in the factory Tuesday night (3) Guilfoyle presented the program for the next year concerning gov-



ROY GUILFOYLE

## Int. Amusement Sets Party for Branch Office

SCRANTON, Pa., Feb. 7.—International Amusement Company and the Scott-Crosse Company will celebrate the opening of their new Scranton branch offices and showrooms Sunday (15) with an all-day party.

Local operators, their friends and families will attend; they will be greeted by Manager Joe Kovack, Sol Groenteman and Abe Witsen.

The new branch will occupy 2,500 feet and will have ample parking space. Lines available will include those manufactured by Williams, Bally, Gottlieb, Keeney and Evans, for which the branch is exclusive Scranton area distributor.

In addition to new and used equipment, a complete parts department and a varied line of premiums also will be available to ops in the area.

The party also will be the occasion for the first showing in the Scranton area of the Evans Century 100-record juke box.

## Taran Distrib In New Hdqtrs.

MIAMI, Feb. 7.—Taran Distributing Company has moved to new quarters at 3401 N.W. 36th Street. Scheduled to take place a few weeks ago, the move had been delayed twice because of the delay in completing the building.

Sam Taran, owner, plans to make the new headquarters a distributor's showplace. Among its features are air conditioning, parking facilities and a special operator service section.

ernment contracts. He stressed that Keeney would also maintain its schedules as leading manufacturer of amusement equipment and vending machines. One of his first acts was the naming of Chester Biezad plant superintendent. Biezad had been Keeney's project engineer.

With the Guilfoyle appointment, the Keeney chain of command has been strengthened right down the line. John Conroe is vice-president and general manager and Paul Huebsch is sales manager.

## Detroit Assn. Plans Socials

DETROIT, Feb. 7.—An innovation in the form of a social evening for members was introduced at the Thursday (5) meeting of the Detroit Shuffleboard Association at the Hotel Tuller.

Principal item on the agenda at the business session was the problem of increasing play. John C. Westerdale, director of League play, presented a new program to achieve this objective, "mindful that play and more play is the only solution," according to Fred Chlopan, newly elected president.

## Bally Distribs Get 1st Models Of Beach Club

CHICAGO, Feb. 7.—First shipments to distributors of Beach Club, a new five-ball game with in-line scoring, were made by Bally Manufacturing Company this week, Jack Nelson, general sales manager, announced.

Beach Club's playfield has 25 numbered holes which are coordinated with numbers on the backglass. Object of the game is to drop balls in the numbered skill holes in such a way as to illuminate five numbers in a row on the backglass diagonally, vertically or horizontally.

As extra coins are deposited "Super-Card Panels" flash above two "Super Cards," each containing nine numbers. When a panel is lighted a three-in-line play will actually score four in a row. The game's new Select-A-Spot feature permits players to turn a knob on the front of the cabinet to select up to seven spot numbers when the feature is illuminated on the backglass. Three extra numbers are spotted when lighted Triple Spot roll-overs are hit.

Another new feature of Beach Club is called "Extra Time." This is offered thru the automatic locking of the selector knob after the fourth ball is shot, but the player can delay locking until after the fifth ball. The new Bally game also has four corner scoring and the extra ball purchase features.

## Cuba Issues Order On Use Of Bell Units

HAVANA, Feb. 7.—Minister of the Interior Ramon O. Hermida issued a resolution authorizing and regulating the installation and functioning of bell machines for purely entertainment purposes. The resolution forbids their installation on the public highway, in retail establishments or in any establishments which do not house at least five such machines. It also forbids access of children of less than 14 years to premises where such machines are installed.

## Alta. Starts Charm Drive

EDMONTON, Alta., Feb. 7.—Edmonton police have seized 11 candy vending machines using charms in connection with the province-wide crackdown on gambling and lotteries. The machines, classed as illegal under the Alberta Slot Machine Act, were seized after the owners had failed to follow notices to discontinue their operation.

"Upward of 700 of these machines were in operation in the city," said Detective Sergeant Bill Smith, who conducted the seizures. "Most of the machines were installed in small confectionery and grocery stores, and all but eleven were taken out of operation by owners acting on police warnings."

The sergeant said the machines were illegal because small metal and plastic trinkets were mixed with the candy displayed in the glass containers and these acted as an inducement to persons to play the machines.

## Install 18-Hour Meter

MIAMI BEACH, Feb. 7.—An 18-hour parking meter—believed to be the first used in the country—went into operation today in this resort city.

The new device, especially designed to meet specific needs at the suggestion of City Manager Claude A. Renshaw, went into use on ocean-front street ends from 16th to 43rd streets and in the city's parking lot at 65th and Indian Creek Drive.

## Trade Directory

For ready reference, here's a monthly guide to new products, new firms and offices and personnel changes reported in The Billboard issues of January 10 to February 14. Save the Directory for future reference.

### New Equipment

In-line scoring game with six cards, Show Boat, United Manufacturing Company, Chicago.

In-line scoring game, Beach Club, Bally Manufacturing Company, Chicago.

Miniature horse ride, Lightning, Capitol Projectors, New York.

Coin kiddie rides, PT Boat and Pony Boy, Meteor Machine Company, New York.

Coin kiddie ride, Patrol Car, Merry-Go-Round Manufacturing Company, Philadelphia.

Trap hole game, Twenty Grand, Williams Manufacturing Company, Chicago.

Potato chip vender, Wright Machine Company, Durham, N. C.

Bulk vender, Champion Vendors Supply, Inc., San Antonio.

Hot beverage conversion vendors, Super-Matic Manufacturing Company, Minneapolis, and Snack Bar Company, Minneapolis.

### Distributors, New Offices

Russ-Con, Belmont Park, Montreal, to cover Canada for Bally Manufacturing Company, Chicago, on coin-operated kiddie rides only.

Modern Distributing Company, 3222 Tejon Street, Denver, to cover Colorado and New Mexico for Genco, Chicago.

J. J. Golumbo Company, 1110 Commonwealth Avenue, Boston, to cover New England States for Exhibit Supply, Chicago.

S. L. London Music Company, Inc., 3130 West Lisbon Avenue, Milwaukee, to cover Wisconsin for Chicago Coin Machine Company, Chicago.

Honolulu Amusement Exchange, Honolulu, to cover Hawaii for Bally Manufacturing Company, Chicago, on coin-operated kiddie rides only.

T. B. Holliday Company, 727 Main Street, Columbia, S. C., to cover South Carolina for AMI.

Atlantic Pennsylvania Company, Seeburg distributor, opened new offices at 334 North Broad Street, Philadelphia.

### Companies: New, Sold

J & M Vending Company, Miami, purchased Modern Vendors Company, Miami.

Kaye Manufacturing Company, 597 10th Avenue, New York, new firm to make coin-operated kiddie rides.

Lily-Tulip Corporation formed two new sales divisions. The Northwestern division covers Montana, Minnesota, North and South Dakota, 10 northern counties in Wyoming, and all but 17 western border counties in Iowa. The Mid-Central division covers Kentucky, Ohio, West Virginia and the southern half of Indiana.

### Personals

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Gerald J. Slade assistant manager.

Genco, Chicago, appointed Ralph Sheffield road salesman.

O. O. Mallegh exporters, named Bill Weikel assistant to the president.

Hollywood Brands, Inc., Centralia, Ill., named Glenn R. Rogers advertising manager.

National Automatic Merchandising Association, Chicago, named O. Glenn Leach public relations director.

Independent Lock Company, Fitchburg, Mass., appointed A.

Charles Amann sales manager of Industrial Products Division.

Philip Morris & Company, Ltd., Inc., New York, announced Clark T. Ames Jr., was elected to the board of directors and George Weissman was named vice-president. The firm also announced the resignation of Zenn Kaufman as merchandising director.

### Associations

The Music Operators of Northern Illinois re-elected Bob Lindelof president.

The Automatic Phonograph Manufacturers' Association re-elected Reuben Roling president.

The Connecticut State Coin Association elected Abe Fish president.

The Music Guild of New Jersey re-elected Sam Waldor president.

## Install 1953 Shuffle Execs At Det. Fete

DETROIT, Feb. 7.—An informal program characterized the third annual installation banquet of the Detroit Shuffleboard Association at the Van Dyke Club Tuesday (20). The event was timed to give the membership and their guests a second installation on the same day, following the televised events in Washington, according to incoming president Fred Chlopan, who also acted as toastmaster.

Officers of the association were introduced with their wives, including Barney Burke, vice-president; Charles Friedenberg, secretary-treasurer, and Dale Suave, Thomas Dewberry, Maurice J. Feldman, directors. Director Joseph Brilliant was vacationing in Hot Springs.

An orchid and a gold pen and pencil set was presented to retiring president Michael Benson, who had served in that capacity since the organization was founded.

### Guests Honored

Guests of the DSA were William Rogell, Detroit councilman and former star of the Detroit Tigers baseball team; John C. Westerdale, director of shuffleboard league play; H. F. Reves, The Billboard, and their wives.

Rogell, who led the fight for legalization of shuffleboards in the city three years ago, earned the warm appreciation of all at the banquet with one of the shortest speeches on record—"You give us no trouble, and we'll give you no trouble."

The program was confined to a few minutes of introductions, and was followed by music by the Manny Loper Trio for dancing, with entertainment by the unique girl vocal duo, Mary Ann James and Leola Taylor. The banquet was served supper club style, with a head table for officers and guests, and the center cleared for dancing, the entire main room being taken over for the occasion.

## BALTIMORE ASSN. SETS FETE FOR 500 GUESTS

BALTIMORE, Feb. 7.—The fifth annual banquet of the Amusement Machine Operators Association of Greater Baltimore Sunday (1) was attended by over 500 operators, distributors and manufacturers, Irvin Goldner, president, announced.

Goldner stressed that the function marked an important milestone in the development of the trade group. At each of the four previous banquets, attendance increased noticeably and the 1952 edition drew over 400 coinmen and guests.

Among the high points of the session were speeches by city and State officials. The program committee was made up of Irvin Rosenthal, Maurice Davis, Nathan Mannes, Gabe Camby, Bernard J. Rose and Goldner.

## Calendar for Coinmen

February 9—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.

February 10—National Automatic Merchandising Association, area meeting, Hotel Jermyn, Scranton, Pa.

February 12—Music Operators of Northern Illinois, monthly meeting, Pjacks Restaurant, Chicago.

February 13—National Automatic Merchandising Association, area meeting, Hamilton Court Hotel, Philadelphia.

February 17—National Automatic Merchandising Association, area meeting, Hotel Roosevelt, New York.

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.

## 4 KEY RIDES

### Pittsburgh Co. Now Operates On Nat'l Basis

PITTSBURGH, Feb. 7.—One of the key firms in this area specializing in the operation of kiddie rides is Standard Rockets, Inc. Together with an affiliate in Elizabeth, N. J., the Harry Pearl Company, Standard has grown into a national organization.

Among the chains in which Standard and Pearl now have units on location are F. W. Woolworth, C. C. Murphy, W. T. Grant, McCrory Stores, J. J. Newberry, H. L. Green, S. S. Kresge and Donohoe Food Stores.

The Standard-Pearl combination installs, services and maintains its kiddie rides without investment to its location owners. It also carries liability insurance. Among the rides it features on its routes are Exhibit Supply's Big Bronco, Deco's Space Ranger, Bally's Space Ship and Lane's Miss America.

### KRESGE MGR. LAUDS VALUE OF OPERATORS

PARK FOREST, Ill., Feb. 7.—Three kiddie rides drawing much patronage in the S. S. Kresge Company store here will definitely continue to be operator-serviced, according to store manager Frank Harvey.

In the long-run, Harvey maintains, the commission arrangement is looked to return better profit. Kresge was not in the coin-operated kiddie ride field, there now are signs indicating more old line coinmen are getting into the field. Actually, there has been no concrete reason why the experienced operators, it is now apparent, stood on the side so long and watched the new blood secure choice locations from Coast to Coast.

Most ride operators who have built up their routes from but a few locations to a hundred or even a few hundred, feel that the experienced coin-operated machine routemen were held back by at least three factors.

1. They never believed that the ride craze was more than a passing fancy.
2. They did not realize that the operator set-up would prove strong over a long stretch of territory such as several States.
3. They did not think at first that the rides would bring in enough income to warrant the original purchase price.

The many an admittedly smart operator passed up the kiddie rides and wished he could turn back the clock more than once in the past year, recent surveys of the field and others now in progress show that some of the finer points of current ride operating were hard to visualize at the

## WAITING PERIOD ENDED

### Old Line Operators Begin To Show More Ride Zeal

CHICAGO, Feb. 7.—Following a long period of trial and error experimentation in which almost every newcomer had no previous operating or distributing experience in the coin-operated kiddie ride field, there now are signs indicating more old line coinmen are getting into the field. Actually, there has been no concrete reason why the experienced operators, it is now apparent, stood on the side so long and watched the new blood secure choice locations from Coast to Coast.

Most ride operators who have built up their routes from but a few locations to a hundred or even a few hundred, feel that the experienced coin-operated machine routemen were held back by at least three factors.

1. They never believed that the ride craze was more than a passing fancy.
2. They did not realize that the operator set-up would prove strong over a long stretch of territory such as several States.
3. They did not think at first that the rides would bring in enough income to warrant the original purchase price.

The many an admittedly smart operator passed up the kiddie rides and wished he could turn back the clock more than once in the past year, recent surveys of the field and others now in progress show that some of the finer points of current ride operating were hard to visualize at the

outset. Most conventional coin machine operators depended on tavern and related type locations for their peak play. Certainly, a mechanical horse or rocket ride could find little patronage in such a place. Naturally, the best ride spots are variety and department stores and similar shopping hubs.

Many regular coin machine operators now know that among the operating features of the rides is their ability to take terrific punishment on location over long periods of time and still keep their steady performance. They have also discovered that the variety and other market type stores not only have not tired of the rides but have added units not only in different parts of the location but also side by side. The store managements found that rides not only produce an income without investment but the equipment helps parents shop. The kids, who formerly dreaded shopping, now go along for the ride.

The many old-line operators have far flung territories, it has been almost unheard of for a firm to have routes in a large number of States widely separated. The problem here is service, plus the personal touch with locations. It is possible to carry on multi-State routes with rides because the regularity of service is unnecessary. The field itself is a definitely cut and dried

business proposition.

The third reason why veteran operators did not quickly latch on to rides—price versus rapid return—proved baseless when the ride popularity steadily proved that it was not a fad and the equipment might take longer to pay for than amusement games but certainly could hold its own with music machine and big vender amortization.

Among the signs that show the growing solidarity of the trade are the recent entry in the operating field of such firms as Southern Kiddie Rides, Inc., a branch of Southern Automatic, Louisville, and Mid-West Distributing, Rockford, Ill., a large scale music operating firm. On the distributor level is the special handling such as First Distributors has slated for the rides (see separate story).

### Kaye Rocket Delivery Set

NEW YORK, Feb. 7.—Irving Kaye, head of Kaye Manufacturing Company, announced that his rocket ship ride is now ready for delivery. Its running mate, Sea Queen, a boat ride also is ready for quantity delivery.

Both units are all-steel welded and come equipped with casters. The ride lists for \$795.

## NORTHWEST OPERATOR

### Ride Field Easy For Old Line Co.

By BUFORD SOMMERS

PORTLAND, Ore., Feb. 7.—Seventeen years of know-how gleaned thru operation of games and music has proven a deciding factor in the success of a newcomer to the coin-operated kiddie ride field, Dunis Distributing Company of Portland. So successful has been its experience with the Bally Space Ship that George Cusic, in charge of this phase of the Dunis operation, this week said:

"Our only problem is how to get more machines."

The Dunis company, which entered the field about the first of the year, has some 15 Space Ships on location and is expand-

ing as rapidly as new-machine deliveries will permit—two or three a week.

The company is putting into practice all the lessons it learned thru long years of coin machine operation: location, service and top-quality merchandise.

Attention is centered upon supermarket stops, altho there are a few department store locations. Cusic points out that the supermarkets maintain the longest business hours—13 hours a day in some instances—and that the equipment thus gets the longest period of use. The training developed in placement of games and music stands the company in good stead in the case of kiddie rides.

#### No Problem

Development of new locations has been virtually no problem for Dunis, in that the stores have come to the operator in quest of machines, eager to offer this additional service to the mothers patronizing the store and to increase the traffic thru the market. In the selection of operating area within the store, Dunis finds store management willing to contribute its knowledge of traffic patterns to co-operate with the operator's own skills in this field.

"The results have been surprising," Cusic says. "There is nothing better (than kiddie rides) in the coin machine field. These machines require less servicing than other types and gross more."

Cusic cited the case of one machine that grossed \$175 in a week. In this territory, the practice on split of the gross is

(Continued on page 71)

### Expansion Keys Miami Ride Biz

MIAMI, Feb. 7.—The operating end of the kiddie ride business here continues to grow in leaps and bounds following a comparatively slow start.

Among the individuals and firms already a factor in the field are Bert Lane and Leon Gus, Harry Julius and the Ted Bush Arcade. Thus far the key locations have been in department stores, such as Burdine's, Sears and the W. T. Grant variety store chain.

This week Brad Lewis, Sears advertising manager here, stated the store's two mechanical horses had proved traffic builders.

### First Distribs Sets New Ride Division

CHICAGO, Feb. 7.—First Distributors announced, thru Owners Wally Finke and Joe Kline, the remodeling of a section of the showroom into a kiddie ride display area. This is the first factory representative to set up a separate division for coin-operated horses, planes, autos and animals.

Currently, First is handling the complete line of Exhibit Supply, which includes Big Bronco, Roy Rogers' Trigger, Rudolph the Red-Nosed Reindeer, El Toro, Little Ferdy, Pete the Rabbit, Rawhide and Space Patrol. In addition it is starting showings on Capitol

Projectors' Midget Racer, Mars' Jet Saucer and B & R's Lightning and Mechanical Steer.

Finke said that operator interest in the ride field had grown consistently in the past several weeks. While most of the inquiries come from newcomers in the field there has been an increasing number of ride orders from old-line operators, both locally and in Wisconsin and Indiana, he said.

First's ride division will gradually add new staffers. The firm also plans to back up the new division with specialized promotion, it was announced.

## IT'S DIFFERENT! A MONEY MAKER!

### METEOR FLYING SAUCER

has terrific EYE APPEAL!

Youngsters' eyes POP when they see this kiddie ride!

### SENSATIONAL RIDE MOVEMENT

The only ride of its kind: it smoothly moves BACK AND FORTH—UP AND DOWN—WHILE SIMULTANEOUSLY ROTATING IN A COUNTER-CLOCKWISE DIRECTION! Kiddies Ride, Ride, and Ride again!

### RUGGED—

Ride made of auto-body steel, reinforced and welded throughout.

**ATTRACTIVE—**"Futuristic" design is a headliner—fires the imagination! Flashing lights flicker on and off at all times, stimulating play.

**SAFE—**Roomy Cockpit—heavily upholstered plastic seat. Low fang—child can easily get in and out unaided.

METEOR FLYING SAUCER is the newest of new in the great fleet of Meteor Kiddie Rides!

METEOR ROCKET—METEOR P-T BOAT—METEOR PONY BOY. OUTSTANDING MONEY MAKERS!

DISTRIBUTORS—TERRITORIES OPEN!

GET FULL PARTICULARS TODAY!

Write, Phone or Wire

## METEOR MACHINE CORP.

319 Hinsdale Street Brooklyn 7, N.Y. Phone: HYacinth 5-2756

PULLS IN BUSINESS TO ANY LOCATION!



**SPECIFICATIONS**  
Overall Length 52"  
Width 42"  
Height 38"  
Weight approx. 275 lbs.  
Heavy Duty 1/2 H.P. Motor 110V AC Current, 10c National Protector.

GEE, MOM  
IT'S FUN  
SHOPPING HERE



RIDE  
THE CHAMPION  
10¢

IT TROTS...IT GALLOPS...JUST LIKE A REAL WESTERN PONY!

GEE, MOM  
IT'S FUN  
SHOPPING HERE



RIDE  
THE SPACE-SHIP

THRILLING DIVE-DIP-ROLL-AND-SWING JET-PLANE ACTION!

Window-posters, 22 in. by 11 in., shipped with each Bally Kiddy-Ride, bring customers into your locations.

## MORE FUN for youngsters means MORE PROFIT for you!

AMAZING 4-in-1 dive-dip-roll-and-swing action built into Bally SPACE-SHIP... and the realistic trot-gallop gait of THE CHAMPION Ballyhorse gives kids the biggest dime's worth of fun. And they know it, too! That's why kids

seek out the stores with Bally Kiddy-Rides... coax their parents into Bally-equipped stores... keep the dimes coming your way. Bally Kiddy-Rides are more fun for kids... earn more money for you.

# Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action  
captures biggest play, insures biggest profit



- ★ 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

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 Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.

# Ride THE CHAMPION

by Bally®

- REALISTIC WESTERN HORSE
- GENUINE PONY SADDLE
- SAFE, SLOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SAFE, SLUG-PROOF COIN-CHUTE
- SMOOTH, QUIET OPERATION



RIDE  
THE CHAMPION  
10¢

WALTER E. HELLER CO.  
**FINANCE  
PLAN**  
NOW AVAILABLE  
THROUGH  
BALLY DISTRIBUTORS

Operators find THE CHAMPION a profitable 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

# Coinmen You Know

## Chicago

Selman Schultz, Decca Records, is cultivating a new hobby. He's taken to collecting bowling shirts. The odd part about this hobby is that he is collecting the shirts from his own team. The action stems from a two game loss suffered at the hands of Gillette Distributing during bowling night here. Gillette, under the able cheering of Mary (the sweetheart) Gillette, retained the first place lead. Decca's cheering section included Margaret Kraft, Bob Bollheimer, and Herb Chapman. There is a match game rumored between Margaret Kraft and Mary Gillette. Details will be given when final plans are made by the contestants.

Recent visitors at the Rock-Ola Manufacturing Company included the Lazar brothers (J. D. and B. D.) of Pittsburgh, and Joe brilliant of Detroit.

The National Association of Bulk Vendors plans a steadily rising curve of activity thru 1953. President Alvin Kanfor, Confection Specialties, Inc., reports. Association counsel Milton T. Raynor has been more on-the-go during the past several months than at any time during his connection with the organization.

Clarence Adelberg, vice-president of Stoner Manufacturing Corporation, Aurora, tells of progress on firm's new cigarette machine. The Penny Vender is slated for re-introduction, also. Richard Cole, vice-president of Cole Products, says the news on the firm's new model is about ready for release.

John J. Goodwill, general sales manager of Dole Valve Company, says reports of firm's coin-operated juice equipment in Detroit is not so. He states, however, Dole's manual fountain units are out in quantity... Transit Sales, Inc., has something new about ready for introduction in its Chicago Transit Authority subway locations.

Len Micon, World Wide, is pleased as punch over the sales of used and reconditioned machines... Les Reick, H. C. Evans Company, reports production has increased and more machines are coming off the line.

## Los Angeles

Jess Davy has organized the California Dispenser Company and is now marketing the Bonanza Hot Popcorn vender. Davy is bringing out an eight-column selective type machine in the near

## Berger Sets Train Output For Late Feb.

NEW YORK, Feb. 7.—Harry Berger, head of West Side Distributors, said this week that his new locomotive ride, K. C. Jones, will be in production by the end of February and will be ready for delivery then. The price has not yet been set.

Berger this week was exhibiting a hand model of the ride, which has a rocking motion, sits on tracks and is similar to a railroad locomotive. The ride has a whistle and a bell which may be operated by the rider.

The ride had been on test location in a Food Fair supermarket in Philadelphia, where Berger said it grossed \$19 in two days.

future. Contract for the manufacture of the vender has been let, Davy declared... Phil Weinberg, factory representative for Bally Manufacturing Company, was in Los Angeles following a swing thru the Western territory. He visited Portland and San Francisco before coming here.

Aubrey V. Stemler, Electro cigarette machine representative, is on a swing thru his territory. He called on accounts in Phoenix following a trek thru New Mexico and Western Texas. While he is away, the office is under the direction of Preston Jarrell, veteran vending machine salesman.

The father of M. I. Slater, head of Slater Vending Service and president of Western Vending Machine Operators Association, succumbed at the age of 76 following a brief illness... Friends in the vending machine field are admiring the truck set-up used by Frank Biro Jr., of Altadena. He devised the installation himself, which includes an air compressor for cleaning machines... Randolph Leland, of Leland Sales, off on one of his frequent trips for Pulver gum machines... Victor Zollo, of Automatic Coffee Service in Fresno, along with Jack Billiard and Don Sutton is expected to make a trip to Los Angeles soon in the interest of the operation in Central California.

Woodie Leslie, Western representative for Coan Manufacturing Company due back at his home in Monrovia, near Los Angeles, following a business trip into the Northwest... Ed Wilkes, of Paul A. Laymon Company, now a member of the Long Beach Shrine Temple... Elwood Lorman, who was associated with C. E. Wurdig in the manufacture of a popcorn vender and shoe shine machine, again making contacts with the coin machine field... Stan Rousso, Stoner Manufacturing Company representative, returned from a successful selling trip into Central California... Al Weymouth, Weymouth Service, busy catching up following his return from a combined business and pleasure trip to the Hawaiian Islands.

H. O. Heddergott, National Rectifiers, takes off soon for Dallas to open an office there under the direction of Vance Popelka. Popelka was at one time affiliated here with Heddergott and Mapes Music... Dorothy and Jack Leonard, he of the parts department of Badger Sales Company, have purchased a home in Meadowlark Park in Northridge, Calif. The home is now in the final stages of construction and

## BANK ON RIDES FOR NEW TRADE

CHICAGO, Feb. 7.—Among the unusual locations for coin-operated kiddie rides which have grown in favor recently are banks. Thus far, the savings institutions have concentrated on mechanical horses.

The horses, banking officials using them in Memphis, Louisville, Miami and Los Angeles say, have proven an added incentive for the savings habit. They are usually situated in the children's department, which in recent years has become an increasingly important part of large city banks' over-all activities.

the Leonards will move in about four months.

Richard and Frederick Gaunt, twin sons of Fred Gaunt, of the C. A. Robinson Company, are out again after being on the sick list... Walter Gaunt, of 29 Palms, is reported recuperating... Jack Simon, Simon Distributing Company, returned by plane from a recent Eastern business trip... Jack Gutshall, Orange County music operator, back from a trip into the mountain resort area.

## Cincinnati

Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday night (10) at the Hotel Sheraton Gibson. The executive board met the same night at 8 o'clock.

Abe Salman, who owns and operates the Globe Games Company, has moved his offices from 1228 Walnut Street to 1330 Walnut Street... Charles Kanter, owner-operator of Ace Sales Company, is on a business trip to California. He expects to return about February 15. Mrs. Kanter is in charge of the business in his absence.

Nat Bartfield, who is associated with the B. W. Novelty Company, has moved into his new home on Lawn Avenue, Bond Hill... Phil Ostand, who operates K & O Music Company and is secretary-treasurer of the association, is recovering from a bout with the flu.

## Milwaukee

Inauguration Day, according to a spot check among the local operators, and locations, had no adverse effects on coin machine activities... City officials reported an increased take of 57 per cent on 1952 over 1951 parking meter collections. Altogether the take for 1952 amounted to \$339,753.

For the next several weeks Melo Curro's address will be the Wisconsin General Hospital in Madison. Melo, who heads the Metro Amusement Company music, games and cigarette route firm, is slated to have some surgery done. Melo will be in the same room with his 3-year-old nephew who will be operated upon at the same time... Metro Music disk buyer, Dorothy Jonas, (Continued on page 81)

## Riteway Ride Distrib List Grows to 11

NEW YORK, Feb. 7.—Riteway Sales and Manufacturing Company, Inc., has announced its list of distributors who are handling the Aqua Jet and Atomic Jet kiddie rides. Products handled by Riteway Sales, a Nat Cohn enterprise, are manufactured under contract by Nasco, Philadelphia.

The list follows:  
Small-Frye Devices, Inc., 592 Binns Avenue, Columbus, O.; International Amusement Company-Scott-Crosse Company, 1423 Spring Garden Street, Philadelphia, with a branch at 906 Capouse Avenue, Scranton, Pa.; Bilotta Distributing Company, 224 N. Main Street, Newark, N. Y., and 1120 Broadway, Albany, N. Y.; Brilliant Music Company, 19963 Livernois Avenue, Detroit; Culp Distributing Company, 1045 E. First Street, Tulsa, Okla.; State Music Distributors, Inc., 3100 Main Street, Dallas; Kiddie Rides Company, 432 N. Main Street, San Antonio, and 2612 Fannin Street, Houston; Automatic Enterprises, 2321 W. Pico Boulevard, Los Angeles; Bush Distributing Company, 286 N.W. 29th Street, Miami, and 60 Riverside Avenue, Jacksonville, Fla.; J. M. Lever, 7 St. Stanislas Street, Quebec.

The Aqua Jet is built along the lines of a PT-Boat. It is 69 inches long by 29 inches wide, weighs approximately 300 pounds and operates on 110 volts AC. Its companion piece, the Atomic Jet, measures 24 by 48 inches and has an over-all length of 72 inches. Its height is 45 inches and the weight, 350 pounds. It also operates on 110 volts, AC. Both units are on dime operation.

## Field Easy for Northwest Op

Continued from page 69

75 per cent to the operator and 25 per cent to the location owner.

### Trouble Free

Cusic is enthusiastic over the ruggedness of this type machine and the resultant minimum repairs required. If repairs are needed, the firm stocks a complete supply of parts and maintains a staff of mechanics. However, owing to the present shortage of machines, Dunis would be hard put at present to replace an inoperative ship with a new one while repairs are being made. Any such work would have to be done on location.

Dunis has been somewhat longer in the field with horses, operating some 10 Champions in Portland locations. Experience here has been that twin operation pays off: gross on the horses has increased where accompanied by a Space Ship.

"It would seem that the mothers, enjoying the fun provided the toddlers in the Space Ships, are moved to give them additional rides on the horses," Cusic said.

Dunis finds weekly collections to be a good policy, but in the event this is impractical the

Space Ship cash box is ample to accommodate two or three weeks of coins. Rides are 10 cents in this area.

### Good Rep

From the service viewpoint, Dunis' reputation for long years of satisfactory operation recommends itself to store management looking for kiddie-ride operation. As competition grows keener in this territory, Dunis expects this reputation to prove a further asset.

Careful selection of equipment—the search for quality—is stressed by Cusic as a means of providing satisfactory service. In deciding on the Space Ship, the firm was influenced by the experience of operators in other cities. The clincher was the performance of a sample received from Bally.

## Toy Co. in Ride Field

CHARLESTON, W. Va., Feb. 7.—A new firm in the kiddie ride field here is the Chemical City Music Company, operators of the Playland Toy & Record Shop.

## OUT OF THIS WORLD!



fibre glass\*  
**BODIES by LEE**

- sturdy
- durable
- colorful
- weighs only 30 pounds
- economical in cost

Write or phone today for quantity prices.  
Also bodies made to your order.

**LEE MANUFACTURING CO.**  
"designers and builders of fibre glass bodies"  
286 Kinderkamack Road, River Edge, New Jersey  
Diamond 2-6495

\*made at Selectron — product of Pittsburgh Plate Glass Co.



## More Profits TO YOU

the Rocket

The Only Ride where The Child is the Pilot

### Attention Distributors

Choice territories still open.  
Fast service and delivery.  
Free literature — National ad backing.  
Many operator inquiries ready to process direct to you.

5 ride movements from 3 control levers. Air operated. Safer, less maintenance. Ply-A-Mold body, break-proof.



Write today for literature and prices.

**NYLCO PRODUCTS, INC.**  
540 Main Street, Clinton, Massachusetts

## COIN OPERATED RIDES

Completely new coin-operated Rides available—Stainless steel base with beautiful Palomino Horse, Rabbit and Bull Bodies. Sold or placed, or you can purchase any of the bodies (made of fibre glass) separate in any quantities. All low priced.

**SURF EQUIPMENT CO.**

**Kempton, Pa.**

Get your share of the PLUS EASTER MARKET...



Put **PETE THE RABBIT** to work for you NOW!

**EXHIBIT SUPPLY**

Contact your nearest EXHIBIT distributor

4218-30 W. Lake St. Chicago 24, Ill.

Est. 1901

## NATD Sets Vending Workshop Program for March Meeting

New Locations, Route Management, Consumer Acceptance Top Subjects

NEW YORK, Feb. 7.—The third day of the annual conference of the National Association of Tobacco Distributors, March 15-20 at Atlantic City's Convention Hall, will be devoted in part to vending, with a battery of 19 top traders conducting discussions.

Leading off the NATD Vending Machine Workshop Session March 17 at 10 a.m., will be H. C. Albring, of the H. C. Albring Company, Toledo, who will discuss increasing operating margins and tell operators how to take advantage of cost reduction systems.

Paul Crane, House of Crane, Indianapolis, will pose the question, "Are Net Profits Resulting from Vending Machine Operations Keeping Pace with Rising Costs?"

### Experiments

L. W. Weller, Shamokin, Pa., and Martin Berger, Cigaromat Corporation, will ask if it is wise to experiment with an increasing variety of goods dispensed thru vending machines, and thereby increase the scope of the company's vending machine operations.

The most practical methods of getting new machine locations will be discussed by Dan Canalos, of the George Canalos Company, Toledo, and T. B. Donahue, National Vendors, Inc., St. Louis.

Bernard P. Gawley, Binghamton Tobacco Company, Binghamton, N. Y., will outline the most effective methods of curtailing location losses due to unfair practices of "fringe" competitors. J. T. Teahan, vice-president of

the Eastern Electric Vending Company, and Anthony Natri, Natri Brothers, Inc., Waterbury, Conn., will ask, "Can the Vending Machine Operator Establish and Maintain a Merchandising Program to Improve Point-of-Sale Appeal?"

"What Method of Compensation Secures Maximum Efficiency from the Routeman's Performance?" will be discussed by Arch Riddell, the Riddell Company, Pasadena, Calif.

Fred Schwartz, the Kellogg Company, Cincinnati, and John S. Mill, vice-president of sales of the Rowe Manufacturing Company, will hold forth on "Can the Vending Machine Operator Adopt a Public Relations Program That Will Build Consumer Acceptance of the Vending Machine as a Regular Point of Purchase?"

The most effective methods of minimizing robbery and pilferage will be discussed by E. M. Seligson, S. & S. Tobacco Company, Norwalk, Conn., and Thomas King, King & Company, Chicago.

Edward Baratz, of the "Q" Candy & Cigar Company, Aurora, Ill., will discuss two subjects, "What Economies Can Be Effectuated in Servicing of On-Location

(Continued on page 73)

## Propose N.Y. Unfair Cigarette Sales Act

Law Would Include \$1 Per Machine Tax; Operators Mull Aid Against Cut-Raters

NEW YORK, Feb. 7.—New York State operators this week will keep a sharp collective eye on Albany where an "unfair cigarette sales act," prepared by the New York Association of Tobacco Distributors, is slated to be introduced in the State Legislature.

Interest of vending operators is centered in the main provision of the law—establishing a minimum retail price based on the manufacturer's list price—and on the

portion which provides for a State license fee of \$1 per vending machine.

A sampling of operator opinion of the proposed law indicates that the provision which provides for a minimum price would be likely to stimulate venter sales in that it would lessen the gap between venter price and the cut-rate price, thereby putting the operator in a stronger competitive position.

### Minimum Price

The proposed legislation would provide for a minimum per pack price of 22 cents in New York City and 21 cents elsewhere in the State.

This, however, would not operate as a fair trade law where the manufacturers set the retail price. The price to the wholesaler would be computed by taking the manufacturer's list price, less 10 per cent trade discount and less 2 per cent cash discount.

To this would be added a 3 per cent markup and the face value of any city or State tax stamps. The retail price would then be determined by adding 10 per cent to the legal wholesale price.

This would yield a gross margin for the wholesaler and retailer of 13 per cent. Under the terms of the law, the vending operator would be classified as a retailer.

One provision of the proposed law, pertaining to licensing fees, is not apt to whip up any great

(Continued on page 73)

## Sales Shuffle L. A. Routes

LOS ANGELES, Feb. 7.—Three local vending machine routes changed hands in recent weeks, M. I. Slater, president, reported to the members of the Western Vending Machine Operators' Association at the group's January meeting (see separate story).

Pete Kenny, a bulk merchandise operator for eight years in the Southgate area, sold his route to Bill Richter. J. C. Pruner, one of the largest venders in the area, sold out after 13 years to devote his time to another field. Ken Kenny disposed of his operation to concentrate on the stamp vending field and become active in the Stamp Machine Operators' Association.

## 30 Chairmen, Vice-Chairmen Named to NAMA Committees

CHICAGO, Feb. 7.—Thirty committee chairmen and vice-chairmen were named this week by Aaron Goldman, president of the National Automatic Merchandising Association and chairman of the organization's executive committee.

The appointees are: L. H. Houston, Spacarb, Inc., Stamford, Conn., chairman of the Automatic Merchandising Directory for 1954; Davre Davidson, Davidson Brothers, Los Angeles, Advertising Sales; Ford S. Mason, Ford Gum & Machine Company, Inc., Akron, N. Y., Constitution and Bylaws; T. B. Hungerford, National Vendors, Inc., St. Louis, Convention and Exhibit for 1953; John Pero, III, Maryland Cup Company, New York, Exhibit Sales.

Mrs. W. S. Fishman, Automatic Merchandising Company, Chicago, Ladies Activities; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, 1953 Convention program; Ernest H. Fox, Austin Packing Company, Inc., Baltimore, Trade Show Advisory;

Oscar Bregman, Keystone Vending Company, Philadelphia, chairman, and M. J. Estrom, Cupdrink Company, Minneapolis, vice-chairman of Employer-Employee Relations; John T. Pierson, The Vendo Company, Kansas City, Finance.

Charles Brinkman, Rowe Manufacturing Company, Inc., New York, Government Liaison and Military Liaison; John Guthrie, Miller Automatic Sales Company, Louisville, Insurance; D. C. Letts, Smoky Mountain Canteen Company, Knoxville, Legislative; Maurice L. Heffer, Johnson Tobacco Company, Chicago, chairman, and vice-chairmen Ernest H. Fox, D. C. Letts, Arch Riddell, Harmony Cigarette Service, Pasadena, and Richard W. Wood, Coca-Cola Bottling Works, Gary, Ind., Membership Building and Maintenance.

W. T. Collett, W. W. Tibbals Company, Cincinnati, Operator Accounting; Thomas A. Buckley, The Vendo Company, Public Relations; T. A. Vaughn, New Orleans Cigarette Service Corp.

(Continued on page 73)

## N. Y. Sales Club Meet to Theme Vending Field

Set Machine, Supply Displays; Leading Operators to Talk

NEW YORK, Feb. 7.—About 800 local businessmen are expected to attend the February 17 meeting of the New York Sales Executive Club at the Grand ballroom of the Hotel Roosevelt here at the organization's Automatic Merchandising Day.

Representatives of firms manufacturing goods for the vending trade, and operating organizations, will display their wares in an effort to demonstrate to the executives the role automatic merchandising is playing in the business scene.

Principal speaker at the luncheon meeting will be Robert Z. Greene, president of Rowe Manufacturing Company. His theme will

(Continued on page 73)

## Bottle Drinks Thru Venders Decontrolled

WASHINGTON, Feb. 7.—OPS lifted price controls from bottled soft drinks sold in automatic coin operated vending machines. OPS issued a suspension order effective Thursday (5), and announced that an upcoming action will change this week's suspension to an outright exemption from price controls for bottled soft drinks sold in vending machines, in keeping with the decontrol policy announced by President Dwight D. Eisenhower in his State of the Union speech earlier last week.

Ceiling prices on bottled soft drinks were suspended last November 20, but the definition used in the suspension order excluded similar drinks dispensed from machines. This week's action by OPS is expected to provide a model for similar action decontrolling prices on products elsewhere thruout the vending machine industry.

## Rowe Milk Venders Serving 70 N. Y. Apartment Bldgs.

Quart Sales to 6,000 Families; Order Step-Up in Machine Output

NEW YORK, Feb. 7.—Quart milk vending machines, manufactured by Rowe Manufacturing Company and operated by the City Milk Company, Maspeth, N. Y., are now servicing 6,000 families in 70 buildings in the New York area, according to Ben L. Simon, City Milk president.

John S. Mill, Rowe vice-president, said that production is being stepped up to enable rapid delivery of the unit to City Milk, to Automatic Food Service of New Jersey, and to other firms entering the field.

Simon said that 70 machines—each holding up to 140 quart containers of homogenized, Vitamin D milk—are now in use in apartment buildings and projects housing every income group in New York. He expects that residents of 1,500 of the area's 15,000 multiple dwelling units soon will be getting their milk from machines.

### 3 Years in Making

The quart milk venter has been in the process of development by Rowe for three years and has been in actual production for two months.

The venter is 41 inches wide, 32 inches deep and 74 inches high.

Simon said that families living in the area of a potential location are circularized before the unit is installed, and the milk is guaranteed not to be more than 24 hours old. In many cases, he added, the venders are installed as a service, with the location taking no commission.

According to Simon, milk sales thru venders average a quart per family daily in the buildings where they are installed, while the average daily milk purchase for all

families in New York is only a half-quart higher.

Simon pointed out that the pattern of milk buying here is changing. He noted that in 1940, 80 per cent of the milk sold in New York was home delivered and the rest sold in stores. Today he said, only 20 per cent is home delivered, mainly where the delivered price is close to the store price. He concluded that "we have brought the store price to the front door."

Milk is now selling in venders for 22 cents a quart, against 26 cents for home delivery. The changemaker, which delivers three cents change from a quarter, is easily and quickly adjustable to provide for any fluctuation in milk prices.

The venders are now installed in one building in Tudor City, Manhattan; nine buildings of the Equitable Life's Fordham Hill Development, Bronx, serving 1,300 families; 11 buildings of the Clinton Hill project, Brooklyn, serving 1,300 families; a number of Carol Management apartment houses in Queens, and in apartments on Manhattan's swank Riverside Drive and West End Avenue.

Venders are also on order for 12 buildings in Manhattan's Knickerbocker Village.

The quart vending machines have two separate levels, each of which operates independently, with its own coin receptacle and change-making mechanism.

Thus, if by accident or mechanical failure, one side of the venter is out of action, the other side continues to function.

The machines take only quarters, giving pennies in change. Altho mechanisms are being made

(Continued on page 35)

## PORTLAND COFFEE STORY

### New Routes, Locations Boost Vender Volume

PORTLAND, Ore., Feb. 7.—A marked increase in the operation of coffee venders in the Portland area was noted this week with several new operators entering the field. Amusement and industrial locations were the prime new location targets.

Cold and hot drinks are being vended in the same machine in a few locations, but the general practice calls for operation of separate machines. Operators find that coffee does not cut into the cold-drink sales beyond the long-established seasonal decline. On the other hand, operators in the business for some time find that sales of coffee diminish but slightly in the summer, indicating that a coffee buyer wants his coffee regardless of the season.

Prices are 5 and 10 cents, according to type of location, with no odd-penny operation.

The bulk of machines are in industrial locations and, with Portland being generally a small-industry center without big de-

fense plants, the operations run to smaller numbers of machines. A 10-machine route is typical.

Outstanding in the amusement-location field are Keith Petzold and Robert Rosso. They use the Kwik-Kafe machine. Petzold declared that while "the machine requires more servicing than does a cold-drink cup venter, it has proven more trouble-free." He believes the firm's success stems from the practice of daily servicing, which results in fresh products and smooth operation of the machine.

The management of the Broadway Theater, one of Petzold and Rosso's locations, reported the coffee sales had not cut into the cold-drink business beyond the seasonal trends. In fact, theater management likes vending to the point where it closed a man-attended beverage bar and installed venders. It was plain that while the bar was operated only during rush periods, the

(Continued on page 75)

## CUSTOMERS COMPLAIN

### Business Bureau Finds Chi Photo Unit Mfr. Unlisted

CHICAGO, Feb. 7.—The Chicago Better Business Bureau has received complaints from out-of-State purchasers, of alleged fraudulent practices of the United Vendo-Matic Company. The firm, 1912 North Fremont Street, was claimed by representatives to be a manufacturer and distributor of coin-operated photo machines.

Non-delivery of equipment following cash deposits prompted the complaints to the Bureau. Two of the recent complainants

are residents of Oklahoma City and Ipswich, S. D.

According to the Better Business Bureau, attempts to contact United Vendo-Matic were unsuccessful; mail addressed to the company was returned to the Bureau marked "not there." The Chicago telephone directory does not list the firm, and The Billboard was told, upon checking with the phone company, that United Vendo-Matic was not included in its most recent new subscriber listing as of February 2.

# 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

## BABY GRAND, 1c or 5c

**DELUXE MODEL**  
\$52.00 (Case of 4)  
\$57.00 (Case of 4)

Spanish Peanuts, 30 lb. ctns., 26 lb. Blended Virginia Peanuts, 30 lb. ctns., 22 lb. Dep. reg. with all orders; F.O.B. Boston.

Everything for the Operator at Lowest Market Prices!  
**CHAMPION NUT CO.**  
1394 Tremont St. Boston 20, Mass.

The word to the "wise" is ...  
**GUGGENHEIM**  
for  
**CHARMS**  
SEND FOR PRICE LIST

**Guggenheim**  
INC.  
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N.Y.C. 3, N.Y. • AL. 5-8393

## 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. W4R-3179  
591 Gladstone Ottawa, Ont. 3-5782

## N. Y. Sales Club

Continued from page 72  
be "America's Fourth Salesman." New trends in automatic merchandising will be discussed by Sid E. Phelps, manager of the dining car service of the Pennsylvania Railroad; Jack Beresin, president of the ABC Vending Corporation, and Martin O'Shaughnessy, manager of the food service division, Radio Corporation of America.

Representatives of three operating companies—Union News, New York Automatic Canteen and City Milk—will have representative vending machines on display. Exhibited will be all commodities carried in vending machines. On the dais will be representatives of suppliers firms.

Chairman of the meeting arrangements is Charles Brinkman, vice-president of Rowe Manufacturing Company, while Charles Liscomb, president of Pepsodent, will act as chairman for the lunch.

Coins will be distributed among the execs who will select merchandise from the venders. Door prizes and a grand prize, consisting of samples of all the goods displayed, will be provided by the suppliers. A mystery merchandiser, dispensing a product not usually associated with venders, will provide the finale.

**WHAT ARE YOU VENDING?**  
Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

**ADVANCE**  
Is the Vendor for You  
Want more information? Write today to

**J. SCHOENBACH**  
Factory Distributor Of  
Advance Vending Machines  
1645 Bedford Ave., B'klyn, 25, N.Y.  
P. Resident 2-2900

**NEWER CHARMS**  
From the World's LARGEST MANUFACTURER OF CHARMS  
Playing Cards, Silver Tipped Bullets, New Cameos  
Compacts, Photo Lockets, Photo and Jewel Rings  
Ours is the finest and most complete line in the country. Immediate delivery!  
Send 35¢ for complete samples for low, low, low prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna.

## Cigarette Act

Continued from page 72  
display of enthusiasm among operators. However, as the money raised thru licensing would be used to enforce the minimum price provision, it may be that the operators will benefit from this fee arrangement in that their competitive relationship to over-the-counter outlets would be enhanced.

Here is how the licensing provision reads:

"For each license issued to a retail dealer and for each renewal thereof, excepting a retail dealer operating a cigarette vending machine, there shall be paid to the tax commission a fee of \$3. For each license issued to a retail dealer operating a vending machine for the sale of cigarettes, and for each renewal thereof, there shall be paid to the tax commission a fee of \$1.

### Separate License

"If a retail dealer sells or intends to sell cigarettes at two or more places of business, whether established or temporary, or whether in the same building or not, a separate license shall be required for each place of business. Each vending machine for the sale of cigarettes shall be separately licensed and be deemed a separate place of business."

In effect, this phase of the proposed law provides for an annual \$1 per machine licensing fee for ops. A distributor would be required to pay an annual licensing fee of \$250, while a wholesaler would pay \$125.

Haskell Naigles, president of the NYSATD, pointed out that the licensing fees would provide a sufficient amount to provide adequate enforcement of the law. He added

## Vending Workshop

Continued from page 72

Machines without Curtailing Regular Service?" and "What Type of Preventive Maintenance Program Can Be Developed to Minimize Breakdowns and Decrease Service Calls?"

Mel Rapp, of the Smoke Shop Corporation, and B. L. Howes, of the Howes-Shoemaker Company, Detroit, will wind up the session with a discussion on the amount of paper work—office and route—for economic and efficient operation.

Charles J. Cooper, of the Cooper Tobacco Company, Lancaster, Pa., will be workshop chairman.

## H. Tuttle Appointed NCA Promo. Mgr.

CHICAGO, Feb. 7.—National Confectioners' Association appointed H. MacGregor Tuttle Jr., manager of its Field and Promotion Department. Prior to joining NCA, Tuttle was associated with General Foods, Union Carbide & Carbon Corporation and Booz, Allen and Hamilton, management consultants.

that the costs of licensing fees would be greatly outweighed by the stabilizing effect resulting from the establishment of a minimum price.

He scored the practice of selling cigarettes below cost as "bait to help dispose of less desirable higher margin merchandise."

**"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.

the new photo studio...  
**AUTO-PHOTO**  
Complete in 1 unit! Coin operated!  
Portable for easy location!

700% gross profit with the photo machine that offers 4 poses for 25¢—at less than 3¢ cost per strip! Completely automatic—commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure—  
"Picture Yourself in the Money!"

Contact Auto Photo Co. for distributor nearest you  
**Auto Photo Company**  
Dept. 104—1444 So. San Pedro St.  
Los Angeles 15, California

9 POSES 25¢  
• Delivers 4 prints, each 1 9/16" x 1 7/8"  
• Attractive and Durable Studio  
• Nationally Recognized and Used

**Buy VICTOR for Better Bulk Vending**

VICTOR'S Topper Deluxe Globe Style  
Baby Grand Deluxe  
VICTOR'S Topper Deluxe Half-Cabinet Style

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.

**CONFECTION SALES CO.**  
10008 St. Clair  
Cleveland 8, Ohio

**BUSINESSMEN KNOW**  
... they can have full confidence in an audited business statement.

**ADVERTISERS KNOW**  
... that an audited paid circulation like The Billboard's is a genuine guarantee of effective advertising.

**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.

**ELLSWORTH SUPPLY CO.**  
659 Adams St., N. E.  
Minneapolis 13, Minn.

**Strike It RICH ...**  
with  
**The BONANZA**  
HOT-FRESH POPCORN VENDOR

**IMMEDIATE DELIVERY**  
**Exclusive Franchises**  
**Now Open**

**CALIFORNIA DISPENSER CO.**  
8134 W. 3d St. Los Angeles 36, Calif.  
National Sales Representatives

- National Coin Rejector
- Micro-Switch Timing
- Cold-Rolled Steel Construction
- Stainless Steel Chute and Ext. Trim
- Baked Hammertin Enamel Finish
- Neoprene Rubber Window Insulation
- Locked-In Cash Box
- Safety Fuse Lead in Chord
- Size 15 1/2" x 15 1/2" x 39"
- Weight, 70 lbs.
- Operates on 110-Volt AC or DC, 60 or 60 cycles
- Simple to Convert from 10¢ to 5¢ Mechanism
- Storage Space for Extra Popcorn
- Meets All Requirements of the Pure Food Laws and Underwriters Laboratories
- Built to Operators' Demands for a Trouble Free Vendor at Low Cost
- Thermostat Controlled



**CIGARETTE MACHINES**

**SILVER QUARTER OPERATION KING SIZE INCLUDED!**

- Rowe Royal—6 or 8 or 10 col. .... \$95.00
- Rowe Imperial—8 col., 240 cap. .... 85.00
- Uneda Model 500, 7 col., 250 cap. or 9 col., 350 cap. .... 95.00
- Uneda Model E—8 or 9 or 12 col., up to 300 cap. .... 80.00

**KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!**

**CANDY VENDORS**

- U-SELECT-IT, LATE WALL MODEL—74 CAP. \$ 45.00
- DuGrenier Candyman with Base—72 cap. 62.50

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed Trade Prices 1-3 Days Bal. C.O.D.

**SPECIAL!**

**UNEDA MONARCH**  
5 Cols., 380 Pk. Cap. **\$75.00**

8 Cols., 510 Pk. Cap. **\$90.00**

Any column can be used for king size or standard size vending as desired.

**UNEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

**VICTOR... The Profit Line**

**VICTOR'S Topper Deluxe Globe Style**

**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!

**PARKWAY MACHINE CORP.**

715 Ensor Street

Baltimore 2, Maryland

**IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!**

**CHAMPION BULK VENDOR**

- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE-HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE

**CHAMPION VENDORS SUPPLY CO.**

EASILY THE BEST!  
1119 EAST HOUSTON ST. SAN ANTONIO, TEXAS

Ball Gum or Merchandise Wheel

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Vending Machines**

	Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24	Issue of Jan. 17
Advance Model D Ball Gum	\$6.00	7.45		\$7.45
Advance No. 11	5.95			
Ajax Hot Nut, 5c	39.50	39.50	\$39.50	39.50
Almond Vendors, 5c	4.95	4.95	4.95	4.95
Asca Hot Nut 5c	15.00	15.00	15.00	15.00
Atlas Ace Nut Vendor	7.95			
Atlas Bantam, 5c	6.50			
Bantam, 5c	10.00	10.00	10.00	10.00
Columbus, 1c	8.00	8.00	8.00	8.00
Columbus, 5c	8.50	8.50	8.50	8.50
DuGrenier Candyman	62.50	62.50	62.50	62.50
DuGrenier Challenger 5c (3 col.)			22.50	
DuGrenier Challenger (7 col.)			125.00	125.00
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
DuGrenier Champion (11 col.)		25.50		
Eastern Electric C-8		139.00	150.00	150.00
Exhibit Card Vendor, 1c	15.00(2)	15.00	15.00	15.00
Esquire 1c		6.95	6.95	6.95
Foot Ease (Exhibit)	85.00	95.00	85.00	85.00
Jewel King 5c		6.95	6.95	6.95
Jolly Ice Cream Vendor		625.00	185.00	185.00
Keeney (9 col.) Elec.		185.00	54.50	54.50
Kwik Shoe Shine Machine		149.50	149.50	149.50
Lehigh PK 25c		89.50	89.50	89.50
Marine Scale	89.50	7.95		
Master 1c & 5c	7.45	8.50	8.50	8.50
Master 1c		7.45	7.45	7.45
Master 5c		7.45	7.45	7.45
Mills Adams Gum Vendor		17.50		
Mini Pop Up		145.00		
Model 1c Cabinet		9.50	9.50	9.50
Model V 1c Globe		8.95	8.95	8.95
Microscope Card Vendor		29.50		
National Candy King		19.50		
National Candy 1B		90.00	90.00	90.00
National 750	85.00	85.00	85.00	85.00
National 930	89.50	130.00	89.50	130.00
National 950	89.50	145.00	89.50	145.00
National Candy 91B		85.00	85.00	85.00
N. Y. Stamp, 1c & 3c	12.50	22.50	22.50	22.50
Northwestern 33 Ball Gum	7.50(2)	7.45	7.50(2)	7.45
Northwestern Deluxe 1c and 5c	8.50	13.95	13.95	15.00
Northwestern Model 39, 1c		15.00		
Northwestern Stamp	7.95	8.50	8.50	8.50
Pop Corn Set	69.00	69.00	69.00	69.00
Popperette	69.50	69.50	125.00	
Rowe Candy (8 col.)		59.00	185.00	185.00
Rowe Orionar Electric				
Rowe Electric 25c	159.50	159.50		
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe Precision (10 col.)	155.00	155.00	100.00	155.00
Rowe Royal (6 col.)	95.00	95.00	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	18.00	22.50	22.50	22.50
Shipman 3-Way Stamp Vendor	39.50	39.50	39.50	39.50
Silver King 1c Ball Gum	7.45			
Silver King 5c	7.45			
Silver King 1c or 5c			2.45	
Silver King Hot Nut 5c	15.00	15.00	15.00	15.00
Silver King Hunter	19.50	19.50	22.50	22.50
Silver 8-oz. UZ	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.)	18.50			
Stick Gum Vendor	8.00			
Topper	10.50	10.50	10.50	80.00
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	95.00
Uneda Model 500 (9 col.)	95.00	135.00	95.00	135.00
Uneda Model 500 (12 col.)	95.00	135.00	95.00	135.00
Uneda Model 500 (15 col.)	95.00	135.00	95.00	135.00
Uneda Monarch (6 col.)	75.00	75.00	75.00	75.00
Uneda Monarch (8 col.)		90.00	90.00	90.00
Uneda Monarch (10 col.)		110.00	110.00	110.00
U-Pop-It	195.00	250.00	195.00	195.00
U-Select-It	45.00	49.50	45.00	49.50
Victor Baby Grand	11.50			

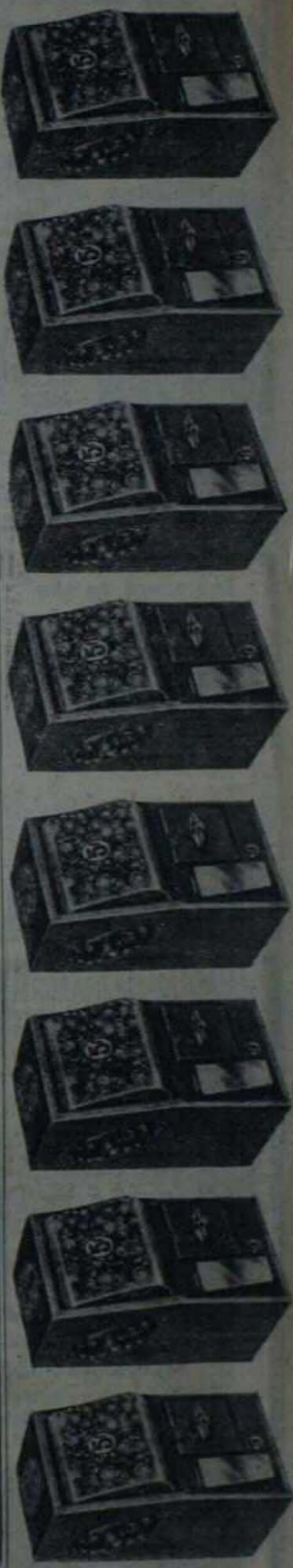
**EARNING POWER TERRIFIC!**  
from this combination. Collections amounting from \$1 to \$5 per day. Get started NOW! Every Day Means \$ & \$ to YOU.

4 Baby Grand Deluxe \$57.00  
500 New Retail Charms 10.00  
2000 New Retail Charms 40.00

**TOTAL COST OF DEAL \$97.00**  
**SINGLE DEAL \$24.50**

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**VICTOR'S**

Deluxe Baby Grand \$14.25 ea.  
Topper Half Cabinet \$14.20 ea.  
\$13.25 ea. \$13.20 ea.  
(100 or more) (100 or more)

210 Ball Bubble Gum, pre-paid from Louisville on orders of 200 lbs. or more 28c per lb.

Large Plaster Charms \$ 2.50 per M  
10 M or more 3.00 per M

False Teeth 10.75 per M  
Knives 2.00 per gr.  
Dominos 6.00 per M

All shipments made the same day your order is received.

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2611 HALE AVENUE LOUISVILLE, KY.

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

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\* 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.

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**J. H. KEENEY & CO., INC.**

**A CHAIN OF 5c BABY GRAND DELUXE Vendors and NEW ROCKET CHARMS**

Offers you a great opportunity and very profitable income. Many test locations show that the ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND DELUXE holds 500 ROCKET CHARMS.



**IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!**

Today's hottest money maker... **THE NORTHWESTERN CORPORATION**  
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**MANDELL GUARANTEED USED MACHINES**

N.W. DELUXE 1c & 5c COMB.	\$12.95
N.W. #23 1c Perc.	7.95
N.W. #23 1c Perc. G.	7.95
Master 1c Bulk Perc.	7.45
Master 5c Bulk Perc.	7.45
Master 1c & 5c Bulk Perc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.50
Advance #D 1c B.G.	7.45
Advance #11 Mds.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts Jumbo Queens	74
Pistachio Nuts Vendors Mix	65
Pistachio Nuts 4 Star	75
Cashew Whole	67
Cashew Butts	60
Peanuts Jumbo	58
Spanish	58
Mixed Nuts	55
Almonds 400 ct. 5 lbs. Vac. pk.	85
Italian Chick Peas	25
Rainbow Peanuts	30
Boston Baked Beans	30
Hobby Mix	30
Jelly Beans	28
Licorice Licorice	25
M & M	40

Ball Gum, all sizes, 200 lbs. min.	28
Prepaid per lb.	42
Adams Gum, all flavors, 100 ct.	47
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.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
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**VICTOR'S Topper Deluxe Half-Cabinet Style**

Machines will buy themselves with my time payment plan. Better write today for price and terms on the number of machines you can use.

**Roy Torr**  
Lansdowne, Pa.  
Giving friendly service and liberal terms since 1910.

**"BIG PROFITS!"**

From the Complete **CHEWING GUM LINE!**

- ★ Cellophane Wrapped
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- ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!

Hall 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**  
116 & 118 Nassau St., Newark 4, N.J.

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Continued from page 72  
ration, New Orleans, chairman, and vice-chairman Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va., and Joseph McGlenn, McGlenn's Cigarette Service, Pittsburgh, of Regional and Area Activities.

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**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. Trades-ins Accepted.

**\$14.25 ea.**  
**\$13.25 ea.**

100 or more All machines packed and sold 4 to the case

1 to 23 ..... \$14.25 Ea.  
24 to 47 ..... 14.00 Ea.  
48 to 99 ..... 13.75 Ea.  
100 or more ..... 13.25 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

**IN STOCK VICTOR'S**

New Deluxe Model **BABY GRAND CHICLE TREET'S VENDOR**

**ORDER TODAY**

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2124 Market St. Philadelphia 3, Pa.  
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**"BIG PROFITS!"**

**MAKE MORE MONEY IN VENDING!**

Read The Billboard Every Week for the biggest vending opportunity—for the latest prices now 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.

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**EXTRA SPECIAL!**

WHILE THEY LAST!  
**NORTHWESTERN DELUXE**  
1c or 5c COMB.  
Comp. Refinished and Reconditioned  
**\$8.50** Ea.

Jewel King, 5c Bulk, 3 Comp.	\$4.95
N.W. Model 27, 1c Bulk	5.30
N.W. Model 32 Ball Gum	7.30
Master 1c Bulk	4.50
Columbus 1c Bulk	8.00
Columbus 5c Bulk	2.50
Model V 1c Globe	2.95
Model V 1c Cabinet	5.50
Asco Hot Nut 3c Bulk	15.00
Silver King Hot Nut 5c Bulk	15.00
Alex Hot Nut 5c Bulk, 3 Comp. & Stand	29.50
Bantam, 5c Tray	10.00
Almond Vendor, 5c Tray	4.95
Exhibit Card Vendor, 1c	15.00
Mills Adams Gum Vendor	17.50
Shipman Stamp, 1c & 3c	22.50
N. Y. Stamp, 1c & 3c	12.50
Advance Stamp, 5c (New)	10.00

**COUNTER AMUSE. MACHINES**

Hill-A-Homer, 1c	\$19.50
Pop-Up, 1c	19.50
Kicker & Catcher	22.50
Silver King Hunters	19.50
Robbins Bingo	22.50

- 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.  
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**VICTOR**

1c—BABY GRAND—5c  
**\$13.00 each** 4 to case  
**\$12.00 each** 100 or more  
**\$15.95 each** Sample filled with gum

VENDS Chloro Treats Chiclé Treats, 2 for 1c. Large Chloro Treats, 2 for 5c.

WRITE FOR Lowest prices on Ball Gum Bulk Vendors and all merchandise for vending operations.

Now Stocked in Kansas City

Victor Topper Deluxe Half Cabinet ..... \$14.25  
Victor Topper Deluxe with glass globe ..... 14.25

**Bernard K. Bitterman**  
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**Available Now!**

1c or 5c **ACORN**  
ALL-PURPOSE BULK MERCHANDISER  
Featuring the new **SILVER STREAK** BRUSH HOUSING

**Empire**  
COIN MACHINE EXCHANGE  
1012 Milwaukee Ave. • Chicago 22, Ill.

**BRAND NEW**

**LUCKY BOY VENDORS**

**\$9.75** EACH MODEL

Lots of 5 \$9.50 Ea.  
Lots of 10 \$9.25 Ea.  
Lots of 25 1c or 5c \$9.00 Ea.

For 140-170-210 Gum and Charms, Nuts and Chiclé chews. Fully Guaranteed

1/3 Deposit, Balance C.O.D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**Coffee Story**

Continued from page 72  
machine facilities are in continual operation.  
**Price Pattern**  
Petzold and Rosso vend for a dime in the theaters and in industrial locations. Some plants, however, have 5-cent operations where units are subsidized by management.

Such a varied industrial operation is that of Jack Bennion and Ken Baldus. Their firm, which also uses Kwik-Kafe machines, operates only combination units—cola and coffee in the same vender. The nickel drink is found also in this firm's operation where large plants provide heavy volume of sales.

Industrial location operators, who vend exclusively at a dime, include Mrs. Lee Tolles, Nancy Lamb and F. A. Van Dehey.

A firm that vends exclusively at a nickel but would gladly go to a dime "if the competition would agree," is Alberts Products Company. This firm uses the Mills Coffee Bar.

"We can't make any money at a nickel," said Melvin Sidell, vending manager for Alberts. The company operates cold-drink routes but reports it has not been in the coffee field long enough to determine whether coffee cuts into cold-drink sales.

Sidell says the availability of outside coffee counters is a factor in determining any shift to dime prices. Coffee constitutes about 25 per cent of this firm's cup-drink business, as it does with Bennion and Baldus.

No intention was reported by operators for going into soup or other hot drinks.

Further operations in the hot-drink field is expected from C. W. Sanborn, now with cold-drink routes in theaters, and Automatic Cigarette Service, which operates a large string of milk, ice cream and cigarette machines. Automatic is being delayed by postponement of machine deliveries, although a few have been put on routes.

**FALSE TEETH CHARMS**

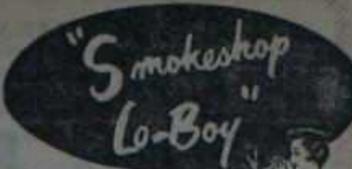
NOW ONLY \$10.50 PER M.  
Will Fit Any Machine!  
Write—Wire—Phone!

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**VICTOR . . . For Profitable Trouble-Free Operation . . .**

Topper Deluxe Globe Style  
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 vender. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!



**"Smokeshop Lo-Boy"**

THE NATION'S FINEST CIGARETTE VENDOR!  
**486 PACK CAPACITY**  
Tear Out and Mail This Ad for Details

**Smokeshop corp.**  
(AUTOMATIC PRODUCTS CO.)  
250 West 57th Street, New York 19, N. Y.

**TWELVE BEST-SELLER GIMMICKS**

False Teeth	\$10.75
Plated Books & Magazines	12.50
Record Charms	12.50
Grocery Charms	10.00
Scout Knives	10.00
Metal Scissors	10.00
Sweetheart Lockets	12.50
Game Charms	15.00
Auto Tires with Hub Caps	12.50
Black & Gold Cameos	12.50
Plated Skulls, Faces, with Rhinestone Eyes	12.50
Rolling Eyes Charms	10.00

All prices per 1,000 F.O.B. Jamaica, N. Y. Or: At Your Distributor.

Ask ANYBODY and EVERYBODY—EPPY has the GIMMICKS.

**SAMUEL EPPY & Co., Inc.**  
91-15 144th Place  
Jamaica 2, N. Y.

**BRAND NEW**

3 Nat. King Coffee Vendors, 200 cups in original cartons. Cost \$695 each, will sell for \$800 each; or make me an offer. One-half down, balance C.O.D.

**C. W. EDWARDS**  
310 Strathmore Ave. Erie, Pa.

**Precision-Built for PROTECTION & PROFITS!**

**ACORN**  
The only completely die-cast aluminum, precision built  
**ALL-PURPOSE VENDOR**

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED!**  
**SILVER-STREAK**  
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## JUKE BOX CITY SURVEY—I

# 'Quiet' Best Description Of Detroit's Music Trade

(This is the first in a series of feature articles which will present a brief, current roundup of the juke box business in some of the nation's major market areas.)

By H. F. REVES

DETROIT, Feb. 7.—"Quiet" is the best word for the Motor City's juke box industry.

Also other cities are getting up steam to try dime play, following removal of government restrictions, a spot check turned up only one Detroit music man who is experimenting with the higher price.

On a broader level, the city's music operators had a difference of opinion which resulted in two associations. Some operators belong to the older Michigan Automatic Phonograph Owners' Association; some belong to the newly-formed Music Operators' Guild of Michigan, and a few belong to both.

Generally, music men say business is better than it was a year ago, but a year ago the city was in the unemployment doldrums and the bottom fell out of grosses.

Watch-and-wait describes the attitude of the average music operator. Most concede privately that dime play might help their profit picture. A year ago, when prices were fixed by the Office of

Price Stabilization, there was a hot movement underway to get dime play for the city. Today, with OPS ceilings off, no one appears anxious to make the first move.

A check of the city brought forth one operator who is testing dime play—Russell Hosmer, president of the Oakland Coin Company. Hosmer is trying the dime in a group of drive-in restaurants which are part of the Dixie chain, but the drive-ins represent only a small portion of the Oakland route. Thus far, the experiment gives every indication of being successful.

As it is in many another area, operators report the 24-hour eatery is outclassing the tavern as top earner for the music machines. Tavern business here has been spotty for more than a year—some good, some bad. Where gross is down, owners and managers blame the increase on home TV sets.

Except in race locations, where the smaller disks are difficult to obtain, the 45 r.p.m. phonograph is the average Detroit operator's favorite. They report the 45s bring in more money, cost less to run. But with a shortage of good race disks in 45, the 78 r.p.m. box is still dominant in this type spot.

The city's two operator associations thus far haven't collided.

Both have been in business since the Music Operators' Guild was formed the first of the year after "a difference of opinion in the administration of the Michigan Automatic Phonograph Owners' Association."

At the time the second group was formed, Irving Ackerman, founder of the Detroit Radio Company and long-time legal counsel for the 10-year-old MAPOA, said there was no desire "to establish competition or any animosity with the MAPOA."

Even so, many a music operator wonders how long two associations—both created for the same purpose—can exist in the same city without rivalry between them coming to the surface.

## Morrell Takes Over Juke Box Union at L. A.

LOS ANGELES, Feb. 7.—L. B. Morrell, international representative of the International Brotherhood of Electrical workers, was placed in charge of Local 1052, the juke box group, replacing Hal Sherry. Sherry had served as business representative for the local for six years.

Morrell, who installed the local six years ago, said that he was checking into the group's affairs as a preliminary to making a report to the international. He added that this work would be completed in about 10 days.

Asked if Local 1052 would continue its suit against the International Brotherhood of Teamsters, in which the then Sherry-directed group asked for an injunction and \$35,000, Morrell stated that the matter would not go to court. Sherry's local was joined by Elbert W. Regan and Woodrow W. Wade, Long Beach operators, in filing the suit.

The suit alleged that the teamsters demanded they join their union after AFL had assigned the operators membership in IBEW.

Morrell said that matters against the teamsters would be settled in conference.

Sherry had no comment on leaving the union post or on the pending court case.

## 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:

**"RUBY" IS HOT.** The Big Three is rushing out "Ruby," a tune based on the musical theme in the flick, "Ruby Gentry," (Music department).

**DECCA HIT IN OFFING.** Decca Records has a hit of major proportions in its new Four Aces etching of "You Fooled Me" if the pace set during the first week is maintained (Music department).

**CITE NEW HILLBILLY TREND.** The new c.&w. trend is the increase in recording to the same tune by more than one key artist (Music department).

**FREE DISK PROBLEM.** Major record companies are sending out well over 250,000 free disks a year to juke box operators (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

# MIAMI ON VERGE OF DIME PLAY

## Majority of Ops Favor Hike; Membership Vote to Decide

MIAMI, Feb. 7.—Sentiment was building up this week for a switch to dime juke box play in Dade County. The Amusement Machine Operators' Association set a special meeting for Monday (9) to discuss the situation.

A majority of the members it is known, favor dime or three for a quarter play. A program, it was hoped, could be outlined for an orderly change-over by operators deciding to switch, according to AMOA president Willie Blatt.

For weeks, Greater Miami music operators have been discussing the question of dime play.

"Personally," said Blatt, "I favor switching to dime play. More and more cities are finding it is the only solution to the high cost of operation. It is a real necessity and must come, sooner or later."

"Some of the local operators favor changing over immediately, others want to go about it slowly. I would favor a program of

newspaper advertising to explain to the public why a higher price is necessary. Support of location owners might also be enlisted in the move. In other words, I would favor 'selling' the change to the public and the location owners."

Some operators said they had sounded out location owners on the proposed change and the reaction had been favorable in nearly every case.

## CHICAGO LEADS WAY

# Mass Move to Dime Play in California

OAKLAND, Calif., Feb. 7.—Music operators in many parts of California are changing over their phonographs from 5 to 10-cent play with four selections for 25 cents, and in practically every instance there has been an increase in revenue of 30 per cent or more.

The increase is not enough to offset the increased cost of new phonographs, but it has helped the operator to a large extent and he can at least remain in business until the general public has fully accepted the change-over, operators pointed out. It is believed that in time the increase in revenue will jump to 50 per cent or more.

Operators in California also found that the general public had not shown the resentment to dime play that many operators expected. With soft drinks, newspapers, telephones, and many candy bars already at a dime, the general public, they believe, apparently has accepted the fact that a nickel buys little, if anything.

### Ops' Action

Operators in California changed over to dime play strictly as

individuals; not thru any organized plan, but mainly to the fact that they realized they could not operate machines on a nickel play and remain in business.

George A. Miller, president of the California Music Guild, had continuously informed the operators that neither he nor the association could move toward dime play without being involved in possible restraint of trade talk. Consequently, he pointed out, the CMG had not urged the change-over. The move was that of the operators alone.

In many localities nickel play has been unprofitable, but due to the fact that other types of coin-operated equipment were used made it possible for operators to stay in business. Now that other

(Continued on page 79)

## Election Held Over 30 Days

CHICAGO, Feb. 7.—The Recorded Music Service held its monthly meeting last week with a good turnout of 90 members. The scheduled election of officers was postponed until the next meeting, approximately 30 days. The meeting was held at the Brown and Kappels Restaurant and refreshments were served.

## Night School To Train Op Employees

CHICAGO, Feb. 7.—Roberto E. Gnarro, of ABC Music Service Corporation, set a precedent in January with the organization of a night school for firm employees. This is the first operation of its kind to be developed in the music machine field and may serve as a springboard for other such schools.

A two-fold purpose is encompassed in the curriculum. Most schools heretofore have concerned themselves mainly with service. The ABC night school not only teaches service, but also delves into such subjects as contacting the public and locations, selling, conduct, buying, waste, and tone quality perceptions.

This month's session discussed tonal quality. To illustrate the program, various types of machines were used so that the "students" could discern for themselves what constituted good or bad tonal qualities under various conditions.

### Evening Sessions

The sessions are set to run between 7:30 and 11 p.m. with refreshments served after school lets out. It is hoped to have the sessions on a definite night each month. Gnarro explained that the company was trying to decide on a night that would not conflict with business.

The school this month was part of a 10-point program, explained Gnarro. The plan lists the following:

1. Conduct a night school once a month.
2. Pick out a subject that gives the routemen the most trouble.
3. Give an educational lesson in selling and conduct.
4. Do a complete study of programming a machine, which is considered the most important factor.
5. Show how to order records to get full benefit and eliminate waste.
6. Show how to keep equipment well oiled, clean, and lighted.
7. Show how the routeman can improve location relations as well as step up collections.
8. How to get top revenue thru service.
9. New business and how to get it.
10. How to renovate routes.

# Jukes Get 250,000 Free Disks From Major Firms

• Continued from page 16

proved nickel grabbers. Their releases naturally go on automatic operator distribution.

Several firms use their operator lists to introduce new artists acquired by the label. It's one way of impressing the identity of novice warblers on route owners, who normally shy away from the untried. In some cases platters are issued which manufacturers know will not get wide-scale deejay exposure due to the risqué nature of the lyrics. The promotion denied such platters by stations whose standards of "good taste" are higher than most (some would say "prudish") can only be gained via the operator approach. A factor also cited is that of competition. When hot tunes are covered quickly by a number of important artists, the version heard first by the operator in the privacy of his route headquarters has an edge, some execs suggest.

One diskery staffer put it that operators are only interested in hit records. "We only send him those disks that have a real chance of making the grade," he said.

Columbia Records send out about 30 platters a year to its operator list. Coverage varies between 200 and 500 operators,

depending on the item to be exposed. But the diskery's distributors are expected to supplement this activity on many other disks by direct contact with key one-stops and operators in their individual territories. The direct approach is used by most diskery wholesalers, and thru it many additional records are left with operators for consideration.

There are 800 operators on Coral's audition list, representing a gain of 300 per cent over the list used by the label two years ago. Each operator on the list receives an average of two out of every five pop platters released by the firm, or about 60 disks a year. Coral has accumulated evidence which has convinced the company that operators make use of the order form enclosed with record mailings.

Distribution of audition wax by M-G-M Records also has increased over the past few years. Although its operator list is only used for this purpose about 15 times a year, it has developed another method which has proved effective. M-G-M distributors are urged to earmark part of their 2 per cent advertising allowance for financing distribution of new

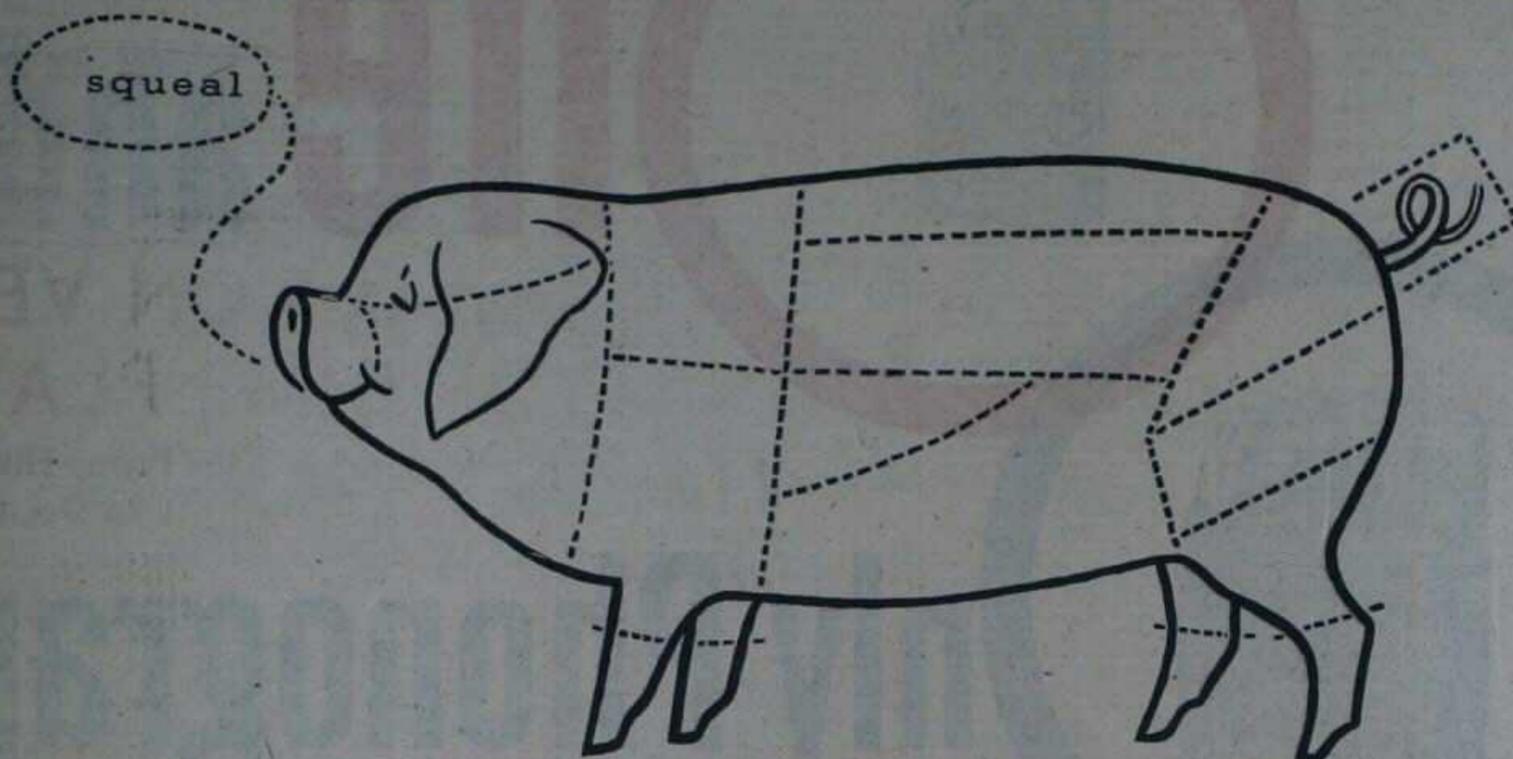
disks among juke owners. There is usually one record on each bi-weekly M-G-M release tagged for such attention.

Mercury services operator contacts in six areas on an occasional basis. The no statistics were available from Decca, it is known that the latter diskery does service a "substantial" list of operators with selected wax.

### Audition Disks

At the same time that manufacturers have been increasing the distribution of free audition records direct to operators, major diskeries have slowed down on similar service to phonograph associations. It used to be a fairly prevalent practice among the major firms to ship a box or more of certain new records to associations for free giveaways to members. It is only occasionally tried today. The majors apparently feel that direct and controlled distribution is more effective.

Independent firms, on the other hand, continue to service associations on a more regular basis. Added to this is a stepped-up trend whereby artists or their managers furnish supplies of new disks to associations and/or juke unions for promotional purposes.



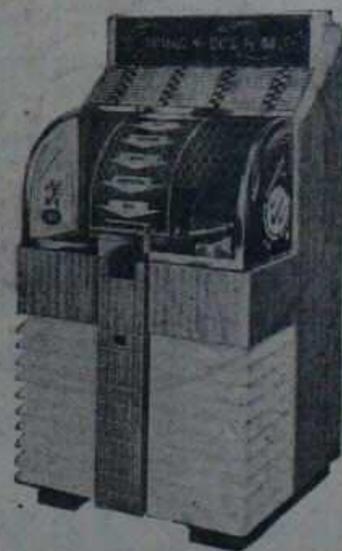
## ***merchandising***

Meat packers, it is said, take advantage of every possible by-product, including the squeal.

Model "D" operators have no squeal to sell, but they are alert to the "D's" many features that increase profits. Eye-level display, ease and speed of play, good-and-clean inviting juke boxes increase the "take." Special tunes and the appointment of an individual music promoter in the location pay off, too.

Good music merchants take advantage of good music equipment. They spend less, make more, when they back their investment with practical thinking, imagination and promotion.

*The "D" is available in 80 and 40 selections, blond or mahogany cabinets.*



**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Operate the



one and

Only Phonograph

That Plays 45 and 78 RPM Records Intermixed

*Plays 104 selections... enough to suit every musical taste! Protects your 78 RPM record library... you continue to draw dividends on that investment! Intrigues location patrons... finest eye and ear appeal of any phonograph! Stimulates constant play... returns the highest take in juke box history!*

Make

More

Money

with

SEE YOUR WURLITZER DISTRIBUTOR

*Wurlitzer*

Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

# 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.

AIREON	Issue of Feb. 7	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10
Coronet				\$35.00
Fiesta				40.00
400			\$65.00	
AMI			295.00	
Hideaway	\$260.00	295.00	260.00	295.00
Model A	325.00	325.00	325.00	350.00
Model B	425.00(2)	360.00	425.00	360.00
	450.00	450.00	425.00	450.00
Model C	425.00	450.00	449.00	450.00
	460.00	475.00	460.00	475.00
			449.00	460.00
			475.00(2)	475.00(2)
EVANS				
Constellation	395.00	395.00	379.50	395.00
52				395.00
MILLS			149.50	150.00
Constellation				
PACKARD				
Manhattan 76	79.50	79.50	89.00	79.50
			109.50	135.00
Model 7			49.00	79.00
ROCK-OLA				
Nicket 50-51	439.50	439.50	395.00	
39-40			39.50	39.50
1422	69.50	89.00	89.00	94.00
	94.00	94.50	94.50	99.50
			125.00	150.00
			99.50	
1424 Hideaway	109.50	129.50	109.50	150.00
1426				150.00
1428	250.00	275.00	250.00	275.00
1432	395.00	419.00	395.00	419.00
1434		529.00		529.00
1932			395.00	439.00
			445.00	419.00
SEEBURG				
Classic				49.00
Commander				69.00
Emmy			89.00	89.00
H-146 Hideaway	89.00	89.00		75.00
H-146 M Hideaway	75.00	75.00		75.00
H-146 M Hideaway	199.00	199.00		199.00
Highline				49.00
Low Boy			875.00	35.00
M-100 BL	775.00	775.00		850.00
M-100 B 45 RPM	629.50	649.00	649.00	649.50
M-100-A 78 RPM	650.00	675.00	650.00	695.00
Major				49.00
146	129.50	150.00	129.50	150.00
			119.50	129.50
			145.00	
146 Hideaway	150.00	150.00		150.00
146 M	100.00	125.00	125.00	129.00
146 S	100.00	125.00	125.00	129.00
			125.00	129.00
147	169.50	175.00	169.50	175.00
147 M	140.00	149.00	140.00	149.00
147 S	125.00	140.00	140.00	140.00
148 M		195.00		195.00
148 M	209.50	275.00	219.50	275.00
148 M				195.00
148 ML	240.00	240.00	240.00	240.00
148 ML			239.50	239.50
148 ML Blonde				219.00
148 S Blonde	200.00		219.00	219.00
148 SL	219.00	219.00		49.00
1941 Hideaway	49.00	149.50		149.50
1946			89.50	89.50
1946 Hideaway		169.50		169.50
1947 M	165.00			
1948 Hideaway	250.00			
1948 M	250.00			
1951 Hideaway				49.00
8800 RC				65.00
WILLIAMS			79.50	75.00
Music Mile				
WURLITZER				
500 K				39.50
700				39.50
750			49.50	49.50
750 E	55.00			79.00
760 E	75.00			
800			39.50	39.50
1615	129.50	139.00	129.00	169.00
	175.00(2)	175.00(2)	175.00(2)	125.00(2)
				139.00
				149.50
				150.00
				175.00
1817 Hideaway	99.50	115.00	99.50	115.00
				150.00
1880	119.50	125.00	119.50	125.00
	150.00	150.00	150.00	179.50
1100	269.50	289.00	269.50	289.00
	295.00	329.50	299.00	329.50
			325.00(2)	299.00
			349.50	
1250	295.00	399.00	369.00	399.00
	425.00	450.00	425.00	429.50
			450.00	475.00

### SMARTER BUYING

## 1-Stop Has Answer to 45 R.P.M. Box

CHICAGO, Feb. 7. — Fred Singer, of Singers One Stop Record Service, claims that one of the reasons for a problem existing in the 45 r.p.m. field, as far as deliveries are concerned, is poor buying habits. Singer is waging a one-stop campaign to educate the operators to buy more wisely and at the right time. He claims that he has seldom gone wrong on a number by using his method. He buys at the right time and in the right quantity. "Frankly, I can get all the 45's I want," said Singer.

Record company salesmen point out that many operators buy 78's first and then wait to see what happens to the record. If it becomes a hit, they start buying 45's because most of their better locations are equipped with 45 r.p.m. machines. By this time the rush is on.

### Problem Reason

This is the main reason for the 45 r.p.m. problem, according to Singer. "The way we do it, we stock up on a number right in the beginning. We select the numbers which we stock up on, by careful research of all the trade papers, careful radio listening and following the coming up-in-the-trade charts of The Billboard. By ordering at that time we can get all we want because the demand for the record is still not at its peak. We pass along our information to the operators so that they may be able to buy records which we feel will be to money makers, in the sizes they want."

"Every once in a while a sleeper comes along such as Les Paul and Mary Ford's recording of 'My Baby's Coming Home' or Rosemary Clooney's recording of 'Half As Much.' These records have been out on the market long enough to set a sales pattern and then all of a sudden they become top hits and the demand goes sky high. This throws all the production figures out of proportion, and no one can be blamed for that. Everyone in a case such as this, goes all out to meet the demand."

"There is a great deal of know-how in buying records, and the operators are gradually assuming this know-how. More and more of them are getting to realize the answer and they are starting to use this method with good results."

Singer also feels that if the operators stayed away from "so so" records and got around to intelligent buying, record companies would have to turn out fewer but better releases.

### New Needle Cabinet

CHICAGO, Feb. 7.—The M. A. Miller Manufacturing Company announced the release of two new cabinets designed to simplify needle selection by both jobbers and dealers. Both are available to jobbers and dealers at no charge thru regular distribution channels.

The boxes are designed to eliminate the necessity of making needle packages fit into plastic boxes, and to make identification possible at a glance.

The new address of the Miller Company is Fourth and Church Streets, Libertyville, Ill.

## Record Reviews

Continued from page 40

### Country & Western

**EDDIE KIRK**  
Hit and Run Lover ..... 70  
V 20-5149—Much effort must have gone into the writing of this all-too-clever lyric. Kirk hands it a good chanting.  
Five Star President ..... 67  
Somewhat mawkish ditty dedicated to Ike could get some air play, but doesn't figure to do any better over the counters than other politically penned material.

**YORK BROTHERS**  
Saint Joseph High School Bounce ..... 70  
KING 1173—A bright country boogie is played with spirit by the York Brothers on this instrumental waxing. Lakewood and John Marshall Blues ..... 68  
This side is a slow blues and the York Brothers perform it nicely. Titles of these two indicate the disk will have some regional appeal.

**SAM NICHOLS**  
Texas Lady ..... 69  
M-G-M 11417—The lady hails from Texas, she's charming and worth singing about, and Nichols projects the tune in sprightly style. Regional action is in store.  
Blue Bonnet Waltz ..... 68  
Slow and dreamy ditty is also about the fabulous State. A listenable and danceable effort.

**VICK SUTTON**  
Down in the Carolines ..... 69  
DOME 1059—An attractive effort is sung in pleasant fashion by Sutton. Side could pull juke spins.  
Last Night Your Kisses Told Me ..... 65  
An okay rendition of a fair country-walker by the warbler.

**USTY WALKER**  
Peaches and Cream ..... 69  
IMPERIAL 8179 — Kisses from the girl sung about here are much sweeter than the title delicacy. Cute ditty is pleasantly warbled by Walker to bouncy accompaniment. Good juke filler.  
Don't Need a Diary ..... 65  
Dusty is joined by Pam Walker on this one. Routine material is dusted easily. Okay wax.

**BOOTS AND IDAHO**  
Shifting Sands ..... 69  
Capitol 2337—Boy-girl duet delivers one of its usual readings of a good enough ballad with much help from the string ork background.  
Cryin' My Heart Out ..... 69  
More routine chanting by the pair on a routine ditty.

**MILT DICKEY**  
New Love ..... 68  
CORAL 64146—This platter was previously reviewed on the Sho-Me label.  
Our Wedding Will Always Be Brand New ..... 65  
This platter was previously reviewed on the Sho-Me label.

**JESSE ROGERS**  
The Devil's Fitchfork ..... 68  
M-G-M 11422—Rogers has an attractive opus here and he sings it pleasantly. Moral is to follow the straight and narrow.  
Howlin' and A-Frowlin' ..... 61  
Outrage has a touch of the blues. It's done in fair style by Rogers and the string ork.

## Chi Leads Way

Continued from page 76

amusement devices are limited to a large degree, music must stand on its own, and to do so dime play seems to be the answer, the operators concluded.

San Diego was one of the first cities to change to dime play and a recent survey there showed that operators would not go back to nickel play.

### Big Cities Change

Operators in Bakersfield, Fresno, San Jose, Sacramento, Stockton, Oakland, and San Francisco are converting their equipment, and the early returns have been good, it was reported. Within 60 to 90 days practically all of California will be on dime play, it was indicated.

Miller said, "it has been interesting to read that in cities all over the nation operators have come to the same conclusion as the operators in California."

"I think that the operators in Chicago should be highly complimented as being the first to realize that the increased cost of operation had to be passed on to the general public and could no longer be borne by the operators."



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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

**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.

**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

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD CLEVELAND, OHIO—2600 EUCLID LANSING, MICH.—1224 TURNER TOLEDO, OHIO—1302 JACKSON

## MUSIC OPERATORS

See Your SEEBURG DISTRIBUTOR

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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.

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All phones: Atlantic 1-0818

all the news of your industry every week in The Billboard... **SUBSCRIBE TODAY**

see page 3 for rates

# Everybody's Sweetheart

ROCK-OLA

FireBall

120

Selections



\* Model 7936

The Only Phonograph with

120

SELECTIONS

The only phonograph with single button Line-0-Selector program selection

\* Available in two models for either 78 RPM or 45 RPM records

## 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

Milwaukee

Continued from page 71

reports that music business has taken a downward slant, with few locations doing what they normally find a profitable level of business.

Mike Rischmann, head of the Wisconsin Novelty firm, is sunning himself in Tucson, Ariz., and is not expected back for another few weeks. . . . Radio Doctors bossman, Lax Glassman, tells everyone that the disk business is in a healthy condition. Plenty of ops continue to make special trips to the Radio Doctors disk counter to load up with the latest and the hard to locate label stuff.

Phil Jonas, premium goods distributor, who runs the Multi Craft on the North Side, has just returned from a brief honeymoon to New York. Jonas married the former Lois Roeder. . . . Sam Hastings left his bustling coin machine distributing and preem goods enterprise in charge of Harold Rohde for a few days and attended Chicago's Housewares Show. Sam is in search of high grade houseware items to add to his premium offerings for coin machine operators.

George Schroeder has opened another combination warehouse and office at 2904 N. Bremen Street. The George Schroeder Company shop on Port Washington Road, has become overcrowded in the past few years. Schroeder routeman, Ralph Strosina, reports that he is expecting to sail the seas of matrimony soon. Bob Berndt info that he will soon celebrate five years as a routeman with firm.

At the United, Inc., headquarters, Harry Jacobs Jr. reports that due to wintry weather all hands are sticking close to home base. Don Jacobs, expects to head for Northern Wisconsin within a few weeks when the roads clear up. Meanwhile Harry Sr. is taking it easy on the sunny Florida shores and won't be back for a month or more.

Ray Lax's new routeman is Walter Gregg, who has worked for several of the local coin machine outfits. Mrs. Lax informs that the top disks on Ray's amusement equipment of late have been Patti Page's "Doggie in the Window," and Frankie Laine's "I'm Just a Poor Bachelor."

King-size Philip Morris, latest addition to the long ciggie family, has operators groping at ways of keeping locations happily supplied with the most profitable assortment of smokes. Among operators queried briefly by Philip Morris sales boss here, J. K. O'Connell, the prevalent attitude seems to be "wait and see." . . . Herb Geiger, Nick Stacy, Nick Novasic, all of Milwaukee, and Ben Berman, of Madison, according to O'Connell's checkup, have agreed to give some coverage to the new Philip Morris number. But none of them would come across with a 100 per cent coverage answer.

A few local cigarette vending machines have already been switched to a completely king-size line-up. The bulk of the equipment, however, sports two or three columns of the longies. . . . O'Connell also reported a trio of personnel switches under his command. R. W. Swierczynski has been transferred to the Fond du Lac territory; Bob Minor is now working out of Madison and covering operators in the Southern part of the State, and Jim Noll ankked his post with Philip Morris for a sales job with Cudahy Packing Company.

Herb Wagner, one of the kingpins of the G. & W. Novelty firm in South Milwaukee, is experiencing one of his outstanding bowling seasons. The avid sportsman, who goes big for his kegling hobby, has already notched up a 700 series on this year's slate. Glenn Gaedike, Wagner's partner, reports business holding up in a fairly steady pattern, with music a bit ahead of games in the coin box department. The G. & W. organization was hit hard by the flu last week with a couple of key routemen, Edgar Whitley and Elmer Wagner home battling the bug.

Preem goods are getting a strong play from operators on shopping expeditions at the Hastings Distributors. Boesman Sam Hastings, just back from attending the Housewares Show in the

Windy City, reports considerable enthusiasm over the spring outlook. Next long trip, adds Sam, will be a flight to New York to take in the annual Toy Show. . . . Another operator on the long list of those affected by the current spread of the flu, is coinman Math Schaefer. Business has been good, tho, in spite of illness, says Schaefer. To prove it, he cites recent purchase of three brand new 45 r.p.m. AMI music boxes.

Problems currently facing the music business was discussed from the phonograph distributors' angle when four Milwaukee distrib bosses lunched Thursday, January 29, at the Boulevard Inn. Breaking bread while mulling over common problems facing the industry were Sam London, of S. L. London Music Company, Inc., Seeburg distributor; Carl Happel, Badger Novelty Company, Rockola; Vic Manhardt, the Evans distributor, and Harry Jacobs, Jr., United Inc., distributor of Wurlitzer machines. Plans call for more informal meetings in the near future for the purpose of handling mutual problems in a round table manner.

Al Magno, field assistant to George Harris, national Dunhill sales director, is spending several days working with Bob Nehr. Magno and Nehr expect to contact key dealer and vending machine accounts in behalf of their product. . . . Pete Faith, former head of the Badger Candy Club, has been given the post of chairman of the membership committee of the Western Confectionery Salesmen's Association. Pete's task is to line up a quota of 50 new members. Thus far he has nailed down a total of four, but he is confident he will get the rest.

Hartford

Three new coin machine concerns have filed for certificates of incorporation at the State Capitol here. Trio consists of Vend-A-Snak Corporation, Bridgeport, subscribed capital \$1,000; Beeton P. Lauder, president; Donald MacGregor, vice-president and treasurer and Mrs. Grace Lauder, secretary, all of Fairfield; Acme Automatic Sales, Inc., 577 Bank Street, New London, hitherto operating vending machines as the Acme Automatic Sales Company; subscribed capital of \$10,000; Bernard B. Richman, president-treasurer; Richard E. Richman, vice-president and Virginia Spinato, secretary; directors, the officers and Ernest Shafer; Bridgeport Cigarette Vending Company, Inc., Bridgeport; authorized capital, \$50,000; commencing business, \$10,000; 1,000 shares, par \$50; incorporators, Alexander S. Krampovitis, Cors Krampovitis, Eleanor A. Salina and Seymour Framson.

New York

Lucky Skolnick, Empire Automatic, has returned from a Florida vacation, while Art Odwak is still vacationing there. . . . Art Herman and Joe Hirsch, of Herman Distributors, Monday (16) will exhibit the Evans Century 100-play juke box before members of the Westchester Operators' Guild, and Wednesday (18) they go to Newburgh to exhibit the juke before members of the New York State Operators' Guild.

Headed by Frank Broccoli and Al Miniaci, 150 local operators attended the recent banquet in honor of Boys' Town of Italy at the Waldorf-Astoria. Leo Paschak, of the Wurlitzer factory, Tonawanda, N. Y., visited Young Distributing where he conferred with local ops on their problems. . . . Sen. Al Bodkin left for a Florida vacation. . . . Irving Kaye says his new Rocket Ride is set for immediate delivery.

Frank Callad, of Local 788, is vacationing in Florida, as is Charlie Sachs, Union Automatic and Mac Pollay. . . . Joe Madden, Old Reliable Music, returned from Florida and is now at his up-State farm. . . . Mr. and Mrs. Al Miniaci, Paramount Music, are back from Florida. Mrs. Miniaci had been ill, but her condition is reported as much better. Bridget Gazzola, mother of Lou Gazzola, West End Music, died recently. . . . Sam Jackson, of Jackson & Klein Music, died of a heart attack Wednesday (4).

Coinmen You Know

New York Associated Amusement Machine Operators opened its new office at 524 W. 46th Street Thursday (29). Executive Secretary George Ponser and Secretary Calire Morano were on hand to greet members. Refreshments were served.

Len Schneller, Nasco, Philadelphia, was a visitor at Nat Cohn's. . . . Art Herman and Joe Hirsch, of Herman Distributors, report that orders are running heavy on the Evans 100-C. . . . Joe Young, local Wurlitzer distributor, says that there are still openings for ops at the service school at Young Distributors Saturday mornings. . . . Barney Sugarman, Runyon Sales, and Mrs. Sugarman are on the New Amsterdam on a 17-day Caribbean cruise.

Irving Kaye, formerly head of Amusement Enterprises, has organized the Kaye Manufacturing Company at 597 10th Avenue. He is turning out a Speed Boat and a Rocket Ride, which will list for \$795 each. Production facilities

are 20 a week. The rides are of all-steel welded construction and come with casters.

J. M. Jackson, local operator, died Sunday (25). His widow, Jean, formerly worked for Mike Munves. . . . Harry Berger, West Side Distributors, has postponed his European business trip from February 1 to February 8. Harry is coming out with a Locomotive Ride, J. C. Jones, next week.

Marvin Schwartz, Nassau County operator, visited Harry this week.

Ray Knoss, Arrow Music, returned last week from his Florida vacation. . . . Hyman Rosenberg, veteran coin machine man, joined Capitol Projectors as sales manager. Sam Goldsmith, Capitol topper, will head the firm's Store Services Division. . . . Atlantic Midget Movies, Capitol's Philadelphia distributor, is opening a Pittsburgh office for Western Pennsylvania.

Miami

Music and pin operator Lucky Skulnick, of New York City, is at Miami Beach for his first vacation in six years, thru the co-operation of partner Al Koon-del. First thing Skulnick did upon his arrival was to telephone his pal, Willie Blatt. . . . Eli Ross, sales manager, Taran Distributing Company, returned from a business trip to Puerto Rico.

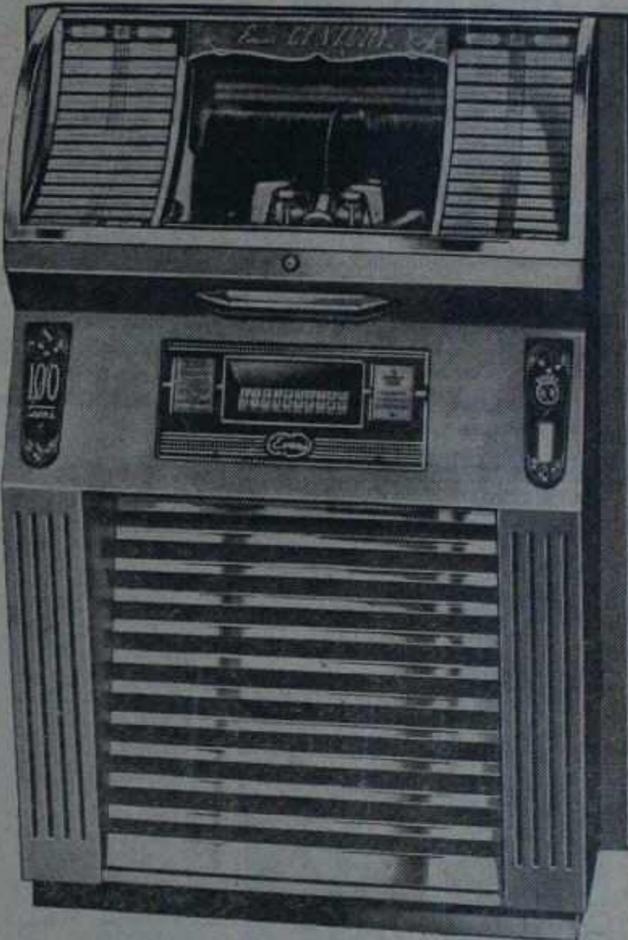
Greater Miami's winter tourist season has been little short of phenomenal so far. Crowds and lines of automobiles along Collins Avenue and Lincoln Road bid fair to set new records. Restaurants, night clubs and hotels report excellent business, and the end is not in sight. Last week the Miami Beach Chamber of Commerce chalked up a two-day record of 1,657 pieces of mail coming in from all parts of the country. The upsurge in vacation inquiry letters this month brought the total 20 per cent higher than at the same time last year, according to Manager Ike Parrish of the chamber. He added that heavy reservations and visitor influx generally follow such mail interest. Parrish also reported brisk hotel bookings for the next two months. Transportation com-

(Continued on page 86)

Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Because locations strive to keep patrons in a pleased and spending mood, they will consider a phonograph's player-convenience features of great importance. You'll find ready acceptance when you offer an Evans' Phonograph, especially the 100-Selection CENTURY.

Evans' CENTURY simplifies, speeds and invites play through the exclusive CENTURAMIC Selector System. Adequately lighted Eye-Level Programming permits players to "shop" the title strips quickly and easily. Finger-tip-convenient, the CENTURAMIC Selector Buttons are operated in a natural, easy-to-understand number sequence, swiftly and without annoying mistakes!



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50 RECORDS 45 RPM

and

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois

How Was Your Timing on . . .

"WILD HORSES"

Now on Billboard's "Best Selling Pop Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have little strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

JANUARY 27

Title Strips Ready for Top Juke Profits

JANUARY 27

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 \_\_\_\_\_

Mail This Coupon Today for FREE Sample and Information!

### 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

**ROY TORR**  
LANSDOWNE, PA.



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### 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

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GIVE TO THE RUNYON CANCER FUND

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24	Issue of Jan. 17
ABC (United).....	\$139.50 145.00	\$139.50 140.00	\$139.50 140.00	\$135.00
	149.50 150.00	145.00	145.00 150.00	139.50(2)
	165.00 175.00	150.00(2)	165.00	140.00
		165.00 175.00	175.00(2)	150.00(2)
			155.00 165.00	175.00 225.00
Across-the-Board (United)...			225.00	
Advance Roll (Genco).....	35.00	30.00 35.00	30.00 35.00	30.00 35.00
All Baba (Gottlieb).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Alice in Wonderland (Gottlieb)	49.50	49.50	49.50	19.00 49.50
All Star Basketball (Gottlieb)				160.00
Aloha .....			24.50	
Aquacade (United).....	39.50 79.50	39.00 39.50	37.50 39.00	22.00 39.00
		79.50	39.50 79.50	39.50 79.50
Arizona (United).....	99.50	99.50	99.50	50.00 99.50
Atlantic City (Bally).....	394.50	425.00(4)	425.00(2)	415.00
	425.00(3)	435.00(2)	435.00(2)	425.00(4)
	435.00(2)		450.00	435.00 450.00
Baby Face (United).....		39.00	39.50	39.00
Banjo (Exhibit).....			29.50	
Bank-a-Ball (Gottlieb).....		34.50	34.50	40.00(2)
Barnacle Bill (Gottlieb)....	34.50			24.50 29.50
				34.50
Basketball (Gottlieb).....	89.50 120.00	95.00 120.00	95.00 120.00	70.00 95.00
Basketball Champ (Chicago Coin).....	195.00 225.00	195.00 225.00	195.00 225.00	195.00 225.00
	250.00	250.00	250.00	
Bat-a-Score (Evans).....	185.00		89.50	89.50
Batting Practice.....	69.50 89.50	89.50	89.50	89.50
Bazaar (Exhibit).....			24.50	
Be Bop (Exhibit).....	94.50	94.50	94.50	39.00 94.50
Bee Hop .....			49.50	
Bermuda (Chicago Coin)....			24.50	
Big Hit (Exhibit).....	160.00 195.00		169.50	
Big Top (Genco).....	64.50	64.50	49.50 59.00	49.50 59.00
			64.50	64.50
Bingo (Robbins).....	22.50	22.50	22.50	
Bing-a-Roll .....	125.00	125.00	125.00	125.00
Bingo Rolls .....	65.00	65.00	65.00	65.00
Black Gold (Genco).....	59.50	59.50	59.50	59.50
Blue Skies (United).....		24.50	24.50	
Boleto (United).....	215.00 249.50	215.00	215.00	195.00
	250.00(3)	250.00(3)	250.00(3)	250.00(3)
Boston (Williams).....	89.50	89.50	89.50	75.00 89.50
Bowling Champ (Gottlieb)...	74.50	50.00 65.00	50.00(2) 65.00	44.50 50.00
		74.50	74.50	65.00 74.50
Bright Lights (Bally).....	209.50 210.00	215.00 220.00	219.50 220.00	210.00(2)
	225.00 235.00	225.00 235.00	235.00 265.00	215.00 219.50
	265.00	265.00		220.00 265.00
Bright Spot (Bally).....	294.50	315.00(2)	315.00	295.00 310.00
	325.00(2)	325.00(2)	325.00(2)	315.00(2)
	339.00 350.00	350.00	349.50 350.00	325.00 349.50
				350.00
Broadway (Bally).....	189.50			175.00
Buccaneer (Gottlieb).....	34.50 59.50	34.50 59.50	34.50 59.50	19.00 34.50
				44.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	49.50 79.50	74.50
Buttons & Bows (Gottlieb)...	69.50	65.00 69.50	65.00 69.50	40.00 65.00
				69.50
Campus (Exhibit).....	94.50	94.50	94.50	55.00 94.50
Canasta (Genco).....	75.00 89.50	89.50	49.50 89.50	30.00 39.50
				89.50
Caravan .....	195.00		24.50	
Caribbean .....			24.50	
Carnival (Bally).....	49.50(2)	49.50(2)	49.50(3)	39.00 49.50(2)
Carolina (United).....			24.50	
Champion (Bally).....	39.50 59.50	89.50	69.50	49.00 49.50
	89.50		64.00	89.50
Champion (Chicago Coin)....	69.50	64.00 69.50	69.50	64.00
Chico (Chicago Coin).....			27.00	
Chinatown .....			215.00	
Cinderella (Gottlieb).....	29.50	29.50	29.50	19.50 29.50
Citation (Bally).....	32.50 79.50	30.00 79.50	30.00 75.00	29.50 30.00
				79.50
Cleopatra (Marvel).....		24.50	15.00	
College Daze (Gottlieb)....	59.50 89.50	85.00 99.50	59.50 79.50	59.50 64.50
			85.00 89.50	85.00 89.50
Coney Island (Bally).....	294.50 315.00	315.00	325.00(2)	295.00(3)
	325.00(2)	325.00(2)	335.00 349.50	300.00 315.00
	335.00 350.00	335.00(2)	350.00	325.00 335.00
		350.00	349.50 350.00	349.50 350.00
Control Tower (Williams)...	110.00 119.50	110.00 119.50	110.00 119.50	100.00
County Fair (United).....	160.00 165.00		165.00	165.00
Crazy Ball (Chicago Coin)...			49.50	
Cross Roads .....			195.00	
Crossfire (Exhibit).....			20.00	
Cyclone (Gottlieb).....	139.50		139.50	
Dallas (Williams).....	44.50 74.50	44.50 74.50	44.50 74.50	44.50 74.50
De-Icer (Williams).....	89.50 99.50	89.50	99.50	59.50 65.00
				99.50
DeLuxe World Series (Williams).....	195.00 275.00			
Dew-Wa-Ditty (Williams)....	34.50	34.50	34.50	20.00 34.50
Domino (Williams).....				185.00
Double Action .....	75.00	75.00	75.00 79.50	42.00 45.00
				59.50
Double Feature .....		125.00	89.50 125.00	95.00
Double Shuffle (Gottlieb)...	49.50 69.50	49.50 72.50	49.50 72.50	49.50 72.50
	95.00	75.00 95.00	75.00 95.00	75.00
Dreamy (Williams).....	89.50 99.50	85.00 99.50	99.50	99.50
El Paso (Williams).....	39.50	39.50	39.50	35.00 39.50
Fighting Irish (Chicago Coin).....			39.50	
Fighting Phils .....			50.00	
Five Star (Universal).....	69.50 95.00	80.00 95.00	80.00 95.00	80.00 99.50
	125.00(2)	125.00 145.00	145.00 175.00	99.50 125.00
			145.00 175.00	125.00 145.00
Floating Power (Genco)....		44.50	44.50	44.50
Football (Chicago Coin)....	79.50		49.50	35.00
400 (Genco).....	245.00 250.00	255.00 265.00	255.00 265.00	255.00 265.00
	255.00 265.00	275.00	275.00 295.00	255.00 265.00
400 Sc (Genco).....	249.50 250.00	249.50 250.00		295.00(2)
400 10c (Genco).....	249.50 275.00	249.50 275.00		
400 25c (Genco).....	295.00	295.00		
Four Corners (Williams)....	235.00			
Four Horsemen (Gottlieb)...	110.00 139.50	110.00 139.50	110.00 139.50	75.00 79.50
				84.50 95.00
Four Stars (Gottlieb).....	185.00 225.00	225.00	225.00	139.50
Freshie (Williams).....		79.50	69.50	49.00 69.50
				79.00
Frolics (Bally).....	435.00 449.50	435.00	400.00 445.00	445.00
	450.00	450.00(2)	450.00	450.00(2)
	465.00(3)	465.00(2)	465.00(2)	465.00(2)
	475.00	475.00	475.00	475.00
				495.00(2)
Futurity (Bally).....	\$265.00 269.50			
	275.00 285.00			285.00
Georgia (Williams).....	110.00	110.00	110.00	69.50 75.00(2)
Gin Rummy (Gottlieb)....				35.00
Glamor (Gottlieb).....				110.00
Globe Trotter.....	175.00	175.00		
Gold Cup (Bally).....	24.50 59.50	59.50	59.50	19.50 59.50(2)
Golden Gloves (Chicago Coin).....	69.50 75.00	69.50 79.50	79.50 95.00	65.00 69.50
	95.00	95.00		79.50
Grand Award (Chicago Coin).....				45.00
Handicap .....	295.00			
Happy Days (Gottlieb)....				218.00
Happy Go Lucky (Gottlieb)...	165.00	165.00	149.50 165.00	138.00
Harvest Time (Genco).....	89.50 109.50	109.50	85.00 109.50	85.00 89.50
				109.50
Hayburner (Williams).....	149.50 150.00	149.50 155.00	149.50	160.00 165.00
	165.00(3)	165.00(3)	165.00(2)	165.00
	175.00			
Hit-a-Homer .....	19.50 22.50(2)	19.50 22.50	19.50 22.50	19.50 22.50
				24.50
Hits and Runs (Genco).....	24.50	24.50	24.50	24.50
Hit 'N' Run (Gottlieb)....	69.50	69.50	69.50 79.50	79.50
Hit Parade (Gottlieb)....	169.00			175.00(2)
Holiday (Keeney).....	29.50	29.50	29.50	29.50
Hong Kong (Williams).....	250.00	250.00	325.00	325.00
Horse Shoes (Williams)....	225.00(2)	225.00	225.00	225.00
Hot Rod (Bally).....	269.50	169.50	169.50	169.50
	65.00 99.50	40.00 65.00	40.00 99.50	40.00 99.50
		99.50		
Humpty Dumpty (Gottlieb)...				19.50
Hy-Roll (Bally).....	45.00	45.00	45.00	45.00
Jalopy (Williams).....	159.50	159.50	159.50 195.00	159.50 160.00
	195.00(2)	195.00(2)		185.00 195.00
Jeanie (Exhibit).....	54.50	54.50	54.50	54.50
Jockey Special (Bally)....	99.50	85.00 99.50	89.50 99.50	19.00 34.50
Judy (Exhibit).....	69.50	69.50	39.50 64.50	85.00 99.50
Just 21 (Gottlieb).....	95.00 99.50	95.00 99.50	95.00 99.50	19.50 49.50
King Arthur (Gottlieb)....	129.50	129.50	129.50	99.50
K. C. Jones (Gottlieb)....				129.50
King Cole (Gottlieb).....				19.00
King Pin (Chicago Coin)....	129.50	99.50 110.00	110.00 129.50	110.00
Knock Out (Gottlieb)....	60.00 69.50	75.00 85.00	49.50 75.00	49.50 30.00
	79.50 85.00	99.50	85.00 89.50	75.00 99.50
		99.50		
Leader (United).....	295.00 300.00	295.00 300.00	295.00 299.50	299.00 310.00
	325.00 335.00	310.00 325.00	310.00 325.00	325.00
		335.00		
Lite-a-Line (Keeney).....		145.00	99.50 145.00	99.50 115.00
				125.00 145.00
Longacre .....				21.50
Long Beach (Williams)....	275.00 395.00	395.00	195.00 275.00	195.00(2)
			395.00	225.00 295.00
				295.00
Lucky Innings (Williams)....	84.50	84.50	84.50	84.50
Madame Butterfly.....			24.50	
Madison Square Garden (Gottlieb).....	99.50	110.00	110.00	110.00
Maac (Exhibit).....	49.50	49.50	49.50	49.50
Majors (Chicago Coin)....	74.50	74.50	49.50 74.50	74.50
Majorette .....				175.00
Major League Baseball (United).....				22.00
Mardi Gras .....	29.50	29.50	29.50 39.50	29.50
Maryland (Williams).....	49.50 84.50	49.50 84.50	39.50 49.50	45.00 49.50
			84.50	55.00 64.50
				45.00

	Issue of Feb. 7	Issue of Jan. 31	Issue of Jan. 24	Issue of Jan. 17
Shepard (Williams).....	\$85.00 89.50 99.50	\$85.00 99.50	\$79.50 85.00 99.50	\$49.50 95.00 99.50
SAH (Chicago Coin).....				22.00 40.00
Simplex (United).....	44.50 79.50	64.50 79.50	64.50 79.50	64.50 79.50
Standard (Gottlieb).....		49.50	49.00	49.00(2)
Stromberg (Williams).....	29.50	29.50	29.50	29.50
Trade Leader (Keeney).....	50.00	50.00	50.00	50.00
Tring (Chicago Coin).....	99.50	99.50	69.50 99.50	75.00 99.50
True Mucksters (Gottlieb).....	64.50	64.50	49.50 64.50	64.50
U-5				145.00
True Mucksters (Gottlieb).....	89.50 110.00	85.00 89.50 110.00	69.50 85.00 89.50 110.00	85.00 89.50
Thrill (Chicago Coin).....	29.50 49.50	29.50 49.50	29.50(2) 49.50	29.50 49.50
Touchdown (United).....	160.00 165.00 195.00	165.00 195.00	165.00	165.00
Trade Winds (Genco).....	29.50	29.50	29.50(2)	29.50
Tripper (Exhibit).....	99.50	99.50	99.50	99.50 119.00
Tripled (Chicago Coin).....			24.50	35.00
Triple Action (Genco).....	49.50	49.50	24.50	49.50
Triplets (Gottlieb).....	94.50	94.50	94.50	94.50
Tri-Score (Genco).....	85.00 99.50	85.00 99.50	29.50 75.00 85.00 99.50	35.00 39.50 75.00 99.50
Tumbleweed (Exhibit).....	75.00 95.00	85.00 95.00	69.50 85.00 95.00	85.00
Turf King (Bally).....	79.50 95.00(2) 145.00 149.50	85.00 95.00 145.00 149.50	85.00 95.00	85.00 95.00 99.50 100.00(2) 120.00 145.00 149.50
Twins (Williams).....	44.50	44.50	44.50 59.50	25.00 44.50
Two Rotator (Exhibit).....	395.00			
Two-Wheel	64.50	59.00 84.50	59.50 84.50	59.00 65.00 84.50
U-5	99.50	85.00	85.00	55.00 85.00
U-5 Kids (Chicago Coin).....	139.50 175.00	175.00	175.00	165.00
U-5 West (Gottlieb).....	225.00	225.00	225.00	225.00
U-5 Universal				
U-5 Universal (Amusement)	45.00 49.50 99.50	45.00 99.50	45.00 99.50	45.00 50.00 55.00 59.00 99.50
U-5 Universal (United).....	34.50	34.50	34.50 39.50	34.50
U-5 Universal (United).....	49.50	49.50	49.50	49.50

## Howard Cass, Automatic Prexy, Dies

NEWARK, N. J., Feb. 7.—Howard Cass, 46, president of Automatic Stores, died Friday (6) at Presbyterian Hospital here. Funeral services will be held Sunday (8) at Temple Israel, South Orange, N. J., with Masonic services set for today.

Cass, who lived in near-by Maplewood, N. J., had been in the coin machine industry for more than 20 years, operating several vending routes. He had been Automatic Stores' topper for 12 years.

He leaves a wife and two daughters.

## New Precision Catalog

CHICAGO, Feb. 7.—Precision Equipment Company has issued a new catalog on its steel shelving, lockers and similar storage and maintenance equipment.

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange  
for Coin Machine  
Personnel, Products,  
Services and  
Opportunities

**CLASSIFIED  
ADVERTISING**

### Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 90A Duane St., New York City.

Manufacturers—I have an odds regulator conversion unit applicable to Pin or Shuffle Games, for free plays in any combination. Built around Bell Machine. If interested in manufacturing, write Box M-27, The Billboard, Cincinnati 22, O.

### Help Wanted

Mechanic, including route work; Phonographs, Pin Games, Bowlers; top salary for right man, age 25 to 40; no drinkers or loafers wanted; answer by mail, giving experience and qualifications. May Amusement Co., 306 Taylor Ave., Farmington, Mo.

### Parts, Supplies & Services

Attention, Stamp Machine Operators—Now available direct from manufacturer, Paraffin Waxed Stamp Folders; write for free samples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla.

Mastics—Any pre-war Wurlitzer or Seeburg Plastic, \$3, FPD, Music Parts Co., 2929 Main St., Ocean Park, Calif.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vendco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### Routes for Sale

Cigarette Machine route in Calif.; approx. 350 machines covering well populated, prosperous area. Box 600, The Billboard, Chicago 1, Ill.

Rio Grande Valley, Texas; Route 60 Phonographs, 30 Bowlers, Guns, etc.; mechanic available; operators take over \$25,000 yearly; price \$32,000, 1/2 cash. Box 601, The Billboard, Chicago 1, Ill.

### Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ 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.

Cigarette Machines, quarter operation; Uneda latest model, \$55; Counter Model, \$23.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shicman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Closing Out—10 Coradics, good condition, \$12 each; \$10 each for lot, 1/2 down, balance C.O.D. Mercury Television, 131 West 47 St., N.Y.C.

**FOR SALE**  
**LATE DELUXE PHOTOMATIC**  
Reconditioned, repainted, 25¢ slot; ready to operate: \$395.  
**SPORTLAND ARCADE**  
129 West Bay St.  
Jacksonville 2, Fla.

**\$380??**

No, it won't cost you \$380 (the price of 19,000 2¢ 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.

For Sale—Mills, Jennings, Pace, Watling Bells; Keeney Super Bonus, Bally Spot Bell, Double Ups; beautifully reconditioned; reasonably priced. General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WALnut 2-4378.

For Sale—Packard Boxes, 5 or 10¢ play, \$5; 30 Conductor Cable, 25¢ per ft.; Wurlitzer Model 3031 Boxes, \$5; Filben Mirror Cabinet for 20 and 24 selection Hideaways, 5 or 10¢ play, 3 for 25¢ play, \$50. Gillette Distributing Co., 2436 N. Cicero Ave., Chicago, NA 2-4100.

FOR SALE—TEN WURLITZER MODEL 1415's 5-10-25¢ 48 selection Wall Boxes, practically new, used 2 months, \$55 each. Write R. G. B. Novelty Co., 986 Johnston St., Akron 6, O.

Special Sale—10 Pop-Sex Popcorn Machines, clean, \$59.50 each; 10 A.B.T. Challengers, \$29.50; 10 1¢ Duck Hunters, \$22.50; 10 1¢-5¢ Northwestern Deluxes, \$12.50. Wanted—SILVER Kings, counter games. Cameo, 432 W. 42nd, New York City 18.

Statler Cigarette and Cookie Machines, \$49.50 each. Supreme Distributors, 3700 N. E. 2nd Ave., Miami, Fla.

2 Photomatic Machines, good condition, postwar deluxe model; will sacrifice. Jack L. Stone, 1236 E. Main St., Columbus, O.

5¢ Snack 3-Compartment Nut Machines with floor stands, \$15; other 5¢ Nut Machines, \$3; Counter Games, \$12.50; Pin Ball Machines, \$25. Al Hoff, 1920 Rose, Baltimore 13, Md.

10 used, reconditioned Ball-Gum Toppers, \$6.75 each; 100 used Model V, good condition, \$8.50 each. LeBlanc Vending Co., Breaux Bridge, La.

**SEE...?**

How 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.

38 Atlas Bantam Country Tray 5¢ Nut Vendors, spotless, chrome finish, like new, lot \$5 each; 10 Atlas Ace 1¢ 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.

**Wanted to Buy**

**PASS THE WORD**

Must have 100 Chicago Coin Bowling Alleys (with blue cabinets); will pay \$20 each. Write or call Streamliner Coin, 663 N. Wells, Chicago 10, Randolph 6-0879.

Wanted—Bally Broadways, any quantity; write, stating price and date you can ship. Baile Distributing Co., 647 So. West St., Syracuse 4, N. Y.

# 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

### For Beauty and Durability—It's Victor

**VICTOR'S  
Baby Grand Deluxe**

**VICTOR'S  
Topper Deluxe  
Globe Style**

**VICTOR'S  
Topper Deluxe  
Half-Cabinet Style**

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.**

**H. B. HUTCHINSON JR.**  
860 North Ave., N. E. Atlanta, Georgia

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR  
QUALITY RECONDITIONED EQUIPMENT

Bomber .....	\$45.00	Nifty .....	\$94.50	Shop-Shoe .....	\$90.00
Double Action .....	75.00	Punchy .....	75.00	Hits & Runs .....	49.50
Champion (CC) .....	49.50	Backetball .....	69.50	United Leaders .....	300.00
Red Shoes .....	75.00	Knockouts .....	69.50	Keeney Holiday .....	250.00
Golden Gloves .....	75.00	Bowling Champ .....	50.00	College Date .....	59.50
Triplets .....	94.50	Double Shuffle .....	69.50	Tumbleweed .....	75.00
Pinky .....	99.50				

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY TELEVISION  
KEENEY TEAM BOWLER BALLY BEACH CLUB

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

WHAT'S NEW IN COIN MACHINES!  
WHAT ARE THEY GETTING FOR USED EQUIPMENT!  
WHAT ARE YOUR FRIENDS IN THE BUSINESS  
DOING!

Find out every  
week in  
**The Billboard**

Order NOW at LOW Subscription Rates  
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
Foreign rate, one year, \$20.00.

Name .....

Address .....

City .....

Occupation .....

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

PIN GAMES		BINGO GAMES	
GOTTLIEB:		ATLANTIC CITY .....	\$400.00
BUCANEER .....	\$ 25.00	FROLIC .....	400.00
BARNACLE BILL .....	25.00	PALM BEACH .....	475.00
BOWLING CHAMP .....	35.00	SPOT LITE .....	300.00
COLLEGE DAZE .....	35.00	TURF KING .....	80.00
4 HORSEMEN .....	100.00	SUNSHINE PARK .....	355.00
GOLDEN GLOVES .....	40.00	EXHIBIT DALE GUN .....	49.50
TELECARD .....	40.00	GENCO SPRINGTIME .....	49.50
WILLIAMS:			
STAR SERIES .....	\$ 87.30		
SARATOGA .....	25.00		
FRESHIE .....	40.00		
<b>PHONOGRAPHS</b>			
EVANS 52 .....	\$275.00	WURLITZER 1015 .....	\$125.00
WURLITZER 750 .....	75.00	WURLITZER 1680 .....	165.00
		AMI C .....	475.00

ROCK CITY AMUSEMENT CO.

125 SIXTH AVE. N. NASHVILLE, TENNESSEE

### Make WORLD WIDE Your "BUY-WORD"

#### FORMICA TOPS

For 8" United Games  
Can be easily installed in  
matter of minutes. Elim-  
inate time and expense  
refinishing playfields.  
Comes complete with fast  
drying glue and instruc-  
tions.

\$15 Ea. \$13.50 Lots  
of 5

#### BINGO GAMES

Bally  
FROLICHS ..... \$420  
SPOT LITE ..... 335  
BRIGHT LIGHT ..... 219  
CONEY ISLAND ..... 215  
PALM BEACH ..... 498

United  
A.B.C. ..... \$158

#### WILLIAMS TWENTY GRAND

Has onto a real winner  
one that's REALLY  
DIFFERENT! Features  
HIGH SCORES and  
SPECIAL AWARDS. 2  
Thumper Bumpers. 2  
Flippers lift up at bottom  
for increased values! Top  
Rollers and 7 Trapholes  
increase scores.

#### MISCELLANEOUS EQUIPMENT

Bally TURF KING ..... \$145  
EXHIBIT PONY EXPRESS HORSE ..... 210  
EXHIBIT DALE GUN ..... 90  
Keeney BOWLING CHAMP  
(3 Player Shuffleboard Attachment) 50  
Keeney BIG LEAGUE BOWLER ..... 185  
Keeney LEAGUE BOWLER ..... 125  
Keeney KING PIN ..... 25  
Bally SHUFFLE LINE ..... 75

#### ROCK-OLA, 1953

### FIREBALL 120

See it—Hear it! You'll like it! 120  
selection phonograph. Accumulates up  
to 40 plays. Fastest one-button selection.  
45 RPM or 78 RPM models available now.

#### NEW GAMES

Williams  
FOUR CORNERS  
Bally  
BEACH CLUB  
United 10TH  
FRAME STAR BOWLER  
Gottlieb  
QUEEN OF HEARTS

### The Latest . . . FIVE BALL GAMES

All Like New!

FOUR STARS ..... \$225  
HAY BURNER ..... 150  
GLOBE TROTTER ..... 175  
HONG KONG ..... 225  
HAPPY-GO-LUCKY ..... 165  
JALOPY ..... 190

MAJORETTES ..... \$165  
OLYMPICS ..... 175  
PARATROOPER ..... 225  
SEA JOCKEY ..... 175  
SLUG FEST ..... 165  
WHIZ KIDS ..... 175



Chicago 47  
2330 N. Western Ave.  
Phone: Everglade 4-2300

### LOOK AT THESE SPECIALS

#### ARCADE EQUIPMENT

Bally Big Innings ..... \$149.50  
Bally Torpedo ..... 125.00  
Bally Heavy Hitter ..... 49.50  
Chicago Coin 4 Player Derby ..... 295.00  
Chicago Coin Goales ..... 90.00  
Chicago Coin Pistol ..... 55.00  
Ernibit Dale Gun ..... 185.00  
Evans Bat-a-Score ..... 135.00  
Evans Super Bomber ..... 95.00  
Exhibit Foot Ease, Late Model ..... 75.00  
Groetchen Metal Typer, Late Model ..... 375.00  
Quizzer, Very Clean ..... 95.00  
Williams All Stars ..... 65.00  
Williams Star Series ..... 85.00  
Chicago Coin Hockey ..... 49.50  
Seeburg Bear Gun ..... 249.00  
Whiz ..... 24.00  
Wilcox-Gay Recordio ..... 149.50  
Scientific Batting Pr ..... 49.50  
Mutoscope Card Vendors, Late Model ..... 29.50  
Keeney Sub Gun ..... 125.00  
Mercury 12 Way Grip and Lift Scale ..... 49.50

#### SHUFFLE ALLEYS

United 5 Player Formica Top and Jumbo Pins, 7 and 10 Split ..... \$220.00  
United 6 Player Formica Top and Jumbo Pins, 7 and 10 Split ..... 245.00  
United 6-Player DeLuxe Formica Top and Jumbo Pins, 7 and 10 Split ..... 265.00  
United 6 Player Formica Top and Jumbo Pins, 7 and 10 Split, Drum Scoring ..... 325.00  
Keeney 4 Player League Bowler, Very Clean ..... 49.50  
Keeney 2 Player ..... 47.50  
Chicago Coin Twin Bowler ..... 22.50  
Bally Double Header ..... 59.50

#### 5 BALL PIN GAMES

Williams Stuefest ..... \$ 80.00  
Williams Jalopy, Very Clean ..... 159.50  
Whiz Kids ..... 139.50  
Big Mill ..... 160.00  
Knock Out ..... 60.00

#### COUNTER GAMES

ABT Challenger ..... \$ 19.50  
Hit-a-Homer ..... 22.50  
Kicker and Catcher ..... 19.50  
Duck Hunters (New) ..... 18.50

#### SPECIAL

Genco 400, Like New ..... \$245.00

#### VENDORS

4 Column Stamp Vendors ..... \$ 18.50  
2 Column Shipman Stamp Vendors ..... 18.00  
National King Ball Gum Vendors, Brand New ..... 9.95  
Atlas Ace Nut Vendors ..... 7.95  
Atlas Sr. Bantam ..... 5.50  
Advance Ball Gum Vendors ..... 6.00  
Stick Gum Vendors ..... 8.00  
Victor Baby Grand ..... 11.50  
National Candy King ..... 19.50

#### WANT TO BUY

Mutoscope Sky Fighters, Exhibit Jet Guns, Exhibit Gun Patrols, Exhibit Six Shooters, Mutoscope Voice-graphs, Mutoscope Cross Country.

# 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 Feb. 7	Issue of Jan. 31	Issue of Jan. 24	Issue of Jan. 17
Ace Bomber (Mutoscope).....	\$150.00	\$150.00	\$150.00	\$150.00
Air Raider (Keeney).....	117.00	119.00	119.00	119.00
Astroscope 10s.....	125.00	125.00	125.00	95.00
Atomic Bomber (Mutoscope).....		285.00	285.00	285.00
Bank Shots (American).....			275.00	275.00
Bank Shuffle (American).....	149.50	165.00	155.00	195.00
Big Innings (Bally).....			165.00	195.00
Bolacore (Suarmet).....	95.00	95.00	95.00	95.00
Bomber.....	65.00		89.50	55.00
Bumerang.....	45.00	45.00	45.00	45.00
Built Up (Exhibit).....			24.50	19.50
Challenger (ABT).....	19.50	20.00	20.00	29.00
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury).....	150.00	150.00	150.00	110.00
Dale Gun (Exhibit).....	50.00	65.00(2)	50.00	59.50
Defender (Bally).....	75.00	94.50	75.00	94.50
Deluxe Athletic Scale (Mercury).....	125.00	125.00	125.00	95.00
Derby, 4 Player (Chicago Coin).....	79.50	79.50	79.50	79.50
Flash Hockey (Colnex).....	145.00	195.00(2)	159.50	149.50
Flying Saucer (Mutoscope).....	195.00(2)	295.00	195.00(2)	195.00(2)
Guazee (Chicago Coin).....	75.00	75.00	75.00	75.00
Gun Patrol (Exhibit).....	150.00	150.00	150.00	
Heavy Hitter (Bally).....	85.00	95.00	85.00	119.50
Hockey (Chicago Coin).....	119.50	125.00	125.00	119.50
Irish Poker.....	175.00	195.00	175.00	195.00
Jack Rabbit (Amusement Corp.).....	49.50	65.00	65.00	65.00
Jei Gun (Exhibit).....	69.50	65.00	65.00	65.00
Jungle Joe.....	49.50	65.00	65.00	75.00
Kicker & Catcher.....	85.00	85.00	85.00	85.00
Lite League.....	95.00	99.50	99.50	99.50
Low Meter (Exhibit).....	99.50	99.50	99.50	99.50
Midget Movies.....	195.00	195.00	195.00	195.00
Midget Ski Ball (Chi Coin).....	125.00	199.50	199.50	125.00
Model F (ABT).....	20.00	20.00	20.00	20.00
Panoram.....	275.00	275.00	275.00	225.00
Photomatic (Mutoscope).....	250.00	250.00	250.00	250.00
Pistol Pete (Chicago Coin).....	250.00(early)	625.00(late)	250.00(early)	250.00(early)
Pitch 'Em & Bat 'Em (Scientific).....	625.00(early)	625.00(late)	625.00(early)	625.00(early)
Pokerino (Scientific).....	650.00(early)	650.00(late)	650.00(early)	650.00(early)
Pony Express (Exhibit).....	75.00	75.00	75.00	75.00
Pool Table (Edco).....	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco).....	15.00	15.00	15.00	15.00
Quizzer.....	95.00(2)	95.00	95.00	95.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Recordio (Wilcox-Gay).....	125.00	149.50	125.00	125.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Set Shot Basketball (Munves).....	49.50	59.50	49.50	59.50
Shipsman Art Show.....	24.50	24.50	24.50	24.50
Shocker (Acme).....	225.00	249.00	249.00	265.00
Shoot-A-Line (Exhibit).....	265.00	269.50	275.00	295.00
Shoot the Bear (Seeburg).....	275.00	295.00	275.00	295.00
Silver Bullet (Exhibit).....	125.00	125.00	145.00	125.00
Six Shooter (Exhibit).....	165.00	165.00	165.00	165.00
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 (Groetchen).....	59.50	59.50	59.50	59.50
Sky Fighter (Mutoscope).....	125.00	125.00	125.00	125.00
Standard Metal Typer.....	275.00	325.00	325.00	325.00
Star Series (Williams).....	65.00	85.00	75.00	100.00
Star Series (Williams).....	89.50	100.00	139.50	100.00
Sub Gun (Keeney).....	139.50	139.50	139.50	139.50
Super Bomber (Evans).....	125.00(2)	125.00	125.00	125.00
Tarzan Skill (Genco).....	125.00	100.00	100.00	100.00
Team Hockey (United).....	95.00	125.00(2)	95.00	125.00
Teleguiz.....	95.00	125.00	95.00	125.00
Ten-Strike (Evans).....	139.00	169.50	139.00	169.50
13-Way Grip & Lift Scale.....	75.00	169.50	75.00	169.50
3-Way Gripper (Gottlieb).....	69.50	69.50	69.50	69.50
Torpedo (Bally).....	24.00	24.00	24.00	24.00
Undersea Raider (Bally).....	125.00	125.00	125.00	125.00
Voice-n-Graoh (Mutoscope).....	95.00	95.00	95.00	95.00
Western Baseball.....	425.00	525.00	425.00	525.00
Whiz (Genco).....	85.00	85.00	85.00	85.00
Whiz (Genco).....	24.50	24.50	24.50	24.50

### Oregon City Sets Game License Fees

PORTLAND, Ore., Feb. 7.—Anticipation of the return of balls in the Portland area was indicated in the schedule of license fees for coin-operated amusement devices adopted this week by Milwaukee, municipality adjacent to Portland.

A \$25 monthly fee was provided for a group of machines identified as "not bearing federal license stamps," a type city officials said is not now in operation. The machines "not equipped for multiple play but bearing federal license stamps," a \$2.50 monthly fee was established. A \$19 monthly fee was set up for "machines equipped with multiple play and bearing federal licenses."



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.

### FOR SALE

10 Atlantic City ..... \$400.00  
5 Frolics ..... 425.00  
4 Palm Beach ..... 450.00  
1 Sunshine Park (extra clean) ..... 375.00  
6 Turf Kings ..... 99.50  
6 Champions ..... 49.50  
4 King Ride'm Cowboy Horses (refinished, extra good condition) ..... 295.00

One-Third Deposit, Balance C.O.D.  
**PAN AMERICAN SALES CO., INC.**  
323 S. Alamo St.  
San Antonio, Texas.  
Phone: Garfield 8371

### HERE! HERE!

ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

UNITED  
16TH FRAME STAR SHUF. ALLEY  
10TH FRAME SUPER SHUF. ALLEY  
PROMPT DELIVERY.

UNITED SHOWBOAT, New. WRITE  
GOTTLIEB QUEEN OF HEARTS  
—New  
UNITED STARS—Like New. WRITE  
SPARKLUD ..... \$169.50  
BALLY CONEY ISLAND ..... 325.00  
BALLY SPOTLITE ..... 250.00  
SEEBURG BEAR GUN ..... 249.50  
MANY USED BINGO AND PIN GAMES—WRITE, WIRE, PHONE.

**CENTRAL OHIO**  
COIN MACHINE EXCHANGE  
325 S. HIGH COLUMBUS 11, OHIO  
Phone: Adams 7354

### PANORAM FILMS

I have a wide variety of these films. All films are guaranteed. New SIX Lovely and Different GIRLS on each 600 ft. 16mm—20 new films produced each week. Write today for particulars.  
**FILM DISTRIBUTORS**  
7530 Irvin Ave., North Hollywood, Calif.

### COBRA CARTRIDGES

Engineered and Resurfaced. 75¢ each ORIGINAL PERFORMANCE GUARANTEED. 18 Day Service Via Air Mail.  
This ad worth 25¢ on first order.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2900 Mesa, Arizona

### MONROE

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

### AS NEW

Seeburg M 100 BL, 45 R.P.M. \$875.00

#### 5 BALL GAMES

Double Feature ..... \$ 89.50  
Hayburner ..... 155.00  
Joker ..... 110.00  
King Pin ..... 99.50  
Shoo Shoo ..... 89.50  
Spark Plugs ..... 145.00

Eastern Electric C-8 Cigarette Machines ..... \$129.50

All machines listed are guaranteed reconditioned and ready for location. 1/3 deposit on all orders.

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 3, Md.

Cliffy Clef says:  
**You Can't Buy a Better Reconditioned Phonograph Anywhere!**

Every Phonograph Steam-Cleaned and Ready for Location

Wurlitzer 1015 (refinished) ..... \$175.00  
Wurlitzer 1100 (refinished) ..... 329.00  
Wurlitzer J250 (refinished) ..... 429.00

Exchange Special  
1015 and 1100 color cylinders, \$3 per pair. Must have your old frames prepaid to us.

**GOVEN** distributing company  
3101 Eleton Chicago 18, Ill.  
Independence 3-2210  
Exclusive Wurlitzer Distributors in No. Illinois and Indiana

Coven Cart—Sled \$38.50 straps included write for circular

Evans Constellation ..... \$275.00  
AMI "A" ..... 295.00  
AMI "C" ..... 450.00  
Seeburg M100A ..... 629.50

### Coinvideo Execs Map Sales Plans

JACKSONVILLE, Fla., Feb. 7.—Lou Brown, president of Coradio, Inc., and Lindell Edwards, the firm's Midwest distributor, Farmington, Mo., met here Wednesday (4) to discuss sales plans for Coinvideo, the organization's coin-operated TV set, in the Midwest.

Thursday (5), Brown was in Atlanta, where he discussed sales prospects for Coinvideo with Harold Porter, New Orleans, Southern Coradio distributor.

### New Fast-Set Cement

CLEVELAND, Feb. 7.—Hallemite Manufacturing Company has introduced a new quick-setting cement for repairing concrete flooring and securing anchor bolts for machinery, etc. Called Por-Rok, the cement is said to have a compression strength of 4,500 pounds per square inch. It dries in 30 minutes to an hour.

**Milk Venders**

Continued from page 72

which will take any combination of coins, Simon believes that by making one coin standard the purchaser soon gets into the habit of saving the necessary quarter for the milk. Otherwise, he added, he may believe he has the necessary change, but find himself short.

The venders are constructed so they can dispense any dairy product which is normally kept under refrigeration, but, so far, have only been used for milk.

Sales patterns have disclosed that in apartment buildings where tenants are mainly families with children, peak periods may come at any time of day. In buildings where young couples predominate, just before breakfast and just before supper.

Mill said the machine is available to operators and will sell for \$345 each. He added that the interest shown in the vender to date has been equally distributed between dairy firms and route operators.

**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 Feb. 7	Issue of Jan. 31	Issue of Jan. 24	Issue of Jan. 17
Ace Bowler (Chicago Coin) ..				
Baseball (Bally) ..	\$59.00			\$29.00
Baseball (Genco) ..			79.50	
Big League Bowler (Keeney) ..	185.00	185.00	185.00	185.00
Bowlette (Gottlieb) ..		25.00	25.00	15.00 (25.00(2))
Bowling Alley (Chicago Coin) ..			45.00	40.00 45.00
Bowling Alley, 6 player (Chicago Coin) ..	295.00	295.00	250.00w/p	265.00
			295.00	295.00w/p
				295.00
Bowling Champ Conversion (Keeney) ..		89.50		
Bowling Champ (Keeney) ..	50.00	89.50		
Bowling Champ, 2 player (Keeney) ..	50.00	50.00	50.00	89.50
Bowling Classic (Chicago Coin) ..	59.50	69.50	59.50	69.50
	89.50	89.50	89.50	89.50
Bowling Classic, 2 player (Chicago Coin) ..			69.50	
Bowling League (Genco) ..		25.00		
De Luxe League Bowler (Keeney) ..	245.00	265.00	245.00	265.00
	295.00	295.00	295.00	295.00
Deluxe Bowler (Williams) ..	59.00	79.50	59.00	79.50
Double Bowler (Keeney) ..	89.00	99.50	79.50	99.50
	59.50	59.50	59.50	59.50
Double Header (Bally) ..	45.00(2)	49.50	45.00(2)	49.50
Double Header (Williams) ..	59.00	59.00	49.50(2)	50.00
				40.00 45.00
Double Shuffle Alley (United) ..			139.50	139.50
Double Shuffle Alley Express ..	139.50	139.50	139.50	139.50
Rebound (United) ..	125.00	125.00	125.00	125.00
8 Player Rebound (Genco) ..				
Five Player Shuffle Alley (United) ..	200.00	200.00	220.00	199.50(2)
	200.00w/p	225.00(2)	200.00	220.00
	220.00	225.00w/p	225.00(2)	225.00(2)
	220.00w/p	235.00w/p	225.00w/p	235.00w/p
	225.00w/p	245.00	235.00w/p	240.00w/p
	225.00 245.00		245.00	245.00
Four Player (Keeney) ..	195.00	95.00 195.00	95.00 195.00	95.00 125.00
	225.00(2)	225.00 295.00	225.00 295.00	150.00 195.00
				225.00 295.00
Four Player Shuffle Alley (United) ..	175.00w/p	195.00(2)	185.00	194.50 195.00
	195.00(2)	220.00	195.00(2)	200.00 220.00
	220.00		200.00	220.00
Hook Bowler (Bally) ..	105.00	145.00	105.00	145.00
	149.50	129.50	149.50	149.50
League Bowler (Keeney) ..	99.00	125.00(2)	125.00(2)	115.00 125.00
	135.00 139.50	135.00 139.50	139.50	135.00 139.50
	35.00	35.00	35.00	35.00
King Pin (Keeney) ..				
League Bowler, 4 Player (Keeney) ..	69.50(2)	145.00	159.50	99.50 139.50
	159.50			195.00
League Bowler Super Deluxe (Keeney) ..	275.00	275.00	275.00	275.00
Official Shuffle Alley (United) ..	349.50	349.50	365.00	349.50 365.00
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) ..	265.00w/p	295.00(2)	295.00(2)	295.00
	295.00 325.00	325.00 345.00	325.00 350.00	325.00(2)
	350.00	350.00	350.00	350.00
Shuffle Alley Express (United) ..	35.00	45.00	35.00	45.00
	49.00	49.00	49.50	49.00
Shuffle Alley, 2 player (Keeney) ..	49.50	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) ..	59.00	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney) ..		250.00		
Shuffle Alley, 6 player (United) ..	225.00w/p	240.00	240.00	240.00 245.00
	240.00	245.00(2)	245.00(2)	260.00w/p
	245.00(2)	260.00w/p	249.50	265.00(2)
	245.00w/p	265.00	260.00w/p	265.00w/c
	265.00w/p	265.00w/p	265.00w/p	289.50 315.00
	325.00w/p	265.00 315.00	265.00 315.00	
Shuffle Baseball (Chicago Coin) ..	45.00		45.00	45.00(2)
Shuffle Cade (United) ..	59.00			
Shuffle Champ (Bally) ..	49.00			
Shuffle Horseshoe (Chicago Coin) ..	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
	125.00	125.00	125.00(2)	125.00(2)
Shuffle Slogger (United) ..	59.00	65.00(2)	65.00(2)	65.00 79.50
Shuffle Target (Genco) ..	59.00	90.00	90.00	95.00
	95.00	95.00	99.50	100.00
Shuffle Tournament, 4 player (Universal) ..				145.00
Single Shuffle Alley Rebound (United) ..	50.00	89.50	50.00	89.50
Skee Alley (United) ..	59.00	79.00	79.00	89.50
Speed Bowler (Bally) ..		39.00		
Star Bowler, 2 player ..	350.00	350.00	350.00	350.00
Strike (Exhibit) ..				89.50
Super Six Shuffle Alley (United) ..	350.00(2)	350.00(2)	350.00(2)	334.50
	375.00	375.00	375.00	350.00(2)
				375.00
Super Twin Bowler (Universal) ..	59.50	89.00(2)	59.50	89.50
		69.00(2)	69.00(2)	69.00(2)
Trophy Bowl (Chicago Coin) ..	59.50	89.50	49.00	59.50
	99.50	89.50 99.50	89.50 99.50	89.50 99.50
Twin Bowler (Chicago Coin) ..	32.50	32.50w/p	32.50w/p	32.50 w/p
Twin Bowler (Universal) ..	49.00	49.00	49.00	40.00 49.00(2)
Twin Bowler (Williams) ..		49.00		
Twin Shuffle Alley Rebound (United) ..	165.00	165.00	145.00 165.00	145.00 165.00
Twin Shuffle Cade (United) ..	150.00	150.00	129.50 150.00	75.00 150.00
2 Player Rebound (Keeney) ..				39.50

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**PUSHBACK WIRE**  
 18 OR 20 STRANDED  
**NOW AVAILABLE IN 90 COLOR COMBINATIONS**  
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**NEW:** Grand — United 10th Frame Star & Super — Chicago Coin Name Bowler.

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1327 Capitol Ave.  
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

### Coinmen You Know

Continued from page 81

panies, too, reported their biggest loads.

Raoul Shapiro, Supreme Distributors routeman, likes to deal with record clerks who give prompt, efficient service and who know their business. Among those who fall in this category, says Shapiro, are Mrs. Jean Powers at the Florida Record and Music Company, the Capitol distributor; and Larry Bushy, head of the record department at Sea Coast Distributors, RCA Victor outlet.

Paul (Whitey) Pincus, of Whitey's Music, and his wife Esther tossed a surprise party for her parents, Mr. and Mrs. Sol Lieberman, in honor of their 40th wedding anniversary.... Henry Stone, Stone Distributors, returned from an extended business swing thru the South and North, promoting numbers on his Rockin' label. Stone reports a wave of general prosperity thru-out the States he visited. Miami's crying need, he believes, is more industry to give jobs to the many thousands who want to live here.

The new Rock-Ola Fireball is beginning to show up in locations around town. Bob Norman, who recently took over the South Florida territory for Ron Rood, Southern Music Company, was observed explaining the mechanical operation of the Fireball to Walter Wheeler, of Supreme Distributors. The 120-selection box, says Norman, is proving remarkably free of mechanical trouble.

Key personnel at Bush Distributing Company is rolling up the mileage. Ken Willis spent four days in Havana with Leon Shapochnik and Morris Gran at the company's Cuba branch; Prexy Ted Bush journeyed up to Jacksonville, and Ozzie Truppan covered Orlando and the center of the State. Willis is doing raves over Chicago Coin's Super 6 Player Match Bowler and Williams' new 5-ball Twenty Grand. "We can't keep a Twenty Grand on the floor," he said.

Steve Brookmire, of Brookmire Distributors, was awarded a \$100 savings bond by Mercury Records for selling the most Childcraft records of any distributor in the Southeastern United States. Brother Manny Brookmire says his company is co-operating in

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SEEBURG 1-48 BLOND ..... 275	ROCK-OLA 1422 ..... 125
SEEBURG M-100A ..... 675	ROCK-OLA 1425 ..... 150
SEEBURG WOM (W4-L56) ..... 35	ROCK-OLA 1428 ..... 275
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4 Horsemen ..... 90.00	Old Hilltop ..... 150.00
Spot Bowler ..... 115.00	Turf King ..... 125.00
Control Tower ..... 100.00	Wurlitzer 1100 ..... 325.00
Slug Fest ..... 125.00	Rock-Ola 1422 ..... 125.00
Jalopy ..... 175.00	

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Bolero ..... 215.00	Genco 400 ..... 285.00
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10c VENDORS  
RECONDITIONED  
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**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.

**J. ROSENFELD CO.**  
 3216 W. Davis St. Dallas, Texas

the "Doggie in the Window" promotional campaign being conducted in behalf of the new Patti Page hit. Mercury will give away one puppy in every distributor's area, with local deejays being tied into the contest to select an appropriate name for the pooch.

Marvin Novak's record emporium is becoming a gathering place for music operators. Spotted talking shop with Novak were Murray Gross, Morris Levey and Ed Mercer. Novak says he is being swamped with calls for Jack Mardell's new King platter, "The Death of Hank Williams," a tribute to the late singer of country songs.

Basking in the Florida Sun is Max Weiss, M & W Operating Company of Brooklyn and New York City. Willie Blatt took him to the fights and before the evening was over Weiss had clipped him on a few bets. Willie bet on the wrong boxers. . . Jose Catarineau, in charge of Latin American records at Sea Coast Distributors, RCA Victor outlet, says more and more juke box operators are including Latin music in their machines. Top favorites in this category, he reports, are the numbers by Perez Prado, Tito Puente and Luis Acaraz.

Joe Mangone, All-Coin Amusements, played host to some of the boys attending the National Coin Machine Distributors' Association meeting at the Saxony Hotel, Miami Beach. . . Among the coinmen who have recently visited this "winter coin capital" were Al Stern, president of World Wide Distributors, Chicago; Ben Rosen, Detroit; Joe Madden, Raymond Knoss and Herman Silver, New York City. Dave Gottlieb is still on hand, taking periodic cruise in his new yacht.

The Taran Distributing Company is in its new air-conditioned building. The moving date has been postponed a couple of times due to the delay on the part of the builder. President Sam Taran says, however, that the new edifice will be well worth waiting for, and promises it will be a showplace for visiting coinmen.

**GOTTLIEB'S**

**Queen of Hearts**

WITH 5 BRAND NEW "DROP-THRU" BALL TRAP HOLES . . . TEN, JACK, QUEEN, KING, ACE



Replays for

STRAIGHT!

FULL HOUSE!

4 OF A KIND!

5 OF A KIND!



**D. Gottlieb & Co.**

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR

"There is no substitute for Quality!"

**REDD'S PROFIT-PARADE OF VALUES!**

**KIDDIE RIDES**

All Guaranteed  
 EXHIBIT BIG BRONCOS  
 ATOMIC JET SPACE SHIPS  
 LATE MIDGET MOVIES  
 METEOR SPACE SHIPS  
 BOAT RIDES, HORSES  
 AUTOMOBILE RIDES

**SPECIAL BUYS**

SUNSHINE PARKS . . . \$375.00  
 TURF KINGS . . . 95.00  
 AMERICAN BANK SHUFFLE . . . 200.00

WANTED—WILL PAY CASH for WURLITZER 1015-1100-1250-1400-1450 and METALTYPER

WRITE, WIRE OR CALL TODAY!

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DISTRIBUTING CO., INC.

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**VICTOR . . . The Choice of Operators . . .**

**VICTOR'S Topper Deluxe Half-Cabinet Style**

**Baby Grand Deluxe**

**VICTOR'S Topper Deluxe Globe Style**



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.

**LOGAN DISTRIBUTING CO.**

627 Milwaukee Ave. Chicago 22, Illinois

Exclusive National Distributors!

**COINWAY CHANGEMAKER**

Unconditionally guaranteed . . . Take dimes and quarters. Dispenses nickels. Distributor Inquiries Invited

**\$69.50**

**5-BALLS**

- NEW**  
 UNITED SHOW BOAT  
 BALLY BEACH CLUB  
 GENCO JUMPIN' JACKS  
 CHI. BIG HIT  
 GOTT. FLYING HIGH  
 WMS. TWENTY GRAND
- BINGO**  
 Frolics . . . \$445  
 Atlantic City 423  
 Stars . . . 323  
 Spot Lite . . . 345  
 Coney Island 350  
 Bright Spot . . . 350  
 Leader . . . 333  
 Bolero . . . 350  
 Bright Lights 265  
 A-B-C . . . 175

- UNITED**  
 Touchdown . . . \$165.00  
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 Aquacade . . . 79.50  
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 Rodeo . . . 49.50
- WILLIAMS**  
 Horseshoes . . . \$169.50  
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- CIGARETTE VENDERS**  
 FACTORY REBUILT, 25c. KING SIZE COLS.  
 Rowe President, 10 Col. . . . \$155  
 Rowe Royal, 8 Col. . . . 130  
 Rowe Royal, 10 Col. . . . 140  
 National Model 950, 9 Col. . . . 145  
 National 930, 9 Col. . . . 130  
 Unedapak Model 500, 9 Col. . . . 125

**WANTED**  
 Late Shuffle Games, Bingos, Arcade Equip. Send list and prices.

**ARCADE**

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 EXH. JET GUN  
 APT RIFLE SPORT

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 APT Challenger . . . 29.50  
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 APT Skill Gun . . . 39.50  
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**SHUFFLE GAMES**

- UNITED 10th FRAME STAR S. A.  
 UNITED 10th FRAME SUPER S. A.  
 CHI. NAME BOWLER  
 CHI. 10th FRAME SUPER MATCH BOWLER, 6 PI  
 CHI. 10th FRAME SPECIAL, 6 Player  
 Keeney 10 Player Team Bowler . . . . . Write  
 Star Bowler, 10', 2 player, wood balls . . . \$350.00  
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 United De Luxe S.A., 6 Player . . . . . 350.00  
 United 5-Player . . . . . 245.00  
 United 4-Player . . . . . 220.00  
 United Twin Rebound . . . . . 165.00  
 United Twin Shufflecade . . . . . 150.00  
 Un. Single S.A. Rebound . . . . . 89.50  
 Un. Double SA Express Rebound, 6' . . . 129.50  
 Un. 2-Player SA Express . . . . . 139.50  
 Univ. Super Twin Bowler . . . . . 59.50  
 Chicoin 6-Player, Formica Top . . . . . 295.00  
 Chicoin Shuffle Horse Shoes . . . . . 129.50  
 Chicoin Bowling Classic . . . . . 89.50  
 Chicoin Trophy Bowl . . . . . 99.50  
 Bally Hook Bowler . . . . . 149.50  
 Keeney DeLuxe League Bowler . . . . . 295.00  
 Keeney League Bowler, 4 Player . . . . . 139.50  
 Keeney Double Bowler, 2 Player . . . . . 99.50  
 Wms. Double Header . . . . . 49.50

**KIDDIE RIDES!**

Trigger—Big Bronco—Rawhide—Pete Rabbit—Atomic Jet—Hot Rod—Space Ranger—Midget Racer—Miss America—Jet Saucer—Space Patrol—Space Ship.

United Lite-a-Score—New Match Score Conversion Unit . . . . . \$49.50

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- ACORN VENDOR,**  
 1c or 5c. \$14.95  
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 S.K. Hot Nut . . . 29.95  
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 U-Pop-It . . . 195.00  
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**1-BALLS**

- Bally Eternity . . . Write  
 Turf King . . . \$149.50  
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UNITED'S Genuine FORMICA TOPS \$13.50 ea. Minimum Order—5 Tops

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**Buckley CRISS-CROSS JACKPOT BELLS**  
 5c-10c-25c-50c-\$1.00  
 Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES 20-26-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co. 4233 W. Lake St. Chicago 34, Ill.



NEW!  
FAST!  
TWENTY GRAND!

TOP'S THEM ALL FOR 1953  
*Williams*  
GREAT NEW 5-BALL  
**TWENTY GRAND**  
FEATURING:  
HIGH SCORES and S-P-E-L-L AWARDS

DIFFERENT  
NEW!  
BETTER  
New!

TWENTY GRAND!  
READY TO CAPTURE THE CHOICEST LOCATIONS EVERYWHERE!



- ✓ 1 TO 8
- GOOD FOR ONE REPLAY and lite-up two bottom rollovers for replays.
- ✓ TOP ROLLOVERS lite-up and increase from 50,000 to 500,000 when ball is trapped in "N" hole.
  - ✓ SPELL AWARDS: TWO-FIVE-TWENTY by trapping balls in center panel.
  - ✓ 9 TRAPHOLES score 1/2 million each!
  - ✓ 2 THUMPER BUMPERS — 2 FLIPPERS
  - ✓ TWO AUTOMATIC FLIPPERS lite-up at bottom for increased values.



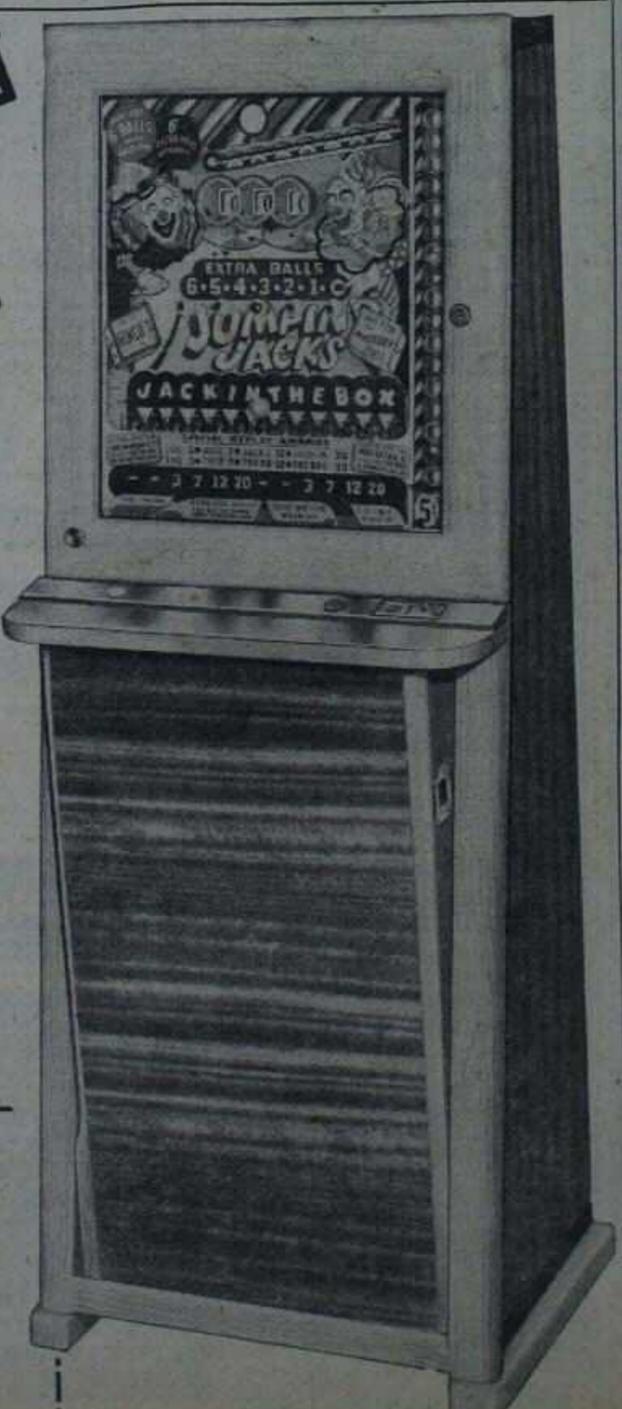
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**TWENTY GRAND!**  
CREATORS OF DEPENDABLE PLAY APPEAL!  
4242 W. FILMORE ST. CHICAGO 24, ILL.

# 'JUMPIN JACKS'

UPRIGHT BALL GAME

Fast Play! Fast Profits!

- In line and sequence scoring
- Popular new "Mystery Spot" Feature ADDS SUSPENSE—TEMPTATION
- Up to 20 Replays for 3-to-6 letter combinations
- 100-200 Replay possibilities—
- Extra balls feature—6 extra balls  
Tremendous replay possibilities
- Compact, Tested Trouble-Free Action  
All parts easily accessible
- Ultra-modern design—space saver—  
24" wide, 17" deep, 64" high  
FITS ANY LOCATION



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## VICTOR . . . For Trouble-Free Operation



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!

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Big Hit . . . . . \$195.00	May Burners . . . . . \$175.00	Skill Pool . . . . . \$225.00
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Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



*Proved a Sensation!*  
**BY POPULAR DEMAND  
 NOW BACK IN  
 PRODUCTION**

chicago coin's profit winning  
**NAME  
 BOWLER**

**NEW FEATURES GALORE!**

- NEW**
- NEW**
- NEW**
- NEW**

Name Spelling Feature -- each time a player matches the last number of his score with lighted number, a letter of "Name Bowler" lights up.

Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.

At operator's option 1-2-5 or 10 letters may be awarded each time a number is matched.

When "Name Bowler" is completely spelled out (lit) a special winner is made.

**CONVERTIBLE**  
 to Straight Match or 10th Frame Bowler

**10th FRAME SPECIAL BOWLER**

10th FRAME plus 5th FRAME  
 "DOUBLE SCORE FEATURE"

1. SCORES MADE IN 5th FRAME DOUBLED!
2. 10th FRAME FEATURE!
3. HIGH SCORE OF THE WEEK!
4. 7-10 SPLIT PICK-UP!

- 7-10 SPLIT PICK-UP!
- EASY TO READ INDIVIDUAL SCORE DIALS!
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD!
- JUMBO "FLY-AWAY" PINS!



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 CHICAGO 14, ILLINOIS

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**NEW SELECTION FIVE BALLS NEW PRICES!**

Trade Winds	\$29.50	Sharpshooter	\$49.50
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PACKARD MANHATTAN  
**\$79.50**

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KEENEY	CHICAGO COIN
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**ELECTRIC SCOREBOARDS**

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.  
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**WALL MODELS**  
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 Marvel Score (15-21 pts.)  
**\$95.00 each**  
 Terms: 1/3 dep. bal. C.O.D. or S.D.

**DAVIS GUARANTEED PHONOGRAPHS**



**SEEBURG M-100 A**  
 with DAVIS Guarantee  
**\$649.00**

Looks and Operates Like New

- CHECK THESE FEATURES—
- ✓ Mechanism overhauled
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  - ✓ Solenoid Unit disassembled and cleaned
  - ✓ New pick-up cartridge
  - ✓ Amplifier tested
  - ✓ Cabinet refinished

**SEEBURG**

148 ML	\$240
148 M	195
147 M or S	140
146 M or S	125
H 147 HIDEAWAY	115
H 146 HIDEAWAY	89
1941 HIDEAWAY	49

**WURLITZER**

1250	\$389
1080	125
1017 HIDEAWAY	115

**AMI**

A	\$260
C	429

**ROCK-OLA**

1434, 50 RECORD	\$529
1432, 50 RECORD	395
1426	119
1422	94

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

**WALL BOXES**

Wurlitzer 4851, 5c, 10c, 25c, Like New	\$49.00
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Players love **NEW IMPROVED**  
**SELECT-A-SPOT FEATURE**  
 CHOICE OF UP TO **7** SPOT NUMBERS

# Bally BEACH CLUB

Popular **IN-LINE** and **CORNERS**\* SCORE

3-IN-LINE ON **SUPER-CARD**\* SCORE 4-IN-LINE

Attractive **ADVANCING SCORES**\*

Improved **SELECT-A-SPOT**\* feature

Spot numbers flash for each coin. Selector-knob may be turned to select any lit spot-number. Up to 7 spot-numbers may light.

New **EXTRA-TIME**\* feature

Selector-knob locks after fourth ball is shot but player may play to delay locking until after fifth ball is shot.

**TRIPLE SPOTS**\* Roll-over feature

Roll-overs hit when lit spot 2, 5, 8—all 3 numbers.

Up to 3 **EXTRA BALLS**\* per game

\*Star-features are EXTRA-COINS attractions. BEACH CLUB combines in one brilliant game the greatest variety of extra-coins features ever built into an in-line game. Get your share of the big BEACH CLUB earnings. Get BEACH CLUB now



Player Turns Knob To Select Choice of 10, 16, 19, 20, 21, 22, 25 (WHEN LIT)

**Bally**  
**SPACE-SHIP**  
**THE CHAMPION**  
 Ballyhorse  
 See Page 70

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

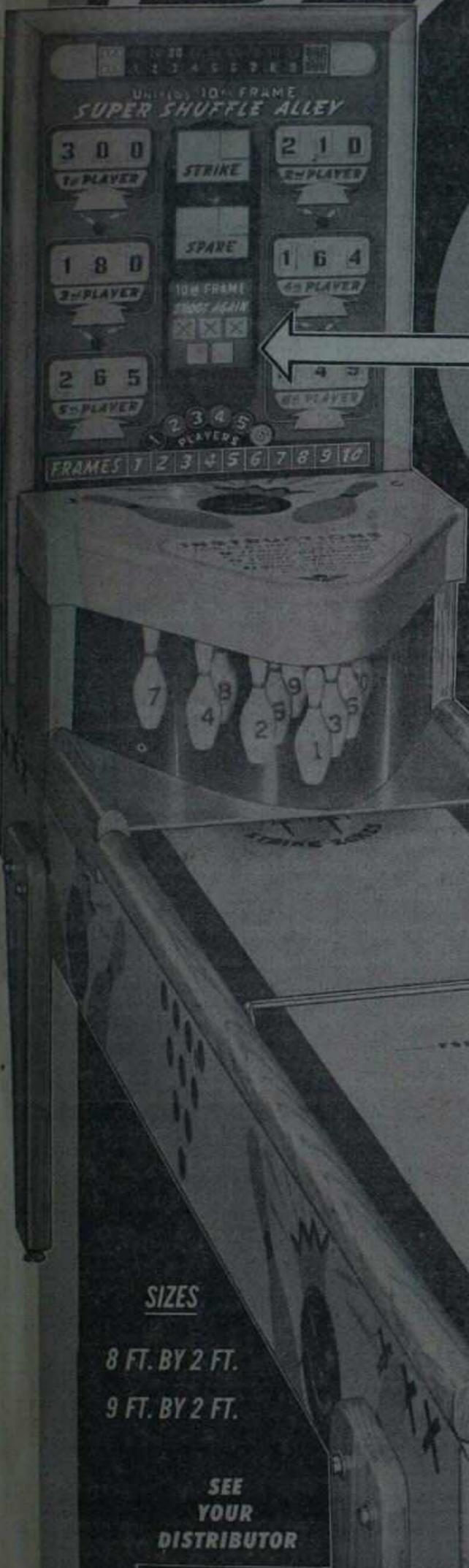
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 DIVISION OF LION MANUFACTURING CORPORATION  
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UNITED'S 10<sup>TH</sup> FRAME

# Super Shuffle-Alley

with  
Extra Play—Extra Profit

## 10<sup>TH</sup> FRAME FEATURE



PLUS  
**HI-SPEED SCORING INDICATORS**  
FOR EXTRA-FAST PLAY

**HIGH SCORE**  
FOR THE WEEK  
**FEATURE**     PLAYER WRITES NAME  
ON BACK-GLASS

**STRIKE OR SPARE FLASHER LIGHTS**  
**CAN PICK UP 7-10 SPLIT**  
**FORMICA PLAYBOARD**

**HIGHEST  
SCORE  
KEY  
CONTROL**

**SIZES**

8 FT. BY 2 FT.

9 FT. BY 2 FT.

SEE  
YOUR  
DISTRIBUTOR



**UNITED MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

EVERY DAY OPERATORS OF *Select-o-matic*  
MUSIC SYSTEMS REALIZE **MORE AND MORE**  
THE WISDOM OF THEIR INVESTMENT



Here's Why:

- Only Seeburg has the Select-O-Matic "100" mechanism.
- Only the Select-O-Matic "100" plays records vertically . . . never drops a record . . . never turns a record over.
- The world's first mechanism designed exclusively to play 45 R.P.M. records.
- The music system with the selector panel that's designed for fast reference and easy selection.
- The music system that's completely equipped for remote control, scientific sound distribution, automatic volume compensation . . . nothing to convert! Nothing to adapt!
- The music system that's "years ahead in design."

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago, Ill.

AMERICA'S FINEST AND MOST  
COMPLETE MUSIC SYSTEMS