

The Billboard

JANUARY 30, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

TV Filmers Pick Favorites In 2d Service Awards Poll

Leadership Trends Point to Stabilization

Veteran Firms Keep Pace-Setting Status; Only Latter-Day Entry to Win Is Bardahl

NEW YORK, Jan. 23.—Results of The Billboard's Second Annual TV Film Service Awards balloting, which involved extensive industry-wide voting participation, point up a trend toward stabilization of leadership in this relatively young field.

The Service Awards, as differentiated from program and personality awards, recognize the achievements of firms active in various aspects of the TV film industry in supplying their various services to their clients.

Covered in the current balloting were awards to distributors of TV film series, distributors of feature film for TV, film news services, TV stations, station representatives, TV networks, sponsors and producers of TV commercials, and TV film processing firms.

The balloting results show that the veteran companies which entrenched their positions early in the development of the TV film industry, for the most part continue to maintain their front-running status. Thus, among distributors of TV film series, Ziv Television Programs won four separate first place awards out of a possible nine, among distributors of feature films for television, Motion Pictures for Television took five first place awards out of a possible seven.

News Services

Similarly, among TV film news services, International News

Service's Telenews films, a long-time leader, took the award in that division, while the Katz Agency won both first place awards given to station representatives.

The two network awards were divided between NBC and CBS. Awards to film processing laboratories went to Pathe Labs, a subsidiary of Chesapeake Industries; Consolidated Laboratories, a branch of Republic Pictures; and Film Associates, an indie organization in Dayton, O.

All five first place awards won

(Continued on page 4)

Dodge Issues Film Releases

DETROIT, Jan. 23.—The Dodge Division of Chrysler Motors is utilizing an innovation in television publicity for its new car models, providing a 100-second film clip prepared as a news worthy release to every station in the country. The technique is an adaptation of the traditional press release into format suitable for television.

Distributed in advance of the release date, it will give stations an opportunity to present film of that day's news when it is news. The idea was developed by the Grant Advertising Agency.

AFL Prexy Would Stay Court Action

NEW YORK, Jan. 23.—George Meany, president of the AFL, requested that the American Guild of Variety Artists drop its court actions against James C. Petrillo and the American Federation of Musicians, before he brings up the quarrel between the two unions before the AFL Executive

Council, meeting in Miami next week.

The Meany letter was sent January 14 to George Heller, vice-president of the Associated Actors and Artistes of America, in reply to Heller's letter charging AFM with raiding, union busting and other things. At the same time, Heller said that AGVA and the Four A's were willing to sit down with Petrillo to work out their differences.

Meany in his reply indicated he had forwarded the charges to Petrillo and that Petrillo accused

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DIS DE WITT'S QUITE DE WIT

NEW YORK, Jan. 23.—It was between shows the opening night of Martin and Lewis at the Copacabana, their first cafe date in three years. The room was jammed. George DeWitt, who opened that same night at La Vie en Rose and was at the Copa between acts, watched the crowds with awe.

Tele Rescues Radio Caster

CHICAGO, Jan. 23.—It finally happened here—a radio announcer giving a play-by-play report of a game as he watched it on television.

When Bob Elson, WCFL sports announcer, learned that WGN-TV didn't plan to carry the pro all-star game from Los Angeles, January 16, Elson arranged for a wire from Los Angeles so he could do a play-by-play recreation in the Chicago studio.

WGN-TV changed its plans and carried the game. Elson was stuck with the wire report that ran about three minutes behind the actual game. Chicago fans frequently turn off the TV sound in favor of the radio account while they watch. Elson had no choice. He moved a TV set into the radio studio and did the play-by-play from the TV screen.

Outlook Mostly Fine For Show Business

WASHINGTON, Jan. 23.—A mixed outlook, mostly on the rosy side but checkered with some sombre hues, was predicted for the amusement industry by the Eisenhower administration, in the next 18 months. In a series of official reports this week highlighted by President Eisenhower's annual budget and bolstered by reports from private business sources, including the United States Chamber of Commerce, the composite picture appeared as follows:

1. The broadcasting industry: Uninterrupted expansion, with TV setting the pace but with AM sta-

Miss Blaine to Quit 'Guys' for U. S. Jobs

LONDON, Jan. 23.—Singer Vivian Blaine, currently starring in "Guys and Dolls" at the Coliseum Theater here, is due to leave the show May 29. She will do 10 weeks of cafe dates in Las Vegas and Reno, Nev., and New York.

While here Miss Blaine waxed a number of sides for Parlophone, the most recent being "Changing Partners" and "Lonely." Both numbers are backed by the Phillip Green ork plus Tommy Reilly on the harmonica.

City Plans 2d Nat'l Hillbilly Music Jubilee

MERIDIAN, Miss., Jan. 23.—Preliminary and tentative plans for observance of the Second National Hillbilly Music Day here on May 26 were approved Wednesday (20) following a conference between "Grand Ole Opry" radio program stars and Meridian sponsors.

Present for the session were Hank Snow and Ernest Tubbs, stars of the radio show, Nashville, Tenn.; J. P. Saunders, Meridian; Mrs. Jimmie Rodgers, San Antonio; attorneys Lester Williamson and Nate S. Williamson, Meridian, and J. H. Skewes, Meridian editor and publisher.

The general program will get under way on May 25 when Meridian labor groups will stage a free barbecue for 10,000 persons at Highland park. The barbecue and ceremonies incident to it are intended to act as the kick-off for the Hillbilly Day observance.

Notables of the music world, governors of most of the Dixie States, Mississippi's Congressional delegation, presidents of the nation's leading labor groups and other nationally-known personalities are expected to be present. The entire afternoon program will be broadcast.

Night Plans

On the night of May 25, the plans call for a series of dances, music to be furnished by hillbilly

(Continued on page 22)

WNBT LINES UP 1ST COLOR CAST

NEW YORK, Jan. 23.—WNBT here will stage the first local color telecast here Friday (29) on the Jinx Falkenburg show from 1:45 to 2:30 p.m. Participation sponsors that day—Lustre Cream Shampoo for Woolworth's and the Ladies Home Journal—will also stage their live spots in color. Guests will be Ethel Waters and Dennis Day, plus a special preview of the March of Dimes fashion show.

35c TO 30G

Janitor Retires After Day's Play at Vegas

LAS VEGAS, Nev., Jan. 23.—Diminutive janitor George Adams, 56, has been hanging around Las Vegas gambling clubs for a long time, watching others win or lose, and risking an occasional bit of change trying his luck. Then in one day's fantastic play, he ran 35 cents up to a \$30,000 bonanza.

It began January 19 when, with 35 cents to spare, he marked a keno ticket in the Boulder Club with a nine-spot. Seven of the spots showed up, and returned him \$140. He took the \$140 to the blackjack table and walked away with almost \$13,000.

By this time, Adams had many friends. Tipping lavishly, buying drinks for everybody in sight, and with the cheers of his following egging him on, he moved to the Pioneer Club across the street, playing with "21." It was now 5 p.m.

By the time the dazed little fellow pushed back his stool, the original 35 cents was now \$30,000 and it was time to go to work at the Derby Club mopping the floor. He got a receipt for his \$17,000 at the Pioneer window. He "banked" the first 13G with a jeweler friend.

Then George went to work, and was found mopping the floor by

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Mexico TV Nears Maturity In Two Years' Rapid Growth

By SAM CHASE
MEXICO CITY, Jan. 23.—Television in Mexico, which set out a little over two years ago to make its own way and set its own style with its own personnel, rapidly is coming into full maturity.

The leading video outlet in Mexico, XEW-TV, edged into the black in the latter part of 1953 and now is almost completely sold out during its broadcast hours, which run from 5 p.m. to about 1 a.m. A move into the morning and early afternoon periods is deemed likely soon. Also in the offing is a national TV network to which XEW-TV will feed its shows, a web which is devel-

oping in a unique manner to meet Mexico's TV needs.

Under the aegis of Don Emilio Azcarraga, XEW-TV airs outlet of Televicentro, a huge building housing the offices as well as the ultra-modern facilities and which occupies a city block in downtown Mexico City. Don Emilio is the founder of radio outlet, XEW, now over 25 years old, which operates at 250,000 watts.

An indication of the rapidity with which TV is growing here may be seen from gross revenue figures. In February 1953, XEW-TV grossed 300,000 pesos, or under \$40,000. By November, that gross had risen to three times

that amount, and in December it passed the 1,000,000-peso mark for the first time.

Radio Booming

Interestingly enough, despite the competition from XEW-TV and two other video outlets in Mexico City, AM broadcasters are doing better than ever. There are some 35 radio outlets located in and around the capitol, and nearly all are doing a flourishing commercial business.

TV receiver sales meanwhile, are on the up-grade, with retailers reporting heavy purchases during the recent Christmas period. Despite the relatively low

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3 Nets Juggle Line-Ups in A.M. Video Supremacy Race

NEW YORK, Jan. 23. — The race for morning video supremacy got underway in earnest this week when three networks completed important changes and additions to their current daytime line-ups to go into effect around March 1. NBC-TV has made the most drastic revisions, putting together a 10 a.m.-1 p.m. complement of daytime stanzas which

is the strongest that the programming department has yet assembled.

As was expected, "Home" will be the nucleus around which the NBC-TV daytime structure will be built; it will go 11 a.m. to noon. Three unnamed clients already are reported signed for the TV service magazine which will cater to the varied needs of the housewife. It is expected to be one of the first shows to be programmed in color on a regular basis.

Leading off in its present time period will be "Ding Dong School" at 10 a.m. Carlton Morse's former half-hour AM-TV series, "One Man's Family," be-

comes a daytime strip in the 10:30-10:45 slot, to be followed by the fully sponsored quarter-hour soap opera, "Three Steps to Heaven," now in a later time period on the web. Procter & Gamble, which bankrolls "Heaven" half the week, will go commercial the entire week.

"Bride and Groom"

After "Home" comes "Bride and Groom" which stays in its present 12 p.m. spot; it is followed by "Hawkins Falls" at 12:15. Running from 12:30-1 p.m. will be "Breakfast in Hollywood," which is now on at 10:30 a.m.

Beginning February 22, ABC-TV offers the morning viewers a simulcast of Don McNeill and his "Breakfast Club" at 9-10. McNeill is expected to become the anchor around which the network will build its daytime schedule. The show, now in its 21st year in radio, will naturally feature such old "Breakfast Club" standbys as Johnny Desmond, Fran Allison and comic Sam Cowling.

CBS-TV, too, is going after some of the early morning sponsor's loot. It is readying a two-hour music and news programing combination which will go 7-9 around March 1, competing with NBC-TV's "Today." The personalities have not been definitely selected, but Walter Cronkite will probably handle the news section of the show. The web is looking for a relaxed personality for the other half of its team.

Packages Sell 'Treasury Men' To ABC Vidweb

NEW YORK, Jan. 23. — ABC-TV last week acquired an important property in "Treasury Men in Action" which was taken away from Borden's, its longtime sponsor. The program will run out its cycle on NBC-TV and then switch to the rival network.

The network offered the packages, Bernie Prockter and Al Levy, an important capital gains deal, in addition to which Prockter gets the contract for turning "T-Men" into a vidfilm series at his Conne-Stephens Studios. There were said to be loopholes in the Borden's contract with Prockter which enabled him to sell the property after several years of sponsorship.

The status of Borden's on NBC-TV is not clear, tho some reports are that it is looking for a new show to put into its Thursdays 8:30-9 p.m. time period. Other reports are that NBC-TV will recapture the time period for an important client.

Tranquil Meet For MBS Affils

NEW YORK, Jan. 23. — This week's meeting of Mutual affiliates in Biloxi, Miss., was reported to have restored peace and harmony in the ranks. The only vote the attending stations took—and over 300 were represented—was on a resolution affirming their faith in the network.

Mutual, on its part, put forth an open-mind policy. The stations were told that if any one of them has any proposals in sales or programming, now or in the future, they should submit them to Pete Johnson, veepee in charge of station relations.

Tom O'Neil, the web's prexy, said that the Cape Cod plan, which prevailed from October thru December, is irrevocably dead as far as he is concerned. At the Tuesday open session, 27 questions were thrown at the web brass, six of them on the Cape Cod plan from stations eager to revive it.

At the wind-up of the meeting, it was resolved to attempt another such convention next year.

Kendall Foster Quits Esty Co.

NEW YORK, Jan. 23. — Kendall (Al) Foster resigned this week as veepee in charge of TV for the William Esty Agency. He will be replaced by veepee Sam Northcross.

Foster was with the agency for 11 years and is its first director of TV. The exec had just returned from a vacation in the Caribbean Monday (18). His immediate plans are not set.

NET RADIO SEGS

Re-Airing Rights Owned by Skelton

NEW YORK, Jan. 23. — Ziv Radio's recent three-year transcription pact with Red Skelton unearthed the rather startling information that the comedian owns re-broadcasting rights to all his old network radio programs under terms similar to those negotiated today by stars on network sponsored TV film series.

In line with this, it was learned this week that the new Skelton show—a daily half-hour, open-end package on the local level—will include many specially-edited segments from the old airers, which will be augmented with new material by Ziv.

The comedian's guarantee-plus-percentage contract with Ziv reportedly carries a special leasing arrangement clause on the old material. Since most of Skelton's old radio skits employed other actors, their usage presented a complicated union problem. However, Ziv and Skelton reportedly have worked out these problems satisfactorily.

87 Markets

Ziv sold the Skelton series in 87 markets during the first seven selling days of the campaign, a 27 per cent faster rate than sales made on Ziv's "Hour of Stars" in a comparable sales period.

Altho it is too early to establish

a definite sales trend, John Sinn, Ziv prexy, notes that initial sales indicate Skelton sells just as well in TV markets as in non-TV areas. In fact, Sinn predicts that Ziv salesmen will actually find it easier to sell the Skelton radio show in markets where Skelton's TV show is currently carried.

To date, all 87 sales on Skelton have been made directly to stations, bearing out Ziv sales veepee Alvin Unger's theory that local radio stations will be the principal buyers of the series.

Easy to Re-Sell

Altho most of Ziv's sales activities—both in TV and radio—have been made on the agency-sponsor level, Unger believes local stations—both indies and network affiliates—will buy Skelton direct, the thinking being that he should be easy to re-sell, since the Ziv deals mark the first time a network comedian has been offered to sponsors on the local level.

In wake of the Skelton-Ziv announcement, rumors are flying that CBS has some re-run plans of its own for old Bing Crosby and Jack Benny shows. In that case, however, the old radio shows would be re-broadcast on the current network series, rather than packaged for local sales.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 23.—Signs of the times: The Labor Department's latest monthly consumer price index, just out, shows no change in prices of books, magazines and recreation, reports some cuts in prices of TV sets; says movie theater admission charges are higher.

SOME FTC SLEUTHS WILL GET THE AX . . .

The Federal Trade Commission's hunt for unethical blurbs on TV and radio commercials will slow down a bit next year because of reduced funds. President Eisenhower's budgeteers have asked Congress for a cut of nearly 10 per cent in the FTC's appropriation for a dog-watch on "anti-deceptive practices" in the fiscal year which starts July 1. The reduced outlay anticipates some layoffs in the staff which has been on the lookout for false and misleading ads. At the same time, the President's budget-makers have asked for a slight increase in funds for confabs between the FTC and businessmen on trade practice codes. Also, if Congress goes along with the budget requests, there'll be a little more money available for management of the agency.

IS THAT A "S" SIGN IN THE USIA? . . .

Job holders at the United States Information Agency who beef about recurrent congressional

criticism of their shenanigans can't complain about being underpaid. The average USIA salary next fiscal year will be about \$6,000. That's no fortune, but it's a pretty fancy average when you consider that it's computed from the salaries of everybody including charwomen, messengers, lowly clerks and regiments of run-of-the-mill paper-pushers. It's about two times higher than the national average. Overseas junketeers will fare even better. Their "minimum" average pay will run \$8,531, in addition to which there's a wide variety of extra gravy for living expenses and so forth. It's not unusual for an overseas junketeer to cash in to the tune of \$15,000-a-year and up.

'LORETTA'

P&G Takes Letter From Film Series

NEW YORK, Jan. 23.—Procter & Gamble is taking the gimmick out of "Letter to Loretta," the vidfilm series starring Loretta Young. From now on the show will feature straight drama, with Miss Young cast in the starring role.

The letter gimmick, which ostensibly was used as the reason to do a drama, has been discarded. P.&G. has felt that the show was not doing as well as it might and the change is an effort to hype it. The program is on NBC-TV, Sundays, 10-10:30.

Godfrey Gets New Sponsor

NEW YORK, Jan. 23.—Arthur Godfrey this week found one new sponsor and had an old one to add to his sponsorship. Minnesota Mining bought alternate sponsorship in the 10-10:15 a.m. daytime Godfrey show. Toni picked up another half hour of "Godfrey and His Friends," Wednesday 8-8:30 p.m.

Toni's time was shared with Pillsbury, which moves to the last half hour of the show, where it will alternate with Frigidaire.

NBC May Air Allen on Web

NEW YORK, Jan. 23.—NBC-TV reportedly is making hush-hush production plans to air the Steve Allen show on a network basis in a late-evening time period. The deal, in the works for some time, reportedly starts in three months.

Meanwhile, Allen will continue his local WNBT show, which is aired across the board from 11:15 to midnight. Increased ratings and enthusiastic audience reaction to the local program reportedly sparked NBC's decision to spot the show on the web. It may be carried in its present time period.

NBC Radio Nears Sat. Sale to D'con

NEW YORK, Jan. 23. — NBC Radio this week was close to the sale of 10-10:15 p.m. Saturday to D'con, a manufacturer of rat poisons and insecticides.

The program will feature country music and will be produced by WSM, Nashville. Marfee, Chicago, is the agency.

Murine Goes for 150G on CBS

NEW YORK, Jan. 23. — Murine this week bought another \$150,000 worth of CBS Radio network time under a short-term saturation plan.

The sponsor will move into the network's power plan and also bankroll several sustainers over a period of six weeks.

The Billboard

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DOUBLE FEATURE SOURS MILANI

HOLLYWOOD, Jan. 23.—Because he'll be competing with himself, Chef Milani is picking up his stove and moving from KTTV to Tele Station KCOP where he'll originate his cooking show beginning February 1.

It all happens because on Monday (18) Milani's video program was moved up to an earlier starting time on KTTV, at 9:30 a.m., because of a revamping of station's daytime programing. That's also the hour his radio show, on KMPC, is aired, and Milani doesn't like the idea of competing with himself. So on February 1, in addition to his stove, Milani moves to KCOP along with Frank Oxarat, his producer, and approximately 25 participating sponsors. This also marks Milani's 25th year in radio.

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The Billboard

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802 Head Wants Web Clarification

Manuti Demands Status of Staff Orks Be Settled; He Expects Answer Tuesday

NEW YORK, Jan. 23. — Al Manuti, chief of Local 802, American Federation of Musicians, has demanded of the networks a firm clarification as to their intentions

More Growth In B'dcasting

WASHINGTON, Jan. 23.—Uninterrupted expansion of the broadcasting industry is anticipated in President Eisenhower's budget which predicts that the total number of TV, AM and FM stations on the air will climb to 3,942 by June 30, compared with 3,802 last June 30, and will smash to a new record peak of 4,095 by June 30, 1955.

New TV stations coming on the air will dominate broadcast licensing activity at the FCC for the next couple of years, altho a sharp levelling off in TV licensing will take place in TV licensing in the fiscal year starting next July 1. AM licensing will be on a lesser (Continued on page 51)

Gemex Wants Borge Stanza

NEW YORK, Jan. 23.—Gemex watchbands this week was showing a substantial interest in buying a quarter-hour Victor Borge video stanza which would probably go on ABC-TV.

The program would probably be programed on Sunday night because of Borge's current Broadway one-man show, unless it is held over until next season.

Half 'Danger' To Kelvinator

NEW YORK, Jan. 23.—Nash-Kelvinator this week purchased an alternate week sponsorship in "Danger." Block Drug, which sponsors the Tuesday night CBS-TV 10-10:30 show on a regular basis, will share it with Nash-Kelvinator at the expiration of the current cycle. Geyer is the Nash agency.

OTHER NEWS OF TRADE IN BRIEF

Regal Brewing is picking up a \$500,000 tab to sponsor the Harry Owens show over the 14-station Columbia Pacific Network on Saturday nights beginning Saturday (30). . . . Under a new recruitment plan, each National Association of Radio and Television Broadcaster district director is responsible for getting six new members by the time the next convention meets in May, 1954. . . . Steve Kranz, program manager of WNBZ, marries Judy (Continued on page 51)

SOUTH OF THE BORDER

In Two Years, Mexican TV Rapidly Nears Maturity

Continued from page 1

dollar purchasing power here, and the hiked cost of imported U. S. sets, nearly every American make of TV set may be obtained. Currently, there are between 60,000 and 70,000 sets estimated to be in operation.

When Don Emilio set up XEW-TV, even before making the 27,000,000-peso investment in Televiscentro, he had to decide whether to import U. S. TV experts, or to have Mexican TV develop its own personnel and set its own patterns of operation. He chose the latter course after considerable deliberation, and the results now seem to be paying off.

With the current sked just about s.r.o., XEW-TV plans to open up the noontime period in the near future, and build down into the afternoon hours. Time charges are 800 pesos (about \$100) for 30 minutes of prime time, with facilities and rehearsal charges amounting to an additional sum of almost the same amount.

Relay Web

Mexican networking plans similarly are working out in a manner designed to meet the national geographic and economic needs. Sr. Azcarraga operates XEQ-TV, which is a high-powered booster station with transmitter in lofty

Cortes Pass, some 75 miles outside Mexico City. This outlet relays the XEW-TV programs to the surrounding area, reaching as far as Tampico on the Atlantic Coast, and has just received authorization to boost its power. It is seen as the hub of a giant relay web which ultimately will blanket the entire nation.

Plans already are shaping up to this effect, with the authorization this week to move XELD-TV, Matamoros (opposite Brownsville, Tex.) to either Guadalajara or Monterrey, in the north of Mexico.

Meanwhile, completion of a new outlet in Celaya, in the center of the Republic, is being rushed for an April debut.

The Celaya station, which will pick up the Mexico City shows via the XEQ-TV booster, will blanket the heart of Mexico as far north as San Luis Potosi and Aguascalientes. Should Monterrey get the former Matamoros outlet, only one or two more boosters would be needed to relay shows from Mexico City to the U. S. border, and vice versa.

Cultural Exchange

When the time comes, in the comparatively near future, that the U. S. and Mexico will be linked by television, a dream long

held by Sr. Azcarraga will approach realization. It has long been the ambition of Don Emilio to effect a cultural interchange between the nations of the Western hemisphere thru the miracle of modern electronics.

This goes beyond simply exchanging video shows of ordinary entertainment value; it calls, rather, for bridging the chasm of nationalism by having the nations of the Americas inform each other of their own histories and customs, with on-the-spot coverage of historical events in one nation able to be seen in the others.

Meanwhile, sponsors interested in networking Mexican TV shows already are getting some idea of how the relay operation will work from the system employed in selling time on XEW-TV and (Continued on page 51)

Two Major Reports Paint a Rosy Picture for TV and Radio in '54

WASHINGTON, Jan. 23. — A bright outlook for advertising on TV, radio and other media in 1954 was reflected this week in two major reports—one compiled by the Commerce Department, and the other by the U. S. Chamber of Commerce. A U. S. Chamber of Commerce businessmen's panel this week agreed that "harder selling"—emphasis on heavier advertising—is in store, with 86 per cent of the executives planning sales, advertising and promotion budgets equal to or larger than last year's. Meanwhile, a Commerce Department survey showed a 10-year increase in the number of operating business firms—potential advertisers—in all major segments of American business and industry.

The U. S. Chamber of Commerce panel, which consisted of top retail, wholesale and service industry executives, surveyed in an effort to ascertain business trends ahead of statistical studies, came up with an optimistic report, the Chamber said this week. In contrast to recent opinions, which hold that business is due for a decline this year, 46 per cent of the panel expected business to equal or exceed its 1953 all-time high, while 24 per cent see little or no change; 23 per cent predict a slight decline, and 1 per cent a substantial decline. Three (3) per cent didn't answer.

The number of business firms in operation in the United States has climbed to well over 4,000,000,

with retail traders, important in the local advertising revenue of TV and radio outlets, by far the largest of eight major classes of non-farm business, the Commerce Department reported. The second

Storer Questions Ownership Rule Before U. S. Court

WASHINGTON, Jan. 23.—The Storer Broadcasting Company questioned the legality of the multiple ownership rules adopted by the Federal Communications Commission November 25 in a petition for review filed here yesterday (22) with the U. S. Court of Appeals for the District of Columbia.

The petition alleges that the FCC has misconstrued and misapplied the Congressional anti-trust policy by ruling that ownership in excess of the prescribed limit (seven AM, seven FM, and five VHF TV) is a form of monopoly and therefore unlawful.

Also questioned by the action was the counting of 1 per cent minority interests as the equivalent of ownership or control in applying the rules. Storer, with headquarters in Miami, owns seven AM radio stations, five FM outlets and five VHF TV stations. The company also recently purchased TV Station WXEL, Cleveland, and UHF outlet KPTV, Portland, Ore., but license transfers are still pending FCC approval.

largest group, according to the survey, are the service industries, which are also important local advertisers. These include auto repair shops, movies and amusement business, laundries, beauty shops and hotels. The retail and service industry groups account for three-fifths of the business firms in the J. S., and consist mostly of small businesses. Retail trade also leads the pack in the number of new businesses getting under way, the number discontinued because of failure or other reason, and the number of businesses transferred.

Another big source of advertising revenue, the manufacturing industries, appears to have reached a levelling off. The number hasn't ebbed, but there has been no appreciable rise.

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"The girl who had everything, but -"

Elizabeth Taylor

my daughter



At 16, she was the favorite of millions and had been acclaimed one of the world's great beauties—but no boy would ask her for a date, and she sobbed her heart out like any other teen-ager! Here, Elizabeth Taylor's mother, who once worried about her "funny-looking" baby, tells the true story of the price her daughter paid for being too beautiful. Get the February Ladies' Home Journal, on sale today!

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THIS WEEK'S SPOTLIGHT FEATURE

Annual TV Film Service Awards Issue

Leadership Seen Shaking Down in Film Service Field

BB Poll Shows Veteran Companies Still Maintain Pace-Setting Status

Continued from page 1

by TV stations went to outlets which have had long years of experience on the air and in handling film. These were WGN-TV, Chicago; WBNS-TV, Columbus, O.; WCBS-TV, New York; WNBZ, New York; and WBKB, Chicago.

Newcomer Wins

Perhaps the only organization among the winners of first place awards which can be regarded as a comparative newcomer is the Bardahl Manufacturing Corporation of Seattle, Wash., which won

two of the five top spots among sponsors and producers of TV film commercials. Bardahl's "Dragnet" take-off in a one-minute animated film commercial was that firm's initial use of vidfilms. It was selected by the industry-wide vote as both the most original and best all-around film commercial of 1953.

Among producers of commercials, Sarra, Inc., a long-time leader, won two of the remaining three awards. Alexander Film Company of Colorado Springs, Colo., took the other top honor.

Among the newer organizations coming up strong this year were the NBC Film Division and Guild Films among distributors of TV film series. The NBC Film Division actually did not move into high gear until 1953, and a good indication of how far it has come is seen in the current poll in which the division won two first place awards, four second place awards and one third place award out of nine possible awards. Guild Films, with three third places, was virtually the top success story of 1953, grossing \$2,000,000 from its low budget series, "Lib-

erace" and "Life With Elizabeth."

However, another veteran firm, Sterling Television Company, took the palm for the top library or station starter film sales plan. The Sterling plan was one of the first made available to the industry.

Individuals Rate

Individuals as well as organizations were honored in the current poll. Top salesman of syndicated films in 1953 was deemed to be Lou Friedland of MCA-TV, while the leading feature film salesman is Fred Yardley of MPTV. Friedland has been with MCA-TV for two years, while Yardley has put in three years with MPTV.

Consistent with most of the other first place winners, Unity Television Corporation, which shared honors with MPTV in the competition among distributors of feature film by taking two first place awards, also is a veteran in the field, having been in the vid-film business since 1947.

Detailed stories on the balloting and charts listing all the winners begin on Page 10 of this issue.

Hi-Fi Magnetic Tape for Film Introed by BCE

HOLLYWOOD, Jan. 23.—A new and enlarged application of magnetic sound tape that assures high-fidelity reproduction for TV film and theatrical pictures for video showing was unveiled here this week by Bing Crosby Enterprises. BCE will handle West Coast distribution of the product developed by Minnesota Mining & Manufacturing Company. The tape, known as "Scotch Stripe," will be made available to the industry within the next three months.

As explained here this week by Frank Healey, head of BCE's electronics division, the new use differs from present methods of recording sound for telefilm in that the magnetic tape is laminated on the film. It replaces the optical sound track currently in use and eliminates the entire optical end

(Continued on page 17)

Weill Eyes Europe for Prod. Deal

NEW YORK, Jan. 23. — Jules Weill, whose two firms distributed feature films, is trying to get into the half-hour field. He leaves for Europe February 4 for at least six weeks, and in a tour of Rome, Paris and Frankfurt he will try to set up a production deal.

While in Rome, Weill will pick out the pictures to be included in the next package that his Fortune Features, Inc., will distribute beginning in the fall. The current package of English-dubbed Italian films has racked up over \$400,000 gross in less than a month of selling. Latest sales, all multiple-play deals, were made in Philadelphia, Chicago, Detroit, Cincinnati and Cleveland, making a total of 20 markets.

Fortune has added four more pictures to the original 26 in the package. The four additional titles are "City of Violence" with Maria Montez and Alan Curtis, "The Mistress of Treves," "The Gay Swordsman" and "The Vengeance of the Black Eagle."

Jaeger Joins Screen Gems

NEW YORK, Jan. 23.—Andrew Jaeger, former film sales manager for Prockter Television Enterprises, joined Screen Gems, Inc., this week. He was named to the newly created post of director of New York sales.

Jaeger joined Prockter in 1951. Before that he was film manager of Du Mont for three years. For one term he was president of the National Television Film Council.

1-MONTH EXPERIMENT

Direct Mail Replaces Direct Sale for TPA

NEW YORK, Jan. 23.—Direct mail will replace direct sale in a one-month experiment that Television Programs of America, Inc., begins next week on its package of 28 feature films.

There's a theory behind the experiment. TPA believes that it's not worth diverting its sales staff from its concentrated push on its regular series in order to get additional sales of the features, which have been on the markets for over two years and have already been sold in over 70 markets.

The mail promotion will be one of the most concentrated and novel ever attempted in TV film. The first mailing of 5,000, which goes out next week, will have the theme, "Are you an optimist?" It will feature the picture of a quizzical gal on the envelope.

Other Themes

The week following, the theme will be "You don't have to sign, but . . ." The picture will be a

frightened executive with a gun at his head. The envelope in the third week's mailing will carry a picture of Two-Ton Tony Galento in a flying dive; the theme will be "Let's go!"

One of the most novel gimmicks in the campaign is that TPA will keep a special "optimist" telephone wire open 24 hours a day to take orders, collect, from any station in the U. S. Also, each mailing will include a collect telegram form. For stations that have already run the films, a letter will point up the power of re-runs.

Each station will get at least six additional pieces to send over to their advertisers. The campaign was conceived by TPA's promotion director, Jerry Capp. The total experiment is expected to cost upward of \$4,000.

The pictures were all produced by Edward Small and were formerly distributed by his Peerless Productions.

Scramble Starts for Tele-Pic Film Rights

HOLLYWOOD, Jan. 23. — A scramble was on this week among several major TV film distributors for the TV distribution rights to 99 feature films, most of them produced by Robert Lippert Productions. Lippert is liquidating his own TV subsidiary, Tele-Pictures, Inc., which has handled the product for the past three years.

Lippert has reportedly been sold on the idea that he needs a larger sales organization to get a faster return on his TV distribution. One of the strongest bids is said to have been put in by the Vitapix Corporation.

Tele-Pictures was headed by veepee Joseph Smith and had a force of four salesmen. Lippert has bought out Smith's interest. Smith's future plans were not revealed.

Expansion-or-Death

The demise of Tele-Pictures falls in an ever increasing trend of expansion-or-death in TV film distribution. It has been widely predicted for some time that as the size of the TV market in-

creased, the number of film distributors would increase. The Tele-Pix fold is significant in that respect, in that its package contains some of the newest U. S. feature product in TV. Even that has proved inadequate to sustain a separate operation, in view of the currently expanding situation.

Smith for some time has urged Lippert to apply his low-budget know-how to the production of half-hour TV film series. But Lippert's allegiance has steadfastly remained with theatrical motion picture production. Recent statements of Lippert's indicate that his future plans lie in the direction of larger scale pictures.

Included in the Tele-Pix bundle are some features scheduled for TV release thru the end of 1954. Their theatrical release dates were as recent as last year. The other product distributed by Tele-Pictures were 169 musical shorts, 39 Blackstone the Magician shorts, 26 half-hour girl wrestling shows, and a stock-shot library.

The Billboard TV FILM SECTION

COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly.

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

NEXT WEEK

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

EDITORIAL

TV Film Awards

The Billboard is pleased to present in this issue the results of the industry-wide balloting on its Second Annual TV Film Service Awards. We believe that in establishing and sponsoring these awards on an annual basis, we are providing the TV film industry with information of considerable importance.

The Second Annual Awards stem directly from the pioneering work done by The Billboard in the TV film field over the last 18 months. During that period, for much of which this was the only trade publication covering the field, several industry polls were made by The Billboard on various aspects of the TV film industry, results of which were published over a number of issues.

The current poll is a consolidation of The Billboard's previous efforts to serve the TV film industry with pertinent information of this type. These Second Annual TV Film Awards are being presented in two separate groups. In the current issue, we present the results of the balloting on the Service Awards, based upon the services rendered by companies in the TV film industry during 1953.

Second Part

At the end of the 1953-1954 broadcast season, the second part of the Awards will be presented after a similar industry-wide poll determines the Award winners among the TV film programs, personalities and producers which were in the forefront during the current season.

In both cases, the Awards are based upon ballots sent to every important TV film distributor, producer and sponsor, and to all leading advertising agencies and TV stations. The ballots are tabulated and scored on The Billboard's I.B.M. and Remington computing equipment. The balloting is completely secret, and because of the tabulating method there is no possibility of anybody's voting selections becoming known.

It is with considerable pride, then, that we herewith present the results of The Billboard's Second Annual TV Film Service Awards.

Bisno to Pay 600G to 220 on Snader Case

NEW YORK, Jan. 23. — Alexander Bisno, one of the principals in the Snader case, has agreed to make good to the 220 investors in the ill-fated telefilm musical properties, the balance of the principal, about \$600,000, over a period of 10 years with nominal interest. This was learned from the final award of the arbitrator in the case, Samuel R. Rosenbaum, made on Tuesday (12).

The noteholders, however, have an option to demand 20 per cent of their money in cash as full settlement between nine and 15 months after the award. Bisno, as signer of these notes, has been given the right to collect \$29,000 from Louis Snader, one of his partners, and \$11,000 from Samuel Markevitch, another of the partners. Anything collected,

however, must be supplied in reduction of the notes.

Bisno is given complete control of the remaining assets of the Snader Sales Company, which are 39 half hours of the "Dick Tracy" vidfilm series and 13 feature films produced by Alexander Korda. Keith Palmer, who owned the rights to the "Tracy" series is to be given \$10,000 in full payment for those rights.

19G for Unger

Oliver Unger, president of Comet Television Films, Inc., who had claims for \$24,000 against the sales company and owned 12 per cent of its stock, is to be paid \$19,000 in full settlement. Snader, Bisno and Markevitch lose their personal investments in the prop-

(Continued on page 17)

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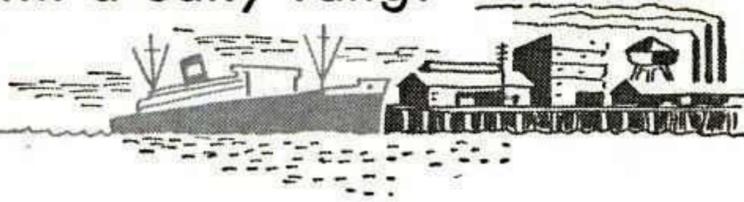
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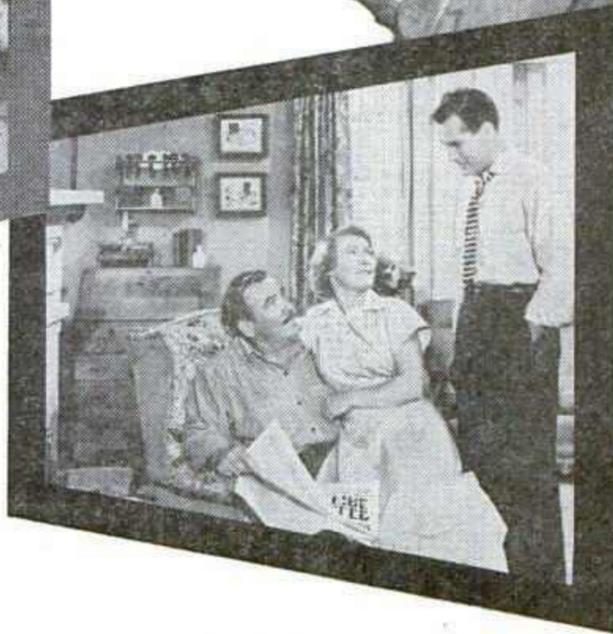
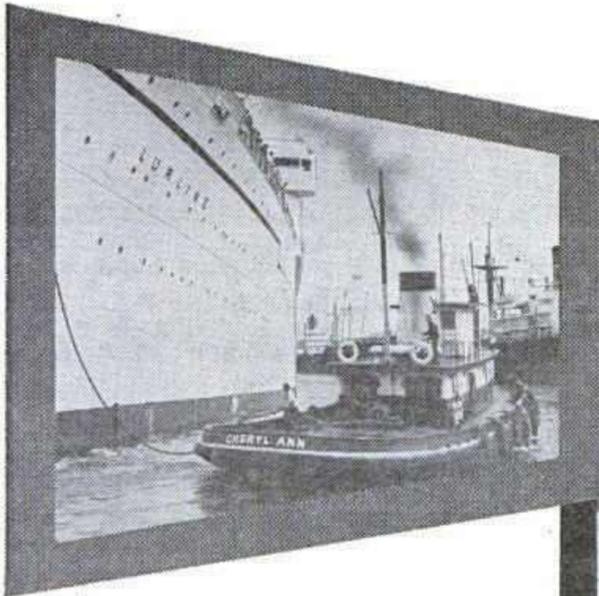
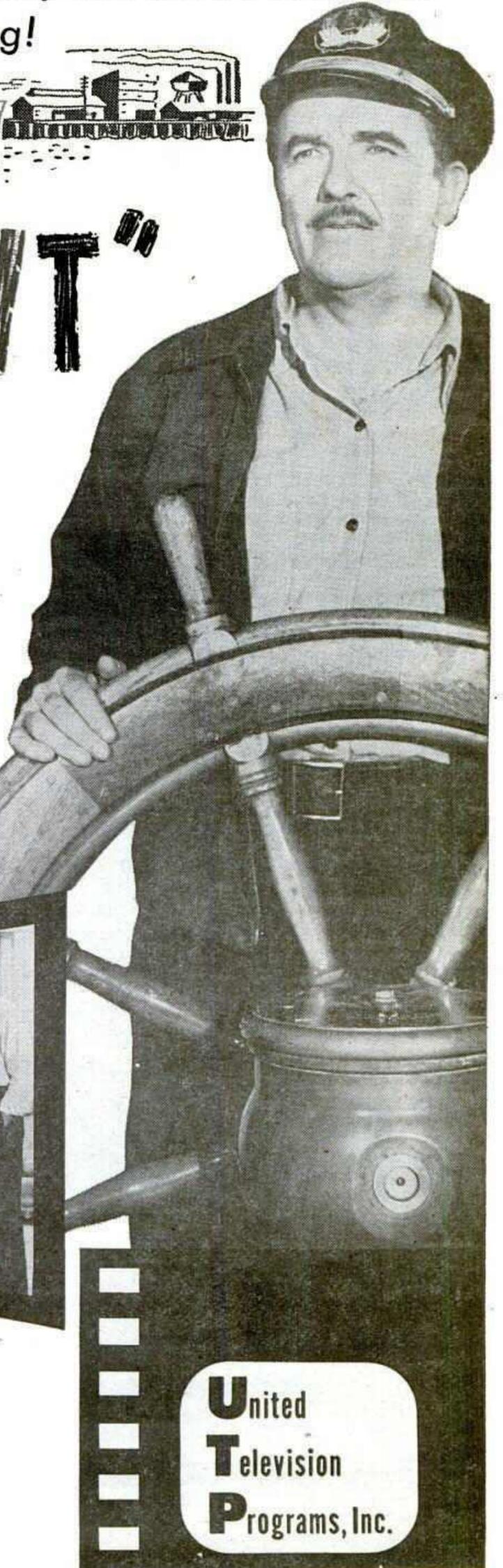


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WATERFRONT★ with its authentic locale really lives. The people of the docks, the tugs, the gulls, the noises, and the smells of the wharf all come alive as you work, fight, worry and love with the men and women who are all part of this colorful **WATERFRONT**.



- ★ **WATERFRONT**—The only TV film series today that could not possibly be done live. (It was shot on location at picturesque Los Angeles Harbor, San Pedro, California.)
- ★ **WATERFRONT**—with the largest running cast of recurring characters of any TV series, live or filmed.
- ★ **WATERFRONT**—where every foot of film was shot especially for this production.
- ★ **WATERFRONT**—the only TV series available whose locale and characters develop an endless supply of action-adventure and family-situation plots.
- ★ **WATERFRONT**—IS A PRESTIGE BUILDER FOR THE WHOLE FAMILY. A NEW SERIES, STARTING WITH 26 FIRST RUN 1/2 HOURS, FRESH AND ALIVE WITH REAL PEOPLE.

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NIelsen RE-RUN SURVEY

Viewers Take Second Look At Films—37% Come Back

NEW YORK, Jan. 23.—A new research study by the A. C. Nielsen Company indicates that a hefty segment of TV film re-run show's audience is composed of viewers who have already seen the films during their first run. The study confirms that previously established concept that the "use of repeat films does not significantly affect audience levels."

Up to now, the large number of new TV set owners that come into existence daily and the large number of old viewers who missed the first run were regarded as the main base for re-runs' success. The Nielsen study, however, claims that 34 per cent of the original audience watched

shows again on their second run. This finding takes on added importance in light of the survey's corollary finding that, in the case of film programs that present a new episode each week, almost the same audience per-

TV Film Bill Would Benefit P. R. Ops

WASHINGTON, Jan. 23.—TV operators in Puerto Rico would benefit by a tariff exemption on TV films under a bill introduced this week by Rep. W. Sterling Cole (R., N. Y.). The measure would allow free entry to 16mm. movies with Spanish sound tracks. The bill was referred to the House Ways and Means Commit-

tee (35 per cent) views the show at a later date.

Don't Care

A major conclusion, therefore, may be that audiences—on an average basis—don't care too much whether a show uses re-runs or new episodes.

The Nielsen survey was initiated at the behest of the NBC Film Division's research specialist, Jason Lane. The complete report has been turned over only to NBC, CBS and ABC, which, among them, underwrote 50 per cent of its cost. The other 50 per cent of the tab was picked up by Nielsen, who summarized the report and has made this summary available to its subscribers.

The report was compiled from a nation-wide study of audiences of 13 network film shows telecast

(Continued on page 17)

ABC-UPT, Roach to Mull Vidpix Series

HOLLYWOOD, Jan. 25.—Top ABC-UPT brass are due here Tuesday (26) for a series of conferences with Hal Roach Jr. to initiate large-scale production of telefilm series for ABC syndication by a recently incorporated company composed of the film producer, the network and William Morris Agency. The company is known as Rabco, Inc.

After organizational matters have been settled, plans are expected to be announced on the forthcoming production schedule. Next week's decisions will be made during initial board meetings in which ABC-UPT topper Leonard H. Goldenson and ABC prexy Robert E. Kintner will participate, tho not board members.

While details of the production schedule have not been revealed, it is known that the ABC syndication division will distribute all product produced by the new cor-

poration. Roach himself will produce for the corporation, but on a non-exclusive basis. He will remain free to continue his other production work, including "My Little Margie," which he is making in association with Roland Reed Productions.

Rabco, Inc., as such, already owns "Racket Squad," which Roach filmed with Carroll Case. Other properties believed under consideration for filming are a series starring Laraine Day.

Current set-up follows a pattern established shortly after the so-called ABC-UPT merger when William Morris Agency became more actively associated with the network's TV operation on new shows ABC has since put on the air. Cementing this phase is the fact that the agency is represented on Rabco's board of directors, along with Roach and ABC people.

The board is composed of Emanuel Goldstein, an associate of Roach Jr.; George Gruskin, of William Morris, and William Hinkle, Roach's attorney, as well as Roach Jr. himself. ABC board members include George Shupert, ABC national syndication head; Robert H. O'Brien, executive vice-pee of ABC; Earl Hudson, ABC vice-president and Western division general manager, and John C. Wagner, comptroller for ABC's Western division.

'Cowcatcher' Ban May Cut Station, Net \$

WASHINGTON, Jan. 23. — A key change this week in the National Association of Radio and Television Broadcasters' TV code—calling for the elimination of "cowcatcher" commercials—may result in loss of revenue by stations and networks. It's a certainty that the provision, announced this week at the NARTB's TV Board meet in Phoenix, Ariz., will require considerable revision of sales and program operations on the part of broadcasters currently carrying "trailer" spots.

Heretofore, the NARTB code

(Continued on page 17)

Regulate Self, Solon Tells Pix

WASHINGTON, Jan. 23. — In wake of the Supreme Court's decision upsetting two State bans on movies, Sen. Edwin C. Johnson (D., Colo.), ranking minority member of the Senate Interstate and Foreign Commerce Committee, called upon the movie industry to "regulate itself" in the absence of State controls. Meanwhile, legalists here are interpreting the decision as giving TV station operators the strongest assurance in years that the medium will continue to be free from censorship, in view of the Supreme Court's interpretation of the First Amendment.

In some legal circles here, however, the Supreme Court's decision this week is considered as leaving the question of censorship still unsettled, since the justices declined to rule on the constitutionality of film bans in general.

NBC Film Promotes 2

NEW YORK, Jan. 23. — The continuing expansion of the NBC Film Division was keynoted last week with the promotion of two of its executives.

Edgar G. (Ted) Sisson, who joined the division last December as associate director, was upped to the post of director, the top job in the division next to that of its vice-president, Carl M. Stanton.

Fritz Jacobi, member of the division's press department, was boosted to press manager, reporting to Chuck Henderson, director of publicity.

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KLING STUDIOS now america's largest facilities for television and industrial film production

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Complete in every way, this new production center, with three giant sound stages, brings to the midwest facilities equal to the most demanding film requirements. **Kling** . . . for the largest film facilities in the midwest!

To serve you better in **HOLLYWOOD**,
KLING acquires the famous **CHARLES CHAPLIN STUDIOS**

Professionally perfect facilities, the famed Charles Chaplin studios in their entirety, all now under the Kling banner! For the first time complete Hollywood facilities for TV shows and commercials; industrial, training and institutional films for business and industry. Further proof of Kling's winning formula: *Advertising Knowmanship plus Hollywood Showmanship!*



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Whatever Portion Of The 26 Week Run Remains!**

**The Drew Pearson
show has already
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- Kansas City, Mo.
- Denver
- St. Louis
- Honolulu
- Hartford-New Britain
- Rochester
- Providence
- Fort Lauderdale
- Pensacola
- Portland, Me.
- Tucson
- Fresno-Tulare, Cal.
- Albuquerque
- Amarillo
- Idaho Falls, Idaho
- El Paso
- Lubbock, Tex.
- Springfield, Mo.
- Johnson City, Tenn.
- Butte, Montana
- Springfield, Mass.
- Twin Falls, Idaho
- Peoria, Ill.
- St. Petersburg
- Worcester, Mass.
- Las Vegas
- Monroe, La.
- Albany
- Pittsburg, Kansas
- Zanesville, Ohio
- Sioux Falls, So. Dakota
- Ames, Iowa
- Harrisburg, Pa.
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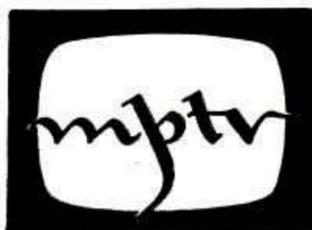
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MERRY-GO-ROUND
- More to come

Want the Best Re



Run for Your Money?

Canny advertisers are by now well aware that TV re-runs are a mighty shrewd investment. The only question is "which re-runs"? The answer—NBC FILM DIVISION re-runs.

VICTORY AT SEA

Reaching more homes on re-run than on first run in seven of the eight cities for which comparative ratings are available. In New York it reached an average of 317,000 homes per week during the first three months of its first run, compared with 511,000 for the three months so far of its current run.

BADGE 714

Raised its stations' ratings for time slots in 14 of the 15 cities for which ratings are available. In Chicago the station previously ranked last in the time period with a 1.5 rating. Now, with **BADGE**, the station ranks first with 20.8 against Fireside Theatre, This Is Show Business, and Make Room For Daddy.

CAPTURED

First in its time period in Columbus, Detroit, and Milwaukee out of the few markets where ratings are now available. For example, in Columbus, **CAPTURED** ranks first against network programs on both competing stations: Letter To Loretta and Dollar A Second.

DANGEROUS ASSIGNMENT

Pay-off ratings in market after market, as a re-run delivering really outstanding costs per thousand. For example, ratings in these 3-channel markets: Detroit, 24.9 at 6:00 p.m., Sunday; San Francisco, 24.6 at 9:00 p.m., Sunday; Minneapolis-St. Paul, 32.5 at 7:30 p.m., Tuesday.

THE VISITOR

Sold in over 65 markets, and share of audience proves its popularity. For instance, here are some of the latest shares in these multi-channel markets: Houston-Galveston, 80.5%; Dayton, 55.4%.

PARAGON PLAYHOUSE

Just introduced as a re-run, so only first-run data is available thus far. Program led all competition, including ABC Kraft Theatre and Story Theatre, in Los Angeles . . . drew a 19.9 1953 average against Pabst Bouts and other competition in seven-station New York . . . and a 22.1 against Jackie Gleason Show and other competition in three-station San Francisco.

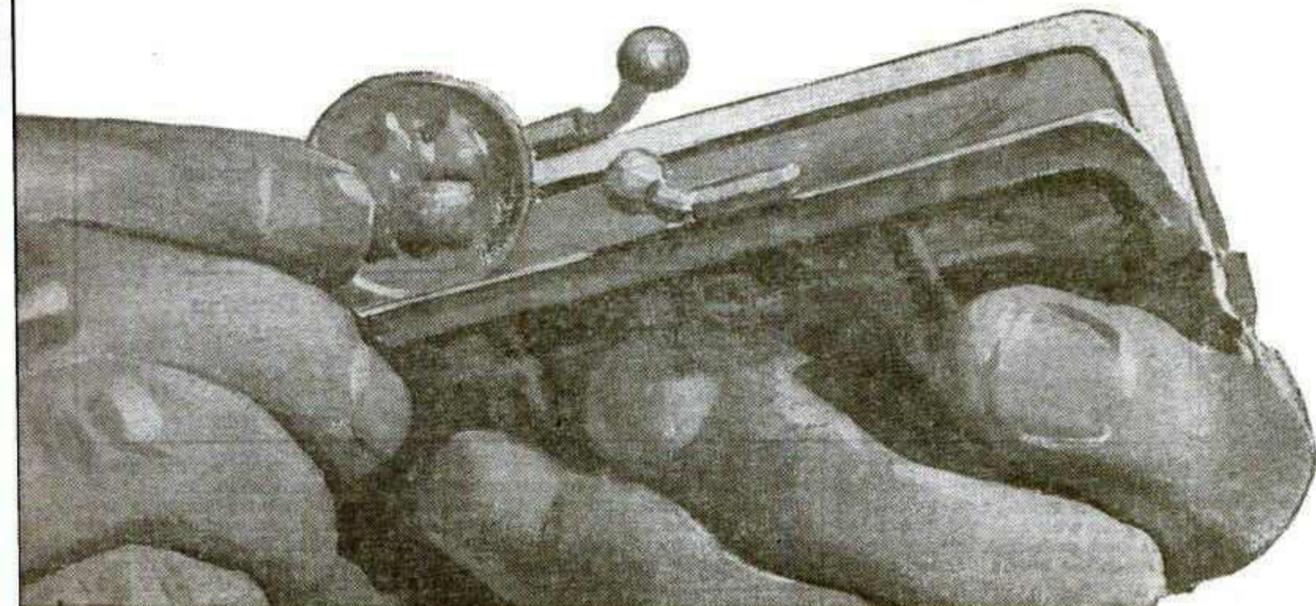
★ ★ ★

These successful profit-proved shows are making sales and rating history every day. You'll find them hard to beat for drawing audiences . . . and sales results. Before the series of your choice is snapped up in your particular market, call or wire today.

NBC FILM DIVISION

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Source: ARB

THE BILLBOARD'S SECOND ANNUAL TV FILM SERVICE AWARDS

Ziv Nips NBC Film as Series Distrib Leader

In a comprehensive poll of the TV film industry on the over-all jobs done by TV film series distributors in 1953, Ziv Television Programs, followed closely by the NBC Film Division, were judged tops in the field.

Ziv beat out all other companies in four of the nine specific phases of TV film series distribution covered in the poll, and came in second in three others. The NBC Film Division took first place in two of the nine categories, second place in four and third place in one.

Other companies showing strength in this section of the poll were CBS Television Film Sales, which took first place in one category and third place in two others; Guild Films, which copped the third spot in three categories; Sterling Television, which led the list in one category, and Motion Pictures for Television, which placed second in one category.

Key Question

In voting on the key question of which TV film distributor to turn to first in seeking a program series, the industry put Ziv at the top of its list with a total of 161 points. Ziv's veteran status, plus the relatively large number of properties it offers and the diversity of their subject matter were probably taken into account by the voters in placing the firm at the head of their reference files.

Second place on this question was won with 136 points by the NBC Film Division, a virtual "baby" in the field in comparison with Ziv, but one, nevertheless, whose sizable roster of properties entitles it to the healthy status it enjoys.

MCA-TV, Ltd., was the industry's third choice as a primary source of TV film programming with 64 points allotted to it by the voters. Honorable mentions on this question were won by Guild, CBS-TV Film Sales and United Television Programs.

NBC's Wins

In those two of the nine questions on TV film distribution won by the NBC Film Division, it was

interesting to note that Ziv and CBS-TV Film Sales came in second and third, respectively in both cases.

In one instance, the voters were asked to choose the company that did the best job of marketing its product; in the other, they were asked to decide which company offered the best merchandising and promotion service. The same three companies which were deemed to have done the best job of marketing their series were also voted tops in the merchandising and promotion services they offered.

This fact confirms the theory held in many quarters that TV film buyers, when purchasing properties, are influenced to a great degree by the extent of the merchandising services accompanying the show.

The firms that garnered enough votes to entitle them to an honorable mention in the category of "best marketing job" were Guild, MCA, Consolidated and Official Films. Honorable mentions for "best merchandising and promotion service" are similarly due Sterling, Guild and UTP.

Ziv Runaway

A runaway choice of the voters in two separate categories—both of them more or less related—was Ziv, which came out far ahead of its leading contender, the NBC Film Division, both on the issue of sending out films that were in good condition and also of doing the best job of labeling its films and providing good film leaders.

Here again, the No. 1, 2 and 3 spots were won by the same firms in both cases — Ziv, NBC and Guild, respectively. Honorable mentions for consistent offering of good quality prints went to MCA, Screen Gems, ABC Film Syndication and CBS, while honorable mentions for providing proper labeling and good leaders went to MCA, Sterling, CBS and Official.

In an industry which strains every muscle in the effort to persuade advertisers to back up its programing with hard cash, it's only natural that any aid the TV syndication firms give to stations in coming up with sponsors for their shows would be duly appreciated.

Double Leader

It comes as no surprise, therefore, to note that Ziv—the company that was voted the first one the TV film buyers would turn to when seeking new programs—led the field as the company that offered TV stations the best sales assistance in obtaining sponsors for its shows.

The NBC Film Division followed Ziv, while third place in this category was taken by Guild. CBS, UTP and Official won enough votes in this category to earn them honorable mentions.

The company chosen as offering the best service in shipping TV film series to buyers was CBS Television Film Sales, which beat out Ziv by a scant seven points to take first place. NBC was close behind in the third spot, with seven points less than Ziv. UTP, ABC, Screen Gems and Official each were given enough votes to qualify as runners up in this category.

The Federal Communications Commission's 1952 lifting of the ban on new station construction led to a considerable number of new stations going on the air in 1953. Many of the TV film syndication firms, recognizing the problems these new stations would face in building up audiences and programing rosters, set up "station starter" or "library" type plans by which these new stations would be able to obtain TV films at small cost.

'Starter Plan'

According to The Billboard's poll, Sterling Television Company's "station starter" plan was voted far and away the best by the industry, while MPTV's and MCA's plans picked up the necessary votes to qualify them for second and third spots, respectively. The "station starter" or "library" type plans of Ziv, Consolidated, NBC and Official were also held in relatively high esteem by the voters.

The industry, voting on a more personal level, gave to MCA the

Distributors of TV Film Series

1. Which TV Film distributor would you turn to first in seeking a program series?

1st PLACE	2d PLACE	3d PLACE
Ziv TV Programs (161 points)	NBC Film Division (136 points)	MCA-TV, Ltd. (64 points)

2. Which distributor of syndicated films did the best job of marketing its product in 1953, exclusive of its products' quality?

1st PLACE	2d PLACE	3d PLACE
NBC Film Division (192 points)	Ziv TV Programs (181 points)	CBS Television Film Sales (150 points)

3. Which distributors' "library" or "station starter" type plan do you consider best?

1st PLACE	2d PLACE	3d PLACE
Sterling Television Co. (68 points)	Motion Pictures for Television (41 points)	MCA-TV, Ltd. (37 points)

4. Which syndicated film salesman gave the best service during 1953?

1st PLACE	2d PLACE	3d PLACE
Lou Friedland MCA-TV, Ltd. (31 points)	Cliff Ogden NBC Film Division (26 points)	De Arv Barton MCA-TV, Ltd. (20 points)

5. Which distributor of TV film series offered the best sales assistance during 1953?

1st PLACE	2d PLACE	3d PLACE
Ziv TV Programs (193 points)	NBC Film Division (126 points)	Guild Films, Inc. (109 points)

6. Which distributor of TV film series offered the best merchandising and promotion assistance during 1953?

1st PLACE	2d PLACE	3d PLACE
NBC Film Division (228 points)	Ziv TV Programs (207 points)	CBS Television Film Sales (138 points)

7. Which distributor of TV film series offered film in the best condition during 1953?

1st PLACE	2d PLACE	3d PLACE
Ziv TV Programs (191 points)	NBC Film Division (84 points)	Guild Films, Inc. (62 points)

8. Which distributor of TV film series offered the best labeling and film leaders during 1953?

1st PLACE	2d PLACE	3d PLACE
Ziv TV Programs (177 points)	NBC Film Division (83 points)	Guild Films, Inc. (65 points)

9. Which distributor of TV film series offered the best film shipping service during 1953?

1st PLACE	2d PLACE	3d PLACE
CBS Television Film Sales (158 points)	Ziv TV Programs (151 points)	NBC Film Division (144 points)

unique honor of employing two of the three salesmen considered tops in the field. Lou Friedland, of MCA, was selected the salesman who provided the film buyers with the best all-around service during 1953. De Arv Barton, head of MCA-TV, Ltd.'s, Cleveland office, was voted the No. 3 spot in this category. The potential MCA monopoly on the top three salesmen was broken by Cliff Ogden, Western regional sales manager for the NBC Film Division, who garnered enough votes to place him firmly in position as the industry's No. 2 salesman. Honorable mentions among syndicated film salesmen went to Leon Wray, of Ziv; W. Nathan, of United Television Programs, and George Lyons, of CBS TV Film Sales.

CUT THIS AD AND MAIL

attention, tv-station film buyers

Want to find out about **LOWEST PRICED—TOP PICTURES** in YOUR market? **CHECK OFF TYPE OF SHOWS DESIRED, and YOUR NAME, STATION, LOCATION and MAIL to us.**

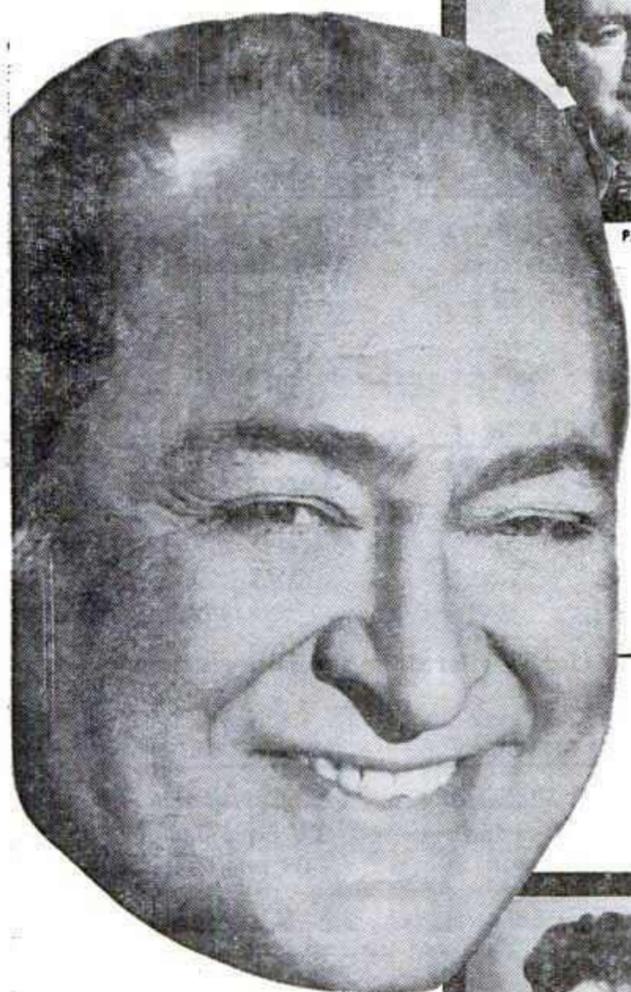
FEATURES
 WESTERNS
 HALF-HOUR WESTERNS
 SHORTS
 CHILDREN'S SHOWS
 GRANT AND RICE SPORTLITES

(Your Name and Station)

(City and State)

ATLAS TELEVISION CORPORATION
15 WEST 44th STREET
NEW YORK, N. Y.
DISTRIBUTING PICTURES TO TV SINCE 1948

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MARILYN MAXWELL

BRODERICK CRAWFORD

DIANA LYNN

YOUR* STAR SHOWCASE

with your host, *Mr. Edward Arnold*



LARRAINE DAY

JACK CARSON

CELESTE HOLM

SIR CEDRIC HARDWICKE



✱ 52 star-studded half-hours

of top TV plays

rollicking comedy / taut drama

tender romance / exciting adventure

spine-tingling mystery and intrigue

*A successful, tested program . . .
first run in over 150 markets*

Your* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is *new* to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, *top quality*, network-calibre programs with a proved, *impressive* audience record. The series boasts ratings† of 20.3 in Chicago . . . 30.5 in San Antonio . . . 22.9 in Cleveland . . . 32.6 in Kalamazoo . . . 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase "presents with pride" truly applies. It is great drama. It is a weekly parade of marquee names . . . sparkling scripts . . . tight direction . . . lavish production.

On all counts, Your* Star Showcase can be *the* showcase for your product. Call, write or wire for the complete story.

*Advertiser or brand name.

†Videoder, February, 1953

televisi**o**n **p**rogram**s** of **a**merica, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

THE BILLBOARD'S SECOND ANNUAL TV FILM SERVICE AWARDS

MPTV & Unity Share Feature Film Honors

The two giants of feature-film distribution for TV between them took first place in all seven feature-film categories of The Billboard's Second Annual TV Film Service Awards. Motion Pictures for Television, Inc., was first in five categories. Unity Television Corporation was first in the other two.

Unity, which put on the big push behind its new "Plus 80" package during the year just passed, edged out MPTV on the two questions concerning best marketing and sales assistance. However, the top individual salesman, according to the voting, was Fred Yardley, of MPTV's Boston office. Unity's sales director, Len Firestone, got honorable mention.

MPTV got top honors in the three categories on film handling, with Hollywood Television Service running a fairly close second in all three. MPTV was a run-away winner for the best merchandising and promotion assistance.

"Plus 80" Plus

The voting on the two top-selling categories was nip and tuck. MPTV ran close behind Unity in both over-all marketing and sales assistance. Both firms have long been regarded as the most aggressive sales organization in TV film. Unity's "Plus 80" drive seems to have made the difference in this year's voting.

Yardley, of MPTV, voted top salesman, has been covering New England out of MPTV's Boston office since the firm's inception three years ago. Runner-up for the salesman award was Bob Berger, of Standard Television which has a small but a select package of pictures. Berger, sales director of the firm, covers the entire country. In 1953 he sparked hefty sales of "Cocabana" with Groucho Marx and Carmen Miranda, which Standard acquired about mid-year.

MPTV Awards

MPTV's awards in the three film-handling categories were won on the strength of its film department headed by Herman Katz. MPTV assigns a booker to each station with which it contracts. The booker works with the station's management in setting up a complete play schedule for its theater programs.

MPTV, like so many of the feature film distributors, does not bicycle prints. But in addition it makes a point of maintaining an

adequate supply of stand-by prints and of having each of its regional offices fully stocked for immediate cover ups.

In addition, MPTV is on a strict policy of keeping each print out of circulation for a month after each play date to have sufficient time to put the print back into top condition.

MPTV's award for promotion assistance is still another aspect of its client servicing operation. It gives its station clients a full supply of synopses, press material and on-the-air plugs for each picture delivered.

In the marketing and sales-assistance categories, honorable mentions went to Quality, headed by Charles Weintraub; Hygo, headed by Jerry Hyams and Lou Goldstein, and Peerless, which has now been taken over by Television Programs of America, Inc. Hygo also received honorable mention status for promotion assistance. And Peerless got mention in the three film-handling categories.

Tele-Pictures, Inc., the Lippert subsidiary headed by Joe Smith, also received mention in the promotion category and for best shipping service.

Other honorable mentions for best film condition went to Unity and Atlantic, M.&A. Alexander and Sterling both got mention for labeling and leaders.

Winners of honorable mentions among salesmen of feature films went to Lee Orgel, of Sterling, and Len Firestone, of Unity.

Telenews is Tops in '53

The Telenews films distributed by International News Service was voted the top TV news film of 1953 in The Billboard's Second Annual TV Film Service Awards. The United Press - Movietone service, which has long been in tight competition with INS-Telenews, and CBS Newscast, which first went into syndication this year, fought a close fight for runner-up spot.

The ironic aspect of the INS-Telenews victory in these awards is the fact that Telenews this month sold its three news packages to Hearst Metronome News, which is jointly owned by the Hearst Corporation and Loew's, Inc. Since INS is also controlled by Hearst, the deal makes for a closer alliance between the production and distribution ends of the operation. INS is promising a further hypo of its TV news film service.

The Telenews daily releases have been going out twice daily. In addition, INS distributes the Telenews weekly news digest and "This Week in Sports," which has Tommy Henrich as narrator.

BOSTON GOING TO THE DOGIES

BOSTON, Jan. 23.—Station WBZ-TV is on a boots and saddle kick. Its programming department this week purchased more than two years of "Hopalong Cassidy" films from the NBC Film Division. Deal includes 54 of the old hour Hoppys and two of the 26 half-hour packages.

Distributors of Feature Films for Television

1. Which distributor of feature films for TV did the best job of marketing its product in 1953, exclusive of the products' quality?

1st PLACE	2d PLACE	3d PLACE
Unity Television Corp. (169 points)	Motion Pictures for Television (155 points)	Hollywood TV Service (93 points)

2. Which feature film salesman gave the best service during 1953?

1st PLACE	2d PLACE	3d PLACE
Fred Yardley Motion Pictures for Television (44 points)	Bob Berger Standard TV (31 points)	Larry Stern Alexander Co. (27 points)

3. Which distributor of feature films for TV offered the best sales assistance during 1953?

1st PLACE	2d PLACE	3d PLACE
Unity Television Corp. (133 points)	Motion Pictures for Television (130 points)	Hollywood TV Service (67 points)

4. Which distributor of feature film for TV offered the best merchandising and promotion assistance during 1953?

1st PLACE	2d PLACE	3d PLACE
Motion Pictures for Television (104 points)	Hollywood TV Service (61 points)	Peerless Films (38 points)

5. Which distributor of feature films for TV offered the film in the best condition during 1953?

1st PLACE	2d PLACE	3d PLACE
Motion Pictures for Television (162 points)	Hollywood TV Service (157 points)	Quality Films (79 points)

6. Which distributor of feature films for TV offered the best labeling and film leaders during 1953?

1st PLACE	2d PLACE	3d PLACE
Motion Pictures for Television (160 points)	Hollywood TV Service (155 points)	Atlantic TV Co. (132 points)

7. Which distributor of feature films for TV offered the best film shipping service during 1953?

1st PLACE	2d PLACE	3d PLACE
Motion Pictures for Television (150 points)	Hollywood TV Service (121 points)	Unity Television Corp. (64 points)

Film News Services

1. Which TV film news service, regardless of frequency of service, has done the best over-all job of film quality during 1953?

1st PLACE	2d PLACE	3d PLACE
International News Service (127 points)	United Press Movietone News (103 points)	CBS News (103 points)

"ADVENTURE OUT OF DOORS"

An Exceptional TV Film Series
ACTION... ADVENTURE... EXCITEMENT... SUSPENSE... COLOR...

FEATURING: Jack Van Coevering, wildlife editor of the Detroit Free Press

A natural for dynamic merchandising promotion... Filmed in COLOR... to meet the growing color demand.

Each film a complete show. Thirteen unique subjects 12½ minutes each, open ends! A Sporting Series that is a natural for all the family.

ALSO IN PRODUCTION by CORNELL:

A full COLOR golf series, starring golfdom's most colorful, most beloved figure, Jimmy Demarett (For early Spring release)
More than 150 other shorts available (in COLOR — cartoons, documentaries, etc.) Write for full catalog and further information.

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THE BILLBOARD'S SECOND ANNUAL TV FILM SERVICE AWARDS

TV Stations

1. Which TV station is most careful and conscientious in handling film, and most prompt in returning it?

1st PLACE	2d PLACE	3d PLACE
WGN-TV, Chicago (54 points)	KRON-TV, San Francisco (46 points)	KTTV, Los Angeles (45 points)

2. Which TV station is most careful and conscientious in handling TV film commercials and most prompt in returning them?

1st PLACE	2d PLACE	3d PLACE
WBNS-TV, Columbus, O. (43 points)	WNBQ, Chicago (41 points)	KRON-TV, San Francisco (40 points)

3. Which station programs TV film shows most effectively and imaginatively?

1st PLACE	2d PLACE	3d PLACE
WCBS-TV, New York (80 points)	WBNS-TV, Columbus, O. (68 points)	KRON-TV, San Francisco (53 points)

4. Which TV station offers the best merchandising, marketing and promotion co-operation on a local level for syndicated TV film series?

1st PLACE	2d PLACE	3d PLACE
WNBT, New York (71 points)	WBNS-TV, Columbus, O. (66 points)	WTVN, Columbus, O. (51 points)

5. Which TV station supplies the fastest information on time availabilities, regardless of length of time period involved or whether you secure the information direct from the station or thru its station rep?

1st PLACE	2d PLACE	3d PLACE
WBKB, Chicago (73 points)	WNBQ, Chicago (61 points)	WBNS-TV, Columbus, O. (49 points)

TV Networks

1. Which TV network is most prompt and conscientious in its care and physical handling of film?

1st PLACE	2d PLACE	3d PLACE
CBS TV Network (187 points)	NBC TV Network (164 points)	ABC TV Network (162 points)

2. Which TV network offers the best merchandising, marketing and promotion co-operation for TV film series?

1st PLACE	2d PLACE	3d PLACE
NBC TV Network (183 points)	CBS TV Network (114 points)	ABC TV Network (84 points)

TV Station Representatives

1. Which TV station representative gave the best all-around service in 1953?

1st PLACE	2d PLACE	3d PLACE
The Katz Agency, Inc. (94 points)	Weed Television (69 points)	Blair & Co. (56 points)

2. Which TV station rep supplied the fastest information on time availabilities on the stations represented?

1st PLACE	2d PLACE	3d PLACE
The Katz Agency, Inc. (86 points)	Weed Television (73 points)	CBS TV Spot Sales (62 points) Headley-Reed TV (62 points)

Pic Syndicators Favor WBNS-TV; KRON Second

Altho "the customer is always right," there are some station customers that are more popular than others, so far as TV film syndication firms are concerned, and WBNS-TV, Columbus, O., is probably the best-liked TV station of them all, according to The Billboard's poll. For, out of five categories concerning TV stations' dealing with the TV film companies, WBNS-TV was selected tops in one, second best in two others and third in one of the two remaining questions asked.

KRON-TV, San Francisco, can be considered No. 2 in popularity as a result of its winning the second spot in one question and third spot in two others. Another station whose popularity with the TV film companies was reflected in the voting was WNBQ, Chicago, which placed second in two of the five questions asked.

WNBT, New York; WCBS-TV, New York; WBKE, Chicago, and WGN-TV, Chicago, each won first place in one of the questions. WTVN, Columbus, O., and KTTV, Los Angeles, came in third on one question apiece.

Hard Decision

For the most part, the TV film companies were hard pressed in deciding which stations deserved first, rather than second place in each of the five different categories. In only two of them were there any appreciable point differences between the first place and second place winners.

WGN-TV was voted the station

that was most careful and conscientious in its handling of film programs and the promptness with which it returned the films to their proper source. KRON-TV and KTTV were chosen second and third best, respectively, on this question, while other stations cited for specific mention were WBNS-TV, WNBQ, and WFAA-TV, Dallas.

The closest race in this section of the poll was seen in the voting for the station that was most careful in its handling of TV film commercials and most prompt in returning them.

WBNS-TV, which won first place in this category with 43 points, saw its heels being nipped by WNBQ with 41 points, while KRON-TV, with 40 points, was forced to fall into third position. The stations that won honorable mention on this question were WSAZ-TV, Huntington, W. Va.,

(Continued on page 14)

Katz Leads Station Reps

To harried and pressure-beaten agency and TV film execs seeking to keep pace with the rapid addition being made to the number of TV stations on the air, the role of the TV station representatives took on increasing importance in 1953. Of all the station reps in the field, however, the Katz Agency, Inc., was chosen as providing the best all-around service, according to The Billboard's poll.

In addition, Katz also was specifically cited as the station rep which was fastest in supplying information on time availabilities of its member stations.

In both of these two categories dealing with station rep activities, Weed Television came in second to place itself in a strong position as Katz' leading rival.

According to the poll, Blair TV, Inc., took the third spot in the voting to determine which station rep gave the best service in 1953, while Branham Company, Petry and CBS-TV Spot Sales were voted honorable mentions in this category.

The poll also saw CBS-TV Spot Sales and Headley-Reed TV end up in a tie as the No. 3 firms in providing time availability information on its member stations. Blair-TV and Adam Young qualified for honorable mentions on this question.

NBC-TV Job First for Nets

There was little question in the minds of those who voted in The Billboard's Second Annual TV Film Awards poll that NBC-TV did the best job of all the networks in merchandising, marketing and promoting its TV film programing. NBC-TV beat out its closest rival, CBS-TV, in this sphere by a hefty margin of 69 points.

However, on the issue of which network provides the greatest care in its physical handling of film and is most prompt to return film shows to their owners, CBS-TV edged out NBC-TV for the top rung status.

On both questions, the consensus of the voters' was that ABC-TV had far to go in order to match up to the two traditional top nets in the industry.

Now Servicing
11 Western States
from our NEW
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office

**THE 39 TOP
ARGYLE
FEATURES**
including

ROBERT DONAT
in **THE YOUNG MR. PITT**
directed by CAROL REED

RICHARD GREENE **ANN TODD**
in **Showtime**
with **PETER GRAVES**

GRACIE FIELDS **VICTOR McLAGLEN**
in **WERE GOING TO BE RICH**
BRIAN DONLEVY

MARGARET LOCKWOOD **REX HARRISON**
in **NIGHT TRAIN**
directed by CAROL REED

MARGARET LOCKWOOD
BARRY K. BARNES
EMLYN WILLIAMS
directed by CAROL REED

For further details and catalog, contact:



Argyle Television Films, inc.

HOLLYWOOD:
812 1/2-14 North Le Brea
Hollywood 38, Calif.

NEW YORK:
60 West 46th Street
New York 36, New York

THE BILLBOARD'S SECOND ANNUAL TV FILM SERVICE AWARDS

Sarra, Alexander and Bardahl Tops on Ads

The Bardahl oil animated spots were voted the most original and best all-around TV film commercials in The Billboard's Second Annual TV Film Service Awards. Sarra, Inc., was walkaway winner for the awards to the best producer of commercials for both quality and speed. And the Alexander Film Company was an easy winner for economical production.

The Bardahl one-minute spots hit the air in January, 1953, and were spread over 54 markets. Their humorous take-off on the "Dragnet" style is credited with boosting Bardahl Manufacturing Corporation's sales over 35 per cent in 1953. In one State sales jumped 165 per cent. The formats for the spots were created by the Wallace Mackay ad agency of Seattle, where Bardahl is headquartered.

Bardahl brought out four new spots in November and is widening its market spread to 60 this year. Over 70 per cent of its \$500,000 ad budget is going into TV.

Lucky Plugs

The Lucky Strike commercials ran second for "the most imaginative and original." Most prominently mentioned by the voters on this were the Lucky stop-motion Conga commercials, which were produced by Sarra thru Batten, Barton, Durstine & Osborn. The same blurps ran third for best all-around commercials, close behind the animated jingle commercials of Gillette, which are spotted on its various sportscasts by the Maxon Agency.

Coming up third on originality were the SOS scouring pad commercials using the animated "Magic Bunny." The ad agency on SOS is McCann-Erickson, and production was done by Five-Star Productions and All-Scope Pictures in Hollywood.

Sarra, which won out for both quality and speed of its production work, is one of the pioneer producers of TV commercials and certainly one of the top five in terms of volume. The firm has Valentine Sarra's years of experience in advertising photography to its credit, and it has studios in both Chicago and New York.

Culhane Work

Shamus Culhane Productions, which principally does animation work, ran second on quality. Culhane opened business on the West Coast and moved to New York about three years ago. Culhane created the now famous Muriel Cigar spots, as well as many of the sprightly Ajax commercials.

The veteran Chicago producer,

Kling Studios, ran third for quality. Kling in recent months took over the Chaplin studios in Hollywood.

National Screen Service, whose commercial production department is headed by Mel Gold, came out a comfortable second for speed, and Caravel Films, which is headed by David Pincus, ran third. Both firms brought decades of film experience to their TV commercial departments, the former in motion picture trailers, the latter in industrials and documentaries.

Alexander Film

Alexander Film Company's victory in the economy category obviously results, first of all, from the company's location and, secondly, from its background. Operating out of Colorado Springs, Colo., it has the advantage of cheaper labor than big-city producers. And since Alexander still does the bulk of its business in theatrical spots, it can spread basic costs for certain advertisers over both the advertiser's theatrical and TV spots.

Added to these two factors are the firm's 35 years of experience in making commercials and one of the most complete film production set-ups in the world.

Alexander also received honorable mention in the "speed" and "quality" categories. Another mention for quality went to Jack Chertok, Kling Studios, in addition to placing for quality and economy, had honorable mention for speed.

Also mentioned for both speed and economy was Peter Elgar Productions. And TV Spots of Hollywood and Irving Mack's Filmack of Chicago racked up honorable mention votes for economy.

The Gillette and Muriel Cigar spots won honorable mention votes for imagination and originality. Gaining honorable mentions for best all-around commercials were Ford, Hamm's Beer and Camay Soap.

Pathe Edges Out Rivals

In the important film processing side of the vidfilm industry, Pathe showed a slight dominance over its two closest rivals, Consolidated and Film Associates. Pathe won first place for the efficiency of its operation, second place for the quality of its product and third place for the speed in which it serviced its clients. Pathe, of course, is owned and managed by Chesapeake Industries.

Consolidated Laboratories, a branch of Republic Pictures, won first place in the quality category, followed by Pathe and Welsh Studios, a Philadelphia film processing firm. For speed of processing Film Associates, a Middle Western laboratory operating out of Dayton, O., won the most votes over Acme Films of Hollywood and Pathe Labs.

In the efficiency category, second and third place positions went to Acme Films and De Luxe Laboratories, the processing branch of 20th Century-Fox. The balloting also reveals the strong showing made by Acme Films, which won two second place awards for speed and efficiency, an important combination.

WBNS-TV, KRON

Continued from page 13

WGN-TV and WJAR-TV, Providence.

Programing

In deciding which station offered the most effective and imaginative programing of its film shows, the voters had no doubt in their minds that the honor belonged to WCBS-TV, CBS Television Network's New York owned-and-operated station. WBNS-TV was selected second in this category, while KRON-TV was chosen third. Runners-up were KTTV, WTVN, Columbus, O., and WBBM-TV, Chicago. NBC's New York o&o station,

Sponsors & Producers of TV Film Commercials

1. Which advertiser's TV film commercial, regardless of method used, do you regard as the most imaginative and original in concept and treatment?

1st PLACE	2d PLACE	3d PLACE
Bardahl Oil (152 points)	Lucky Strike Cigarettes (131 points)	S.O.S. Magic Pads (123 points)

2. Which advertiser's TV film commercial, regardless of method used, do you regard as the best all-around commercial of 1953?

1st PLACE	2d PLACE	3d PLACE
Bardahl Oil (185 points)	Gillette Blades (146 points)	Lucky Strike Cigarettes (139 points)

3. Which producer of TV film commercials did the highest quality job in 1953, regardless of type of commercial?

1st PLACE	2d PLACE	3d PLACE
Sarra, Inc. (138 points)	Shamus Culhane (121 points)	Kling Studios (114 points)

4. Which producer of TV film commercials did the speediest job in 1953, regardless of type of commercial?

1st PLACE	2d PLACE	3d PLACE
Sarra, Inc. (164 points)	National Screen Service (139 points)	Caravel Films (102 points)

5. Which producer of TV film commercials did the most economical job in 1953, regardless of type of commercial?

1st PLACE	2d PLACE	3d PLACE
Alexander Film Co. (147 points)	Vidicam Pictures Corp. (106 points)	Kling Studios (93 points)

TV Film Processing Firms

1. Which film processing firm provided the highest quality service during 1953?

1st PLACE	2d PLACE	3d PLACE
Consolidated Labs (53 points)	Pathe Labs (34 points)	Welsh Studios (30 points)

2. Which film processing firm provided the speediest service during 1953?

1st PLACE	2d PLACE	3d PLACE
Film Associates, Inc. (63 points)	Acme Films (49 points)	Pathe Labs (33 points)

3. Which film processing firm provided the most efficient service during 1953?

1st PLACE	2d PLACE	3d PLACE
Pathe Labs (48 points)	Acme Films (39 points)	De Luxe Labs (34 points)

WNBQ, came off with first place in the industry's voting for the station which offers the best merchandising, marketing and promotion co-operation.

WBNS-TV again took second place in this category, and WTVN followed in third place with 15

points less than WBNS-TV. The stations selected for honorable mention on this question were WLW-TV, Cincinnati; KTTV, and WCPO-TV, Cincinnati.

Another first place winner by a relatively wide margin was WBKB, which garnered the top

spot as the station from whom time availabilities were most swiftly obtainable. WNBQ and WBNS-TV won second and third place, respectively, on this question, while WSAZ-TV, WCBS-TV and WBBM-TV were voted honorable mentions.

It's COMMONWEALTH for CARTOONS

38 FLIP THE FROG in Sound

13 WILLIE in Sound WHOPPER

13 MOLLY MOO COW in Sound

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Each half-hour program is a complete story, specially tailored to the needs of local and regional advertisers.

ALL STAR CAST

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CATHY DOWNS as Ann Howe, Joe's wife

SID TOMACK as Knobby Walsh, Joe's manager

MAXIE ROSENBLUM as Clyde, Joe's trainer

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Profiles of First-Place Winners

Ziv Television Programs

Ziv Television Programs walked away with four first place spots in the distributor of TV film series of The Billboard's Second Annual TV Film Service Awards.

The firm syndicated two new film properties in 1953, "Favorite Story" with Adolph Menjou and "I Led Three Lives" with Richard Carlson.

Current outstanding Ziv packages include "Cisco Kid," "The Unexpected" and "Boston Blackie."

Superior exploitation and promotion is generally conceded to be the keynote to Ziv's success in the TV film field.

Ziv's executive line-up is sparked by Frederic W. Ziv, founder and chairman of the board; John Sinn, president; M. J. Rifkin, veepee in charge of sales; Maurice Unger, West Coast manager, and Leo Gutman, advertising director.

NBC Film Division

The NBC Film Division took two first place honors among the distributors of film series of The Billboard's Second Annual TV Film Service Awards.

Altho NBC has been syndicating film since 1951, it didn't hit its stride until June, 1952, when the NBC Film Division was formed under the leadership of Bob Sarnoff.

The Film Division went all out for merchandising on its 14 film series in 1953, supplementing its own extensive promotion department with the services of the Grey Agency.

New series syndicated for the first time by NBC this year included "Badge 714" ("Dragnet"), "Inner Sanctum," "Captured" ("Gangbusters"), a new half hour "Hopalong Cassidy" series, "Watch the World," "Victory at Sea" and a 26 - feature film package.

When Sarnoff became executive veepee of NBC this year, Carl Stanton succeeded him as division chief. Other key execs are Edgar (Ted) G. Sisson, division director; Jack Cron, sales manager; David Savage, film procurement manager; Jay Smolin, advertising manager; Frank Lepore, king chief; Charles Henderson, publicity director, and Stanton Osgood, head of production.

Sterling Television Co., Inc.

Sterling Television Company, Inc., largest distributor of short subjects in TV film, took a first place award when its Film Network Plan and Standby Shorts library were adjudged the best of all the distributors' library or "station starter" type plans.

A unique aspect of the Sterling Film Network Plan is that stations are required to pay only for what they play, and contracts may be canceled on two weeks' notice.

Pay-as-you-play is also an integral part of Sterling's Standby

Shorts service, which provides stations with a library of film shorts which can be spotted when and wherever they are needed.

Top exec roster at Sterling includes Saul Turell, prexy; Bernice Coe, veepee-sales chief; Bob Rhoades, secretary treasurer; Carl King, agency sales director, Hal Tulchin, general manager.

CBS Television Film Sales, Inc.

First place for offering best service during 1953 for shipping of film by a distributor of TV film series went to CBS Television Film Sales.

It is currently syndicating 12 series, including "Amos 'n' Andy," "Annie Oakley," "Art Linkletter and the Kids," Gene Autry and "Range Riders."

The first three series were put on the syndicated market for the first time in 1953 by CBS.

CBS Television Film Sales, Inc., is under the over-all control of Merle Jones, veepee chief of the web's owned and operated stations.

Lou Friedland, MCA-TV, Ltd.

Lou Friedland of MCA-TV, voted top individual salesman of film programs, got into show business shortly after World War II, when he joined Gettinger &

Associates, the entertainment industry investment consultants for the Chemical Bank & Trust Company.

From this he got into the TV film field by being made an officer of subsidiary companies handling Gettinger's feature film distribution.

Friedland has a master's degree in industrial psychology. He taught that subject for awhile before becoming a manager of the New York State Employment Service.

International News Service

International News Service voted first place among the film news services for the quality of the job it did in 1953, has been distributing three Telenews news packages to TV stations for the past six years.

This month, however, Telenews turns over a large part of its TV newsfilm staff, together with the task of producing its three news packages, to Hearst Metrotone News, producer of the theatrical newsreel "News of the Day."

One of INS' new ventures this past year was the servicing of TV stations for the first time with news stills via facsimile equipment installed in the stations' newsrooms.

Consolidated Film Laboratories

The first place winner for quality film processing, Consolidated Film Laboratories, is owned by Republic Pictures and is currently one of the three larg-

est labs in the East, along with De Luxe and Pathe. Consolidated, however, has its main plant on the Coast where it specializes in the processing of vidfilm series.

Its major work in New York is the processing of black and white and color film for theatrical pictures, but recently more emphasis has been put upon acquiring vidfilm series.

Veepee in charge of its East Coast operation is Arthur J. Miller. Sidney J. Solow heads up the West Coast branch, which recently added a department for the processing of 16mm. film series.

Film Associates, Inc.

The winner in the speed classification for film processing, Film Associates, provides service for makers of commercials and industrials in the Middle West.

The founder and president is Raymond Arm; the general manager is Edward R. Lang, and its secretary is Clement V. Jacobs.

Pathe Labs, Inc.

The first place winner for efficiency, second place for quality and third place for speed in film processing, Pathe Labs, is the largest of the independent laboratories in the East.

Pathe stresses the custom-made service it gives its customers for the processing of their commercials, industrials and vidfilm series.

3 TOP-QUALITY, STAR-STUDDED SHOWS FOR THE BUDGET-CONSCIOUS ADVERTISER

Advertisement for Official Films, Inc. featuring three TV film series: 1. MYSTERY: BORIS KARLOFF as Scotland Yard's COLONEL MARCH. 2. COMEDY: ROBERT CUMMINGS starring in "MY HERO". 3. ADVENTURE: TERRY and THE PIRATES. Includes contact information for Official Films, Inc. at 25 W. 45th St., N.Y. 36.

Profiles of First-Place Winners

Continued from page 15

1,000,000 feet weekly of its Pathe color film.

Director of both branches is James L. Wolcott. Kenneth Young is president. The lab is owned by Chesapeake Industries, which is controlled by financier Robert Young.

National Broadcasting Company

The NBC-TV network was voted first place as the web offering the best merchandising, marketing and promotion co-operation for TV film series in the TV

network division of The Billboard's Second Annual TV Film Service Awards. The web programed 14 film series during 1953, in addition, of course, to extensive use of film on "Camel News Caravan" and "Today."

NBC-TV film shows last year included Roy Rogers, "Letter to Loretta," "Man Against Crime," Gabby Hayes, Dennis Day, "Fire-side Theater," "I Married Joan," "My Little Margie," "You Bet Your Life," "Dragnet," "Ford Theater," "Life of Riley," "Greatest Fights of the Century" and "Mr. Wizard."

"Dragnet" was the web's highest rated show, live or film, in 1953. The show also ran a consistent second to "Lucy" for general top rating honors and captured the No. 1 spot a few times. NBC's advertising and promotion department is under the leadership of Jake Evans.

Columbia Broadcasting System

In the TV network classification of The Billboard's Second Annual TV Film Service Awards, CBS-TV was cited as the TV network which is most prompt and conscientious in its care and physical handling of film. The web programed 12 film series during 1953, plus intermittent usage of film on "Lux TV Theater" and "Omnibus."

Network film shows included "Mr. and Mrs. North," "Four Star Playhouse," Gene Autry, "Private Secretary," "Lone Ranger," "Our Miss Brooks," "Schlitz Playhouse," "Topper," "Big Town," "I Love Lucy," "Meet Mr. McNutley" and Burns and Allen.

"Lucy," of course, is not only CBS-TV's top rated show, but has consistently ranked as the nation's No. 1 network favorite, live or film.

The Katz Agency, Inc.

The Katz Agency, Inc., which was voted the top station representative in The Billboard's Second Annual TV Film Service Awards, is the most film-conscious of the station reps, in addition to being one of the oldest and largest in the field.

In August, 1953, Katz set up a special subsidiary, Station Films, Inc., to act as film buying representative for those of its stations that wanted to take part in the service. It is the only station rep to set up such an operation so far.

Bob Salk, previously Katz' TV program sales manager, was put in charge of Station Films. For years prior to this Katz had regularly issued for its stations a bulletin giving complete non-work film availabilities and market prices, a project that Station Films has taken over.

Eugene Katz, head of the company, has continually been one of the leading industry propagandists for the use of spot film in TV. The company represents upwards of 20 TV stations. Ed Codel is TV director, and Scott Donahue is TV sales manager.

Bardahl Manufacturing Corporation

The Bardahl Manufacturing Corporation of Seattle, whose film spots were voted tops in The Billboard's Second Annual TV Film Service Awards, makes a special auto lubricant. In 1952, Bardahl used live TV plugs in about 25 markets. Toward the end of the year, Bardahl advised its ad agency, Wallace Mackay Company, that it wanted something different. The result was the prize-winning series of animated film spots that boosted the company's national sales 35 per cent in 1953.

The spots use a Dick Tracy-like character named "Bardahl," and the copy is a take-off on the "Dragnet" style. The sound tracks of the spots are also being placed on radio. In November, Bardahl brought out four new spots. For 1954, the circulation of the spots is being increased from 54 to 60 markets. About 70 per cent of Bardahl's \$500,000 ad budget is going into TV.

The president of the Bardahl company is Ole Bardahl, and its ad manager is John Haydon. The story boards for the spots were supervised by Marlowe Hartung, art director of the Mackay agency. The animation was done by Ray Patin Productions of Hollywood.

Sarra, Inc.

Valentine Sarra and his vice-president, Morris Behrend, whose TV film commercial operation came out first for both quality and speed of production in The Billboard's Second Annual TV Film Service Awards, got into this business at its very earliest stages. Before that, Sarra had pursued a fabulous career in advertising photography, which continues to this day.

Sarra has almost continually expanded his film commercial production facilities. The firm maintains studios in New York and Chicago and turns out blurps in all techniques. In charge of production is Jack Henderson. Rex Cox, formerly of the Disney organization, is creative director.

Alexander Film Company

The Alexander Film Company has been making film commercials for theatrical showing for over 35 years. It is the largest such producer, and in terms of volume is now probably one of the five largest producers of TV film commercials.

Alexander's production headquarters is in Colorado Springs, Colo., where, it is claimed, it has the most complete film production facilities in the world. In addition, it has seven regional sales offices.

President of the firm is J. Don Alexander. J. M. McInaney is vice-president in charge of sales, and James A. Anderson is in charge of production.

Motion Pictures for Television, Inc.

Motion Pictures for Television, Inc., won five out of seven first place awards in the feature film distributor division of The Billboard's Second Annual TV Film Service Awards. The firm itself took four awards—as the distributor offering the best service for merchandising and promotion assistance, condition of film, proper labeling and film leaders, and shipping of film, while MPTV's New England manager, Fred Yardley, was picked as best feature film salesman.

Altho the exact number of titles in its catalog is hush-hush, MPTV claims to have the largest single catalog of feature films and Westerns in TV.

As the first feature film outfit to lay out a decentralized distribution procedure, MPTV has six branch offices in the U. S., and this year set up a subsidiary for Canadian distribution. The organization is marked by aggressive selling and meticulous handling of prints.

Formed three years ago—via a merger between Flamingo Films and Associated Artists Films—MPTV had a top brass exodus last month when Sy Weintraub, Jim Harris, Joe Harris and Dave Wolper left the firm.

The present exec line-up includes prexy Matty Fox, also veepee of Universal-International and director of United Artists, and Erwin Ezzes, sales manager for the feature film division.

Unity Television Corporation

Unity Television Corporation copped two first place awards in the feature film distributor division of The Billboard's Second Annual TV Film Service Awards. Unity was chosen as the distribu-

tor which did the best job of marketing its product (exclusive of the product's quality) and as the distributor which offered the best sales assistance service during 1953.

Unity chalked up a gross sales take in 1953 triple that for its previous peak year in 1952. It isn't surprising that Unity was cited for its sales assistance, since—unlike some feature film distribution outfits—Unity salesmen are encouraged to go in and help a station make sales to sponsors.

In line with this, Unity augmented its sales staff considerably in 1953, in addition to increasing office space here at its New York headquarters.

Unity also augmented its basic catalog of more than 1,000 features, shorts and serials in 1953, via the acquisition of a \$1,000,000 package of feature films from Major Attractions, Inc., last June. The "Plus 80" package includes 80 features, representing a minimum product cost of around \$40,000,000.

Unity is headed by President Arche Meyers. Other key personnel include Vice-President Sid Meyers, Treasurer Martin Mermelstein and Western Division Manager Connie Lazar.

Fred Yardley, MPTV

Fred Yardley, manager of the New England division (feature film) of Motion Pictures for Television, Inc., won first place as the feature film salesman who gave the best service during 1953. With no previous TV experience, Yardley joined MPTV three years ago at its inception.

Prior to that he served as merchandising chief for Lord & Taylors department store here, and put in a nine-year term with Babcock-Rushton, Wall Street brokers.

More recently Yardley served as prexy of Prack Laboratories. A graduate of Choate, Yardley is married and has one son in the U. S. Air Corps.

WGN-TV, Chicago

WGN-TV, Chicago, is the station that is most careful and conscientious in handling film and most prompt in returning it. That is the consensus of distributors voting in The Billboard's Second Annual TV Film Service Awards. WGN-TV's film director is Elizabeth Bain, who has been in that post for the past six years.

Prior to that she had years of experience in radio, as music librarian and traffic director. Miss Bain heads a department of five girls and four union projectionists. The station has three screening rooms, which among them show 128 hours of film per week. The film department processes an average of 76 different films weekly.

Each of the five girls in the department has specific responsibilities in the station's film operation. Joyce Balle handles both incoming and outgoing shipments

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THE KANSAN TRADE WINDS	Richard Dix, Jane Wyatt, Albert Dekker, Fredric March, Joan Bennett, Ralph Bellamy
SILVER QUEEN SUNDOWN	George Brent, Bruce Cabot, Gene Tierney, George Sanders
SLIGHTLY HONORABLE	Broderick Crawford, Pat O'Brien, Edward Arnold
52nd STREET	Kenny Baker, Leo Carrillo, Zasu Pitts
ETERNALLY YOURS	Broderick Crawford, Loretta Young, David Niven
HOUSE ACROSS THE BAY	George Raff, Joan Bennett, Walter Pidgeon
TO BE OR NOT TO BE VOGUES	Jack Benny, Carole Lombard, Joan Bennett, Warner Baxter, Mischa Auer
HISTORY IS MADE AT NIGHT	Charles Boyer, Jean Arthur
CRYSTAL BALL	Paulette Goddard, Ray Milland, William Bendix
YOUNG AND WILLING	Susan Hayward, William Holden
YOU ONLY LIVE ONCE	Henry Fonda, Sylvia Sydney
BLOCKADE	Henry Fonda, Madeleine Carroll
WOMAN IN THE TOWN	Claire Trevor, Henry Hull, Albert Dekker
I MARRIED A WITCH	Fredric March, Veronica Lake
FOREIGN CORRESPONDENT	Joel McCrea, Laraine Day, George Sanders
WINTER CARNIVAL	Ann Sheridan, Richard Carlson, Robert Armstrong
I MET MY LOVE AGAIN	Joan Bennett, Henry Fonda, Alan Marshall
AMERICAN EMPIRE	Richard Dix, Preston Foster
BUCKSKIN FRONTIER	Richard Dix, Jane Wyatt, Albert Dekker

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out to Rome's enemies, when his fellow citizens give him the heave-ho from his native city. There's just one possible finish for such a self-centered so-and-so.

A pewsitter can read what politics he likes into this inspection of clash between aristocrat and commoner. Shakespeare plays no favorites. His ruling class is vain, arrogant and short-sighted, his ruled are resentful, easily swayed by demagogues and equally short-sighted. It is a fine balance of monumental snobbery against mob stupidity, but it makes neither for warmth nor sympathy in anybody concerned.

Sharp Staging

However, as a revival of one of the Bard's little-known dramas, "Coriolanus" was last offered briefly by the Federal Theater Project in 1938), John Houseman has staged a sharp, angry production of enormous lucidity, and Donald Oenslager's beautifully simple unit background lends itself superbly to the coherence and fluidity of the play. Except for one reservation it is not likely that "Coriolanus" could be done much better.

The reservation consists in the casting of the title role. Robert Ryan is obviously inexperienced in blank verse projection, although physically he fits the character's heroic mold. But his Coriolanus is furious thruout, filled with an angry stridency which leaves little room for shading.

It is the clarity of the supporting performances which really makes the play. Top on the list are the contributions of John Emery, Mildred Natwick, Alan Napier, Lou Polan, John Randolph and Will Geer. However, the cast over-all is excellent.

Once more the Phoenix Theater is to be congratulated in carrying a real Broadway torch to Second Avenue. Bob Francis.

THE CAINE MUTINY COURT MARTIAL (Opened Wednesday, January 20) Plymouth Theater

A drama by Herman Wouk, adapted from his novel. Staged by Charles Laughton, Company manager, Bert Lang. Stage manager, Len Smith Jr. Press representatives, Karl Bernstein and Harvey Sablson. Presented by Paul Gregory. Stenographer, John Huffman. Orderly, Greg Roman. Lt. Barney Greenwald, Henry Fonda. Lt. Stephen Maryk, John Hodiak. Lt. Cdr. John Chaltee, John Hodiak. Captain Blakely, Ainslie Pryor. Lt. Cdr. Philip Francis Queeg, Russell Hicks. Lt. Thomas Keefe, Lloyd Nolan. Lt. Signalman 3rd Class Junius Urban, Robert Gist. Lt. Jr. Grade, Eddie Firestone. Willis Seward Keith. Charles Nolte. Capt. Randolph Southard, Paul Birch. Dr. Forrest Lundeen, Stephen Chase. Dr. Bird, Herbert Anderson. MEMBERS OF THE COURT: Larry Barton, Jim Bumgarner, T. H. Jourdan, Richard Farmer, Richard Norris, Pat Waltz.

Chalk up another smash hit for Paul Gregory. "The Caine Mutiny Court Martial" is spellbinding in its quiet intensity. It is theater at its best, and tickets are likely to be at a premium for months to come.

To an ardent admirer of Herman Wouk's war novel, it seemed impossible that he could condense its dimensions into the sin-

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BROADWAY SHOWLOG

Performances Thru January 23, 1954

Table with columns for show name, dates, and box office receipts. Includes Dramas like Bullfight, Caine Mutiny, Court Martial, Coriolanus, Dial "M" for Murder, His and Hers, In the Summer House, Kind Sir, Mademoiselle Colombe, Picnic, Oh, Men! Oh, Women!, Sabrina Fair, Tea and Sympathy, The Fifth Season, The Prescott Proposals, The Remarkable Mr. Penny, Penny, The Seven-Year Itch, The Solid Gold Cadillac, The Teahouse of August Moon.

Table with columns for show name, dates, and box office receipts. Includes Musicals like Can-Can, Comedy in Music, John Murray Anderson's Almanac, Kismet, Me and Juliet, The King and I, Wonderful Town.

Table with columns for show name, dates, and box office receipts. Includes Closed shows like End as a Man.

Table with columns for show name, dates, and box office receipts. Includes Coming Up show like Ruth Draper.

gle court martial episode which takes place at the end of his book. However, this is one time you don't have to have read the book to see the play. Wouk has caught the very essence of his novel and translated it into theater terms with a sense of dramatic values that would shame a far more experienced playwright. "Mutiny" comes to life on the stage as vividly forceful as ever in the novel—and that is saying something.

Perhaps the most intriguing aspect of this drama of a Naval courtroom is its complete reality. Rigid etiquette is maintained. Nobody gets excited. Nobody moves except with the quiet decorum suited to the circumstances. Witnesses come and go in military formality. But out of the whole stems a steadily rising tension and excitement to canvas the whole picture of events which have lead to charges of mutiny against Executive Officer Maryk of the "Caine." It is drama at its best because it is so deceptively effortless.

In tune with Wouk's scripting, "Mutiny" boasts a cast that can stand no improvement, and Charles Laughton's staging has muted them all to no possibility of over-playing.

Henry Fonda's portrait of the defense attorney who will win, even if he doesn't like his job, is likely one of his most penetrating to date, a superb exhibition of taciturn restraint. Even his final pay-off speech, which could run to purple heroics in lesser hands, has the more impact because it is kept so completely in character. No less superb is Lloyd Nolan as the odious skipper, Queeg, smugly sufficient in the early scenes to turn, as matters catch up with him, to chattering babble when mounting terror takes hold—a babbling which he almost lets reach the point of hysteria, but never does.

Likewise, is John Hodiak's accused officer forthrightly and genuinely played. And there are plenty of others who deserve top ratings for their contributions: Russell Hicks for his judge; Robert Gist for his turn-coat novelist who engendered most of the trouble; Charles Nolte for a more truthful junior officer; Stephen Chase and Herbert Anderson for a pair of smug Navy psychiatrists; Ainslie Pryor for his prosecutor, and Eddie Firestone for an hilarious bit as a reluctantly cagy, enlisted witness. Every one of them is excellent in his own right.

In sum, whether you agree or not with the moral point which Wouk finally makes, "Mutiny" is a piece of the finest theater you'll see in a long time. Bob Francis.

Dramatic & Musical Routes

An Evening With Beatrice Lillie: (Blackstone) Chicago. Blackstone: (Casino) Toronto 24-27; (Her Majesty's) Montreal 29-30. Confidential Clerk: (National) Washington. Girl in Pink Tights: (Shubert) New Haven, Conn. Good Night Ladies: (Great Northern) Chicago. Guys and Dolls: (Shubert) Boston. Harvey: (Biltmore) Los Angeles.

NIGHT CLUB VAUDE

Palace, New York (Friday, January 22)

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

One of the best-balanced bills in weeks, with four acts of standard caliber. Dave Apollon scores heavily in next-to-closing. Over-all looks like a solid draw for the week.

It's a rare thing at the Palace these days for every act to bow off to a solid hand. However, Dan Friendly has come up with some exceptional booking and the show comes off like clockwork.

From ingenuous Dave Apollon, back for a sock projection in next-to-closing, there isn't a soft spot on the bill. Apollon has supplemented his mandolin virtuosity with two new fem assistants, Jeanne Soroka and Jean Ross, who combine both looks and talent. The former boasts an exceptional lyric soprano plus ability to coax a beautiful tone from a fiddle. The latter is equally gifted on the piano keys. With Apollon the showman that he is, the trio add up to a top entertainment combination. The act should be a natural in any class hotel room.

Three other standard acts are up there to put the program across. Lee Marx offers his brand of juggling, which is one of the best in the business. Roy Rogers (not the cowboy) contributes his familiar comedy acro and iron digestive tract routines for solid laughs, and ventro Chris Cross plays a return with his assortment of chanting dummies to a rousing reception.

Trio new to the house are the chanting Hi-Liters (two lads and a fem). Harmony group projects splendidly, and a special salute is due their arrangements. Excellent voices and salesmanship click particularly well on items like "I Love Paris" and a medley of spirituals.

Palace debutantes, McHarris and Dolores, get the bill off to hefty tapping start. Former is putting on weight, but his heel-and-toe precision is still top bracket.

Still another pair of Palace newcomers, Prullie and Talow, score handsly with a fine acro-dance sequence. The Honey Girls add their usual tumbling routines for a fast wind-up. Pic: "Forbidden."

Bob Francis.

Celebrity Club, New York (Tuesday, January 19)

Capacity, 320. Price policy, \$4-\$5 minimum. Shows at 9:30. Two shows week-ends. Operators, Harry Adler-Nat Dunn. Booking, non-exclusive. Publicity, Dorothy Gulman. Estimated talent budget this show, \$2,000.

The old spot, under new management, has a real show on tap, even if it works only once a night and twice on week-ends. Four acts better known in the club date field than in niteries turn in fine jobs.

If an off night is any indication of future business, then Harry Adler, Nat Dunn and company have a profitable operation on their hands. The show, consisting chiefly of performers better known in the club date field, is surprisingly good.

The outstanding one was young Morty Gundy, a former Brooklyn school teacher who looks young enough to be in grade school himself. A slim downy-faced youngster, Gundy is obviously trying to set his act. Right now it is a strange combo of Sam Levenson and Jerry Lewis with dashes of take-offs which take in Johnnie Ray and Billy Daniels.

Despite Gundy's youth—he's about 20 and looks 16—he has an ease and assurance that far exceed his years or his experience. The boy has plenty in the comedy department, sings nicely and even with the present act is ready for major clubs or locations.

However, elimination of the Johnnie Ray and Billy Daniels bits seems indicated. When he's straight Gundy, talking about his

Lullaby: (Walnut St.) Philadelphia. Misalliance: (Hanna) Cleveland. Moon Is Blue: (Cox) Cincinnati. New Faces: (Curran) San Francisco. Oklahoma!: (Forrest) Philadelphia. Ondine: (Colonial) Boston 29-30. Porgy and Bess: (Nixon) Pittsburgh. Seven-Year Itch: (Erlanger) Chicago. South Pacific: (Aud.) Memphis. Stage 17: (Parsons) Hartford, Conn., 26-30. Time Out for Ginger: (Harris) Chicago. Twin Beds: (American) St. Louis. Winner, The: (Erlanger) Buffalo 28-30. Wish You Were Here: (Shubert) Chicago.

schooling and family, he's heart-warmingly funny. The audience took to him right away. Some more seasoning and proper handling, and young comic will be heard from.

Emil Cohen

Emil Cohen, who works summers at Grossinger's, emcees and sings in skillful fashion. As a story teller his best are his Yiddish items which, since the audience here is predominately Yiddish, raise guffaws time and again. For the "Fershtay nit" crowd Cohen translates, which in turn adds to the act. Cohen's approach to comedy is almost rabbinical, practically philosophical. Even file gags and switcheroos take on new meanings with Cohen telling 'em.

The show opened with Phyllis Miller who has apparently been around working to various audiences. Most of her singing material is a slight copy of Beatrice Kay, pulling in audience participation bits for laughs that go in the Celebrity Club operation. Here and there Miss Miller comes thru with some intriguing (new) sounds that might interest a diskery. The girl, a very pretty young brunette, works and projects well.

Ballroom Team

The No. 2 slot is unusually well filled by ballroomologists Alfred and Lenore. The team, not long on looks, is outstanding in lifts and spins. In fact the dancers' size—they're both short—makes their lifts and spins that more exciting.

Roger Steele's band does okay for the show and dancing, but the band vocals are pretty poor. Two boys who do the occasional chants might better stick to their instruments. Bill Smith.

Ruban Bleu, New York (Tuesday, January 19)

Capacity, 150. Price policy, \$4-\$5 minimum. Shows start at 10 and go on until 2. Operators, Tony and Lee Mele. Manager, Julius Monk. Booking, non-exclusive. Publicity, Mal Braveman. Estimated talent budget this show, \$1,500.

Present show is outstanding for two comedians, both working on different levels.

Jonathan Winters, primarily a TV actor, is easily one of the top finds recently caught. A chunky, well-built, rugged looking guy who doesn't look any more like a comic than this writer looks like Clark Gable, he showed a routine of situation yarns that swung rapidly between farce and drama with equal impact, punch and authority.

This man Winters is a genuine actor, a performer who can translate people and moods into moving terms that either convulses an audience or makes it sit transfixed. His sound effects (all oral) are sensational in themselves.

His it-happened-to-me stories built on pic themes like "From Here to Eternity" or "Shane" required ingenuity and flexibility of a high order. And he had them. The boys on the TV networks who have been using Winters for bits would do well to give a long second look before shrugging him off.

Right now he can work to any class audience in any class room and come off way ahead.

Arte Johnson

Arte Johnson, an ebullient Wally Cox type—he's also short, slim, young and wears glasses—is another rare comedian. His routine consists of singing situation bits with adult lyrics. Strangely enough the boy's tenor voice is good enough by itself. With the intriguing lyrics a conflict is set up between the two that occasionally seems difficult to resolve.

Johnson has been caught previously at Camp Tamiment (the cradle for Max Liebman's "Show of Shows") and has obviously learned his lessons well. There is a strange but appealing brashness about him that draws attention. With it he has the material and, what is perhaps more important, knows how to sell it.

Isobel Robins, a pretty young canary who has done some legit work, sings pleasantly and has some amusing comedy songs, some parodies. In her own right she'd be adequate, but on the same bill with Winters—they both do a Mickey Spillane bit—she doesn't stack up. The gal, however, apparently has a large following and does business. The Jackson Sisters, previously

caught, do okay with their three-part singing.

The Norman Paris Trio is splendid as the back-up group. Julius Monk, room manager and occasional emcee-pianist, gives a nice chi-chi tone to the entire proceedings. Bill Smith.

Terrace Room, Statler Hotel, Los Angeles (Monday, January 18)

Capacity, 300. Price policy, \$2 cover. Shows at 10:30, Monday thru Friday; 9 and 11:30, Saturday. Publicity, Tom Bickmore. Booking policy, MCA thru John Grande, of the Statler chain. Estimated budget this show, \$6,000.

The Crafty Continentals delight here. Clifford Guest's vent work, and terping of Ralph and Lorraine to Frankie Carle's music sparkle the 55-minute show.

A hard, drenching rain failed to keep dyed-in-the-wool fans away from the current show featuring the Continentals, Ralph and Lorraine; Clifford Guest and his dummy, Leicester, and the music of Frankie Carle. Carle's aggregation alone is a draw, but the others, particularly the Continentals, make the show most worthwhile.

Carle emcees with brief and brisk announcements after three of his crew, Joan House, Ken Runyon and Clyde Rogers, warble a special ditty. The youthful dance team of Ralph and Lorraine sell well from the start, with the platinum blonde hair of the distaff member highlighted by her satiny black dress. The first routine is ballroom but it builds well into the idea of Ralph window-dressing a live mannequin. They work to a lilting tune, as well as "The Syncopated Clock," with the curvaceous Lorraine, who in the meantime has doffed her flowing gown for cut-down wardrobe, rhythmically contorting. Both in cartwheels for the finish.

Clifford Guest's dummy aide, Leicester, is on stage in a suitcase at Guest's entrance. Trailing a distant voice, the vent brings Leicester out with the dummy doing the baying of hounds and calling of the hunters, as Guest effectively brings in the galloping horses as the fox is closed in. Guest also does away with a drink, while Leicester keeps up a continuous chatter and shows the effects of the liquor. Guest's wind-up is a routine of a small baby crying.

The Continentals, now a male quartet instead of a quintet, come on with a song similarly named. Precision work with canes warms up both the act and the audience, with a quick follow-up, a take-off on the "Dragnet" theme, winning early applause. Bob Garsen carries on the laughs with his impersonation of cowboy singers, and socks with his whistling version of "The Flight of the Bumblebee" against a vocal background of the remaining three. For more serious listeners, group wows with a "Wizard of Oz" medley. Continued on page 50

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TODAY WE ARE 2 MEN

Martin, Lewis Copa Act Has Polish—Compares With Best

By BILL SMITH
NEW YORK, Jan. 23.—That crazy ad lib pair, Dean Martin and Jerry Lewis, have grown up. In their first cafe date since August, 1951, they showed a polished, professional act that compares favorably with the best that has ever been around.

They no longer horse around, throwing racial lines, blue implications, or ad libs that are likely to throw each other. They now know what they're doing; have every line down with split-second timing and complement each other like any top liner song-dance-comedy team of yore.

That Martin and Lewis would draw was well recognized. There were two questions: Would they play the Copa and would they have an act commensurate with their stature in show business.

Copa Sold Out

Well, they proved both. Their drawing power is of course phenomenal. Weeks before the opening date, the Copa was sold out. Piles of checks accompanying reservations, were returned by Jules Podell, Copa op, because there was no room. The few house seats saved by management for VIP's can be sold for a premium if there is some way that reservations can be switched.

The opening night at the Copa was a combo of a preem night for a Rogers and Hammerstein kick-off plus a klieg light big picture first night. It drew not only all the show business names in town, but a flock of customers that lined up outside waiting patiently to get in.

The side terraces, commonly known here as "Burmah Road," which have long been empty, or at best half filled, were overflowing. The back walls were jammed with standees. Yet, despite the apparent confusion out front, there was a skillful orderliness in the kitchen, service, and the handling of the overflow crowds. This indicated management of an extraordinary ability. It was also noticeable that despite the objective of any night club to sell drinks, there was practically no service while Martin and Lewis were on.

The show, the line numbers and production people, Jonathan

Lucas, Herb Fields, the Doug Cody staging, etc. was virtually unchanged. Added were the Mayo Brothers, the Skylarks, Dick Stabile plus Lou Brown on piano and Ray Toland on drums, and, of course, Martin and Lewis.

The Mayo Brothers had a difficult time with their talking bits, tho their oval-platform hoofology was first grade as always. The Skylarks, three boys and two girls, showed a well-rehearsed singing act full of movement and dash.

Unfortunately, the crowd was not paying too much attention. It was there for Martin and Lewis. The group did standards and one spiritual, "Swing Low, Sweet Chariot," in top drawer fashion and then came the comedy team.

Dick Stabile

The team was preceded by Dick Stabile, who conducted and did talking bits also emceeing and bringing on the boys. Incidentally, Martin and Lewis came in with 17 persons to help set and

stage their act. The results were quickly apparent.

First Lewis came on for a quickie, and he in turn brought Martin in via a gagged intro. Martin is now a smooth song seller, even his former awkwardness now seems deliberately contrived for amusing sight bits. He started it with "Almost Like Being in Love," then went into "I Love Paris" my favorite song when I was in London, and concluded with his big Capitol disk seller, "Amore"—no encore—that was it.

Martin then started another song while a table and two chairs were carried on the floor. Then appeared a stacked red-head and Lewis in a tight white jacket, a beanie and false protruding teeth—and they were off. "My prom just finished, that's why I'm late," explained Lewis with a nervous giggle. There's little point in describing Lewis' confidential comments to Martin about his "prom" or his date, or his now familiar

(Continued on page 51)

GAC Meet to Focus On Agency Problems

Mounting Expenses, Expendability of Talent Are Major Items of Concern

NEW YORK, Jan. 23.—General Artists Corporation, in its first nation-wide sales meeting in more than a year, will bring together its key people for a confab to start here February 5.

Ostensible purpose of the meeting is to take a look at pix produced by Screen Gems, Columbia Pictures' TV film outlet. GAC has the national selling rights for the flicks. Salesmen will take a look at the films and will be briefed on selling points to be stressed in their various territories.

Part of the meeting will also be taken up with plans for other GAC departments—acts, bands, attractions, etc. While the subject of expenses of agency operations is hush-hushed, it is known that the problem is daily becoming more acute.

Two weeks ago Music Corporation of America, in its general meeting in St. Louis, kicked expenses around for a considerable period. It was pointed out that a few years ago a client, actual or potential, could be fairly well entertained for about \$20; today the expense account for the same entertainment can be \$50.

"If that figure is multiplied by the number of salesmen working nationally, the total is frequently astronomical," an agency topper said. Another agency exec suggested that "unduly" high expense accounts may be partially deducted from annual bonuses if other controls were unsuccessful.

Problem is Talent

But if the expense of operation has increased, the chief problem of all agencies is still talent—how to move it, build it, improve it, and maintain a price structure.

Agency men working TV are aware that some of their best properties who made it big on TV, have been sliding, chiefly because they've run out of material. In some instances big names formerly doing weekly TV shows have been cut to either one show

every two weeks or one every four in the hope that the material won't peter out so fast.

In some cases unusual pressure is applied to names to leave TV for a spell and go out for personal appearances. The major argument is that they can still cash in while they're riding high on videos but once their rating starts slipping, the luscious dates that can be picked up now will be tougher to find.

Attractions, however, fearful of big tax bites, are chary of working any more than they have to. The Las Vegas lucre, however, is too tempting to forego even if taxes will take a huge chunk.

Tax Problem

To get around this tax problem, showbiz lawyers are working on plans to form new corporations around attractions. These new corporations (they're common in pictures) will theoretically hire the attractions and pay them nominal salaries. The names in turn could keep more of their money thru capital gains deals by collecting over a period rather than in lump sums.

At least three name comics who have previously decided against any more cafes, theaters or other personal appearances, have since changed their minds because of some of the above-mentioned factors.

Agency toppers desirous of putting their best properties in a position where they can get the most dough at what is believed is their peak of public popularity, have exerted pressures. As a result of these meetings, new ideas for pressures will be explored.

CARTER'S TUX IN HOT WATER

NEW YORK, Jan. 23.—Jack Carter arrived in Philadelphia on a holiday to open that night at the Latin Casino. Since it was a holiday, the hotel valet was off, and Carter couldn't get his tuxedo pressed.

So while shaving, he hung the suit up in the bathroom and let the hot water run in the hope that the steam would take some of the wrinkles out of the garment.

He shaved slowly and suddenly realized the suit was no longer hanging where he put it. He looked around frantically, and there was the tuxedo in the bottom of the tub gently floating in the hot water.

He went on his opening night in a grey suit.

AFM LOSES LEGAL BATTLE VS. AGVA

Can. Court Issues Order Stopping Musicians Refusing to Play for Acts

MONTREAL, Jan. 23.—The American Federation of Musicians lost its first legal battle here in Superior Court when members of the American Guild of Variety Artists obtained a temporary restraining order preventing the musicians from refusing to play for acts.

Action was brought by individual performers because, under Montreal law, non-registered bodies may not sue, tho they may be sued. Neither AGVA nor AFM are registered in Montreal.

The original injunction was subject to a formal proceeding Thursday (21), but it was extended for a week to permit new AFM lawyer, Meyer Gomeroff, to familiarize himself with the action. Actors were represented by Roger Oimet, locally, and nationally by Frank Reel, of Silverstone and Rosenthal, AGVA national counsel.

Band Leader Fired

Tho the court order went into effect Monday (18), a few situations arose in isolated cafes. Some trouble was expected at the Chez Patee, currently headlined by Dorothy Lamour, but it didn't develop. At the Beaver Club, the band leader was fired when he refused to back acts. When union advised him to play, the op refused to rehire him until he signed a long-term contract.

Generally, where bands refused to back acts, AFM leaders explained they hadn't had sufficient time to inform membership of the court order.

Under the original AFM local directive, all bands were ordered to stop playing for acts January 17, unless the acts had previously gotten AFM work permits, or carried AFM cards.

Charges were made by AGVA that some musicians were violating the order. The court ruled that any violation would be treated severely.

TORONTO, Jan. 23.—First casualty here in the AGVA-AFM fight is Blackstone the Magician, currently playing a week at the Casino Theater. He was scheduled to do an eight-minute stint in front of a CBC-TV camera

Friday night (22) for \$500. The AFM Executive Board got wind of this and following a meeting, informed CBC-TV big revue producer Don Hudson that the musicians could not play on the same show with an AGVA member, namely Blackstone. Hudson withdrew the Blackstone booking. No comment was available either from the AFM or Blackstone.

Meany Wants AGVA to Quit Petrillo Action

Continued from page 1

AGVA of bringing suit against another labor union instead of settling the differences within the union.

Won't Drop Action

At a Four A's meeting held here Friday (22), it was decided not to drop any court actions against AFM or Petrillo unless the musicians rescinded their original order which forbade musicians to back AGVA acts.

What the next step is, is problematical. The Four A's fear they will not get a hearing at the AFL executive meeting, because they have no representation on that body. Petrillo, on the other hand, a member of the AFL council, and representing 250,000 musicians, may get a friendlier reception.

George Heller is expected to be in Miami on other business next week and will attempt to get the Four A's side heard at the same time.

In the meantime, however, AGVA sources flatly said they have no intention of dropping suits against AFM unless Petrillo stops harrying it and its members.

Insiders in AFL locals admit that they don't know what it's all about. "All we know is we get orders and we act."

Extra Added

New York

Nat Abramson has been re-elected as president of the Entertainment Managers Association. . . . Lillian Roth is still with Fred Harris, not GAC. . . . Dorothy Blaine is going back into the business. She broke in her new act in a Washington officers' club. . . . Lou Siler has been added to the show at Cafe Society. . . . Edith Piaf's new manager will be Andrew J. Fineman, local lawyer. The Grade office will continue to book her.

Marilyn Cantor goes into the LQ, February 25, for \$1,250. . . . The Wiers Brothers also into the LQ, starting next spring, for 35 weeks out of 40. . . . Tony Carter ork, now at Hollywood Terrace Ballroom, is looking for a new vocalist. . . . "My first four days in Hollywood on a six-week shooting schedule, I did nothing but take haircuts," said Phil Foster. "My fifth day I did a benefit."

Jan Murray will head a two-and-a-half-hour show in Hartford, Conn., March 9, for that city's stagehands' union. . . . Charlotte Rae goes into Sherry-Netherlands, February 16. She will be the first comedienne in the room. . . . Pat Carroll, now on the West Coast, will do a legiter at the Ivar Theater, L. A. . . . The English "Piccadilly Revels" will open at the Flamingo, Las Vegas, Nev., in April. The package will be headed by Vera Lynn and Tony Cooper.

Chicago

The new show opening at the Chez Patee January 29 will headline Helen Traubel and feature Bud'cy Hackett and the Du Pree

Trio, dance group. . . . Jackie Kannon, comedian, currently appearing at the Chez, will make his first appearance in his hometown of Windsor, Ont., when he opens at the Elmwood Hotel there February 1. . . . Patachou is currently appearing at the Empire Room of the Palmer House.

Georgie Goebel in town last week playing a series of club dates. . . . Anne Russel, comedienne, has joined the show at the Black Orchid. . . . Pianist and singer Al Morgan has been booked into the Preview for a six-month run, opening February 3, his second return engagement there. . . . Jack Davis Trio is currently appearing at the Orchid Lounge.

Jackie Kannon, current at the Chez Patee, will record two sides for an undisclosed Detroit diskery during the first week in February.

San Francisco

Dick Contino, accordionist, returned to San Francisco from Korea Tuesday and will be separated from the Army immediately. While overseas, Contino entertained Army troops. He will be discharged with the rank of sergeant. He announced plans to return to show business soon.

Albany, N. Y.

The Supremacy Award of the Academy of Color and Design last week (21) was presented to the Hotel Flamingo, Las Vegas, Nev., for the million-dollar remodeling job, recently completed after eight months in the process. New design was by nationally known architectural firm of Luckman & Periera.

Durante-Martin Booked in Copa

NEW YORK, Jan. 23.—Jimmy Durante and Tony Martin will both play the Copa in the next few months. There's some talk about Betty Hutton coming in some time in March but the chances are this deal will not go thru.

Durante, who's played the Copa almost every year since the room opened, had previously decided against any more cafes. However, he'll go in some time in April for four weeks.

Tony Martin, who had virtually become a Riviera steady for the prom season, will come in about June also for a four-weeker. While both attractions have been confirmed, definite opening dates were not finalized.

In the meantime, operator Jules Podell has Martin and Lewis opening Thursday (21) for two weeks, and spot has been virtually sold out weeks in advance.

JANITOR RUNS 35c TO 30G

Mop-Slinger Retires After One Day's Play at Vegas

Continued from page 1

reporters and photographers. This seemed to convince him he was a special person, so he laid aside his mop to talk to reporters, and hired a couple of well-wishers to finish cleaning the floor.

Next day George bought some clothes and plane ticket. He picked up his winnings and

opened a bank account. That evening he boarded a United Airlines plane for Denver, to return to his mother as the "boy who made good." However, he took the precaution to tell his boss at the Derby club that he "might" be back on the job in a couple of weeks.

London to Distribute Telefunken LP's

NEW YORK, Jan. 23.—London Records will begin distribution of the Telefunken line of LP's here in March, with merchandising plans geared to a catalog availability of about 100 Telefunken titles by the end of the year. The German line was last distributed here by Capitol.

London's parent company, British Decca, which owns a controlling interest in Telefunken, will press the records in England, with processing to be accomplished under the ffr technique.

Cap Albums Hit January Peak

HOLLYWOOD, Jan. 23.—Sales of Capitol record albums during January have thus far shown a 42 per cent increase over the like period of 1953 and loom as the highest January package sales month in the history of the company.

Creating the impetus for package sales are four new albums, released early this month in accordance with the firm's heavy January-February promotion sked. Leading the way are Jackie Gleason's "Tawny," Ray Anthony's "I Remember Glenn Miller," Frank Sinatra's first Cap album in "Songs for Young Lovers" and the special 10-inch LP high-fidelity series. Latter consists of four albums offering full range of musical selectivity. In addition, Cap's initial hi-fi effort, "A Study in High Fidelity" continues to ring up peak sales, and rates second only to the Gleason "Music for Lovers Only" package.

Parlophone to Cut for Coral

NEW YORK, Jan. 23.—Coral Records and Parlophone have reached an agreement calling for the British diskery to cut material specifically requested by Coral. Both Coral and Decca will continue to have access to the Parlophone catalog for the release of wax here.

First Coral-Parlophone disk issued under the new deal was cut by the Sidney Torch ork, coupling "Moonlight Serenade" and "Love Theme" from the new Universal film, "The Glenn Miller Story." The platter moved out to distributors this week.

Copyright Registration Boom Foretold in Ike's New Budget

WASHINGTON, Jan. 23.—A big jump in copyright registrations is anticipated for the fiscal year which starts July 1. The boom was disclosed in President Eisenhower's budget which went to Congress this week.

The President's budgeteers anticipate that copyright registrations will reach 229,431 in the upcoming fiscal year, an increase of 5,463 over estimated registrations in the current fiscal year which ends next June 30, and a 5 per cent jump from actual registrations in fiscal 1953.

The President's budget showed no breakdown as to classes of registration, but musical compositions normally comprise a fourth of total copyright registrations. Dramatic and dramatic-musical productions, including radio and TV scripts, normally comprise slightly more than 1 per cent of the total registrations. Roughly three-fifths of the annual music copyright registrations are for unpublished music.

Altho an increased workload is anticipated for the Copyright Office of the Library of Congress, the President's budget seeks only a slight increase in appropriations. The Budget calls for an outlay of \$1,153,278 for the Copyright Office, compared with \$1,100,000 ap-

They will be marketed here under the Telefunken label. London is handling the French O'oiseau-Lyre line in the same manner. First LP's under the latter imprint will be released here by London next week.

The initial L'Oiseau-Lyre release will consist of 11 LP's. Featured in the first batch will be new and complete recordings of the Bach "Christmas Oratorio," John Blow's "Venus and Adonis," and the Monteverdi "Vespers."

Eight Zarzuelas
London has also completed arrangements for distributing material recorded in Spain by a British Decca affiliate there. Eight zarzuelas are now being readied for early release. These will be incorporated into the London catalog proper.

When all the new arrangements are implemented, London and its distributors will be handling three distinct catalogs. Conclusion of the Telefunken and L'Oiseau-Lyre deals presage no cut-back in the output of London label LP's, it was emphasized.

Wiswell Sets Up Production Firm

NEW YORK, Jan. 23.—Andy Wiswell, former recording chief for Associated Transcription Service and more recently in music publishing, has set up a firm to handle recording sessions for labels, publishers and artists.

New firm here will handle all production chores in the process of recording, with Wiswell utilizing his years of experience to turn out commercial masters for clients.

6 DISKERS MAP HI-FI SHOWING AT AUDIO FAIR

HOLLYWOOD, Jan. 23.—Cognizant of the growing importance of the high-fidelity market and its relation to the record industry, six platter firms will show their product at the 1954 Los Angeles Audio Fair at the Alexandria Hotel, February 4-6.

Labels exhibiting are RCA Victor, Westminster, London, Angel, Columbia and Capitol.

Firms plan ambitious display units, in addition to showing their complete record line.

Offer on Rates Due ASCAP From Stations

246 Indies Wire in; Society Could Take \$8,000,000 a Year

NEW YORK, Jan. 23.—A formal offer covering per program and blanket license rates is expected to be made in a few days by indie telecasters to the American Society of Composers, Authors and Publishers.

The committee representing TV indies, chaired by Dwight Martin, has so far received wires from 246 TV stations, by far the great majority of them approving *(Continued on page 23)*

New TV Background Rate Set by ASCAP

NEW YORK, Jan. 23.—A new distribution system applicable to the performance of themes as background music on television has been established by the American Society of Composers, Authors and Publishers. The basic pay for a performance will amount to 1/50 of one point, as against the old rate of 1/333 of a point.

The matter of setting a fair evaluation on the use of such music has long been mulled by the ASCAP brass. It was generally believed that as television grew, and as TV's use of themes for background programming increased, a new distribution method would provide a fairer return to publishers with such copyrights.

The old rate of 1/333 of a point per performance per station was based upon the theory that television performances are worth three times as much as radio performances. Thus, this same use on radio has always been credited with only 1/1000 of a point. It should be noted that under the new formula, only such works as were written especially for background use receive a credit of 1/50 per point per performance. This same theory obtained under the old formula—where a performance was credited with 1/1000 of a point.

A copyright which has been regularly published in a catalog, and which has value for use as other than background material, gets full performance credit. Such copyrights, obviously, were not written primarily for background purposes.

Pubbers Split
Some publishers, as Sam Fox, and some library services, as

Emil Ascher, stand to get a better monetary break for background performances of their material. A number of ASCAP firms, however, view the change in rate with mixed feelings. Altho they admit that the old rate was inequitable, they believe a fairer rate would be 1/100 of a point rather than 1/50.

Basis of their argument is the theory that such music does not appreciably add to the total pool of ASCAP music, inasmuch as this music has little value for use as other than background. If this assumption is true, they then pose the question as to whether it is *(Continued on page 23)*

Columbia, Back On Band Kick, Signs 3 Orks

NEW YORK, Jan. 23.—Columbia Records, back once again on a solid band kick, added another new ork to its rapidly increasing band roster this week. Latest acquisition is the newly formed Dan Terry crew, an 18-piece West Coast unit in the Basie-Goodman swing tradition. This means that over the past two months the diskery has signed three new orks for the label, the Les Elgart crew, the Pete Rugalo ork and the Terry aggregation.

The Terry crew was pacted by pop album chief George Avakian and will be handled by him for album dates, as has been the case with the Elgart ork. The first cutting may be handled on the West Coast by Gene Becker, Columbia a.&r. staffer. The Rugalo crew's first slicings will also be made on the Coast next week.

The signing of the three orks by Columbia is in the nature of a major shift of policy for the diskery. Over the past two years Columbia has shed many orks, and until the recent signings only the Sammy Kaye and Harry James units have been active on the label, except for house orks.

The James crew and Kaye crew will, of course, continue to make mostly pop style disks. The new orks will make dance sets and single dance releases. The three new orks cover different fields of jazz, with the Rugalo crew on the progressive kick, the Elgart ork with sophisticated swing and the Terry crew in the Basie tradition.

REVOLUTION IN MANUFACTURING—III

RCA Automatic Set-Up Leads Way in Compression Boom

By BOB ROLONTZ

This is the last of a series of three articles on disk-making processes.

NEW YORK, Jan. 23.—In compression molding, as in injection molding, the years since World War II have been years of intense experimentation and rapid progress in upping production rates for records. At the end of the war, on the standard single injection press, a top operator could turn out about 80 10-inch disks

per hour. Today, on RCA Victor's four-machine automatic press set-up, which only needs one operator for the unit, the production rate is 165 of the 45 r.p.m. disks per hour per machine.

RCA Victor's automatic press is the most remarkable development in compression molding in years. The many manufacturers have been working on perfecting automatic compression machinery, RCA Victor, after four years of experimentation, is the first to come up with a practical automatic set-up and now has two banks of four each turning out 45's at the firm's Indiana plant.

To RCA Victor, and to a number of other diskeries, the automatic compression machines are the answer to the automatic injection process, in speed, lower labor costs and better quality of records.

The incentive for the tremendous strides in compression production since 1945 have been due to rising costs of labor, packaging, shipping, distribution, machinery,

etc. These higher costs have necessitated increased production rates in order to keep plant operation profitable and in order to hold prices down in a period of intense competition.

The jump from 80 records per *(Continued on page 23)*

Feb. 1 Pream Set For A-R Pub Firm

NASHVILLE, Jan. 23.—The full-fledged entry of the Acuff-Rose music publishing firm into the record industry will take place on February 1, when the pubbery's Hickory Records releases its first three country and western disks.

The new disk enterprise is intended to be a major effort by the Acuff-Rose firm and involves

an unusual dealer for wholesale distributors. Wesley Rose is officially listed as President of Hickory. Fred Rose will handle artists and repertoire, and Murray Nash will be in charge of sales and promotion. Manager of Hickory is John R. Brown.

The distribution deal calls for Hickory to own the distributor inventories—much like selling all its disks on a 100 per cent return or consignment basis. To qualify, however, distributors will have to maintain certain sales figures and submit semi-monthly inventory and sales reports. Hickory will decide how much of each disk to ship distributors and when to ship or not ship requested re-orders. Distributors will be billed only for those records sold to retail stores. The plan also calls for shipping disks from one distribution point to another as necessary.

First three disks issued will be by new artists; Al Terry, Tommy Hill and Bobby Dick. Additional artists will be added regularly as the label issues new disks each month. However, there are no plans or intentions to switch artists from other labels to Hickory.

Nash is set to leave on a tour of the Southern areas to line up distribution. Eventually, distribution will be set up thruout the country. Pressings, on both the 45 and 78 speeds, will be turned out for Hickory by the M-G-M plant in Bloomfield, N. J.

How can record dealers sell present set owners up to better ones?

What methods can dealers use to bring potential new phono buyers into the store?

Why is it doubly important to wean replacement buyers away from non-record stores?

Read... "DON'T SETTLE FOR HALF THE MARKET"

One of the special features of

THE BILLBOARD

SPRING PHONO MARKETING ISSUE

dated

FEBRUARY 13

HILLBILLY MUSIC DAY

Meridian Plans 2d Nat'l Fete for May

• Continued from page 1

bands and singing stars from numerous points in the nation.

W. P. Kennedy, president of the Brotherhood of Railroad Trainmen, Cleveland, will be the principal speaker at the barbecue. Publisher Ralph Peer, of Hollywood, will be another of a list of personalities to make addresses. Peer sponsored the late Jimmie Rodgers to international fame.

Adlai E. Stevenson, former governor of Illinois and standard

bearer of the Democratic party in 1952, will be the principal speaker on National Hillbilly Day. The main program will be at the junior college stadium.

Another highlight of the day will be the presence of a 16-year-old youth from Kent, England, who will be brought here under personal sponsorship of Ike Davis, Lix Fruge, A. L. Royal and J. H. Skewes.

Free Trip

The youth months ago expressed interest in the First National Hillbilly Day program in a letter to former Mayor Laurence Paine. The above named local businessmen, on hearing of his interest, decided to bring him here as their guest. Details of his visit are being arranged by Mrs. Lucy Corrigan.

A morning parade headed by Gov. Hugh White and Stevenson will begin the festivities, to which an estimated 50,000 are expected to attend.

Former Louisiana Governor Jimmie Davis made reservations Wednesday (20).

All civic organizations in the city, the Senior and Junior Chamber of Commerce, county and city officials and others will be invited to take leading parts in the huge project.

Peacock, Duke To Houston

HOLLYWOOD, Jan. 23.—Peacock and Duke Records, headed by Don Robey and Irv Marcus, have taken occupancy of their new quarters in Houston, housing office space, recording studios, a pressing and processing plant and the firm's own mill.

Marcus, here on a swing thru the West Coast, revealed ambitious plans for the further growth of the indie rhythm and blues firm. The pressing and processing plant is believed to be the most modern factory of its kind in the South, with Peacock turning out finished disk product from recorded tapes. Firm also has its own printing department, enabling them to print their labels and promotion material as well.

The completely air-conditioned plant and offices occupy a quarter of a city block, with 12 presses turning out 78, 45 and LP platters.

Marcus disclosed that Peacock and Duke hit peak sales during 1953, racking up estimated sales of 1,500,000 records via their click, "Hound Dog" by Willie Mae Thornton and three Johnny Ace hits in "My Song," "I Cross My Heart" and "The Clock." Firm's spiritual catalog, with "Let's Go Out to the Programs" leading the way, accounted for an additional 500,000 disk sales.

802 Head Wants Web Clarification

• Continued from page 3

limiting staff jobs would permit more employment on so-called single engagements. In old days, single engagements represented considerable income for musicians; but much of this work was gradually "captured" by the house orchestra—to the general detriment of over-all employment.

It has often been felt, too, that networks, in providing musicians for commercials programs, actually made money out of work which formerly was handled by advertising agencies and parcelled out to non-staff musicians.

Several Levels

It is noteworthy that the negotiations are proceeding on several levels. Local 802 is negotiating for the New York end of the networks' operations. Locals 47 and 10 are negotiating for the Hollywood and Chicago programming. Petrillo, as Local 10 chief, will of course have the final say as to the Midwest situation.

But the AFM chief has delegated autonomy to the locals in the latter's negotiation, not only of AM, but also TV. This is precedent. Heretofore, for instance, no Local 802 administration had

KAPP BOWS AS PUBBER, WRITER

NEW YORK, Jan. 23.—Dave Kapp this week made his official bow as a new pop songwriter and publisher. Kapp's tune, written in collaboration with Joan Whitney and Alex Kramer, is "Man, Man Is for the Woman Made." RCA Victor has released the calypso item as recorded by the Ames Brothers. The new Kapp Publishing firm, affiliated with the American Society of Composers, Authors and Publishers, is Garland Music. Of added trade interest is that tune chosen to be recorded by the Ames Brothers by Joe Carlton, Victor's a.&r. chief, who replaced Kapp in the same spot just this past year.

'GLASS' HASSLE

Stations Turn Against No. 1 Drinker Song

NEW YORK, Jan. 23.—Tho the Webb Pierce disking on Decca of "There Stands the Glass" is the No. 1 retail seller in the country and western market, numerous radio stations have suddenly decided that the tune should not be performed on the air because no punishment is meted out to the temperate drinker.

In addition, two different "answers" to the original tune have been published and recorded. All of this has created quite a problem for publisher Russ Hull, whose Country Music firm owns (Continued on page 48)

Coral Signs D'tri Tiomkin

NEW YORK, Jan. 23.—Dimitri Tiomkin, Hollywood composer-conductor, has been signed to an artist recording pact by Coral Records. The former runs for two years. The writer of last year's click, "High Noon," will be used as a conductor by Coral, with many of his slicings expected to be original material.

Kornheiser Named Cadence Promoter

NEW YORK, Jan. 23.—Bobby Kornheiser takes over Monday (25) as national promotion chief of Cadence Records. He was named to the post by Archie Bleyer, head of the diskery. On February 1, Kornheiser will take off on the promotion tour, contacting disk jockeys and distributors in key areas of the Midwest. He'll return to New York three weeks later.

802 Head Wants Web Clarification

limiting staff jobs would permit more employment on so-called single engagements. In old days, single engagements represented considerable income for musicians; but much of this work was gradually "captured" by the house orchestra—to the general detriment of over-all employment.

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Camden Mag Ads Start Mail Orders

NEW YORK, Jan. 23.—Camden Records, the RCA Victor low-priced packaged merchandise line, will move into the mail order business via a large ad running in The Saturday Evening Post next week and a similar ad scheduled for Look magazine late in February. Only recently, Columbia Records started a test in Ohio on selling by mail, but thru a record club.

The Camden ad is basically a typical consumer ad for the EP and LP line now being handled in many areas by large retail outlets. The Saturday Evening Post copy does not utilize large headlines to promote the mail-order part of the campaign, but the ad does have a coupon which prospective customers can use to buy the disks directly "if not available from local sources."

Return address on the ad is a post office box number in Camden, N. J., parent company's headquarters, but it is believed that the box number is listed in the post office under the name of a retail dealer, not the RCA Vic-

tor or Camden name. The identity of the dealer thru whom the campaign is being tested remains a Victor secret.

Look Plan

The Look ad next month is expected to follow the same format. Since Camden ads scheduled thus far do not promote heavily the mail-order feature, the company does not expect any squawks from retailers now handling the label.

Meanwhile, the issuance of a 35-cent pop single on the Camden label remains in the planning stage. The diskery is understood to be holding back on the 35-cent line until it gets the "X" and Groove labels firmly established.

Tho the Camden line is handled separately from "X" or Groove, Joe Delaney, sales manager for the latter Victor labels, is slated to take on the 35-cent line as well, but as another project.

Disk Execs to Kelton Phonos

BOSTON, Jan. 23.—In a major move to expand its operation cross country, the Kelton Company here reached into the record industry to acquire sales executives for its line of phonographs and speaker enclosures.

Kelton's president, Henry C. Lang, named James P. Bray as Western sales manager and Robert E. Evensen as Midwestern sales manager.

Bray, well known in the disk industry, was vicepres and sales manager of London Records and sales exec with Record Guild of America, Scranton Record Pressing Company and Keynote Records. Evensen has been New England sales manager for King Records.

Named vice-president in charge of sales for Kelton was James H. Lynch, promoted from sales manager. Lynch had been New England sales manager for Decca Records prior to joining Kelton. The new Kelton sales manager for the firm's home territory is William S. Nebe.

Young and BMI End Relations

NEW YORK, Jan. 23.—Broadcast Music, Inc. and Life Music, the latter a publishing enterprise run by Barney Young, will end their thorny relationship February 28 when the pubbery's 185 copyrights will be stricken from the BMI rolls. Current contract is being terminated prior to its August, 1955 expiration date by mutual agreement. A financial settlement is understood to have influenced Young's decision.

Tradesters have watched with close interest Life Music's occasional embroilments with BMI. The publishing firm over the years had developed an effective technique for securing live air plugs, even tho many of its tunes (Continued on page 48)

Ink New Talent For Label 'X'

NEW YORK, Jan. 23.—RCA Victor's "X" label has lined up additional talent in recent weeks. In addition to Bill Darnel, Dinah Kaye, Smith Brothers and the Richard Maltby and the Spencer Hagen orks (The Billboard, January 23), "X" a.&r. chief Jimmy Hilliard has inked Al Morgan, Bea Gardy, the Revelaires, Sal Franzella Quintet, Jose Bethancourt, Roy Smeck, Geri Galian and C. Sharpe-Minor. Maltby also acts as the musical director for the label.

The first release, officially scheduled for February 8, will include Darnel and Maltby sides. Currently Hillard and the label's sales chief Joe Delaney are on a cross-country tour testing the Darnel disk in various markets.

Morgan was most recently on the Mercury label but had been (Continued on page 48)

Sheldon Offers Cleffer Bonus

NEW YORK, Jan. 23.—Songwriters with tunes in Sheldon Music stand to gain bonuses of an added \$1,000 over normal income for any of their tunes featured on "Your Hit Parade." The Moe Gale publishing firm is adding a special rider to each new cleffer contract spelling out the bonus; he also plans to apply it to ditties already in its catalog.

Sheldon, meanwhile, added two new execs to its staff headed by Goldie Goldmark, general manager. Al Wilde was named to handle publicity and promotion, and legalist Andrew Feinman was appointed company counsel.

Cap Execs to Sales Huddles

HOLLYWOOD, Jan. 23.—Capitol Records executives Alan W. Livingston, Lloyd Dunn and Gordon (Bud) Fraser entrain for New York today for a series of repertoire and sales meets.

Group will remain in New York for two weeks, conferring with Eastern chiefs Hal Cook and Bill Fowler.

Bobby Weiss, Capitol's European representative, skies to New York today and is scheduled to leave for Paris on Thursday (28) to resume his duties abroad. Weiss has been in the U. S. since the first of January, recuperating from injuries sustained in Europe.

Meridian Buys 'Gee' For 'Lot of Money'

NEW YORK, Jan. 23.—Meridian Music last week bought the tune "Gee" from the Rama indie r.&b. label in an outright purchase for "a lot of money." The ditty, pubbed by the diskery, started to make noise in both the r.&b. and pop field in California recently and has since spread across the country. Several other versions of the tune are already being cut by both pop and blues artists.

The original Rama disk was cut by the Crows, with Rama's parent company, Tico, also issuing the tune as an instrumental by Joe Loco.

'Caine Mutiny' Album by RCA

HOLLYWOOD, Jan. 23.—RCA Victor has set plans for an album recording of the background music score from Columbia Pictures' "The Caine Mutiny," Technicolor film version of Herman Wouk's Pulitzer prize winning novel.

Diskery will issue the wax coincidental with the release of the film, with co-ordinated sales promotion and publicity being planned.

Original music for the film was composed by Max Steiner.

Coral Line to Decca Outlets

NEW YORK, Jan. 23.—Coral Records will be handled by three Decca branches and four Decca distributors, in addition to its own string of independent outlets, beginning February 1. It will mark the first time Coral will share the distribution facilities of its parent company since it was founded more than four years ago.

The increased coverage Coral and its affiliate label, Brunswick, will gain by the move will give the diskery a distributing organization almost comparable to the major labels. Coral will have a total of 36 outlets on February 1.

Decca branches which will take on Coral are those located in Atlanta, New Orleans and Richmond, Va. Decca distributors in Birmingham, Miami, Memphis and Oklahoma City take on the companion line. Atlanta, Birmingham and Miami were formerly serviced out of the Coral Atlanta branch.

M-G-M RENEWS 'IDA' RELEASE

NEW YORK, Jan. 23.—With all the attention and publicity being focused on the film, "The Eddie Cantor Story," M-G-M has released a Gene Kelly disk coupling, "Ida, Sweet as Apple Cider" and "The Daughter of Rosie O'Grady." "Ida" is used thruout the film as a theme. The original disk was in a Kelly album.

Name Culshaw Cap Foreign Longhair Rep

HOLLYWOOD, Jan. 23.—John Culshaw, noted music critic and author of London, has been named Capitol Records' classical repertoire representative in England and Europe. Appointment of Culshaw was announced by Alan W. Livingston, Cap vice-president in charge of artists and repertoire prior to his departure for New York for conferences with Culshaw and Dick Jones. Culshaw has arrived in New York from London for the meetings.

Livingston disclosed that Culshaw will represent Capitol in Great Britain and on the Continent in all classical repertoire matters. His duties will include meeting with Capitol affiliates abroad on the mutual exchange of classical masters and on release of Capitol classics thruout Europe.

ASCAP-Sousa Awards Made

WASHINGTON, Jan. 23.—Winners of the American Society of Composers, Authors and Publishers' John Philip Sousa Awards for composing military marches were announced this week by the Defense Department.

Winners of \$1,000 each for gaining top honors in their respective services were M./Sgt. Earl R. Mays, Fort Meade, Md., who wrote "The Army Field Forces March"; Chief Musician Gerard P. Bowen, Navy School of Music, Washington, "White Hat March"; Marine Lt. Col. Carl W. Hoffman, Marines' New York Recruiting Center, "Esprit de Corps March," and Airman First Class Lawrence E. Rosenthal, Wright-Patterson AF Base, Dayton, O., "Thunderjet March." The winning compositions were selected from over 137 entries. Prizes will be awarded at the Pentagon around February 1.

Additions to Phonola Line

CHICAGO, Jan. 23.—Waters Conley Company, of Rochester, Minn., manufacturers of Phonola phonographs, has announced the addition of the TK-2146 to its line.

The new model is a manual, three-speed player with an acoustically balanced speaker. It contains the Statostronic tone arm, purported to eliminate skipping or jumping even if the machine is tilted.

The unit also contains a ceramic cartridge which is unaffected by heat or humidity, and the magic center which pops up to accommodate 45 r.p.m. records. It is said to contain a superpowered amplifier which puts the unit into the hi-fi class. The case is styled in brown tweed leather and is available immediately. Retail list is set at \$47.50.

Hallicrafters Sales Contest

CHICAGO, Jan. 23.—The Hallicrafters Company this week announced a sales contest for its distributor salesmen of all lines, including high-fidelity units, radios and television.

The three top salesmen and their wives will each receive a 28-day trip around the world. The next 36 salesmen and their wives have to be content with one week, either in Bermuda or Mexico. A spokesman for the firm said the contest was "not to load the dealers with extra stock, but rather to spur the sales of hi-fi, radios and TV." The contest began January 18, and will run for 14 weeks.

ON MILLER

Collection Donated to D. C. Library

WASHINGTON, Jan. 23.—A collection of Glenn Miller's musical manuscripts, including his arrangements of popular songs, as well as correspondence, disks, photographs and case histories of movies concerning him, was presented this week by his widow, Mrs. Helen D. Miller, to the Library of Congress. The Miller collection is the first comprehensive collection in the Library in the field of popular music.

Also presented to the Library was the gold record of "Chattanooga Choo-Choo" given to Mrs. Miller by Emanuel Sacks, vice-president and general manager of RCA Victor Records, in RCA's customary recognition of sales of more than a million copies of a disk. Three other Miller disks passed the million mark: "In the Mood," "Moonlight Serenade" and "Kalamazoo." RCA also presented to the collection two copies of a limited edition of Miller disks, and will re-press other disks not now available from the master copies to complete the collection, the Library said.

Becker Given Heavy Load

NEW YORK, Jan. 23.—Gene Becker, new member of Columbia's a.&r. staff, has been assigned a man-sized a.&r. job at the diskery. He will be in charge of recording pop artists on standard tunes, in order to build for Columbia a new library of standard single platters. This series will have a special designation. He will also handle all waxings for Ken Griffin and other pop artists.

Becker will also be in charge of single waxings by the firm's new line-up of dance orks. He will cut the Elgart crew, the Rugalo ork and the Dan Terry band, both here and on the Coast. He has one other assignment, that of digging up new novelty artists for the label in the pattern of Capitol Records' novelty talent roster.

Offer on Rates

(Continued from page 21)

the music-licensing proposals outlined by Martin's committee.

Altho the TV music-licensing case, on the indie level, is technically in the courts under the terms of the Consent Decree, indications are that the matter will be settled amicably (The Billboard, January 23). This is the feeling of telecasters on both the network and indie station levels.

Decree Suits

Dwight Martin, late this week, stated, "I am hopeful the entire matter will be settled, including the existing suits brought under the aegis of the Consent Decree." He added that the committee was now talking informally with ASCAP on language matters.

The last issue of The Billboard outlined briefly the main percentage rates which are expected to become formalized in the licenses, the language of which is now being drawn up. Some sources estimate that ASCAP, under the upcoming license structure, could realize about \$8,000,000 annually from TV, based upon current TV grosses. ASCAP itself has never come forward with any public estimate.

TV Background

(Continued from page 21)

fair to the majority of publishers and writers for ASCAP to allocate any considerable sum to pay for such uses.

Helps Movie Firms

It is generally believed that the new ASCAP distribution system for performance of background music will ultimately react to the benefit of those ASCAP firms which are affiliated with motion picture producing studios, as Music Publishers Holding Corporation, the Big Three, Paramount-Famous, etc.

Currently, these firms do not stand to benefit from the change, in view of the refusal of major studios to release films to TV. Once the bars are let down, the situation will be different.

'RAIN' SONG NSG IN DROUGHT

NEW YORK, Jan. 23.—A group of music men were talking about the difficulties of getting a song promoted these days, when pubber Happy Goday brought up what he called "how to blow a song—technique No. 1,658." Goday was reminded of making a deejay tour with a Cathy Ryan M-G-M disk of "Walkin' in the Rain."

"I couldn't get anywhere with it," he said. "These farm district jockeys kept telling me they couldn't play it because their people were unhappy over the drought. The record would upset them," I was told."

Engravers in Busiest Year Since 1947

NEW YORK, Jan. 23.—The year 1953 turned out to be the best for music engravers since 1947, according to Ed Duval, secretary of the National Association of Music Engravers. Altho no figure was mentioned by Duval, he did say that there was a substantial pick-up in business during '53 as against '52.

One of the main reasons for the upturn, Duval pointed out, was the fact that many publishers who had been using substitute methods had returned to engraving. The prices of substitute methods had gone up over the past year, Duval said, whereas the price of engraving has stayed the same since 1950.

The association does not foresee any increase in engraving prices during '54.

Chi Electronic Show Sellout?

CHICAGO, Jan. 23.—The Electronic Parts Show, set for the Conrad Hilton Hotel here, May 17-20, already gives indications of being a complete sellout, according to Leon Ungar, of Ungar Electric Tool Company, head of the show committee.

In order to promote the show, staffers consisting of eight messengers will be mailed periodically between now and show time by each exhibitor to his distributors. Each exhibitor received 500 of each set, for a total distribution of well over a million staffers. They urge attendance at the show, explain the new policy on educational sessions, and explain the qualifications for admission to the show.

In addition, 150,000 stickers are being used by exhibitors to stimulate exhibits at the show. These will be used on all correspondence and invoices.

1-Nighter Tour For Ball Parks

NEW YORK, Jan. 23.—General Artist Corporation is working out details for a one-nighter tour on the style of the "Biggest Show" series, but to play in ball parks in major cities. No commitments have yet been made for either dates, locations or talent, but agency execs admit that they have been working with an outside promoter, contacting the ball parks and trying to pin down the talent.

Most often mentioned to headline the proposed tour is Frankie Laine. A big name band will also be set, as well as supporting acts. Tour will play such cities as Chicago, Cleveland, Philadelphia and Detroit.

RCA STILL HAS THE IVY ITCH

NEW YORK, Jan. 23.—RCA Victor Records is still on the college kick it seems. This week the label's latest addition to the Red Seal roster, Roberta Peters, was named to be queen of the Columbia University junior class prom on February 26.

Last week, Yale's junior class tapped Eartha Kitt for a similar honor and Victor sales manager Larry Kanaga was enrolled in a special management school at Harvard University.

RCA's Automatic Leads Way in Boom

(Continued from page 21)

machine in 1945 to 165 records per an automatic machine in 1954 did not just happen. In tracing the progress of compression molding since the last world war, the ingenuity shown by manufacturers in overcoming hurdles and limitations is worth talking about.

One of the first hurdles overcome by managers and engineers was the limitation placed on production due to the time it took to mold a record, or what is commonly referred to as the cycle. It took 50 to 60 seconds to make a record, and the operator was limited by this molding period.

Via the use of new machines—semi-automatic jobs with a faster cycle—and by the introduction of some mechanical steps for manual ones (such as the machine edging of disks) manufacturers were able to cut the cycle to less than 35 seconds for 78 r.p.m. disks. By the 1950's operators were up to 110 per hour on 78 r.p.m. disks.

Each machine, however, used an operator. In order to hold down labor costs, manufacturers and plant engineers came up with a tandem operation, in which one operator could work two presses. This was set up so that the operator could feed the material and labels into one machine while the other machine was molding the record, and vice versa. Of course, production on the two machines was not double one machine but about 50 per cent more. But since only one operator was required, the diskery came out better on costs.

Tandem Process

RCA Victor has upped its production on the tandem process via the use of an extruder. The extruder automatically feeds the material for the record to the operator, just enough for each disk. The material is at the correct consistency and the proper heat, and each charge is the same as the one fed out before.

RCA Victor claims that by using the extruder, which was first put into operation in February, 1953, the firm has been able to get the 165 per hour production on 45's from the two machines. Also, that the material is always of perfect consistency, making each record of equal quality.

In a sense, the RCA Victor two-machine process is close to being automatic. Material is fed into the extruder in pellet form, just as in injection, and all the operator has to do is feed in the material and the labels, and then press buttons. A number of other diskeries may start using the extruder for their tandem compression press operation this year.

With the introduction of LP's and then 45's, manufacturers had to learn new techniques of fabricating compression disks. Not only was the material for LP's and 45's different, vinyl instead of shellac compound, but the records were microgrooved and more difficult to make. In addition, at the slower speeds, quality was much more critical than at 78 r.p.m.'s. Diskeries overcame these quality problems with the LP, 45 and then the EP, and by 1952 had started to kick up production rates on these disks, too.

Production Rate

The average production rate on 78 r.p.m. disks via standard compression machines is now about 110 records per machine per hour. On 45's it varies from 110 to 130 per machine per hour depending on both the plant and operator. The rate of LP production ranges from 50 to 80 per hour for 12-inch, and from 60 to 80 per hour on 10-inch.

Most manufacturers have been aware for the past year or so that they had arrived at another limitation in compression pressing. The limitation is the human one. It would be difficult, most plant managers agree, to get higher production per operator than the current figures.

Thus a number of plants have been experimenting with automatic compression molding to eliminate human limitations and also to use less manpower for upped production.

Automatic Set-Up

The RCA Victor automatic compression set-up is a most fascinating piece of machinery. The machines work entirely automatically, and can be hooked up in banks of two's, three's, four's, sixes, etc.

An extruding machine feeds the material onto the stampers automatically, sending down a new

charge at the correct time when the press is open. Mechanical arms automatically put on the top and bottom labels. The machine closes automatically, and when the record is finished molding, it is dinked (the large center hole is cut out in the 45) and edged inside the machine.

Then the machine opens, and the record is automatically ejected onto a spindle. When the spindle is full, an operator lifts the disks off. Only one operator is required to handle four machines, and the firm believes one man may be able to handle as many as six.

The two set-ups of four automatic machines are now turning out 45's exclusively. When the firm has enough in operation to handle its 45's, it will try the machinery on LP's.

8¢ Per Machine

The cost of the four-press automatic set-up is not small, running about \$32,000, or \$8,000 per machine, according to RCA Victor execs. This is about the price of one injection molding machine. According to the firm, over the next year it expects to be able to raise the production rate on 45's to close to 200 per hour per machine via the automatic presses.

A comparison of RCA Victor's automatic compression production and Columbia's automatic injection production is interesting. The RCA Victor four-press unit, using only one operator, turns out now about 650 on 45's per hour (165 per machine) and costs about \$32,000. Four Columbia injection machines, using only one operator, will turn out about 800 of the 45's per hour (200 per two cavity machine) and cost about \$120,000.

Injection production at Columbia is considered to be at about 60 per cent of theoretical capacity (360 per two-cavity machine is optimum); the RCA Victor compression unit is at about 80 per cent of capacity, with the firm expecting to reach 200 per hour per machine.

Pro and Con

To Columbia the higher production rate via injection will eventually pay off the higher costs of injection machines; to RCA Victor its rising production rate and the much lower cost of its automatic machines makes the compression process more profitable than injection.

RCA Victor is not the only compression firm that has stepped up production. Capitol, for instance, has made many advances via its intensive research. However, RCA Victor has pioneered many of the new compression tech-

(Continued on page 48)

Emerson Goes Into Hi-Fi Field

NEW YORK, Jan. 23.—Emerson Radio and Phonograph Corporation this week became the latest major electronics firm to enter the hi-fi phono field when it introduced two table models. The company also unveiled a low-priced portable phono.

New Emerson sets are a table model with three six-inch speakers priced at \$129.95, a table model with two similar speakers priced at \$99.95 and a three-speed portable priced at \$22.95. The two hi-fi units utilize four-tube amplifiers, V-M automatic changers and ceramic flip cartridges.

CAP HAS DOME, DOME HAS CAP

NEW YORK, Jan. 23.—The Billboard this week received the following communication from Dome Records, indie diskery in Chicago: "Dome Records, Inc. received a letter from attorneys representing Capitol Records, Inc., asking Dome to cease using a dome as their label trademark, asserting that Capitol has full claim to such identification. Russ Hull, a.&r. topper of Dome, is considering using a replica of the entire capitol building. This will leave Capitol with a dome, and Dome with a Capitol, or if this is confusing, go all the way with RCA!"

TREND SIGNS HI-LO COMBO . . .

Al Marx, president of Trend Records, Inc., announced the signing of a new vocal quartet tagged Hi-Lo. Group inked a five-year term contract and are scheduled to etch standard and pop material, in addition to an album. First sessions are slated for the end of the month, with maestro Jerry Fielding conducting and arranging.

ALLIED OPENS FRISCO BRANCH . . .

Allied Records Sales Company, Hollywood indie record distributors, opened its San Francisco branch office last week, with Paul Shorten and Larry Kaplan helming. Move is part of an expansion policy. Firm will represent indie labels in the San Francisco Bay area.

"DARKTOWN" DISKS ARE RUSHED . . .

Rumors were hot all week about every disk company rushing cover record versions of the RCA Victor fast-moving click, "Darktown Strutters' Ball," by Lou Monte. Thus far, however, the only cover session set is one by Phil Brito for M-G-M Records. Victor, meanwhile, is rushing out pressings from both the West Coast and Indianapolis plants to keep up with the particularly heavy orders on one of the fastest rising clicks in many a moon.

DOT'S RANDY WOOD HOSTS CINDY PARTY . . .

CINCINNATI — Randy Wood, president of Dot Records, with headquarters at Gallatin, Tenn., was in town Saturday (23) contacting local disk jockeys, music men and juke box execs. On Saturday night Wood hosted a party of trade folk at Milt E. Magel's Castle Farm on the Hilltoppers. Dot Record stars, who pulled a near-capacity house. Among those in attendance at the party were Mr. and Mrs. L. Nathan and Mr. and Mrs. Dan Rusotto, Hit Record Distributing Company; Mr. and Mrs. Bill Dawes, WCO; Mr. and Mrs. Ed Rupp, WCKY; Mr. and Mrs. Howard Hancock and Mr. and Mrs. Stanley Drewes, Song Shop; Mr. and Mrs. Rex Dale, WCKY; Mr. and Mrs. Don Davis, WLW; Mr. and Mrs. Bernie Bruns and Kathleen Austing, The Billboard; Mr. and Mrs. George

Case, WSAI; Jane Barker, WCO; Mr. and Mrs. Kendall, WCKY; Mr. and Mrs. Leo Underhill, WCKY; Mr. and Mrs. Jack Remington, WKRC; Mary Alice Hesse, WSAI; Betty Geissler, WKRC; Mr. and Mrs. Gil Shepard, WCO; Mr. and Mrs. Walter Phillips, WLW; Mr. and Mrs. Nelson King, WCKY; Mr. and Mrs. Charles Kanter, Ace Sales; Mr. and Mrs. Kenny Roberts, WHIO, Dayton, O.; Syd Nathan, Bob Ellis, Benny Pearlman, Jack Kelly and Howard Kessel, King Records, and Mr. and Mrs. Jack Pierce and Mr. and Mrs. Tom Keller, Halper's Record Shop.

VALANDOS MULL 1954 PLANS . . .

Artie Valando, who heads the Hollywood office of the Laurel, Valando and Sunbeam publishing firms flew in this week-end for huddles with Tommy Valando. They'll discuss over-all plans for 1954 and work out details for the promotion of the firm's latest tunes, "Young at Heart" and "Cross Over the Bridge."

HARRY CARLSON HOST AT NOEL SHINDIG . . .

CINCINNATI — Local photographer-singerwriter Harry Carlson, personal manager of vocalist Dick Noel, played host to more than 100 members of the industry on the occasion of Noel's appearance at Milt E. Magel's Castle Farm here Saturday night (16). Disk jockeys from all the local radio and TV stations, and from as far away as Dayton, O., and Columbus, O., were on deck for the event, accompanied by their wives. Also present were Morris Kipner, local Decca branch manager; Herb Liebeck, Decca's Southern rep; the various Decca TV editors from newspapers in the territory. Frank Hanshaw, of the local General Artists Corporation office, who is handling Noel in the territory, was also present. Noel clicked handsomely with the teen-agers in two performances, backed by the Buddy Rodgers ork. Some 750 laid it on the line to the tune of \$1.50, including tax, for the Noel appearance.

BMI Check List OF NEW RECORD RATINGS BY THE TRADE PRESS

Table with columns: Billboard, Cash Box, Variety. Lists record titles and ratings.

BROADCAST MUSIC, INC. 580 FIFTH AVENUE NEW YORK 36, N. Y. NEW YORK - CHICAGO - HOLLYWOOD - TORONTO - MONTREAL

Music as Written

New York

Bob Ellsworth, former deejay at WPAT, Paterson, N. J., has been made a.&r. chief for Vanity Records according to Tom Schifanel-la, diskery topper. . . M-G-M Records has signed Curly Wiggins as a pop singer. . . The George Shearing combo will play a series of nine one-nighters in the Los Angeles territory beginning February 8. . . Deejay and TV performer Ted Steele is planning to return to the band business in the spring with a big dance ork. . . Chuck Darwin has set up a record and song promotion office and has named Fran Scott to head up a new art department. . . June Valli has been signed for a series of Thesaurus radio transcriptions. . . Tommy Edwards opens at the Holiday Club, Lenminster, Mass., on February 3. . . M-G-M Records has both Betty Madigan and Robert Maxwell on deejay tours promoting their latest records.

Otto Harbach, noted composer of operettas and past president of the American Society of Composers, Authors and Publishers, is recuperating after a serious operation last week. . . Henry Gage, Westminster Records exec, leaves for the West Coast next week to set up his firm's exhibit at the upcoming high fidelity trade show in Los Angeles. . . George Pincus, whose first song in his recently clicked as a best-seller via a Mills Brothers waxing, has also got the rack order for "The Jones Boy." . . Betty Reilly is in town to plug her disk of "Magdalena," cut with Les Baxter for Capitol.

Clarence Fuhrman dean of the town's radio music directors, joined the faculty of the Ornstein School of Music. . . Gloria Smith moved her platter spinning from WJMJ to WDAS. . . Louie Bellson with his All-Star group now at the Blue Note, followed Lee Konitz, while Dave Brubeck holds in readiness to take over for the January 25 week. . . Larry Wayne cut "Polka Music," by Ronnie Bonner and Eddie Khoury, on the local Arcade label, with the same diskery cutting "Paid in Full," by the same writers, with Al Rex and His Lariaters.

Mindy Carson and manager-hubby Eddie Joy are on the West Coast on business. . . Bill Heyer, now with Epic Records, played the Diana Club in Union, N. J., last week-end. Jerry Levy is Heyer's new personal manager. . . Marv Holtzman, Epic Records topper, pacted warbler Somethin' Smith. . . Denise Lor, of Pavly Records, appeared on the Garry Moore TV show over CBS on Monday (18). The thrush will visit jocks in Philadelphia and surrounding cities next week. . . Sunny Gale has waxed the first lyric version of the theme from the flick "The Joe Louis Story," for RCA Victor. Title of the song is "Close to Me" penned by Nat Hiken, comedy writer. . . Bob Stewart's first waxing for M-G-M was released this week. . . In the review of the jukebox disk "No One But You" by the Orioles, in last week's Billboard, the song was erroneously credited to Peer International. The song is published by Shapiro-Bernstein. . . Harry Von Tilzer Music Publishing Company filed suit this week in New York Federal Court against 20th Century-Fox Film Corporation, Thor Productions and Dimitri Tiomkin involving alleged infringements of its copyrighted tune "Please Let Me Sleep" and "Please Go Away and Let Me Sleep." The complaint alleges that the theme and background music in the film "The Steel Trap," a Thor Production with music by Tiomkin, and distributed by Fox, infringes on plaintiff's copyright, and is so similar to plaintiff's tune as to be identical in the hearing and minds of the public.

Ray Stone and ork is keeping busy on one-nighters thru New England, while putting in the next 13 Saturday nights at State Line Casino, Webster, Mass. Marguerite Balise has been named by press topper Debbie Ishlon as masterworks publicity assistant in the press department of Columbia Records. . . RCA Victor is negotiating for the sound track of the flick "River of No Return," featuring Marilyn M. DiMaggio singing four new tunes. . . Johnny Burke and Jimmy Van Heusen arrive here next week on business. . . Francis Scott and Voyle Gilmore, Capitol

Records, are visiting Gotham on business this week. Alan Livingston, Lloyd Dunn and Gordon Fraser will be visiting the local Capitol office here next week. . . Warbler Tommy Leonetti returned to Chicago this week to visit deejays there. . . Andy Griffith, Capitol's top monologist, has been set for three and a half weeks at the Blue Angel here, starting Sunday (24). . . The Orioles have been re-pacted by Jubilee Records to a five-year contract. . . George Shearing's combo is now at Angelo's, Omaha. . . Tony Martin is set for the Clover Club, Miami, in February. . . Nat Cole opens at the Beachcomber, Miami, February 18. Cole is now at Ciro's in Hollywood. . . Lionel Hampton and his ork play the Apollo for a week, starting February 12. . . Joni James does a one-weeker at the Town Casino, Buffalo, in February. . . M-G-M's hot harpist, Bobby Maxwell, is set for a month at the Palmer House, Chicago, February. . . Artie Shaw is set for a few weeks at the Sahara, Las Vegas, Nev., about seven additional weeks at the New Hollywood Terrace Ballroom here. . . The National Music Week Committee's slogan for this year's music week, May 2 to 9, is "Join in Music Making." The organization is dedicated to stimulate interest in music education and to advance local music projects of cultural value. . . The tune "Young at Heart," just waxed by Frank Sinatra for Capitol, has been picked as the official theme song of the Heart Fund's national campaign, starting February 1. . . Karen Chandler is now at the Vogue Room of the Hollenden Hotel, Cleveland. She made four TV appearances here this week and cut some new sides for Coral. . . Russell Y. Yerge, in charge of promotion for Buhl Sons Company, Columbia's Detroit distributor, was named the winner of the firm's Caribbean Cruise contest, based on Columbia's Paul Weston set of the same title issued about two months ago. Yerge won a caribbean cruise trip. . . Warbler Roger Coleman returned here this week after a week at the Horizon Room in Pittsburgh. . . The Tune, "In the Mission of St. Augustine," published and waxed by Sammy Kay, and penned by Jack Chiarelli, won one of the Christopher awards this week. . . WMGM deejay Bob Silbert has been renewed for another year on the station. . . A new diskery, Pax Records was formed this week in Union City, N. J. Diskery execs are Dante Bollettino and Al Zimet. The firm will specialize in hot and cool jazz. . . Riverside Records, indie jazz label, has leased the masters of Circle Records, consisting of 23 issued LP's per month on a regular schedule. . . Circle disks include sides by Armstrong, Jelly Roll Morton, Cripples Clarence Lofton and Jimmy Yancey. . . The Associated Booking Corporation this week signed the Revelaires, Carmen Macrae and Dinah Kaye. . . Records with Braille labels and Braille jackets are now available to the blind thru the American Record Club of the Louis Braille Institute of America here. Thru a special arrangement with Columbia Records, classical LP's, usually selling for \$5.95 are offered by the club at \$3. Deejays are helping raise funds for the association, which caters to the musical interests of blind musicians.

Chicago Kathy Barr, vocalist current at the Chicago Theater, and Milt Schwarzitz, operator of the Preview and Encore, announced their engagement. . . Georgie Shaw, Decca artist, in town on a disk jockey promotion. . . Sunny Gale, RCA Victor artist, will be in town February 3-5 to visit deejays and make appearances at record shops. Her latest is "Close to Me" and "Just in Case You Change Your Mind." Dennis Day, RCA Victor artist, will be in town for a few days to aid the March of Dimes campaign. As part of his campaign he will make personal stops in homes and talk with housewives. RCA is planning a deejay luncheon during his stay. Jimmy Stewart, Universal-International star, will arrive January 27 for two days to meet the press and disk jockeys and to host a screening of his picture "The Glenn Miller Story." While here, he'll announce plans for the pic's premiere here February 12. With

him on the personal appearance will be the Army Air Force Band from Chanute Field.

Hollywood

Ork leader Frank Devol skied to New York for a week of meetings with Derby Records chief-taining Larry Newton. He will return in time to resume conducting the NBC Dinah Shore radio show. . . Charles Dant's Christopher Music takes new space in the Taft Building. . . Victor Young penning a title song for the Republic "Johnny Guitar" flicker. . . Nick Lucas has cut the "Sadie Thompson" song for Cavalier Records in San Francisco. . . Randy Van Horne and the Encores, former Billy May singing group, have signed to cut a series of sides with (Continued on page 42)

ROBE OF GALVARY. All Record Labels and Artists Listed Alphabetically. BILL and RANGE SONGS, Inc.

THE WRONG SIDE OF TOWN. CORAL 61094. THE SONG YOU CAN'T KEEP OUT OF YOUR MIND!

"ANSWER ME, MY LOVE" "FLIRTATION WALTZ" BOURNE, INC. 136 W. 52nd Street, New York 19

SMASH HIT! MISS SADIE THOMPSON'S SONG. From the Columbia Technicolor Picture "MISS SADIE THOMPSON" MILLS MUSIC INC.

Repeat Plays Across The Country! MERV GRIFFIN ALL THE LIVELONG DAY on COLUMBIA RECORDS ESSEX

Going Straight to the TOP! "OUR HEARTBREAKING WALTZ" Recorded by Taresa Brewer, Guy Lombardo, Pinetoppers, Clyde Moody. VILLAGE MUSIC CO. 1615 Broadway New York City



RCA VICTOR
FIRST IN RECORDED MUSIC

proudly presents...

*a great new
singing discovery*

**BILL
CAREY**

*the voice that holds you
in its arms*

*making his
record debut
with*

NO, NO, NO

and

**THE
CHUCKWAGON
SONG**

*with Hugo Winterhalter's
Orchestra and Chorus*

20/47—5616

**Here's what important critics
said about Bill re his
Chicago Radio and TV work**

● **BILL IRVIN,
CHICAGO SUN TIMES**

"Bill Carey makes ABC's 'New Junior Junction' a 'must' with teen-age listeners. Carey looks like as promising a young singer as any you're likely to hear."

● **JUNE BUNDY,
THE BILLBOARD**

"Dreamboat," ABC-TV Reviews: "Musically, the show is on the plus side, Young Bill Carey made an excellent impression both as a singer and an actor. . . ."

● **LARRY WOLTER,
CHICAGO TRIBUNE**

"This lad (Bill Carey) has been singing professionally for only a year but he has a voice of considerable promise. He's a handsome hunk of man of whom friends must surely have been saying, 'You ought to be in pictures.'"

● **VARIETY**

"Music in Velvet," ABC-TV (Chicago) Review: "Show gets by chiefly on the strength of Bill Carey's warbling."

Personal Management:
PREFERRED REPRESENTATIVES, INC.
Edward Joy, Pres.
1619 Broadway, New York, N. Y.

BERNICE PARKS

Herman Herd To Play Army Camps in Eng.

LONDON, Jan. 23. — Woody Herman and His New Third Herd will spend four days, April 12 to 16, in England between dates on their extensive Continental tour which opens in Oslo on April 3. With the Musicians' Union ban on foreign orks still in force here, British fans will not be able to see the unit play—unless they can get into the two United States Army camps where they will be giving concerts for the G.I.'s.

The Herd has been booked to play Gothenburg, Norway, April 4; Stockholm, Sweden, April 5; Malmo, Sweden, April 6, and Copenhagen, Denmark, April 7 after its Oslo opening. Then they are due for appearances in Germany at Kiel, April 8; Hamburg, April 9; Dusseldorf, April 10. The last date before visiting Britain will be in Belgium on April 11.

After leaving Britain they are inked to play in Amsterdam, Rotterdam and The Hague, in the Netherlands, with further dates in Germany, France and finally Ireland.

The guest with the band on the Continental trek will be pianist-arranger Ralph Burns. The unit will include former band leader Nat Pierce on the piano, Carl Fontana on the trombone and singer Dolly Houston. The deal was set by London impresario Harold Davison.

400G for Col. B'port Plant

BRIDGEPORT, Conn., Jan. 23. —The Columbia Records, Inc., plant here on Barnum Avenue has received an approximate \$400,000 share of the \$1,000,000 that the company is spending in a modernization program for three plants. Herbert Greenspon, assistant to James H. Hunter, vice president in charge of production, stated this week.

The Bridgeport plant has received and is now operating with 16 new injection record moulding presses capable of producing records about 30 per cent faster than hydraulic presses, he said. It is expected that six more of the new type presses will be received during the next year.

Included in the company's modernization plans are the construction of a new record making factory in Terre Haute, Ind., and installation of the new presses in the company's plant in Hollywood.

According to Mr. Greenspon, the injection moulding machines were first placed in operation here in 1950 to turn out the 45 r.p.m. records. As the volume of demand rose on these records, the increased production necessitated was absorbed by the new machines. "No layoffs have resulted because of the use of these machines," he said.

The new machines cost about \$25,000, compared to the price of \$3,000 for the old type press.

COOLEY GROSS 220G IN 1953

HOLLYWOOD, Jan. 23. —Orkster Spade Cooley racked up a total gross of \$220,650 during 1953, playing to 192,000 payees. Figures were attained thru 52 Saturday night dates at the Santa Monica Ballroom and seven casuals, and do not include dates at the San Diego County Fair, San Diego National Home Show and the annual Kiwanis convention at Santa Monica, played at flat guarantees.

Cooley's activity during 1953 was largely limited to engagements within close traveling distance of Los Angeles, owing to his weekly stint at the Santa Monica Ballroom. Attendance there totaled \$66,000 at a house scaled to \$1. Now in his fifth year at the ballroom, Cooley continues with his sponsored TV show via KTLA. It is currently being planned for nationwide syndication.

Plans for 1954 include continued run at the Santa Monica Ballroom, and an increased schedule of dance dates. Cooley will also continue etching for Decca Records.

SWITCH PULLED ON DISK PLUG

NEW YORK, Jan. 23. —Something unusual in the way of record plugs has been set for an upcoming Don Cornell slicing, when his Coral waxing of "Hold My Hand" will be seen spinning (in Technicolor yet), and heard in a sequence of the RKO film "Susan Slept Here." The actual tape made at the recording session will be used on the sound track. The tune is published by Fred Raphael, who set the plug. The movie, featuring Debbie Reynolds, is due for release in May.

COLLABORATION

8 Writers Get Credits On One Tune

NEW YORK, Jan. 23. —In what may be termed a most interesting study in collaboration, the Buddy Morris Melrose publishing firm is dividing writer royalties on "Make Love to Me" among eight authors. The tune, recently recorded on Columbia by Jo Stafford, was written by Bill Norvas and Allan Copeland. It is conceded, however that "Make Love to Me" is based on the standard "Tin Roof Blues," also published by Melrose.

Result is that Norvas and Copeland royalties on "Make Love to Me" will also be shared by the writers of "Tin Roof Blues." Credited with writing latter tune are Leon Roppolo, Paul Nares, Benny Pollack, George Brunies and Walter Melrose.

Label X Trio On National Promosh Tour

CHICAGO, Jan. 23. —Joe DeJaney, sales manager for Label X; Jimmy Hilliard, a.&r. man for the label, and Bill Darnel, the firm's first release artist, all hit town this week on the midway point of a nationwide promotion tour. During the week, the trio has covered Pittsburgh, Cleveland, Detroit and Cincinnati.

They are holding informal parties and meetings with distributors and setting a few deejay appearances for Darnel in each city. It was announced here that M S Distributing would handle the label in the Chicago area.

Next week's itinerary will include Milwaukee, Minneapolis, Seattle, Portland, San Francisco and Los Angeles.

Norman Sets Shearing for 1-Niter Tour

HOLLYWOOD, Jan. 23. —Jazz concert promoter Gene Norman has set the George Shearing Quintet in a series of eight one-nighter dates on the West Coast. Tour kicks off February 5 in Los Angeles, and takes in San Diego, Riverside and San Francisco; Eugene and Portland, Ore.; Seattle, and Vancouver, B. C.

Appearing on the bill with the Shearing five are Zoot Sims and Wardell Gray.

Norman is currently lining up a package featuring the Earl Bostic orchestra, dates for which have not been set as yet.

Richards to Chi for MCA

NEW YORK, Jan. 23. — Bill Richards, one-night band booker in the local Music Corporation of America offices, is slated to transfer to MCA's Chicago office shortly. He will continue as a one-night booker. No replacement has been set here as yet, tho MCA is known to have several of its own people in mind.

Best possibility for the one-night job here, according to traders, is Allan Bregman, who recently moved from the MCA office in Cleveland. It is known, however, that the agency has been looking around outside its own organization also.

Breaking Big!... Boston, Cleveland and Chicago

'YES DEAR'

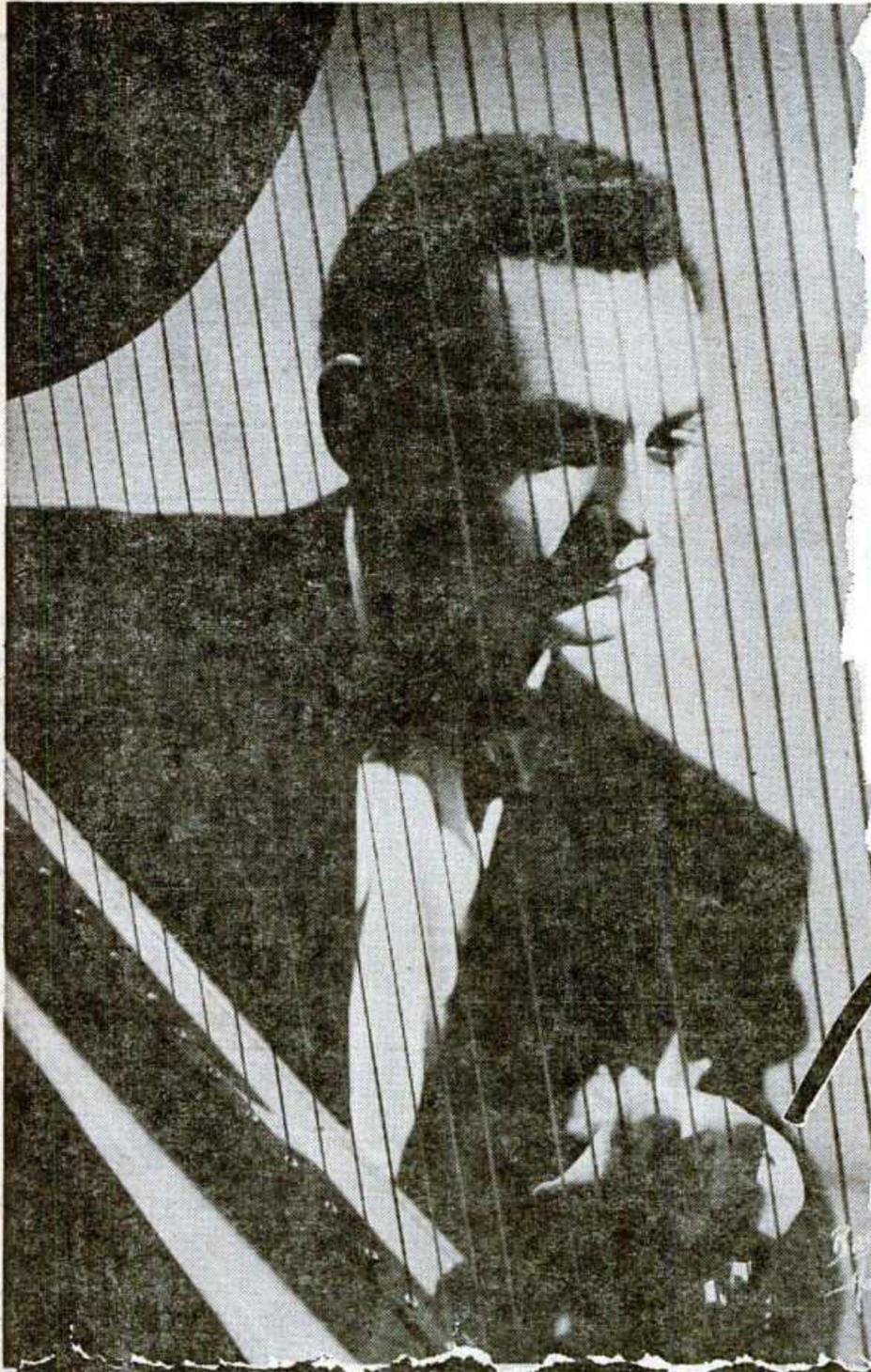
COUPLED WITH
"OLD COUNTRY"

MERCURY 70289 • 70289X45



PUBLISHED BY

BRANDOM MUSIC CO.



A New Smash!

By The Composer Of "EBB TIDE"

Robert Maxwell

and His Music
with Vocal by The Ray Charles Singers

An interesting and novel melody . . . A simple and catchy lyric . . .
A waxing in the best "Maxwell Manne" . . . all point to 1954's first big hit . . .

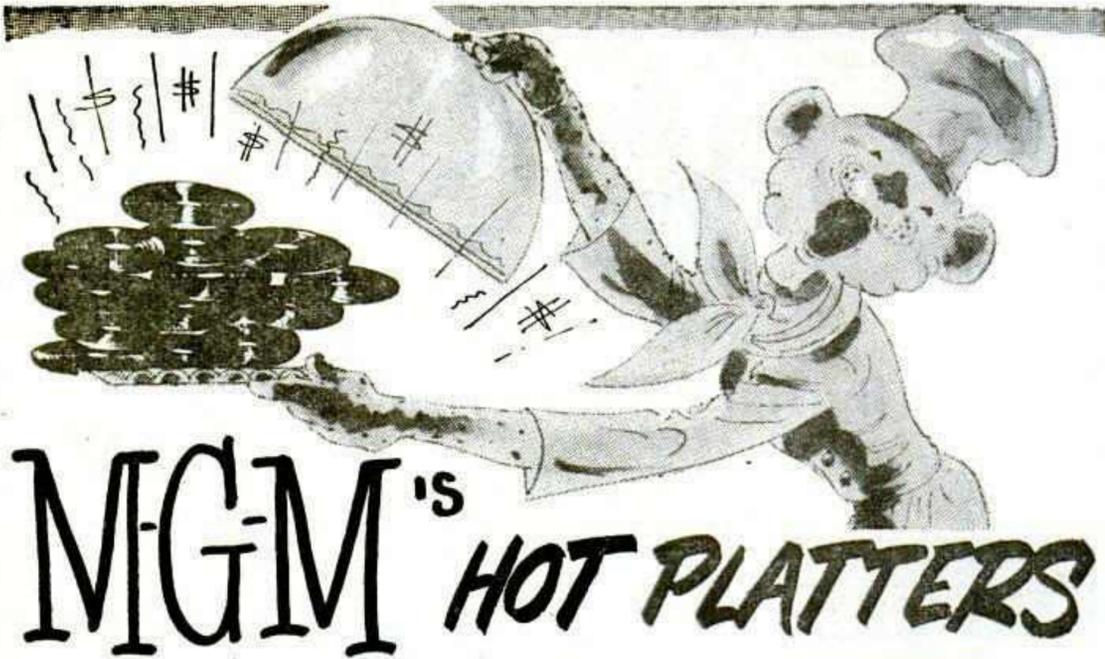
SOLEFEGGIO

(DO-RE-MI)

backed with "THE DOLL DANCE"

M-G-M Record No. 11671 (78RPM)
No. K11671 (45RPM)

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT
 701 SEVENTH AVE. NEW YORK 36, N. Y.



MGM'S HOT PLATTERS

SELECTIONS

JONI JAMES

YOU'RE NEARER

MGM 30829 78 rpm • K 30829 45 rpm

YOU'RE MY EVERYTHING

MGM 30829 78 rpm • K 30829 45 rpm

BILLY ECKSTINE

RENDEZVOUS

MGM 11655 78 rpm • K 11655 45 rpm

I'M IN A MOOD

MGM 11655 78 rpm • K 11655 45 rpm

LEW DOUGLAS

and his Orch. play and **CAESAR'S BOOGIE**

MGM 11654 78 rpm • K 11654 45 rpm

TOMMY EDWARDS

THERE WAS A TIME

MGM 11668 78 rpm • K 11668 45 rpm

WALL OF ICE

MGM 11668 78 rpm • K 11668 45 rpm

SHIRLEY HARMER

IF YOU LOVE ME

MGM 11667 78 rpm • K 11667 45 rpm

WONT'CHA' LOVE ME

MGM 11667 78 rpm • K 11667 45 rpm

THE NOCTURNES

POPPA PICCOLINO

MGM 11644 78 rpm • K 11644 45 rpm

FOR THE FIRST TIME IN A LONG TIME

WATCH FOR NEW GINNY GIBSON HOT PLATTER NEXT WEEK



MAKE FRIENDS

WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... for Week Ending January 23

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

- 1. Oh, Mein Papa (Oh, My Papa) 1 8**
 By John Turner, Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336.
OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; L. Assia, London 18151; Brasshats, London 1403; B. De Welle, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111
- 2. Stranger in Paradise 2 9**
 By Robert Wright and George Forrest—Published by Frank (ASCAP).
BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927; T. Martin, V 20-5535. **OTHER RECORDS AVAILABLE:** V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; A. Romero, V 20-5551; J. Sebastian, Cadence 1421; L. Stokowski, V 10.
- 3. Changing Partners 3 9**
 By Larry Coleman and Joe Darton—Published by Porgie (BMI)
BEST SELLING RECORDS: P. Page, Mercury 70260; K. Starr, Cap 2657; Bing Crosby, Dec 28969. **OTHER RECORDS AVAILABLE:** Crickets, Jay Dec 785; H. Forest, Bell 1017; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515.
- 4. That's Amore 4 12**
 By Jack Brooks and Harry Warren—Published by Paramount (ASCAP)
BEST SELLING RECORD: D. Martin, Cap 2589. **OTHER RECORDS AVAILABLE:** B. Barron, M-G-M 11584.
- 5. Rags to Riches 4 19**
 By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)
BEST SELLING RECORD: T. Bennett, Col 40048. **OTHER RECORDS AVAILABLE:** A. Malvin, Prom 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.
- 6. Ricochet 6 15**
 By Larry Coleman, Norman Gimbel and Joe Darton—Published by Sheldon (BMI)
BEST SELLING RECORD: T. Brewer, Coral 61043. **OTHER RECORDS AVAILABLE:** Davis Sisters, Tamer 'n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.
- 7. Heart of My Heart 7 10**
 By Ben Ryan—Published by Robbins (ASCAP)
BEST SELLING RECORDS: Four Aces, Dec 28927; **OTHER RECORDS AVAILABLE:** D. Cornell, A. Dale, J. Desmond, Coral 61076; L. Elgart, Col 40137; Four Vagabonds, Apollo 1076; F. Laine, Mercury 70262; Maple City Four, Mercury 6084; G. Wright, King 1308.
- 7. Secret Love 9 4**
 By Sammy Faith and Paul Webster—Published by Remick (ASCAP)
BEST SELLING RECORD: Doris Day, Col 40108. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 2678; T. Edwards, M-G-M 11604; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876.
- 9. Ebb Tide 8 22**
 By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)
BEST SELLING RECORD: F. Chacksfield, London 1358. **OTHER RECORDS AVAILABLE:** C. Applewhite-Camarata Ork, Dec 28875; D. Ballard, Dec 28977; L. Becker-Enoch Light Ork, Prom 1058; J. Colonna, Dec 28975; V. Damone, Mercury 70216; K. Griffin, Col 40093; B. Haymes, Bell 1012; Ink Spots, King 1297; R. Maxwell, Mercury 70177; L. Weik, Coral 61075. **TRANSCRIPTIONS AVAILABLE:** Hugo Winterhalter, Thesaurus.
- 10. You, You, You 10 30**
 By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI).
BEST SELLING RECORD: Ames Brothers, V 20-5325. **OTHER RECORDS AVAILABLE:** K. Griffin, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512

Second Ten

11. WOMAN 14 4
Published by Studio (BMI)
12. YOU ALONE 16 12
Published by Roncom (ASCAP)
13. TILL WE TWO ARE ONE — 1
Published by Shapiro-Bernstein (ASCAP)
14. JONES BOY 17 4
Published by Pincus (ASCAP)
15. GRANADA 15 2
Published by Peer (BMI)
15. MANY TIMES 12 15
Published by Broadcast (BMI)
17. WHAT IT WAS, WAS FOOTBALL 13 3
Published by Charles (BMI)
17. MARIE — 1
Published by Shapiro-Bernstein (ASCAP)
19. VAYA CON DIOS 11 32
Published by Ardmore (ASCAP)
19. CREEP 19 2
Published by Miller (ASCAP)

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Buyboard

TOP SELLERS—

POPULAR Listed Alphabetically

DEAR JOHN AND MARSHA LETTER EST SI BON	S. Freberg	2677
ANSWER ME, MY LOVE HY	N. Cole	2687
THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427
HANGING PARTNERS I ALWAYS BE IN LOVE WITH YOU	K. Starr	2657
THE CREEP WONDERLY	S. Kenton	2685
GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
THE MOOD KEDO JUNCTION	R. Anthony	2699
MEIN PAPA SECRET LOVE	R. Anthony	2678
	P. Hunt	2442
ROMEO AND JULIET, PART I ROMEO AND JULIET, PART II	D. Griffith	2698
SMITH OF THE BORDER LOVE YOU	F. Sinatra	2638
TENNESSEE CHURCHBELLS THERE'S A SILVER MOON ON THE GOLDEN GATE	M. Whiting & J. Wakely	2689
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
TA CON DIOS TANNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
TUS DI MILO I MADE ME LOVE YOU	B. Manning	2694
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	D. Griffith	2693
WING-AT-HEART THERE'S A CHANCE	F. Sinatra	2703

LATEST RELEASE

No. 405

ALL IN YOUR HEART I WANT TO SEE	Jane Froman	2708
HAD YOU HAD YOU EVER BEEN LONELY	Sharkey	2709
SWEET AS APPLE CIDER DOWN YONDER IN NEW ORLEANS	Ben Light	2710
'S POLKA GOOD TO BE TRUE	Johnny Pecon	2711
TEE POLKA MANY TIMES	Johnny Pecon	2712
PUSHER ON A ROTARY RIG I COULD LOOK INSIDE YOUR HEART	Ramblin' Jimmie Dolan	2713
MY DAY WILL BE SUNDAY MEET YOU BY THE RIVER	The Spiritualaires	2714

RAMBLIN' JIMMIE DOLAN

"Tool Pusher on a Rotary Rig"

"I Could Look Inside Your Heart"

Capitol Record No. 2713

TOP SELLER OF THE WEEK!
Based upon Actual Sales

"THAT'S AMORE"
with
DEAN MARTIN
Record No. 2589

TOP SELLERS—

COUNTRY & HILLBILLY Listed Alphabetically

THE GLASS THAT STANDS BESIDE YOU LET'S KISS AND TRY AGAIN	J. Shepard & F. Huskey	2706
GO CRY YOUR HEART OUT WAKE UP, IRENE	H. Thompson	2646
JUST MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
FORGIVE ME, JOHN MY WEDDING RING	J. Shepard & F. Huskey	2586

BEST SELLING—

POPULAR ALBUMS Listed Alphabetically

CAN-CAN Original Broadway Cast	452
THE EDDIE CANTOR STORY Eddie Cantor	467
THE HIT MAKERS! Les Paul & Mary Ford	416
"I REMEMBER GLENN MILLER" Ray Anthony	476
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason	366
MUSIC FOR LOVERS ONLY Jackie Gleason	352
MUSIC TO MAKE YOU MISTY Jackie Gleason	455
NAT "KING" COLE SINGS FOR TWO IN LOVE Nat "King" Cole	420
PORTRAITS ON STANDARDS Stan Kenton	462
SONGS FOR YOUNG LOVERS Frank Sinatra	488
SUNNY ITALY Dean Martin	481
TAWNY Jackie Gleason	471
THREE SAILORS AND A GIRL Jane Powell & Gordon MacRae	485

BEST SELLING—

"Specialized" HIGH-FIDELITY ALBUMS Listed Alphabetically

FULL DIMENSIONAL SOUND A Study in High Fidelity	9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND Top Capitol Artists	9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND Top Capitol Artists	9022
HIGH FIDELITY POPULAR VOCALS IN FULL DIMENSIONAL SOUND Top Capitol Artists	9023
THE PASSIONS Les Baxter & Bas Sheva	486

BEST SELLING—

CLASSICAL ALBUMS Listed Alphabetically

BEETHOVEN—"SYMPHONY NO. 6" The Pittsburgh Symphony Orchestra Conducted by William Steinberg	8159
BLOCH—"CONCERTO GROSSO," SCHUMANN—"SYMPHONY FOR STRINGS" The Pittsburgh Symphony Orchestra Conducted by William Steinberg	8212
CHOPIN—"POLONAISE IN A FLAT," FALLA—"RITUAL FIRE DANCE," ALBENIZ—"SEGUIDILLA" Leonard Pennario, Piano	8204
COPLAND—"BILLY, THE KID," WILLIAM SCHUMAN—"UNDERTOW" Ballet Theatre Orchestra Conducted by Joseph Levine	8238
MAHLER—"SYMPHONY NO. 1 IN D MAJOR" The Pittsburgh Symphony Orchestra Conducted by William Steinberg	8224
MODERN FRENCH MUSIC Vladimir Golschmann Conducting the Concert Arts Orchestra	8244
POLONAISE IN A FLAT, Op. 53, CLAIR DE LUNE, LIEBESTRAUME Leonard Pennario, Piano	8156
RACHMANINOFF—"SONATA IN G MINOR, OPUS 19 for 'Cello and Piano" Joseph Schuster, 'Cello; Leonard Pennario, Piano	8248

A sensational
new novelty record
by

MEL BLANC

"I Dess
I Dotta
Doe" AND "The
Lady Bird
Song"

Orchestra Conducted by DAVE CAVANAUGH

Capitol Record No. 2718

"Ida! Sweet as
Apple Cider"

"Way Down Yonder
In New Orleans"

FAVORITE tunes
by a
FAVORITE pianist

BEN LIGHT

Capitol Record No. 2710

Breaking wide open in...

Philadelphia

Detroit

Chicago

St. Louis

a Great New Voice...

TERRY WALLACE

(WITH EDDIE OLIVER ORCH.)



Little Miss One

WEISS and BARRY
Publishers

ALLIED

RECORD CO., New York • Hollywood

b/w

PETRILLO

ALLIED RECORD

#5015

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending January 23

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1.	STRANGER IN PARADISE (R) (M)—Frank.....	2 9
2.	OH MEIN PAPA (OH MY PAPA) (R)—Shapiro Bernstein	1 7
3.	CHANGING PARTNERS (R)—Porgie.....	3 9
4.	THAT'S AMORE (R) (F)—Paramount.....	5 7
5.	SECRET LOVE (R)—Remick.....	6 5
6.	EBB TIDE (R)—Robbins.....	4 19
7.	HEART OF MY HEART (R)—Robbins.....	7 6
8.	RAGS TO RICHES (R)—Saunders.....	7 14
9.	RICOCHET (R)—Sheldon.....	9 13
10.	YOU, YOU, YOU (R)—Mellin.....	11 28
11.	VAYA CON DIOS (R)—Ardmore.....	10 31
12.	MANY TIMES (R)—Broadcast.....	12 16
13.	OFF SHORE (R)—Hanover.....	15 2
14.	GRANADA (R)—Peer.....	— 1
15.	WOMAN (R)—Studio.....	— 1

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

Answer Me My Love (R)—Bourne—ASCAP	Pa-Paya Mama (R)—Sheldon—BMI
Changing Partners (R)—Porgie—BMI	Rags to Riches (R)—Saunders—ASCAP
Creep (R)—Miller—ASCAP	Ricochet (R)—Sheldon—BMI
Down by the Riverside (R)—Spier—ASCAP	Sadie Thompson Song (R) (F)—Mills—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Secret Love (R) (F)—Remick—ASCAP
Face to Face (R) (F)—Witmark—ASCAP	She Was Five and He Was Ten (R)—Roxbury—ASCAP
Fini (R)—Frank—ASCAP	Sleigh Ride (R)—Mills—ASCAP
Granada (R)—Peer—BMI	Stranger in Paradise (R) (M)—Frank—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	That's Amore (R) (F)—Paramount—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
I'll Never Stand in Your Way (R)—Milene—ASCAP	Why Does It Have to Be Me? (R)—Foist—ASCAP
Istanbul (R)—Alamo—ASCAP	Woman (Man) (R)—Studio—BMI
Jones Boy (R)—Pincus—ASCAP	You Alone (R)—Roncom—ASCAP
Many Times (R)—Broadcast—BMI	Young at Heart (R)—Sunbeam—BMI
Marie (R)—Berlin—ASCAP	
Oh My Papa (R)—Shapiro-Bernstein—ASCAP	

Top 22 on Television

Broke, Barefooted and Starry-Eyed (R)—Leeds—ASCAP	Oh My Papa (R)—Shapiro-Bernstein—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Pa-Paya Mama (R)—Sheldon—BMI
Changing Partners (R)—Porgie—BMI	Secret Love (R) (F)—Remick—ASCAP
Choo Choo Train (R)—Disney—ASCAP	Somebody Bad Stole De Wedding Bell (R)—Morris—ASCAP
Don'tcha Hear Them Bells? (R)—Iris-Trojan—ASCAP	Stranger in Paradise (R) (M)—Frank—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Sweet Mama Tree Top Tall (R)—Hollism—BMI
Heart of My Heart (R)—Robbins—ASCAP	That's Amore (R) (F)—Paramount—ASCAP
I Believe (R)—Cromwell—ASCAP	Venus Di Milo (R)—Jefferson—ASCAP
Jones Boy (R)—Pincus—ASCAP	
Melancolie (R)—Southern—BMI	

England's Top Twenty

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

1. Oh My Papa—Maurice (Shapiro-Bernstein)	12. Golden Tango—Lawrence Wright (Mills)
2. Swedish Rhapsody—Connelly (Dartmouth)	12. Istanbul—Aberbach (Alamo)
3. Answer Me—Bourne (Bourne)	14. You, You, You—Mellin (Mellin)
4. Rags to Riches—Chappell (Saunders)	15. Ebb Tide—Robbins (Robbins)
5. If You Love Me—World Wide (Peer)	16. Wish You Were Here—Chappell (Chappell)
6. Ricochet—Victoria (Sheldon)	17. Blowing Wild—Harms, Connelly (Witmark & Son)
7. Poppa Piccolino—Sterling (Chappell)	18. Song From Moulin Rouge—Connelly (Broadcast)
8. Cloud Lucky Seven—Robbins (Robbins)	19. Tennessee Wig-Walk—Francis Day (Odette)
9. When You Hear Big Ben—Box & Cox (Box & Cox)	20. Crying in the Chapel—Morris (Valley)
10. Vaya Con Dios—Maddox (Ardmore)	
11. Chicka Boom—Dash (Hawthorne)	

their rock-'em sock-'em

VOCAL

makes this one the hit

the **JOHNSTON BROTHERS** sing

the **CREEP**

backed by
CRYSTAL BALL

1423 & 45-1423

Don't forget—
the best instrumental!
TED HEATH
THE ORIGINAL
CREEP

backed by
SLIM JIM (Creep Dance)
1404 & 45-1404

London



The Billboard's Music Popularity Charts

... for Week Ending January 23

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

PATTI PAGE Johnny Guitar... MERCURY 70302... ROY HAMILTON You'll Never Walk Alone... HARRY BELAFONTE Hold 'Em Joe... BUNNY PAUL New Love... WYOMA WINTERS Where Can I Go Without You... SANDY STEWART Idle Gossip... BILL CAREY No. No. No...

PHIL HARRIS I Know an Old Lady... JANE RUSSELL What Is This That I Feel?... LES BAXTER ORK Flirtation Waltz... LOUIS ARMSTRONG- THE COMMANDERS The Gypsy... JOHNIE RAY You'd Be Surprised... LOUIS JORDAN TYMPANY FIVE Lollipop... DINAH SHORE I'll Hate Myself in the Morning... CHARLES WATKINS Don't Let This Harvest Pass... BISHOP NARCISSE He That Belletheth... HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories...

Number of Releases This Week (Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Includes labels like ALADDIN, ATLANTIC, AUDIVOX, BELLE, CADENCE, CAPITOL, COLUMBIA, CROWN, DECCA, DELUXE, EPIC, ESSEX, EXCELLENT, HOLLYWOOD, KING, MERCURY, M-G-M, RAINBOW, STATES, TNT, UNITED, VICTOR, WESTERN RANCH.

Sacred

COWBOY COPAS He Stands by His Window... LITTLE JIMMY DICKENS The Old Country Preacher... THE STAMPS QUARTET Hide Me Rock of Ages... STUART HAMBLEN Robe of Calvary... DON RENO, RED SMILEY Mountain Church... CARL STORY My Lord Keeps a Record... has a good beat, and the reading has spirit. (Golden State, BMI)

Rhythm & Blues

RUTH BROWN Love Contest... ANNISTEEN ALLEN I Don't Want No Substitute... TAB SMITH Strange... T. J. Fowler The Queen... CHARLES BROWN Pleading for Your Love... THE CHARMIS Bye-Bye, Baby... THE BATCHELORS Can't Help Loving You... RED CALLENDAR SEXTETTE Voodoo... GEORGIE'S TAVERN BAND I Miss You Most of All... GENE AUTRY Bimbo...

Polka

AL SOYKA ORK Polka, Polka... GEORGIE'S TAVERN BAND Spanish Polka... GENE AUTRY Roly Poly...

Children's

GENE AUTRY Bimbo... Roly Poly...

Country & Western

JEAN SHEPARD AND FERLIN HUSKEY The Glass That Stands Beside You... GEORGE MORGAN The First Time I Told You a Lie... CHARLES BROWN I Want to Fool Around With You... LITTLE JIMMY DICKENS Rock Me... REX PROPHET Goodbye, Katie, Bar the Door... HANK WILLIAMS Low Down Blues... CURLY WIGGINS Ambushed... FLOYD TILLMAN Just One More Time... EARL BACKUS On the Trail... RANDY KING Crazy as a Loon... BILL DUDLEY Tack-a-Toom...

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

Jane Froman's

LATEST
RECORDING
TRIUMPH...

"WAVY AND SWEET"



Record No. 2708

Published by: **BRANDOM MUSIC COMPANY**

1323 South Michigan Avenue • Chicago 5, Illinois

UNUSUAL!

Billy Daniels

SINGS A GREAT RENDITION OF

"THE GAME OF LOVE"

FLIP SIDE

"I STILL GET A THRILL"

MERCURY 70291 • 70291X45



MOVING UP FROM COAST TO COAST!

"From The Vine Came The Grape"

THE GAYLORDS

MERCURY 70296 • 70296X45

"Somebody Bad Stole De Wedding Bell"
GEORGIA GIBBS

FLIP SIDE

"BAUBLES, BANGLES & BEADS"

MERCURY 70298 • 70298X45

"Cuddle Me"
AND
"Oh, Am I Lonely"
RONNIE GAYLORD

MERCURY 70285 • 70285X45

"The Breeze And I"
VIC DAMONE

FLIP SIDE

"TO LOVE YOU"

MERCURY 70287 • 70287X45

"King For A Day"
AND
"Downhill"
RICHARD HAYES

MERCURY 70297 • 70297X45

"Fancy Pants"
AND
"By Heck"
DAVID CARROLL

MERCURY 70292 • 70292X45

"Little Miss One"
AND
"Till We Two Are One"
EDDY HOWARD

MERCURY 70293 • 70293X45

"Yes Dear"
BERNICE PARKS

FLIP SIDE

"OLD COUNTRY"

MERCURY 70289 • 70289X45

NEW RELEASES

1. WATERMELON IN DECEMBER
Warmed Over Kisses.....ARTIE WAYNE...No. 70310
2. HERE COMES MY BALL AND CHAIN
Three Little Words.....JIMMY PALMER...No. 70305
3. WHAT GOOD IS SOMEBODY NEW
Big Dream.....BOBBY WAYNE...No. 70303

STILL GOING STRONG!

1. CHANGING PARTNERS
Don't Get Around Much Any More
.....PATTI PAGE...No. 70295
2. THE CREEP
Love Theme.....RALPH MARGERIE...No. 70281
3. STRINGS OF MY HEART
Mama-Papa Poika.....THE GAYLORDS...No. 70256
4. SADIE THOMPSON'S SONG
Drive In.....RICHARD HAYMAN...No. 70237
5. OFF SHORE
Jocely's Theme.....RICHARD HAYMAN...No. 70252
6. JUST ONE MORE CHANCE
Heartaches.....HARMONICATS...No. 70277
7. EBB TIDE
Make You Mine.....VIC DAMONE...No. 70216
8. MY MAN'S AN UNDERTAKER
Come And Went.....DINAH WASHINGTON...No. 70284
9. I'M JUST YOUR FOOL
A-12.....BUDDY JOHNSON...No. 70251
10. GADABOUT
Corribean.....DAVID CARROLL...No. 70247



TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. OH, MY PAPA—E. Fisher.....	1	8
Until You Said Goodbye—V 20-5552—ASCAP		
2. THAT'S AMORE—D. Martin.....	2	12
You're the Right One—Cap 2589—ASCAP		
3. STRANGER IN PARADISE—T. Bennett.....	6	8
Why Does It Have to Be Me?—Col 40121—ASCAP		
4. CHANGING PARTNERS—P. Page....	4	10
Don't Get Around Much Any More—Mercury 70260—BMI		
5. RAGS TO RICHES—T. Bennett.....	3	20
Here Comes That Heartache Again—Col 40048—ASCAP		
6. STRANGER IN PARADISE—Four Aces.....	5	9
Heart of My Heart—Dec 28927—ASCAP		
7. RICOCHET—T. Brewer.....	7	16
Too Young to Tango—Coral 61043—BMI		
9. SECRET LOVE—Doris Day.....	8	4
Deadwood Stage—Col 40108—ASCAP		
9. HEART OF MY HEART—Four Aces... 10	9	
Stranger in Paradise—Dec 28927—ASCAP		
10. STRANGER IN PARADISE—T. Martin.....	11	5
I Love Paris—V 20-5535—ASCAP		
11. TILL WE TWO ARE ONE—G. Shaw... 17	2	
Honeycomb—Dec 28937—ASCAP		
12. WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith.... 9	4	
Cap 2693—BMI		
13. CHANGING PARTNERS—K. Starr.... 14	8	
I'll Always Be in Love With You—Cap 2657—BMI		
14. TILL THEN—Hilltoppers.....	—	1
I Found Your Letter—Dot 15132		
15. EBB TIDE—F. Chacksfield.....	12	22
Waltzing Bugle Boy—London 1358—ASCAP		
16. JONES BOY—Mills Brothers.....	15	2
She Was Five and He Was Ten—Dec 28945—ASCAP		
17. OH, MEIN PAPA—E. Calvert.....	13	9
Mystery Street—Essex 336—ASCAP		
18. MARIE—Four Tunes.....	—	1
I Gambled With Love—Jubilee 5128—ASCAP		
19. CHANGING PARTNERS—Bing Crosby.....	—	1
Y'all Come—Dec 28969—BMI		
20. WOMAN—R. Clooney-J. Ferrer.....	—	1
Man—Col 40144—BMI		

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.

This Week	Last Week	Weeks on Chart
1. OH, MY PAPA—E. Fisher.....	2	17
Until You Said Goodbye—V 20-5552—ASCAP		
2. THAT'S AMORE—D. Martin.....	3	11
You're the Right One—Cap 2589—ASCAP		
3. RAGS TO RICHES—T. Bennett.....	1	18
Here Comes That Heartache Again—Col 40048—ASCAP		
4. CHANGING PARTNERS—P. Page....	4	8
Don't Get Around Much Any More—Mercury 70260—BMI		
5. RICOCHET—T. Brewer.....	5	16
Too Young to Tango—Coral 61043—BMI		
6. STRANGER IN PARADISE—T. Bennett.....	9	7
Why Does It Have to Be Me?—Col 40121—ASCAP		
7. HEART OF MY HEART—Four Aces... 8	9	
Stranger in Paradise—Dec 28927—ASCAP		
8. OH, MEIN PAPA—E. Calvert.....	6	7
Mystery Street—Essex 336—ASCAP		
9. STRANGER IN PARADISE—Four Aces.....	10	5
Heart of My Heart—Dec 28927—ASCAP		
10. SECRET LOVE—Doris Day.....	—	1
Deadwood Stage—Col 40108—ASCAP		
11. CHANGING PARTNERS—K. Starr.... 7	7	
I'll Always Be in Love With You—Cap 2657—BMI		
12. STRANGER IN PARADISE—T. Martin.....	12	3
I Love Paris—V 20-5535—ASCAP		
13. YOU, YOU, YOU—Ames Brothers.... 10	31	
Once Upon a Tune—V 20-5325—BMI		
14. MARIE—Four Tunes.....	13	5
I Gambled With Love—Jubilee 5128—ASCAP		
14. TILL WE TWO ARE ONE—G. Shaw... —	1	
Honeycomb—Dec 28937—ASCAP		
16. YOU ALONE—P. Como.....	—	9
Pa-Paya Mama—V 20-5447—ASCAP		
17. EBB TIDE—F. Chacksfield.....	13	13
Waltzing Bugle Boy—London 1358—ASCAP		
17. GRANADA—F. Laine.....	19	2
I'd Give My Life—Col 40136—BMI		
19. TILL THEN—Hilltoppers.....	—	1
I Found Your Letter—Dot 15132—ASCAP		
19. WOMAN—R. Clooney-J. Ferrer.....	—	1
Man—Col 40144—BMI		

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.

This Week	Last Week	Weeks on Chart
1. OH, MY PAPA—E. Fisher.....	1	7
Until You Said Goodbye—V 20-5552—ASCAP		
2. THAT'S AMORE—D. Martin.....	4	11
You're the Right One—Cap 2589—ASCAP		
3. STRANGER IN PARADISE—T. Bennett.....	6	10
Why Does It Have to Be Me?—Col 40121—ASCAP		
4. STRANGER IN PARADISE—Four Aces.....	3	8
Heart of My Heart—Dec 28927—ASCAP		
5. RAGS TO RICHES—T. Bennett.....	2	19
Here Comes That Heartache Again—Col 40048—ASCAP		
6. CHANGING PARTNERS—P. Page.... 5	10	
Don't Get Around Much Any More—Mercury 70260—BMI		
7. SECRET LOVE—Doris Day.....	10	4
Deadwood Stage—Col 40108—ASCAP		
8. RICOCHET—T. Brewer.....	7	18
Too Young to Tango—Coral 61043—BMI		
9. OH, MEIN PAPA—E. Calvert.....	7	8
Mystery Street—Essex 336—ASCAP		
10. CHANGING PARTNERS—K. Starr.... 9	9	
I'll Always Be in Love With You—Cap 2657—BMI		
11. WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith.... 11	3	
Cap 2693—BMI		
12. I GET SO LONELY—Four Knights.... 13	2	
I Couldn't Stay Away From You—Cap 2654—ASCAP		
13. STRANGER IN PARADISE—T. Martin.....	12	5
I Love Paris—V 20-5535—ASCAP		
14. TILL WE TWO ARE ONE—G. Shaw... —	1	
Honeycomb—Dec 28937—ASCAP		
15. YOU ALONE—P. Como.....	20	13
Pa-Paya Mama—V 20-5447—ASCAP		
16. JONES BOY—Mills Brothers.....	—	1
She Was Five and He Was Ten—Dec 28945—ASCAP		
17. HEART OF MY HEART—Four Aces... 18	3	
Stranger in Paradise—Dec 28927—ASCAP		
18. MAKE LOVE TO ME—J. Stafford.... 16	2	
Adi-Adios Amigo—Col 40143—ASCAP		
19. HEART OF MY HEART—D. Cornell, A. Dale, J. Desmond.....	—	3
I Think I'll Fall in Love Today—Coral 61076—ASCAP		
20. Y'ALL COME—Bing Crosby.....	—	1
Changing Partners—Dec 28969—BMI		

Vox Jox

By CHARLOTTE SUMMERS

Spaceman's Hit Parade

Al (Jazzbo) Collins, who broadcasts nightly over WNEW, New York, from a remote on the "moon," has begun compiling the "Spaceman's Hit Parade," a summary of the most popular tunes out of this world. Collins receives regular reports from space jockeys throughout the galaxy who are surveying the records most played in the "nebula boxes" and selling best across the craters and even in the asteroid belts. This week Collins reported in his "radar-cast," the No. 1 tune, "Oh, Moon Papa," and the No. 2 tune, "Changing Rockets," by Patty Piuto. The No. 9 spot is held by "Ricochet of the Shooting Star," and No. 8, "C'est Si the Eclipse." Collins is also compiling a list of most-requested standards on his "moon" show. So far, these include "Stellar by Starlight," "O Solar Mio," "I'd Love to Get You on a Slow Space Boat to Saturn,"

"Cupid" Notes

Phil Sheridan, WFIL, Philadelphia, has started a new "Comic Valentine Contest" that will run until February 13 on his program. The "Comic Valentine" will be supplied by Sheridan, with members of the audience invited to send in a creative last line for the original limerick used each week by the deejay. The last line may be serious or comic with the judges left to decide the most appropriate and original line. The winner will be presented with a diamond ring and a table setting for eight which includes china, silver, glassware and a mahogany coffee table. Runner-ups will receive prizes ranging from diamond rings to traveling alarm clocks.

"San," Etc.

Altho we promised to wind up the "Oh" and "San" forum this past week, a letter from Lindsay McPhail, writer of "San," has

been received, and we feel it should be published. The following are quotes from McPhail's letter: "Personally I want to thank you for having conducted this 'open forum,' since it is a healthy sign. . . . Do you know that 'San' is gaining momentum because of The Billboard? And I believe the deejays will have it on the charts during 1954. . . . From what the deejays write me about the 'script material' I've been sending, they now realize

that those kids who comprise the 1,000,000 sales of Pee Wee Hunt's record are playing both sides of the record, not just 'Oh.' . . . The jockeys may receive the material by writing me at 333 West 56th Street, New York 19. . . ."

Surface Noises

Jack Ellnor, Canadian truck driver and composer of "When We Said Good-Bye in the Rain," would like deejays to write him for copies of his disk. Jo-Ann Jordan, the vocalist, is a native New Yorker married to a Canadian boy in the U. S. Army and both Ellnor and his vocalist ask for jocks in this country to give a Canadian song a break. Address Ellnor at 1114 Anderson, Montreal. . . . Don Schmitt, WISC, Madison, Wis., writes us that he is "waiting for better service from M-G-M." . . . Albert Boyd, WBIP, Boonesville, Miss., is having a rough time getting r.&b. records and would like us to send out the word. . . . Ray Read Jr., KSFA, Nacogdoches, Tex., writes: "Any record company that wants plenty of spins over all of Central East Texas, just send those disks to KSFA. We'll play the grooves" (Continued on page 48)

See
PAGES 40 AND 42
for
The Billboard
Buying Guide
Packaged Record
REVIEWS

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 29, 1944:

1. My Heart Tells Me
 2. Shoo-Shoo Baby (Andrews Sisters)
 3. Paper Doll
 4. Star Eyes
 5. Besame Mucho
 6. Shoo-Shoo Baby (Morse)
 7. They're Either Too Young or Too Old
 8. Speak Low
 9. My Shining Hour
 10. Cherry
- JANUARY 29, 1949:
1. A Little Bird Told Me
 2. Buttons and Bows
 3. On a Slow Boat to China
 4. Far Away Places
 5. My Darling, My Darling
 6. Lavender Blue
 7. Powder Your Face With Sunshine
 8. Galway Bay
 9. The Pussycat Song
 10. I've Got My Love to Keep Me Warm

NEW RELEASES

RCA VICTOR—Release #54-5

POPULAR

WHERE CAN I GO WITHOUT YOU!

(Won't You Give A)

REPEAT PERFORMANCE

Wyoma Winters with Henri Rene and his Orch. ... 20-5603 (47-5603)*

WHERE'S ACE

HIT THE ROAD TO DREAMLAND

(From the film "Star Spangled Rhythm")

The Sauter-Finggan Orch. with Joe Mooney and The Doodlers. Vocal by Sally Sweetland and the band ... 20-5614 (47-5614)*

TAKE YOUR GIRLIE TO THE MOVIES

(If You Can't Make Love at Home)

I KNOW AN OLD LADY

Phil Harris with Skip Martin and his Orch. 20-5615 (47-5615)*

NO, NO, NO

THE CHUCK WAGON SONG

Bill Carey with Hugo Winterhalter's Orch. and Chorus. 20-5616 (47-5616)*

HOLD 'EM, JOE

I'M JUST A COUNTRY BOY

Harry Belafonte with Hugo Winterhalter and his Orch. ... 20-5617 (47-5617)*

PASS THE JAM, SAM

I'LL HATE MYSELF IN THE MORNING

Dinah Shore with Harry Geller and his Orch. and with Henri Rene and his Orch. 20-5622 (47-5622)*

STORMY WEATHER

(Keeps Rainin' All the Time)

MY REVERIE

Tito Rodriguez and his Orch. 20-5618 (47-5618)*

SACRED

EVERY DAY WILL BE SUNDAY, BY AND BY

PEACE LIKE A RIVER

Blackwood Brothers Quartet 20-5619 (47-5619)*

COUNTRY-WESTERN

SWEET LEILANI

(From the film "Waikiki Wedding")

IF YOU SHOULD CHANGE YOUR MIND

Elton Britt 20-5620 (47-5620)*

TOO LATE TO PLOW NOW

BULL'S EYE

Red Garrett 20-5621 (47-5621)*

LOVIN' SPREE

WHO WROTE THAT LETTER TO OLD JOHN!

Eddie Hill 20-5642 (47-5642)*

ALBUMS

ARTIE SHAW

Artie Shaw and his Orch. EPFT-6000* LPT-6000**

COUNTRY PICKIN'

Guitar solos by HANK SNOW

Hank Snow, The Singing Ranger and the Rainbow Ranch

Boys EPA-546*

"BORSCHT"

MICKEY KATZ and his Kosher-Jammers ... EPB-3193* LPM-3193**

LUCIANO VIRGILI SINGS

Italian Songs of Love—

with Orch. EPB-3195* LPM-3195**

MY BLUE HEAVEN

GENE AUSTIN ... EPB-3200* LPM-3200**

HOWDY DOODY AND MOTHER GOOSE

Starring HOWDY DOODY and BUFFALO BOB SMITH with the Howdy Doody Cast Y-2018*** EYA-38*

* 45 rpm cat. nos.

** 33 1/3 rpm cat. nos.

*** 78 rpm cat. nos.

BEST SELLERS

POPULAR

Somebody Bad Stole De Wedding Bell/Lovin' Spree

Eartha Kitt 20-5610 (47-5610)

Oh! My Pa-Pa/Until You Said Goodbye

Eddie Fisher 20-5552 (47-5552)

Stranger in Paradise/I Love Paris

Tony Martin 20-5535 (47-5535)

Darktown Strutters Ball/I Know How You Feel

Lou Monte 20-5611 (47-5611)

The Creep/Just One More Chance

The Three Suns 20-5553 (47-5553)

You Alone/Pa-Paya Mama

Perry Como 20-5447 (47-5447)

Changing Partners/Think

Dinah Shore 20-5515 (47-5515)

Many Times/Just To Be With You

Eddie Fisher 20-5453 (47-5453)

You, You, You/Once Upon a Tune

Ames Brothers 20-5325 (47-5325)

I Believe/Onward, Christian Soldiers

Perry Como 20-5571 (47-5571)

Madcap/Seashells

Henri Rene 20-5595 (47-5595)

C'est Si Bon/African Lullaby

Eartha Kitt 20-5358 (47-5358)

Shaker Heights Stomp/Reverie in the Rain

Ralph Flanagan 20-5591 (47-5591)

In the Mood/String of Pearls

Glenn Miller 20-4086 (47-4086)

You-Ewe-U/Hay Shmo!

Homer & Jethro 20-5555 (47-5555)

COUNTRY-WESTERN

Changing Partners/Bimbo

Pee Wee King 20-5537 (47-5537)

Takin' Time Out for Tears/Gotta Get A-Goin'

Davis Sisters 20-5607 (47-5607)

Robe of Calvary/Prayer

Eddy Arnold 20-5601 (47-5601)

Man/I Wish They Would!

Minnie Pearl 20-5605 (47-5605)

I Forgot More Than You'll Ever Know/Rock-a-Bye Boogie

Davis Sisters 20-5345 (47-5345)

I Really Don't Want To Know/I'll Never Get Over You

Eddy Arnold 20-5525 (47-5525)

Please Throw Away the Glass/You Can't Feel the Way I Do

Betty Coby 20-5600 (47-5600)

The Red Deck of Cards/Deck of Cards

Pee Wee King 20-5587 (47-5587)

Love Trap/Cheated Out of Love

Johnnie & Jack 20-5581 (47-5581)

Birmingham Jail/Wabash Waltz

Slim Whitman 20-5557 (47-5557)

RHYTHM-BLUES

Don't Get Around Much Anymore/Water Boy

Four Tunes 20-5532 (47-5532)

I'm Alone/Tears of Joy

Bertice Reading 20-5567 (47-5567)

Don't Stop Now/Get It Off Your Mind

The Robins 20-5564 (47-5564)

Overnight

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and I KNOW HOW YOU FEEL

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DINAH SHORE

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I'LL HATE MYSELF IN THE MORNING

with Harry Geller and his Orchestra

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WHERE CAN I GO WITHOUT YOU
REPEAT PERFORMANCE

with Henri Rene and his Orchestra

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THE CHUCK WAGON SONG

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The Billboard's Music Popularity Charts

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This Week's New Territorial Best Sellers to Watch

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

Atlanta
Milwaukee
Pittsburgh... I GET SO LONELY.....Four Knights, Capitol 2654
Chicago
Cleveland
Detroit... FROM THE VINE CAME THE GRAPE.....Gaylords, Mercury 70296
St. Louis
Seattle... GRANADA.....F. Laine, Columbia 40136

Territorial Best Sellers

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

Atlanta

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Stranger in Paradise
Four Aces, Decca
4. Changing Partners
P. Page, Mercury
5. I Get So Lonely
Four Knights, Capitol
6. Ricochet
T. Brewer, Coral

Boston

1. Oh, My Papa
E. Fisher, Victor
2. Changing Partners
P. Page, Mercury
3. Stranger in Paradise
T. Bennett, Columbia
4. That's Amore
D. Martin, Capitol
5. Stranger in Paradise
Four Aces, Decca
6. Secret Love
Doris Day, Columbia
7. Bell Bottom Blues
T. Brewer, Coral
8. Oh, Mein Papa
E. Calvert, Essex
9. Till We Two Are One
G. Shaw, Decca
10. Till Then
Hilltoppers, Dot

Buffalo

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Rags to Riches
T. Bennett, Columbia
4. Changing Partners
P. Page, Mercury
5. Stranger in Paradise
T. Bennett, Columbia
6. Stranger in Paradise
Four Aces, Decca
7. Till We Two Are One
G. Shaw, Decca
8. Changing Partners
K. Starr, Capitol

Chicago

1. Oh, My Papa
E. Fisher, Victor
2. Stranger in Paradise
T. Bennett, Columbia
3. Marie
Four Tunes, Jubilee
4. Secret Love
Doris Day, Columbia
5. Stranger in Paradise
Four Aces, Decca
6. That's Amore
D. Martin, Capitol
7. Till Then
Hilltoppers, Dot
8. Changing Partners
P. Page, Mercury
9. Till We Two Are One
G. Shaw, Decca
10. From the Vine Came the Grape
Gaylords, Mercury

Cincinnati

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. What It Was, Was Football
Deacon A. Griffith, Capitol
4. Stranger in Paradise
Four Aces, Decca
5. Stranger in Paradise
T. Bennett, Columbia

6. Changing Partners
P. Page, Mercury
7. Till Then
Hilltoppers, Dot
8. Heart of My Heart
Four Aces, Decca
9. Rags to Riches
T. Bennett, Columbia
10. Ricochet
T. Brewer, Coral

Cleveland

1. Oh, My Papa
E. Fisher, Victor
2. Changing Partners
P. Page, Mercury
3. Stranger in Paradise
Four Aces, Decca
4. That's Amore
D. Martin, Capitol
5. Ricochet
T. Brewer, Coral
6. Till We Two Are One
G. Shaw, Decca
7. From the Vine Came the Grape
Gaylords, Mercury
8. Stranger in Paradise
T. Bennett, Columbia
9. Bell Bottom Blues
T. Brewer, Coral
10. Ebb Tide
F. Chacksfield, London

Dallas-Ft. Worth

1. Stranger in Paradise
Four Aces, Decca
2. That's Amore
D. Martin, Capitol
3. What It Was, Was Football
Deacon A. Griffith, Capitol
4. Oh, My Papa
E. Fisher, Victor
5. Changing Partners
P. Page, Mercury
6. Rags to Riches
T. Bennett, Columbia
7. Secret Love
Doris Day, Columbia
8. Ricochet
T. Brewer, Coral

Denver

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Changing Partners
P. Page, Mercury
4. Ricochet
T. Brewer, Coral
5. Rags to Riches
T. Bennett, Columbia
6. Stranger in Paradise
T. Bennett, Columbia
7. Stranger in Paradise
Four Aces, Decca
8. Stranger in Paradise
T. Martin, Victor

Detroit

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Stranger in Paradise
Four Aces, Decca
4. Till Then
Hilltoppers, Dot
5. Till We Two Are One
G. Shaw, Decca
6. From the Vine Came the Grape
Gaylords, Mercury
7. Make Love to Me
J. Stafford, Columbia
8. Gee
Crows, Rama
9. Oh, Mein Papa
E. Calvert, Essex

Kansas City, Mo.

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Changing Partners
P. Page, Mercury
4. Ricochet
T. Brewer, Coral
5. Rags to Riches
T. Bennett, Columbia
6. Stranger in Paradise
T. Martin, Victor
7. Stranger in Paradise
T. Bennett, Columbia
8. Heart of My Heart
Four Aces, Decca
9. Woman
R. Clooney-J. Ferrer,
Columbia
10. Stranger in Paradise
Four Aces, Decca

Los Angeles

1. Oh, My Papa
E. Fisher, Victor
2. Stranger in Paradise
T. Martin, Victor
3. That's Amore
D. Martin, Capitol
4. Rags to Riches
T. Bennett, Columbia
5. Secret Love
Doris Day, Columbia
6. Changing Partners
Bing Crosby, Decca
7. Changing Partners
K. Starr, Capitol
8. Stranger in Paradise
Four Aces, Decca
9. Stranger in Paradise
T. Bennett, Columbia
10. Ricochet
T. Brewer, Coral

Milwaukee

1. Till We Two Are One
G. Shaw, Decca
2. Oh, My Papa
E. Fisher, Victor
3. Secret Love
Doris Day, Columbia
4. That's Amore
D. Martin, Capitol
5. Stranger in Paradise
Four Aces, Decca
6. I Get So Lonely
Four Knights, Capitol
7. Changing Partners
K. Starr, Capitol
8. Stranger in Paradise
T. Bennett, Columbia
9. Woman
J. Desmond, Coral
10. Till Then
Hilltoppers, Dot

New Orleans

1. Oh, My Papa
E. Fisher, Victor
2. Stranger in Paradise
Four Aces, Decca
3. That's Amore
D. Martin, Capitol
4. Stranger in Paradise
T. Bennett, Columbia
5. Heart of My Heart
Four Aces, Decca
6. Changing Partners
Bing Crosby, Decca
7. Heart of My Heart
Four Aces, Decca
8. Heart of My Heart
D. Cornell-A. Dale-J. Des-
mond, Coral
9. I See the Moon
Mariners, Columbia

New York

1. Stranger in Paradise
T. Bennett, Columbia
2. Oh, My Papa
E. Fisher, Victor
3. That's Amore
D. Martin, Capitol
4. Ricochet
T. Brewer, Coral
5. Rags to Riches
T. Bennett, Columbia
6. Secret Love
Doris Day, Columbia
7. Heart of My Heart
D. Cornell-A. Dale-J. Des-
mond, Coral
8. Man
R. Clooney-J. Ferrer,
Columbia
9. Changing Partners
Bing Crosby, Decca
10. Changing Partners
P. Page, Mercury

Philadelphia

1. That's Amore
D. Martin, Capitol
2. Heart of My Heart
Four Aces, Decca
3. Oh, My Papa
E. Fisher, Victor
4. Stranger in Paradise
T. Bennett, Columbia
5. Rags to Riches
T. Bennett, Columbia
6. Oh, My Papa
E. Calvert, Essex
7. Secret Love
Doris Day, Columbia
8. Stranger in Paradise
Four Aces, Decca
9. Stranger in Paradise
T. Martin, Victor
10. Till We Two Are One
G. Shaw, Decca

Pittsburgh

1. Two Purple Shadows
J. Vale, Columbia
2. Oh, My Papa
E. Fisher, Victor
3. Till Then
Hilltoppers, Dot
4. Till We Two Are One
G. Shaw, Decca
5. I Get So Lonely
Four Knights, Capitol
6. Stranger in Paradise
T. Bennett, Columbia

St. Louis

1. Oh, My Papa
E. Fisher, Victor
2. Stranger in Paradise
T. Bennett, Columbia
3. Secret Love
Doris Day, Columbia
4. That's Amore
D. Martin, Capitol
5. Stranger in Paradise
T. Martin, Victor
6. Time Will Tell
Hilltoppers, Dot
7. Till We Two Are One
G. Shaw, Decca
8. Granada
F. Laine, Columbia

San Francisco

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Stranger in Paradise
T. Bennett, Columbia
4. Rags to Riches
T. Bennett, Columbia
5. Ricochet
T. Brewer, Coral
6. Changing Partners
Bing Crosby, Decca
7. Heart of My Heart
Four Aces, Decca
8. Heart of My Heart
D. Cornell-A. Dale-J. Des-
mond, Coral
9. I See the Moon
Mariners, Columbia

Seattle

1. Oh, My Papa
E. Fisher, Victor
2. Stranger in Paradise
Four Aces, Decca
3. Changing Partners
P. Page, Mercury
4. That's Amore
D. Martin, Capitol
5. Granada
F. Laine, Columbia
6. Marie
Four Tunes, Jubilee
7. Secret Love
Doris Day, Columbia
8. Sweet Mama Tree Top Tall
Lancers, Trend

Washington-Baltimore

1. Oh, My Papa
E. Fisher, Victor
2. That's Amore
D. Martin, Capitol
3. Stranger in Paradise
T. Bennett, Columbia
4. What It Was, Was Football
Deacon A. Griffith, Capitol
5. Jones Boy
Mills Brothers, Decca
6. Changing Partners
P. Page, Mercury
7. Stranger in Paradise
Four Aces, Decca
8. Heart of My Heart
Four Aces, Decca
9. Ricochet
T. Brewer, Coral

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AND

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Chance"

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NELSON RIDDLE



Capitol Record No. 2703

The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Packaged Record Review Ratings

CLASSICAL LP'S

COMPLETE OPERA

HUMPERDINCK: HANSEL AND GRETEL (2-12")—Elizabeth Schwarzkopf, Josef Metternich, Elizabeth Grummer and other soloists; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 3056 B 77

CONCERTO

BEETHOVEN: THE CONCERTI FOR PIANOFORTE AND ORCHESTRA (3-12")—Wilhelm Kempff, Piano; Berlin Philharmonic Orchestra; Paul van Kempen, Cond. Decca DX 125 74

CHAMBER MUSIC

BEETHOVEN: VIOLIN SONATAS (COMPLETE) (5-12")—Jascha Heifetz, Violin; Emanuel Bay, Piano. RCA Victor 6701 82
MOZART: DIVERTIMENTO IN D MAJOR, K.334 (1-12")—Jan Tomasow, Violin; Vienna State Opera Orchestra; Felix Prohaska, Cond. Vanguard VRS 441 72

EXTENDED ORCHESTRAL

BACH: FOUR SUITES FOR ORCHESTRA (2-12")—Vienna State Opera Orchestra; Felix Prohaska, Cond. Vanguard BG-530-31 70

POPULAR ALBUMS

DANCE BAND

ARTIE SHAW (2-12")—Artie Shaw Ork. RCA Victor LPT 6000 80
GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" (1-10")—RCA Victor LPT 3057 78

JAZZ

JAZZ AT OBERLIN: DAVE BRUBECK QUARTET (1-10")—Fantasy 3-11 80
TURK MURPHY'S JAZZ BAND, VOL. IV (1-10")—Claire Austin, Vocalist. Good Time Jazz 18 75
BOB SCOBAY'S FRISCO BAND, VOL. II (1-10")—Clancy Hayes, Vocalist. Good Time Jazz 14 75
COUNT BASIE ORK (1-EP)—Epic 7017 74
WHEN LIGHTS ARE LOW (1-10")—George Shearing Quintet. M-G-M E 226 70
BOOGIE WOOGIE (1-10")—Will Bradley Ork. Featuring Ray McKinley. Epic LG 1005 70
AFTER HOURS PIANO: BURT BALES (1-10")—Good Time Jazz 19 65
JAY JAY JOHNSON SEXTET (1-10")—Blue Note 5028 65
PIANORAMA (1-12")—Teddy Wilson, Piano; Eddie Heywood, Piano. M-G-M E 3093 62
ADRIAN ROLLINI TRIO (1-EP)—Epic 7013 60
THE DUKES OF DIXIELAND (1-EP)—Epic 7019 60

CHILDREN'S RECORDS

THE LITTLE ENGINE THAT LAUGHED (1-78)—Don Wilson, Narrator; Music by Dave Cavanaugh. Capitol CAS 3196 80
CHIN CHOW AND THE GOLDEN BIRD; LITTLE ABOU, THE CAMEL (1-78)—Don Wilson, Narrator; Continental Symphony Ork. Capitol CAS 3193 80
EL TORITO, THE LITTLE BULL (1-78)—Don Wilson, Narrator; Continental Symphony Ork. Capitol CAS 3194 78
THE SEASONS (1-78)—Don Wilson, Narrator; Continental Symphony Ork. Capitol CAS 3195 78
THE NAGGER (1-78)—Jerry Lewis, Van Alexander Ork. Capitol CAS 3190 75
PEPPY POSSUM (1-78)—Daws Butler, Music by Dave Cavanaugh. Capitol CAS 3189 70

Best Selling Popular LP'S

1. **MUSIC FOR LOVERS ONLY**—Jackie Gleason ... Capitol H 352
 2. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason ... Capitol H 455
 3. **CALAMITY JANE**—Doris Day, Howard Keel ... Columbia CL 6273
 4. **PRESENTING EARTHA KITT** ... RCA Victor LPM 3062
 5. **LIBERACE AT THE PIANO** ... Columbia CL 6217
 6. **LIBERACE BY CANDLELIGHT** ... Columbia CL 6251
 7. **KISMET**—Broadway Cast ... Columbia ML 4850
 8. **SHOW BIZ** ... RCA Victor LOC 1011
 9. **TWO IN LOVE**—Nat Cole ... Capitol H 420
 10. **LET THERE BE LOVE**—Joni James ... M-G-M E 222
 10. **MAY I SING TO YOU**—Eddie Fisher ... RCA Victor LPM 3185

Best Selling Popular EP'S

1. **MUSIC FOR LOVERS ONLY**—Jackie Gleason ... Capitol EBF 352
 2. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason ... Capitol EBF 455
 3. **LIBERACE BY CANDLELIGHT** ... Columbia B 336
 4. **CALAMITY JANE**—Doris Day, Howard Keel ... Columbia B 347
 5. **LET THERE BE LOVE**—Joni James ... M-G-M X 222
 6. **TWO IN LOVE**—Nat Cole ... Capitol EBF 420
 7. **LIBERACE AT THE PIANO** ... Columbia B 308
 8. **PRESENTING EARTHA KITT** ... RCA Victor EPB 3062
 9. **KISS ME KATE**—Kathryn Grayson, Howard Keel ... M-G-M X 223
 10. **MAY I SING TO YOU**—Eddie Fisher ... RCA Victor EPB 3185

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EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Artie Shaw

Air Check Set Spots Bands in '39-'40 Heyday

Way back in 1950, Benny Goodman walked into Columbia Records with some tapes that his daughter Rachel found in a closet (that's the legend, anyway). Every jazz fan and every dealer knows how fabulously successful that album set, the Benny Goodman "Carnegie Hall Concert" became. But the set was more than a success, it became a watershed in the industry. From that time on every jazz a.&r. head started looking for off-the-air and concert tapes of the top bands of the swinging thirties, and they found them. Goodman, Miller, Armstrong, Herman, and many other orksters had sets issued of live performances, and they became unusually successful.

RCA Victor, which only recently released the fabulous "Glenn Miller Limited Edition" album, has come up with a new one in the same vein. The band is Artie Shaw's; the tapes were made from off-the-air checks of the band at the Hotel Lincoln and the Hotel Pennsylvania (now Statler) in New York in 1939 and 1940, when Shaw's aggregation was one of the hottest attractions on the then jumping business.

The diskery has turned out a satisfactory set featuring the sensational Shaw ork of over a decade ago, and there is little doubt that it should find plenty of purchasers. There are many exciting moments. On the second LP, with off-the-air checks from the Hotel Pennsylvania, the band has been caught at its peak. It plays with the precision of a pneumatic drill, and Shaw sparks every cutting with his striking and agile clarinet solos. George Auld turns in some wonderful work on tenor, and so does Bernie Privin on trumpet. Buddy Rich shows again on these tape why he was considered the heart and soul of the Shaw rhythm section.

But even with all of the above, the set does not have either the excitement, or the remarkable sound of the two Columbia Benny Goodman sets (Carnegie Hall and the 1937-'38 Concert) or the wonderful warmth and nostalgia of the Victor's de luxe Glenn Miller package. This is not the fault of the diskery, since the firm could only do its best with the tapes it had available. Unfortunately, tho these tapes contain Shaw favorites like "Begin the Beguine," "Nightmare," "The Chant" and "The Carioca," other important Shaw tunes like "The Continental," "Indian Love Call" and "What Is This Thing Called Love," are not included. Also, there are no cuttings with Billie Holiday, who sang with the ork before Helen Forrest.

With the "Glenn Miller Story" picture soon to be nationally released, RCA Victor has issued a 10-inch LP containing eight tunes by the Miller band, all of which are contained in the flick. Those Miller fans who do not have the Limited Edition, or even some of those who do, will want this release. It contains eight great Miller hits, including "Moonlight Serenade," "Little Brown Jug," "String of Pearls" and "In the

Complete Beethoven

Heifetz in Sonata Survey; Piano Concerti by Kempff

Beethoven, as composer of piano concerti, and violin and piano sonatas, is handed the full treatment in two bumper packages now moving out to dealers. Prospects for immediate action and long sales life appear indeed good with RCA Victor's edition of the violin-piano works as played by Jascha Heifetz, and Decca's entry of the concerti featuring Wilhelm Kempff.

The Heifetz set, and that is how it is billed, is immeasurably aided by the apt and knowing collaboration of Emanuel Bay at the piano in nine of the works, and Benno Moisevitch a partner in the "Kreutzer." But it is the fiddler's name that will sell the set and the diskery is on safe commercial ground plugging it in that manner. Dealers would do well to follow suit.

What Victor has actually done is assemble several older sonata diskings and grouped them with a few new ones to round out the set of 10 that comprise the complete literature segment. In the process they have taken the "Kreutzer," for instance, and compressed its more than 30 minutes of playing time on a single 12-inch side; it formerly was available spread on both sides of one record. This is something dealers can point out to tempted customers to show the set is a bargain buy, despite its high list (five disks).

Kempff in the piano concerti, supported by Paul Van Kempen and the Berlin Philharmonic, shows himself the master interpreter. The excitement may be lacking in spots, few will quibble with his sensitive and thoughtful style. This is solid Beethoven, and a fine follow-up to his complete set of the Beethoven piano sonatas, issued earlier.

What certain collectors may object to, however, is the essentially dull sound captured on the Decca disks and the fact that no one concerto of the five is offered complete on a single disk face. To keep the package within the bounds of three records, the company has apparently found this latter deficiency a necessary step. Altho most sides contain three movements, they are never all from the same work. But place on the credit side of the ledger, also, a perceptive set of notes by

Kempff himself. As library material, this latter helps make the set more desirable.
 Is Horowitz.

Bozo Approved Cap Kidisks Face Dealer Approval Too

Capitol Records, a firm which has managed to parlay its kidisk catalog into a large hunk of business, has recently released six new disk packages and almost every one should be a profitable item for dealers. All, of course, are "Bozo Approved" and smartly done up in very colorful sleeves. The cartoon-like strip down the left side of some jackets makes for much kid appeal.

An intriguing new item is *The Little Engine That Laughed*, as narrated by Don Wilson. Dealers have already learned that anything a train can be made to do on wax is a natural for youngsters. This original story is particularly well done.

But what may be the most interesting material in the new release appears to be the beginning of a new series of kidisks—based on a fine thought which should attract parents and hold the kids' interest. The over-all title for the series is "A Child's Library of Musical Masterpieces." The diskery has taken some standard classical works played by symphonic groups and has written for each a simple story. The classical music is played behind the narration, but exactly as written for symphonic performance—not doctored in any way.

First three disks in the series are all good. The market should be wide for *Chin Chow* and the *Golden Bird*, based on Tchaikovsky's "Nutcracker Suite"; *El Torito, the Little Bull*, based on Bizet's "Carmen," and *The Seasons*, based on the Galzounov themes of the same name.

Two additional new packages are *The Nagger* starring comedian Jerry Lewis, and an original story, *Peppy Possum*, with the main voice being that of Daws Butler, who's been a major factor in sparking the Stan Freberg pop-comedy singles. Both should be readily marketable, tho the latter named would appear to have more limited appeal at this time.
 Joe Martin.

Hansel, Gretel Angel Set Has Schwartzkopf

Angel Records, whose recording of the "Merry Widow," with Elizabeth Schwarzkopf, won a quick consumer acceptance, has just released another opera disk featuring the fine soprano. In Humperdinck's *Hansel and Gretel*, beautifully performed and recorded, the firm has an important catalog addition that should add up to consistent sales with a spurt in action come Christmas.

Again, Angel has mounted the package handsomely, making it doubly attractive as a gift item. The ageless Children's tale is offered with a complete libretto in German and English, and the latter can stand by itself as a story that can be read to youngsters. Mark this down as a set for browsing patrons intent on finding something especially good for the young folks. Is Horowitz.

Jazz Packs

Brubeck Paces New Releases

Each week it becomes increasingly evident that there is no bottom to the jazz barrel. The volume of jazz packages being issued appears to surpass by far the volume of any other musical category with comparable sales potential. In many ways, of course, this poses quite a problem for the dealer. Just which sets, and how many of each, to stock is the problem—and solution can only be reached on an individual basis. The dealer who knows his customers' likes will undoubtedly do best. But the basic jazz material being issued is always salable. Little, if any, of it will remain on the shelves indefinitely. There is a market of some proportion for each package.

Among recent jazz releases, both of modern or progressive, and of two-beat or swing, there are several standout items from the viewpoint of sales potential. One of these is an actual concert performance of the Dave Brubeck combo. Called *Jazz at Oberlin*, the Fantasy package is a recorded

(Continued on page 42)

Mood." This band still sounds great on these cuttings.

Bob Rolontz.

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3-D
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The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- AMERICAN CONCERT BAND MASTERPIECES (Eastman Wind Ensemble-Fennell) Mercury MG 40006
- BORODIN: POLOVETSIAN DANCES; IN THE STEPPES OF CENTRAL ASIA (Stokowski) RCA Victor LRM 7056
- CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz) Columbia ML 4692
- CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops-Fiedler) RCA Victor LM 1752
- DEBUSSY: AFTERNOON OF A FAUN; SIBELIUS: VALSE TRISTE; SWAN OF TUONELA (Stokowski) RCA Victor LRM 7024
- MANTOVANI PLAYS THE IMMORTAL CLASSICS London LL 877
- SIBELIUS: FINLANDIA; PONCHIELLI: DANCE OF THE HOURS; ROSSINI: WILLIAM TELL (NBC-Toscanini) RCA Victor LRM 7005
- STRAUSS, J.: FOUR GREAT WALTZES (Minneapolis Symphony-Dorati) Mercury MG 50019
- STRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops-Ormandy) Columbia ML 4686
- TOSCANINI CONDUCTS WAGNER (NBC Symphony) RCA Victor LRM 7029

Jazz Packs

Continued from page 40

version of a concert which took place at that college this past year. It's wonderful Brubeck. Almost directly opposite in musical style are two packages from Good Time Jazz, Turk Murphy's Jazz Band, Vol. IV, and Bob Scobey's Frisco Band, Vol. II. Just the fact that these are follow-up sets should prove that there is a ready market for the two-beat offerings of these West Coast combos.

Epic, the Columbia subsidiary label, has been digging into the parent company's catalog for material. Most recently they've come up with some good stuff for LP and EP issues. And the transfer to the new speeds has been accomplished deftly by the engineers. Best of the new material is

the Count Basie Ork doing two of the ork's best-known instrumentals of some years ago. Boogie Woogie shows off the Will Bradley Band and features Ray McKinley on drums and vocals. Contained in the album are some best-selling singles of days gone by. Also available now on EP are The Dukes of Dixieland and the Adrian Rollini Trio. One point: the EP packages could use some liner notes.

Other recent issues which should interest many are two M-G-M albums, When Lights Are Low by George Shearing and his combo and the latest Pianorama set coupling Teddy Wilson and Eddie Heywood. Latter is a 12-inch LP, which won't make it any more salable, while the Shearing package contains many of his single releases of recent months. Also of interest should be the excellent progressive

NEXT WEEK

- ★ SYMPHONY
- ★ OPERA (VOCAL EXCERPTS)
- ★ ALL POP LP'S AND EP'S

Bach & Mozart From Vanguard

To its growing chamber music catalog, the Vanguard label this month adds two packages of high quality. These are the Mozart Divertimento in D Major, K. 334, and the four Suites for Orchestra by Bach, performed in both cases by an ensemble drawn from the Vienna State Opera Orchestra conducted by Felix Prohaska.

The Mozart work is one of the most ingratiating of all his compositions and has long been a favorite of chamber music fans. Its Minuet is a universally familiar passage, which might serve as an excellent demonstration band. Violinist Jan Tomasow assists in the solo passages, and reinforces earlier impressions as a brilliant technician and interpreter. The sound is unusually good and nicely balanced.

The Bach Suites stand alongside his Brandenburg Concerti as the composer's most important contributions to the orchestral literature. The number of recordings already available to each of them attests to their place in the hearts of music-lovers. While some will prefer other interpretations of certain individual suites, as a group this is at present perhaps the most unified conception available. The inclusion of a pocket score of the suites adds to the commercial attractiveness of the packages. Gary Kramer.

sounds of the Jay Jay Johnson Sextet on Blue Note and the truly fine After Hours Piano by Burt Bales on Good Time Jazz. Joe Martin.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

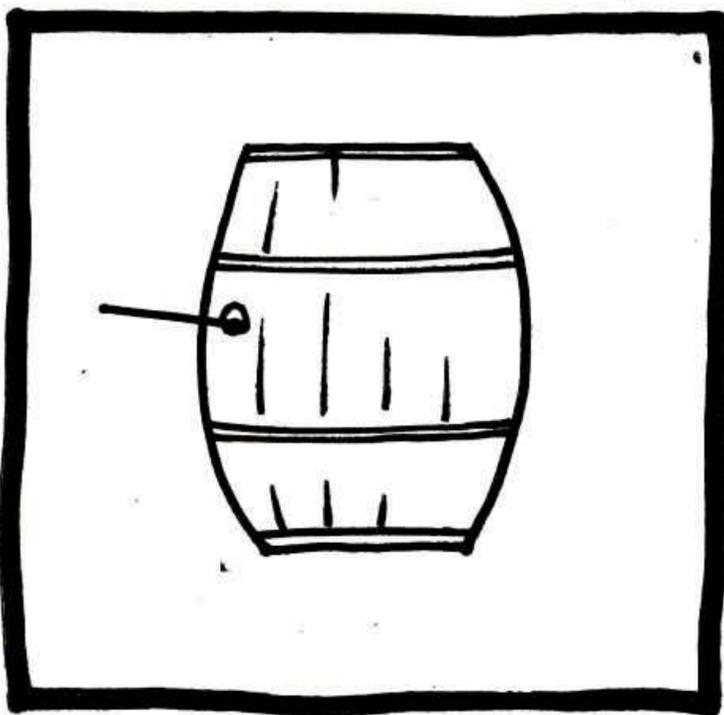
- BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO (Stokowski) RCA Victor LM 1054
- BRAHMS: HUNGARIAN DANCES; STRAUSS, J.: WALTZES (Pittsburgh Symphony-Reiner) Columbia ML 4116
- DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) RCA Victor LM 1118
- MACDOWELL: WOODLAND SKETCHES (Camarata) Decca DL 4059
- PUCCINI: LA BOHEME ORCHESTRAL SELECTIONS (Kostelanetz) Columbia ML 4655
- SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy) Columbia AAL 9
- SLAUGHTER ON TENTH AVENUE AND OTHER BALLET SELECTIONS (Boston Pops-Fiedler) RCA Victor LM 1726
- STRAUSS, J.: WALTZES (Mantovani) London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops-Fiedler) RCA Victor LM 1134

1953 Best-Selling Christmas Albums

The following albums were the best-sellers during Christmas 1953 according to a national dealer survey. The results are published as an aid to dealers in making buying plans.

1. CHRISTMAS WITH ARTHUR GODFREY Columbia CL 540, B 348
2. CHRISTMAS HYMNS AND CAROLS, VOL. 1—Robert Shaw Chorale RCA Victor LM 1112, WDM 1077
3. MERRY CHRISTMAS—Bing Crosby Decca DL 5019, ED 547
4. CHRISTMAS CAROLS—Mantovani London LL 913, BEP 6136-8
5. 'T WAS THE NIGHT BEFORE CHRISTMAS—Fred Waring Decca DL 5021, ED 548
6. CHRISTMAS HYMNS AND CAROLS, VOL. 2—Robert Shaw Chorale RCA Victor LM 1711, WDM 1711
7. CHRISTMAS SONGS—Eddie Fisher RCA Victor LPM 3065, EPB 3065
7. THE LITTLEST ANGEL—Loretta Young Decca DL 8009, ED 549
9. CHRISTMAS GREETINGS—Bing Crosby Decca DL 5020, ED 561
10. AROUND THE CHRISTMAS TREE—Perry Como RCA Victor LPM 3133, EPA 496-7
10. CHRISTMAS IN THE AIR—Voices of Walter Schumann Capitol H 9016, EBF 9016

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Music as Written

Continued from page 24

the Warren Baker ork. Baker has also appointed Leo J. Logan, television agent-packager, as business manager of the group. . . . Pete Rugulo and Mickey Goldsen have formed a music publishing firm, Peter's Music. Goldsen, who also operated Criterion Music, will act as business advisor. Margaret Whiting kudoed with a "golden mike" on the occasion of her 10th anniversary with Capitol Records. . . . Ray Boarman has organized a firm to represent indie labels on the West Coast. . . . Benny Strong ork, currently playing the Jeanette MacDonald bill at the Coconut Grove, will likewise headline there during Gordon MacRae's stand, which follows.

Denver

Clark Dennis ends a week's stay at Denver's Brown Palace, where he pulled excellent crowds into the Emerald Room. . . . At the same time Tex Ritter drew ranchers and cattlemen into the swank Park Lane Roof during his fortnight stay during the National Western Stock Show. . . . George Gobel, the comic, minus his bowling ball, opened at the Top of the Park last night to a packed house. . . . Jack Wedell's Trio, with thrush Bonnie Linnell, is still drawing crowds into Chris Maurer's Town House, while the Dominos are closing at the Wolhurst after two weeks of playing to S. R. O. The newest top-drawer suppers is the Cherrilyn Inn featuring Irish singer Eddie McGuire, who shares the spotlight with his wife Mickey. . . . Andres Segovis, Spanish guitarist, drew an excellent crowd to the Macky Auditorium at Boulder, Colo., last week. Norm Dorenson and

his trio is the first talent into the sparkling new Tale O' the Mart. . . . Nearly 100 radio-TV-nitery entertainers, along with civic officials, participated in a special benefit for ailing Bill Butterfield, long time musician, radio announcer and club entertainer thruout the Midwest and Rocky Mountain area. A. M. Oberfelder, dean of Western concert managers, is back on the job after an extended illness to report excellent advance sale on the Agnes DeMille dance theater slated for two performances at the Denver Auditorium on February 6. Fred and Fae, perennial Trade Winds nitery act, are winning rave notices and enthusiastic teen-age audience for their new hour-long TV show daily on Channel 2. Bobby Beers and his aggregation are back on the Rainbow band stand after several weeks' absence, during which time he was replaced by Bob Calame's ork.

Cincinnati

Barney Rapp, ork leader and associate of the Frank Sennes office here, is in Room 339, Jewish Hospital, recuperating from a major operation. He will be out of action for at least another month. . . . Sammy Leeds, ork leader turned haberdasher, has taken over the operation of Henry the Hatter's, men furnishing establishment in Carew Tower Arcade. Sammy, formerly for many years with Russ Morgan's crew, is vice-president and general manager of the Henry firm. . . . Frank Hanshaw, of the General Artists Corporation office here, has set Joni James, Louie Jordan and the Beachcombers for the General

Motors Cavalcade to be held at Oympic Auditorium, Detroit, February 19-28. . . . Una Mae Carlisle, former recording star, recently underwent a major operation at City Hospital, Springfield, O., and is reported on the mend at 832 Mound Street, that city. Old friends are urged to drop her a cheery note. Perry Como recently sent her a special recording for Christmas.

Philadelphia

Octave's ork introduces a "dancing only" policy at DiPinto's Cafe, major nabe nitery. . . . Isadore Granoff marks his 35th year as director of the Granoff School of Music, making it the longest run at the head of any local music school. . . . Al Greco, brother of Buddy Greco, and his "Bachelors" unit, goes under the personal management wing of Jolly Joyce Agency here. . . . stage a "Musical" February 13 at Arena, the musi sponsorship of Inquirer Chariti

HUGO goes back to skeller for the staged by the Bach

HOLLYWOOD, J. Hanna, former trumpet man with Kenton, has organized man ork. Negotiations are cur way for General A ration to represent booking. Book is set to b "modern" idiom, the sidemen com bands. Sherli Johnson have b

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record

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OTHER MANTOVANI HITS

- | | |
|---------------------------------------|---|
| Skaters Waltz
1394 & 45-1394 | Italian Street Song
1308 & 45-1308 |
| We'll Gather Lilacs
1380 & 45-1380 | Ah! Sweet Mystery of Life
1307 & 45-1307 |
| The Melba Waltz
1380 & 45-1380 | A Kiss In The Dark
1307 & 45-1307 |
| Swedish Rhapsody
1369 & 45-1369 | Blue Danube
1268 & 45-1268 |
| Jamaican Rumba
1369 & 45-1369 | Roses From The South
1268 & 45-1268 |
| Ramona
1361 & 45-1361 | La Cumparsita
1245 & 45-1245 |
| Chiquita Mia
1361 & 45-1361 | Tango Della Luna
1245 & 45-1245 |
| Moulin Rouge Theme
1328 & 45-1328 | Charmaine
1020 & 45-1020 |
| Yola Columba
1328 & 45-1328 | Just For A While
1020 & 45-1020 |

LONDON



Popular Record Reviews

Continued from page 32

miliar jazz riff should get lots of spins for the thrush. (Chappell, ASCAP)

JOHN SEBASTIAN
Stranger In Paradise74
CADENCE 1421—Beautifully played by the ork and harmonica player Sebastian, the entry is somewhat late for maximum effect. Tune is big enough tho for slicing to get a hunk of the action, especially air spins. (Frank, ASCAP)

Autumn Leaves73
The season is wrong, but the tune is right enough. It has a strong melodious appeal, and it's played with compelling sweetness. Fine, listenable wax. (Ardmore, ASCAP)

GEORGE SHEARING QUINTET
A Sinner Kissed an Angel74
M-G-M 11677—The group impresses the Shearing stamp strongly on the opus. Nicely put together, it rests mighty easy on the ears. Should get some attention from Shearing fans.

Mood for Milt72
Somewhat cooler than the flip, this has more limited general appeal than "Sinner," but the sounds work their wonders, nevertheless.

ALFREDDITO ORK
Mambo—For Dancers Only74
RAINBOW 229—For those who dig this Latin beat, here's a good one, with Alfreddito at the vibes. (Leeds, ASCAP)

Queen Sera71
A bolero-mambo, with vocal by Pepe Adorno and trio, this side is a good reading of a graceful, melodic composition.

JULIUS LA ROSA
I Couldn't Believe My Eyes74
CADENCE 1235 — The ex-Godfrey warbler chants a romantic ballad with assurance. A nice reading with tasteful backing by Archie Bleyer and ork. (Shapiro-Bernstein, ASCAP)
The Big Bell and the Little Bell71
A novelty which should have some appeal for the kiddies. (Monument, ASCAP)

VARIETY BOYS
Shame73
RAINBOW 235—This slow, slightly melancholy tune shows the voice of lead singer Jimmy Brown to great advantage. He spurs the group on. (Myers, ASCAP)
Are You for Real?71
A humorous side that razes a gold-digging female. The group's harmonizing is backed by a rhythm section that gets in some fancy riffs and gives the boys a good beat. (Myers, ASCAP)

ELLIOTT BROTHERS ORK
I Ain't Gonna Grieve73
M-G-M 11674—The familiar spiritual receives a solid gang sing from the ork sidemen, while the band sells the beat behind them. Side is attention getting and should get action among the deejays.

Plymouth Sound71
Cute riff effort is performed well here by the Elliott Freres crew in this new instrumental slicing. For dancers only.

VICKI YOUNG
Somebody Else Is Taking My Place73
CAPITOL 2704—The spritely oldie, a hit with Peggy Lee and the Goodman ork about a decade ago, receives a bright reading here from the Thrush, over some pounding backing by Dave Cavanaugh's crew. Jocks can use. (Shapiro-Bernstein, ASCAP)
Forever Yours70
The gal hands this ballad a touching performance, while the ork supports her in quiet fashion. Listenable wax. (Barton, ASCAP)

LES PAUL TRIO
Steel Guitar Rag72
DECCA 29013—Pulled out of the files, this has class written all over it. A mighty smooth instrumental by the small combo with Paul's guitar brightly played thruout. Jocks might have fun with it. (Bourne, ASCAP)
Guitar Boogie72
The same knowing treatment of another evergreen. (Shapiro-Bernstein, ASCAP)

PAUL WESTON ORK
Indiscretion72
COLUMBIA 4-40152—Pretty instrumental is taken from the Columbia film "Indiscretion of an American Wife." The Weston strings do it full justice.
Autumn in Rome72
A slick reading by the string-laden ork of another tune from the "Indiscretion" movie. Good for listening and deejay programing.

SAUTER-FINEGAN ORK
Where's Ace?72
V 20-5614—A little unusual even for this band is this patter-ish item which appears to be a take-off on mystery shows, radio and TV programs. It's got laughs and should get spins. (Zephyr, ASCAP)
Hit the Road to Dreamland72
Lovely vocal here by the band's group and Joe Mooney. Material is, of course, the fine old standard. (Famous, ASCAP)

JOE MARINE
Tomorrow for Sure71
DECCA 29012—Marine sings confidently of the love awaiting him, if he only keeps faith. This material makes great stylistic demands on the singer, and Marine invests it with the intense emotion it requires. (Shawnee, ASCAP)
Am I Proud?67
The control and pleasing sound of this up-and-coming young baritone's voice are displayed advantageously here too. (Pickwick, ASCAP)

DOLores HAWKINS
Stars on the Ceiling70
EPIC 9013—An agreeable hunk of

wax coupling the gal's style with an okay ballad. (Montauk, BMI)
Anything Can Happen Mambo70
Good Latin-American beat on an interesting piece of material. (Beechwood, BMI)

DINNING SISTERS
Steel Guitars70
DECCA 28980—The girls put the country classic thru its paces, with a solid beat supplied by Jack Pleis and the ork. (Bourne, ASCAP)
They Didn't Believe Me67
The evergreen is a schmaltzy rendition that ought to strike an enthusiastic response in the group's following. The harmonizing is slick and oozes sentiment. (Harms, ASCAP)

ROSEMARY BELAN
This Is Why I Love You70
BELLE 3456—A most interesting new thrush bows on this indie label singing an attractive Tin Pan Alley-type of ditty. The familiar sound of the lyric and voice makes for commercial appeal usually. (Highland, BMI)
Things We Used to Do67
Again Miss Belan impresses with her style and sound. Material is okay, nothing special. (Highland, BMI)

LEE ROY ORK
The Charleston69
EPIC 9014—Dancers with long memories or a hankering after experimenting with old-fashioned daring might have fun with this one. The English ork plays it spiritedly. (Harms, ASCAP)
The Bunny Hop66
A little late, but well done. (Moonlight, BMI)

LEROY HOLMES ORK
Breezin' Along With the Breeze69
M-G-M 11673—The ork has a gay, effervescent opus here which they put over in a light, deft manner. The Three Beaus and a Peep come in for a final vocal chorus.
Dit Dit Da Hooty64
Elly Du Sello does the vocal honors on this side, a happy song.

TOMMY DORSEY ORK
Island Queen68
DECCA 28978—Opus about a river boat is played nicely by the ork, with Gordon Polk the okay vocalist. Should do well on the coin boxes. (Criterion, ASCAP)
You're the Cause of It All64
Johnny Amoroso chants the romantic ballad with a Latin beat. Okay filler wax. (Pickwick, ASCAP)

RAYMOND SCOTT ORK
Highland Swing68
AUDIVOX 106—Good instrumental wax from the "Hit Parade" orkster. This is one of his new originals which jox should like. It's a swingy item. (Gateway, ASCAP)
Honest Injus68
More good instrumental wax from the big ork—not the quintet. Good deejay programing material. (Gateway, BMI)

DON, DICK AND JIMMY
Angela Mia67
CROWN 104—This sentimental oldie is given an appealing, close-harmony reading by the trio. The performance recommends itself to the platter spinners. (Chappell, ASCAP)
Brand Me With Your Kisses65
A well-conceived song with country flavor set to a bouncy, bluesy backing. There are two attractive sides here. (E. H. Morris, ASCAP)

JERRI WINTERS
I Got a Crush on You67
RAINBOW 236—The Gershwin oldie is warbled meltingly by the thrush. Good late-hour stuff. (New World, ASCAP)

How Come You Do Me Like You Do?62
Miss Winters sings out strongly to fair effect. (Mills, ASCAP)

GEORGE WRIGHT
Heart of My Heart65
KING 1308—Tune currently a hit again via the Four Aces and the Three D's cuttings is played in spritely fashion here by Wright on organ. This happy instrumental version will interest those who enjoy organ versions of pop hits. (Robbins, ASCAP)
Whistling Blues60
Cute organ version of a blues effort penned by Wright. (Lois, BMI)

BILL HEYER
Blue Hora63
EPIC 9018—Somewhat esoteric material gets a good reading. (Choice, ASCAP)
The Girl63
Another classy ditty and again Heyer does nicely with what material he has at hand. (Colony, ASCAP)

GEORGE TZIPINE ORK
Song of the Land60
M-G-M 30838—Theme from the film of the same name is played precisely here by the Paris Symphony ork under George Tzipine. Not very impressive theme music.
The Flight of the Albatross60
This, too, is from the above-named flick. Side may get spins from late-night jocks.

LEO DE LYON
The Band Played On59
M-G-M 11680—Comic De Lyon, who can sound like every instrument of an ork, and can sing a bit too, brings his unique talent to disks on this debut cutting from the label. It may get a few spins from adventurous jocks, but the material is better for night clubs than records.
Say It Isn't So55
Same comment.

Other Records Released This Week

Popular

In a Persian Market—Ralph Marterie Ork (Street Scene) Mercury 5860
Street Scene—Ralph Marterie Ork (In a Persian Market) Mercury 5860
Truly — Ralph Marterie Ork (Trumpeter's Lullaby) Mercury 5337
Trumpeter's Lullaby—Ralph Marterie Ork (Truly) Mercury 5337

Rhythm & Blues

Jimmie's Jump—Jimmie Widener (Go On Your Way) Deluxe 2012
Go On Your Way — Jimmie Widener (Jimmie's Jump) Deluxe 2012

Country & Western

There's a Tear on the Roses Tonight—Esther R. Casteel (Cowtown Ball) Western Ranch 12
Cowtown Ball—Esther R. Casteel (There's a Tear on the Roses Tonight) Western Ranch 12

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<p>BILLY WARD AND HIS DOMINOES RAGS TO RICHES KING 1280 UNTIL THE REAL THING COMES ALONG FEDERAL 12162</p>	<p>TINY BRADSHAW PING PONG POWDER PUFF KING 4687</p>	<p>MICKEY ROONEY ALIMONY BLUES BOUILLABASSE KING 1296</p>
<p>EARL BOSTIC MEMORIES OFF SHORE KING 4653 KING 4683</p>	<p>YORK BROTHERS TIGHT WAD KENTUCKY KING 1299</p>	<p>DISTRIBUTED BY King RECORDS AVAILABLE IN CANADA ON Quality KING RECORDS</p>

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The Billboard's Music Popularity Charts

TOP C&W RECORDS

... For Week Ending January 23

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 throught the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	1	15
I'm Walking the Dog—Dec 28834—BMI		
2. BIMBO—J. Reeves.....	2	7
Gypsy Heart—Abbott 148—BMI		
3. WAKE UP, IRENE—H. Thompson.....	3	8
Go Cry Your Heart Out—Cap 2646—BMI		
4. LET ME BE THE ONE—H. Locklin.....	4	19
I'm Tired of Bumming Around—Four Star 1641—BMI		
5. I REALLY DON'T WANT TO KNOW—E. Arnold.....	5	4
I'll Never Get Over You—V 20-5525—BMI		
6. CARIBBEAN—M. Torok.....	6	22
Weep Away—Abbott 140—BMI		
7. YOU ALL COME—A. Duff.....	7	6
Poor Ole Teacher—Starday 104—BMI		
8. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters.....	7	25
Rock-a-Bye Boogie—V 20-5345—BMI		
9. SECRET LOVE—S. Whitman.....	—	1
Why?—Imperial 8220—ASCAP		
10. RELEASE ME—J. Heap.....	9	4
Just to Be With You—Cap 2518—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. BIMBO—J. Reeves.....	3	9
Abbott 148—BMI		
2. LET ME BE THE ONE—H. Locklin.....	2	22
Four Star 1641—BMI		
3. THERE STANDS THE GLASS—W. Pierce.....	1	15
Dec 28834—BMI		
4. I LOVE YOU—G. Wright-J. Reeves.....	8	4
Fabor 101—BMI		
5. WAKE UP, IRENE—H. Thompson.....	4	5
Cap 2646—BMI		
5. CHANGING PARTNERS—P. W. King.....	5	5
V 20-5543—BMI		
5. I REALLY DON'T WANT TO KNOW—E. Arnold.....	6	3
V 20-5525—BMI		
8. SECRET LOVE—S. Whitman.....	—	1
Imperial 8220—ASCAP		
9. YOU ALL COME—A. Duff.....	7	3
Starday 104—BMI		
10. RELEASE ME—J. Heap.....	—	1
Cap 2518—BMI		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among operators throught the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	1	13
Dec 28834—BMI		
2. LET ME BE THE ONE—H. Locklin.....	3	14
Four Star 1641—BMI		
3. BIMBO—J. Reeves.....	2	7
Abbott 148—BMI		
4. CARIBBEAN—M. Torok.....	4	19
Abbott 140—BMI		
5. WAKE UP, IRENE—H. Thompson.....	6	3
Cap 2646—BMI		
6. SECRET LOVE—S. Whitman.....	8	2
Imperial 8223—ASCAP		
7. I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters.....	6	21
V 20-5345—BMI		
8. I'M WALKING THE DOG—W. Pierce.....	5	14
Dec 28834—BMI		
9. WHEN MEXICAN JOE MET JOLE BLON—H. Snow...	9	2
V 20-5490—BMI		
10. YOU ALL COME—A. Duff.....	—	2
Starday 104—BMI		



The Smash Answer to the No. 1 Country/Western Best Seller "There Stands the Glass"—

BETTY CODY

PLEASE THROW AWAY THE GLASS

and

YOU CAN'T FEEL THE WAY I DO

20/47-5600



TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

By JOEL FRIEDMAN

Webb Pierce and gang played to record-breaking crowds at the Lyric Theater, Indianapolis, recently, topping the previous mark held by Ernest Tubbs. . . . Three-pronged exploitation campaign just completed by Charlie Wright, manager of Dub Dickerson, for the latter's new Capitol release, "Mama Laid the Law Down" and

"Everything Depends On You." Cliffie Stone, of Central Songs, Murray Nash, of Acuff-Rose, and Capitol Records will participate in the promotion. . . . Roy Rogers, Dale Evans and Trigger will play the Canadian National Exhibition, Toronto, this year, after more than six years of bidding for the threesome. Negotiations were recently concluded between Art Rush, Rogers' manager, and Hiram McCallum, general manager of the show. . . . Darrell Glenn, who started the "Crying in the Chapel" click on Valley Records, now working out of the Fort Worth-Dallas area, making television appearances in addition to a regular spot on the Big D. . . . Martha Carson booked solid thru February, with dates in Texas, Ohio, Alabama, Georgia and Florida.

Tex Ritter packed Denver's Top O' the Park during his week's run there with the National Western Stock Show and Rodeo. . . . Kids from all Denver orphanages along with thousands of other moppets jammed the Orpheum and Fox Aurora theaters to see cowboy star Rex Allen. . . . March of Dimes Telethon via WFAA-TV, Dallas, raised \$106,000 last week. Country stars appearing on the show were Sonny James, Bobby Williamson, Dub Dickerson, Bob Shelton, Arlie Duff, Slim and Allie Harbard, Curley Saunders and Joe Bill. . . . Charley Pickard, of the original Pickard Family, has been signed to a personal management pact by Ed Marmor, and to a disk pact with Guyden Records. Charley's first release, "The Wrong Trail" and "My Side of the Fence," are set for immediate release. . . . Phyllis Brown, WLS, Chicago, singing star, married recently in the Windy City to singer Billy Holmes. . . . Hank Locklin and Arlie Duff playing with the Grand Ole Opry unit, booked by A. V. Bambord, Nashville. . . . Jay Shipman, of Fortune Records, signed Boots Gilbert and Bob Sykes to term disk contracts.

Woody Johnson airing a new show on KGKO, Dallas. . . . Curly Gold and crew playing dance dates thruout Northern California. . . . Buddy Starcher, in addition to his duties as general manager of WESC, Greenville, S. C., is doing a daily disk jockey chore. . . . Earl Baughman, better known as the Earl of Country Music, airing two hours of folk music daily at WESC. . . . Wayne Jetton, KGAF, Gainesville, Tex., d.j., signed to a wax pact with indie Lin Records. . . . Cowboy star Al (Fuzzy) St. John and His "Hollywood Western Revue" has been set thru Ray McCay Attractions at the Larry Bell Auditorium, Marietta, Ga. McCay, WLW-A, Atlanta TV personality, is slated to appear with him. . . . Ed Jenkins, KOEL, Oelwein, Ia., reports that c.&w. music is being programed more than 50 per cent of the station's air-time, with exceptional listener reaction. To supplement the programing, KOEL is using the Leo Greco Western band, in addition to other top musicians in the area. . . . Lee Jones has joined the WLW broadcasting staff, along with the Morgan Sisters, who join the station's talent roster. . . . WNOX, Knoxville, celebrates a gala 18th anniversary week in honor of the station's "Mid-Day Merry-Go-Round." Lowell Blanchard, emcee of the show since 1936, will be saluted for his untiring efforts in behalf of the country show. Anniversary week will feature the show's regular staff, including Jack Shelton and the Green County Boys, Speedy and Fred, Don Gibson, the King Cotton Folks, the Webster Brothers, Jamup and Honey, Fiddlin' Sandy and Bessie Lou and Red. . . . Earny Vandagriff has signed a Starday Records wax pact. . . . Gail Williams, Marietta, Ga., has been named president of the Boots Woodall Fan Club.

This Week's New Territorial Best Sellers to Watch

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

- Dallas-Fort Worth. . . SLOWLY. W. Pierce, Decca 28991
 Memphis. . . CHANGING PARTNERS. . . . P. W. King, Victor 20-5537
 New Orleans. . . DOG GONE IT, BABY, I'M IN LOVE. . . .
 C. Smith, Columbia 21197
 JUST MARRIED. F. Young, Capitol 2690
 I LOVE YOU. J. Reeves-G. Wright, Fabor 101

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. There Stands the Glass
W. Pierce, Decca
2. Wake Up Irene
H. Thompson, Capitol
3. Let Me Be the One
H. Locklin, Four Star
4. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
5. Run 'Em Off
O. Wheeler, Okeh
6. Bimbo
R. Wright, King
7. Secret Love
S. Whitman, Imperial
8. You All Come
A. Duff, Starday
9. Caribbean
M. Torok, Abbott
10. Sorrow and Pain
Davis Sisters, Victor

Memphis

1. Let Me Be the One
H. Locklin, Four Star
2. There Stands the Glass
W. Pierce, Decca
3. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
4. I Really Don't Want to Know
E. Arnold, Victor
5. Run 'Em Off
O. Wheeler, Okeh
6. I'm Walking the Dog
W. Pierce, Decca
7. Changing Partners
P. W. King, Victor
8. Wake Up Irene
H. Thompson, Capitol
9. Love Letters in the Sand
M. Wiseman, Dot.
10. Hopeless Love
L. Frizzell, Columbia

Dallas-Ft. Worth

1. I Really Don't Want to Know
E. Arnold, Victor
2. Wake Up Irene
H. Thompson, Capitol
3. You All Come
A. Duff, Starday
4. Bimbo
J. Reeves, Abbott
5. Slowly
W. Pierce, Decca
6. There Stands the Glass
W. Pierce, Decca
7. I'll Never Get Over You
E. Arnold, Victor
8. Tennessee Wig-Walk
B. Lou, King
9. Hootchy Kootchy Henry
M. Torok, Abbott
10. Run 'Em Off
L. Frizzell, Columbia

Nashville

1. Let Me Be the One
H. Locklin, Four Star
2. There Stands the Glass
W. Pierce, Decca
3. Wake Up Irene
H. Thompson, Capitol
4. Bimbo
J. Reeves, Abbott
5. Satisfaction Guaranteed
C. Smith, Columbia
6. You All Come
A. Duff, Starday
7. I Really Don't Want to Know
E. Arnold, Victor
8. Kiss Me Big
Tennessee Ernie, Capitol
9. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
10. Cheatin's a Sin
K. Wells, Decca

Houston

1. There Stands the Glass
W. Pierce, Decca
2. Bimbo
J. Reeves, Abbott
3. Secret Love
S. Whitman, Imperial
4. Release Me
J. Heap, Capitol
5. You All Come
A. Duff, Starday
6. Look What Followed Me Home
G. Morgan, Columbia
7. Hootchy Kootchy Henry
M. Torok, Abbott
8. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
9. North Wind
S. Whitman, Imperial
10. Weary Blues From Waiting
H. Williams, M-G-M

New Orleans

1. Bimbo
J. Reeves, Abbott
2. Wake Up Irene
H. Thompson, Capitol
3. Release Me
J. Heap, Capitol
4. There Stands the Glass
W. Pierce, Decca
5. I Really Don't Want to Know
E. Arnold, Victor
6. Secret Love
S. Whitman, Imperial
7. Dog Gone It Baby I'm In Love
C. Smith, Columbia
8. Run 'Em Off
L. Frizzell, Columbia
9. Just Married
F. Young, Capitol
10. I Love You
J. Reeves-G. Wright, Fabor

A Juke Box Natural!!!

I REALLY DON'T WANT TO KNOW

b/w

I'LL NEVER GET OVER YOU

V 20-5525
47-5525



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C & W Record Reviews

Continued from page 32

- livered too many times. Dudley, tho, is good. (Central, BMI)
 On. More Little Heartbreak. . . . 64
 Dudley's performance is good, but the material is quite routine. (Beechwood, BMI)
- EDDIE ZACK ORK
 I've Lost Again 68
 COLUMBIA 21199 — A plaintive, tuneful weeper in a smooth interpretation by Cousin Ritchie. It's a pretty song that will appeal to many deejays. (Peer, BMI)
- I Never Saw Her Again. . . . 63
 The vocal is handled by a trio here and receives a light, airy treatment. Zack and his men offer fine backings on both sides. (Loft, BMI)
- DUSTY OWENS
 The Life You Want to Live 65
 COLUMBIA 21202—An okay version

- of a typical country moralizer. (Acuff-Rose, BMI)
 Hello, Operator. . . . 62
 The lonesome traveler's plea for a date is listenable. (Acuff-Rose, BMI)
- AMBROSE HALEY
 Why Can't You See Things My Way? 63
 M-G-M 11678—The warbler expresses on this old-fashioned outune his hope that the object of his affections will love him sincerely.
 Let's Take Our Troubles to Church. . . . 64
 Haley sells this bouncy, sacred tune in interesting style, while the piano and rhythm maintain a nice beat behind him.
- DAVE WOOLUM
 Rolling Stone 58
 EXCELLENT 209 — Woolum hands
 (Continued on page 47)

The Billboard's Music Popularity Charts

... For Week Ending January 23

TOP R & B RECORDS

This Week's New Territorial Best Sellers to Watch

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

- Cincinnati... PING PONG..... T. Bradshaw, King 4687
- Los Angeles
- Washington, D. C.-Baltimore, Md.... CHANGING PARTNERS
.....Cricketts, Jay Dee 785
- New York... YOU'LL NEVER WALK ALONE.....
.....R. Hamilton, Epic 9015
- St. Louis... MY MAN'S AN UNDERTAKER.....
.....D. Washington, Mercury 70284

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Alan (Moondog) Freed, Cleveland's top r.&b. deejay, who broadcasts daily over WJR, there, is now negotiating to become the network r.&b. jock. Freed is heard on WNJR in Newark, N. J., via tape, in addition to his show over WJR. (See separate story). Dick Smith, former lead singer of the Five Keys, has been signed to a waxing pact by Bruce Records. The new label also recently signed a Japanese thrush, Joy Teal, and Don Gardner and his Sonotones.

Willie Mae Thornton and Johnny Ace, backed by the C. C. Pinkston ork, are now playing one-nighters thru the Alabama and Georgia territory. Little Junior Parker played his first date as a separate unit on this engagement. Parker was backed by Bill Johnson and his Blue Flames. The Dominoes are seeking to terminate their contract with the Associated Booking Corporation, which has handled the act for the past two years. However, their pact with ABC still has a year to run, and the group is still being booked by the agency.

Irv Marcus, national sales rep for Peacock, is now on the West Coast to wax the newly signed Paramount Singers from San Francisco. Gatemouth Brown has formed a new ork, the third in his career. Savoy Records has pacted Napoleon, a new blues singer and the Banks Brothers, a

gospel group. Aladdin Records will release its first Louis Jordan slicing on the label next week. Tunes are "Dad Gum Ya Hide, Boy" and "Whiskey, Do Your Stuff."

Jolly Joyce Agency, Philadelphia, spots Romaine Brown and His Romaines at the Beachcomber Club, Miami Beach; also Daisy Mae and Her Hepcats at the Brown Derby, Toronto. Joyce Agency has set the Four Tunes into the spring season with the January 22 week at the Howard Theater, Washington; January 29-30-31 at the Twin Coaches, Pittsburgh; Gleason's Cafe, Cleveland, February 1 week; Yankee Inn, Akron, February 8 week; a four-weeker at Cafe Society in New York City starting February 15, and a return four weeks at the Brown Derby, Toronto, starting May 3. Joyce Agency also has Chris Powell and His Blue Flames returning January 18 for a fortnight at the Red Rooster, Philadelphia, with another return date starting February 1 for a fortnight at the Club Mucho, Penns Grove, N. J. Joyce further reports that option has been picked up on Dee Lloyd MacKay, keeping her piano-vocals until the end of February at the Cascades Club, Miami Beach. Bill Doggett Trio has been signed to play a total of 15 weeks during 1954 at Bill & Lou's, Philadelphia spot.



STATES 132, featuring T. J. Fowler with his fine instrumental version of "The Queen," is really hitting hard. Back side, with vocal by Frank Taylor on "What's the Matter Now," is going just as strong. The Four Blazers do the harmonizing to the vocal of Tommy Braden on UNITED 168 with "My Great Love Affair," backed with "All Night Long," a real top calypso job. Both sides showing strong action. Don't let this one get away from you.

"Strange," by Tab Smith, his first vocal recording on United 171, is a top contender for juke box honors. Back side, a Tab Smith instrumental, "Jump Time," is still moving up and picking up deejay mentions and juke box plays.

Good initial orders are reported on The Flamingoes CHANCE 1149 recording of "Plan for Love," backed with "You Ain't Ready." This vocal group promises another real top hit on this one. Down South, good reports and fast action are making Lazy Bill's two country blues songs, "I Had a Dream" and "She Got Me Walking," on CHANCE 1148, a big one as promised. You'll like both these records and the way they sell.

Imperial 5265 finds The Spiders, top vocal group, putting out with their best on "I Didn't Want to Do It," backed with "You're the One." Good action in Chicago and Midwest with indications that every territory is picking it up. Stock this for sure.

Larry Liggett is still keeping the juke boxes hot with his top recording of "Perdido Mambo" on CHES 1558. Back side, "The Flop," is really going strong, too. Both sides make a fine combination for top sales. Big Ed's CHECKER 790 recording of "Superstition" is really hitting it strong all over the circuit. If you don't have this one on the shelf, you'd better get it.

Muddy Waters' great new recording, "The Hoochy Coochy Man," on CHES 1560, following his most recent success, should make this one move right off the shelf real fast. Back side is "She's So Pretty" . . . and so is this recording.

Dealers everywhere are now stocking these "picks." Call your distributor today. (Adv.)

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Money, Honey
C. McPhatter, Atlantic
2. Saving My Love for You
J. Ace, Duke
3. I'll Be True
F. Adams, Herald
4. You're So Fine
Little Walter, Checker
5. Honey, Hush
J. Turner, Atlantic
6. I Had a Notion
J. Morris, Herald
7. Things I Used to Do
Guitar Slim, Specialty
8. Something's Wrong
Fats Domino, Imperial
9. Mad Love
M. Waters, Chess
10. You're Still My Baby
C. Willis, Okeh

Charlotte

1. Money, Honey
C. McPhatter, Atlantic
2. I'll Be True
F. Adams, Herald
3. Saving My Love for You
J. Ace, Duke
4. Honey, Hush
J. Turner, Atlantic
5. You're Still My Baby
C. Willis, Okeh
6. Something's Wrong
Fats Domino, Imperial
7. Things I Used to Do
Guitar Slim, Specialty
8. You're So Fine
Little Walter, Checker
9. Drunk
J. Liggins, Specialty
10. I'm Just Your Fool
B. Johnson, Mercury

Chicago

1. Money, Honey
C. McPhatter, Atlantic
2. Marie
Four Tunes, Jubilee
3. You're So Fine
Little Walter, Checker
4. Rags to Riches
Dominoes, King
5. I'm Just Your Fool
B. Johnson, Mercury
6. Things I Used to Do
Guitar Slim, Specialty
7. TV Is the Thing
D. Washington, Mercury
8. Baby Doll
Marvin & Johnny, Specialty
9. I'll Be True
F. Adams, Herald
10. Shake a Hand
F. Adams, Herald

Cincinnati

1. Honey, Hush
J. Turner, Atlantic
2. You're Still My Baby
C. Willis, Okeh
3. Something's Wrong
Fats Domino, Imperial
4. Money, Honey
C. McPhatter, Atlantic
5. I'll Be True
F. Adams, Herald
6. Rags to Riches
Dominoes, King
7. My Country Man
Big Maybelle, Okeh
8. Ping Pong
T. Bradshaw, King
9. Drunk
J. Liggins, Specialty
10. Marie
Four Tunes, Jubilee

Detroit

1. You're So Fine
Little Walter, Checker
2. Money, Honey
C. McPhatter, Atlantic
3. Things I Used to Do
Guitar Slim, Specialty
4. Blind Love
B. B. King, RPM
5. Fifteen Forty Special
J. Weaver, Deluxe
6. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
7. Baby
Serenaders, Deluxe
8. Honey, Hush
J. Turner, Atlantic
9. I'm in Love
Five Jets, Deluxe
10. I Had a Notion
J. Morris, Herald

Los Angeles

1. You're So Fine
Little Walter, Checker
2. Honey, Hush
J. Turner, Atlantic
3. I'll Be True
F. Adams, Herald
4. Marie
Four Tunes, Jubilee
5. I Had a Notion
J. Morris, Herald
6. Saving My Love for You
J. Ace, Duke
7. Things I Used to Do
Guitar Slim, Specialty
8. Money, Honey
C. McPhatter, Atlantic
9. Gee
Crows, Rama
10. Changing Partners
Cricketts, Jay Dee

New Orleans

1. Things I Used to Do
Guitar Slim, Specialty
2. Something's Wrong
Fats Domino, Imperial
3. You're So Fine
Little Walter, Checker
4. TV Mama
J. Turner, Atlantic
5. I'll Be True
F. Adams, Herald
6. You're Still My Baby
C. Willis, Okeh
7. Dark Muddy Bottom
Mercy Dee, Specialty
8. Blind Love
B. B. King, RPM
9. Mad Love
M. Waters, Chess
10. I Had a Notion
J. Morris, Herald

New York

1. I'll Be True
F. Adams, Herald
2. Money, Honey
C. McPhatter, Atlantic
3. Things I Used to Do
Guitar Slim, Specialty
4. My Country Man
Big Maybelle, Okeh
5. Marie
Four Tunes, Jubilee
6. You'll Never Walk Alone
R. Hamilton, Epic
7. Honey, Hush
J. Turner, Atlantic
8. Ebb Tide
Ink Spots, King
9. Drunk
J. Liggins, Specialty
10. I Had a Notion
J. Morris, Herald

Philadelphia

1. I'm Just Your Fool
B. Johnson, Mercury
2. I'll Be True
F. Adams, Herald
3. Saving My Love for You
J. Ace, Duke
4. I
Velvets, Robin
5. Marie
Four Tunes, Jubilee
6. Rags to Riches
Dominoes, King
7. El Baion
J. Loco, Tico
8. Lolly Pop
O. McLollie, Modern
9. Ebb Tide
Ink Spots, King
10. Fat Daddy
D. Washington, Mercury

St. Louis

1. Things I Used to Do
Guitar Slim, Specialty
2. I'm Just Your Fool
B. Johnson, Mercury
3. Money, Honey
C. McPhatter, Atlantic
4. You're So Fine
Little Walter, Checker
5. My Man's an Undertaker
D. Washington, Mercury
6. Honey, Hush
J. Turner, Atlantic
7. TV Mama
J. Turner, Atlantic
8. I'll Be True
F. Adams, Herald
9. I Had a Notion
J. Morris, Herald
10. Saving My Love for You
J. Ace, Duke

Washington - Baltimore

1. I'll Be True
F. Adams, Herald
2. Changing Partners
Cricketts, Jay Dee
3. Honey, Hush
J. Turner, Atlantic
4. Money, Honey
C. McPhatter, Atlantic
5. Rags to Riches
Dominoes, King
6. Ebb Tide
Ink Spots, King
7. Please Don't Leave Me
Fats Domino, Imperial
8. Good, Good Whiskey
A. Milburn, Aladdin
9. Take Me Back
L. Hayes, Hollywood
10. My Girl Awaits Me
Castelles, Grand

Rhythm & Blues Record Reviews

Continued from page 32

beat and interesting melodic patterns in the backing. (Golden State, BMI)

J. D. NICHOLSON

Typin' and Wonderin' . . . 67

Bluesy side with an after-hour flavor. Gimmick effect simulates a typewriter beating out rhythm. (Golden State, BMI)

BILL DOGGETT

And the Angels Sing . . . 70

KING 4690 — Organist Doggett zips thru a jazzy, upbeat version of the oldie. He is accompanied by an unidentified tenor man who adds excitement.

Eventide . . . 68

A moody interpretation of this traditional material. Again Doggett gets excellent support from the tenor sax man.

LYNN HOPE ORK

South of the Border . . . 67

ALADDIN 3219 — Good enough coverage on the oldie getting renewed action via recent disk issues in the pop field. Okay instrumental. (Shapiro-Bernstein, ASCAP)

Girl of My Dreams . . . 65

The Hope saxophone leads the combo thru a danceable reading of a standard. The vocal by Hope probably is quite unnecessary. (Mills, ASCAP)

C & W Record Reviews

Continued from page 46

this up-tempo effort an okay warble, while the ork supports him in hoedown style. (Kentucky Folk, BMI)

Maple on the Hill . . . 55

Folk-styled country ditty receives a rough performance from Woolum and an unbilled thrush.

SHELTON BROTHERS

The Old Grey Goose . . . 58

DELUXE 2011 — Item has its cute moments. Okay disk, but it probably faces limited action. (Lois, BMI)

Cheatin' on Your Baby . . . 55

Little distinction here, either of material or performance. (Mills, ASCAP)

ESTEL LEE

Too Much I've Loved You . . . 40

EXCELLENT 206 — Lee sings this innocuous item in se-so fashion. (Kentucky Folk, BMI)

Will You Remember? . . . 30

Same comment. (Kentucky Folk, BMI)

HONEY HUSH
HERE COMES . . .
"TV MAMA"
and
Oke-She-Moke-She-Pop
JOE TURNER
#1016
Atlantic RECORDING CORP.
324 WEST 54th STREET NEW YORK 19, N. Y.

A New HERALD HIT!
JOE MORRIS
"NO, IT CAN'T BE DONE" "TRAVELIN' MAN"
Herald #420
RECORDS
324 W. 55th
New York
N. Y.

A Sure Fire Hit
THE SPIDERS
"I DIDN'T WANT TO DO IT"
b/w
"YOU'RE THE ONE"
Imperial #5265
Imperial Records
6425 Hollywood Blvd
Hollywood 28, Calif.

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BRAND NEW RECORDS
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The Billboard's Music Popularity Charts

... for Week Ending January 23

TOP RHYTHM & BLUES RECORDS

Vox Jox

Continued from page 36

of them for you in doing all we can to push the records. Joe Morris, WKIK, Newberry, S. C., advises that he especially

needs Decca and Capitol records, altho all others are welcome.

Change of Theme

Chuck Thompson and his record shows moved to Jackson, Miss., to be heard via WJXN. Sterling Brewer, formerly with WJBY, Gadsden, Ala., has moved to WABT-TV, Birmingham, Ala. Danny Stiles, formerly WABC, New York deejay, made his TV debut this week via WATV, Newark, N. J., on the "Amateur Song-writers Hour." Harvey Alitop, western singer, has joined WDC, Decatur, Ill. Jim Lounsbury, formerly with WIND, Chicago, has moved to WGN, Chicago. Lounsbury writes that he is using The Billboard for his Saturday shows for a report of hits in other cities. Bernie Shedlock, W A T D, Johnstown, Pa., has been moved to the night slot with a new show called, "Brushin' Off the Blues." Rhet Turnipseed, former program director of WKYW, Louisville, has moved to WGBA, Columbus, Ga. Wally Parr, blind deejay, made his debut on KITE, San Antonio, January 9 in a two-hour program. Parr reads his own commercials which were specially prepared in Braille. Jean Shepherd has replaced Walter Phillips on "Mission Mid-night," coast-to-coast show via WLW, Cincinnati. Phillips will be doing emcee chores for WLW,

plus having his own one-hour TV show daily.

Billboard Bows

Bill Elliot, WCNH, Quincy, Fla., writes: "When I arrived here a month ago, one of the things I took with me from WFMD, Frederick, Md., was my night show, 'Nite Patrol.' I'd like to go on record that the fund of information in The Billboard has been of terrific aid in making the show. Here at Quincy we have a real hep teen crowd, and my 'Nite Patrollers' are keeping the table spinning with requests for 'The Football Song' and 'Ebb Tide,' really an oft repeated request, with Doris Day's 'Secret Love' getting many a run." (Ed note: Deejays may write The Billboard, New York office, for licensing permission to use the "Honor Roll of Hits" in programming their shows.)

This 'n' That

Dan Moss, WWGP, Sanford, N. C., believes that the "Wrong Trail" is as logical a successor as any to "High Noon." Ed Jenkins, KOEL, Oelwein, Ia., writes us about the Jerry Marshall story run recently in this column. He says, "I noted with interest that he does all his spinning chores while standing. We have been asked a hundred times why we preferred to work in this fashion. For some reason we feel more at ease, more in the mood just to chat and still move right into some really punchy copy. So, we're glad to learn we aren't the only ones who like this type of operation." Spike Jones has been so busy with his new TV show that he has decided to cut out making new disks for a while.

RCA's Automatic Set-Up

Continued from page 23

niques. One of the experimental tests now going on at RCA Victor is the attempt to make a satisfactory styrene disk via compression.

Up to now, styrene has been used mainly for injection, and vinyl, or a vinyl-filled disk, has been standard for LP's and 45's made via compression. The fact that styrene has a lower specific gravity than vinyl means savings in making disks, since more records can be made from a pound of styrene than a pound of vinyl.

Styrene Tests

If RCA Victor or any other firm can come up with an acceptable compression styrene disk, it could mean lower costs per record. As yet, RCA Victor is not satisfied with the styrene disks turned out in its experiments, but the tests are continuing.

RCA Victor believes that as things now stand compression molding is the best disk-making process. The firm claims that compression records are of better quality and wear longer due to the chemical structure of vinyl as against injection styrene.

Diskery execs note that when they are satisfied with the quality and wear characteristics of styrene, they will use it for compression machines in its soon-to-be-opened new plant in Rockaway, N. J., and will carry on many of its experiments there.

Prices

For those manufacturers who are interested in comparison of prices between injection and compression disks, here are the current prices for orders of 2,500 to 5,000: Compression 78's, 13 to 14.5 cents; (injection 78's, 17.5 to 18 cents 10-inch); compression 45's, 14 to 15 cents; injection 45's, 14.5 cents; 10-inch compression LP's, 33 to 45 cents, ranging from vinyl-filled to pure vinyl; 10-inch injection LP's, from 24 cents to 30 cents, ranging from the cheapest to the best styrene.

It seems apparent, from a thoro investigation of current manufacturing procedures, that diskeries and pressing plants have accomplished much since the war in the fabrication o. records.

The trend toward automatic machinery, the use of new materials and the great emphasis on production show that the disk industry is up with all technological advances in mechanical and chemical fields. In the eight years since the war, record manufacture has advanced more than in the preceding three decades. In all probability automatic

machinery will gradually supplant hand and semi-automatic presses. Automatic compression and injection machines are already in operation at RCA Victor and Columbia records respectively. It would be likely that other plants will follow either firm in the future and install automatic compression or injection presses.

On the material level, it is obvious that shellac compound platters are being supplanted by vinyl and vinyl-filled disks. In the kiddie field styrene has taken strong hold, and is making inroads on the pop level with 45's.

Whether styrene will succeed vinyl depends on a number of factors. Obviously the majority of manufacturers do not yet believe it is equal to vinyl in quality and wear for LP's, but many feel it soon will be. Whether styrene is the material of the future ultimately depends on the record customer and his acceptance of styrene disks.

The automatic production of records, which mean lower labor costs and the use of less expensive materials—or cheaper methods of using expensive materials—hold out the possibility of lower costs for records in the future. If this does happen, as it appears to be happening, then over the next few years record prices may come down.

For in the long history of record manufacture, lower costs have always been passed on to the consumer, eventually. In the present intensely competitive disk business there is little doubt that new savings will continue to be passed on to the consumer.

Young and BMI

Continued from page 22

failed to secure important representation on wax. Originally paid well for these performances by BMI, the licensing organization more recently is known to have reduced the Life Music pay-off substantially.

A few months ago, Young showed his pique at BMI with a surprise showing at BMI's annual meeting, after soliciting and securing a number of proxies from radio station stockholders. At the meet he belabored BMI with various charges (The Billboard, October 31) and requested an investigation of policies and management.

Young has also gained some notice in the trade via his efforts

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 throught the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. MONEY HONEY—C. McPhatter, 14 weeks. 2. I'LL BE TRUE—F. Adams, 11 weeks. 3. THINGS I USE TO DO—Guitar Slim, 3 weeks. 4. HONEY HUSH—J. Turner, 19 weeks. 5. YOU'RE SO FINE—Little Walter, 4 weeks. 6. SAVING MY LOVE FOR YOU—J. Ace, 2 weeks. 7. I HAD A NOTION—J. Morris, 12 weeks. 8. SOMETHING'S WRONG—Fats Domino, 5 weeks. 9. MARIE—Four Tunes, 10 weeks. 10. I'M JUST YOUR FOOL—B. Johnson, 4 weeks.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally on juke boxes. Results are based on The Billboard's weekly survey among operators throught the country using a high proportion of rhythm and blues records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. THINGS I USE TO DO—Guitar Slim, 2 weeks. 2. MONEY HONEY—C. McPhatter, 12 weeks. 3. HONEY HUSH—J. Turner, 20 weeks. 4. RAGS TO RICHES—Dominoes, 5 weeks. 5. I'LL BE TRUE—F. Adams, 6 weeks. 6. YOU'RE SO FINE—Little Walter, 2 weeks. 7. MARIE—Four Tunes, 9 weeks. 8. SAVING MY LOVE FOR YOU—J. Ace, 6 weeks. 9. TV MAMA—J. Turner, 2 weeks. 10. I HAD A NOTION—J. Morris, 6 weeks.

during the past two years to effect a tie with juke box operators in the formation of a new performing rights organization. Another firm of his, National Juke Box Music, Inc., was to provide the initial batch of copyrights, whose use would be free to operators in the event a Copyright Act amendment would make juke box performances liable to royalty payments.

Ink New Talent

Continued from page 22

on both London and Decca in recent years. The Smith Brothers, a vocal group will actually be a house group, with "X" owning all rights to the name.

Meanwhile, the Groove disks to be released will be by John Greer and the Du Droppers, both groups having been issued previously on the parent Victor label. All r.&b. talent formerly on that label have been transferred to the Groove line. The second Groove release will include disks by Bertice Reading, Sam Butera and Buddy Lucas.

'Glass' Hassle

Continued from page 22

both the original Pierce tune and one of the "answer" songs.

Hull is protesting to WCKY, Cincinnati, over the sudden banning of "There Stands the Glass." The ban was imposed by Station Manager C. H. Topmiller, tho the Pierce record has been aired on the station many times since its release on September 19 last year. Meanwhile, several California stations are also questioning further play on the song, with Wally Elliot, KROW, Oakland, Calif., already refusing to spin it.

Answer Fuss

Hull is also involved in a hassle with both Pierce and Jim Denny over the "answers." The original tune and the "authorized answer" were written by Hull, Mary Jean Shurtz and Audrey Greisham. Miss Greisham is actually Mrs. Webb Pierce. Meanwhile, Denny's Cedarwood Music firm has published another "answer" written by Pierce, Cliff and Tex Grim-sley.

The "authorized" answer, "Please Throw Away the Glass," has been recorded by Betty Cody on RCA Victor and Patsy Elshire on Starday. The second answer version has been recorded by Jean Shepherd on Capitol.

Specialty records advertisement for 'TOO LATE FOR TEARS' by LLOYD PRICE. Includes address: 8508 Sunset Blvd., Hollywood 46, Calif.

DECCA RECORDS advertisement with slogan 'America's Fastest Selling Records!'.

Essex RECORDS advertisement with slogan 'THE LABEL WITH A FUTURE...'.

SAVOY RECORD CO., INC. advertisement for 'LITTLE DADDY' by BIG BERTHA. Includes address: 58 Market St., Newark, N.J.

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Burlesque Bits

By UNO

Bob Biggs and Suey Welch announce their 1954 bookings for their New Follies in Los Angeles: Barbara Curtis, to open January 22; Jennie Lee, February 5; Lili Icel, February 19, and Patti Waggin, March 5. . . . A new strip routine destined to startle the burly field is in the making for Rusfi Marsh, now headlining in spot-booked Hirst circuit houses. Toward this Pal Brandeaux is designing and constructing the costume, and Paul Morokoff, recovered from illness and back at the Empire, Newark, N. J., is engineering the requisite technique. . . . Magician Harry (The Great) Szerlip became a second-time grandpop when daughter Mrs. Micky Joyce Ross gave birth on January 12 to Elyne Naomi in Miamonides Hospital in Brooklyn to keep her first child, Nancy Sue, company. . . . Zorita, Vivienne Moran, Lonnie Young, and Mickey Marr are the features in a new burly pie, tentatively titled "East of Broadway," that Lennie Burton produced and Bobby Weil directed. It will be released in March by the Venus Company for the Delta Productions Company. A sister film, "Striporama," another Venus output, is now in its third month at the Rialto, New York. "East of Broadway" will also be reinforced by a line of six girls from New York's Latin Quarter nitery show. . . . Toni Winters opened January 22 at the Empire, Newark, back after a long siege of illness. . . . Jackie Whelan, after honeymooning with his new bride, model Collie Cotter, in Miami Beach, opened January 18 for four weeks at the Preview Lounge in Key West, Fla. . . . El Rancho nitery in Los Angeles reopened with Virginia Vine and Doris DeLaye after two months' shutdown.

Francine heads a new Hirst circuit unit that opened last week at the Grand, St. Louis. Co-featured are Paul West and Meggs Lexing. Other principals are Al

Rio and Nicky Vela. . . Ina Lorraine, following her vacation at home in Spokane, bowed January 8 at the El Rey, Oakland, Calif. Featured for two weeks is Do May, billed as "The Cherokee Halfbreed." . . . Tommy Layne, house singer, left the Hudson, Union City, N. J., January 16 to vacation in Miami indefinitely with his wife, Jet Smith. Replacing him was Jimmie Adano, a returnee. . . . Lillian Chiriaka and George Griswold Jr. devoted considerable space in Newsweek's issue of January 11 in an interesting story anent the razing of the Rialto in Chicago, the transformation into a church of the Alvin in Minneapolis and the recent revocation of licenses of the Howard and Casino in Boston. Milt Schuster, Chicago booker for 70 years, commented on what talent emerged from burly the hard way back in the good old days. Schuster, in the article, said, "There's so little new talent and so little new material in present-day burlesque. There's no training of young comics, and writers are too expensive for most old-timers. Some comics are using the same material I used when I quit the stage in 1919, and some of the jokes were in use when I broke in with Al Jolson back in 1900." . . . Harry Jarboe, former house and show manager, was a victim of the recent big snowstorm in New York, sustaining a fractured wrist as the result of a fall on the slippery pavement. . . . Manager Harry Oakene, of the Hudson, Union City, is in receipt of news of the recent marriage of Paul West, comic, and Mae Joyce, strip. . . . Eunice Jason closed at the Palace, Buffalo, January 20.



Continued from page 19

with Ben Cruz a standout on the tenor vocals. A comedy hummed version of "In a Persian Market" wins the Continentals an encore for a Ukranian folk song and "Casey At the Bat."

Frankie Carle and orchestra (12) most adequately cut the show and play for dancing. Ron Perry and his combo (5) supply listenable as well as danceable music during the breaks.

Sam Abbott.

Chicago, Chicago

Capacity, 3,915. Price Policy, 30 to 95 cents. Five shows daily. House booker, Nate Platt. Show played by Henry Brandon and house band.

Theater has a solid, entertaining show, even the bill has no marquee value. Novel-Ites a surprise smash.

Here is a show that bespeaks all the elements necessary to bring in people by the carloads. The

unit, which gets minimum billing on the marquee, got one of the biggest responses in months. The Novel-Ites' crazy antics actually leave most of the audience in tears from hard laughter, while Jay Lawrence gets more than the usual applause for comedians on these boards. Kathy Barr displays high-class pipes and is rewarded handsomely, as was the dance team of Bud and Cece Robinson.

Bud and Cece get moving at the start on a Charleston routine, segue into an old soft shoe to the strains of "Kokomo, Indiana," and display plenty of tap savvy. The team dresses in white and makes a striking appearance. Their terping is well liked and they appear as tho they get a kick out of it. They begged off on a jitterbug routine done to "Stepping Out With My Baby," Bud being carried offstage piggy-back by Cece, a bit that went over big.

Kathy Barr, a soprano who sings with classical styling, mixed show tunes and pops. She got plenty of mitting for her "Stranger in Paradise" and even more on her medley of "Oh" and "Oh, My Papa." Her opening number is "It's a Most Unusual Day" for good effect, and she closed on "Over the Rainbow" for another beg-off.

Jay Lawrence, comic and mimic, is loved by the audience for his portrayals of Gary Cooper, Cary Grant and Clark Gable. He does each with authenticity in both mannerisms and voice. His routines on "a shortwave broadcast" and "prize fight" are hilarious. The fight sequence is done with the voices of Clem McCarthy and Bill Corum. He, too, had to beg off.

The Novel-Ites, new to Chicagoans, deserve top billing and then some. The laughter during this act would have made even the most cynical look on in amazement. This trio of accordion, bass fiddle and guitar, is excellent both musically as well as comically. Facial expressions and material are as well put together as perfection can dictate. The timing here is so well executed that at no time during the last 10 minutes is there less than a roar from the seats. Team had to refuse to come back. Show played by Henry Brandon and house band.

Pic, "Miss Sadie Thompson."

Flamingo Hotel, Las Vegas, Nev.

(Thursday, January 21)

Capacity, 600. Price policy, no cover and no minimum. Shows at 8:30 and 11:30. Bookers, Maxine Lewis, Publicity, Allen A. Arthur. Estimated budget this show, \$12,500.

Cashing in on his picture rep in the "Eddie Cantor Story," Keefe Brasselle, in his first cafe date, works with Gene Wesson. He works hard but is up against too tough competition.

The spot has young Keefe Brasselle, currently being viewed on the nation's movie screens as Eddie Cantor, as the headliner. The youngster is a hard worker and shows a lot of personality, but he is not yet the caliber of top-rung talent needed to survive in the intense professional competition of the Las Vegas Strip.

Supported by Gene Wesson, Brasselle found himself in the role once played by Wesson's brother Dick, the same material and all. As his act Brasselle sang a little, danced a little and mimicked a lot.

The second spot on the show was taken by a nimble acrobatic dance team, the Three D's, last caught here at the lower budgeted Silver Slipper.

The opener had the Four King Sisters and Alvino Rey, in a pleasant interlude of novelty music, some horseplay and more mimicry.

The line was unable to do its new number opening night when two hours before curtain time it was discovered that costumes were still in Dallas.

Music is by Torris Brand and his orchestra. Ed Oncken.

Ambassador Hotel, Coconut Grove, Los Angeles

Capacity, 960. Price policy, \$2 cover. Shows at 10:30 nightly, 9:30 and 12 Saturdays. Owner, Sabine Hotel chain. Publicity, John Hayes. Booking policy, non-exclusive. Estimated budget this show, \$4,500.

Jeanette MacDonald's act, tho well polished and superbly rendered, is too sophisticated for mass appeal. Movie lure should draw the tourist trade.

There's little doubt that Jeanette MacDonald can capture an

Hocus-Pocus

By BILL SACHS

ROBIN NELSON is presenting his magic with the Dorothy Franey ice revue, currently in its 21st week at the Adolphus Hotel, Dallas, and slated to hold on there until February 6. Nelson, who is a former champion ice skater turned magician, is meeting with success on the ice with his Sword Cabinet and Zomie. . . . Ray Brison is working in and around Reading, Pa., where he recently concluded his fifth season of holiday shows. The many magi in the territory make the Mingus Magic Shop their headquarters, Brison reports. He posts that he'll be back with the Hagen Bros.' Circus in the spring. . . . Myre, the Norse magician, writes from Grand Meadow, Minn.: "We are holed up for the winter in the old hometown and getting ready for next season. A little flesh color on the thumb tip, and a little flat black on the goose neck. Met the Plunkett Show last summer. A great bunch of trouper, and a swell outfit. Leon Pinter did the magic on that opera. Ken Spencer had his one-man show out on all week stands, and tells me that he did okay. He is back to carving vent figures again this winter. Also caught Jack LeRoy's all-magic show. He had just taken delivery on a new station wagon and house trailer. A letter from Benny Doss advises that he is working Alabama this winter to good returns." . . . Thin Grant is playing club dates in Dallas and surrounding territory. . . . Dr. Arthur Ellen, mentalist, is winding up a two-weeker at Elmwood Casino, Windsor, Ont. . . . Gus Bohn is still showing his wares in the Philadelphia sector. Charles C. Bode Jr. (Fritz the Magician), having sold his illusions, has settled in San Antonio, where he hopes to keep busy with private parties, clubs and banquets. In the meantime, he plans to work on magic show for kiddies, with eventual tie-in with a local TV station. He is also putting together a music and magic revue for local Army hospitals. Kismet the Magician has been booked by Ben Bergor, Madison, Wis., agent, to play from six to eight weeks with a commercial variety show which opened in

Monroe, Wis., January 11 for a tour of that State. Other acts with the unit are the Balabanows, singing, dancing and accordion, and the Ashtons, acrobats.

BOB NELSON'S magic and mental supply house in Columbus, O., known as Nelson Enterprises, early in February begins its 34th consecutive year of operation. In commenting on the firm's 33rd birthday, Nelson says: "We have carried an ad in The Billboard every issue of those 33 years, except when we might have missed due to getting our copy in late. I believe that is quite a good record. And, as the bulk of our appeal is made thru The Billboard, I want to tell you how much it has contributed to our success during these many years. I believe I am the oldest magic dealer in the country, i.e., under the original management and devoted exclusively to this type of business all that time."

Blackstone, after a week at the Casino Theater, Toronto, doing four and five a day, moves into Her Majesty's Theater, Montreal, Friday (29) for a nine-day stand, including three matinees, at \$2 top. . . . Torrini scribbles from Atlanta: "Note that you recently had me listed as one of the magi working for the various school assembly bureaus. Actually, you forgot to mention the other half of the act. The act is known as Torrini and Phyllis. Phyllis is one of the very few lady magicians in this country and, in my estimation, one of the best. After winding up for the Alkahest Celebrity Bureau in North Carolina late this month, we move on to New York for 32 weeks for the H. B. Klyne Agency. Guests at our home recently were the Great Morgan and wife, Evelyn; Stuart the Magician and wife, Thelma, and Culver the Magician and wife, Fy Golden, expert manipulator who rolls three half dollars on each hand simultaneously. We had a very profitable fall season, working dates for Bob Roth, Monk Arnold, Eugene Holmes and S. Russel Bridges. The last named has been booking attractions in the Southeast for the last 67 years." . . . Edward Turner (Yellowstone the Magician) is heralding his turn via a four-page tabloid titled The Daily Deceiver. Turner hails from Baldwin, Kan.

audience. She achieves same thru a display of consummate grace and humility in both costuming and delivery, good stage savvy and a fairly well-balanced repertoire.

Relying heavily on picture tunes, for which she's widely known, Miss MacDonald projects an aura in which the audience envisions her flicker exploits, in evidence during her renditions of semi-classical and classical pieces. She excels in this department via "Indian Love Call," "Sweethearts," and an aria from Puccini's "Madame Butterfly." The last-named and a superb rendition of the currently popular "Ebb Tide" are show-stoppers.

Despite her ability to command an audience, Miss MacDonald's routine is too chic, and has much of the drawing-room soprano atmosphere. She shows poorly via her opener, "There's No Business Like Show Business," which doesn't suit her routine. Show's closer, with Miss MacDonald aided by Bill Alcorn and Jack Mattis, is solid, with the trio offering light terps that satisfy.

Basically, the bill is a play-back of Miss MacDonald's career. As such, the addition of other classical material which gained her fame might be warranted.

Benny Strong ork precedes via an interpretation of a college initiation, reminiscent of similar offerings by Horace Heidt and Fred Waring. Number gets the bill off to an excellent start, and is smartly aided by the use of luminous gloves, ties, etc. Vocally, it's a clever roundelay piped by the maestro and six members of the band. The Strong ork (16) does a yeomanlike job of cutting a difficult show. Tico Robbins combo alternates for dancing. Joel Friedman

LONDON, Jan. 23. — Singer Maxine Sullivan is due here January 28 for a four-week run at the Copacabana followed by vaude and TV bookings.

While she is here, the gal will also wax some disks for Electric & Musical Industries, Ltd. To accompany her on all bookings the Syd Roy office has signed clarinetist Vic Ash and his newly reorganized quartet.

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Showbiz Outlook Good

• Continued from page 1

musical instruments: A slight dip in the next fiscal year which starts July 1, if tax revenue estimates can be considered an accurate barometer to sales volume.

3. Theater admissions (legit, movie, etc.): A mild tailspin in tax revenues from this source.

4. Cabarets and roof gardens: Receipts from the federal tax on admissions will be up two years in a row.

5. Cigarette sales: Down slightly in the current fiscal year, and a steeper drop next fiscal year, but a "hard-selling" policy may keep promotion running at a high level for this product, a heavy TV-radio advertiser.

6. New business concessions: Slightly better in the current fiscal year ending June 30; somewhat off in the fiscal year after that.

7. Coin-operated amusement and gaming devices: Receipts will be up (see separate story, Coin Machines section).

8. Liquor: Little change from last year which was a big one for sales of liquor.

9. New Tin Pan Alley tunes: A big jump in copyright registration is predicted for next fiscal year (for details see separate story in Music section).

10. Amusement business generally: Color TV is looked upon by Commerce Secretary Sinclair Weeks and others among government brass as likely to spark expansion not only in the broadcasting and sets manufacturing industries, but also in several related fields, particularly entertainment.

11. TV, AM and FM broadcast licensing: A leveling off in TV licensing and a sharp drop-off in AM licensing in fiscal 1955 (see separate story, Radio-TV).

A major tipoff on the Eisenhower administration's outlook for business appears in the President's new budget, particularly in

forecasts for tax revenue. Indicated in tax receipt forecasts is the likelihood that despite color TV's dawning, production and sales of TV sets will drop behind last year's terrific pace, and there will probably be a dip in total output of related products. The budget predicts \$135,000,000 in revenue from the federal taxes on radio and TV sets, phonographs, phono disks and musical instruments for the fiscal year which starts next July 1. This will be nearly 12 per cent below receipts from this source estimated for the current fiscal year, which in turn is 14 per cent below 1953 fiscal year's total collections of \$178,048,189 from this source.

The federal tax on admissions to legit and movie theaters is expected to yield \$305,000,000 this fiscal year which ends June 30, a drop of \$7,000,000 from the previous fiscal year. The President's budget-makers predict a still sharper drop-off in the 1955 fiscal year starting next July 1. The yield that year is foreseen as \$400,000,000.

The budget predicts collections of \$48,000,000 from the tax on cabarets and roof gardens in the current fiscal year, and an identical amount for the fiscal year after that, as compared with a yield of \$46,691,085 collected from this source in the last fiscal year which ended last June 30.

Fees from business concessions are expected to run \$5,947,303 this fiscal year, a gain of \$16,000 from the previous fiscal year. But the return from this source is expected to drop to \$4,390,673 in the 1955 fiscal year.

The federal alcohol excises are expected to yield \$2,795,000,000 in the current fiscal year, and the yield for the fiscal year after that is predicted at \$2,697,000,000, compared with \$2,780,924,811 collected in the fiscal year which ended last June 30.

South of the Border

• Continued from page 3

its booster outlet, XEQ-TV. Bankrollers desiring the wider regional coverage supplied thru the latter transmitter have been able to acquire it by paying a 20 per cent premium over their XEW-TV rates. On January 1, that rate jumped to 40 per cent. As national coverage grows and new stations and market areas are linked up, the rate doubtless will climb higher.

Other Outlets

Operating in Mexico City on an indie basis, in addition to XEW-TV, are XHTV, owned by millionaire industrialist Romulo O'Farrill, and XHGC-TV, operated by youthful electronics wizard Guillermo Gonzales Camarena, who made virtually all his own equipment and who pioneered with his own mechanical color video system prior to the initial use of that method by CBS. Camarena recently reached agreement with the Azcarraga interests and will be linked closely to that operation, but currently is programming independently.

Martin & Lewis

• Continued from page 20

startled double takes accompanied by hilarious mugging.

40 Minutes

The boys were on for about 40 minutes without a lull. Lewis' costume changes, from the green prom kid to Private Prewitt ("From Here to Eternity"), to the well-groomed, top-hatted member of a song and dance team was all smooth and beautifully staged. When they wound up with a song and dance out of their latest flick, "Living It Up," even the plug for the picture was so well produced and handled by the boys that it wasn't a plug; it was great entertainment.

What business they will do here isn't too hard to estimate. Capacity audiences are assured for every show. Management doesn't intend to allow customers to stay more than one show. Table cards inform that the table has been reserved for the next show.

Whether the boys will do any more cafe dates after the Copa, an old contract, in the foreseeable future, is very doubtful. They're tied up with picture schedules, TV commitments, etc. Right now they're the hottest attraction around and will probably become hotter in the future.

radio merger early last year was reflected this week in the shift of AM outlet XEX from Mexico City to Leon in the province of Guanajuato. The outlet, a 250,000-watt, serves as a relay outlet for XEQ, 50,000-watt key station of Sr. Azcarraga's La Cadena Azul radio web, and will bring the shows into a section of the nation not now being served.

The video merger of the two interests, which at one time seemed firmly set, now is definitely off. Conflicting views on video station operation between the two giants of Mexican broadcasting make it certain that they will complete with, rather than join, each other.

Programming

TV film occupies about half the daily program time in Mexico, with older theatrical film of Mexican and Spanish origin the leading product. XEW-TV airs a feature film to open its sked daily, and repeats it in the late evening.

Live sports pick-ups are very popular, and include boxing, wrestling, baseball and the bull fights. Attendance at these definitely is holding up despite the telecasts. The bullfights, particularly, draw full houses, tho each of the two competing rings has a TV deal.

One of the more interesting commercial battles is that between the detergent manufacturers and the soap companies. Colgate's Fab bankrolls "Cual es su Chamba?" the Mexican version of "What's My Line?" via XEW-TV, and it's one of the top shows on the air. Procter & Gamble also pushes its detergent line hard.

To strike back, the soap interests have banded together with a saturation spot and program campaign behind the slogan: "Take care of your clothes; use soap." This is plugged via the feature films and virtually every other TV availability opening up.

Writers a Problem

One of the key problems facing Mexican TV, according to Juan M. Duran, public relations director at Televiscentro, is that of developing dramatic writers for TV. Senior Duran, a former top newspaperman, playwright and film scenarist, is working with a stable of young writers who are studying translations of top U. S. video scripts, and seeking to master the problems of scripting for a medium which is broader than the stage but more restricted than film.

ABERNATHY—Leo,

53, president of the International Alliance of Bill Posters, Billers & Distributors, January 18 of a heart attack in Philadelphia. (Details in Outdoor section.)

BAAKE—Otto C.,

84, former music teacher and orchestra conductor at Saratoga, N.Y.; St. Augustine, Fla., and New York, January 15 in Hanover, N. J. For many years he conducted the orchestra at the Grand Opera House, New York.

BOMBARGER—Avo P.,

57, popular tenor in night clubs in Rhode Island and New York, January 15 in Providence. Known as Bomby, he was a singer with the original Roxy Gang in 1920 and was a member of the Major Bowes troupe until 1926. For nine years he had sung the National Anthem for public events in Rhode Island. His widow, a sister and a brother survive.

CHAPMAN—Dr. Eugene,

48, husband of Metropolitan Opera soprano Dorothy Kirsten, January 21 at Los Angeles, where he was assistant dean of the University of California at Los Angeles Medical School. He and the singer were married May 15, 1951, at New Orleans.

CHRISTIAN—Harrison,

55, retired operatic baritone, January 16 in Lynchburg, Va. He had made his American debut at Carnegie Hall, New York, and had sung in Italy and throughout the U. S. Death was due to a fire which swept his apartment.

OTHER NEWS OF TRADE IN BRIEF

• Continued from page 3

Tarsher next month in New York. . . . Beginning next week, WATV, Newark, adds an hour of time during the week, beginning at noon instead of 1 p.m.

"Today" this week added two new clients and got renewals from two others. . . . George Scheck's "Star-Time" moppet variety stanza, a local WNBT show for the last five years, goes national on the NBC-TV network, Saturdays, 5:30-8 p.m. shortly. . . . The Texas Company has bought 16 newscasts a week from WMAQ, Chicago, one of the biggest deals of its kind.

WBBM-TV plans to go ahead with plans for its \$1,500,000 construction program at the Chicago Arena in spite of an Appellate Court ruling which jeopardizes its right to Channel 2 in the market. . . . Print, the magazine of the graphic arts, has named CBS-TV "the pacemaker in the graphic arts." . . . The Holmes and Edwards division of International Silver becomes one of the sponsors of "Your Show of Shows" shortly.

"Sheriff" John Rovick, TV idol of kids in the Los Angeles area, has been renewed by KTTV for another year. . . . Robert O. Lewis got his sixth sponsor within about a month for his CBS-Radio show—Helene Curtis cosmetics. . . . William N. Davidson becomes assistant general manager of NBC's Cleveland properties, WTAM, WTAM-FM and WNBK. He will be replaced in his former spot as national manager of NBC Spot Sales by George Dietrich.

Du Mont Laboratories has made a proposal to the Internal Revenue Department to ease equipment depreciation tax deductions for TV stations. . . . WABD, New York, gets two new pet shows next month: "The Adventures of Captain Hartz" for Hartz Mountain Products, Monday, 7:45-8 p.m.; and "We Love Dogs" for Kasco Mills, Saturday, 6:30-7 p.m.

More Growth

• Continued from page 3

scale than TV and will move at a parallel pace.

The President has asked Congress to appropriate \$7,649,300 to the FCC for the 1955 fiscal year starting next July 1, a gain of \$244,400 over the current year's appropriation and a jump of \$1,000,000 over the 1953 outlay.

The new budget proposes a reduction of \$705,600 in regular continuing activities of the Commission, primarily to reflect "anticipated decreases in application workloads and backlogs for television in safety and special patrol services." The budget explains that "an offsetting increase of \$950,000 will provide for a new activity, frequency usage monitoring."

A staff reduction at the FCC is predicted for the 1955 fiscal year because of the anticipated decrease in the TV backlog by next June 30. The budget-makers expect that the rush for TV licenses will subside by the 1955 fiscal year into a normal pace, just as radio has done.

The Final Curtain

CHUBB—Kenneth,

63, sound and stage technician, in San Antonio January 15. He had been associated with various local theaters for the past 40 years. He most recently installed the stereophonic sound system at the Majestic Theater. He was backstage for most of the traveling companies who visited here each season.

DANA—Henry (Pat),

77, pitchman and med showman for nearly 50 years, January 9 in Bay Pines Hospital, St. Petersburg, Fla., after a lingering illness. (Details in Pipes column.)

DOMINICI—Ernesto,

60, basso who had sung in Europe, Africa and America, January 17 in Turpin, Italy. His last performance was in "La Boheme" at the Carignano Theater there January 10.

ESTY—William Cole,

59, board chairman of the William Esty ad agency, January 22 at his home in New Canaan, Conn. He organized the agency in 1922, after serving in executive posts with several national advertising organizations. He was born the son of a Lehigh University professor, at Urbana, Ill., and attended Amherst College. He served with Motion Picture News in Chicago and New York, and was a vice-president of the J. Walter Thompson ad agency. Married twice, he is survived by his mother, a brother, two sons and two daughters.

FINN—Mrs. Millie,

61, for 40 years a carnival concessionaire with her husband, James, December 30 in Mt. Sinai Hospital, Miami Beach, Fla. Also surviving is a son, Dr. Leonard H. Finn. Burial in Mt. Nebo Cemetery, Miami Beach.

FITZGIBBON—Stephen E.,

71, former manager of the 20th Century-Fox Movietone Studio, January 17 in New York. He had formerly been in charge of the Paramount studios in Paris and London before World War II. In motion pictures all his life, he started with Joe Kennedy in 1916.

HUGO—Harry,

veteran owner of the Hugo Players, tent rep show, January 16 in Kearney, Neb. (Details in Roadshow-Rep column.)

GREENSTREET—Sydney,

62, the "Fat Man" of the movies, January 19 in his home in West Hollywood, Calif. The veteran of stage and screen had been in semi-retirement in recent years. He spent 41 distinguished years on the stage before going to Hollywood in 1941 to make his debut in films in his best remembered picture, "The Maltese Falcon," for Warner Bros. The role of Gutzman, curio dealer in the movie, won Greenstreet an Academy Award nomination. Another vivid role was that of the benevolent mystery man in "Casablanca" with Humphrey Bogart and Ingrid Bergman. Others of his films included "The Mask of Dimitrios," "Christmas in Connecticut," "Devotion," "The Verdict," "The Hucksters," "The Velvet Touch" and "Flamingo Road." Born in Sandwich, Kent, England, December 27, 1879, he began his career in amateur theatricals. He later joined the Ben Greet Academy of Acting in London. He made his debut in the provinces and toured his native land before joining Greet's Shakespearean repertory company on a tour of England and the U. S. His first appearance in this country was on the New York stage in 1905 in the play, "Everyman." He acted with the finest thespians of the day—Sir Herbert Tree, Margaret Anglin, Julia Marlowe, Viola Allen, David Thordike, Lou Tellegen, Alfred Lunt and Lynn Fontanne. During most of his stage life he played comedy roles, but his Hollywood portrayals were that of sinister mystery. He leaves a son, John Ogden; his widow, Dorothy Ogden, a non-professional; a brother and three sisters in England.

GRIFFIN—Fred H.,

65, former vaude acrobat, January 14 in Memorial Hospital, Hollywood, Fla., of pemphigus after an illness of a year. Years ago he was a member of the teams of Lester, Bell and Griffin and Alexander and Griff. In 1920 he formed a revolving ladder act, Pearle and Griffin, with his wife. In recent years he operated a doughnut show in Hollywood. Griffin was born in Zanesville, O., September 27, 1888, and went into show business when seven years old with Jack Wheatley. At one time he wrote the "Peeping In" column in The Billboard, recording news of the Chicago Performers' Club. He had also been a member of the old White Rats and the Federation of Novelties Acts. Surviving are his widow, Juanita; two sons, Maurice and Frederick; a daughter, Mary Shickland; a sister, Hattie Noble, and five grandchildren.

GRIFFITH—Victor S.,

50, motion picture tutor since 1934, January 16 in Los Angeles. Born in Tucson, Ariz., he went to Hollywood 21 years ago. He leaves his widow, Bethel; a daughter, Mrs. W. R. Crooks; his mother, Mrs. Alvin S. McKelligan; three sisters and three brothers.

HANDLE—Morris,

72, retired theater-chain operator in South Jersey, January 20 at his home in Margate, N. J.

KING—Fulton,

37, program director of WTOW, Staunton, Va., January 18 at his home in that city. He was an announcer for WSAV, Harrisonburg, Va., from 1930 until he entered the Army early in the World War II. He spent over three years with the Armed Forces Radio Network. Surviving are his parents, of Weyers Cave, Va.; two brothers and a sister.

KOHLER—Estelle,

60, concert pianist, January 12 in Detroit. She was well known in Europe prior to her escape from Romania a year ago. Survived by a son Stephen, and a daughter, Estelle. Interment in Evergreen Cemetery, Detroit.

LEWIS—Albert Edward,

74, known as Eddie Lewis, at Elmira, N. Y., Friday (15). He had been with Harris Nickel Plate, John Robinson, Sanger European, Hagenbeck-Wallace, Howes Great London and Lemm Bros. circuses. In 1949 he won \$100,000 in the Irish Sweepstakes. He was a bartender after quitting the road. He worked with the late Danny Odum on circuses. Odum is said to have died while reading a letter from Lewis.

McCLARIN—Hugh William,

55, former vaudevillian and later head proofreader on the lobster shift of The New York Times, January 17 in Hackensack, N. J. As a vaude performer, he had appeared with his wife, Mrs. Helen Sweet McClarin, as McClarin and Sweet. Later he served as a theatrical booking agent in Philadelphia. He had been with The Times since 1939. His widow, a daughter and a son survive.

MULE—Mike,

72, veteran sports promoter of Alexander, La., January 13 in a local hospital. He had been in retirement since 1946 when his son died. Mule erected the Mike Mule Arena, Alexandria, and for years promoted boxing and wrestling matches. Survived by his widow, Betty; two brothers, Jack, Alexandria, and Ben, New Orleans; a sister, Mrs. Joe Cicero, Alexandria, and his daughter-in-law, Mrs. Jasper Mule. Services January 15 and burial in Greenwood Memorial Park, Alexandria.

OLIVER—Philip W.,

in Bridgeport, Conn., January 11. He was manager of the Strand Theater, Bridgeport, for the past 20 years. Survived by his widow, Winifred; a son, Philip Jr., Newark, N. J.; a daughter, Mrs. Loretta Schaefer, Bridgeport, and a sister, Loretta Mary of the Sisters of Charity in New Jersey. Burial in St. Michael's Cemetery, Stratford, Conn.

PALMER—Lillian,

January 16 in Dearborn, Mich. She was the widow of music operator William Palmer, who died three years ago after 25 years as co-partner in the Brilliant Music Company, Detroit. She leaves one brother.

PAPPAYLION—Arthur T.,

84, pioneer beachfront concessionaire of Asbury Park, N. J., January 21 at his home there. Once an Alaskan gold prospector with the late Tex Rickard, he later sold real estate in San Francisco and was one of the promoters of the San Francisco World Exposition. His widow and daughter survive.

RUSSELL—Louis (Red),

secretary-treasurer of Prella Broadway Shows, January 23 at St. Petersburg, Fla. (Details in General Outdoor section.)

SAPIO—Mme. Clementine Duchene de Vere, 89, opera and concert soprano and a leading artist of the Metropolitan Opera company from 1895 to 1900, January 19 in Mount Vernon, N. Y. She made her debut at 16 in Florence, Italy, in "Les Huguenots," later singing thruout Europe and Mexico before coming to the U. S. Her debut at the Metropolitan in 1896 led to a wide repertory from "La Traviata" to "Lohengrin." Besides the Met, she sang with the Moody-Manners Opera and in many concert engagements, including opening Carnegie Hall, New York. A daughter survives.

SCARDON—Paul,

79, actor and director of the silent motion picture era, January 17 in his home at Fontana, Calif. He had been married for 34 years to Betty Blythe, silent screen star whom he directed in 50 pictures. Also surviving is a daughter by a previous marriage, Mrs. Michel Piastro. A native of Melbourne, Australia, Scardon came to the U. S. in 1908, appearing on the New York stage with stars such as Julia Marlowe, Mrs. Fiske, Nance O'Neill, Elsie Ferguson and E. F. Sothern. His movie career began in 1910 as an actor, in which he played with Mary Pickford, Rosemary Theba, Anita Stewart and Antonio Moreno. He directed more than 200 pictures, including "Broken Gate," "Fighting Shastey," "The Fifth Horseman," "Shattered Dreams," "Her Own Free Will" and "False Kisses." He had recently left retirement to appear in the film, "Cyrano De Bergerac." He was a member of the Masquers and the Green Room.

SCOVELL—Arthur O.,

44, former auto racer, January 14 of a self-inflicted gunshot wound in his room in the Bellevue Hotel, Portland, Ore. (Details in General Outdoor section.)

WALSH—John,

74, chief electrician of Steeplechase Park, Coney Island, Brooklyn, January 18 in Brooklyn. He came to the park in 1902 as electrician for an attraction called Giant See Saw. The ride was abandoned two years later, but Walsh remained at the park and in 1905 took over as chief electrician.

WARSHAW—Samuel,

62, scenic artist and instructor at the Art Students' League of New York, January 19 in Springfield Gardens, N. Y. A specialist in portrait and figure work at the Chester Rakeman Scenic Studios, he was a charter member of the United Scenic Artists Local Union 829, founded in 1918.

Marriages

BELDEN-KLORER—

Robert Belden and Patricia Klorer, January 16 in Beverly Hills, Calif. He is a member of the merchandising department of the Los Angeles office, Young & Rubicam, Inc.

FREDERICK-FIRMIN—

Ted Frederick, announcer for WOAI, AM-TV, and Gwen Firmin, formerly in the program department of the "Voice of America" and more recently in charge of radio and TV advertising for Jelliff's Department Store, Washington, in San Antonio January 7.

Births

CROWELL—

A son, Henry Arnold II, January 12 in Peru, Ind., to Henry A. Crowell and Ida Mae Kerley Crowell, bareback riders in the Riding Arnolds act with Cole Bros. Circus.

DENTON SURPRISES; INKS WEST CANADA B CIRCUIT

Ends Long Wallace Bros.' Reign; Gold Medal Will Move on R.R. Flats

WINNIPEG, Jan. 23.—Johnny Denton's Gold Medal Shows registered a thumping surprise here this week when the Dothan, Ala.-based aggregation snared the midway contract for the 1954 Western Canadian B Fair Circuit. The contract award, made Monday (18) at a spirited nine-hour session of the 14-town circuit, brought to an end the 12-year run by J. P. (Jimmy) Sullivan's Wallace Bros.' Shows over the B circuit.

Braunstein Makes Pitch
Owner Denton and Ben Braunstein, general representative, appeared for the Gold Medal Shows

with Braunstein making the presentation, in what was Denton's first bid in Canada.

Altho the Gold Medal organization is a truck show, as contrasted with the rail-transported Sullivan show, fair execs were assured that Gold Medal equipment would be carried on railroad flats because of the long moves and the poor roads between fairs on the circuit.

To Carry Ice Show
Denton, in his bid, offered 13 major rides, 13 kiddie rides and 14 shows. Listed specifically were a Kiddieland, an ice show, minstrel show, Motordrome, two girl shows and a Western show, with Ken Duncan, last year with the Amusement Corporation of America, heading the last named.

Others who bid were Jimmy Sullivan for the Wallace Bros.' Shows; E. W. (Slim) Wells for the W. T. Collins' Shows, and Mr. and Mrs. L. C. (Curley) Reynolds on behalf of the World of Today Shows. Mrs. Reynolds made the presentation for the latter and fair execs termed her presentation the best they had ever heard.

J. C. (Jess) Wrigley, of the 20th Century Shows, was a visitor, but did not bid, adding that the 20th Century might bid in '55.

Voting is Close
Feeling expressed by fair delegates in making the switch from the Sullivan show was that after having the same show for 12 years the time was ripe for a change.

Sullivan last year completed a five-year contract with the circuit. The decision to give the contract to Denton provoked considerable debate and several ballots reportedly were cast before Gold Medal edged out Sullivan by a slim margin.

As a result of the loss of the circuit, Sullivan faces up to a drastic revamping of his route. Indications are that he will play a series of still dates in Western Canada.

With the circuit contract tucked in his pocket, Denton is confronted with the task of arranging for the trying moves over the circuit. Fairs in the group are *(Continued on page 56)*

N. J. Governor Gives Bingo Top Priority

TRENTON, N. J., Jan. 23.—The legalization of bingo and raffles in New Jersey has top priority, new Governor Robert Meyner said this week as he began his term of office. A Democrat, Meyner placed strong emphasis on the bingo situation during his campaign, and pledged his efforts toward having the necessary legislation introduced, if he were elected.

A measure has been introduced in the State Senate and the Governor has already received a report on bingo from a committee of lawyers he named for the task. Both the legislators and lawyers agreed on the need to set up a state commission or board to control bingo and raffles.

The senators call for a nine-member commission and would place a limit of \$25 on single game prizes. The committee suggests a \$250 ceiling for cash prizes for single games.

Licensing Planned
It is forecast that a licensing system will be set up under which a moderate fee for operating the games will be paid to the State.

The New York Times, in its version of the bingo situation, said "tight controls are deemed necessary to make sure that such games will be operated only for worthy causes and that professional gamblers will not profit from them."

Altho Meyner had popular support from the voters in his backing of legalized bingo, he received a rebuff in his first attempt to get together with members of the opposition Republican Party, which dominates the Legislature. He invited four of them to attend a meeting in his office to discuss the matter, but only one showed up.

Among those staying away from the parley were Assembly majority leader Paul M. Salsburg of Atlantic City and State Senator Richard R. Stout of Asbury Park.

Hagenbeck Rep Goes to Miami

MIAMI, Jan. 23.—Arnold J. Schaumann, American representative for the Carl Hagenbeck Tierpark of Hamburg-Stellingen, Germany, zoo and world-wide exporter of wildlife, announces a shift of his permanent sales office to this town. The new address is Box 153, Miami 50. Previous Schaumann had headquartered at Allison Park, Pa.

At the Miami location Schaumann will import rare and colorful birds from South American countries and continue the importation of large zoo and circus animals from Tierpark. He said that prior to shipment to this country the animals will be quarantined for at least 60 days at the German zoo, in compliance with U. S. Department of Agriculture requirements.

W. Canada Arenas Sign 'Hippodrome'

WINNIPEG, Jan. 23.—Members of the Western Canada Arena Association, meeting here Thursday (21) to hear propositions from attractions, made preliminary arrangements to book Harold Steinman's "Hippodrome of 1954" at four and possibly six of the seven buildings represented.

The auditorium-arena show, which includes a unit of "Dancing Waters," will play the Stampede Corral, Calgary; Edmonton Gardens, Edmonton; Exhibition Stadium, Regina, and Saskatoon Arena, Saskatoon, in October unless necessary dates cannot be cleared by the buildings.

The show also may play the Forum, Vancouver, and Memorial Arena, Victoria, B. C. M. E. Hartnett, Calgary, president of the association, said that arrangements were made by telephone with Steinman.

Association members also laid out preliminary plans for a sports show circuit, which probably would feature a pageant and would run about five days in each building, Hartnett stated. Members also studied plans for equipping stages so as to handle major road companies.

Much Interest
Hartnett said that the association received voluminous offers from variety show packages, bands, opera, sports shows, ballet companies, name attractions and other shows. The association, he

Leo Abernathy, Billposters' Chief, Dies

PHILADELPHIA, Jan. 23.—Leo Abernathy, 53, president of the International Alliance of Bill Posters, Billers & Distributors, died of a heart attack Monday night (18).

Abernathy, of Pittsburgh, had come here to attend a meeting of the Pennsylvania Labor Relations Board of which he was a member. He had succeeded his father, the late George Abernathy, as head of the billposters.

Abernathy was involved in a labor controversy when in 1942 he supported Republican Edward Martin in a successful campaign for U. S. Senator. He was deposed shortly afterward as president of the Pittsburgh Central Labor Union, but was reinstated in 1950.

said, was pleased with the interest shown in its circuit, and ahead of it is much communication with show reps. He said their first interest would be their sports show project.

Axel Reed, manager of the Mayo Civic Auditorium, Rochester, Minn., and president of the International Association of Auditorium Managers, attended the WCAA meeting. Hartnett said that the WCAA was interested in Reed's invitation to affiliate with the IAAM. Details will be discussed at the WCAA's annual meeting at Calgary in May, he said.

WAY DOWN SOUTH

Showfolk So Good Fairman Is Amazed

RALEIGH, N. C., Jan. 23.—David B. Endy, a part of the O. C. Buck-Model Shows combine, had the job of introducing show people to the North Carolina Association of Fairs, Friday (22). Dave overlooked no one, and sang the praises of all. He did such a good job in the praise department that L. H. Barbour, Durham, was moved to comment that he had participated in many organizational activities thru the years, but that this was the first darned time that he had ever met a group which tagged each member the "very best."

Conto Cunning
Bob Conto, agenting the Irish Horan Lucky Hell Drivers, noted an apparent oversight in failing to introduce an arch competitor, Jack Kochman. Endy pointed out that Kochman was not present since he was meeting with a committee. Foxy Conto then admitted that that was the information he was seeking.

Building Interest
R. J. Pearce, fair planner and builder, reports that he is busier now than at any time in the past five years—a sure indication that fairs are turning profits into improvements or, if they are lacking surplus funds, recognizing the need to create new features and interest to attract the public.

Early Start
Arthur H. Fleming III, whose father is operator of the Louisville (N. C.) Fair and has long been prominent in association activities, was named mascot of the State association. The youngster, one year old, attended his first meeting, business session and banquet both, accompanied by his attractive mother, Mary.

KINGSBRIDGE CLICKS AS N. Y. EXPO SITE

NEW YORK, Jan. 23.—Officials of the National Motor Boat Show and this city's Convention and Visitors' Bureau are overjoyed at the turnouts evident all week for the annual boat exhibit, held for the first time in Kingsbridge Armory in the Bronx. The consensus is that Kingsbridge is "in" as successor for expositions to Grand Central Palace, which the government took over last summer. Manager Joseph C. Choate said that while he would not commit himself on next year's show site, "there certainly is none better in all of New York."

Heavy Turnout Of Show People At Mich. Meet

DETROIT, Jan. 23.—Carnival, grandstand attraction and show supply representatives turned out in their usual good numbers for the annual meeting of the Michigan Association of Fairs here Monday thru Wednesday (18-20). Included were:

Mr. and Mrs. A. Hart Sutton, R. B. Powers Ribbon Company; Johnny Hitt and Verle Bogus, Music Corporation of America; Al Tansor, Tansor World Championship Rodeo; Floyd E. Gooding, William J. Goutermout, J. F. Enright, and Hal F. Elfort, Gooding Amusement Company; Ward Williams and Jimmie Martin, Ernie Young Agency; John P. Foster, Foster Trophies; Jack Kaplan, William C. Linn, Pinkerton National Detective Agency; W. O. King, King Amusement Company; John Lempart, showmen's supplies and equipment; Mr. and Mrs. T. P. Eichelsdoerfer, William Linderman, Mr. and Mrs. Kurt Kuehn, Regalia Manufacturing Company; Harry Stahl, Bob Morrison, Mike Engelbrink, Louis and Sam Maltin, Irving Borker, Joe Crognale, Gil Cohen, Leo Lipka, Robert Templeton, Eddie Burge, George Harris, Sam Stone, and Sam Burd, Michigan Showmen's Association.

Mr. and Mrs. John Polle, Marvin Peacock, Fred Randall, Pollie Concessions; John Mulder, Mulder Concession Company; David Rosenberg; Mr. and Mrs. Charles Hodges, Hodges Affiliated Amusements; William Moltz and Robert Haire, Globe Ticket Company; Mr. and Mrs. Jinx Hoag *(Continued on page 56)*

Dodds to Head IAFE's Gov't Relations Comm.

Fed. Tax Committee Also Is Selected; McIntosh Chairman

BIRMINGHAM, Jan. 23.—Bligh A. Dodds, secretary of the Gouverneur-St. Lawrence County Fair, Gouverneur, N. Y., and former president of the International Association of Fairs and Expositions, this week accepted the chairmanship of the IAFE's government relations committee.

Other fair executives named to this committee by R. H. McIntosh, secretary of the Alabama State Fair here and president of the IAFE, were: Douglas K. Baldwin, Minnesota State Fair; Frank Kingman, Brockton (Mass.) Fair, secretary of the IAFE; J. C. Dorton, North Carolina State Fair; Clarence H. Harnden, Saginaw (Mich.) Fair; C. J. Baker, Oklahoma State Fair; Paul T. Mannen, San Diego County Fair, Del Mar, Calif., and Emery Boucher, Exposition Provinciale, Quebec.

The group deals with Social Security legislation, possible federal health regulations, liaison with the U. S. Department of Agriculture and other federal admission taxes. A special committee, set up to deal solely with efforts to obtain relief from such taxes, is headed by McIntosh.

This committee has three vice-chairmen, Samuel S. Lewis, York (Pa.) Interstate Fair; Edward P. Green, California State Fair, and Douglas K. Baldwin, Minnesota State Fair.

Other members are Dodds and Dorton and Lloyd Cunningham, Iowa State Fair; James H. Stewart, State Fair of Texas; Archie Putnam, Northern Wisconsin District Fair, Chippewa Falls, Wis., and Walter Jackson, Western Fair, London, Ont.

TAX REP

Two Show Clubs Name Geo. Hamid

RALEIGH, N. C., Jan. 23.—Two showmen's clubs—the Miami Showmen's Association and the Greater Tampa Showmen's Association—yesterday named George A. Hamid as their special representative in the continuing effort to secure the elimination or reduction of the 20 per cent federal excise tax.

William B. Moore, Miami president, wired Hamid: "I hereby appoint you to represent the Miami Showmen's Association and their 2,000 members in your tax reduction plan for the outdoor amusement industry. I also appoint all of the past presidents to serve on the committee with you."

Lloyd Serfass, Tampa president, wired: "Please accept our appointment to represent the Greater Tampa Showmen's Association and its 2,500 members in regard to a tax reduction plan. I also appoint all of our past presidents to act with you as a committee in solving this urgent problem to all show business."

W. Canada A Fair Circuit Fireworks Pact to Duffield

WINNIPEG, Jan. 23.—Thearle-Duffield Fireworks Company, Chicago, Monday (18) was awarded the fireworks contract for the five-member Western Canadian Class A Circuit for the first time in recent years. Frank P. Duffield made the presentation for the Chi firm he heads. Other bidders were W. R. Hand and H. T. Hand, of the T. W. Hand Fireworks Company, Ltd., and Joe Godin, of Interstate Fireworks, Ltd.

Louis Russell Dies in Miami

MIAMI, Jan. 29.—Louis (Red) Russell, secretary-treasurer of Prell's Broadway Shows, died today at St. Petersburg, Fla. Funeral services will be held Tuesday (26) at 2 p.m., with burial in Mount Nebo Cemetery, Miami.

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SMITH SMITH INC.
SPRINGVILLE, NEW YORK

N. D. Meeting Pulls Crowd Despite Cold

Elect Vern Nichols President; Rehbahn Named Vice Prexy

GRAND FORKS, N. D., Jan. 23.—Despite a cold wave that knocked the mercury down as low as 41 degrees below zero, an almost record number of hardy North Dakota fair executives turned out for the annual convention of the North Dakota Association of Fairs here Thursday thru Saturday (21-23) in the Dakota Hotel.

Business sessions and booking huddles were the program of the three-day confab. Panel discussions themed the regular sessions with one of the most interesting being on the effect of television on fairs. Attraction people participating in this discussion included Ernie Young, Fred H. Kressmann, Frank Winkley and Art Briese. Special events at fairs was the subject of another round table.

Nichols New Prexy

Vern Nichols, Crosby, was elected president of the association with Otto Rehbahn, Cooperstown, named to the vice-president's post. Bert Scott, Fargo, was named secretary-treasurer, to succeed Dr. G. A. Ottinger, who has been hospitalized.

The association, in a resolution, called for abolition of the federal amusement tax on grandstands. It also paid tribute to three attraction persons who died during the year, Al Martin, Irving Grossman and Billy Williams, and sent its greeting to Dr. Ottinger, who

(Continued on page 64)

MacEachern West Canada A Circuit Prexy

WINNIPEG, Jan. 23.—S. N. MacEachern, manager of the Saskatoon (Sask.) Exhibition, was elected president of the Western Canada Association of Exhibitions at the closing session of the Class A fairs convention in the Royal Alexandra Hotel here Wednesday (20). He succeeds William Muir, Edmonton, Alta.

C. B. McKee, Regina, Sask., was named vice-president, and Fred G. England, Regina, was re-elected honorary president. Mrs. Letta Walsh, Saskatoon, was re-elected secretary-treasurer.

Mid-summer meeting of the association will be held in Regina July 29, it was decided.

Delegates approved preparation of a brief to be sent to Ottawa protesting increased taxes on shows, rides and concessions coming into Canada and urging that they be removed or substantially reduced.

West Canada Show Contract To Ernie Young

WINNIPEG, Jan. 23.—Contract for this summer's grandstand entertainment on the five-city Class A Fairs Circuit was awarded Tuesday (19) to Ernie Young, of the Chicago agency bearing his name.

Decision was made at an all-day session of the Western Canada Association of Exhibitions in the Royal Alexandra Hotel here.

Young played the A circuit in Western Canada several years ago and was back for the 1951 and 1952 seasons.

Other Bidders

Other bidders were Fred H. Kressman, for Barnes-Carruthers; George B. Flint and Boyle Woolfolk, for the Boyle Woolfolk Agency; John Planalp, for the Sun-Grossman Agency, and L. N. Fleckles, for Fleckles Agency.

Young will present nine acts—Keaton and Arnfield, comedy; Barr and Estes, comedy; the Eight Walkers, tumbling; Bozo Harrell, pantomime comedy; Fedi-Fedi, pantomime dance act; Peg-leg Bates, dancer; Two Sky Kings, swaying high pole; Eight All-American Boys, trampoline, and an animal act. George Stover will be emcee and the Two Stovers will sing. The chorus line will be the Manhattan Rockets.

Winnipeg Meet Draws Reps

WINNIPEG, Man., Jan. 23.—The carnival and grandstand attraction business was well represented at the fair meetings here Monday thru Wednesday (18-20), along with allied trades.

Carnival reps here included: J. W. (Patty) Conklin; E. J. Casey, E. J. Casey Shows; E. (Slim) Wells, William T. Collins Shows; J. P. (Jimmy) Sullivan, Wallace Bros. Shows; Carl J. Sedmayr, Carl J. Sedmayr Jr. and Bob Lohmar, Royal American Shows; Johnny Denton, Ben Braunstein, Gold Medal Shows; Jess Wrigley, 20th Century Shows; Mr. and Mrs. L. O. (Curley) Reynolds, World of Today Shows.

Attraction and allied reps included Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; Boyle Woolfolk and George B. Flint, Boyle Woolfolk Agency; John Planalp, Gus Sun-Irving Grossman Agency; Mr. and Mrs. Charles Zemater Jr., and Jack Zemater, Charles Zemater Agency; Aut Swenson, Swenson Thrillade; Ernie Young, Ernie Young Agency; L. N. Fleckles; M. D. (Doc) Howe, Gae Foster Roky.

(Continued on page 64)

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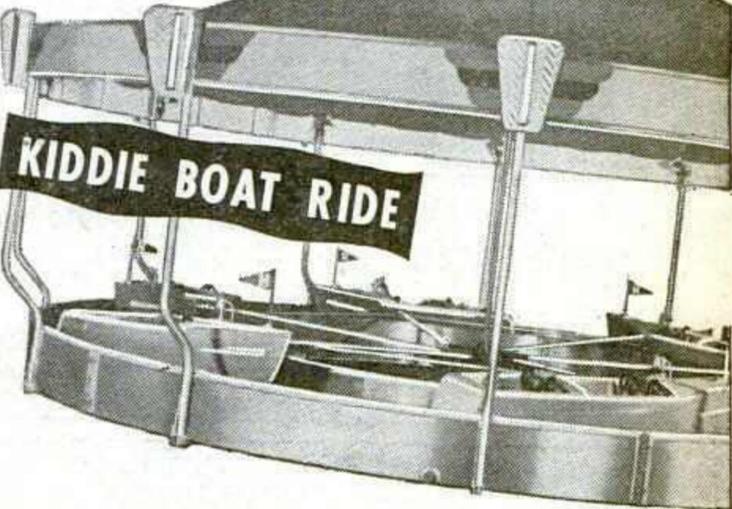


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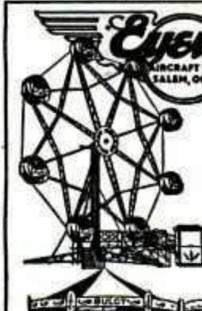
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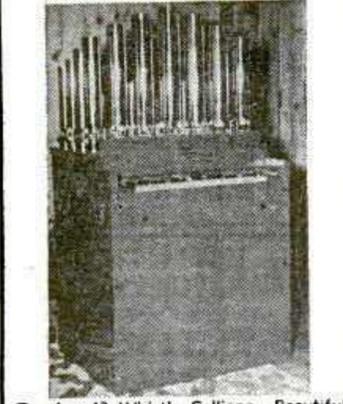
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State Aid Bill To Be Offered To Legislature

ATLANTA, Jan. 23.—Otis F. Hughes of Macon was re-elected Monday (18) to his third consecutive year as president of the Georgia Association of Agricultural Fairs, at the annual meeting held in the Henry Grady Hotel. Officers named to new positions were Clarence Hair of Montezuma, vice-president, and Joseph Pruett of Macon, secretary-treasurer.

J. W. Seay and Welby Griffith were named as new members of the board of directors.

The sessions and annual banquet were well attended, and it was decided to hold the 1955 meeting in Augusta.

Group Hears Brakefield

Scheduled principal speaker was Agriculture Secretary Tom Linder, who was unable to attend, and the assembly was treated to an entertaining talk on the economics of fairs by Dr. J. L. Brakefield of Birmingham, an official of the Liberty National Life Insurance Company.

The association voted to double its schedule of dues. Associate membership yearly will cost \$10 (Continued on page 64)

Maine Annuals Get Huge Hike In State Cash

PORTLAND, Me., Jan. 23.—Maine's fairs will revel in a State stipend of 82.5 per cent of premiums paid out, thanks to their getting a slice this year of income from running tracks.

Announcement of the payments, a rise of a third over what was received last year, was made by Gov. Burton M. Cross in his address Thursday night (21) at the 30th annual meeting of the Maine Association of Agricultural Fairs in the Eastland Hotel.

At the annual election, Donald J. Andrews was named president, succeeding Parker S. Adams. John Weston is new first vice-president and John Reed is second vice-president. Re-elected treasurer was Earle R. Hayes.

Gaming Rule Sought

One of the main topics at an open forum was the discussion of State Police treatment of mid-way games. It was pointed out that the law had been inconsistent in letting particular types of games operate in some locations and not in others, and the association will attempt to get a ruling from the police for next season.

It was also decided to attempt a revision of the reports that fairs must make to the State in order to receive their yearly stipend.

About 200 attended the annual banquet, which featured entertainment provided by the Martin, Leonard, Hamid and Royal Amusement agencies.

Ringling Advances Kernan, Schuler; 2 Changes Denied

NEW YORK, Jan. 23.—Walter Kernan is new assistant manager and Charles B. Schuler new director of radio and TV publicity for the Ringling Bros. and Barnum & Bailey Circus, it was learned in a call yesterday from press chief Roland Butler in Sarasota, Fla.

Kernan is former assistant boss property man under Robert Reynolds, and occupies the post left vacant by the elevation of Frank McClusky to general manager, the position formerly held down by Arthur M. Concello.

Schuler during the last season was radio-TV assistant to Norman Carroll, who has since left to work on the Pacific Coast.

Reynolds, Scott Staying
Butler took exception to a recently published report of staff changes which included the resignation of Reynolds and the re-

BUSY MAN Admire Spins School Units' Acts, Titles

BRAZIL, Ind., Jan. 23.—J. C. Admire, veteran advance man who has three-a-day school units each winter, shuffled staff, titles, acts and equipment among three outfits that trouped late last year and now is opening a single show for a 10-week season.

Starting with Harris & Rowe, he added Rice Bros. and then had the Admire-Hubler show in partnership with George Hubler. He pulled out of the latter in December. At the same time he shelved Harris & Rowe and put its agent, Max Maurer, ahead of Rice Bros.

The Havercamp Family was switched from Harris to Rice, giving the show 14 people back and two ahead. Opening date was postponed from January 4 to a week later and finally set for Wednesday (20).

Joining the Rice opera as feature is Joe Mix, ropes, whips and shooting. He also has the novelties. The Havercamps (7) are doing traps, wire, rolling globe, clowning, contortion and tumbling. Admire will have floss and balloons.

Admire books two schools for each day, while Maurer sets a night show in a third school. The show works out of a new central base each week. After the 10-week tour, Admire will again be ahead of a carnival.

For next year he'll consider a one-car railroad school unit.

Polack Western In Smooth Bow At Flint, Mich.

FLINT, Mich., Jan. 23.—Polack Bros.' Circus launched the 1954 tour of its Western unit with smooth running performances here Sunday (17). Despite cold weather, the show's 11th annual Flint stand got underway with a full-scale turnaway at the matinee and a near-full house at night.

Business continued good as the engagement progressed. Matinees continued as strong as the big ones of 1953, and consequently an extra show was set for 10 a.m. Saturday (23).

Press chief Justus Edwards said that the opening was unusually smooth. All personnel was on hand as scheduled and the first performance was given with a minimum of confusion. Since then, only one minor change, position of a clown bit, has been made in the original running order.

Brownie Woodward, of the Brownie Concession Company, operator of concessions in Chautauqua Park, Ownesboro, Ky., and Dick Costella, of the Crescent Ride Company, have applied for patent rights on a combination ride and spook show to be known as Tunnel of Horror.

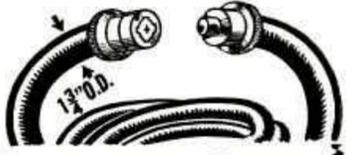
Rolling Advances Kernan, Schuler; 2 Changes Denied

placement of elephant superintendent Eugene (Arky) Scott by Hugo Schmitt.

Butler said Reynolds, "Ringling to the core," has denied any intentions of leaving the Big One. Scott, Butler added, is remaining as superintendent and that Schmitt has been taken on as elephant trainer.

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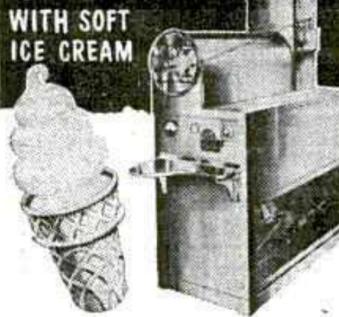
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Replacements, Numbered Balls, ea., .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100, 1.25
Middleweight, 5 1/2 x 7 1/4: White, Green, Red, Salmon, Yellow, Per 100, 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M, 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M, 2.50
Scalloped Edge, Green only, M, 2.00
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Adv. Display Posters, size 8 1/2 x 36, Ea., 15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for, 15.00
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Featherweight, Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed M, 2.25
Round white N.J. Cardboard Markers, 2 sizes; 1/2-inch diam., 1,000 to 1 lb; larger size, 3/4" diam., 1,000 to 1 lb Either size, lb., 45
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Roadshow Rep

HARRY HUGO, veteran operator of the Hugo Players, tent rep show, who died January 16 in Kearney, Neb., was the subject of **Gregg McBride's** feature column of The Omaha Evening World-Herald of January 18. McBride called Hugo's show one of the last of its kind in the nation and said it had been a "household word thruout the Midwest." Hugo, who got his start years ago in a Tobey role, was one of the few tent show operators who continued to make money in these times, McBride reported. In recent years Hugo had confined most of his efforts to the role of emcee and the chores of selling tickets and supervising the show. According to McBride, Hugo always attributed his success to the fact that he presented a clean show. It followed that towns gave him special privileges and welcomed the show back year after year. . . . **Billy Bryant**, who last week played the fair at Punta Gorda, Fla., reported that he and his wife, **Josephine**, are gypsying their way thru Florida for the winter. He recently ran into **C. B. Hayworth** and his wife at Miami; **Ray and Adele Ewing**, former tab folks; **Ralph and Thelma Booth**; **Mr. and Mrs. Harry Graf**, of the Kinsey Comedy Kompany, and their daughter, **Jean Graves**, who is visiting them from New York.

man. Met an old friend, **M. L. Cusick**, who is also wintering here. For many years Cusick had small tricks which usually started their tour from Welland, Ont. At one time Cusick was with **Coburn's Minstrels** and the **L. W. Washburn Minstrels**. Earlier he was a member of a Zouave drill act that was managed by **Miles (Major) Gorman**, who had one of the first of these drill teams with road and minstrel shows. Cusick

also worked in vaude with **Pete Griffin**. He likes to reminisce over the old days of 10-20-30 and says the old bills had some sense to them, if they were sentimental. Cusick says he doubts whether some of the talent we watch over the air and in the clubs these days could hold up in one of the old roadshow comedies. "Most of them can't sing as well as the poorest paid old-time minstrel singer, and I haven't seen one yet who could dance with the **Foley Brothers** or **Griffin and Cooper**," he said. "Imagine some of today's song pluggers following **Reese Prosser** on a vaude bill. They'd be kidded off the stage. 'Much of showbiz died when the old-time roadshow died.'"

Drivin' 'Round the Drive-Ins

JENSON and **Wilkerson**, owners-operators of the Rhea Theater, Denver City, Tex., have purchased land on which they plan to construct a new drive-in theater. . . . **Humberto Gonzales** has opened a drive-in theater at Zapata, Tex. . . . It was a "curb service" hold-up at the Jefferson Drive In, Dallas. While **Mrs. Willa McKeever** and **Cecil Anderwald** were counting receipts a man drove up in a car, pulled out a gun, and without even getting out of the car told the pair to hand over the money. They complied and the thief made off with about \$81. . . . **Sunset Drive-In**, Temple, Tex., has closed for the season.

theater, disclosing an appeal to the State Traffic Commission, Hartford, for a hearing. This body's approval must be received before Commissioner Kelly can issue a certificate of approval. . . . **Associated Theaters, Inc.**, has announced plans to establish a drive-in theater in Independence, Mo. City Council last week approved a rezoning to allow the organization to build in a locale near sites of two elementary schools.

EDWARD P. LORD, owner of the Lord Indoor and Outdoor Drive-In Theater, Plainfield, Conn., and three employees have been found not guilty of showing an obscene motion picture last New Year's Eve. **Judge Henry J. Marchesseault**, of Plainfield Town Court, announced his decision without viewing the film, "Everybody's Girl." Involved in the case were **Lord**; **Donat J. Blain**, manager, and projectionist **John E. Hoddy** and **Raymond C. LaMothe**. . . . Motion picture projectionists' union in Wilmington, Del., Local 347, IATSE, announced that it now has contracts with the following drive-ins in the area: the **Brandywine, Kerry** and **Pleasant Hills**. . . . **Leon Leitzel** announced that his **Halifax (Pa.) Drive-In** is now being serviced by the **Tri-State Buying and Booking Service**, Philadelphia.

CONNECTICUT State Police Commissioner **John C. Kelly** has approved construction of a drive-in at Watertown, Conn. The commissioner, in notices received by concerned parties, said he had found **Fred Quatrano**, the applicant, who is associated with **John D. Sirica**, Waterbury theater operator, in the venture, a suitable person to operate the project and the location "a suitable place to operate a moving picture machine." Opposition to the long-pending project, however, is continuing, with attorney **Walter F. Torrance Jr.**, counsel for Watertown residents objecting to the

CANADIAN George Spicer, who

is wintering in Hot Springs, writes as follows: "There is nothing here for a small-town show-

Out in the Open

Starting his 19th year as chief of **Alcyon Speedway** in Pitman, N. J., **Bill Vail** reports that almost all reserved seats have been subscribed for this season. The plant was once the home of the old Gloucester County Fair.

Busy bookers at the Kansas fair meeting in Topeka included **Tom Drake**, now on his own as the **Tom Drake Agency**, who closed to supply grandstand attractions at fairs in Liberal, Minneapolis, Osage City, Hope, Eldorado and Iola. Prior to the meeting he signed with fairs at **Shubert, Neb.**; **Avoca** and **Traer, Ia.**, and **Hamilton, Albany** and **Berryville**, all in Missouri.

Aut Swenson flew to Topeka from the Minnesota meeting where he stopped with the Minnesota State Fair for the fourth consecutive year. While at the St. Paul confab, he lined up contracts for shows at **Austin, Fairmount** and **St. Charles**. . . . **Fred Herrin Jr.**, owner of **Paramount Fireworks Company**, Tulsa, was busy at Topeka, closing to provide pyro displays at Kansas fairs in **Norton, Stockton, Colby** and **Minneapolis**.

Pete Bailey, owner-manager of the **Hollywood Daredevil Thrill Show**, closed for a long list of Kansas dates at the Topeka meet. Included were fairs at **Oswego, Cottonwood Falls, Girard, Rush** (Continued on page 64)

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Glades Amusement: Pompano, Fla.; Homestead Feb. 1-6.
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Davenport, Orrin: Grand Rapids, Mich., 25-30; Detroit Feb. 1-14.
Rice Bros.-Joe Mix: Bowling Green, Ky., 25-29; Richmond Feb. 1-5.
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CITYSTATE

Brown Heads Rink Anti-Polio Campaign

NEW YORK, Jan. 23.—Victor J. Brown, operator of New Dimesland Arena, Newark, N. J., is again spearheading Greater New York City's roller rink drive for the March of Dimes, as well as a national anti-polio campaign among members of the Roller Skating Rink Operators' Association. Last year, with Brown in as chairman, the local RSROA body raised over \$5,000 and the

country-wide group came up with better than \$20,000.

In accepting his chairmanship from Grantland Rice, Brown stated: "They tell me this will be the year when vaccines may win the long fight against polio. Accordingly, I am urging every RSROA member to go all out to help the National Foundation for Infantile Paralysis realize its slogan, 50 per cent more in '54."

Fund-raising at rinks in New York and near-by New Jersey is being conducted, as in other years, thru a competition. Rules permit rink people to pile up money thru shows, special nights, drawings, by pushing the containers or any other means. Then the one that raises the most anti-polio dough gets a wall plaque for permanent possession. Second place also receives a plaque, provided its turn-in exceeds \$500. In 1953, Harry Kleinman's Staten Island Rolladrum, New Dorp, copped the top award with a contribution of better than a thousand dollars.

Reading Holds AOW Race Lead

ELIZABETH, N. J., Jan. 23.—Reading, Pa., which took over the lead in the America on Wheels inter-rink racing league (Northern division) early this month, continues to lead the league and hit the 100-point mark during the January 16 events held at Peekskill (N. Y.) Arena.

Paterson (N. J.) Arena, which was pushed out of the top slot by Reading at an earlier meet, remains in second position with 96 points, altho it is being hard pressed by Mt. Vernon (N. Y.) Arena with a score of 92. According to the latest team standings, Boulevard Arena, Bayonne, N. J., is in fourth position with 66 points, followed by Twin City Arena, Elizabeth, 18; Florham Park (N. J.) Rink, 18; Capitol Arena, Trenton, N. J., 16, and Peekskill, 2. Peekskill, which had been goose-egged prior to the January 16 races, finally broke into the winner's circle.

Next race competitions are scheduled for January 30 at Paterson Arena.

N. Y. SKATING SHOWCASE BY SCHOOL CLUB

NEW YORK, Jan. 23.—For the second straight year, Julia Richman High School's Skating Club, under direction of Roland Geist, is featuring an ice and roller display at the Bank for Savings, 72d Street and Third Avenue.

Viewing is during regular banking hours, 9 a.m. to 3 p.m., during January. Items are from the Geist skatana collection and from Korday Sport Costumes Company, New York. Included are skates from as far back as 1880, books, periodicals devoted to skating, programs, song sheets, photographs, costumes and awards.

Professor Geist estimates that over 10,000 New Yorkers viewed the skating showcase in 1953. On December 27 the Julia Richman group presented a half hour skating broadcast over Station WNYC (sports for New Yorkers program).

Imperial's Polio-Club Show Pulls Big Gates

PORTLAND, Ore., Jan. 23.—Large audiences witnessed the 17th annual skating show, "Fun Galore in '54," at Imperial Rink here Tuesday (19) and Wednesday (20), utilizing a cast of more than 200 performers.

Stars of the show included the American juvenile pair champions, Susan Birch and Terry Wallen, and the national third-place junior, Norma Lee Bennett. Members of Imperial Skating Club, these performers presented numbers that won honors last year at the national meet.

One number presented 85 junior skaters, while another comprised a chorus of 48 girls. Well received was an act in which bits of magic were represented.

With admission \$1, proceeds went to the skating club's travel

fund and to the March of Dimes drive. The show was produced by Imperial's professional, Alvin Schaffer, under the direction of William T. (Pop) Brown, rink owner, assisted by his son, Roy.

CONVERTS

Des Moines Tromar Goes To Skating

DES MOINES, Jan. 23.—Conversion of Tromar Ballroom here into a roller rink was announced last week by owner Tom Archer, operator of a chain of Midwestern dance spots and president of the National Ballroom Operators' Association.

High cost of operation and a move to a lower admission price were given as the reasons for the change by Archer.

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

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

Denton Surprises

Continued from page 52

played on a two-a-week basis and some of the jumps—including a 635-mile week-end move—are difficult at best for a conventional railroad show. But Denton is confident that he has the answers, that he will be able to make the moves in ample time by mounting his equipment on railroad company flats.

Earlier Booking Scores

For Denton, the contract award here was a continuation of the booking successes he scored earlier this winter. In prior years he confined his route chiefly to the Midwest and South, but early this past fall he started gunning for fairs in the Southeast and his efforts were markedly successful.

To date, he has announced the signing of fairs at Petersburg, Va.; Butler, Pa., and Gastonia and Wilson, both in North Carolina. Of these, Petersburg in the past always has had a railroad show, while Wilson has shifted back and forth between railroad and truck shows.

The signing of the circuit gives Denton one of the longest routes, mileage-wise, ever set up for a truck show. The circuit opens June 24 at Moose Jaw, Sask., and closes August 11 at Lethbridge, Alta., and Denton now will probably work on filling in dates to break the long trek north and also the return trip back to Eastern and Southeastern fairs.

Wirtz Icer Sales Okay In Spite of Elements

NEW YORK, Jan. 23.—Cold, snow and rain were no deterrent to "Holiday on Ice" in Madison Square Garden, as the Arthur Wirtz production held on gamely at the box office thru yesterday.

Thru the first week-end Monday (11) the advance was 12.4 per cent over last year's edition. The East's first heavy snow took its toll then, with few people daring the elements to go downtown for tickets, and by midweek sales were off 47 per cent. But a mild Friday and Saturday (15-16) was a boon at the ticket windows.

By today the icer was running on a par with the 1953 production, in no small part due to a heavy publicity campaign waged by the Garden office.

The show opened Thursday night (14) to rave reviews in all daily newspapers. Attendance for the opener was over 13,000, leaving roughly 1,400 empty seats in the arena. The show is running

for 18 days with matinees on Saturdays and Sundays, and with tickets going for from \$1.50 to \$6. Closing date is February 3.

There was a three-day lapse Wednesday, Thursday and yesterday (20-22) for other scheduled events at the Garden.

Chief publicist Lillian Jenkins has been in Polyclinic Hospital since December due to exhaustion, and Ken MacKay is handling the drum-beating single-handedly. He had star Barbara Ann Scott interviewed by Jimmy Powers over WPIX during a televised hockey game Wednesday (13). She flew in. Advance publicity was difficult, since the show was not scheduled to arrive in New York from Chicago until the night before its Garden opening.

Miss Scott was on the Dave Garroway NBC-TV show on Thursday morning (14) when 16mm. films of the 1953 revue were shown. Since then all featured skaters have made TV and radio appearances.

The moppet market has been exploited heavily. MacKay had comic Kerry Freidman Trenkler on the "Skater Mailman" WOR-TV show on Friday (15) and Ray Heatherton, featured on the program, will also host the Three Bruises Tuesday (26) and Skippy Baxter on Friday (29). The Du Mont program, "Saddle Scouts," has a contest running by which it is awarding tickets to kids daily thru the run of the show. Tickets are also being given out on the Buster Crabbe show over ABC-TV. He is mentioning the icer in his 30,000-circulation kid club mailer.

A two-window display has been landed in the FAO Schwarz toy department store for the length of the run.

The New York Daily News Sunday (17) ran seven photos of New York skaters who had landed places in the show. Next Tuesday (26) stage director Carl Littlefield will hold a tryout for local young skaters who want to go with the show.

Det. Jefferson Goes Skating

DETROIT, Jan. 23.—The ballroom at Jefferson Beach Park in St. Clair Shores is being operated this winter as a roller rink, for the first time in many years, and is already building a good following among skaters, according to Harry Stahl, general manager of the park.

The rink is one of the few in the area to be located on the second floor, and has the advantage of being located on Lake St. Clair, providing an attractive view of the lake.

A heating plant is being installed in the building. Plans are to convert back to dancing for the summer, but a return to rink operation next winter is anticipated.

Ore. RSROA Contests Go To Imperial

PORTLAND, ORE., Jan. 23.—Directors of the Oregon chapter, Roller Skating Rink Operators' Association, this week selected April 20-22 as dates for the State tournament to be held at Imperial Rink here.

Victor Bacon, of the Gresham Roller Rink Center, the chapter chairman, said contestants would be entered by rinks at Roseburg, Grants Pass, Lakeview, Gresham and the Oaks and Imperial rinks in Portland. More than 140 skaters are expected to compete.

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Jeff Beach Plans Boat Layout for Winter Work

DETROIT, Jan. 23.—A new project by Jefferson Beach park to make winter work and thus keep a skilled labor force the year around was unveiled this week by General Manager Harry Stahl.

New feature will be a fully equipped boat harbor on the park's Lake St. Clair shore, with a two-year construction program mapped to handle the scale of the job. It will not be ready for full operation until 1955.

Idea is to have boat owners start work on their vessels early in the fall, as the boating season ends, and continue off-season work schedules until about the time the park opens. The project would dovetail with the amusement park operation to provide the 12-month schedule for me-

Lakewood Sets '54 Free Acts For Every Day

BARNESVILLE, Pa., Jan. 23.—Lakewood Park, known for its operation of one of Pennsylvania's largest pools, will go into the daily free act field next season and will expand its kiddie ride endeavors.

Abe Feinberg of New York, who took over the booking in 1953, said that whereas the park had offered free acts on weekends for several years, this will be the first time for daily acts. Another innovation this year will be the use of water show acts.

Lakewood will again offer children's TV attractions as it did in 1953, when Clarabelle the clown, Rootie Kazootie, and the "Big Top" show clowns drew big crowds.

Lakewood has a free gate and free parking. Its pool, as well as being used for bathing, also contains a motorboat ride and a Shoot the Chutes. It books name bands for its ballroom and name stage people to head up productions in its Summer Theater.

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Lakeside Sold To Ed McGrath

BARNESVILLE, Pa., Jan. 23.—After 50 years of successful operation by the late Harry Hart and his heirs, Lakeside Park near here has been sold to Edward J. McGrath for a reported \$100,000. McGrath has been affiliated with the park since 1932, operating the grill and promoting park events.

Lakeside is located midway between Tamaqua and Mahanoy City. The new owner has announced plans for the addition of rides and a program of special events throughout the coming season.

Queens Funspot Buys 17th Ride

NEW YORK, Jan. 23.—A 17th kiddie ride has been purchased for Kiddie City, the 17-acre amusement enterprise going up off Northern Boulevard in Douglaston, Queens. (The Billboard, December 5).

In addition to the 16 devices originally listed, the park will offer a Toonerville Trolley. Opening is tentatively set for May.

DODGEM UNIT RISING AT BRONX KIDDIE PARK

NEW YORK, Jan. 23.—The only Dodgem in New York's Manhattan or Bronx boroughs is being erected at Funland, the Bruckner Boulevard kiddie park owned by Arthur Becker. The ride, with 10 cars, was purchased from Downs Amusements in St. Louis, and Becker and his son Roger, who manages the park, intend to supplement that number with additional cars.

The foundation has been completed and flooring is half finished. Installation of the Dodgem is the first step in expansion of Funland from its present size of five kiddie rides. Becker, who has purchased 385 feet fronting on Bruckner Boulevard adjacent to Funland, intends to add a large Carrousel, another major ride for which he is negotiating, and several more kiddie riding devices.

SNOW AND COLD

Rocks' Sun. Staff Yields To Elements

NEW YORK, Jan. 23.—After an uninterrupted stretch of Sunday operations, altho rain hampered the works a couple of times, Rockaways' Playland was thoro'ly clobbered for two straight Sundays by the snowfall and cold weather that lit on the East Coast.

On Sunday (10) steady snow falling thru the day covered the midway with a white blanket, after which intermittent sleet and rain "turned the place into an ice rink," Dick Geist said. The staff gave up at 4:30 after an idle afternoon, and shut the gates.

Last Sunday (17) freezing weather jammed the gearboxes on all rides that are normally operated on winter Sundays, after mildness on Friday (15) had brought moisture to the frosted mechanisms. It was the third time the park was forced to close because of cold, in recent years. The first occasion was in the winter of 1952.

The weather forced a delay in Playland's latest promotional endeavor of offering free rides to children of parents who volunteer for the annual "Mothers' March on Polio." Recruiting booths were set up at the park at which ride tickets will be handed to children who bring in signed pledges.

Originally planned for last week-end and this week-end, the scheme will be carried over to provide two week-ends, as advertised.

KIDDIE PARKS SUFFER

Old Man Winter Puts Chill on N. Y. Ride Biz

NEW YORK, Jan. 23.—Kiddie park business in the metropolitan area shrunk to the proverbial drop in the bucket on Sunday (17) as icy winds whipped the region. With temperatures plummeting to a low for the season of around 10 degrees, only a few locations opened their gates.

Best off was Nunley's Happyland in Bethpage, which had all six of its indoor rides and all but one of the outside devices in operation. The train, hand cars and small Ferris Wheel did some business, but the Roller Coaster was "almost frozen solid" and was not operated. Jim Mizell said business was only a third of what the park had experienced on preceding Sundays.

Fairyland in Queens had all nine rides in operation, after manager Al McKee and his crew spent several hours Saturday night (16) ploughing snow off parking areas. The spot stayed open to 5:30 p.m. but did very light business.

"No parking, no customers," McKee explained. "We advertise that we're open Sundays and we go along with our policy, no matter what the weather is. It's too bad if we have to lose a little once in a while, but we want to keep our customers."

Up in the Bronx nothing was moving except the Carrousel and two kiddie rides at Mortie Speicher's Joyland on upper Broadway. They were the only devices they cleared of snow. The operators felt it wisest to not run their Big Eli wheel because of the icy blasts that were driving across the ride's seats.

Joyland business was at a trickle, and the place was closed at 3:30.

DEAL NEARLY CLOSED FOR WHITE CITY

Hamid Office Says Negotiations Now Being Conducted

NEW YORK, Jan. 23.—A deal is close to being completed for the sale of White City Park, owned since the early 1930's by George A. Hamid. While it has been known for some time that the funspot was up for sale, no negotiations had been publicized until last week's story in a Worcester paper.

The Hamid office in New York confirmed yesterday that "a deal is brewing," but said details were not known and that Hamid had already left for Atlantic City.

Hamid's brother Samuel, former manager of the park, was mentioned in the press as admitting plans were under way to dispose of the fun center. The newspaper said the site will be converted to business use and added that its source is an authoritative one, but there was no confirmation of this from Hamid.

Two Offers Told

Hamid was quoted as saying he has received two offers for the property, one by a Boston organization which wants to put a shopping center on the site, and the other from a Worcester real estate developer.

It was also revealed that Hamid plans a housing development on an eight-acre plot he owns across the street from White City and further up North Quinsigamond Avenue, in Shrewsbury.

Ocean Beach Park Eatery to Be Run By Turner, Enos

NEW LONDON, Conn., Jan. 23.—Ocean Beach Park Board, which supervises the city-owned-and-operated Ocean Beach Park, has approved an agreement by which the Gam Restaurant there will be operated for two years by Edward Turner of Waterford, and Joseph Enos.

The operators will pay the city 14 per cent of their gross business up to \$50,000; 17 per cent from \$50,000 to \$85,000, and 20 per cent of that in excess of \$85,000.

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Occupation

Mills Scouts Europe; Sets April Opening

George Davis Takes Cookhouse; Show Buys Horses; CFA Honors

CLEVELAND, Jan. 23.—Mills Bros.' Circus will open its 15th Anniversary tour April 17 at its winter quarters, Greenville, O., with an enlarged program, brothers Jake and Jack Mills announced at their home here on the eve of Jack's departure on his second overseas talent-scouting trip Sunday (17).

The elder Mills flew to England for a week to look over acts at London's three indoor circuses, with side air trips planned to continental shows, in quest of several more feature acts plus contingents of clowns and girls.

Before leaving, he and Jake held an all-day huddle here with Hans Lederer, lining up acts to be furnished for '54 thru Lew & Leslie Grade, Ltd.

In London, Jack Mills was scheduled to attend anniversary festivities being held by British Circus Fans. John Boyle, American CFA president, on Saturday presented Jack with an engraved wristwatch, the gift of CFA members, as a memento of the group's 1953 national convention with the Mills show.

Buys New Horses

Mid-January found the tempo stepped up here, at Greenville, and also in booking and promotional fields. Jake Mills announced purchase of six new buckskin horses, now being developed into a Liberty act by Swedish trainer Sandor Beketow, who also has trained a new dressage horse.

George Davis, for many years with Cole and recently with the Beatty show, will have charge of the Mills cookhouse this year. Jake Mills reported in announcing a number of staff appointments.

Another addition is Roy House, now in quarters training dogs and ponies. Mahlon (Alabama) Campbell will return as ring stock superintendent; Charles (Brad) Vensel as general superintendent; Felix (Fats) Brazon, boss propertyman; Arthur (Hard Times) Leonard, electrician; Sammy Burnstein, purchasing agent; Joe Rossi, band leader; Ray Had-dix, head mechanic, and Peggy Baker, girls' dancing instructor.

Trucks, Paper Set

Several promotion crews have been at work since January 2 and more will be added. Mearl Johnson and Scott Queen have handled the bulk of early bookings, while H. W. Ahrhart Jr., general agent, whose father died shortly before Christmas, has been occupied settling his father's estate and arranging for disposal of the latter's insurance business. Press director Fred Stafford and George Hodgdon, of his staff, completed the show's '53 Route Book and, after vacations in the East, returned here this week to launch press work. Triangle Poster Company of Pittsburgh again will produce the show's cards, and Haas-Wilkerson, of Kansas City, will handle show's insurance.

Diesel light plants were returned to quarters after being completely overhauled at Cleveland. Charley Brady's force

1953 Officers Of Clown Club Stay for '54

LOS ANGELES, Jan. 23.—Officers of the Circus Clown Club will continue in their present posts for another year, it was announced by Marge V. Kelly, secretary.

They include Raymond L. Bickford, publicity chairman for National Circus Week, June 1-7; Willard T. Northrop, foreign affairs; John W. Swann, advertising; Mark Must, Pennsylvania representative; the Rev. Arthur W. Isenberg, chaplain; Dana W. Stevens, writer; Walt T. Brobson, California rep; Guy E. Leopold, Canadian rep; Bette Leonard, auxiliary; Bill Kasiska, convention advisor, and Erskine C. York, New England rep.

Richard Arcand is president and founder.

finished a new sleeper, repaired and painted all chairs, blues and stringers, and has overhauled several truck bodies. New harness is being made and the John Morgan Company, of New York, again is producing wardrobe for several numbers. Paul Hudson, concession department, returned from a trip to England and has joined the winter quarters staff. Besides the six new horses, show has purchased a number of dogs and has six more ponies, several of which were foaled in quarters during the summer. They are being broken.

BARSTOW FRAMES SPECS

Ringling to Combine Acts With Productions

NEW YORK, Jan. 23.—In discussing the Ringling Bros. and Barnum & Bailey Circus productions for the 1954 season, Dick Barstow revealed this week that emphasis would be on productions allowing more people and animals to be used at one time.

"There will be more sex, too," he added, "but not to the extent of being objectionable. We never lose sight of the fact that we're a circus." Barstow has been staging the show for six years.

This season, which opens with a 79-performance Madison Square Garden run, March 31-May 9, will bring more dancing, more girls, and the use of all three rings, the track, and a stage at each end of the arena, for each production number.

Built Around Acts

In the menage number, "Fiesta," the running time will be about 20 minutes with numerous points of action going simultaneously. The production will feature Con Colleano, wire act; Vasconcello, rider; the Charros, Mexican ropers; a new Spanish midget troupe, and horse-drawn carriages, all worked into the production together.

Horses will play a more vital role in the production than before. Barstow said the production would be built around the acts.

In a "Dreamland" spec he will use aerialists during the number for the first time and will have

Moore, Miller Plan Enlarged Tex Carson Unit

HUGO, Okla., Jan. 23.—Jack Moore and D. R. Miller have combined forces to launch the Tex Carson Wild Animal Show this season as a bigger show than in past years. Moore has had the show out for several seasons and in recent times has quartered it here. Miller, co-owner of Kelly-Miller, Cole & Walters and Miller's Rodeo, became interested in the show last year and will make additions to it for 1954.

The circus will move on eight trucks, including three semi-trailers. Canvas will be a 70 with one 40 and two 30's for the big top and a 40 by 100 for Side Show and animal display combined.

One of Miller's elephant trainers is readying a large elephant with routines for the show. A four-horse Liberty act is being added and the stock doubles in high school. Four chimps will be carried and two will perform. Other acts include unrideable mule, wrestling bear, pickup pony drill and riding dogs and monks.

Miller and Moore made no announcement as to opening date for the show or territory it will play. They said make-up of the staff would be announced later.

HUNT'S BULLS GO TO JAIL

FORT WAYNE, Ind., Jan. 23.—Four of Hunt Bros.' Circus elephants under direction of Roy Bush made headlines here and elsewhere when they were quartered at the county jail here Wednesday night (20).

Bush was taking the bulls to Chicago to appear on "Super Circus." When he asked the sheriff here about quarters for the night, the official opened a new receiving room at the jail. Prisoners looked on with astonishment, especially since one of the bulls still showed a shade of pink coloring left over from a previous date.

From Chicago, Bush and the bulls will double back to Toledo to make the Grotto engagement.

BAILEY-CRISTIANI TO OPEN IN TEXAS

King Settlement Pending; Dean, Clawson, Hockwald, Streit Sign

MACON, Ga., Jan. 23.—Lucio Cristiani said here Friday (22) that the new Bailey Bros. & Cristiani Circus would open April 4 at Brownsville, Tex., and will be at Corpus Christi April 7-10 for an indoor stand with Shrine auspices. He also announced some staff appointments.

Meanwhile, Cristiani said that he and Floyd King, partners thru 1953, had agreed on the price for King's buying the partnership's equipment. Other details remain to be worked out, however, and Cristiani said that he was hoping for some final action by Monday (25).

He said that in the event King and Arnold Maley, his new partner in King Bros., don't buy all of the 1953 show, Cristiani probably will take his portion and combine it with Ben Davenport's equipment to create another show. He said that Davenport was awaiting final outcome of the King-Cristiani deal.

Ralph Clawson will be business manager of the Bailey-Cristiani show. Bob (Bonham) Stevens is

general agent and Arthur Hockwald is booking agent. Phil Streit will be promotion manager. Ray B. Dean will head the press department while Stephen Kusmicz will have the bill crew of about six men.

Cristiani said the performing roster was nearing completion and that agents had booked the first several weeks of stands.

Davenport Unit In Strong Start At Saginaw

SAGINAW, Mich., Jan. 23.—Opening with a Sunday (17) matinee, the show produced here by Orrin Davenport drew a packed house and the night attendance was just under capacity. Advance sales and promotions, directed by A. E. (Buck) Waltrip and his wife, were reported ahead of last year.

Shrine chairman George Main said arrangements with schools were such that capacity matinees were assured for the entire week. There was a strong chance that a morning show would be added to the Saturday schedule.

Staff this year includes Davenport, producer; Harry Thomas, equestrian director; Issy Cervone, band; Charles Marine, props, and Clarence Marine, transportation. Clowns on this date are Sherman Brothers, Ernie Burch, Otto Griebing, JoJo Lewis, and Dick Lewis.

Program includes Dick Lewis, table rock; Zoppes, unsupported ladders; Petersons' Jockey Dogs; clowns; Mlle. Mussett, trapeze; clowns; Ming Sing Troupe; Joanides, juggling on slack wire; clowns; the Kentona, aerial; Jack Joyce Camels; intermission; clown production; Grace McIntosh, trapeze; clown band; Zavatta Riding act; aerial butterflies and iron jaw; clowns; Tokayers, teeterboard; Francisco and Dolores, perch; Cole Bros.' Elephants, with Bert and Marie Pettus, and George J. Keller's Wild Animals.

REYNOLDS AND SCOTT REMAIN

NEW YORK, Jan. 23.—Press chief Roland Butler today clarified a recent report of staff changes of Ringling Bros. and Barnum & Bailey Circus, in a call from the Sarasota, Fla., quarters. Robert Reynolds will be with the show this season and is not resigning, Butler explained, and Eugene (Arky) Scott is remaining as elephant superintendent. He added that Hugo Schmitt has been taken on as assistant to Scott, not as superintendent.

King, Watts on Buying Trip; WQ Opens Monday

MACON, Ga., Jan. 23.—Floyd King and Ira Watts, of King Bros.' Circus, were on a buying trip this week-end that stood to gain elephants, horses, ponies and equipment for the new show. Meanwhile, opening date for

the show has been set as April 10. Macon police again will sponsor the starting round. Four promotion crews have been on the road for the show since January 4.

Full action at winter quarters is scheduled to get underway on Monday (25), with Watts in general command of the work. Charley Luckie, mechanical superintendent, has about 40 men to start on projects which include building of new truck bodies and probably some new cages for the street parade.

A group of six seamstresses under Leona Teodora and Katie Luckie will start Monday on new elephant blankets, parade flags and other wardrobe.

Arnold Maley, manager, said this week that plans for the new season were going smoothly. Ora O. Parks, press chief, and A. Lee Hinkley are among those already in quarters.

Razzore Opens; Davenport Hops To Minnesota

SARASOTA, Fla., Jan. 23.—Ben C. Davenport said here this week that the Razzores Circus is doing well in Venezuela. Davenport recently returned from the show, where he has five elephants and a lion act working.

Davenport left here to enter the Mayo clinic at Rochester, Minn., on Wednesday. He expected to be there about a week.

The Razzore show is owned by Emelio Razzore and it opened in Caracas. It moves to Maracaibo, Venezuela, for two weeks starting February 15. Three performances are given on Fridays, Saturdays and Sundays.

Besides the Davenport acts the show includes the Great Herberto and Los Latinos (Herbert and Chatita Weber); Los Rodolfo, perch; La Bella Silvia (Caroli), balancing; Deblar Troupe, bikes; Condesa Valois, high school horses; Los Murcileagos, flying return; Farrington Trio, hand balancing; Nelly and Daisy, posing act; Daisy Herra, contortion; Marcianos Trio, acrobatic; Diego Relles, head balancing trap, and Tico-Tico, Gal-lito, Tappan, Chaito and Chopalin, clowns.

Dory Miller Adds Rodeo To List of Hugo Shows

HUGO, Okla., Jan. 23.—Work was started this week on the latest D. R. Miller enterprise, the Miller Bros.' Rodeo Producers, with Syd Stevenson and Raymond McMillan now contracting it. McMillan, partner and manager of Miller's cattle business, also has been in the rodeo field and will manage the new unit.

Meanwhile, in the Al G. Kelly & Miller Bros.' Circus quarters, Terrell Jacobs paused in his training schedules and departed for Worcester, Mass., where he is appearing in the Frank Wirth Shrine Show. With him is Fred Logan, K-M elephant superintendent, who is working Jacobs' small elephant at the date.

Jacobs earlier was breaking new cats and bears for his acts that will be with Kelly-Miller next

season. Miller bought four bears from Gil Gray Circus, Gainesville, Tex., and some more in Kansas. Jacobs is putting together a small bear act which may be worked by Terrell (Punch) Jacobs Jr.

Other recent Miller purchases include a four-horse Liberty act and some wardrobe from Gray. The horses and one Miller elephant will go next season with Jack Moore's Tex Carson Wild Animal Circus, one of the Hugo-based shows. Moore and Le Bradley have been out recently with a walk-thru show on the streets. Kelly-Miller has acquired an air calliope trailer which formerly was on Capell Bros. and plans to use it next season. A male camel has been delivered by Louis Goebel, Thousand Oaks, Calif.

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ASK FOR EARL

Floyd (Rube) Arnold reports that he will appear with the **Tommy Scott** show again this season, playing auditoriums. Arnold, who is in Dallas visiting his family, renewed acquaintances there with **Mr. and Mrs. Paul Beckley**, **Mr. and Mrs. Adamson**, **Sonny and Rose Marie Sloan**, and **Peggy and Charlie Klein**. . . **Charles Helder**, comedy magician and clown, will tour the '54 season with the King circus. . . **L. E. (Roba) Collins** cards from East Saint Louis, Ill., that he is still with the **McDonnell Aircraft Company** there. He says that **Slim McCoy** and **Lige Chism** are weekly visitors. **Prince Budda** is one of the few circus folks wintering in the Mound City, according to Collins.

Leon A. Winker, former billposter and property man for such circuses as **Ringling**, **Hagenbeck & Wallace**, **Sells-Foto**, **Al. G. Barnes** and **Gollmar Bros.**, dropped by **The Billboard** office last Tuesday (19) while passing thru Cincinnati on his way to Detroit, where he plans to work with the **Shrine Circus**. **Leon** celebrated his 53th birthday January 15.

The **Circus Stassburger** bill at **Amsterdam's Carre Theatre** for January has almost 100 per cent imported acts. Included are **Manfred Benneweis** with his tigers, **Dora and Herman Althoff** and their elephants **Hannah Gibson's** chimpanzees, **Jose Moeser's** horse number; the **Two Alvas**, aerialists; **Four Kovacs**, trampoline; **Oliveras**, bar act; **Seven Tsching-Dais**, Chinese troupe; **Four Whirlwinds**, girl tumblers; **Two Heinkes**, bike act, and **Four Ricordis**, musical clowns. **John Kapper** fronts the circus band.

Gladys Gillem, lion act, and her husband, **John Wall**, are back in the United States after being stranded in **Colon, Panama**. When the **Loyal-Repensky** show returned to the States, the **Gillem** act stayed in **Panama**. Later they were unable to get to **Mexico**, where they had been booked for the **Buffalo Bill Circus**. Early in December, the **Panama** newspapers carried several articles about

the performers' plight. The lions were quartered in the stables of **Gov. Jose Maria Gonzales** after he saw them at a **Lions Club** date they worked. Plans to put on shows in **Panama** to raise the freight and passenger fares fell thru. The act's recent return to **St. Petersburg, Fla.**, reportedly was thru the assistance of a circus fan.

O. J. Snell writes from **Indianapolis** that his brother, **Tom Snell**, is in the **Indianapolis General Hospital**. They are the **Snell Brothers**, clowns. . . **L. M. White's Mexico (Mo.) Ledger** on Friday (15) carried a long feature about elephants and **Hugo Schmitt**. The same issue announced the sheet had been given an award for its historical feature stories, many of which have been about circuses.

Mr. and Mrs. W. H. Woodcock have moved from their home at **Hot Springs** and taken up permanent residence at **Hugo, Okla.**, where they have the **Miller Performing Elephants**. **Woodcock** has moved his large circuriana collection to **Hugo**.

The **Al Hanel**s have a new house trailer. . . **Colleen Alpaugh** will leave **Los Angeles** late this month to join the **Beatty** show at **Deming, N. M.**, to work in the film to be made at **Phoenix** in February. . . **Frank Braden**, **Ringling** press man, is ahead of a movie for the winter and has been in **Dallas**, with **Denver** and **Chicago** on his immediate route. . . **Eugene Whitmore**, **Lockhart, Texas**, was in **Chicago** this week.

Mrs. Mildred Ryso, former circus performer, and her husband, **Michael**, of **Libertyville, Ill.**, got wide **Chicago** publicity this week when well drillers struck oil on their property. . . **Bob Hall**, of **Ring Bros.** Circus, visited his parents, the **L. H. (Doc) Halls** at **Sarasota**. . . **Mrs. Lucy DeRiskie Richards**, wife of **Ring Bros.** owner, **Franco Richards**, reports that an operation planned for her husband this winter had been postponed.

Howard Charles Robinson, formerly with stock companies as well as **Christy, Golden, Robbins, Main** and **Cole** as a clown and singer, is in the **Veterans Hospital, Philadelphia**, reports **Billy Dick**.

Booker Frank Wirth, making the **Southern** fair meetings, says another performance will be booked for **Jack Joyce's** camel act on the **Ed Sullivan** Toast of the **Town TV** show, because of the success of **Joyce's** first appearance on the program, landed by **Wirth**.

Bud Gamble, is featuring **Madeleine Park**, woman elephant buyer, in his 26-edition **TV** film series being offered to potential buyers. The series, "Call of the Courageous," is based on the lives of people who have done courageous deeds.

Clyde Beatty left **Hollywood** on Thursday (21) for the circus' winterquarters in **Deming, N. M.** He spent two days in **Hollywood** at conferences on the publicity campaign for "Ring of Fear," the **Wayne-Fellows** **CinemaScope** production for **Warner Bros.** in **Burbank**. **Beatty** stars in the film with **Pat O'Brien** and **Mickey Spillane**. **Beatty** is due in **Detroit** February 1 for a week's engagement.

Justus Edwards, **Polack** press agent, left the show at **Flint, Mich.**, to return to **Burlington, Ia.**, where his mother was seriously ill. . . **Clown Paul Jerome** was forced to cancel his dates with **Orrin Davenport** because of illness but expects to be on the road soon. . . **R. K. Chapman**, long-time all-around circus performer, has been in **New Orleans** recently with **Larry Borenstein**, booker.

Charlie Webb, superintendent and concessionaire with various shows, is in **Ann Arbor, Mich.**. . . **Russell Harrison**, **Kelly-Miller** bandsman, is operating the **Stag** at **Hugo, Okla.**. . . **Frank Ellis**, pit show operator and adjuster, visited **D. R. Miller** and **Bill Woodcock** at **Hugo** recently.

Len Keeler, clown, formerly with the **Hunt Bros.** and **Clyde Beatty** circus, spent the holidays with his family in **Bridgeport, Conn.** He'll rejoin **Clyde Bros.** Indoor Circus January 28 at **Kansas City, Kan.** **Keeler** says this will be his 61st year in show business. . . **Joy Thomas** is recuperating at

her sister's home in **Clinton, Ia.**, after undergoing an operation recently. She and her husband, **Roy**, will begin their winter season with **Edna Curtis' Shrine Circus** at **Minneapolis**.

Mr. and Mrs. D. R. Miller and **Mr. and Mrs. Wayne Sanguin**, of **Hugo**, flew to **Miami** for the **Orange Bowl** football game and to **Havana, Cuba**, for the **Ringling** winter show. . . **Vernon Pratt**, trainer and former show owner, is a regular visitor at quarters in **Hugo, Okla.**

* **R. M. Harvey** landed at **New Orleans** Monday (4) after a **Caribbean** cruise and returned to **Perry, Ia.**, at the end of the week. . . **Earl Shipley** will clown upcoming **Orrin Davenport** dates. . . **Red Sonnenberg**, **Ringling** program sales manager, and his son stopped in **Chicago** en route to **Milwaukee** recently. . . **Paul R. Tharp** will have his model circus at the **Dade County Youth Fair, Kendall, Fla.**, January 20-24.

Rink Wright has signed the **Tom Packs Elephants** for his **Shrine** date at **Omaha, Neb.**, in the spring. . . **Bill Bailey** is clowning school dates and kids' parties around **Memphis**. . . **Charley and Beverly Allen** visited in **Hugo, Okla.**, for two weeks recently and also saw **Chief and Tillie Keys** at **Fort Towson**. While working **Christmas** dates in **Oklahoma City** they signed with **Howard Suesz** to go with his **Clyde Bros.** indoor show, which opens **January 28**, with their bear act.

Don C. Hyman, **Beatty** press-agent, gave a talk on publicity at the **West Virginia University School of Journalism** January 12. A former student there, he has given several lectures at the school. He is also promotion manager for **Uniontown, Pa.**, newspapers.

Mills Bros. route book, now off the press, is called the special inaugural edition, recalling the appearance of **Mills' elephants** in the **Eisenhower** parade. . . **Omer Kenyon** has the advance rolling for **Hamid-Morton's** appearance in **Milwaukee** February 22-28. . . **James Young, Chino, Calif.**, reports **Oscar Landmesser**, also known as **J. A. Jewell**, who formerly was on the **Barnum and Floto** shows, is now in **Pomona, Calif.** He also notes that **Jake Posey**, **Mrs. Harry Willis**, **Mrs. William Wagner**, **Patrick Wagner**, **Harry Willis Jr.** and **Grant Smith** were a party at the **Pacific Coast Showmen's** holiday banquet.

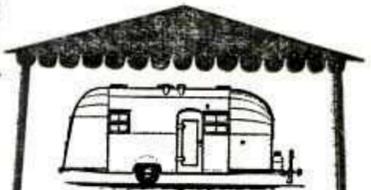
JoJo Lewis is hanging up the fishing rod and rolling his trailer out of **Sarasota** for **Orrin Davenport** winter dates. **Eva May Lewis** received more than 400 get-well cards during her recuperation from a recent fall. . . **Charles W. Tiede**, **Racine, Wis.**, fan, has been released from a hospital after an operation. . . The **Great Jaxon** played a veterans' date in **Milwaukee**. . . **Jack Guill** heads the **Racine, Wis.**, fans. . . **Jay Jaxon**, **George Bink** and **Jake Disch** made the **Milwaukee** fair meeting.

John Henderson, in his column in **The Sarasota (Fla.) Herald-Tribune**, recently noted that **Ringling-Barnum** comes to **Sarasota** to rest after a tiring tour and that townspeople therefore should not call upon it for extra performances. He declared the circus has done more for **Sarasota** than anything else, including the **Ringling** art museums. Some objections have been voiced recently in **Sarasota** about the appearance of the winter quarters property.

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SPARSE ACTION AT RALEIGH MEETING

William Oliver Re-Elected President; 200 Attend Annual Banquet-Show

RALEIGH, N. C., Jan. 23.—The 21st annual meeting of the North Carolina Association of Agricultural Fairs held at the Sir Walter Hotel Friday (22) lacked the excitement that marked the confabs of recent years. The fight to bring annuals into line and gear them to bona fide agricultural standards apparently has succeeded. The blood and thunder campaigns staged by the midway gentry had diminished to mere skirmishes at best.

Bad weather—heavy rain throughout the day and several inches of snow at night—cut into attendance at the business sessions and the banquet at night. But the meetings, and the interest displayed by representatives of the State's 80 fairs, remained high, as always.

Gov. William B. Umsted and Mayor Fred B. Wheeler of Raleigh both appeared to extend greetings and praise the fairmen for the job they are doing. C. Settle Bunn, a State senator, also appeared on the program.

William M. Oliver, president, was re-elected. Norman Y. Chambliss was named first vice-president; Howard Robbins, second

vice-president, and Corbin Green, secretary-treasurer.

Named to the board of directors were Jim Graham, D. J. Michord Jr., Clyde Smyre, N. B. Burchette, Max Culp, Curtis A. Leonard and W. L. Lenier.

The fairmen, anxious to be briefed on the federal tax situation, prevailed upon George A. Hamid to blueprint for them the outlook as he saw it. Hamid repeated the information he had given to the South Carolina fairmen at a prior meeting, the gist of it being that tax relief was hoped for and if it came it would probably cover on the lower ticket brackets.

Curtis Finch, of the Danville (Va.) Fair, told of his success in adopting a free grandstand. The general gate admission was raised to \$1 for adults, 50 cents for children and the grandstand facilities

and show were made free. Finch said that the grandstand now was usually filled whereas it used to be nearly empty. He reasoned that the public was happier when a single ticket included everything, apart from the midway attractions.

L. H. Barbour, Durham, spoke of the task the show people now had of keeping pace with the educational growth of the public. He said that better education for more people, radio and television had created a critical public and that carnivals would be hard pressed from now on to keep in step with this upswing in the public's tastes.

About 200 attended the banquet despite treacherous road conditions which kept many away. Norman Y. Chambliss and his co-chairmen, Dr. A. H. Fleming and Willard T. Kyse, were in charge of the program and banquet. The latter featured Bruck (Bubbles) Becker and his band, plus a group of acts.

So. Car. Execs Hope For More Tax Aid

Relief to Carnivals Would Aid Fairs; Optimistic Outlook Prevalent at Confab

COLUMBIA, S. C., Jan. 23.—Hope for additional earnings thru further tax relief was expressed by members of the South Carolina Association of Fairs at the annual meeting of that body in the Jefferson Hotel here Wednesday (20). The members explained that the added revenues that would accrue to them as the result of the elimination of federal excise taxes on carnival admissions would make it possible to invest more money in premiums and plant improvements.

A resolution asking the aid of congressmen in this endeavor was passed. The benefits to fairs resulting from the elimination of federal taxes on gate admissions and, last year, the elimination of taxes on tickets to grandstands at fairs able to comply with the ruling making this relief possible, were discussed at length.

At Anderson, President Guy Sullivan reported the fair was able to save more than \$7,000—enough to cover its premium list—when it was excused from paying gate and grandstand taxes. Other benefits made possible by this saving was the decision here to book for the first time a grandstand revue plus acts. The fair has presented only acts in the past and while the George A. Hamid & Son revue signed is one of the smallest offered by the agency, Sullivan said that the plan now was to buy bigger shows each year. Additionally, a track will be added at the Anderson plant, perhaps in time for the 1954 showing, but almost certainly by 1955.

Sees Big Year

Optimism was voiced by many of the speakers. Ransome J. Williams, president of the State Fair and former governor, flatly predicted that the coming year would be one of the best ever. Bernard (Bucky) Allen, representing the World of Mirth Shows, said that observations indicated a possible slight recession but that any decline in area revenues could be overcome by the presentation of meritorious attractions that the public could not pass up. Accordingly, he said, his show this year would present "Dancing Waters," a novel fountain display, and Tony Diano's animals in a combination zoo-menagerie presentation.

Jack Wilson, of the Cetlin & Wilson Shows, told what tax relief to carnivals would mean to fairs. Dave Endy, of the O. C. Buck Shows, noting that the carnival-fairs relationship had been thoroughly examined, talked on Americanism, using as his theme the fact that no communist had ever been discovered in the outdoor show business.

The attendance at the meeting was judged to be somewhat less than in recent years with a number of shows not represented. However, the banquet attendance held up with about 130 on hand for the dinner, dancing and floor-show featuring Bubbles Becker and his band plus a number of acts.

Blueprinting the continuing fight

for tax relief, George A. Hamid "guessed" that the likely tax exemption would cover admissions of \$1 and under. He said he had received and studied several plans under consideration. Apparently any one would benefit outdoor amusements because of their low admission price structure.

Hamid was personally credited by several fair officials for the tax exemptions gained to date. He, in turn, outlined the work done by the International Association of Fairs and Expositions and by Bligh Doods, a former president and head of that association's government relations committee.

On the other hand, Hamid blasted the lack of effort on the part of the carnival industry who, he said, now stood to benefit the most thru any reduction in admissions taxes. He noted that his request for co-operation from the many showmen's organizations located thruout the country was ignored.

Richmond Cox, publicity director of the World of Mirth, spoke on the need for greater promotion in the face of rising competition. He said that television should be regarded as another selling aid and not as a competitive bugaboo.

President Paul Black, Spartanburg, presided over the morning and afternoon sessions. All officers were re-elected. They are, besides Black, J. M. Hughes, Orangeburg, chairman of the board; J. Cliff Brown, Sumter, vice-president; Tom Moore Craig, Spartanburg, secretary-treasurer.

The directors are H. L. Kirby, Union; Ransome Williams, Myrtle Beach; Howard McCravy, Spartanburg; J. H. Saylor, Anderson; Tom Hewey, Rock Hill; D. M. Harper, Marion; Frank Sutton, Newberry; A. H. Craemer, Florence; W. M. Frampton, Charleston; Guy Sullivan, Anderson; Carl Nuessner, Greenville and E. B. Henderson, Greenwood.

3 La. State Execs Killed

SHREVEPORT, La., Jan. 23.—The Louisiana State Fair lost three of its officials in an airplane crash near here Sunday (10) in which 12 men were killed.

E. Bernard Weiss, vice-president of Goldrings, Inc., department store, who was first vice-president of the fair; R. H. Hargrove, president of the Texas Eastern Transmission Company, a member of the annual's board of directors, and Justin R. Querbes Sr., financier, treasurer of the fair, were among those who died.

The 12 men were returning from a duck hunting trip in South Louisiana and were about 10 miles from Shreveport when the crash occurred.

Regina, Saskatoon Mull Gate Price Tilt

Upped Charges at Brandon, Edmonton Yield No Squawks, Spark Consideration

WINNIPEG, Jan. 23.—Indications that Regina and Saskatoon exhibitions are considering increasing their main gate admission prices from 25 cents to 50 cents this year were noted at a meeting of the Western Canada Association of Exhibitions in the Royal Alexandra Hotel here Monday (18). Calgary is not expected to give the matter consideration until 1955.

Two of the fairs on the Class A Circuit, Brandon and Edmonton, charge 50 cents and delegates from these cities reported no unfavorable public reaction when the increase was instituted.

Directors to Act

Decision on upping prices at the other fairs will be made at directors' meetings of the exhibition organizations.

Regina was not asking for a 50-cent rate but its directors wondered if it should not follow the lead of Brandon and Edmonton, T. H. McLeod, manager, said. All fairs were paying high prices for everything, and government grants were not going as far as they did in the past, while at the same time exhibition patrons were expecting improvements, he said.

Fred G. England, Regina, honorary president of the association, congratulated the fairs on their success in recent years and termed them "one of the greatest community enterprises in Western Canada." Nothing had done more for the provinces than their annual exhibitions, he said.

W. G. Coventry, Winnipeg, United Kingdom trade commissioner, urged delegates to give consideration at some future date

to the erection of international trade buildings where goods from foreign countries could be displayed.

Exhibitions on the Western Canada Class A Circuit have just concluded the most successful year in history, said William Muir, Edmonton, in his presidential address.

Attendance Tops Million

Attendance totaled 1,150,000 and other attractions, such as livestock shows, concerts and sports events, drew thousands of additional customers. A gross revenue of well over \$2,500,000 and a combined profit of \$808,750 were recorded by the five exhibition organizations.

Pari-mutuel betting on the circuit hit an all-time high of \$3,140,000 and, with the Calgary and Edmonton spring and fall meets added, the total reached \$7,840,000.

Totes Hike Take

Installation of pari-mutuel totalizers at Regina, Calgary, Edmonton and Saskatoon will add considerable to the money volume at race meets and will provide much more satisfactory service to the public, Muir said.

Capital expenditures by all of the exhibitions were far in excess of profits, Muir reported. Bulk of the spending was to increase capacity for agriculture and livestock, with a definite trend toward dual purpose buildings that can be used the year around.

He stressed the importance of encouraging and assisting the activities of junior farmers and 4-H clubs and cited the support given the 4-H movement at the Minnesota and Iowa State fairs as an example of what could be done.

Collins Prexy Of 4-Town Fair

HARTFORD, Conn., Jan. 23.—David N. Collins has been elected president of the Union Agricultural Society of Enfield, Somers, East Windsor and Ellington, Conn.

Other officers are Robert Aborn, vice-president; D. Everett Neelans, secretary, and Horace S. McKnight, treasurer. Thomas B. Sargent, retiring president, was named a director for four years.

The society's 116th annual four-town fair will be held at Hazardville, September 28-29. Chester E. Hathaway of Hazardville will serve as superintendent of grounds and rentals.

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CANTON, OHIO, March 2 thru 7; Dorothy Helen Godfrey, Director; 104 South Market St., 2nd Floor

EL PASO, TEXAS, March 17 thru 21; George Colours, Director; c/o Chamber of Commerce Bldg.

DALLAS, TEXAS, May 8 thru 14; H. F. Van Horn, Director; 102 Walnut Hill Village

WACO, TEXAS, May 4 thru 9; Dorothy Helen Godfrey, Director; c/o Hearl-O-Texas Coliseum

SAN ANTONIO, TEXAS, May 8 thru 14; Grover Godfrey Jr., Director; c/o Varsity Village Building

EDGAR RAPIDS, IOWA, May 18 thru 23; Paul Waters, Director; c/o Memorial Coliseum

TACOMA, WASH., May 19 thru 23; George Colours, Director; c/o C.P.S. Fieldhouse Coliseum

YOUNGSTOWN, O., April 4 thru 11; Clyde E. McGranahan, Exec-Sec'y; 170 Redwood Trail

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Mt. Carmel, Conn., Fair Meeting Set For Parish House

HARTFORD, Jan. 23.—The annual meeting and banquet of the North Haven Fair Association will be held at the Mount Carmel Congregational Church Parish House, 3284 Whitney Avenue, Mount Carmel, Conn., on January 30 at 6:30 p.m.

Reservations are being handled by the North Haven Fair Association, Inc.

Fair Assn. Meetings

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa Hotel, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

Louisiana Fair Association, Bentley Hotel, Alexandria, January 31-February 1. Adolph Netter, Donaldsonville, secretary.

Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 31-February 1. R. S. (Bob) Latta, Casper, secretary.

New York State Association of

Agricultural Fair Societies, Ten-Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 8-9. Clyde E. Byrd, 2601 Howard, Little Rock, secretary-treasurer.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 19. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

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RAS AGAIN IS SET FOR WEST CANADA

Sedlmayr Unopposed for Contract; To Add Sky Wheel, Three New Rides

WINNIPEG, Jan. 23.—A hardy perennial on the Western Canadian Class A fairs circuit, Royal American Show will be back this year, the 16th time around the loop since 1934.

General Manager Carl J. Sedlmayr was the only bidder Monday (18) when representatives of the

five major prairie fairs—Brandon, Calgary, Edmonton, Saskatoon and Regina—met during the annual Western Canada Association of Exhibitions convention in the Royal Alexandra hotel here.

Sedlmayr's big drawing card this season will be a tented version of "Dancing Waters." There will be at least two other new shows, he reported. "Moulin Rouge," a big money-maker in recent years, is being retained but a change in title is being considered. Leon Claxton's "Harlem in Havana" will also be back.

RAS will have a sky wheel (double Ferris Wheel), as well as its customary four wheels. Sedlmayr reported. A 25-foot high Roller Coaster, a 24-car Scooter and a kiddie ride are among the new rides promised.

Another ride, the Roundup, will be tried out at the Florida State Fair in Tampa. Show will carry 17 major rides and nine kiddie rides, Sedlmayr said.

Shows Book

40 Fairs at Mich. Confab

Gooding Tops List With 14 Contracts; Wade Inks 6 Events

DETROIT, Jan. 23.—Major carnival action appeared slim at the Michigan Association of Fairs meeting here January 17-19, despite the fact that 40 fair dates were reported signed by various shows. These included an unusual number of shifts in contracts from one carnival organization to another, resulting largely from new routings of shows normally working in this area.

Thus the W. G. Wade organization, which in the past has played a large number of Michigan dates, signed only six at the meet, and is playing most of the season in other States. Switch of dates by fairs in the past two or three years, especially in August, has been a big factor. This situation, incidentally, enabled the Gooding Amusement Company to top the list of Michigan dates and line up 14 fair dates in the State.

Early booking of the Michigan State Fair for the third time by the W. G. Wade Shows and also the advance booking of the Ionia Free Fair by the Cetlin & Wilson Shows, caused the big organizations to lose interest in the Michigan meet this year. In contrast to recent years when railroad shows were well represented around the lobby, not a single one showed up.

Gooding's list of 14 includes: (Continued on page 64)

Pacific Coast Fems Install Peg Steinberg

LOS ANGELES, Jan. 23.—Peggy Steinberg was installed as president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association at appropriate ceremonies held here recently in the Mayfair Hotel.

Other officers inducted included Maybelle Handrickson, first vice-president; Nancy Myers, second vice-president, and Julie Le Doux, third vice-president. Madison Hopes was re-installed as secretary and Ruth Wood as treasurer.

The rites were conducted under the supervision of Blanche M. Henderson, assisted by Minnie Pounds Ford and Mrs. Margaret Farmer, who served as installing officer; Mrs. Clara Andersen and Doris Stolze, pages; Mrs. Marlo Le Fors, presentation of flowers, and Ruth Felt, soloist. Hostesses included Mrs. Faye Prosser, Leona Cook, Ann Doolan, Morosa Herman, Julia Smith, Claudette Estfan, Charlotte Cohen, Helen Vaughn, Mabel Brown, Ruth Korte, Sally Flint and Clara Parsons.

Following a reception in the private foyer, the ceremonies began. Past presidents introduced included Ethel Krug, Nina Rogers Levine, Margaret Farmer, Edith Hargraves, Marie Tait, Betty G. Coe, Trudi Di Santi, Mary V. Taylor, Lillian Schue, Opal Manley and Lucille Dolman. (Continued on page 64)



W. R. (BIG BILL) SIEBRAND, of the Siebrand Bros. Circus and Carnival, was recently elected president of the Arizona Showmen's Association, Phoenix. He wielded the gavel for the first time at last week's regular meeting of the show club.

Spec Pact Set, WOM Begins Bally to Fairs

COLUMBIA, S. C., Jan. 23.—Bernard (Bucky) Allen, concession manager representing Frank Bergen's World of Mirth Shows, completed arrangements in New York Tuesday (19) for the fountain spectacle "Dancing Waters" and arrived here that same night for the South Carolina Association of Fairs meeting loaded with promotional material.

Photographic post cards showing the spectacle in color as it appeared on the stage of Radio City Music Hall in New York and imprinted with the show title and legend on the back were available for immediate distribution. Show cards depicting the novelty and imprinted with the show title were also available for distribution in the lobby and meeting rooms.

The promotional material was arranged for by Gerald Snellens, general representative, who journeyed to the Maine Association of Fairs meeting similarly loaded.

Since the show's route was completed well in advance of the fair meetings the ballyhoo was not engineered as a booking aid.

Considerable interest in the spectacle was voiced by a number of fairmen in view of the fact that the presentation rights are held by four of the nation's biggest carnival operations.

Coleman Signs Rochester Fair

MIDDLETOWN Conn., Jan. 23.—The Rochester, N. H. Fair was closed by Coleman Bros. Shows last week for the 23d time, according to Dick Coleman.

The Coleman Bros. lineup also includes the Montgomery County Fair in Fonda, N. Y., and the Tri-County Fair in Altamont, N. Y. It will be the organization's sixth time in Fonda and 15th in Altamont.

Gooding Pacts Ohio State for 32d Season

COLUMBUS, O., Jan. 23.—For the 32d consecutive year, the Gooding Amusement Company has been awarded the midway contract for the Ohio State Fair, F. E. Gooding, president of the midway organization, announced. In addition to the State fair, Gooding topped the recent fair convention here by signing to provide attractions at 46 fairs and celebrations.

A special display was set up in the lobby by the Gooding organization. It included a two-abreast kiddie Merry-Go-Round, complete with organ, each panel carrying advertising for the Gooding shows.

Fairs Booked

Fairs and celebrations in Ohio booked at the meeting here included the Ohio State Fair, Washington Court House, Mount Vernon, Xenia, Warren, Sidney, Jefferson, Urbana, Wilmington, Wellston, Wapakoneta, Springfield, Berea, Troy Napoleon, Zanesville, Celina, Greenville, London, Lima, Tiffin, Marion, Painesville, Wellington, Carthage, Belleville, Norwalk, Lebanon, Canfield, Columbiana, Dayton, Van Wert, Fremont, Canton, Upper Sandusky, Delaware, Jackson Apple Festival, Logan, Carrollton, Hamilton, Kenton, Loudenville, Georgetown, Lancaster, Bradford and Circleville. Gooding unit will play a total of more than 130 fairs and celebrations this year.

Assisting Gooding at the meeting were Hal Eifort, Mr. and Mrs. John Enright and Mrs. Leota Frantz.

Booking Action Off At Raleigh Meeting

RALEIGH, N. C., Jan. 23.—Midway booking action involving North Carolina fairs was noticeably light this year at the annual meeting of the State Association of Agricultural Fairs here Friday (22).

Last fall many of the dates played failed to pay off for the shows which paid high prices for the midway privileges when a drought cut heavily into crops, particularly tobacco. As a result, it can be assumed that many of these same shows faced up to this meeting with less enthusiasm and perhaps less money.

Winston-Salem, one of the biggies in the State, was set some time ago by the World of Mirth Shows. Charlotte and Shelby, tied into the mammoth State fair here, are assumed to be set for the James E. Strates Shows which

have played them for the past several years.

Johnny Denton has moved further into the territory with his Gold Medal Shows and reportedly has Gastonia, Wilson and New Bern.

A new fair at Salisbury, to be sponsored by the Junior Chamber of Commerce on a new grounds, was awarded to the O. C. Buck-Model Shows.

The Penn Premier Shows were also set, as usual, with Lexington, High Point, Henderson and Laurinburg in North Carolina. Other dates held by the show include Chase City, Va.; Myersdale, Huntington, Ind., and Port Royal, Pa.

Vivona Bros. will play Carthage, Guilford, Roanoke Rapids and Lumberton in North Carolina; Leighton, Pa., and Camden, Newberry, Rock Hill and Charleston, S. C.

Show Reps Scarce At Columbia Meet

Vivonas Sign Rock Hill, Ex-Rail Spot; Interest Lag Traced to Costs, Early Deals

COLUMBIA, S. C., Jan. 23.—Advance bookings, a reputation for high contract costs and the eyeing of new territory by former interested organizations cut heavily into the attendance at the South Carolina Association of Fairs meeting here Wednesday (20).

Rock Hill, which for years has had a railroad show to populate its midway, including the Johnny J. Jones, Cetlin & Wilson and James E. Strates organizations, at midday was still looking for show representatives to talk to.

A conflict of dates ruled out the only railroad show available—the O. C. Buck-Model Shows. Interested in the spot were the Ross Manning Shows and the Vivona Bros. Shows and the latter wound up with the contract securing for just about the first time a date formerly regarded as a railroad show spot.

Attendance Light

The news here was the lack of show representation. Missing were representatives of the James E. Strates, Penn Premier, Prell's Broadway and John H. Marks organizations, to name a few. Had these shows and some few others had representatives here the lobby of the Hotel Jefferson would have been populated and jumping as in the past. As it was, quiet prevailed.

The high costs resulting from the auction block bookings of the past were said by some to have scared any number of show representatives away. The prices paid for contracts by some organizations in the past automatically precluded the possibility of profitable operation, and even made losses inevitable in some cases. As a result, it is assumed, that shows nipped in this fashion were reluctant to go thru the mill again.

Then, too, a great many dates were set well in advance by truck and rail shows alike. Only major spot signed here, apart from the awarding of Rock Hill which is not rated as high, was Orangeburg

which went to the Cetlin & Wilson Shows. The C&W route as it now stands after that organization returns to the east includes the fairs at Reading, Pa.; Richmond, Va.; Greenwood, and Spartanburg, S. C.; Macon, Ga., Orangeburg and Sumter, S. C.

The World of Mirth will continue at the State Fair, Columbia, and begin a four-year contract at the Anderson Fair. In Georgia it will play fairs at Augusta and Savannah.

The James E. Strates Shows will play Florence and Greenville, S. C.

McKee Slates New Monthly NSA Bulletin

Notes and Jokes; Bundle Deliveries For Road Shows

NEW YORK, Jan. 23.—A monthly National Showmen's Association bulletin has been prepared, for mailing to members during the coming amusement season. Club president Joe McKee said this week that the first issue will be sent out shortly after next Wednesday's (27) meeting, and that during the season the bulletin would be sent out in bundles to an NSA representative with each traveling organization.

The front and back covers will remain unchanged thru the season, McKee said, with the inside, consisting of four columns of space, being devoted to news of the NSA and its Ladies' Auxiliary.

As presently drawn up, the bulletin has no formal name, but it is likely that a title will be applied to it after the first edition. The cover shows the NSA lion and crest, and describes the club's progress and creed. On the rear are the names of all officers and committees.

'Long Way Since 1937'

"We have come a long way since the winter of 1937," the cover message says. "Altho the road was not always smooth we moved forward, always forward. Now we have beautiful club-rooms, the greatest annual banquet in show business, the best of medical and legal help, funds for hospitalization and shut-ins, a cemetery plot second to none, and money in the bank."

"We are justifiably proud of our past and extremely confident of our future."

McKee said one of the four news columns would be written by the Auxiliary, and the other three by the NSA. Gags and anecdotes, whether or not they apply to members, will be received by himself or Secretary Ethel Weinberg at the clubrooms, 317 West 56th Street.

Babcock Sets Date Festival, Del Mar Fair

LOS ANGELES, Jan. 23.—The Frank W. Babcock United Shows are set to play both the Riverside County Fair and National Date Festival in Indio and the Southern California Exposition and San Diego County Fair combined in Del Mar for the next three years on the basis of contracts signed this week. The agreement includes 1954. Indio opens February 17 for six days and Del Mar June 26 for 10 days.

Frank W. Babcock, owner of the show which merged with the Ferris Greater Shows about three years ago, said that the Riverside County Fair contract includes arrangements for the organization (Continued on page 54)

Texas Club Skeds Dance At Fair Meet

DALLAS, Jan. 23.—The Texas Showman's Club will go all out to entertain fair executives and attraction reps at the annual meeting of the Texas Association of Fairs and Expositions here February 4-6 in the Baker Hotel.

In addition to its dance the evening of February 4, the club will have a hospitality center in Room 1620 of the hotel and will hold a reception the afternoon of February 5, W. A. Schafer Jr., president, announced.

The dance in the New Terrace Room will start at 9 p.m. Members in charge of arrangements, in addition to Schafer, include Hattie Longchart, Evelyn Harrell and Archie Hensley.

The committee appointed to handle the hospitality room reception include Bernice Fain, Virginia McGillery, Ovie Utay, George Smith and Jack Young. Helen Schafer, club chaplain, will supervise draping of the charter for deceased members. S. G. (Mack) MacGillivray, first vice-president, will present honorary memberships to the officers and directors of the fair association at the organization's annual banquet.

Hottle Inks 5 So. Fairs

COVINGTON, La., Jan. 23.—Buff Hottle Shows have closed to provide the midway attractions at five Southern fairs. Owner Hottle announced here at the show's winter base. Contracts have been signed for the North Alabama State Fair, Florence; Trenton and Lawrenceburg annuals in Tennessee, and two Louisiana fairs at Donaldsonville and Franklinton.

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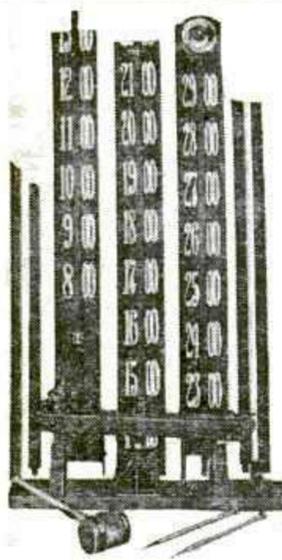
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1	90	Cal. G.E.	D-13000	900	3-4 wire	115/230
2	60	G.M. Delco	6-71	1200	1	115/230
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N. B.: Would like to hear from PETER GARY, BASIL WALKER, VANDER BARBETTE, ROLAND DRYER (DALLAS, TEX.), JOE MORRISON, EDDIE VINE AND BABE BAKER, CHARLEY BARNES (there will be no fans or feathers), BILL GRAY. Have a deal for all of you that you will like. Want 3-Piece Combo. Organist with Organ, Drummer, full set of Traps, Sax. Also House Electrician, Stage Carpenter, 2 Prop Boys.

JIMMIE CHANOS SHOWS
NOW BOOKING FOR 1954
THE SHOW OPENS RICHMOND, IND., FIRST OF MAY

Want legitimate Concessions of all kinds—Bingo, Pitch Till You Win, Fish Pond, Basketball, Balloon Dart, Ball Games of all kinds, Six Cats, Custard. Want Shows with own outfit—Snake Show, Monkey Show, Side Show, Want Ride Help for eleven rides—Ferris Wheel Foreman, Caterpillar Foreman, Second Men on all Rides. We prefer those who drive semis. Want Electrician, must be able to wire 11 Rides and 40 Concessions; have cable and junction boxes. All replies to

JIMMIE CHANOS, 11 N. W. 70th Street, Miami, Florida

FOR SALE
COMPLETE 7 RIDE CARNIVAL

Major Rides: No. 5 Eli Wheel, Merry-Go-Round, Tilt-a-Whirl, Chairplane, Kiddie Rides: G-12 Train, Whirl, Kiddie Auto, Transformers, ground cables, junction boxes, semi trailers and trucks. Transportation for everything. This show is well booked over proven territory, with 10 fairs and several celebrations and complete route for 1954 season. All trucks and rides in excellent condition. Require 60% down and will finance for responsible party. Other interests reason for selling.

Address BOX D-6, Billboard Cincinnati 22, Ohio

FOR SALE
—Allan Herschell Adventure in Space Dark Ride—

Operated on Royal American Shows, Inc., midway for the past three years. 50% interest can be bought and ride booked on Royal American Shows' midway, or will sell full 100% interest and ride can be booked with some other show or in some Amusement Park. Sale would include Mack Tractor and 32 ft. Fruehauf Trailer. All of this equipment in perfect condition. Ride will be in operation during the Florida State Fair, Feb. 2 through 13.

Address CARL J. SEDLMAYR
c/o Royal American Shows, Inc., Tampa, Florida.

THEY'RE OFF! IN GOLD CARD '54 NSA DERBY

NEW YORK, Jan. 23.—The race is on for gold life membership cards in the National Showmen's Association, for which a member has to successfully sponsor 50 new members in one year. The eligibility committee accepted the applications of 14 men this week bringing the total to 30 new members in the first three weeks of 1954. All the names so far have been submitted by Louis Light, Max Tubis and Sam Peterson.

Chi Show Folks Install Prexy

CHICAGO, Jan. 23.—Peggy Richards was installed as president of the Show Folks of America at Tuesday night (19) ceremonies attended by an estimated 250 members and guests in the Hotel North Park. She replaces James E. Kidwell, outgoing president.

Grace Lynn served as marshal and William H. Robertson as installing officer. Other officers include Henry C. Rieck, May Adams Stoker and Sophie Tucker, first, second and third vice-presidents respectively; Florence La Mar, recording secretary; Helen Wong, corresponding secretary; Thomas J. Coulthard, financial secretary, and Walter F. Driver, treasurer.

Board of directors includes Jack Birmingham, Edgar L. Bradfield, Hazel Burns, Isaac T. Chapple, Mizpah Chenier, Etta Coulthard, Oliver Englund, George B. Flint, Margaret Franklyn, Thomas L. Johnson, Lucian S. Kapp, Rev. Marcel La Voy, Ed Morrison, Charles Stewart and Carolyn Thacker.

Entertainment was provided by the Chicago and Northwestern Choral Club, under the direction of Richard Manning, with Isabel Simpson accompanying on the piano. Refreshments followed.

Wolfe Names Dallas Duncan Bus. Manager

COLUMBIA, S. C., Jan. 23.—Dallas Duncan has been named business manager of the Wolfe Amusement Company for 1954. Ben Wolfe, owner-operator of the shows, made the announcement at the annual meeting of the South Carolina Association of Fairs meeting Wednesday (20).

Wolfe also announced that he had contracted the colored fairs at Anderson and Greenville, S. C., in addition to annuals at Beauford and Hamlet, N. C.

Hottle Lands Florence, Ala.

COVINGTON, La., Jan. 23.—Buff Hottle, owner of the show bearing his name, announced he had closed to provide the midway attractions at the Lawrenceburg, Tenn., and Florence, Ala., fairs.

These fairs almost complete his route for the coming season, Hottle said. Included this year are Donaldsonville and Franklinton, both in Louisiana, and a string of Illinois annuals.

Krekos Re-Inks Two Calif. Fairs, One Oregon Annual

SAN FRANCISCO, Jan. 23.—"The Big 3" of the West Coast Shows' route were re-signed for 1954, Bobby Cohn, general representative, announced.

Included in the trio are Santa Clara County Fair, San Jose, Calif.; Kern County Fair, Bakersfield, and Multnomah County Fair, Gresham, Ore.

The Gresham event, Cohn declared, will extend its run this year from a seven to 10-day affair. The extension was necessitated by the size of the event against the size of the plant. It is believed the extra days will solve the parking problem to some extent.

Dottie Miller Installed by Detroit Fems

DETROIT, Jan. 23.—The seventh annual installation party of the Ladies' Auxiliary of the Michigan Showmen's Association was held Thursday (14) in a new location, the Red Arrow Room of the new Veterans' Memorial Building, with a large attendance of members and guests.

Newly-elected officers of the Auxiliary, installed at formal ceremonies during the evening, were: President, Dottie Miller; vice-presidents, Frances Moran, Pat Crognale, and Margie Mansell; treasurer, Grace Zeigler; secretary, Gerry Barber.

Directors elected from Detroit: Peggy Cohen, Helen Cook, Revelle Galo, Hazelle Liddon, Viola Lippa, Bobby Schulz, Edith Schulz, Clara Silber, Anne Stone, and Tina Weiner. From out of town: Carrie Dear, Rose Diamond, Julia Garney, Ann Gooding, Irene Gordon, Josephine Kelly, Maisie Pence, Sophie Tucker, Mayme Wade, and Florence Williams.

Installation Dinner

At the installation dinner, the invocation was given by C. L. (Cal) Lovejoy, MSA chaplain. Margie Mansell served as mistress of ceremonies, and Bernice Stahl as installing officer.

Miss Mary Beck, member of the Detroit Common Council and on occasion acting mayor, made the official presentations of awards and plaques to Auxiliary members for special accomplishments. In her talk, Miss Beck paid tribute to showpeople.

Awards presented by Miss Beck included: "Woman of the Year," Frances Moran; special award, Pat Crognale; plaques, Margie Mansell and Carrie Dear; greatest membership enrollment, Edith Schulz.

Candle-Lighting

Peggy Cohen conducted the annual candle-lighting ceremony—a candle for each of the organizations of showpeople across the country, always the highlight of the annual. Virginia Sample was pianist.

Introduced by Secretary Robert Morrison of the MSA were: Leo Lippa and Bob Morrison, past presidents; Judge Nate Kaufman, who paid tribute to the work of the MSA, especially its cemetery for showmen, and the parties for underprivileged children; Ben Miller, assistant chaplain; Charles Schimmel, vice-president; Sam Stone, substituting for vice-president Marvin Keyes; Harry Stahl, president and H. F. Reeves.

Stahl presented a gold life membership card to Lippa in recognition of his past services.

Ben Wolfe Inks Four North, South Carolina Fairs

LANDRUM, S. C., Jan. 23.—The Wolfe Amusement Company this week announced closing to provide midway shows at four fairs in the Carolinas. Annuals signed in North Carolina include those at Hamlet and Beaufort, while the South Carolina events are the Negro fair at Anderson and the Greenville annual.

Work here in quarters is under way for a March opening. Johnny Lytel is supervising reconditioning of the Merry-Go-Round, Octopus and Ferris Wheel. A new front is scheduled for the girl show and new ticket boxes are being built for the rides. The building program also includes new beds for some of the trucks, and the electrical equipment is being overhauled by Blackie Holt.

In addition to seven office-owned rides, the org will carry four shows and upwards of 30 concessions. Manager Ben Wolfe was recently inducted into the Shrine. The death of the show's big snake terminated Johnny Lytel's extra duties as its caretaker and he is now strictly a ride man.

CONCESSIONS—SHOWS

Can place a few strictly clean, legitimate Concessions and two or three Educational Shows or Exhibits for Lake Worth, Florida, Fiesta Del Sol, to be held in Bryant Park, February 1 thru 6. No other kind need apply.

MILLER AMUSEMENT ENTERPRISES RIDES
Contact TOM L. BAKER, P. O. Box 1144
Pompano Beach, Fla. Phone: 4444.

Midway Confab

Mrs. Max Linderman, widow of the owner of World of Mirth Shows, is currently in Houston for a visit with Mr. and Mrs. Jesse Marsh, formerly with the Linderman show, now on Royal American Shows. Mrs. Linderman recently returned from a European tour which included a visit to Israel, where she bought a home for her late husband's sister and husband. While there she also donated an iron lung to the government hospital in Tel Aviv as a memorial for her husband.

Harry Hennies, former midway biggie, now a Houston Kiddieland op, was a Chicago visitor last week for a couple of days, attending the housewares show. Jack E. Bohn, son of Mr. and Mrs. Earl Bohn, owner of the show bearing that name, is now a private first class in the Army and is stationed in Korea. His address is Headquarters Company, 55 DMBD, APO 59 c/o Postmaster, San Francisco.

James H. Drew, owner of the shows bearing his name, is back in winter quarters after a round of fair meetings and is supervising work on equipment. Bill Nurney is busy giving the Merry-Go-Round a complete overhaul. All trucks also are being readied for the paint shop. The vehicles will be painted transport yellow. The Drews' two youngsters, Jimmie and Malenda, are attending school in Waynesboro, Ga.



Ruth Schreiber, who served as president of the Ladies' Auxiliary of the Miami Showmen's Association, has been named to the board of trustees. Sydney Thomas succeeds her in the presidency.

Kitty Smith, former armless trouper, is in a convalescent home at 1815 Pittman Ave., Bronx, N. Y. She would like to hear from friends. Mr. and Mrs. C. A. Patterson, who are wintering in New Orleans, report plenty of show people there. The Pattersons are booked with Evans United Shows for the coming season.

Charles F. Hayes writes that he booked his two girl shows with the Great Wallace Shows for the '54 season. The org is skedded to open March 28 at Augusta, Ga. Mr. and Mrs. Roy (Scrubboard) Wallace sold their home in Greenwood, Ind., recently and purchased a '54 Spartan Imperial house car. Wallace is working club dates in and around the Hoosier capital, but has made no plans for the coming season. Bryon Paul, former operator of the Capitol City Shows, is associated with the Spartan Trailer Company, reports Wallace.

Ted Sneed, owner of the Hampton Amusement Company. St. Louis manufacturer of the new kiddie ride Tubs-O-Fun, returned to his office Monday (18) after delivering one of his rides to Bill Hames at Fort Worth. The device will be operated by Hames at the upcoming Houston stock show.

H. W. Bartholomew, co-owner with Mrs. Catherine Sharp of the American Beauty Shows, was on hand at the Jefferson City, Mo., meeting where he reported the org's '54 route as practically booked solid. Trek will take it thru Iowa, Missouri and Arkansas. A crew is already working on the show's Perryville, Mo., winter base.

After closing the 1953 season with the Blue Grass Shows, Harry and Lucille Starbuck moved to Tampa where they celebrated Harry's 70th birthday and his 52d year in outdoor show business. Starbuck began his trouping with Lemon Bros.' Circus. Before returning to their winter base at Laurel, Miss., the Starbucks visit-

ed friends and relatives during the holidays at Memphis. Little Joe Miller, who is in Veterans' Hospital, Columbia, S. C., cards that he would appreciate hearing from the healthy folks.

Paul and Marie Crizer gave a birthday party January 15 for their daughter, Cathy, at Bob Strayer's trailer park, Biloxi, Miss. Friends who attended included Virginia and Jimmy Davidson, Mr. and Mrs. Jake Pryor, Thelma Evans, Alice and Ernie Collins, Rita and Abilene Flannigan and son Larry. Sailor Evans is still confined to Veterans' Hospital, Biloxi, Miss., after being hit by a car. He would like to hear from friends.

Joe Sharp, former general agent for American Beauty Shows, has left the show and is now a partner in the S and B Trailer Park and Sales Company, Springfield, Mo. One of his first house trailer customers was Joe Greene, general agent of the Don Franklin Shows.

Leo R. Lipka, first president of the Michigan Showmen's Association, was able to attend the Detroit fair meeting getting around by use of his walk, due to loss of sight and an amputation. Joy Hodges, 15-year-old daughter of Charlie and Gertrude Hodges, back-end show ops, was released recently from a Hillsdale, Mich., hospital following an appendectomy.

The Ladies' Auxiliary of the Michigan Showmen's Association was busy during the Detroit fair meeting operating a combination open house and bazaar for charity. Gals active included Margie Mansell, chairman; Peggy Cohen, co-chairman; Gerry Barber, Ann Stone, Tina Weiner, Frances Moran, Pat Crognale, Dottie Miller, Marion Fodell, Helen Cook, LaVerne Taylor and Hazelle Liddon.

Carl Lauther has signed to bring his Side Show to Happyland Shows this upcoming season.

The St. Patrick's Day festivities over at the National Showmen's Association have been named "Connecticut Night" in honor of Vince Anderson, Sam Peterson, John S. Weisman and Morris Batalsky, who are backing the project.

New NSA members, passed by the eligibility committee, include eight sponsored by Louis Light and six by Max Tubis. Light's proteges are George Bernstein, Frank Podmore, James Blando Nunzio, Jack Penner, Emanuel Jackowitz, Nicholas J. Braun, Phillip Brunwasser, and Jacob Dworetzky. Tubis sponsored James F. Conklin, John Warmus, Phillip Goldstein, Meyer Goldstein, Edward LaRue, and Alfred J. Deppe.

Nine NSA men who celebrated their birthdays last week are: January 20, Fred W. Landers and Kirby C. McGary; 21, George H. Harms, Francis A. MacAnally and Frank S. Meyer; 22, Paul J. Goldfarb, John J. Lane and Frank Monaghan; 23, Stiney Shapovalus.

J. W. (Patty) Conklin was in Toronto recently where he closed with Ernst Hoffmeister to again bring his Rotor to the Canadian National Exhibition this year. Conklin reports he also has signed Harry Seber to handle the midway's revue and variety show. Patty, accompanied by Mrs. Conklin, will leave North America on January 29 from New York for an extended Mediterranean cruise. They will take the S. S. Britannic to England, where they will spend about 10 days including a visit to Leonard Thompson at Blackpool, Major Josephs at Batterssea Park, and Bill Butlin. The Conklins are scheduled to return in mid-April.

Curtis Bottomley, formerly of the Linda Lopez Side Show, is wintering in Louisville with Billy Logsdon. Mr. and Mrs. Andy Kaison and son, Jerry, stopped off en route to Tampa to visit Mr. and Mrs. Jay Williams in Ocala, Fla. Leola cards from Portsmouth, O., that now that her new wardrobe is completed, she and her assistant, Jerry Lipko, are ready to tour with the Ross Manning Shows. All new canvas has been ordered for the show, which will consist of a Side Show and mon-

(Continued on page 64)

STERLING CROWN Shows

—NOW BOOKING FOR COMING SEASON—

14 FAIRS—14, NOW BOOKED, 4 MORE PENDING. SEASON OPENS APRIL 17, PENSACOLA (WARRINGTON), FLA., FOR BIG NAVY PAYDAY. THEN NORTH WITH A ROUTE OF PROVEN DATES. FAIRS START JULY 1 IN ILLINOIS, FOLLOWED WITH FAIRS IN TENNESSEE, MISSISSIPPI, ALABAMA AND GEORGIA. CARRYING 12 RIDES—8 SHOWS.

CONCESSIONS Will sell exclusive on Snow and Floss, Popcorn, Bingo, Scales and Age, Glass Pitch and Jewelry. Will book any kind of Merchandise Concessions. Also have opening to right party for Wheels and Grind Stores.

SHOWMEN Managers with people to take over office Girl Show, Side Show, Fun House. Have several complete shows. Will turn over to reliable manager for Grind Shows, including Jig Show. (Drinking not tolerated on this show.)

SHOWS Will book nicely framed Girl Show (that will take orders), Motordrome, Side Show, Jig Show, Wild Life and any well-framed Show not conflicting. Also have opening Fun House.

RIDES Can place Octopus, Spitfire, Rock-o-Plane, Dark Ride, Kid Rides or any ride not conflicting.

TRUCK MECHANIC Must be first class and know carnival business. Have tools and capable of keeping fleet rolling. Positively no drinking.

RIDE HELP GENERAL WORKING MEN Foremen for Wheel, Fly-o-Plane. Also Second Men for other rides. Workmen in all departments. Must drive trucks and be sober. Want Man for Front Gate and Towers. Also Night Watchman.

WINTERQUARTERS NOW OPEN

Reply to E. L. YOUNG, Gen. Mgr.

P. O. Box 157, Tarpon Springs, Florida

(Phone: Victor 2-4141)

HANKY PANKS

TRIED AND PROVEN MONEY MAKER

NOW MADE IN TAMPA, FLORIDA

Shipments made same day order received. Our business is good and yours will be too. Remember every one loves to win, that's a Hanky Pank.

FREE CATALOG

RAY OAKES & SONS
P.O. BOX 4344 TAMPA, FLORIDA
Telephone 80-2121

WANTED

Concessionaires and Entertainers for

St. Patrick's Day Celebration

Shamrock, Texas, March 17.

Write:

BOB ROACH
Shamrock, Texas

"Southwest's Largest Irish Celebration"

NOW BOOKING

For the 1954 Season

3 beautiful Kiddie Rides. Factory planies and small town celebrations a specialty. Please contact:

GEORGE W. BOSS
347 Highland Ave. Beloit, Wis.

AMERICA'S BEST CARNIVAL-CIRCUS BANNERS
SNAP WYATT STUDIOS
Rt. 3, Box 1180 Tampa, Fla.
(Phone: 44-2733)

WANTED CARNIVAL RIDES

Anytime between July 15 and August 31, 1954

Contact

J. E. WILSON
Charleroi Fire Department
Charleroi, Pa.

Spring May Day Festival

April 26 to May 1

Want six Rides and Shows. Admission charged, but prizes given each evening, also entertainment.

CHAS. CHILDS
Middleport, Ohio

POPCORN TRAILER

16 ft. two giant Creators Poppers, neon light and signs. Equipment worth \$800.00. New tires. Terms: Cash, \$1,250.00. Take House Trailer in trade, 12 ft to 14 ft.

J. J. CARTER
100 S. 41st St. Louisville, Ky.
Phone: RAYmond 9067 or Cincinnati Phone: UN 6342

FOR SALE

Allan Herschell Boat Ride, excellent condition, \$3,750.00. Want a set of Rides for No. 3 unit; 17 weeks' work. Can also use 2 major Rides on other units. Want Hanky Panks of all kinds; 8 weeks' work in Cleveland early in spring.

A. J. SUNNY
3006 E. 130 St. Cleveland 26, Ohio
Phone: WA 1-4679

WANT CARNIVAL FOR SEVENTH ANNUAL NATIONAL SOYBEAN FESTIVAL

SEPTEMBER 3, 4, 5, 6

(Southeast Missouri's Grand Party)

Can place Carnival either on Main Street or in City Park.

Only Carnival allowed in City Limit during year.

Drew better than 15,000 for last year's event.

Contact

JOSEPH A. DELISLE

Junior Chamber of Commerce, Portageville, Mo.

ANDERSON AMUSEMENT NOW CONTRACTING FOR '54 SEASON GALA OPENING WEEK OF MAY 10

Hanky Panks & Shows Contact

W. T. "BILL" HOPKINS, Gen. Mgr.

2206 25th St., S.W., Akron 14, Ohio

Reg. Concessionaire Contact

Gerald P. Anderson, Mgr., 1488 South St., Toledo 9, Ohio

P.S.: Fair Committees of Ohio, Indiana and Michigan, have some open weeks.

INVENTORY CLOSEOUT

25 cs. 24/30 oz. Tins Smithfield Famous Bar B Que Beef... \$24.00 per case
25 cs. 24/30 oz. Tins Smithfield Famous Bar B Que Pork... 24.00 per case
10 cs. 24/10 oz. Tins Smithfield Famous Bar B Que Beef... 8.40 per case
5 cs. 4-1 gal. Smithfield Famous Bar B Que Sauce... 5.00 per case
Each 30 oz. tin makes 20 delicious 1 1/2 oz. Bar B Que Sandwiches
10 cases O-So-Good TRIPLE STRENGTH Chocolate Syrup (6-#10 Tins). \$6.00 per case

MERCHANTS CANDY & TOBACCO CO.

Box 67

Quincy, Illinois

SOUTHWEST FLORIDA FAIR

FORT MYERS, FLA., FEBRUARY 1 TO 6

Shows, Rides and Concessions take notice. No space will be allotted after 4 p.m. Sunday, January 31, so make your reservation for space now. Lot man will be on lot all week prior to fair. All mail and wires to

J. P. Bolt or Splinter Royal, Royal Exposition Shows

Fairgrounds, Fort Myers, Fla.

FOR SALE

Walk-Through Ding Show or can work tickets. Entomological Display complete. Consists of 48 cases with stands (dite over each case). 40x45 ft. top, 60 ft. Bamboo Front, 30 ft. Van, beautiful tropical scene each side, 1951 2-Ton Chevy Tractor, like new, 2 Ticket Boxes, Horns, Mikes, Amplifier, Record Players, Velvet, etc. Ready to go. See it at the following Sports Shows: St. Louis, Mo., Jan. 26-31; Indianapolis, Feb. 5-14; Chicago, pending; Columbus, O., March 16-21; Fort Wayne, Ind., March 26-31. Asking price, \$12,000 cash. Reason for selling: My gift and jewelry store needs all my time.

JAS. E. MILLER
217 Collinsville Ave.
East St. Louis, Ill.

GEO. GUNN
Box 197
Channelview, Tex.

ALABAMA AMUSEMENTS

Opening January 29, Mobile, Ala. Yes, we play the Mobile Annual Mardi Gras February 18-March 2
WANT—FOREMAN FOR OCTOPUS AND WHEEL. Can use A-1 Clutch Man for Wheel. Also Second Men for Merry-Go-Round and Octopus. Can place Chairplane Foreman. Floyd Miller and Frank Perneti, please contact me. WANT CONCESSIONS—A-1 Popcorn, Apples and Floss on Trailer. Must be neat. Scales and Age. Photos, any other Concession that doesn't conflict with what we already have booked. Grant Chandler, what's your intentions? Write or wire
FRANK W. PEPPERS, 153 MONTEREY STREET, MOBILE, ALA.

ATTENTION, SHOW OWNERS

Framing Burlesk Revue, starring for the first time under canvas the most talked about girl in Burlesk today

Mickey (Go-Go) Jones The Wham Wham Girl

30 million people heard her mentioned on Arthur Godfrey's morning show. Starred in Burlesk, Motion Picture, "Midnight Frolics," which has shown all over the country. Plenty publicity. Will consider deal with Show Operator who has contract on major Midway. Contact M. WEBER, with Harlem in Havana, Florida State Fair, Tampa, or General Delivery, Tampa, Fla.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

100,000 \$29.50
20,000 .. \$ 9.95
10,000 .. 12.00
50,000 ... 18.50

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

FOR SALE

1 Toonerville Trolley with 100 feet of track. Also 2 Ericson Frozen Custard Machines with Cabinets, for sale cheap, first-class condition.

O'Brien's Fascination and Sportland

130 Boulevard Revere Beach, Mass.

PARK MIDWAY

Adjoining army post; for lease on percentage or flat rate. Regulation Bowling Alleys, permanent buildings for refreshment stands, Darto and Concessions; nice picnic grove. Must have own rides. Available because of disappointment. For Sale—First \$550.00 takes adult, portable Ocean Wave—seats 36, no motor; \$650.00 takes 12 Boat Venetian Swing, seats 24; \$350.00 for 12 seat Kiddie Chairplane; \$300.00 for "What Is It?" show, animals, tent poles and banner line.

P. O. BOX 33

Olcott, N. Y. Ph. Newfane 6956

SHOW LOT

26 acres—1 mile from business section. City bus service—just outside city limits of Bristol. Very reasonable license. If interested write for dates.

F. D. MILLARD
Bristol, Va.-Tenn.

JACK WEST

Get in touch with me after January 31.

ELMER YATES

Dempsey Hotel Macon, Ga.

WANT TO BUY

Rock-O-Plane, #5 Ferris Wheel and Sky Fighter. All Rides must be in first-class shape. Will pay cash.

C. A. VERNON

509 No. Washington, Bryan, Tex., or Phone 3560 after Feb. 7.

BLUE GRASS SHOWS

WANTED FOR BREVARD COUNTY FAIR, TITUSVILLE, FLA., FEB. 1; FOLLOWED BY FORT PIERCE AND LARGO

Legitimate Merchandise Concessions of all kinds. Can place one or two major Rides not conflicting with what we have. Especially want Scooter. Can always place non-conflicting Shows with own equipment.

All address

C. C. GROSCURTH, Mulberry, Fla.

P.S.—Colonel Stahler, get in touch with us at once.

FOR SALE

36 ft. Merry-Go-Round, with 30 jumping horses made out of aluminum. Anchor top and sidewall, which is khaki. All centric gears and gears are made of steel. Pulled by electric motor or gasoline motor. Beautifully decorated inside and outside scenery. Rides adults and children, and is a major ride. Price is \$8500.00.

FOR SALE

30 ft. Merry-Go-Round, with 20 jumping horses, made out of aluminum. Anchor top and sidewall, which is khaki. All centric gears and gears are made of steel. Pulled by electric motor or gasoline motor. Beautifully decorated inside and outside scenery. Rides adults and children, and is a major ride. Price is \$5750.00.

FOR SALE

20 ft. Merry-Go-Round, with 16 jumping horses made out of aluminum. Also has 4 chariots. Anchor top and sidewall, which is khaki. All centric gears and gears are made of steel. Pulled by electric motor or gasoline motor. Beautifully decorated inside and outside scenery. This is a children's ride. Price \$3500.00, brand new.

All rides are brand new, manufactured by us. Our 1954 ride has more features than our '53 ride. We don't fool you, we give you a Merry-Go-Round, the best and cheapest in the business. We will finance these rides.

WARNER'S MERRY-GO-ROUND FACTORY, Box 181, Bay St. Louis, Miss.

C. A. STEPHENS SHOWS

WANT FOR MT. DORA, FLA., LEGION FAIR

SHOWS—Monkey, Side Show, Mechanical City, Girl Show, Snakes, Fun House.

CONCESSIONS—Water, Jewelry, Ball Games, Novelties, Bumper, all Slum Stores open. Wire

C. A. STEPHENS, Crystal River, Fla.

FOR SALE

(1) TORTURE SHOW—Mechanical life size figures in action. Nine Acts, 15 Figures; Banners, Best Grind Show ever on road. Great for Park \$1,850.00. (2) FANTASMA—Horror Show. Figures in action for Show of Dark Rides. Also Banners for same. LIFE SIZE MECHANICAL ELEPHANT—3 movements on head. Also moves Ears, Eyes, Tail. Rolls Trunk Up and Down very realistically. Great for Advertising Bally. Sure crowd stopper. Have Blanket for same, \$1,600.00.

SNAP WYATT STUDIOS

RT. 3, BOX 1180

See You at Tampa Fair.

TAMPA, FLORIDA

FOR SALE--CARNIVAL EQUIPMENT--FOR SALE CHEAP FOR CASH

1 Sellner 7-Tub Tilt, in good shape, Tubs new last year. Loads on 2 semis, complete, \$700.00. 1 75 ft. Main Entrance Arch, 3 Light Towers. Loads in 26 ft. Fruehauf Trailer, around 10,000 actual miles. Just like new, \$650.00 each. 1947 2-ton Chevrolet with Saddle Tanks and 5th Wheel, in good shape, \$350.00. 30 ft. custom built Transformer Trailer, like new, complete with transformer, switches, ground cable and junction boxes for large midway. Cost \$4500.00. Will sell for \$1500.00. 40 ft. Show Front with 20x30 ft. top and wall, good shape, complete with poles, \$200.00.

Contact F. M. SUTTON SR., Fairgrounds, Caruthersville, Missouri

40 Fairs Set at Mich. Confab

Continued from page 61

Adrian, Hastings, Hillsdale, Monroe, Corunna, Fraser, Marshall, Jackson, Charlotte, Belding, Hart, Sagniauw, Centerville, and Hartford fairs.

Hilo Sets Three

The Down River Amusement Company signed up three, owner-manager Severin Hilo said, listing the Cass County Fair at Cassopolis, Wayne County 4-H Fair at Belleville, and Stockbridge Free Fair.

The Happyland Shows turned in the largest list of fair dates for any Michigan organization—eight, including Imlay City, Bad Axe, Midland, Caro, Traverse City, Cadillac, Allegan, and Saline, as reported by owner-manager John F. Reid.

W. G. Wade Shows signed only two for their main unit, the Osceola County Fair at Evert, booked to split a 600-mile jump

Babcock Sets

Continued from page 61

to use the grounds for winter quarters. Prior to the merger, Larry Ferris, general manager for Babcock, wintered his equipment there.

Babcock, who had his own show in the Northwest years ago and re-entered the field here six years ago, said that the equipment of the unit would be increased. Along this line, he has already added a Round-Up, and entirely rebuilt the Scooter. A new ride is under construction.

For its opening in Indio the latter part of February the show will feature 12 major and 8 kid rides and about 6 shows, Babcock declared.

Under the Ferris banner and later that of Babcock United, the organization has played the Riverside County Fair each year since its schedule was resumed following the war. Under the same title arrangements, the show has played the San Diego County Fair, recently changed to the Southern California Exposition and San Diego County Fair Combined, with some interruptions during the same period.

Babcock stated that the signing of the contracts was the first in a plan for long-range play dates.

from the Upper Peninsula of Michigan to Muncie, Ind., and the Kalamazoo County Fair. The affiliated Wade Greater Shows signed for four—Blue Water Festival, Port Huron; Water Festival, St. Clair; Berlin Greater Fair, Marne, and Milan Free Fair. Both shows contracted thru D. Wade, general representative.

The Ingham County Fair at Mason, which Wade will be unable to play this year because of signing the LaPorte, Ind., fair, went to Sam Goldstein's Majestic Greater Shows. Majestic also inked the Mecosta County Fair at Big Rapids, and the Amvets July 4 Festival at Mount Clemens, in addition to confirming the Miami County Fair at Converse, Ind.

Ray Williams, of the show bearing his name, reported three pacts—Petoskey, the Northern Michigan Fair at Cheboygan, and the Montmorency County Fair at Atlanta, all in Northern Michigan.

The Wade Exposition Shows, operated by W. G. Wade Jr., signed the Coast Guard Birthday Celebration at Grand Haven, Berrien County Fair at Berrien Springs, and the Hudsonville 4-H Fair. Wade also confirmed the White County Fair at Reynolds,

Continental Inks Vt., N. Y. Annuals

LOWELL, Mass., Jan. 23.—Following his return from the recent Massachusetts Agricultural Fairs Association meeting in Pittsfield, Roland E. Champagne, manager of the Continental Shows, announced the signing of contracts for Continental to supply the midway at the 1954 Lyndonville (Vt.) Fair.

Another fair which has been contracted by Continental is the Columbia County annual, Chatham, N. Y., marking the third successive year Continental has signed the date.

Continental has intermittently played the Lyndonville fair for 13 years. For the first time in its history the annual will present an auto thrill show, on opening day, said Champagne.

Coast Fems

Continued from page 61

welcoming address was given by Edith Hargraves and Lillian Schue paid tribute to the outgoing president, Grace Merkel, who in turn presented the gavel to her successor. Gifts were then presented to Secretary Hopes and Treasurer Di Santi.

Representing other clubs were Ida Chase, Showmen's League of America; Virginia Kline, Heart of America Showmen's Club; Trudi Di Santi, Michigan Showmen's Club; Margaret Farmer, Lone Star Show Women's Club of Texas; Estelle Hanscombe, Missourian Show Women's Club; Yvonne Bailey, Caravans, Inc.; Mrs. Rebecca Castle, Miami Showmen's Association; Morosa Herman, Greater Tampa Showmen's Association; Ann Doolan, Hot Springs Showmen's Club; Nellie B. Ramsey, San Francisco Chapter, Show Folks of America; Ruth Korte, Arizona Showmen's Association, and Myrtle Hutt, Regular Associated Troupers.

Outgoing President Merkel presented her sister officers with gifts and in turn was given a gold lifetime membership card by Marie Tait.

Included among the 150 members and guests on hand were Rebecca Castle and her sister; Fern Redmond and Florence Webber from San Diego; Midge Holding and Bobbie Douglas from Kent, Wash.; Eleanor Crafts and Alice Miller from Sacramento; Ida Chase, Chicago; Nellie B. Ramsey, San Francisco; Gladys Bishop, San Diego, and Peggy Steinberg's sister-in-law from New York.

Ruth Felt sang the "Lord's Prayer" and Lillabelle Williams delivered the benediction.

Winnipeg Meet

Continued from page 53

ettes, Thetrix Production Service and Children's World Theater. Also W. R. and E. T. Hand, T. W. Hand Fireworks Company, Ltd.; Frank P. Duffield, Thearle-Duffield Fireworks, Inc.; William King, King Show Print; Mr. and Mrs. J. Lusk and Mrs. C. Cornett, Lusk Concessions; F. L. Marks, Sport Catering Service; Ted Webb, frozen custard; Bruce Peacock, The Billboard; J. S. Stephen, Jack McCallum, Bob Bruce and W. G. E. Smith, Canadian National Railway; C. G. Jordan, C. N. Holt, George Walsh, A. M. Johnson and J. A. Adair, Canadian Pacific Railroad, and E. P. Pineau, Dominion Department of Agriculture.

Winter Quarters

Coleman Bros.

MIDDLETOWN, Conn., Jan. 23.—Altho work at quarters here started shortly after the show's October close, it has accelerated since the holidays. Mild weather has been a big help. Owner Dick Coleman recently returned from a booking trip and reported that with a few exceptions, the show will cover practically the same route it has in former years. He leaves soon for the New York fairs' association meeting at Syracuse and has hopes of returning with contracts for the same fairs the show has played in recent years plus a few new ones.

Owner Coleman plans purchase of two Ferris Wheels, to be delivered prior to the spring opening, and is mulling the purchase of some other rides. With the exception of Joe Bruno's pony ride, the show will own and operate all rides in 1954. —DAVE ALTMAN.

N. D. Meeting

Continued from page 53

is seriously ill in a Jamestown, N. D., hospital.

Bookings Reported

Bookings reported by 20th Century Shows, repped here by Mr. and Mrs. E. D. McCrary and Jess Wrigley, included fairs at Jamestown, Cando, Rolla and Fessenden. Mr. and Mrs. Charles Carroll, Veterans United Shows, announced closing for fairs at Bottineau, Crosby and Blackston. Rogers Bros.' Shows picked up annuals at Cooperstown and Lisbon.

Mr. and Mrs. L. C. (Curley) Reynolds were on hand for the World of Today Shows. E. W. (Slim) Wells, repping William T. Collins' Shows, reported signing Langdon and Hamilton fairs. Other attraction people on hand included Frank Winkley, Auto Racing, Inc.; Fred H. Kressmann, Sam J. Levy Jr., and Rube Liebman, Barnes-Carruthers Theatrical Enterprises; Gladys Williams, Williams and Lee, and Mr. De Waldo, De Waldo Attractions.

Out in the Open

Continued from page 55

Center, Russell, Hardtner, Liberal and Syracuse. Bailey, who will again use Chevrolets this season, also booked two Iowa fairs at Mount Ayr and Centerville. Happy Bruno will assist Bailey this year.

Peter Schaal is now advertising-promotional director for Florida's Weeki Wachee, "Spring of the Mermaids," 60 miles north of St. Petersburg. Schaal was for 12 years in a similar capacity at Silver Springs.

Byron Gosh held open house in his suite at the Brown Hotel, Louisville, during the recent Kentucky fair secretaries' meeting there. Gosh, a former performer who now owns and operates a circus, was visited by Justin Musselman, sideline magician and manager of the Rialto Theater, Louisville; Lester Lake, magician and escapist; Bert Pichel, smoke ring character; Jackie Bright, president of the AGVA; Bob and Marie Scott, dancers; Al Klinker, impersonator; Robert Stewart, agent, and Shotgun Page, carnival owner, reports Thelma French.

James Hare, manager of the Michigan State Fair, Detroit, recently returned to his home base after a 2,000-mile air trip visiting fairgrounds in many Midwestern States, including the State fairs of Minnesota and Oklahoma. He got back in time to attend the fair convention in Detroit.

Owner Irving Rosenthal of Palisades (N. J.) Amusement Park joined the cold-weather refugees down at Palm Beach, Fla., for a couple of weeks when the recent cold snap hit the Eastern seaboard.

Kiddie Rides Wanted

Want to lease for April opening. Miniature Train, Merry-Go-Round, etc. Need at least 10 rides for Kiddie Park in large, growing community, South suburb of Chicago.

Box 692, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

Harris Pacts Ky. Fair-Cele

FINDLAY, O., Jan. 23.—The Royal Midwest Shows will again play the Grayson County Fair and Labor Day celebration at Leitchfield, Ky. Roxie Harris, owner-manager, announced. Event will be held September 2-6 and in addition to a midway will feature livestock shows, auto thrill show, free attractions; horse shows and contests. The show's general manager, Bill Harris, signed for the show, while Woodrow Wilson, fair's general manager, represented the annual.

Midway Confab

Continued from page 63

key circus, reptile and freak pig attractions. . . . Al Zellers and son, Tom, and Shorty Constable are holding out at Big Lake Austin's in Mount Pleasant, Pa., reports Lloyd Schoffer.

Charles Griggs has been named business manager for Page Bros.' Shows, replacing George Whitehead, who will act as business manager for the James E. Strates Shows this season. . . . Mr. and Mrs. W. E. Page have returned to their home in Perry, Fla., after completing a booking trip, during which they attended several fair meetings in the North. The Page show will open the latter part of April in Springfield, Tenn.

Ga. Names Hughes

Continued from page 54

instead of \$5, and regular members will pay \$20.

Two resolutions adopted were to strive for elimination of the federal tax on grandstand admissions, and to work on the State's administration to allot \$63,000 yearly in State aid, to be administered thru the matching of premiums. The money would be dispensed by Secretary Linder. A bill establishing the State aid system will be submitted next November in the State Legislature.

George A. Hamid Jr., of New York, led the open forum discussion, and was emcee at the annual banquet. Local professional entertainment was offered by the Arnold agency, Atlanta.

W.G. WADE SHOWS

Now Contracting
**RIDES • SHOWS
AND CONCESSIONS**
for Our Florida Fairs and the Still
Date Route in the Spring.
Palmetto, Fla. (Fair) all this week

C. P. O. Box 1488
Detroit 31, Michigan

**FOR SALE
USED SHOW TOP**

Very good shape, 55x115 Ft. 12 Ft. Wall, U. S. make. All Middles, Ends, Wall, Separate Bags, complete Railing Blocks and Falls for same, \$1,000.00 cash. Ship anywhere motor freight or come and get it. Top easily worth used \$2,500.00. Top stored in Tennessee. Mildew Proof, Flame Proof, Water Proof. A steal at this price. 1/2 now, Balance C.O.D. First man up gets it. All reply:

JOHNNY J. STEVENS
J-Bar-J Ranch Court, N. W. 79th St., at
N. E. 30th Ave., Miami, Fla.

**WANT TO BUY
USED SET OF TUBS**

For Old Model Fly-o-Plane

E. L. YOUNG
STERLING CROWN SHOWS
P. O. Box 151, Tarpoo Springs, Fla.
(Phone: Victor 2-4141)

Schafer's Just for Fun Shows

Have 4th of July week open. For Northern Illinois or Wisconsin. Also have week of September 13 open.

Address
JOHN FRANCIS, Agent
6825 St. Charles Rock Rd.
St. Louis County, Mo.
(Phone: Colfax 4462)

**FOR SALE
18-CAR CATERPILLAR**

1948 Model, in A-1 condition. Priced very reasonable.

H. V. PETERSEN
P. O. Box 742
Joplin, Mo.

DIRECT FROM MANUFACTURER

\$16.00 per doz.
\$15.00 per doz. (gross lots)



A New Packard Presentation!
Each Stone individually prong set. Brilliant new EXPANSION BRACELETS set with finest quality imported, machine-cut Rhinestones. FITS ANY WRIST!
First-class merchandise always available for IMMEDIATE DELIVERY! Send for Catalog—50 other jewelry items!
25% Deposit on C.O.D. orders.
Packard Jewelry Co.
220 Fifth Ave. New York, N. Y.

BEAUTIFUL 4-PIECE SETS



1954

\$1.50 each or \$16.50 per dozen.
6 ASSORTED STYLES.
Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings, Necklaces, can be worn separately as a pair! Sparkling machine-cut Rhinestones and Jewels. HANDSOMELY Gift Boxed. Other 4 piece sets—\$1.00 and \$1.25 each.

K. & L. JEWELERS
Largest Sellers of Rebuilt Watches

Brand New Jeweled, Nationally Known Swiss Watch—Beautiful Dial—Sweep Second.
MEN'S ALL YELLOW STREAM-LINE CASE. Credit Stores sell it for \$19.95.



ELGIN-BENRUS GRUEN-BULOVA HAMILTON

Money Refunded Within 10 Days. Wholesale Only.

Our Special Price Banded \$39.5 ea.
One Year Factory Guarantee
25% With Order, Balance C.O.D.

10% Excise Tax will be charged unless Fed. Exemption Certificate Accompanies Order.

K. & L. JEWELERS 218 West 4th St., Los Angeles 13, Cal.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.



General CATALOG

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

SEND FOR OUR GENERAL CATALOG LISTING IDENT'S, RINGS, PINS, EARRINGS, SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up
NO. 2400, assorted styles—per gross \$5.50
\$7.50 PER GRO. & UP
Illustrations 1/2 actual size
NO. 2000, aluminum ident's—per gross \$7.50

• HAND POLISHED IDENT'S

FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones—Franklin 2-2567

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

DISPLAY-CLASSIFIED SECTION
A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Patter, Gags; combination offer comprising year subscription, four gag-packed back issues and book of heckler stopper-comic song titles, \$4. Emcee-B, Box 985, Chicago 90. ja30

FREE CATALOG! PROFESSIONAL COMEDY Material! Every phase of showbiz introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamilton Hollywood, Calif. ja30

MAKE 'EM LAUGH (OR MONEY BACK!)—You can be funny like "top" comedians! (10) Professional Comedy Scripts, plus illustrated "show" book, \$1. Comedy Books, 4932 Eighth, Philadelphia. fe6

SENSATIONAL COMIC COLLECTION—THE entertainer's reference file: Adlibs, monologs, hecklers, parodies, gags, etc. \$2. George Schindler, Showbiz Comedy Service, 1613 East 29 Street, Brooklyn 29, N. Y. fe6

SELL DEEP FRYER
Large size, automatic; seamless, one piece grease proof housing with grease drain valve. List price, \$42.95; lots of 6 or more, \$13.50; sample, \$15, f.o.b.

C. BLEIER Neenah, Wis.
1022 W. Main St.

SELL TIES — MAKE \$131.25 WEEKLY! more! Unusual Discount. Bonus Plan. Rush \$1 (refundable) for 2 ties, catalog, amazing details or write for details. Loren Specialties, 4331-H Flournoy, Chicago 24, Illinois. fe6

200 BLADES, DON JUAN DOUBLE EDGE, \$1.20; 1,000 blades, \$5.50; all postpaid. Samples, wholesale list free. National Specialty Sales, 15 E. 3rd, Cincinnati 2, Ohio.

AGENTS & DISTRIBUTORS

ARALONE PEARL SEA SHELL JEWELRY
Butterfly Wings, Novelty Dangling Earrings, Italian Mosaic, Italian Coral, Iran Jewelry. Price list features unusual novelties. Lewis LeVine, Tropical Gifts and Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. fe13

AMAZING CLOSEOUTS
Tailored Earrings, asst. gr. \$15
Tailored Pins, asst. gr. \$15
Stone Earrings, asst. gr. \$18
Stone Pins, asst. gr. \$18
Stone Pin & Earring Sets, boxed, dz. \$9
Sample dozens reg. price, 20% deposit. Balance c.o.d. No catalogs. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I. fe20

A PITCHMEN'S DREAM COME TRUE!
Anyone can sell "Putzie," the miracle Fiberglass dishwasher that does away with soaking hands and dishes, everyone needs a "Putzie." Send \$1 for sample. Putzie, 4331 Indian Rd., Toledo, O.

ATTENTION! JOBBERS, PITCHMEN AND Salesmen: Meridian Watches, famous for over 30 years, high price look, low prices, terrific profit. Wholesale prices, full color selling sheet available upon request; full details supplied, send today for information. Meridian Watch Co., 170 Broadway, New York.

BINGO BLOWERS—RETAILING \$150, SELLING out, \$49.50. AC Electric, Bailis, Lipka Mfg. Co., 817 East 11th St., New York 9, N. Y. fe20

BRACELETS GALORE! BANGLE, EXPAN- sion, charm, cuff, other styles; set first quality stones; \$1 and \$2 retailers; production overruns limited quantity; \$48 gross; 3 dozen samples, \$14; satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I. np

CLEAN UP! SELL NEW HIGHWAY CAM- paign Signs; sponsors waiting every town. Big profits! Write: Ra-Tel, 1019 Stanford Drive, Huntsville, Ala. fe6

COSTUME JEWELRY—FOR AGENTS, salesmen, distributors, etc. Direct from our factory. Picture catalog free. Pickcraft, 19 Bank St., Attleboro, Mass. ja30

DECALOMANIA TRANSFERS NOW OFF- ered in small quantities; quick delivery; any attractive name plate your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

ELGIN, WALTHAM, BULOVA WRIST AND Pocket Watches wholesale; watch repairing for the trade. Max Present, 192 N. Clark St., Chicago 1, Ill. Suite 616.

FAST SALES AND BIG PROFITS WITH Decals, Comic, Girlie, Souvenir, Decals; also very witty pinquees. Enclose 25¢ for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. fe6

FREE WHOLESALE DISTRIBUTOR CATA- log and confidential price list, featuring name brand merchandise. Write now for your copy. Cutler, Dept. C, 928 Broadway, N. Y. C. 10. fe13

JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, Ohio. ja30

JUMPING BEANS—NEW CROP. CHOICE one by one guaranteed all alive, \$3 per hundred; \$20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Texas. fe20

LADIES' STOLES, \$9 DOZEN, ZIG-ZAG cotton interwoven with yellow metal; pure silk Scarfs, \$6.75 dozen; men's Reversible Neckwear, \$5 dozen; genuine Fur Coat, Beret, Muff, sizes 2 to 6, all colors \$16.50 each set; rain Sateo, \$8.50 each. Send money order. (Money refundable). Nat's, 641 Fifth Ave., Brooklyn, N. Y.

LIVE LONGER, FEEL BETTER, EATING Riolem juiceful, uncolored oranges, grapefruit; \$2.50 bushel (5 bushels \$10), f.o.b. groves. Riolembill, Denver, Fla. np

MAKE \$100 DAY SELLING NEW COLOR Filter Screens. Put your television in colors. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. ja30

MAKE COSTUME JEWELRY! SEND FOR starter kit \$1, with catalog included, one set for free. Catalogs, Dept. A, Hershner Needlecrafts, 35 S. Wabash, Chicago 3, Ill.

NEW 7"x11" ULTRA-BLUE SIGNS—7¢, RE- tail 50¢, 2,000 slogans, comedy, religious, general. Sample free. L. Lowy, 812 Broadway, Dept. 778, New York 3. np

OIL PAINTINGS—POPULAR PRICES, ALL sizes, all kinds; for tourist trade, homes, stores, carnivals, etc. Studio-3, 1306 E. Third St., Merrill, Wis.

POCKET COMBS — ASSORTED COLORS, 100 cards, 12¢, \$10; with clip, 100 cards, \$20. Novelties, Nibbons, Specialties; over 200 items. Carleton House (BB), Texas City, Tex. ja30

PRISON MADE GENUINE LEATHER Men's Wallets, \$24 dozen; beautifully finished, individually packed, \$10 value; sell like hot cakes, \$5; sample, \$2; cash with order. Bill Folder, Prison 1102, Smithport, N. C.

THIRD DIMENSION REAL LIFE PHOTOS, daring darlings, 5 different \$1, or sample 25¢ and quantity prices. Hansen Sales, 4908 Ohio, Chicago 44.

3 WAY SAW
1-14" 8 pl.
Compass Saw Blade
1-12" 8 pl.
Compass Saw Blade
T 1-10" 8 pl.
Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood natural lacquer finished handles.

\$5.00 Per Doz. Sets
No Less Sold

HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen
No Less Sold

10-inch Hack Saw Blades...\$3.60 Per Gr.
Sold in gross lots only.

REGULATION SIZE HAND SAW
26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle strip. Individual sleeve. Packed 6 \$.90 ea. to a carton. No less sold...

5 WAY CABINET SAW SET
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. For doz. sets. **\$13.50** No less sold.

4 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 11 1/2" to 3 1/2"—includes stubby recess and square shank. 75¢ Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. Chicago 7, Ill.

NOW—IN CHICAGO...
All Your Requirements in
NAME BRAND
MERCHANDISE from
1 Dependable Source!
Thousands of Nationally
Advertised Items
SAME DAY SHIPMENT ON ALL PHONE AND MAIL ORDERS
FREE! 1954 CATALOG!
Check-full of wanted items, all handsomely illustrated. Catalog cover has space for imprinting your name and address. Confidential dealers' price list.

WHOLESALE ONLY
Dept. 1-B
628 W. ROOSEVELT
CHICAGO 7, ILLINOIS
SEley 3-6760

Save an EXTRA \$15.40 on Special \$50 DEAL!

Bulova, Waltham, Elgin, Benrus, Gruen Watches.
for men & women **\$9.95** ea.

New model cases and dials. Reconditioned and guaranteed like new. Yellow Exp. Band. 95¢ add.

SPECIAL \$50 DEAL
6 ass't above \$9.95 watches and 6 95¢ exp. bands to match—all for \$50.

RUTILE "TITANIA" GEMS
Synthetic diamonds, but \$8.25 more brilliant. Carat.....

Set in 14-k. mountings, ladies', \$10 add.; gents', \$15 add.

Send for Our New Big 100-page 1954 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

JOSEPH BROS.
5 S. Wabash Ave. Chicago 3, Ill.
"The Watch and Diamond House"

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of
TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—P L U S H ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BAL-LOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

72-PAGE CATALOG AVAILABLE FREE. SEND FOR Your Copy Today.

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In Business in Chicago for 37 Years

Quick Photo Invention! PHOTOMASTER

PDQ CHAMPION
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/4 x 3 1/4 in. Complete, easy to operate portable photo studio. 700¢ PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

A STREAMLINED WHIP—8 CAR MANGLES; must dispose; perfect throat; gas or new G.E. motor, \$399 extra; new parts; \$6,500 value, sacrifice, \$2,950. New set \$5 Ell Wheel Seat Crates; value \$450, sacrifice \$75. Funland, York Beach, Me. fe13

BARAINS IN ALL SIZES NEW AND used tents and Sidewalls. George's Tents, 103 North Street, Auburn, N. Y. np

BUILD CONCESSIONS FROM TESTED plans: Shallow Joint (23 Games), Four-Way (11 Games), Ball Rack (13 Games), African Dip, \$5 each; High Striker, \$3; all \$29. Free circular. Brill, Box 875, Peoria, Illinois.

CHAIRPLANE, 24 SEAT, 18' TOWER; Loop; Kiddie Ferris Wheel; Auto Ride; Money Counters; Frozen Custard Trailer; Fun House Trailer; Transformer Trailer; new and used Popcorn Machines; 4' Glass Grill; 25 KW Light Plants; Sound System; AC and DC Motors, 1 to 5 hours; 3 Semi Trailers; Big Six; etc. Buy or trade for good rides or show equipment. D. Van Billard, Oaks, Pa. Phone Valley Forge 9-4561.

FLYING HORSE RIDE, 8 ALUMINUM horses, \$1250; Airplane Ride, 6 planes, 20 ft. tower, \$1000. Rides now operating. Will buy small Coaster, Kiddie Playland, 5101 Alameda, El Paso, Texas. fe6

FOR SALE: USED MAGIC, 16MM. SOUND films. Crowds of Thorns and others. Stamp for list. Ed Myhre, Grand Meadow, Minn.

FOR SALE: COMPLETE SNAKE SHOW, 50 ft. Bannerline, 20x40 Deluxe Tent, glass front Snake Boxes, life Snakes, largest 20 ft., all good features; Tape Recorder, Loudspeaker, all like new. Tanit Ika, 301 Litchfield Ave., Tampa, Fla. Phone 92-9792, 5 to 8 p.m. only.

JUGGLING CLUBS AND ROLLING GLOBES made to order, finest of craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. ja30

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. fe6

PENNY ARCADE FOR SALE—FULLY equipped, 70 Machines, Record Player Speaker, Amplifier, Change Maker, Booster, new canvas, 30' by 60'; flashy front, Tractor and Semi. Not junk but one of the finest money getters on the road. A. L. Stephens, Hilltop Trailer Pk., 8312 N. Florida Ave., Tampa, Fla.

8'x8' SHOOTING GALLERY—MOVING TAR- gets with standards for quick set-up. Price \$300. William Adler, 623 E. 22, Spokane, Wash.

5000 STADIUM CHAIRS, THEATER Chairs, Folding Chairs, Tents, Bleachers, Sidewalk, Screens, Projectors. Lone Star Seating Company, Box 1734, Dallas 1, Tex.

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British Circus Life, Smith (\$5).....1.89
How to Get Publicity, Wright (\$3.50).....1.49
Dunneiners Pop. Magic & Card Tricks.....2.00
Life of the Party (Tricks & Illusions) 1.00
Yohe, 101 Criss St., Pittsburgh 34, Pa.

"HOW TO GET MONEY UNLIMITED" thru Hypnotism. Only \$2. Lewis the Hypnotist, 4009 Lake Park, Chicago 15, Ill. fe13

"HYPNOTIZE THE FIRST DAY" INSTAN- taneous hypnotic sleep, or your money back. \$2. Lewis the Hypnotist, 4009 Lake Park, Chicago 15. fe6

500 RADIO STATIONS WHICH ACCEPT advertising on commission and 200 Magazines which give Free publicity. Including instructions "How"—\$2. Satisfaction guaranteed. Brass, Box 1664 B-4, Chicago 90.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND- reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 339-B, S. High, Columbus, Ohio. fe20

MAGIC HEADQUARTERS FOR ACCES- sories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y. ja30

SUB MINIATURE RADIOPHONE FOR MEN- talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. fe20

MISCELLANEOUS

BRAND NEW G.E. AND SPERRY ORIGI- nal Searchlight Assemblies, includes positive and negative units, also have carbon control boxes. Will sell as one complete unit or break into parts. Sky-Lights Advertising, 617 2nd Ave. No., Minneapolis 1, Minn. ja30

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Big Variety 5-10-25¢ play Will Sacrifice Cheap Write: J. ZWELLING 1938 Norwood Blvd. Zanesville, Ohio

WANTED TO BOOK OR LEASE—MERRY- Go-Round for summer in park. Address Brownie Woodward, 1700 E. 19 St., Owensboro, Ky.

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ANYONE CAN PLAY THE BLOCK-FLUTE! Entertaining and relaxing; "C" soprano Block-Flute, \$6.50 prepaid. Professional discount. Art Hersch, P. O. Box 24, Lakewood, N. J. Inquiries invited. Any instrument.

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WANTED: FEMALE PARTNER IN AMUSE- ment, entertainment and burlesque show business. Burlesque, exotic or strip-tease girl with \$2000 cash to invest; talent will be usable; combination B girl and strip-tease considered. Address P. O. Box 712, Muscatine, Iowa. ja30

PERSONALS

NEW YORK CITY—LETTERS REMAILED, 25¢ each; 10 letters, \$1. Reliable mailing. Frank Bonomo, 54 Jefferson St., Brooklyn 6, New York. fe13

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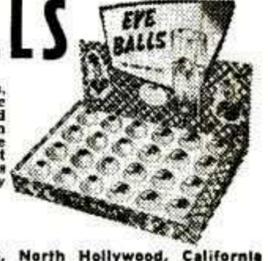
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FREE Write today for Free Catalog and details. DES MOINES RING CO. 1155 26th St. Des Moines 11, Iowa



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Molded Styrene plastic balls, painted in color for realistic appearance. Both single and double Eye Balls packaged in colorful carton. Eye Balls are airtight and weighted so that they float with pupils always looking up. Not affected by alcohol.



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Cast Aluminum, 30 inches high, \$40.00 dozen pair, Sample pair postpaid \$4.95 —Aluminum Red Birds, Egrets, Woodpeckers, \$18.00 dozen, Samples \$2.00 each postpaid. Bloyd Manufacturing Co. Valley Station, Ky.

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You can make MORE money selling our PERFECTED ART NEEDLES, ALSO IDEAL NEEDLES. Set consisting of holder and 4 points, \$22.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Mustin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories. HOME ART and NOVELTY CO. 1160 FARWELL AVE. CHICAGO 26, ILL.

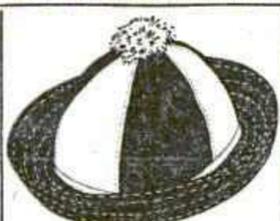
FAIRS • CELEBRATIONS • CARNIVALS • CONVENTIONS



SLUMBER QUEEN

Two-Tone Rayon, Taffeta, Quilted Deluxe Comforter, 72"x90", individually wrapped in plastic bag. Packed 6 to a carton, in assorted color combinations. \$22.95 price tag.

SPECIALY PRICED, \$6 EACH Samples \$6.50 Each

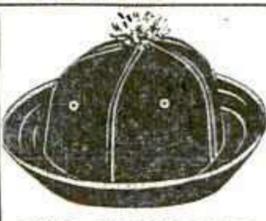


CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight.

IMMEDIATE DELIVERY \$52.00 Gr. WITH POMPONS \$56.00 Gr.

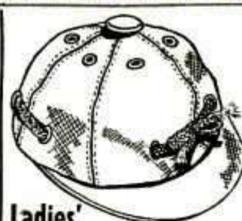
These hats all have taped seams.



FELT CREW HATS BRIGHT COLORS

With trimmings GR. \$36.00 and Pompons...

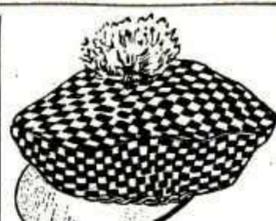
FULL SIZE FELT BLACK DERBYS \$54.00 GROSS



Ladies' Gabardine Peak Hat

With eyelets and cord, with button on top. Flashy number. Sells like wildfire!

Price \$6.00 per doz. \$66 per gross



Now! New Low Price for all Hat Operators LATEST CREATION

Checked-out 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. \$42.00 PER GROSS



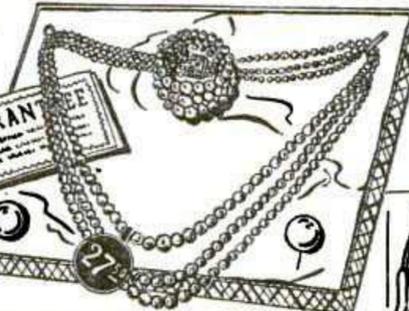
TOP BANANA HAT Specials

The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.

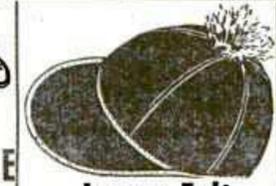
\$5.00 Dozen \$54 Gross

HARRIS TOPS THE FIELD PEARL SET

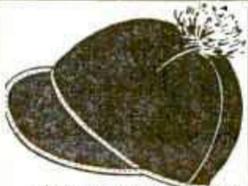
\$12.00 doz. Sample \$1.50 4 sets minimum order.



MONKEY AND SNAKE BOW TIE \$1.50 Doz. \$15.00 Gr.



Large Felt JOCKEY CAPS With Pompons. Assorted beautiful colors and sizes. GR. \$37.50



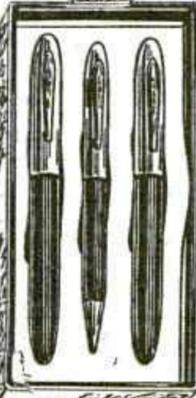
KIDDIE FELT CAPS With Pompons. Assorted sizes and colors. **GROSS \$27.00 Without Pompons GROSS \$24.00**



BALL POINT PEN

These pens are first quality. Metal Clips. No seconds.

\$8.00 Gross

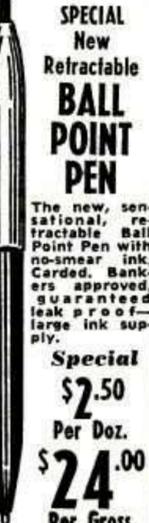


3-PIECE PEN SET

WITH METAL CAPS AND CLIPS Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed design on set. **\$4.50 per dz. \$45.00 per gr.**

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Rubber Skeletons, with rubber ball attached. **\$15.00 Gr.** Jumping Rubber Alligator, with rubber ball attached. Jumping Rubber Spider, with rubber ball attached. Jumping Rubber Frog, with rubber ball attached. **\$12.00 Gross** Swimming Bow, with rubber ball attached. **\$18.00 Gr.** Rubber Monkey, with hat, cane, rubber ball attached. **\$15.00 Gr.** First Come—First Served Limited Quantity



SPECIAL New Retractable BALL POINT PEN

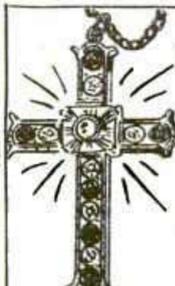
The new, sensational, retractable Ball Point Pen with no-smear ink. Carved. Bankers approved, guaranteed leak proof—large ink supply.

Special \$2.50 Per Doz. \$24.00 Per Gross

Large Pearl-Handled PISTOL LIGHTER

FULLY AUTOMATIC Special **\$6.00 DOZ.**

Very beautiful, each in box.



THE NEW MIRACLE CROSS and CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box. **\$5.00 Dozen**

MECHANICAL GRANDFATHER FUR MONKEY

With glasses, walking cane and hat. **\$4.00 Doz. WHILE THEY LAST**

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Beautifully tanned and lacquered. This unusual novelty from South America is a sensation at \$1.00 retail.

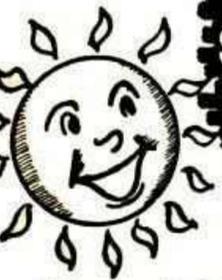
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Complete line Cuban alligator bags, \$7.75 up. Other novelties available. Send 25c for catalog.

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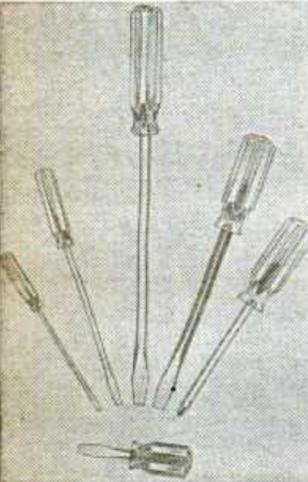
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 193

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FAST SELLER! 6 pc. Magnetized Screw-Driver Set



This handy set of magnetized screw drivers is made from the finest oil tempered tool steel. Each screw driver has a shock proof amber plastic handle. Each set is colorfully displayed in an individual box with price tag. Sells on sight!

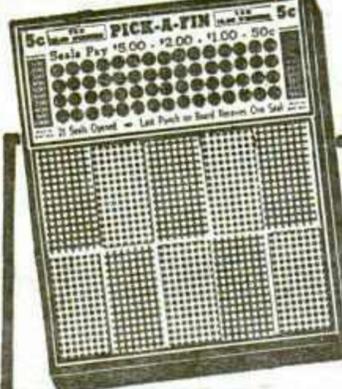
\$9.00 per doz. Sample \$1.00 set

25% deposit with order, bal. C.O.D. Enclose payment in full for samples. Send for free wholesale catalog

Phone: ORegon 3-6330

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ANY SMALL PHOTO COPIED AND ENLARGED TO 8x10, \$1; Coloring, \$1 extra; original returned unharmed. Johnson, Box 1635, Washington, D. C. ja30

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe6

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. if

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ja30

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REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

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Forms Close Thursday for the Following Week's Issue

ACTS WANTED FOR TOURING SHOWS, clubs, fairs, circus; also rep people all lines. Green's Theatrical Enterprises, 208 1/2 Main, Evansville, Ind. ja30

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. fe6

LADY ORGANIST WANTED—SINGLE, 24-36 years, with personality, neatness, friendliness. I have large modern roller rink. Write Jerry Meixner, Owatonna, Minn. ja30

WANTED

Man or woman to bury alive, high-dive, high acts, other acts suitable for Drive-in Theater. Write TED DANIEL, Fair Park Drive-in Theater, Birmingham 8, Ala.

LADY PARTNER—20 TO 35, UNDER 120 pounds. Free to travel, for unusual thrill act for fairs, clubs, television. No special talent necessary; must train 2 months in Chicago; 50-50 proposition. Write Baird Braley, c/o Billboard, 188 W. Randolph St., Chicago 1, Ill.

SHAMROCK SHOWS Wanted for cash—2 abreast Merry-Go-Round, Allan Herschell or Parker preferred. No antiques or museum pieces. State make, age and price first letter. For sale—Roto-Whip, A-1; also Margels Boatride, 1185 McBride Ave., West Paterson, N. J.

PRINTED REPRODUCTIONS OF ANYTHING written, typed, printed, drawn. Also quality autograph music printing. Kennedy Printing Company, 173 Washington, Barre, Vermont. fe6

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe13

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VAUDEVILLE ARTISTS

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VENTRILOQUIST (5 FIGURES) MAGIC, Punch and Judy, chalktalk, rag, strobille pictures, movies, M.C. 10 minutes or 2 hours. For legion meetings, schools, banquets, theaters, etc. Go any place up in this territory. Spencer, 3240 Columbus, Minneapolis, Minn. ja30

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COUNTRY-WESTERN SINGER: DUETS, trios; guitar, rhythm, lead; double bass, piano. Former radio announcer, Dome records. Prefer radio. Attention agents (bonafide only) can furnish excellent western combo, union; no floats or sad deals; anywhere. Musician, 11723 Robertson Ave., Cleveland 5, Ohio.

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Imagine a fully automatic lighter for only \$7.20 doz. \$84.00 gr. Plus Postage. Compares with lighters selling for 5 or 6 times as much. Cleaning chrome finish. No Federal Tax. Never before offered at this low, low price! This lighter will prove your fastest seller ever. Ideal for gift, prize or premium. Nicely boxed.



They are moving fast, so order your complete stock TODAY. Top lever action exactly like the Ronson. Minimum order one dozen. (SEND FOR CATALOG)

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No charge accounts

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CIRCUS & MANAGERS

RIDING ACT—TWO SUPERB DRESSAGE Horses for circuses, fairs, celebrations. Capt. Von Alenicht, Rt. 2, Box 592, Albuquerque, N. M. ja30

MISCELLANEOUS

AGENT-MANAGER FOR TENT MOVIE; have Prize Candy, other concessions, car. Any good proposition or concessions for small circus. Box C-483, c/o Billboard, Cincinnati 22, Ohio.

CHILDREN'S THEATERS, CIRCUSES, parks, fairs, indoor, outdoor events. Puppet Safety Play, Marionettes, Shadows, A-1 Punch Show; 16 cases, glass fronts, of old puppets, 1793-1870. Setup suitable to any conditions, tent, building or open air locations. Dave Lano and Carolyn Chaney, 322 Partridge, Flint 3, Mich. fe6

FEMALE IMPERSONATION CHARACTERIZATION act open for Night Club booking; Rhumba, French Can-Can, Ravel Bolero, Ballerina, and Air Stewardess acts. Flashy wardrobe; will send photos; salary \$150 per week. S. L. Burgess, 1308 Peachtree St. N. E., Atlanta, Ga. ja30

MIDNIGHT HORROR STAGE SHOW NOW at Liberty, wants agent to book theatre circuit or several weeks solid. Just completing a successful tour of Michigan. Due to a controversy with Universal Pictures of Hollywood, we have developed a new vampire attraction to accompany the other monsters and magical illusions. For information, phone or wire at once. Philip Morris Playhouse, 415 N. Arlington, Kalamazoo, Mich.

MR. JAN LEE, FEMALE IMPERSONATOR; "New Orleans Most Fabulous Boy." Contact for available dates. Jan Lee, Box C-482, c/o Billboard, Cincinnati 22, O.

"MR. MACLAWN AND THE HAUNTED House"—A brand new spook show package, including first-rate feature films, entirely different in format, style, and presentation, suitable for schools, movie theaters, and the carnival midway. Want agent or agency to handle bookings. Write c/o W. C. Malone Building, Greenville, Ky.

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schools, International Harvester, western reviews, circle stock. Three dummies; material, neat props, best wardrobe; positively no drinking, well mannered, reliable; will double MC, have transportation. Travel anywhere. Write, wire Larry Wald, General Delivery, Wittenberg, Wis. ja30

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DRUMMER—JUST CLOSED WITH SOCIETY, Dixie, Spike Jones type band. Read, fake; available to travel; single, 28, sober. Write, wire, Phone 2-6209. Drummer, P. O. Box 63, Atlantic City, N. J. ja30

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Write or Phone "George Sloan," 1119 East 11th Street, HA-5052, Kansas City 6, Mo.

DRUMMER—PLENTY EXPERIENCE; WILLING to travel anywhere; union, 23, reliable; commercial but prefer jazz. Phil Banister, Box 987, Bristow, Okla.

GUITAR—RHYTHM OR ELECTRIC LEAD; read or fake; sing solo or parts. Write Musician, Box C-469, c/o Billboard, Cincinnati 22, Ohio. ja30

GUITARIST AVAILABLE WITH REASONABLE notice, travel anywhere, play any melody or rhythm. Do vocals, live impressions, comedy tunes and some record pantomimes. Prefer joining comedy or musical trio. Write Guitarist, Box C-481, c/o Billboard, Cincinnati 22, Ohio.

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PIANO MAN AVAILABLE NOW—SEMI-name band experience; prefer steady location work. Jack Howard, 2106 Madison Ave., Montgomery, Ala. ja30

Pipes for Pitchmen

By BILL BAKER

THE TRADE . . . will be grieved to learn of the death of Henry (Pat) Dana, 77, pitchman and med showman for almost 50 years, who passed on January 9 in Bay Pines Hospital, St. Petersburg, Fla., after a long illness. A native of Rhode Island and the Spanish American War, Dana entered the business at the turn of the century. He was well known on the East Coast, having worked New York and Pennsylvania for many years. He retired to Florida about six years ago. Survivors are his widow, Julia Mack Dana, and a son and daughter living in Rhode Island. Burial took place January 12 in Bay Pines Cemetery, St. Petersburg.

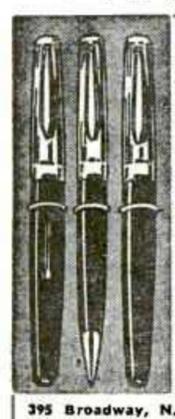
SINCE IT IS . . . uncertain how long Joe Mann will be able to remain at the Illinois Research Hospital, Chicago, his old pal, Red Kelso, suggests that friends send mail to Mann in care of Alladin Cleaner, 304 South Western Avenue, an enterprise operated by George Hess Sr., who is known to everyone in the trade. Red's letter to the Pipes desk was written January 17. In it he reported plans to catch the rattler for Pittsburgh that day.

"JUST A LINE . . . to let the boys on the East Coast know that things out here are not too good and not too bad," P. R. Cole, wigwags from Tucson, Ariz. Cole infos that until a few weeks ago biz in the area was hot. Ed Brownsfield, George Stacy, Jimmie Wahls, Bob Williams and Swede S. Detrick are trying to line up booths for the February rodeo. Cole reports, and says he'd be glad to talk shop with any sheeties who plan on visiting the rodeo. He's currently hanging his hat at 330 S. Norris, Tucson, and would like to hear from friends in the trade, both by mail and via the Pipes column. He extends best wishes for a healthy bankroll to all.

ACCORDING . . . to L. Verne Slout, tent show operator who in recent years has been managing antique and hobby shows, the Lansing (Mich.) Antique and Hobby Show, March 23-26, will be open to a limited number of demonstrators who have items of worth and interest. Each demonstrator will be given the exclusive on his particular item, says Slout. The date may prove worth while for pitchmen working the area at that time.

DR. M. J. LOCKEY . . . posts from Daytona Beach, Fla., that he is enjoying the fishing and swimming there, along with an occasional visit to the town's niteries. The good Doc says he expects to be back in Georgia within a few weeks. "Was sorry to hear of the January 10 death of Freddie Owens, better known to the old-timers as Kid Owens," writes Lockey, who also sends an S O S for more pipes from the veterans of the trade.

THINGS ARE . . . buzzin' around winter quarters of Dan Sherwin's med show in Hugo, Okla., according to word received from Dan's frau, Babe. Hammers, saws, spray guns and artists'



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brushes are flying as everything is being readied for what the Sherwins hope to be a big season. The opy debuts in early May in Texas, according to Mrs. Sherwin. Little Joe Wright is supervising the painting of trucks, and Rosie Wright is doing all artistic painting and lettering. Mrs. Sherwin reports Rosie to be doing a super-terrific job and says the show will carry plenty of flash. Joe and Rosie will be with Gil Gray's presentation next season, opening in mid-march in Sioux City, Ia. Sherwin personnel will include Lowell and Louise McManes, Aaron (Happy) Hanks and Pee-wee Long and his band. Recent visitors at quarters have included Sam Price, Jack Moore, Shorty Kelly, Curly Eastman, Ray Smith and Eddie St. Matthews.

MRS. ROBERT NOELL . . . of Noell's Ark Gorilla Show, currently holed up in Erwin, N. C., shoots in word that the recent cold spell there has her "plumb friz." She recently bought hubby Bob some "long handles," but while he's in North Carolina on a brief trip, she's making use of them. Mrs. Noell recently invested in a big stack of oldie phono records from which she made a tape recording. She likes 'em, but says her vocal accompaniments to the taped versions have met with some unforeseen setbacks. It seems that the Noell chimps don't like her vocalistics. Whenever she sings they set up a caterwauling that would drive a music lover nuts. "We've been enjoying our stay at Erwin with a group of old-time trouperes that includes Lonnie and Kate West and their son and his wife, Bronko and Mozelle," says Mrs. N. Johnnie, Bob's kid brother, came in on a 29-day furlough before being shipped to Germany by the Army. The roster of winter campers includes Robert E. and Jean Noell and their two-year-old, Junior; J. S. (Dad) and Mary Roach, Charles F. (Ninky) Roach and Doc M. E. Etling.

SEEN . . . at the Michigan Association of Fairs meeting at the Hotel Fort Shelby, Detroit, last week, trying to get some of the green stuff were Horse Thief Weiss and his pal, Shorty Sarkis.

Barstow Specs

Continued from page 58

and white. Merle Evans and the circus band will play a prominent part in the production, as will a new mechanical feature which Barstow declined to discuss. He referred to it as a mechanical device employing a great number of people. Pinito del Oro will star in a "Rocket to the Moon" aerial number to be staged by Barbetle under Barstow's direction. It will light beams picking out the forms of aerialists in the darkness.

Barstow has been working on the staging since last August, in between other jobs, and says he has signed already for next year with Ringling, with options for the following three seasons, giving him a total of 10 years with the Big One.

"But that will be the end," he says. "Ten years is enough. If I ever stage another circus, tho, it will be Ringling."

He gave as the only exception a possible one-ring house circus, for which he has received offers from England.

Starts in February

Barstow arrived from Hollywood recently to stage the GM Motorama which opened Thursday (21), then he returned to the coast to complete choreography for a movie. From there he goes to Sarasota at the end of February for the Ringling chore. His other enterprises include choreography for the film version of "New Faces," and an ice show which Barstow is promoting in England and which has been running for several weeks. A review show, it is run half on a stage, and half on ice.

Sister Edith Barstow will not be with him in Sarasota, staying in New York to work out choreography for the Dave Garroway TV program. She staged the Ringling Cuban production, and worked with Dick on the format of next season's circus show.

Barstow is still seeking ways to incorporate ice and water in the circus format. That will give him the means to employ skaters, divers, seals, and any number of sports show acts.

Winter Fairs

- Arizona**
Mesa—Maricopa County Fair, Feb. 20-28.
California
Imperial—California Midwinter Fair, Feb. 27-March 7. D. V. Stewart.
Indio—Riverside Co. Fair & Date Festival, Feb. 17-22. R. M. C. Pallewider.
San Bernardino—National Orange Show, March 25-April 4. Earl Bule.
Florida
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
Clewiston—Sugarland Exposition, Jan. 26-31. Frank Cox.
Eustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Myers—Southwest Fla. Fair, Feb. 1-6. J. Clyde King.
Fort Pierce—Indian River Youth Show, Feb. 18-19. M. B. Jordan.
Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn.
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.
Mulberry—Legion Fair, Jan. 25-30.
Ocala—Southeastern Fat Stock Show & Sale—March 10-15. Louis Gilbreath.
Orlando—Central Fla. Expo, Feb. 22-27. C. T. Bickford.
Palmetto—Manatee Co. Fair, Jan. 25-30. W. H. Kendrick.
Plant City—Fla. Strawberry Festival, Feb. 22-27. Fred W. Nulter.
Quincy—West. Fla. Livestock Assn. Feb. 16-18. A. G. Driggers.
Ruskin—Fla. Tomato Festival, April 14-16. Lyle C. Dickman.
Sebring—Highlands Co. Fair, Feb. 23-27.
Tampa—Fla. State Fair, Feb. 1-13. J. C. Huxstisson.
Titusville—Brevard Co. Fair, Feb. 1-5.
West Palm Beach—Palm Beach Co. Fair, March 5-13. LaMar Allen, P. O. Box 107.
Winter Haven—Florida Citrus Exposition, Feb. 15-20. Phil E. Lucey, P. O. Box 1460.
Montana
Bozeman—Mont. Winter Fair, March 13-20. Geo. T. Sime.

COMING EVENTS

- Arizona**
Mesa—Montana State Picnic, Feb. 7.
Mesa—South Dakota State Picnic, Feb. 14.
Phoenix—Home Show, Jan. 30-Feb. 7.
Phoenix—Palomino Horse Show, Feb. 7.
Phoenix—Western Saddle Club Stampede, Feb. 14.
Phoenix—Washington State Picnic, Feb. 22.
Phoenix—Phoenix Indian Ceremonials, Feb. 26-28.
Tucson—La Fiesta De Les Vaqueros, Feb. 19-22.
Wickenburg—Desert Sun Ranchers Rodeo, Feb. 21.
Wickenburg—Gold Rush Days, Jan. 29-31.
Wickenburg—Desert Sun Ranchers' Rodeo, Feb. 7.
Yuma—Silver Spur Rodeo, Feb. 13-14.
Colorado
Denver—Antique Show, July 22-25. L. Verne Slout, Vermontville, Mich.
Florida
Jacksonville—Home Show, March 23-26. Edgar V. Smith, 317 W. Forsyth St.
Illinois
Flora—Centennial, July 5-10. George Cooper.
Galva—Centennial Celebration, July 28-Aug. 1. C. F. Bailey.
Indiana
Milan—American Legion Homecoming, June 21-26. Howard Hemphling.
North Webster—Mermaid Festival, June 29-July 3. John G. Herrman and J. Homer Shoop.
Iowa
Cedar Rapids—Home Show, May 18-23. Paul Waters Memorial Coliseum.
Michigan
Vermontville—Maple Syrup Festival, April 24. Lloyd Eaton.
Lansing—Hobby and Antique Show, March 23-26. L. Verne Slout, Vermontville, Mich.
Minnesota
Caledonia—Centennial, July 16-18. M. A. Duxbury.
Nebraska
Omaha—Sports and Vacation Show, April 5-11. 3302 Dodge St.
New York
Jamestown—Auto Show, Feb. 18. C. J. Lawson.
New York—World Motor Sports Show, Jan. 23-31. Fred Pittera, Garden.
New York—International Motor Sports Show, Feb. 6-14. Herb Shriner, 7th Reg. Armory.
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.
Utica—Utica Sports & Boat Show, March 25-30.
Ohio
Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.
Oklahoma
Oklahoma City—Antique Show, Feb. 26-March 1. L. Verne Slout, Vermontville, Mich.
Pennsylvania
Arnold—Old Home Week, July 11-17. Arthur P. Fieger.
Mapleton Depot—Huntingdon Co. Firemen's Convention & July 4 Celebration, July 2-5. W. E. LaSalle, Saxton.
Pittsburgh—Sportsmen's Show, Feb. 5-14.
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton.
Tennessee
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.
Texas
Austin—Austin Stock Show, Feb. 19-28.
Brownsville—Charro Days, Feb. 25-28. H. C. Appleton.
El Paso—Home Show, March 17-21. George Colours, P. O. Box 3156.
Dallas—Home Show, May 8-16. H. P. Van Horn, 102 Walnut Hill Village.
Fort Worth—Fort Worth Fat Stock Show, Jan. 29-Feb. 8.
Houston—Houston Fat Stock Show, Feb. 3-14. Herman Engel, Box 2371.
Waco—Home Show, May 4-9. Dorothy God-San Antonio—Livestock Expo, Feb. 12-21. W. L. Jones.
frey, Heart of Texas Coliseum.
San Antonio—Home Show, May 8-18. Grover A. Godfrey Jr., 833 Bandera Road. Varisty Village Bldg.
San Antonio—Antique Show, March 8-11. L. Verne Slout, Vermontville, Mich.
San Angelo—Stock Show, Feb. 24-28.
Mission—Texas Citrus Fiesta, Jan. 26-31.
Laredo—Washington Birthday Celebration, Feb. 17-28.
Washington
Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Jay Sales Company, Chicago, announces two new items which it describes as atomic sellers. One is a bug exterminator called SMO Cloud, which kills roaches, water-bugs, flies, silverfish, bed bugs, etc. No work or spraying is required. The user simply lights SMO Cloud and an insecticidal fog seeps into every crack and crevice, destroying the insects. In using SMO Cloud the firm says you do a professional exterminating job yourself at low cost—one that brings lasting results. A sample is offered at \$1.95. Per dozen the product sells for \$14.04. The second product is one of interest to women—a hosiery saver. It's an easy on, easy off splash shield guaranteed to prevent mud and water from splashing heels. Small enough to carry in the purse in a waterproof vinyl plastic bag, they sell three pairs for \$1. In assorted dozen lots they sell for \$2 and for \$21.60 per gross.

In a demonstration of the performance of the Electro Freeze Model 5P milk shake machine held for three Chicago restaurateurs by **Port Morris Machine & Tool Works**, New York, its manufacturer, the machine drew a 16-ounce milk shake every 20 seconds at 27 degrees. The consistency remains in a state that allows the product to be drawn thru a straw. This volume for such a small freezer is attributed by Port Morris officials to the 1 h.p. compressor and 1 h.p. beater motor that is standard equipment on the Model 5P. It was also reported that during the demonstration the Model 5P was made to produce a course milk shake and later a smooth product. The machine can be built to do either, in accordance with customers' preferences.

Irv Bergman, of Best in Hollywood, is offering an accordion card case that has, he says, many added features. The case itself is of vinylite and in alligator or pigskin finish. There are places for eight cards, making 16 of them visible. There are also pockets for extra cards, stamps or other personally needed matter. Lined, the case can be imprinted.

A combination Tweezers and 4X magnifying glass is the latest item to be introduced by **Hilco Engineering Company**, Genoa City, Wis. The firm calls the item ideal for homes, shops, first-aid stations, stamp collectors, carpenter., florists, tailors, hobbyists, artists, beauticians, jewelers, etc. It is priced to retail at \$2.

Ideal Greeting Card Company, Boston, which reported being de-

luded with requests from jobbers and retailers who realized profits with its 1953 bagged assortment of 50 Christmas cards, has a follow-up to that popular line, an all-occasion assortment called the Ideal Treasure Family Bag. The assortment consists of 50 cards packaged in a convenient, reusable plastic bag. Dealers who handled the Christmas special claimed it sold faster and was easier to handle than any other item carried, so demanded that Ideal supply a similar bagged assortment that could be sold the year round. The result is Ideal's follow-up line. The firm is also scheduling a Christmas bag for 1954 which it promises will surpass last year's. The bagged assortments give customers beautiful cards for 2 cents or less apiece. An aid in point-of-purchase display is the two-color Day-Glo banner supplied free by Ideal. Ideal, noted for its self-service display cases, reports that jobbers have opened many rich new accounts by supplying locations that never before carried cards—groceries, tobacco, drug and variety stores, beauty shops, etc.

R. A. Hamilton, Hollywood, is now manufacturing the extra long Magic Zoomerang, an item that he says will do about 30 tricks. The paper roll is mounted around a stick. Because of its construction, the Zoomerang can be made to change colors, do a high spin and color shuffle, or can be used in a baton twirl.

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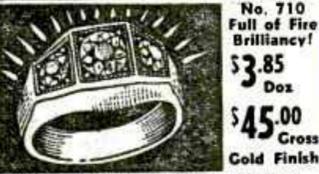


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Hadsall, Francis
Haisch, Fred
Hakes, Kenneth
Halley, Leo Lee
Hamilton, Doc. & Mrs.
Hammon, D. R.
Hardy, Bob & Mrs.
Hardy, Cecil Hill
Harlow, Hubert Lee
Harrington, Mrs. Wm.
Harris, V. E.
Harrison, Mrs. Vera
Hasson, Tom
Hastings, Mrs. Matilda
Haves, John
Haynes, Jos. F.
Haywood, Josephine
Hayworth, Joe
Hazelwood, Mrs. Beryl
Helton, Vernon
Heron, Timmie (Wild Life Show)
Herrick, Linda
Hickman, Clarence
Hildebrandt, Frank B. & Janet
Hill, Lucky
Hines, Earl B.
Hinson, M. H.
Hodges, Chas. C.
Hodges, Chas. H.
Holmes, McKinley
Houston, Lee
Howard, Peter M.
Hudson, Jack
Hudson, Wm.
Huffstutler, Lawrence
Hughes, Dick
Hulings, Paul
Humphreys, James
Hunt, Al (Wallet)
Hunt, Michael
Hunter, Miss Billie
Hynes, Carl
Ingle, Fred E.
Jackman, Rose & Lew
Janison, Mr. Winfred Edw.
Jehriz, Mrs. Fern
Jensen, Mrs.
Jenkins, Frances H.
Jenkins, LeRoy
Johnson, E. J.
Johnson, Guy
Johnson, Joe E.
Johnson, L. Eugene M.
Johnson, Michael
Johnson, Raymond
Jones, H. W.
Jordan, Ethel A.
Judy, R. F.
Kaapuni, Ernest & Mrs.
Kearns, Paul K.
Keeler, Chuck C.
Keller, Phillip
Kelson, Carl Stephen
Kelly, Robert
Kelly, Crash Bob
Kendall, William L.
Kennedy, Curtis
Kennedy, Nancy L.
Kensling, Jimmie
Kewes, James Sidney
Keyte, George
Kibel, Harry
Kight, Gene Mr.
Kight, Jean
Kimball, Guy
King, Luke
King, Mickey
Kirkland, Monroe & Mrs.
Kiser, Eugene
Kisner, Mrs. (Pop)
Knoules, Paul S.
Koehler, Louis
Kreidit, Walter
La Montague, Chester J.
La Morris, William
Lamb, Floyd
Lane, Al
Lane, Castella
Lane, Lois
Lang, Matta M.
Lansing, George
Latasinski, Paul G.
Laurette, Leonard
Leal, Carlos
Leath, James Paul
Leedy, Bob
Leedy, Willis
Lefebure, Mrs. J. A.
Lemay, Barber
Leroy, Richard K.
Leslie, Napoleon
Lester, George
Lester, Vickie
Lester, Vincent Leroy
Lewis, Curley & Norma
Lewis, Harry V.
Lindsay, Harold
Logsdon, Shorty
Lopez, Nelson A.
Lucas, Joseph
Mac Collins, Ralph
MacAlister, Tate
McColley, Henry
McCormick, Frank
McDaniels, Daniel
McDermott, Wm H.
McKay, Minnie D.
McMasters, William H.
McQuay, Mrs. Robert
Maddox, Ralph
Malanga, George
Maloy, James Evandor
Mann, Donald L.
Mann, Virginia H.
Manning, Barbara
Manstein, William W.
Marino, Johnnie
Martin, Carl Gene
Martin, Kurt
Martin, Lawrence
Martinez, Robert
Marz, Harry
Mason, Harry W.
Mayard, Ray
Mayo, Bill
Meek, Harry Donald
Meehan, Raymond
Menth George J.
Merkley, Edward
Metcalfe Jr., William F.
Miller, John
Miller, Jones
Milton, Earl (Eggs) & Mrs.
Mitchell, Billy Steve
Mitchell, John Thomas
Mofield, James
Monte, Tanya
Moore, G. B. & Mrs.
Moran, Joseph
Moreno, Mike
Morrison, M.
Mort, Louis B.
Mullins, John J.
Munford, Mary
Munroe, Jack
Munroe, William
Murray, Maxine
Myers, L. Z.
Nadeau, Earl David
Neas, Paul
Nelson, Ivan K.
Nelson, Jack (Jack's)
Newcomer, Eddie & Mrs.
Nicholas, James
Nott, Ellen
Nuthman, Charles
O'Brien, Jerry
O'Connell, Daniel F.
O'Connor, Edward
O'Dell, Mary
O'Connell, Jack Jacob
O'Neil, Dorothy
Odom, Floyd
Olivary, James (Louis Arley & Oliver Sisters)
Olsen, O. S.
Osborn, Walker & Mrs.
Osborne, J. L. (Metal Mender Mfg.)
Oteen, Clarence
Owens, Mrs. Maudie
Pabel, Bill
Palmer, Dick
Paphan, James
Parker, Joe (Dr. Parkers Life Exhibit)
Parker, Lee
Parkhouse, John
Parks, Robert
Pauli, F. W.
Payne, Earl
Peal, Alberta
Pender, Charlie
Peters, James Junior
Perez Jr., James J. (Filipino Jimmie)
Perry, Lewis
Perry, White
Peterson, Theodore
Petrie, Roy
Pierce, Jack
Pinkston, Bill & Tiny
Pittsburg, Jackie
Pope, David B.
Powell, J. Red
Powell, James
Puckett, William
Pumphrey, Irene
Prinzie, E.
Puteetti, Wayne
Pykula, John
Quintet, Louise
Ragan, C. W.
Ragan, Edna
Ransow, Gene
Ray, Chas. O.
Ray, Ritti (Rita Ray?)
Reed, Eric Dee
Reed, James & Mrs.
Reese, Ed
Renard, Martha
Renstrom, John
Reppert, Tex
Rhyne, Mrs. Bessie
Rhyne, Earnest
Richardson, Melvin
Richardson, Kenneth
Riley, Mrs. Mathew
Riley, Raymond
Risher, Art
Robbins, Victor
Rodeous, Mrs. Gloria
Rogers Jr., Marcus S.
Rome, Mrs. Clara
Rose, Set Joint
Ross, Frank
Roy, Alford E.
Rucker, E. H.
Russell, Clarence W.
Rutledge, Betty
Ryan, James
Ryan, Joe
Salyina, John
Sandier, Louis
Saugster, Lester
Schafer, Frankie
Schaff, Larry
Schreiber, Harry
Schubar, William
Schubert, Anne
Schulz, Thomas A.
Scott, Al
Scott, Frances
Scott, William B.
Segal, Ben
Seifer, H. L.
Sexton, Andrew M.
Shaffer, James E.
Shanks, Charles C.
Shannon, John
Sharrer, Charles & Mrs.
Shaw, Bill
Shaw, Doris
Sheehan, Edward
Shields, Wilmet (Important)
Shusky, John J.
Simmons, Mack
Simpson, Ralph E.
Sisk, Frank
Slave, or Sloven, Stanley Lee
Smith, John P.
Smith, Ray

- DeBald, Uncle Eddie
DeFelice, Victoria
DeRizkie, Frank
DeRizkie Troupe
Deason, Iona (Big Bend Show)
Decker, Joe
Deer, Marz
Denmon, Curley
Dion, Joe
Dix, Rabbi
Domer, Clyde
Dominy, Rudolph
Donovan, John J.
Doto, Phil
Doto, Mrs. Phil
Ducart, Henry
Duffy, Dennis
Dunbar, Mr. Gale R.
Eardwood, Judge
Edwards, James H.
Edam, Jack
Edman, Robert
Elkins, Aaron
Erwin, Jos. P.
Escalante, Phil & Mrs.
Evans, Jimmie
Evans, Joe
Evans, Louie
Evans, Sally
Evans, Sam
Evans, Savell
Evans, Thos. Alfred
Evans, Veronica
Everhart, Edw
Faleski, Leo
Farmer, W. A.
Farrell, Alfred (Irish)
Faul, R.
Fenn, Clarence
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Fine, Lew L.
Finnerly, James M.
Fisher, Harry B.
Fletcher, Harold J.
Forbes, James I.
Forbus, Jos. Llewellyn
Foster, Gerald L.
Francis, Mrs. John
Franklin, Fred
Frazier, David
Frazier, Sonny
Frederick, Alonzo
Frierson, H. L. Grant
Friend, J. D. & Mrs.
Fullwood, Eugene
Fullwood, Perry
Garry, Mrs. Bobby
Garr, Frank H.
Gerber, Joe (Red)
Gleaton, Willie Oneal
Goodman, Geo. (Bingo)
Goodman, Sidney
Goodman, Sparkling
Goodman, Wm.
Goodrum, Bob
Goodrum, W. R.
Gratona, Gloria
Grauman, Saw
Graym Slash
Gray, Joe
Gresham, Wm.
Griffin, Geraldine
Grimes, Billiken
Guliano, Chas.
Gunn, Wm. H.
Hackett, Edw. J.
Hadsall, Francis
Haisch, Fred
Hakes, Kenneth
Halley, Leo Lee
Hamilton, Doc. & Mrs.
Hammon, D. R.
Hardy, Bob & Mrs.
Hardy, Cecil Hill
Harlow, Hubert Lee
Harrington, Mrs. Wm.
Harris, V. E.
Harrison, Mrs. Vera
Hasson, Tom
Hastings, Mrs. Matilda
Haves, John
Haynes, Jos. F.
Haywood, Josephine
Hayworth, Joe
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Hodges, Chas. H.
Holmes, McKinley
Houston, Lee
Howard, Peter M.
Hudson, Jack
Hudson, Wm.
Huffstutler, Lawrence
Hughes, Dick
Hulings, Paul
Humphreys, James
Hunt, Al (Wallet)
Hunt, Michael
Hunter, Miss Billie
Hynes, Carl
Ingle, Fred E.
Jackman, Rose & Lew
Janison, Mr. Winfred Edw.
Jehriz, Mrs. Fern
Jensen, Mrs.
Jenkins, Frances H.
Jenkins, LeRoy
Johnson, E. J.
Johnson, Guy
Johnson, Joe E.
Johnson, L. Eugene M.
Johnson, Michael
Johnson, Raymond
Jones, H. W.
Jordan, Ethel A.
Judy, R. F.
Kaapuni, Ernest & Mrs.
Kearns, Paul K.
Keeler, Chuck C.
Keller, Phillip
Kelson, Carl Stephen
Kelly, Robert
Kelly, Crash Bob
Kendall, William L.
Kennedy, Curtis
Kennedy, Nancy L.
Kensling, Jimmie
Kewes, James Sidney
Keyte, George
Kibel, Harry
Kight, Gene Mr.
Kight, Jean
Kimball, Guy
King, Luke
King, Mickey
Kirkland, Monroe & Mrs.
Kiser, Eugene
Kisner, Mrs. (Pop)
Knoules, Paul S.
Koehler, Louis
Kreidit, Walter
La Montague, Chester J.
La Morris, William
Lamb, Floyd
Lane, Al
Lane, Castella
Lane, Lois
Lang, Matta M.
Lansing, George
Latasinski, Paul G.
Laurette, Leonard
Leal, Carlos

- Leath, James Paul
Leedy, Bob
Leedy, Willis
Lefebure, Mrs. J. A.
Lemay, Barber
Leroy, Richard K.
Leslie, Napoleon
Lester, George
Lester, Vickie
Lester, Vincent Leroy
Lewis, Curley & Norma
Lewis, Harry V.
Lindsay, Harold
Logsdon, Shorty
Lopez, Nelson A.
Lucas, Joseph
Mac Collins, Ralph
MacAlister, Tate
McColley, Henry
McCormick, Frank
McDaniels, Daniel
McDermott, Wm H.
McKay, Minnie D.
McMasters, William H.
McQuay, Mrs. Robert
Maddox, Ralph
Malanga, George
Maloy, James Evandor
Mann, Donald L.
Mann, Virginia H.
Manning, Barbara
Manstein, William W.
Marino, Johnnie
Martin, Carl Gene
Martin, Kurt
Martin, Lawrence
Martinez, Robert
Marz, Harry
Mason, Harry W.
Mayard, Ray
Mayo, Bill
Meek, Harry Donald
Meehan, Raymond
Menth George J.
Merkley, Edward
Metcalfe Jr., William F.
Miller, John
Miller, Jones
Milton, Earl (Eggs) & Mrs.
Mitchell, Billy Steve
Mitchell, John Thomas
Mofield, James
Monte, Tanya
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Moran, Joseph
Moreno, Mike
Morrison, M.
Mort, Louis B.
Mullins, John J.
Munford, Mary
Munroe, Jack
Munroe, William
Murray, Maxine
Myers, L. Z.
Nadeau, Earl David
Neas, Paul
Nelson, Ivan K.
Nelson, Jack (Jack's)
Newcomer, Eddie & Mrs.
Nicholas, James
Nott, Ellen
Nuthman, Charles
O'Brien, Jerry
O'Connell, Daniel F.
O'Connor, Edward
O'Dell, Mary
O'Connell, Jack Jacob
O'Neil, Dorothy
Odom, Floyd
Olivary, James (Louis Arley & Oliver Sisters)
Olsen, O. S.
Osborn, Walker & Mrs.
Osborne, J. L. (Metal Mender Mfg.)
Oteen, Clarence
Owens, Mrs. Maudie
Pabel, Bill
Palmer, Dick
Paphan, James
Parker, Joe (Dr. Parkers Life Exhibit)
Parker, Lee
Parkhouse, John
Parks, Robert
Pauli, F. W.
Payne, Earl
Peal, Alberta
Pender, Charlie
Peters, James Junior
Perez Jr., James J. (Filipino Jimmie)
Perry, Lewis
Perry, White
Peterson, Theodore
Petrie, Roy
Pierce, Jack
Pinkston, Bill & Tiny
Pittsburg, Jackie
Pope, David B.
Powell, J. Red
Powell, James
Puckett, William
Pumphrey, Irene
Prinzie, E.
Puteetti, Wayne
Pykula, John
Quintet, Louise
Ragan, C. W.
Ragan, Edna
Ransow, Gene
Ray, Chas. O.
Ray, Ritti (Rita Ray?)
Reed, Eric Dee
Reed, James & Mrs.
Reese, Ed
Renard, Martha
Renstrom, John
Reppert, Tex
Rhyne, Mrs. Bessie
Rhyne, Earnest
Richardson, Melvin
Richardson, Kenneth
Riley, Mrs. Mathew
Riley, Raymond
Risher, Art
Robbins, Victor
Rodeous, Mrs. Gloria
Rogers Jr., Marcus S.
Rome, Mrs. Clara
Rose, Set Joint
Ross, Frank
Roy, Alford E.
Rucker, E. H.
Russell, Clarence W.
Rutledge, Betty
Ryan, James
Ryan, Joe
Salyina, John
Sandier, Louis
Saugster, Lester
Schafer, Frankie
Schaff, Larry
Schreiber, Harry
Schubar, William
Schubert, Anne
Schulz, Thomas A.
Scott, Al
Scott, Frances
Scott, William B.
Segal, Ben
Seifer, H. L.
Sexton, Andrew M.
Shaffer, James E.
Shanks, Charles C.
Shannon, John
Sharrer, Charles & Mrs.
Shaw, Bill
Shaw, Doris
Sheehan, Edward
Shields, Wilmet (Important)
Shusky, John J.
Simmons, Mack
Simpson, Ralph E.
Sisk, Frank
Slave, or Sloven, Stanley Lee
Smith, John P.
Smith, Ray

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Adams, Miller
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Bartlett, Phil
Battista, Rudolph
Carney, Toss. P.
Carnolly, John
Daniels, Willard
De May, L. B.
Ferguson, Lloyd
Foreman, Charles Jr.
Kutz, Lillie M.
Kurtz, M. Miss
McBroom, Arthur
McLean, John
Merkle, Fred
Restall, Goldy
Reilly, M.
Rothman, Charles H.
Rothman, Joe
Siras, Dick
Taylor, Robert
Venema, J.
Adams, Donna
Allen, H. S.
Archer, Tuck
Austin, Raynor
Baker, D. C.
Barefield, Sally
Barnett, Fred
Bennett, Mr. & Mrs.
Biddle, Melville
Boatwright, P. E.
Bohn, Carl
Boucher, Edna
Bouillion, Francky
Bowlin, Florin John
Bradburn, Robert
Brown, Martin J.
Brown, Mr. & Mrs.
Bryer, Mr. & Mrs.
Buckmaster, Clarence
Bullock, W. H.
Burkett, Thomas
Carey, Thomas F.
Carpenter, Clifford
Carpenter, Keith
Cassidy, James
Cooke, James Kendall
Chapman, John
Chidester, William
Chisholm, Davie
Clark, Albert Leroy
Clerk, Morris Elvin
Cowboy Mac
Cox, Charles G.
Crye, Jacob D. Jr.
Crye, Robert Pettigrew
Davis, Bert
Davis, Mr. & Mrs.
DeLaney, Mrs. John
DeVine, Don
Desmond, Millicent
Dopson, C. M.
Doves, L. S.
Drain, G. C.
Dushane, Frank
Dyale, Hank
Egan, Mrs. J. E.
Ellis, Frank
Evans, Bob
Ferenzi, James V.
Festor, Charles
Fields, George Lewis
Finkelstein, Harry
Finnert, Roman D.
Flanagan, George
Foltz, Russell
Forrest, Miss Annie
Gawie, Lily B.
Gee Gee's Club
Gibbs, Mrs. John L.
Gibson, Franklin
Gillespie, Edward
Good, Via Marie
Goodman, Sidney
Graves, Floyd A.
Gray, Clifford
Herman
Griffith, Pee Wee
Gross, Bess & Roy
Gross, Kay
Hadad, Mrs. Bennie
Haley, G. A.
Hall, Edward L.
Hall, Etwood
Hall, Shirley
Hamilton, Ray L.
Hampton, Dudley
Harding, Dalphin D.
Hardy, Mrs. J. R.
Harris, Edward
Harris, Marvin J.
Hazen, Bennie
Hill, Mr. & Mrs. Monk
Hockett, Neil J.
Houston, Lee
Hunter, Mrs. Frances
Johnson, Emogene
Johnson, Mr. & Mrs.
Jones, Carl B.
Jordan, William
Joyce, James
Keller, Charles
Kelly, E. C. W.
Kelly, Frank W.
Kelly, William
Kepley, Jess
Killeen, Raymond J.
King, Jimmie
King, Larry M.
Kingsley, Ralph
Klassen, Fred
Klenke, Raymond F.
Kunde, Arthur R.
Laufer, Miss Louise
Lee, Miss Dreaan
Lightner, Henry S.
Littler, James L.
Long, William
McClure, Harry Oscar
McIntosh Monkey
McIntosh, Circus
Madison, Harry
Marchand, N. L.
Marcus, Red
Martin, Tiger
Mascia, Mrs. Mavis
Mateer, Ira M.
Meyers, Gypsie Bob
Middleton, Mrs. Ann
Miller, John
Miller, Lloyd A.
Miner, Con C.
Mietz, M.
Mizner, Ruth & Checkers
Moore, William Ben
Morgan, Clarence R.
Murphy, Pat
Nash, Earl H.
Nash, Johnnie F.
Nelson, Harold E.
Noite, Irwin Ernest
Oltis, Claire Fuller
Pacin, Nello
Page, Richard Orland
Pallenbergs
Parker, Lee
Perry, Robert
Peters, Mary Webb
Porter, Miss Lewis
Puckett, Paula Marie
Ramsayer, Edward
Raymond, Mrs. Betty
Rich, Arthur Allen
Richards, Jessie
Ritchie, Kenneth Lee
Roberts, D. Jean
Rolling, Louis
Ross, Mr. & Mrs.
Ross, Jack
Ruscito, Emil B.
Sakobie, Myrtle May
Salerno, Michael
Sellers, Jack
Spartan, Buddy
Staley, Loyal G.
Starbuck, Harry
Stearn, Edward
Stekner, Constance
Stephens, Lula
Stephenson, Richard
Swan, Walter
Thebe, Ruth
Thorton, R. R.
Tomaini, Aurelio
Ward, Robert J.
Weavel, Darline
Welty, Mrs. Catherine
Wetchee, Harold H.
Wheatley, William M.
White, Worth
Williams, Mrs. Leo
Williams, Mitchell
Wilson, Harvey S.
Wolf, Mrs. Faye
Yeagley, Mrs. Reda

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Daniels, Willard
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Ferguson, Lloyd
Foreman, Charles Jr.
Kutz, Lillie M.
Kurtz, M. Miss
McBroom, Arthur
McLean, John
Merkle, Fred
Restall, Goldy
Reilly, M.
Rothman, Charles H.
Rothman, Joe
Siras, Dick
Taylor, Robert
Venema, J.
Adams, Donna
Allen, H. S.
Archer, Tuck
Austin, Raynor
Baker, D. C.
Barefield, Sally
Barnett, Fred
Bennett, Mr. & Mrs.
Biddle, Melville
Boatwright, P. E.
Bohn, Carl
Boucher, Edna
Bouillion, Francky
Bowlin, Florin John
Bradburn, Robert
Brown, Martin J.
Brown, Mr. & Mrs.
Bryer, Mr. & Mrs.
Buckmaster, Clarence
Bullock, W. H.
Burkett, Thomas
Carey, Thomas F.
Carpenter, Clifford
Carpenter, Keith
Cassidy, James
Cooke, James Kendall
Chapman, John
Chidester, William
Chisholm, Davie
Clark, Albert Leroy
Clerk, Morris Elvin
Cowboy Mac
Cox, Charles G.
Crye, Jacob D. Jr.
Crye, Robert Pettigrew
Davis, Bert
Davis, Mr. & Mrs.
DeLaney, Mrs. John
DeVine, Don
Desmond, Millicent
Dopson, C. M.
Doves, L. S.
Drain, G. C.
Dushane, Frank
Dyale, Hank
Egan, Mrs. J. E.
Ellis, Frank
Evans, Bob
Ferenzi, James V.
Festor, Charles
Fields, George Lewis
Finkelstein, Harry
Finnert, Roman D.
Flanagan, George
Foltz, Russell
Forrest, Miss Annie
Gawie, Lily B.
Gee Gee's Club
Gibbs, Mrs. John L.
Gibson, Franklin
Gillespie, Edward
Good, Via Marie
Goodman, Sidney
Graves, Floyd A.
Gray, Clifford
Herman
Griffith, Pee Wee
Gross, Bess & Roy
Gross, Kay
Hadad, Mrs. Bennie
Haley, G. A.
Hall, Edward L.
Hall, Etwood
Hall, Shirley
Hamilton, Ray L.
Hampton, Dudley
Harding, Dalphin D.
Hardy, Mrs. J. R.
Harris, Edward
Harris, Marvin J.
Hazen, Bennie
Hill, Mr. & Mrs. Monk
Hockett, Neil J.
Houston, Lee
Hunter, Mrs. Frances
Johnson, Emogene
Johnson, Mr. & Mrs.
Jones, Carl B.
Jordan, William
Joyce, James
Keller, Charles
Kelly, E. C. W.
Kelly, Frank W.
Kelly, William
Kepley, Jess
Killeen, Raymond J.
King, Jimmie
King, Larry M.
Kingsley, Ralph
Klassen, Fred
Klenke, Raymond F.
Kunde, Arthur R.
Laufer, Miss Louise
Lee, Miss Dreaan
Lightner, Henry S.
Littler, James L.
Long, William
McClure, Harry Oscar
McIntosh Monkey
McIntosh, Circus
Madison, Harry
Marchand, N. L.
Marcus, Red
Martin, Tiger
Mascia, Mrs. Mavis
Mateer, Ira M.
Meyers, Gypsie Bob
Middleton, Mrs. Ann
Miller, John
Miller, Lloyd A.
Miner, Con C.
Mietz, M.
Mizner, Ruth & Checkers
Moore, William Ben
Morgan, Clarence R.
Murphy, Pat
Nash, Earl H.
Nash, Johnnie F.
Nelson, Harold E.
Noite, Irwin Ernest
Oltis, Claire Fuller
Pacin, Nello
Page, Richard Orland
Pallenbergs
Parker, Lee
Perry, Robert
Peters, Mary Webb
Porter, Miss Lewis
Puckett, Paula Marie
Ramsayer, Edward
Raymond, Mrs. Betty
Rich, Arthur Allen
Richards, Jessie
Ritchie, Kenneth Lee
Roberts, D. Jean
Rolling, Louis
Ross, Mr. & Mrs.
Ross, Jack
Ruscito, Emil B.
Sakobie, Myrtle May
Salerno, Michael
Sellers, Jack
Spartan, Buddy
Staley, Loyal G.
Starbuck, Harry
Stearn, Edward
Stekner, Constance
Stephens, Lula
Stephenson, Richard
Swan, Walter
Thebe, Ruth
Thorton, R. R.
Tomaini, Aurelio
Ward, Robert J.
Weavel, Darline
Welty, Mrs. Catherine
Wetchee, Harold H.
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No. 102 Double Heart All Aluminum Idents \$13 Gr.
No. 14 All Alu. m. Gr. b. Idents (not seconds) \$7.50 Gr.
Send for New Catalogs—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterrall 8-8855 Originators of the All-Aluminum Idents. 7739 Avalon Chicago MILER CREATIONS DAY & NIGHT SERVICE

- Snapp, Joseph
Sorrow, Eddie Lee
Souders, Clyde N.
Speed, Jack (Texas Jack's J. S. Ranch)
Spencer, Frank
Spot the Spot
Springard, James
Stack, Dick N.
Stafford, Marvin
Stanley, Mrs. Bubbie
Steadman, Lonnie
Steamer, Steamboat
Sterner, Elton
Stevens, Don Bonham
Stevens, Don
Stevens, Jack (Daredevil)
Stoltz, L. E. & Pauline
Strunk, Ledford
Sullivan, M. L.
Summerlin, Eddie & Wilma
Swearngen, Earl H.
Sydack, Stanley
Talbert, Edward
Talbert, Mrs. Mildred
Taylor, Chester
Taylor, Jack R.
Taylor, Joyce Lee
Terrell, Doyle N.
Thivest, Henry
Thomas, Jim
Tordenshield, Carl E.
Trenker, Frank L.
Tudor, Ed
Turner, T/Sgt.
Turner, Willie
Tyrell, Cliff
Uknlis, Joe
Vasquez, Raymond
Volume, Edward
Wade, Mrs. Myrtle
Wain, Cal
Walker, Geo. E.
Ward, John
Watkins, Johnny
Watkins, Johnny J.
Watson, Harry
Wendt, Ted
West, Sandy & Mrs.
Whalen Tom
White, Wayne (Pony Boy)
Whitmore, Frank
Wilbur, Mrs. Mary L.
Williams, Earl (Toad)
Williams, J. W.
Williams, Ted (of Cookhouse Fame)
Willis, Claude
Willis, James Elwood
Willis, Mrs. Lottie
Wilson, John
Witham, Charles W.
Witely, James L.
Wood, L. T.
Wrenn, Clarence Boardman
Wright, H. C.
Wyrick, Brice W.
Yarbrough, James
Yates, Thurman
Yavelington, Joy
Yoder, Floyd & Mrs.
Yoho, Clarence B.
Young, Tiny & Mrs.
Zyzniewski, Stanley

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Aaron, Jack
Adams, Joseph
Adams, Miller
Baker, Harry
Bartlett, Phil
Battista, Rudolph
Carney, Toss. P.
Carnolly, John
Daniels, Willard
De May, L. B.
Ferguson, Lloyd
Foreman, Charles Jr.
Kutz, Lillie M.
Kurtz, M. Miss
McBroom, Arthur
McLean, John
Merkle, Fred
Restall, Goldy
Reilly, M.
Rothman, Charles H.
Rothman, Joe
Siras, Dick
Taylor, Robert
Venema, J.
Adams, Donna
Allen, H. S.
Archer, Tuck
Austin, Raynor
Baker, D. C.
Barefield, Sally
Barnett, Fred
Bennett, Mr. & Mrs.
Biddle, Melville
Boatwright, P. E.
Bohn, Carl
Boucher, Edna
Bouillion, Francky
Bowlin, Florin John
Bradburn, Robert
Brown, Martin J.
Brown, Mr. & Mrs.
Bryer, Mr. & Mrs.
Buckmaster, Clarence
Bullock, W. H.
Burkett, Thomas
Carey, Thomas F.
Carpenter, Clifford
Carpenter, Keith
Cassidy, James
Cooke, James Kendall
Chapman, John
Chidester, William
Chisholm, Davie
Clark, Albert Leroy
Clerk, Morris Elvin
Cowboy Mac
Cox, Charles G.
Crye, Jacob D. Jr.
Crye, Robert Pettigrew
Davis, Bert
Davis, Mr. & Mrs.
DeLaney, Mrs. John
DeVine, Don
Desmond, Millicent
Dopson, C. M.
Doves, L. S.
Drain, G. C.
Dushane, Frank
Dyale, Hank
Egan, Mrs. J. E.
Ellis, Frank
Evans, Bob
Ferenzi, James V.
Festor, Charles
Fields, George Lewis
Finkelstein, Harry
Finnert, Roman D.
Flanagan, George
Foltz, Russell
Forrest, Miss Annie
Gawie, Lily B.
Gee Gee's Club
Gibbs, Mrs. John L.
Gibson, Franklin
Gillespie, Edward
Good, Via Marie
Goodman, Sidney
Graves, Floyd A.
Gray,

Calendar for Coinmen

January 27—Recorded Music Service Association, election meeting, Hotel Sherman, Chicago.
 January 28—Music Guild of New Jersey, election meeting, Essex House, Newark.
 February 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 February 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
 February 11—Music Operators of Northern Illinois, monthly meeting, Place to be announced.
 March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

2 Milwaukee Coin Groups Meet With License Committee

Seek Clear-Cut Definition of Op, Distrib in Route Procedure

MILWAUKEE, Jan. 23.—Spokesmen for two Milwaukee coin machine associations appeared here yesterday morning (21) before the Common Council license committee to urge the city to license coin machine distributors and to prohibit distributors from operating competing routes.

The associations were the Milwaukee Phonograph Operators' Association and the Greater Milwaukee Coin Operators' League. Speaking for the phonograph group was Doug Opitz, Attorney Alexander Rubin appeared for the operators' league.

The meeting followed stories in The Milwaukee Journal, alleging that Herman Paster, St. Paul and Milwaukee distributor, planned to join forces with Joseph Beck, Milwaukee's largest operator, to establish a monopoly in the city.

Ald. Fred P. Meyers, of the council's license committee, brought the matter to light when he said he received a "serious and sincere complaint" about these reported plans.

Meyers and Ald. Martin E.

Schreiber, chairman of the license committee, said it was council policy in recent years to limit the number of coin machine licenses by refusing to issue new licenses. But they added the council wants to keep enough operators in the business to prevent monopoly. At present, Milwaukee has issued licenses to 60 phonograph operating companies and to 47 amusement games operators. License records show a total of 3,532 licensed juke boxes and games are in use in the city.

The Journal said rumors of a deal between Beck and Paster began when Paster repossessed a Milwaukee coin machine route and helped Beck, of Mitchell Novelty, finance the purchase and consolidation of two additional routes.

When Beck heard the rumors he borrowed \$67,000 from a Milwaukee bank so as to disassociate himself from Paster. The mortgage covering the loan was registered in the city's deeds office last Monday (18).

Operators, who now pay a \$200 annual fee in addition to \$5 per

(Continued on page 72)

VENDERS GROSS RECORD \$1.5 BILLION IN 1953

Vend Census Shows \$200 Million Jump Over '52; Details Gains

CHICAGO, Jan. 23.—Vending machines grossed over \$1,573,000,000 during 1953, a \$200 million jump over 1952, to reach a new record in automatic selling and at the same time earn an even more important role in the nation's economy.

The continuation of the vending industry's strides each year since it became a factor in retailing almost a decade ago, was graphically pointed up in the 1953 Census of the Industry, the eighth annual report by Vend, sister publication of The Billboard. Released this week, the Census is included in Vend's 1954 Market Data and Directory edition.

The Census reveals that while cigarette, coffee, candy and cold drink cup venders are accounting for greater shares of their total respective markets, new gains

have been chalked up by sandwich, cookie, pastry and like food units, to move a firm step forward in establishing package in-plant feeding via vender.

Route-wise, the Vend survey disclosed that one-man operations, which backboneed the industry in its early years, are growing scarcer each year. One-man routes constituted 31.6 per cent of all operations in 1951; decreased to 26.04 per cent in 1952, fell further to 21.3 per cent last year.

Product-wise, coffee showed the biggest proportionate gain as a vended item; over 1 billion cups were sold for \$65,000,000. The 16,720 machines on location at the end of 1952 had increased to 25,900 a year later. There were 9,100 coffee venders operating in 1951.

Cigarettes saw continued increase in 1953 as a vender item; 492,575 machines moved 3.47 billion packs for \$750 million, or 16 per cent of the U. S. cigarette dollar market. There were 473,770 machines in 1952.

However, the average in packs sold per cigarette vender declined last year for the third successive year. The 1953 average, 119 packs per vender, compares with 120 in 1952 and 124 packs in 1951. Reasons: More units on location;

(Continued on page 80)

Binks Starts Output Of 1st Counter Game

Appoint Three More Distributions, Bill Bolles on Sales Staff

CHICAGO, Jan. 23.—Binks Industries, Inc., coin-operated amusement game manufacturing company organized last week (The Billboard, January 23), started production this week on its initial product—Zipper—a counter game with in-line scoring.

President Mel Binks announced

the appointment of William P. (Bill) Bolles to the administrative staff and the addition of three distributors: Commercial Music Company, Dallas; Culp Distributing Company, Oklahoma City; and Williams Distributing Company, Memphis.

Zipper is a five-ball mechanically operated unit. It features in-line, high and competitive play. The single coin chute accepts pennies, nickels, dimes and quarters. The game weighs 21 pounds and has a shipping weight of less than 30 pounds.

Bolles recently resigned as sales

(Continued on page 85)

Williams Sets Deliveries on Baseball Games

Distributions Convene For Annual Meet; Policies Planned

CHICAGO, Jan. 23.—Timed to coincide with the opening of major league spring training, Williams Manufacturing Company has started deliveries of three models of a new baseball game.

Sam Stern, vice-president, also announced the annual distributor meeting was held Wednesday (20).

One model, Special Deluxe, has been licensed by the City of New York and features straight novelty play. It is adjustable for dime play, three plays for a quarter or nickel play, two plays for a dime and five plays for a quarter.

Second Model

A second version known as

(Continued on page 85)

MARCH OF DIMES

Oregon Ops Rally Behind Polio Drive

PORTLAND, Ore., Jan. 23.—The coin machine industry was active in the March of Dimes campaign here this week.

Game operators, thru the Coin Machine Men of Oregon, sponsored two wishing-well type of collection devices on locations, the one in the Multnomah Athletic Club doing particularly brisk business.

At Amato's Supper Club a movie machine was bringing in half-dollars for the cause. A Quartoscope picture-machine of 1906 vintage was converted, using a 50-cent coin chute. The machine was provided by Budge Wright, of Western Distributors, the work having been done by Wright's sales manager, Herman Walter. It hinted the viewer might see a risqué show, but what actually was presented was a view of the March of Dimes poster boy, with a plea to keep the gag confidential and help the

campaign. Donors went along and helped by urging their friends to take a glimpse.

At Western Distributors, all contributors to the March of Dimes drive were given an opportunity to share in prizes offered by Wright.

Bally Debuts Ice-Frolics At Distributions

CHICAGO, Jan. 23.—Distributors of Bally Manufacturing Company started displaying Ice-Frolics, a new in-line scoring game with three scoring cards.

One of the major plays of Ice-Frolics is its selectable super-score feature. The panels on this feature are located above each of three cards and flash as each coin is deposited. When one of the panels is illuminated, other panels flash at mystery intervals

(Continued on page 85)

CLEAN-UP CAMPAIGN

Quebec Ops Assn. Takes Initiative

QUEBEC, Jan. 23.—Pinball operators here have decided not to wait for public opinion or local police to crack down on their business—they are attempting to eliminate trouble before it begins.

Some 25 leading operators in the area have organized a clean-

up campaign as the Association of Amusement Machine Operators of the Province of Quebec. First goal of the organization is to prevent use of the machines by juveniles and for gambling purposes.

"We are doing this first of all for our own protection," a spokesman said. "We are doing our best to run a legitimate business."

Registered Letters

In registered letters to several thousand locations, which have pinball machines, the association warned:

"It has been brought to our

(Continued on page 85)

2d Release On Bonus Game

CHICAGO, Jan. 23.—Paul Huebsch, sales manager of J. H. Keeney & Company, announced production on a new release of Bonus Bowler started Thursday (21). The firm also is in production on Mainliner Bowler and an electric cigarette vender.

Bonus Bowler is a 6-player shuffle game which can be played in either five or 10 frames. It has progressive scoring, triple match play, plus all the latest features of shuffle play. The game is available with an 8-foot playfield on a 7-foot cabinet and also with a 9-foot playfield on an 8-foot cabinet.

Mainliner Bowler is a companion piece to the Bonus game. It has all the features of Bonus except match play.

Coin Machine Exports

September, 1953

COUNTRY	Phonographs		Venders		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	122	\$ 52,159	343	37,528	1,078	\$267,285	1,543	\$356,972
Colombia	256	120,984	10	3,733			266	124,717
France	93	37,628	70	1,270	269	54,162	432	93,060
Venezuela	61	44,369	55	8,894	100	14,699	216	67,962
Belgium	156	40,314	22	7,646	64	8,437	242	56,397
Cuba	46	16,695	74	21,864	33	3,910	153	41,469
Mexico	116	35,780	500	3,100	40	1,040	656	39,920
Netherlands	90	25,778			21	2,140	111	27,919
Peru	35	16,048			3	1,791	38	17,839
Uruguay	25	17,056					25	17,056
Mozambique	20	12,410					20	12,410
French Morocco					54	12,121	54	12,121
Japan	28	11,768					28	11,768
Panama	12	9,232	8	2,224			20	11,456
Switzerland					53	11,073	53	11,073
Italy					116	10,934	116	10,934
Dominican Republic	9	5,814			10	2,950	19	8,764
Guatemala	12	8,550					12	8,550
Canal Zone					22	7,440	22	7,440
British Morocco	9	5,719					9	5,719
Nicaragua	7	4,343	2	1,270			9	5,613
Honduras	11	5,042					11	5,042
Korean Republic	6	4,531					6	4,531
Bahamas			40	4,130			40	4,130
British Malaya	6	1,260			20	2,090	26	3,350
Nigeria					20	3,274	20	3,274
N. Antilles					5	3,158	5	3,158
West Germany			1	1,012	1	1,009	11	2,012
United Kingdom	10	1,750					10	1,750
Bermuda					3	1,229	3	1,229
Other Countries	13	3,850	2	1,275	14	766	29	5,891
TOTAL	1,144	\$482,665	1,127	\$ 93,926	1,935	\$409,499	4,206	\$986,090

Name McHoull Gilchrist Exec

TORONTO, Jan. 23.—W. W. McHoull has been named general manager and secretary-treasurer of R. C. Gilchrist Company Ltd., it was announced here.

Reg Gilchrist, president, said his company was planning a general expansion.

McHoull was formerly a branch manager for the Royal Canadian Mint, and was with the organization for 27 years. He joined the Gilchrist organization February 8.

U. S. Subcommittee to Study Alleged Union Racketeering

WASHINGTON, Jan. 23.—A House subcommittee investigating alleged union racketeering, including "improper union control" of juke box and vending machine locations, has scheduled closed hearings next week to gather information from three cabinet officials and other government brass, prior to calling in union leaders and other witnesses. The subcommittee, headed by Rep.

George H. Bender (R., O.), will hold hearings in Cleveland, Bender's home district, and other locations from which complaints have been received.

A spokesman for the Bender subcommittee, which is the Public Accounts Subcommittee of the House Government Operations Committee, told The Billboard this week that before any schedule of hearings or an itinerary are devised, the subcommittee will tackle the job of defining "labor racketeering." Asserting that the Bender group will not be publicity-seeking or partisan, but is determined to get all the available facts behind the allegations, the spokesman emphasized that alleged juke-box racketeering is

only one aspect of the improper labor union practices of which reports have been received.

To Investigate
The body this week discussed "sketchy" reports of racketeering from various large cities, and voted to investigate all such information received. The subcommittee has scheduled closed hearings for next week, starting Tuesday, at which government officials will be asked to testify, including Labor Secretary James P. Mitchell, Commerce Secretary Sinclair Weeks, Attorney General Herbert Brownell, Chairman Guy Farmer of the National Labor Relations Board, and Whitley McCoy, director of the Federal Mediation

(Continued on page 82)

CONVERSION

Route Method Aids Colo. Op Shift to Dime

DURANGO, Colo., Jan. 23.—The basis on which an operator originally establishes a music route has a lot to do with the success or failure of 10-cent play, according to Roy Kiser, veteran Southwestern Colorado operator.

Kiser, owner of one of the largest routes on the Western slope of the Rocky Mountains, currently has more than 100 machines equipped for dime play. He said that while volume of play dropped slightly at the time of conversion, dollar-wise returns have been far more satisfactory.

Mike Savio, Denver Wurlitzer distributor, who studied the Kiser operations closely, had this to say, "Ten-cent play has worked out for Kiser for two major reasons. First, he originally established his route on the five plays for 25-cent basis, which made the switch from 5 to 10 cents less a sharp change in the eyes of the music enthu-

(Continued on page 74)

CMG of L. A. Delays Action

LOS ANGELES, Jan. 23.—It will be another two weeks before the recently formed California Music Guild of Los Angeles will get into action, Walter Hemple, temporary president, said. George Miller, head of CMG as well as the Music Operators of America, advised Hemple that urgent business in the East would prevent his attendance at meetings here until that time.

Hemple said that the naming of a business manager was also being delayed. He was given full authority for the employment of such a representative at the organization meeting here January 12. Several people have been mentioned for the post.

A group of 30 music operators voted to become affiliated with CMG at the January 12 meeting, which Miller attended with Joe Silla, a director of the Oakland group for 19 years. The session began as a regular Co-Operative Music Operators event, but ended up with the group joining CMG, which is under Miller's jurisdiction.

1 FOR 10 CENTS IS 1 FOR 5 CENTS ON COUNTER BOX

NEWARK, N. J., Jan. 23.—Ed Burg, Runyon Operating Division executive, solved a juke box location problem by telling employees to disregard signs. In several dining car locations, where nickel play was converted to one-for-a-dime and five-for-a-quarter, Runyon met employee resistance. The employees, who had accounted for a substantial percentage of the play, wouldn't go for dime play. Burg remedied the situation by having one counter box—marked "1 for 10 cents"—secretly set for nickel play for the employees. The employees are happy and the weekly grosses are going up.

Wurlitzer Changes Create Juke Posts

Name McIlhenny Eastern District Mgr., New Administrative Position to Waters

NORTH TONAWANDA, N. Y., Jan. 23.—The Rudolph Wurlitzer Company this week appointed Max R. Waters to a newly created administrative post, and J. A. (Mac) McIlhenny to Eastern district sales manager, Robert H. Bear, phonograph sales manager, announced.

Waters, who began with Wurlitzer in 1930 and worked in nearly all departments of the



J. A. McILHENNY

factory, returns to North Tonawanda after spending the last five years in active sales work as Eastern district manager. Bear said that because of Waters' administrative background, it was felt that he could be used

Neb. Assn. Adopts Juke P-R Program

COLUMBUS, Neb., Jan. 23.—Members of the Music Guild of Nebraska voted during their last quarterly meeting to adopt a program, presented by the public relations committee, calling for a juke box donation to some worthy organization at every meeting.

The committee explained to members the value of such a program and then following the vote made arrangements for a machine to be delivered to the St. Bonaventure youth center in this city.

Members of the committee included Ted Nichols, of Fremont, chairman; Leonard Weiland, Omaha, and C. R. McKee, of Grand Rapids.

Following the public relations program, the meeting swung over to the coming Music Operators of America convention. A letter received from George Miller, president of MOA, was read.

H. W. Marble, president of the Guild, announced at the close of the meeting that the next quarterly gathering would be held in Kearney, Neb., March 20-21, with Mrs. Alma Morton, of Morton Amusement Company, acting as hostess.

to the best advantage in this new position.

McIlhenny began with the firm in 1932 as a member of the Philadelphia sales department, which at that time handled radios, refrigerators and washing machines. In 1937 he was sent to Chicago to establish a factory branch office, and in 1940 he was appointed Southeastern district phonograph manager for Florida, Georgia, South Carolina and Alabama.

Following the cut in juke box manufacturing during the war, McIlhenny resigned from Wurlitzer in 1942 to become manager of the Redd Distributing Company. He worked in the coin machine business thruout the war and most recently served as sales manager of Poole Distributors, Inc.

"The appointments," explained Bear, "will strengthen both the sales and service departments of Wurlitzer."

Mil'kee Orgs Meet With License Group

• Continued from page 71

juke box and \$10 per game, requested that the city license distributors some seven or eight years ago, but nothing came of the request.

At yesterday's hearing, presided over by Ald. Schreiber, Allen Nilva appeared as counsel for Paster. Nilva declared, in answer to the printed reports, that Paster had never operated in Milwaukee, except in an instance where he had to repossess routes which he had financed. These routes were only operated until Paster could find a buyer for them, Nilva declared.

Opitz, Rubin and Kulow urged the license committee to differentiate between operators and distributors, to set up a distributor's license and to prohibit distributors from operating in competition.

The association spokesmen also suggested that the license committee consider limiting the number of phonographs or games any single operator could have, this as an aid to preventing any one company from monopolizing the business. No maximum figure was suggested.

Name Brookmire To Handle Coral Label in S. Fla.

MIAMI, Jan. 23.—Mannie Brookmire, owner of Brooke Distributors, announced this week that his company had been appointed distributor of Coral records, effective February 1, for the southern half of Florida. The firm also distributes the Decca label in

(Continued on page 74)

OP PROTECTION

Written Contract Wins \$1,775 Court Decision

OAKLAND, Calif., Jan. 23.—The importance and value of written contracts between location owners and juke box operators was emphasized this week when a decision was handed down by an Oakland court in favor of an operator of the California Music Guild.

The judgment of \$1,775 was based on the contract between the operator and the location owner, according to the CMC. Of the award, \$1,700 represented the balance due on the contract, and \$75 was fixed as damages for the time the machine was out of operation. Attorney fees and court costs were also assessed against the location owner.

This judgment marks the fifth favorable decision won by an operator of the CMG in cases involving contract violations.

Protection Two-Fold

Reports from associations, operators and court records have shown the purpose of the written contract to be two-fold—a protection for the operator and the loca-

tion owner as well. Contracts do not protect operators from losing locations when service is neglected, nor do they lessen the operators' obligations. Primarily, the contract is nothing more than the stipulations made by both par-

(Continued on page 74)

SERVICE GROWS

Denver Distrib Cuts Op Costs Via 'One-Stop'

DENVER, Jan. 23.—Pete Garrett, head of Mountain Distributing Company, AMI Distributors in this area, reports that his "one-stop record service," which originally began as an experiment, has increased 10 fold over the past few years.

Garrett now has a completely stocked service counter, which enables an operator to locate parts and accessories for repairs, plus all records desired, during a single visit.

"Such a service has become absolutely essential since the increase in parcel post rates and the disappearance of delivery organi-

(Continued on page 74)

Coven Completes Plans to Enlarge Indiana Branch

CHICAGO, Jan. 23.—Ben Coven, head of Coven Distributors here, announced Thursday (21) that plans for enlarging the firm's Indianapolis branch office had been completed.

The announcement followed a



BEN COVEN

two-day visit by Lew Jones, head of the Indianapolis office.

"Jones was appointed our sales representative nine months ago

(Continued on page 74)

Fla. Distrib Aids Juke Play; 'Glenn Miller Story' Tie-In

MIAMI, Jan. 23.—A Hollywood film studio, Miami phonograph distributor and two Miami record distributors joined forces to stage a highly successful promotional campaign in connection with the world premiere here of "The Glenn Miller Story." The movie stars James Stewart, who flew to Miami for the occasion.

Masterminding the neat tie-in of juke boxes, records and the film was R. J. (Bob) Norman, manager of the Miami branch of Southern Music Distributing Company, Florida distributor of AMI phonographs.

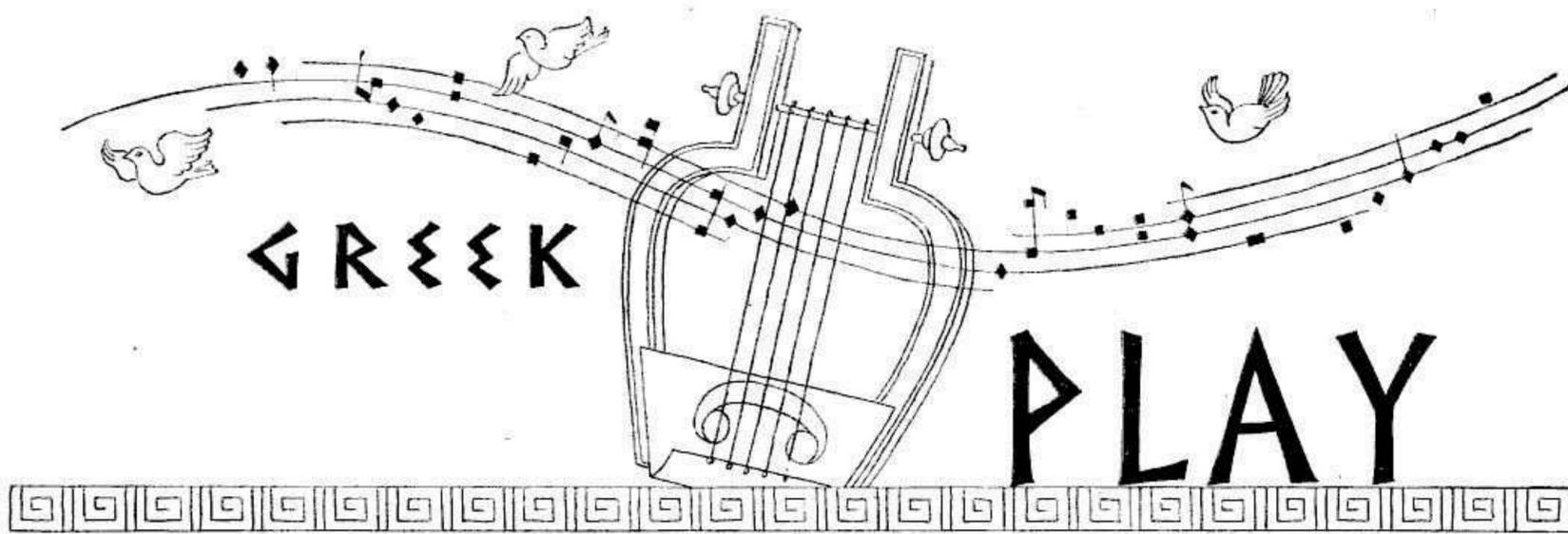
The film, based on the life of the popular orchestra leader, who lost his life during World War II, opened Tuesday (19) at the Carib, Miami and Miracle theaters here with Stewart making a personal

appearance at the Carib in Miami Beach.

Working closely with Norman, who set up AMI Model E 80-selection machines in the lobby of the three theaters and which featured all the selections recorded by the one-time juke box favorite for RCA Victor, were the following: Bob Ungerfeld, representative of Universal-International Pictures, which produced the film; Mannie Brookmire, head of Brooke Distributors, the local Decca distributor, who is featuring albums from the sound track of the movie, and Harold Brown, of Sea Coast Appliance Distributors, the local RCA Victor distributor.

Norman also had furnished box ops of the area with Miller stickers to display

(Continued on page 74)



ONCE, LONG AGO IN ANCIENT GREECE, there lived a famous maker of Aeolian harps. His skill and artistry at fashioning these beautiful instruments won respect and admiration throughout the entire Peloponnesos.

Lonely shepherds found solace in their haunting melodies. There was scarcely a flock of any size in which one of these musical delights had not been installed. It was even said in sly whispers among the knowing ones that this harp alone was chosen for the high jinks on Mt. Olympus.

The shop of the old harp maker was a place of great industry. Then, one day, a group of operators called upon the old man. "Ancient one," they said, "we love your harps. They play continuously wherever we put them. But, please make no more. There are only so many flocks in all of Greece and every shepherd now has a harp, save for those few who have a distasteful preference for pipe music."

The outlook for the harp business might have seemed dismal to some. Not to the old artisan, however, who looked up from his work with a smile. "My sons," he said, "providing music for shepherds is only a beginning for you. Do you not recall that the Gods on Olympus nibble their ambrosia to the music of our harps? Come to think of it, they also like to hear our tunes as they sip their nectar. Does that not suggest that you put harps in eating and drinking places here in Greece? Surely, what's good enough for the Gods must be pleasing to men."

An approving murmur arose as the group discussed the old man's wisdom. The operators hurriedly departed, eagerly anticipating the merry clink of drachmas in their new locations, having first arranged to take many new harps with them.

There was prosperity in the music business and life was serene though busy for the harp maker. But another day, several years later, the operators again appeared before him. They had a tale of woe to tell. All the inns and drinking places had harps, they said, and were doing nicely, but play among the shepherds had fallen off. Their instruments worked well enough, it was agreed, but the shepherds were losing interest in antiquated harps.

Seeing that action again was called for, the old harp maker said: "Look, for some time I have been working on a new harp of even superior quality to that you have been buying." Holding up his new model, a harp of breathtaking beauty, he continued, "here is an instrument that will be as mead and honey to your locations. Business will quickly revive with it in operation. Soon you will be driving chariots with that big letter 'V' on the rear splashboard. Take will be up again, never fear."

One of the group, noted for his alertness to a fast drachma, hastily departed, taking a sizable number of new harps with him. The

others left slowly, mumbling something about first talking it over with their locations. They took no harps, nor did they return. They were content to provide old harps for their flocks and inns and drinking places. They had to be satisfied, of course, with lesser and still lesser fees. Sadly, too, as the take grew smaller, many of their once good locations were turning from harps to pipes. These poor operators not only could not buy the new chariots with the letter "V" at the back, but also most of them were soon walking their routes, weary of limb, footsore and disconsolate.

The smart operator who had taken the old man's counsel, however, returned again and again for new harps, driving up each time in an ever more striking new chariot, emblazoned with a "V" of gold, set with precious stones.

One day the old harp maker called this operator to him. "How is it, my son," he said, "that you prosper so greatly whilst the others have come upon such poor times?"

The operator smiled at the old man. "Sir," he replied, "I have, as you know, constantly been demanding new harps of you and you have made them for me. These I put in my busiest eating and drinking places. Those excellent but slightly older harps that I replace are moved down to spots which are also good but of somewhat lesser profit to me. From these, in turn, I move still older harps and set them up with the shepherds. They, of course, are content, for these older instruments are as yet new to them. The best of ancient harps I send into Sparta and Corinth and other lands beyond the seas. Some I set up in the temples to keep the children away from the ruffians who come ashore in the galleys. I destroy those harps you made before the wars, for they have served their purpose and kept me well. To have them about is a temptation for those who would profit from an instrument that destroys the liking for music which is the very heart of my business."

The old man nodded. "You have done well, my son."

"But, sir," replied the wealthy operator, "that is not all. I have harps in the warrior clubrooms and our Aeolian music maker plays in the market places and also soothes the storm-tossed at sea. The mighty ones on Mt. Olympus now get their new harps from me. When I got that account, it was only natural to explore the possibilities in the nether regions. Already Prosperine and Pluto are playing them. Next week old Charon will have one on that barge he ferries to and fro across the Styx. His crowd find music a very great comfort, you know, for as they approach the shores of Hades they are a most distraught and fearful group."

"Your success is understandable," said the old harp maker, "You've gone to hell and back for your locations and made money doing it. Now, here's a new model you'll be interested in—"



AMI Incorporated

GENERAL OFFICES AND FACTORY, 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICH.

Form of 3-Year Contract That Won 5 Court Decisions

CALIFORNIA MUSIC GUILD

LOCATION LEASE

THIS AGREEMENT made and entered this _____ day of _____ 195____ between _____ hereinafter referred to as OPERATOR of _____ No. _____ Street _____ City _____ hereinafter referred to as PROPRIETOR, of _____ No. _____ Street _____ City _____

WITNESSETH:

1. In consideration of the signing of this contract, OPERATOR agrees to install at the above address of PROPRIETOR _____ together with any instruments, wiring, and equipment necessary to operate the same. which said OPERATOR, by this agreement, leases to PROPRIETOR and PROPRIETOR rents from said OPERATOR for a period of 3 years from the date hereof, and for such further extensions as hereinafter provided.

2. OPERATOR further agrees to supply records and replace parts damaged as a result of ordinary wear and tear without any cost to PROPRIETOR, and PROPRIETOR agrees to keep said phonograph connected to an electric outlet in his premises and in readiness for operation during all business hours, and to furnish necessary electric current for the operation of the phonograph or other musical equipment; that the gross proceeds resulting from weekly collections from the operation of said phonograph or other musical equipment shall be divided as follows: _____

3. PROPRIETOR hereby guarantees that the net return to the OPERATOR for the use of the aforesaid equipment, during the entire period of this lease, shall amount to not less than \$_____ in any one week. In event the net return from the use of said machines shall be less than \$_____ for any one week, PROPRIETOR agrees to pay to OPERATOR the amount of such shortage at the end of the weekly period in which such shortage shall have been sustained.

4. It is agreed that the machine, equipment, and contents thereof are, and shall continue to be, the sole property of the OPERATOR.

5. PROPRIETOR agrees that during the term of this agreement, OPERATOR shall have the exclusive right to maintain automatic phonograph equipment in said premises, and that PROPRIETOR shall not permit anyone to install or maintain any phonograph or phonograph equipment or any other devices for the reproduction or transmission of music in any part of the premises.

6. PROPRIETOR shall be liable to OPERATOR for the loss, injury, or damage to said machine or equipment while in PROPRIETOR'S possession, or place of business other than usual wear and tear.

7. In the event of a breach of this agreement by PROPRIETOR that results in preventing the operation of said phonograph or equipment by OPERATOR, the parties hereto agree that OPERATOR shall be entitled to recover as agreed damages, and not a penalty, the sum of \$_____ per week for each week said phonograph and equipment remains inoperative; in this connection, it is further agreed that if PROPRIETOR shall sell or transfer his business to any person or firm he will, before such sale or transfer, secure in writing from such buyer or transferee an assumption of all the obligations of this lease; in the event he shall neglect or fail to secure said assumption, PROPRIETOR shall pay to OPERATOR as and for liquidated damages, the sum of \$250.00, it being agreed that this is the amount it costs OPERATOR to establish and install a location; it is further agreed that if OPERATOR shall determine the location is undesirable from an operational standpoint, he shall be able to terminate this lease by notifying PROPRIETOR of his intention so to do by a 5 day notice and by the payment to PROPRIETOR the sum of \$3.00, it being agreed that this sum is the cost to PROPRIETOR incident to acquiring other music apparatus. After such notice and payment by OPERATOR to PROPRIETOR, this lease shall wholly cease and terminate the same as though it had never been entered.

8. It is agreed that this agreement shall automatically renew itself for a like period of 3 years under the same terms and conditions, unless either party gives to the other its notice by registered mail of its intention to cancel this agreement within thirty days of the expiration of this agreement or any renewal period thereof.

9. OPERATOR shall have the right to assign this contract and all benefits hereon shall endure to such assignee.

10. This agreement shall bind the parties and their assigns and PROPRIETOR agrees to notify any prospective purchaser of the existence of this agreement and to provide for the assumption of this agreement by the new purchaser as provided above. Any fees, taxes, licenses or other charges, on account of use or operation of said equipment shall be deducted first from the cash receipts from operation of the equipment. The change of any term or terms of this contract shall not affect the other terms herein.

IN WITNESS WHEREOF, the parties have hereunto set their hands the day and year first above written.

 PROPRIETOR

 Address

 Witness

 OPERATOR

 Address

 Witness

Neb. Music Guild Urges Op Support Of Polio Campaign

OMAHA, Jan. 23.—Howard Ellis, secretary-treasurer of the Music Guild of Nebraska, joining in a nation-wide movement, this week mailed letters to all members urging their support and co-operation in the March of Dimes campaign.

The letter requested operators place an 8 by 11-inch card on all juke boxes informing patrons that proceeds were being donated to the fund. A suggested legend for the card follows:

Help! Polio Fund

One Day's Collection From This Juke Box Donated to the March Of Dimes Polio Fund

To simplify collection procedures, Ellis advised operators to take a month's proceeds, find the average for one day, and donate that amount to the fund.

Elsewhere in the country, similar letters urging polio support were sent out by the Illinois Amusement Operators' Association, the Music Guild of New Jersey, the California Music Guild, the Music Operators of Northern Illinois, and the Music Operators of America. National co-operation is making the drive one of the strongest supported to date by music operators.

Fla. Distrib

Continued from page 72

machines, and many ops used the occasion to dig out old Miller numbers for the boxes. Effective plugs for AMI, RCA Victor and Decca were plastered over all three theaters.

Norman added a filip to the trio of juke geared to free plays by awarding a set of Glenn Miller disks to the patron of each theater who guessed closest to the actual number of spins the top Miller number received on opening day. But the crowning achievement, publicity-wise, was Norman's presentation to actor Stewart of a gold AMI coin inscribed: "This golden coin is awarded to James Stewart for his recognition of the juke box as a worthy entertainment medium."

Decca and RCA Victor distributors alerted their dealers in advance of the premiere and supplied them with extra Miller recordings and advertising literature so they could cash in on the extra sales.

The local press, radio and TV gave extensive coverage to Stewart's appearance here.

MGNJ Officer Slate Nominated; Election Jan. 28

NEWARK, N. J., Jan. 23.—The nominating committee of the Music Guild of New Jersey Thursday (14) selected an officer and director slate for 1954. The regular election takes place January 28 at the annual dinner at the Essex House here.

Nominated were Sam Waldor, president; Robert Harvey, vice-president; Jules Rusoff, secretary and Harold Chasen, treasurer. To fill five positions on the board of directors, the following were nominated: Herman Halperin, B. J. McFarland, Humbert Bettig, Edward Burg and Duke Ellington.

Members of the nominating committee included Robert Harvey, John Minero, Harry Knowles, John Di Manno, Ray Kitzler, Joe Lubin, Jack Kronberg and Ernest Krauter.

Cleveland Music, Cigarette Firms To Merge Feb. 1

CLEVELAND, Jan. 23.—Officials of the Advance Music Company and the Kleinman Cigarette Service announced this week that the firms would merge February 1. The new firm is to be known as the Advance Cigarette Service Company.

C. Stutz, of Kleinman Cigarette Service, said that there would be no change in phone numbers, addresses or personnel.

Conversion

Continued from page 72

When the multi-selection machines came out, Kiser simply felt that he was offering the customer more for his money, and consequently, went to dime play, three for a quarter, which, as pointed out, represented a much smaller transition.

"Second, Kiser has done an excellent selling job, on convincing location owners of both the necessity and advisability of the 10-cent play conversion. He also backs it up with exceptional service. He takes in every location owner as sort of a 'partner,' makes him understand that the more costly, but far more attractive phonograph, represents a bigger investment and must show a better return. With this sort of conviction, the location owner can be depended upon to lend some enthusiasm to the operation of the machine, and start bringing on the dimes whenever there is a lull."

The Durango area represents a growing mountain resort center, particularly noted for its fishing facilities, and Kiser capitalizes on making installations in comparatively remote areas.

Thus, where many operators have given up dime play Kiser has applied businesslike methods in order to make it a profitable reality.

Service Grows

Continued from page 72

zations specializing in small parcels," Garrett said.

Across the front of the shop there is a 12-foot counter, flanked by row after row of shelving containing the record products of 35 firms. Back of the record bins, which are neatly classified by label and selection, are similar stock racks, with mechanical, electronic and cabinet parts for the major coin phonograph lines represented.

Garrett surveyed the route operations of many of his customers before making up his parts inventory, and feels that this "research" enabled him to match the inventory more closely with operator needs.

"Almost any operator in the city is about the same distance as any other from our headquarters," Garrett points out, "which also counts in getting phonographs back into service rapidly."

"When I was operating, it was not unusual to make a dozen short trips, with parking problems at every stop, in order to assemble the week's record changes. Now we think we have the answer in a residential location, well away from parking worries, and maintaining all labels in a single inventory."

Protection

Continued from page 72

ties and proof of equipment ownership.

The acceptance and use of written contracts by operators in cities and communities, where associations are established, grew rapidly during the last months of 1952 and thruout 1953. However, according to a survey made by The Billboard, there are still hundreds of operators thruout the country who do not use this modern method of protection.

Toward the end of 1952, George A. Miller, president of the Music Operators of America, announced that his association was backing the use of written contracts, and would do everything possible to get members to use them.

The Nebraska Music Guild, the Oregon Music Association, the Music Guild of New Jersey, and other associations thruout the country held special meetings early in 1953 to urge operators to use written contracts.

Operators contacted within the past few months have indicated that while many locations are now on contract there are still a large number of spots, generally the older ones, not yet converted. These older location owners are being asked to sign contracts only when new equipment is installed giving operators a bargaining tool.

Operators questioned on whether one, two or three-year contract was most valuable, answered that because of the advent of dime play in many areas, a short contract might be favorable at present, but in the long run a three-year term proved the best. (See sample three-year contract used by operators of the California Music Guild.)

The coming Music Operators of America convention, March 8, 9, and 10, has a committee already studying legal problems and the written contract, which are expected to be one of the chief topics of discussion.

Name Brookmire

Continued from page 72

the same territory from Key West north to Orlando and Tampa.

Brookmire carried the Mercury line until March, 1953, when he acquired Decca, and despite the loss of nearly three months in sales, wound up in second place among the nation's Decca distributors.

Ordinarily, major record manufacturers are reluctant to award distribution rights on a subsidiary label to the same company carrying their top line, but it is believed the rule was waived in Brookmire's case because of his strong showing with the Decca line and the fact that Coral has been without a South Florida distributor for several months.

The Coral distributor in Atlanta will continue to service accounts in North Florida, including Jacksonville, according to Brookmire.

Danish Juke

Continued from page 72

sen music machines, the remaining 81 per cent is of Danish origin.

Jensen music machines are priced at approximately \$725 and are being exported to 14 countries in Europe, Asia and America, well as having a large market in Scandinavia. It is expected that the export fields will bring the firm from \$1,305,000 to \$1,450,000 income during the coming year.

In Copenhagen, there are between 300 and 400 Jensen machines on location. These juke boxes are owned and serviced by route distributors. Weekly take of each averages around \$11.60, with machines operated thru insertion of a 25-ore (about 5 cents) coin.

Coven

Continued from page 72

and since has established one of the smoothest service and parts departments found in Indian Coven said. He added that Jones was an operator with over years' experience.

Coven explained that one of the first steps for enlarging a branch office would be a change of officers. The exact date the change was not given, but was indicated that it would be in the near future.

Coven feels that one of the best operator services to be offered by distributors today is speed. He explains that juke play lost, because of needed parts, can be an operator's biggest headache.

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!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

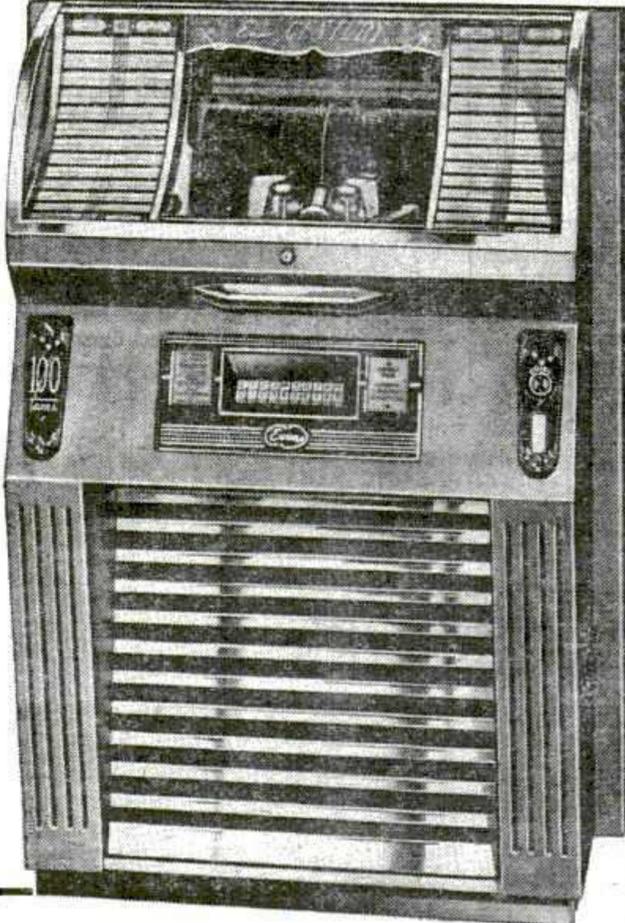
100-SELECTION CENTURY

50 RECORDS 45 RPM

and

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM



OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois



once on—IT STAYS PUT



Get this magnificent 104-selection Wurlitzer Fifteen Hundred on your location and it will stay put for a long time to come. Leader in the fine phonograph field. Only phonograph to play 45 and 78 RPM records intermixed, the Fifteen Hundred is a Deluxe instrument from its super-size glass Astra-Dome to its super-brilliant tone. Net result? Its earning record is on the "super" side, too.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
FIFTEEN HUNDRED

**NOW AVAILABLE WITH WURLITZER'S
 HI-FIDELITY SOUND SYSTEM**

The 104-selection Wurlitzer is now available at slight extra cost as Model 1500 AF with Wurlitzer's Hi-Fidelity Sound System. Hear the amazing Hi-Fidelity demonstration at your Wurlitzer Distributor's.

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

Baltimore Ops Release Year's Meet Schedule

BALTIMORE, Jan. 23.—The Amusement Machine Operators' Association of Greater Baltimore announced its schedule for the year this week. Meanwhile, President Irving Goldner stated that plans for the group's annual banquet—February 7—were in high gear and reservations were at record levels.

All regular meetings will be held on Mondays. The schedule follows: February 1 and 15; March 1 and 15; April 5 and 26; May 10 and 24; June 7 and 21; July 12 and 26; August 9 and 23; September 13 (one only); October 4 and 18; November 1 and 22, and December 6 and 20.

The annual banquet will be the sixth and will feature the attendance of operators, distributors and manufacturers from all sections of the country. They will be entertained by an all-star cast and a name band.

Peter Potter Receives AMI DeeJay Award

LOS ANGELES, Jan. 23.—Al Silberman, general manager of Badger Sales Company's automatic merchandising department, will present disk jockey Peter Potter with an award on the latter's nationally televised ABC-TV show Sunday (24), "as the disk jockey who has done the most to promote a wider acceptance of recorded music."

The award, in the form of a gold embossed coin, is that of AMI, Incorporated.

Badger Sales Company is the AMI distributor for Southern California.

San Antonio Ops Seek City Charter

SAN ANTONIO, Jan. 23.—Operators of the San Antonio Association completed organizational plans this week and applied to the city for a charter.

The group also elected officers for 1954—Roy Karoly, president; Willie Mokem, vice-president; Vernon Ellis, secretary, and Louis Jamail, treasurer.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
AMI				
Model A.....	\$139.50 149.50	\$169.00 225.00	\$159.00 169.00	\$159.00 169.00
	169.00 175.00		250.00 195.00	275.00
Model B.....	229.50 275.00	229.50 300.00	229.50 239.00	229.50 239.00
	299.50		325.00 275.00	325.00
Model C.....	279.50	279.50 325.00	279.50 289.00	279.50 289.00
	325.00(2)		325.00 325.00	350.00
Model D-40.....	399.50 425.00	399.50 450.00	450.00	475.00 495.00
Model D-80.....	439.50 495.00	439.50 550.00	439.50	550.00
EVANS				
Constellation 2045.....		325.00	325.00	325.00
	450.00			
MILLS				
Constellation.....		125.00	125.00	125.00
PACKARD				
Manhattan Hideaway.....			79.50	125.00
RISTAUCRAT				
12 Selection.....	79.00	79.00	79.00	79.00
ROCK-OLA				
Fire Ball 45 RPM.....	475.00 550.00	495.00		
46.....	125.00			
47.....	165.00			
48.....	250.00			
1422.....	79.00	79.00	69.00 79.00	59.50 69.00
			79.00	79.00
1426.....	99.00	99.00	89.00 99.00	89.00 99.00
			199.50	
1428.....	195.00			
1434.....	395.00	395.00		
52-50.....	449.50	449.50		
SEEBURG				
Hideaway.....	449.00 450.00	125.00	125.00	125.00(2)
	495.00(3)	495.00	495.00	495.00
M 100 A 78 RPM.....	500.00			
	595.00(2)			
M 100 B 45 RPM.....	695.00			
M 100 C.....	74.50 79.50	109.50 135.00		
146.....	99.50		135.00	135.00
H 146 Hideaway.....	50.00 74.50			
H 146 M Hideaway.....	79.00	79.00 79.50	79.00	79.00
H 148 Hideaway.....	185.00	90.00 109.50	90.00	90.00
		185.00		
H 246 Hideaway.....	75.00			
146 M.....	99.00	79.00 99.00	79.00 99.00	79.00 99.00
146 S.....	75.00 79.50	109.50 129.50	74.50	79.00
147.....	89.50 109.50	150.00	165.00	165.00
147 M.....	129.00	99.00 129.00	99.00 129.00	99.00 129.00
147 S.....	99.00	79.00 99.00	99.00	99.00
148.....	99.50	195.00	195.00	195.00
148 M.....	159.50	159.50 179.00	164.00	164.00
148 ML.....	159.00	159.00	179.00	179.00
148 SL.....	75.00	89.50	159.00	159.00
1946 Hideaway.....	89.50		89.50	89.50
1947.....	99.50			
1947 Hideaway.....	109.50			
1948 Hideaway.....				
WILLIAMS				
Music Mite.....	25.00			

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
WURLITZER				
Colonial.....	25.00			
700.....		59.00	59.00	59.00
750.....		59.00	59.00	59.00
800.....		59.00	59.00	59.00
850.....		59.00	59.00	59.00
1015.....	94.50 99.00	125.00 129.50	99.00 150.00	150.00
	99.50(2) 100.00			
	125.00(3)			
	150.00			
1017 Hideaway.....	99.50			
1017.....				
1080.....	89.50 100.00	89.00 125.00(2)	69.50 89.00	89.00 125.00
	125.00 150.00		125.00	
1100.....	189.50 194.50	275.00	199.50 219.00	219.00 275.00
	219.00 229.00		275.00	
	250.00(3)			
1217.....	300.00			
1250.....	249.50 275.00	295.00 319.00	249.50 269.00	269.00 295.00
	325.00(2)		295.00 319.00	319.00
1400.....	429.50 495.00	429.50		
	550.00			

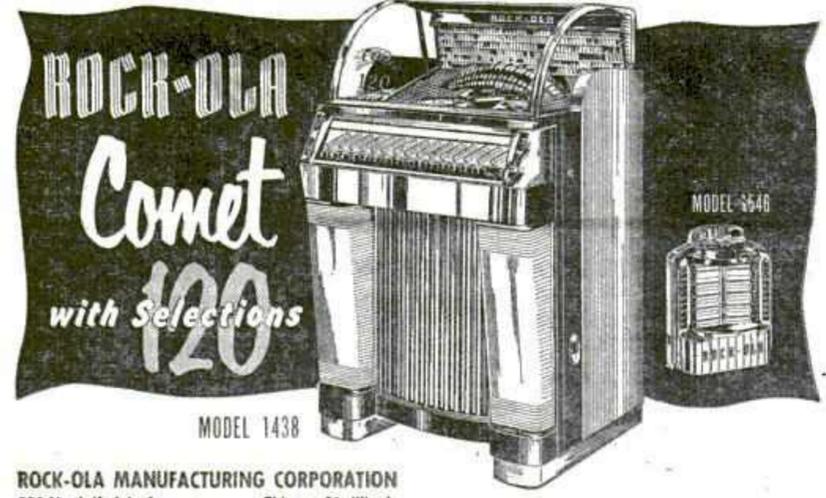
• Shuffle Games

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
Bank Board (American).....				
Big League Bowler, 4 player (Keeney).....	85.00	\$115.00	\$115.00	\$115.00
Bowl-a-Ball (Chicago Coin).....	200.00w/p	200.00 250.00	200.00 250.00	200.00 250.00
	225.00			
Bowling Alley (Chicago Coin).....	35.00 59.50	59.50	59.50	59.50
Bowling Alley, 6 player (Chicago Coin).....	110.00	125.00	74.50 125.00	95.00 125.00
			125.00w/p	125.00w/p
			195.00	
Bowling Champ (Keeney).....	50.00	50.00		
Bowling Classic (Chicago Coin).....	350.00			
Carnival Bowler (Keeney).....	325.00(2)	325.00 350.00	325.00(2)	325.00(2)
Cascade Shuffle Alley, 6 player (United).....	375.00	360.00	385.00	385.00
	385.00(2)	385.00(2)	395.00(2)	395.00(2)
	395.00(2)	395.00(2)		
Clover Shuffle Alley, 6 player (United).....	335.00 339.50	325.00 335.00	325.00 355.00	325.00 355.00
	350.00 355.00	355.00 365.00	365.00	365.00
	365.00 375.00			
Club Bowler, 10 player (Keeney).....	325.00	375.00	375.00	375.00
Crown Bowler (Chicago Coin).....	325.00 365.00	325.00		
De Luxe League Bowler (Keeney).....	150.00(2)	150.00(2)	150.00 165.00	150.00 165.00
		165.00		
Domino Bowler (Keeney).....	350.00			
Double Bowler (Keeney).....	49.50	49.50 69.00	49.50 79.50	49.50 79.50
Double Header (Williams).....	49.50	49.50	49.50	49.50
Double Score Bowler 10th Frame (Chicago Coin).....	299.50	295.00 315.00	325.00 385.00	325.00 385.00
	360.00w/p	360.00 385.00		
Eight Player Shuffle.....	75.00			
Five Player (Shuffle Alley) (United).....				
	90.00w/p	89.00 90.00	90.00	90.00
	100.00	100.00 120.00	110.00w/p	120.00
	110.00	125.00(2)	120.00w/p	125.00 139.00
	110.00w/p	135.00(2)	125.00 135.00	140.00 150.00
	115.00(2)	139.00	139.00 150.00	
	135.00(3)			
Four Way Bowler (Keeney).....	165.00	165.00	100.00	100.00
Four Player Shuffle Alley (United).....	75.00w/p 95.00	75.00 79.00	95.00	95.00 105.00
	99.50	95.00 105.00	100.00w/p	120.00 135.00
	100.00w/p	119.50 120.00	105.00 120.00	135.00
	115.00 119.50			
	120.00			
Hi-Score Bowler (Universal).....		75.00 79.00	75.00	75.00
Hi-Score, 6 Player (Chicago Coin).....	105.00w/p	145.00 149.00	149.00 159.50	149.00 159.50
	135.00w/p	159.50		
	145.00 159.50			
High Score League Bowler (Keeney).....	125.00	155.00	155.00	155.00
Hook Bowler (Bally).....	50.00	50.00 69.00		
Imperial Shuffle Alley (United).....				
League Bowler, 4 player (Keeney).....	59.50 75.00	75.00 79.00	99.00 139.50	
	99.50	99.50		
Manhattan Shuffle Alley (United).....	295.00		275.00	
Matched 4 player (Keeney).....	210.00	210.00	210.00	210.00
Matched Bowler, 6 player (Chicago Coin).....	195.00w/p	195.00 295.00	295.00(2)	19.00 295.00
	275.00			
Official Shuffle Alley, 4 player (United).....	175.00 210.00	210.00 215.00	210.00 235.00	210.00 235.00
	215.00(2)	235.00		
Olympics Shuffle Alley (United).....	350.00 355.00	355.00 360.00	355.00 365.00	355.00 365.00
	365.00 385.00	365.00 375.00	375.00 395.00	385.00 395.00
	390.00w/p	390.00 395.00		
	395.00			
Shuffle Alley Deluxe, 6 player (United).....	115.00	115.00 119.00	89.50 125.00(2)	125.00
	115.00w/p	125.00 135.00	175.00(2)	175.00 18.00
	135.00 145.00	165.00	195.00	19.00
	165.00	175.00(3)		
	175.00(3)			
Shuffle Alley Express, 2 player (United).....	59.50	59.50 69.00	59.50	
Shuffle Alley, 6 player (Keeney).....	119.50 125.00	125.00 150.00	150.00 155.00	150.00 15.00
	220.00	155.00 225.00	225.00	22.00
Shuffle Alley, 6 player (United).....	125.00(3)	125.00 150.00	100.00	10.00
	125.00w/p	155.00 159.00	125.00w/p	125.00
	150.00 155.00		135.00 155.00	145.00 11.00
			159.00 175.00	169.00 11.00
Shuffle-Cade, 2 Player (United).....		79.00		
Shuffle Line (Bally).....	65.00 69.50	65.00		
Shuffle Target (Genco).....	49.50			
Shuffle Tournament, 4 Way (United).....	75.00	75.00		
Shuffle Tournament (Universal).....		89.50		
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	
Six Player 10th Frame (United).....	225.00	240.00(2)	240.00 270.00	240.00 270.00
	240.00w/p		315.00	
	295.00			
Skee Alley (United).....	65.00	65.00 69.00	65.00	
Star Bowler, 2 player.....	295.00	295.00	295.00	



SO LITTLE in size... yet with so much to offer!

The largest number of selections... 120!
 The smallest console phonograph in the world!
 3-way service accessibility, top-front and back!
 The single button line-o-selector for easy plays and more profits!



ROCK-OLA MANUFACTURING CORPORATION
 800 North Kedzie Avenue • Chicago 51, Illinois

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?
 Write BOX 666
 2160 Patterson Street
 Cincinnati, Ohio

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
Star 6 Player (United).....	225.00 240.00 245.00(2) 249.50 250.00 255.00 265.00	225.00 250.00(3) 265.00 270.00	250.00 270.00	250.00 265.00 270.00
Star 10 Frame, 6 player (United)	245.00 250.00 275.00 285.00 295.00(3)	245.00 295.00(3)	295.00	295.00
Super Deluxe League Bowler (Keeney)	165.00 175.00	175.00 185.00	175.00 185.00	175.00 185.00
Super Matched Bowler, 6 player (Chicago Coin)...	225.00		295.00	
Super Six Shuffle Alley (United)	175.00 195.00 215.00(2) 220.00 229.50	199.00 215.00 225.00(3) 229.50	215.00(2) 225.00(2) 249.50	215.00 225.00(3) 249.50
Team Bowler, 10 player (Keeney)	295.00	305.00	305.00	305.00
Ten Player (Keeney).....	325.00	325.00	325.00	325.00
Tenth Frame Bowler (Chicago Coin)	225.00		270.00	270.00 295.00
Tenth Frame Special Bowler (Chicago Coin)	310.00w/p	310.00	325.00	325.00
10th Frame Super Shuffle Alley (United).....	295.00(2)	215.00 285.00 295.00	295.00(2)	295.00(2)
Triple Score Bowler (Chicago Coin).....	375.00 395.00	375.00		375.00
Trophy Bowl (Chicago Coin)...			99.50	125.00
Twin Rotation (Exhibit)		75.00		
Twin Shuffle Alley Rebound (United)	65.00	65.00		
Two Player (United).....	50.00 50.00w/p	50.00(2) 69.00	50.00 65.00	50.00 65.00

• Arcade Equipment

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
Ace Bomber (Mutoscope)....	\$195.00	\$125.00 195.00	\$195.00	\$195.00
Air Football.....	499.50			
Air Hockey.....	449.50			
All Stars (Williams).....	59.50			
Astroscope 10c.....	125.00			
Atomic Bomber (Mutoscope)...		125.00		
Atomic Jet Space Ship.....	250.00			
Automobile Ride.....	245.00			
Baseball (Bally).....	45.00	69.00		
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	165.00 275.00	275.00	275.00	275.00
Big Bronco (Exhibit).....	449.50 475.00	500.00	499.50 500.00	450.00 500.00
Big Inning (Bally).....	145.00 150.00	150.00	150.00	150.00
Boat (Scientific).....			150.00	150.00
Bolascare (Evans).....	185.00	185.00	185.00	185.00
Bolascare (Supreme).....	95.00			
Boomerang (Amusement Corp.)	45.00			
Candid Camera.....	125.00			
Challenger (ABT).....	14.50 29.50	14.50 29.50	29.50	20.00 29.50
Champion Horse (Bally).....	525.00(2)	525.00		550.00
Chicken Sam (Seeburg).....	69.50 75.00	95.00 110.00	79.50 95.00	
Choo Choo Train.....	105.00 495.00			495.00
Dale Gun (Exhibit).....	35.00(2) 49.50 55.00 65.00	39.00 65.00 94.50 100.00	40.00 49.50 65.00 94.50	49.50 59.50 94.50
Defender (Bally).....	125.00			
Derby, 4 Player (Chicago Coin).....	150.00 195.00	99.50 175.00 195.00	175.00 195.00	195.00
Duck Hunter (Silver King)...	20.00			
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00
Flying Saucer (Meteor).....	1	350.00		
Flying Saucers (Mutoscope)...	125.00	125.00	125.00	125.00
Goatee (Chicago Coin).....	75.00 119.50	85.00 119.50	85.00 119.50	119.50
Gripper (Mercury).....	18.50			
Gun Range with Rifles (ABT)	650.00			
Gun Patrol (Exhibit).....	165.00 195.00	175.00 195.00	175.00 195.00	195.00
Heavy Hitter (Bally).....	35.00			35.00 65.00
Hit-a-Homer.....	20.00			
Hockey (Chicago Coin).....	55.00 75.00	55.00	55.00	
Jack Rabbit.....	99.50	99.50	99.50	99.50
Jet Gun (Exhibit).....	149.50 175.00	149.50 195.00	149.50 210.00	210.00
Lite League.....	195.00 225.00	200.00		
Midget Movies.....	99.50 100.00	99.50	99.50	99.50
Midget Racer.....	165.00 185.00	185.00 295.00	185.00 295.00	185.00 295.00
Miss America Boat (Lane)...	295.00	250.00		
Musical Merry-Go-Round	375.00(2)	395.00		
Ocean Liner (Scientific).....	375.00 475.00	595.00		
Panorama (Mills).....	275.00	275.00	275.00	275.00
Photomatic (Mutoscope).....	195.00(early) 250.00 525.00(late) 650.00(late)	250.00 495.00 650.00(late)	250.00 650.00(late)	250.00 650.00(late)
Pistol Pete (Chicago Coin)...	75.00			
Pitch 'Em & Bat 'Em.....	185.00 195.00	185.00	185.00	185.00
Pokerino (Scientific).....	85.00			
Pokerino Jr. (Scientific).....	75.00			
Pool Table (Edelco).....	75.00 125.00			
Pop Up.....	18.50			
Quizzer.....	95.00	95.00	95.00	95.00
Rapid Fire (Bally).....	125.00(2)	125.00(2)	125.00	125.00
Rifle Range Ray Gun.....	75.00	95.00	95.00	
Rocket (Nyico).....	400.00			
Rocket Ship (Meteor).....	185.00 250.00	295.00		
Rudolph the Red-Nose Reindeer (Exhibit).....	395.00			
Set Shot.....	349.00			
Shipman Art Show.....	45.00			44.50
Shoot the Bear (Seeburg)....	125.00 139.50 164.50 179.50 185.00 199.00	164.50 169.50 179.50 199.00 225.00 229.50	174.50 189.50 199.00 229.50	179.50 195.00 229.00
Show Boat (United).....		195.00		
Silver Bullets (Exhibit)....	125.00			
Silver Gloves (Mutoscope)...	195.00	195.00	195.00	195.00
Six Shooter (Exhibit).....	119.50 125.00	119.50 150.00	119.50 150.00	195.00 150.00
Skee Ball (Evans).....	95.00			
Skee Ball (Wurlitzer).....	95.00 150.00			
Skill Gun (ABT).....	25.00			
Sky Fighter (Mutoscope).....	125.00 195.00	125.00 195.00	195.00	195.00
Sky Pilot.....		125.00		
Space Gun (Exhibit).....	164.50 169.50	250.00	149.50 175.00	
Space Invader (Exhibit)....	225.00			
Space Ranger (Deco).....	210.00	210.00	210.00	210.00
Space Patrol (Exhibit)....	400.00			
Space Ship (Bally).....	350.00 575.00	425.00		
Spark Plug (Williams).....		69.00		295.00
Star Series (Williams).....	50.00 79.50	139.50	139.50	139.50
Submarine Gun (Keeney)....	139.50			
Super Bomber (Evans).....	175.00 210.00	175.00 210.00	175.00 210.00	175.00 210.00
Super Jet (Chicago Coin)....	400.00 475.00			
Team Hockey (United).....	85.00	85.00	85.00	
Telequiz.....	115.00 125.00	39.50 135.00	135.00 169.00	169.00
Ten Strike (Evans).....	169.00	169.00		
3-Way Athletic Scale (Mercury)	75.00	75.00	75.00	75.00
Tommy Gun.....	79.50	79.00 79.50	79.00 79.50	79.50
Tommy Gun Deluxe (Evans)...		125.00		
Upright Baseball.....	95.00			
Upright Baseball (Mutoscope)...	75.00			
Western Baseball.....	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00

Coinmen You Know

Chicago

Written by a Windy City pianist, "Caesar's Boogie" on the M-G-M label is picking up some important notice on juke boxes. Waxing, say ops, is one of the few current pops without vocal to pull coins. . . . Adolph Raymond, A & M Music Company, puts in a good word for nice play these days. Dime play and modern equipment respectively put the profit back in pocket and the customer incentive back on the location floor, he points out.

Richard Cole, Cole Products Corporation vice-president, reports the firm's premiere showing of its new Cole-Spa "6" cup drink machine last week drew a comfortable crowd of interested operators and prospective operators. . . . Harold M. Schaefer, head of Victor Vending Corporation, reports glad tidings of initial reception on firm's brand new HMS combination penny-nickel bulk vender.

Miami

Harry Stern, SA, official and good-will ambassador of the Williams Manufacturing Company, met a number of coin machine friends at Bert Lane's Fun Fair. . . . Max Weiss, New York cigarette machine operator, is vacationing here.

A Miami mailman, Charles Balee, has written two compositions featured on the Deluxe of King Records. The songs are

"Nobody's Sweetheart" and "Baby, I Have News for You." Marvin Novak, of King Records, reports they are beginning to move locally, thanks to the promotional efforts of Balee himself and a feature story on him which appeared in The Miami Daily News. Harold Carson, Juke Box Company, purchased the record after receiving requests from several location owners.

Operator Eddie Lane and his wife, Frances, cut short their cruise to the British West Indies, due to sea sickness. . . . Henry Stone, A. & R. man for Deluxe records, is in New Orleans supervising the recording of numbers on the King, Deluxe and Federal labels. . . . Opening of the Hialeah race track meeting January 16 marked the high point of the winter tourist season.

Detroit

Jim Rothis, owner of Rothis Music, is vacationing in Florida.

. . . Phil Jones, record salesman at Angott Music, is planning a fall wedding. His fiancée is Minta Hamilton.

Friends in the music field are mourning the recent death of Ed Saylor, owner-operator of Saylor Music in Port Huron, Mich. Ed operated for many years in the Port Huron and Detroit area.

Mrs. Grace Ziegler, head of the Ziegler Music Company, has been elected treasurer of the Ladies' Auxiliary of the Michigan Showmen's Association. Mrs. Ziegler has long been an active member of the organization; serving as president. . . . Lou Nemesh, head of Music Systems, was away on a business trip to Chicago.

Hartford, Conn.

Jack Fitzgerald, of Fitzgerald Sales, back from a tour of Europe some weeks ago, is in Florida. Ralph Colucci, Seaboard Distributors, leaves for Chicago and Texas in a few weeks. He will be away at least three weeks.

SEASONAL

Weather Cuts Play in Ore. Logging Area

PORTLAND, Ore., Jan. 23.—Game and music operators in Oregon are feeling the pinch of economic conditions stemming from seasonal unemployment in the State, the highest in the nation, a survey disclosed.

Conditions vary according to the type of location but are most marked in the logging territory. Some locations in Portland were faring comparatively well. Logging was hurt by heavy snows that closed down operations, while in Portland shipping was slowed. Even department store sales in Portland declined in January.

How Was Your Timing on . . .

"TILL WE TWO ARE ONE"

GEORGIE SHAW
DECCA 28937

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have little strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

DECEMBER
31, 1953

Title Strips
Ready for Top
Juke Profits

DECEMBER
31, 1953

Yermie Stern Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$_____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost for 3 months	Cards per Week	Cost for 3 months
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

Select-o-matic

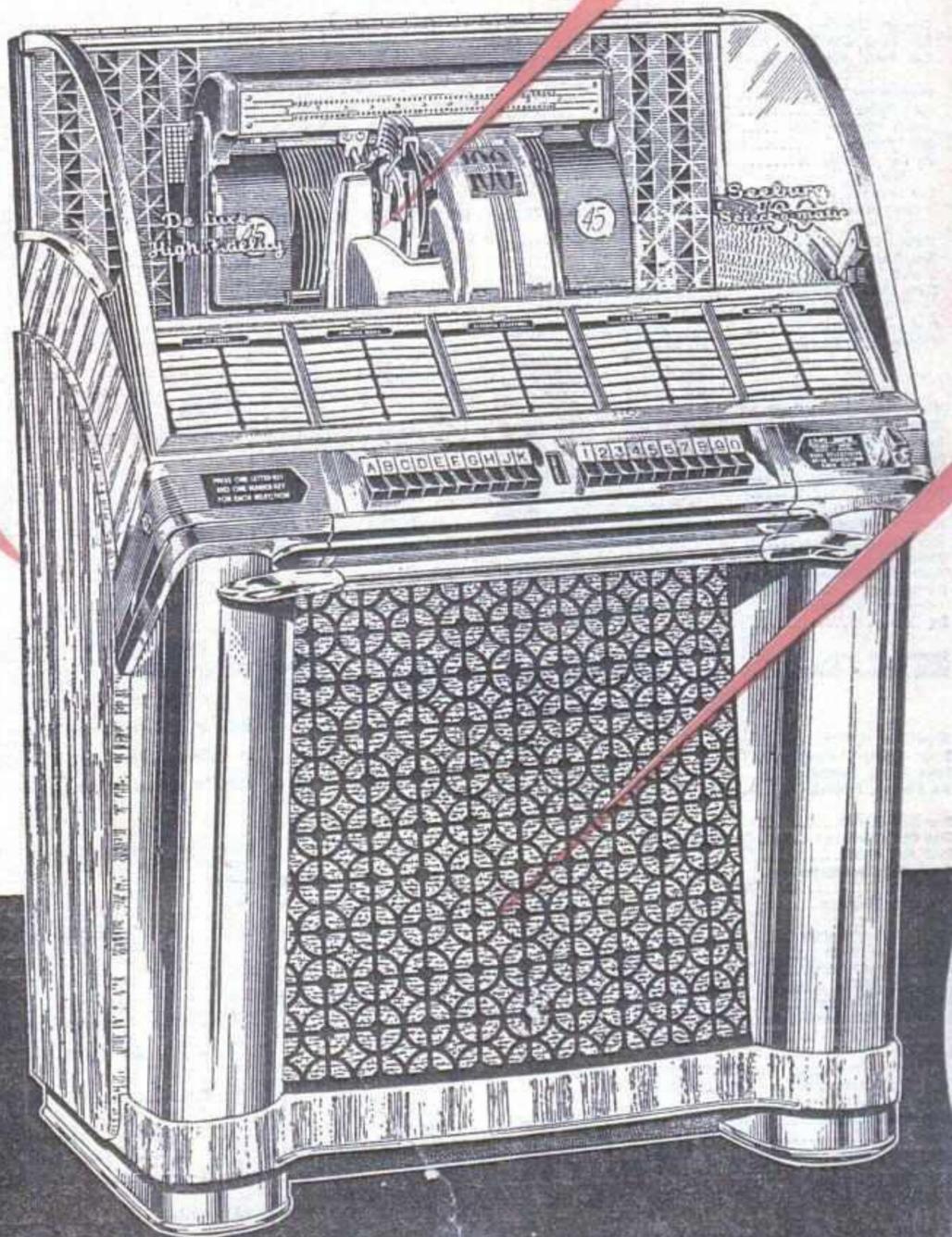
... HIGH

HIGH FIDELITY AMPLIFIER

25-watt output. 20 to 30,000 cycle-per-second range. Wide range, low distortion characteristics assure new tonal realism from records.

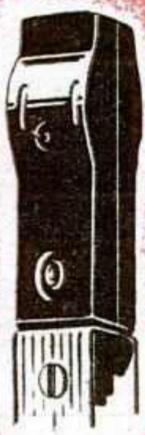


THE MOST WIDELY PUBLICIZED
MECHANISM FOR THE PLAYING
OF RECORDED MUSIC



**SPRING TENSION
MAGNETIC PICKUP**

Single pickup with dual styluses—exerts only 1/4-ounce pressure. High compliance. Unaffected by moisture and temperature. Longer record and stylus life.



**HIGH FIDELITY DUAL
SPEAKERS IN THE PHONOGRAPH**

The Select-O-Matic "100" HFG is equipped with two skillfully baffled high fidelity speakers — a 15-inch woofer for the low and middle ranges, a 5-inch tweeter for the highs.



FIDELITY

ALL THE WAY!

**HIGH FIDELITY
REMOTE SPEAKERS**



High fidelity remote speakers for recessed or wall installation. These speakers have two mechanically interlocked cones — the larger cone reproduces the low and middle ranges, the smaller the highs.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

*America's Finest and Most
Complete Music Systems*

125 Operators Attend R-M Meet; Accent on Selling to Locations, Public

Mechanical Clinics Precede Sessions; Dexter Explains High Coffee Prices

PHILADELPHIA, Jan. 23.—Nearly all the emphasis was on selling—to the location and to the general public—at Rudd-Melikian's sixth annual convention—which ended its three-day run at the Penn-Sheraton Hotel here today (23).

Of the nation's 150 franchised

Rudd-Melikian coffee operators. 125, with their families, attended the Philadelphia meet. Many of these operators spent the three days prior to the meet at a series of mechanic and service clinics conducted by George Scholhammer, R-M chief engineer. Sessions on refrigeration, coin mechanism and the electrical system were conducted. Each operating unit was discussed, and a representative from National Rejectors was on hand to answer coin mechanism questions.

But once the pre-convention mechanical clinics were out of the way, it was all sales. After K. Cyrus Melikian, R-M vice-president, and Theodore G. Heck, assistant director of the Philadelphia Chamber of Commerce, greeted the operators Thursday (21), Admiral Edwin B. Dexter, public relations director of the Pan American Coffee Bureau, told the operators what his organization is doing to sell the coffee break.

(Continued on page 81)

SELL BY SMELL

Coffee Aroma Point-of-Sale Aid for Ops

PHILADELPHIA, Jan. 23.—A new twist in point-of-sale aids for coffee operators—giving potential customers a whiff of the product to be vended—is slated to hit the market soon. The manufacturer is the Aroma Company here, the product is the Aromizer.

The electrically operated unit is designed for coffee vander installation. According to Russell Davis, Aroma president, Rudd-Melikian is currently experimenting with the Aromizer on its venders.

(Continued on page 81)

Bunte-Chase To Be Located In Chicago

ST. LOUIS, Jan. 23.—Bunte Brothers Chase Candy Company, formed by the merger of Bunte Brothers and Chase Candy Company last month (The Billboard, December 19, 1953), will have general offices and factory in the for-

(Continued on page 81)

Vending Gross Peak \$1.5 Billion in 1953

• Continued from page 71

general decline in cigarette consumption; wider price spread between the vended and counter-sold pack (average vended price was 2 cents higher).

Candy venders sold 4.6 billion nickel bars in 1953 for a total sale of over \$230 million, or 20 per cent of the total candy bar sales over the country, and 4 per cent of the entire candy market.

This was accomplished by 451,550 candy venders, up from the 421,360 machines a year earlier, and 396,850 machines in 1951.

Ice Cream

Ice cream also saw important gains in vending: 22,045 machines vended \$2,600,000 worth of ice cream novelties, averaging 228 sales weekly per unit for a total year's volume of 261,365,520 sales. (1953 was the first year for which Vend was able to secure accurate sales averages for ice cream venders.)

The number of machines on location are almost double the 1951 figures, when there were 12,325 venders. In 1952, 16,075 ice cream machines were in operation.

In the soft drink field, venders

showed a like gain last year as a year earlier. There were 44,670 cup machines on location last year, compared with 38,475 in 1952, and 32,125 in 1951. Total drinks sold last year: 1,904,728,800, up from the 1,660,581,000 in 1952, and 1,353,105,000 in 1951.

During 1953, cup machines averaged 10 less sales per week per unit than in 1952; 820 drinks against 830. Average was up, however, from the 810 cups per week in 1951.

Penny venders (gum, candy, nuts) averaged 100 sales per week in 1953, as they did the two preceding years. The 1,500,000 venders on location made 7,800,000,000 sales during the year, compared with 7,020,000,000 sales by 1,350,000 machines in 1952, and 6,968,000,000 sales by 1,340,000 venders in 1951.

Cut Quantity, Not Quality, Says Sarkis

PHILADELPHIA, Jan. 23.—Fred Sarkis, president of K.O.R., Inc., Rochester, N. Y., tackled the problem of "how to sell the change from 5 cents to 10 cents." Thursday (21) before 125 Rudd-Melikian franchised coffee operators at the firm's annual convention here.

He warned the operators that if (coffee) prices rise to the point where they must raise their prices, and if the location is adamant in refusing the raise, the quality of the coffee must not be cut.

An alternative, Sarkis suggested, is to reduce the amount dispensed in each cup, but keep the water, cream and coffee in the same ratio. He argued that a smaller cup is better than a weaker or poorer cup.

Sarkis said that most location executives will realize that 10-cent coffee is justified if the operator does a straightforward job in explaining the economics of the situation.

VENDERS ON RAILS

Rowe-PRR Automatic Buffet Car May Change Train Dining Habits

NEW YORK, Jan. 23.—The automatic buffet dining car unveiled recently by the Pennsylvania Railroad (The Billboard, January 16) may be the forerunner of a widespread departure from the conventional method of feeding passengers, according to Bern Bernard, vice-president of the Rowe Corporation.

Although the PRR has been using a Rowe-operated automatic buffet car on its Washington-New York run for two years, the latest car is the result of three years of research and design by Rowe and PRR engineers. Some of the bugs the designers

overcame were vibrations (corrected with special mounts), water lines (getting up enough pressure for the venders), electrical current and seating space.

Cafe Coach

The car used for the new automatic buffet coach is a converted cafe coach. Seating space at tables for 12 patrons was incorporated into the design, with an adjoining bar serving beverages.

Service is supervised by Morris Auerbach, head of Automatic Food Service, a Rowe subsidiary devoted exclusively to the railroad operation. The operation, between New

WRITTEN CONTRACTS

First-Line Op Defense Against Location-Sales

PASADENA, Calif., Jan. 23.—Written location contracts help the operator in at least two ways in retaining locations in face of:

1. Monetary disagreements.
2. Own-your-own bait invitingly dangled by high-pressure, high-profit talking salesmen.

This was the gist of the special January bulletin issued by the Cigarette Vendors' Institute of California, Inc., this week. Two sample contract forms (see elsewhere in this section), currently used by its members, were included.

Arch Riddell, CVIC executive director, declared: "Contracts are far and away the best defense against the direct sale of machines to your locations. California courts have ruled, a number of times, that operator-location contracts

are binding when properly and legally drawn."

Proof of Power

Proof that contracts "stop the own-your-own fellows cold," Riddell pointed out, could be found in this action by a large direct-selling company recently:

The firm advised its salesmen in writing not to attempt to sell a merchant who had a legal written contract with an operator.

Written contracts bolster the operator's "business foundation." Whether he has "just a handful of machines or several hundred or thousand," they protect his investment equipment and his profit in individual locations, Riddell said.

"For some time, most major operators have been aggressively pushing for contracts and have

(Continued on page 84)

1954 BUYING FORECAST

Ops List New Vender Wants; Cig, Coffee 1st

CHICAGO, Jan. 23.—What types of new venders will operators earmark for top demand during 1954?

The 1954 Market Data and Directory issued this week by Vend, in its special Census of the Industry section, lists 15 vender types in the order of potential operator-demand during the coming year.

(Editor's Note: In the Vend survey of 2,200 operating companies, operators were requested to write in the types of new equipment they intend to purchase during 1954. Percentages illustrate the frequency with which machines were mentioned.)

Cigarette venders and coffee machines tied for first place, both getting mention in 17.8 per cent of all replies (in 1953, top preference went to candy machines, with 16.9 per cent, and coffee equipment, with 16.4 per cent).

A close second in the 1954 buying forecast was candy equipment (16.9 per cent) followed by cup soft drink units (11.9 per

cent). In 1953, cigarette machines occupied third spot (14.7 per cent) and cup soft drink machines (9.6 per cent).

The full 1954 buying forecast for 1954 follows:

	Pct.
Cigarettes	17.8
Coffee	17.8
Candy	16.9
Cup Soft Drink	11.9
Gum (5-cent, 1-cent stick)	7.3
Ice Cream	4.1
Nuts (5-cent, 1-cent)	3.6
Bulk Candy	3.6
Ball Gum	3.6
Milk	3.2
Pastry	3.2
Bottle Soft Drinks	2.2
Cookies, Crackers	2.2
Sandwiches	1.7
Scales	1.3
All Others	7.3

Last item, All Others, includes a variety of merchandising and service vending equipment, with no single type accounting for more than 0.5 per cent of the total.

Vending Value, Growth Cited by Economist

CHICAGO, Jan. 23.—Vending machines play a conspicuous role in modern-day merchandising, and they will play an increasingly important role in the future, but they "are far from being mechanical gold mines," Roger W. Babson, business analyst and economist, declared this week.

The vender is "essentially a supplementary salesman," said Babson. Vending machines do well with low-cost items such as cigarettes and candy and are valuable in supplying snacks where food is not otherwise available, he stated.

"These machines offer factories an ideal means of providing quick

energy foods which keep both morale and efficiency high," he declared.

"But these uses, while they assure further growth to the industry, do not constitute a golden road to riches." He asserted that actually the average volume of sales from a machine is surprisingly low, stating that the ordinary cigarette machine dispenses about 15 packs a day. "The daily net profit for the owner is figured in fractions of pennies."

(Editor's Note: Vend's 1954 census reports 1953 average weekly

(Continued on page 84)

Fruit-O-Matic To Exhibit at School Meet

LOS ANGELES, Jan. 23.—The Fruit-O-Matic Manufacturing Company will exhibit its Fruit-O-Matic in Booth 86 at the annual convention of the National Association of Secondary School Principals, J. C. de Graaf, sales manager, announced.

The convention will be held February 20-24 in the Auditorium in Milwaukee.

A refrigerated fruit vender, four-selection Fruit-O-Matic, a capacity of 208 pieces of fruit such as apples, oranges, pears, etc. and is equipped with a basket tray designed to handle two or three small fruits or a cellophane type package of cherries, grapes, dates. The tray can accommodate a package or a piece of merchandise at least 3 1/2 inches long by 3 inches in diameter.

Stewart's Has 4 New Items

PHILADELPHIA, Jan. 23.—Four new vending products were shown to the trade for the first time here by Stewart's, Inc., Memphis, at the sixth annual Rudd-Melikian convention, which ended today (23).

In the nickel class is the Boston baked bean, a pack of candy-coated Spanish peanuts, wrapped in double cellophane.

Dime sellers unveiled were the assorted peanut butter and cheese sandwiches, the 3-in-1 cream sandwiches and the French pastry. The two first-named items may be accommodated in cookie venders; the last-named item is designed for a pastry vender, but plans are underway to convert it to cookie vender size.

Correction

A story on New York bulk nut operator Edward Gruber in the January 16 issue of The Billboard, stated that he grossed \$500 a month after commissions on 25 5-10-cent venders for a monthly of \$12 per unit.

The monthly gross should have read \$300.

Bunte-Chase

Continued from page 80

er Bunte plant at 3301 Franklin boulevard, Chicago, William A. Antis, president of the new firm, announced this week.

Yantis pointed out that important reasons for the change of location were "availability of skilled factory workers, better transportation service, more space and more modern facilities."

The Chicago plant has about 10,000 square feet of floor space, most twice the area of the St. Louis Chase factory. Machinery from the Chase plant will be moved to the Chicago plant, which will handle the combined sales of Bunte-Chase. Combined sales of the two firms in 1953 was around \$1,000,000.

Over 1,000 persons will be employed at the new factory. All officers of Chase, most key supervisory personnel and many general office and factory employees will join the new company. Most operating personnel of the former Bunte plant will be retained.

In addition to the Chicago plant, Antis stated that the company could utilize warehouse space in St. Louis and St. Joseph, Mo.; Dallas and Birmingham. It is planned that warehousing facilities will be expanded as required, Antis added.

William H. Kelly, vice-president and director of sales, heads a 75-man sales staff, including Homer Rothleitner, vice-president in charge of syndicate sales, and Roy Turner, vice-president in charge of food sales.

Charles O'Malley, former Bunte sales manager, is merchandise manager; E. J. Reed continues as general sales manager, with Wilbur Klint as his assistant.

Five Sales Districts

A district manager heads each of the five sales divisions. They are Tom Page, Northwestern; George Long, Midwestern; R. H. Linhard, Central; S. E. French, Southern; Howard Roeser, North Central.

Other officers of the company: A. Wenger, chairman of the board; F. M. Yantis, vice-president; F. S. Yantis, treasurer; G. D. Scher, vice-president in charge of production, and R. M. Ravenscroft, vice-president and secretary.

The merger of the two firms is completed by a New York syndicate composed of F. S. Yantis & Company, Inc., which owned 33 per cent of outstanding common stock of Chase Candy, and three other investment firms. The syndicate bought 226,000 shares of outstanding 249,163 shares of common stock in Bunte at \$15 a share.

The other firms in the syndicate are H. M. Byllesby & Company; Vereck, Richter & Company; and Granbery, Marache & Company. Seller was Ferdinand A. Bunte for the estate of Theodore Bunte.

125 Operators

Continued from page 80

Dexter explained that the PACB neither buys nor sells coffee, but is concerned with the economical problems of the coffee industry. He pointed out that 100,000,000 Americans start the day with a cup of coffee, and that these people should be told why coffee prices are going up.

According to Dexter, coffee sold for less than 50 cents a pound prior to 1949 because there were large crop surpluses, with supply far outstripping the demand. These surpluses, and the risks involved in the growing of coffee, he explained, were responsible for coffee land being converted for other crop use.

By 1949, he said, the demand overtook the supply and the price of coffee began to rise. A couple of poor crops, he said, caused the price to soar.

Yield Decreases

Dexter said that in the 1930's 1,000 trees in Sao Paulo, Brazil, would yield 6,500 pounds of coffee. Today, he added, they will yield less than 1,000 pounds.

Yet Dexter maintained that coffee prices are not too high—he pointed out that if coffee were grown in the U. S. it would cost \$6 a pound, compared with current prices of other commodities.

A bright future for coffee vending was painted by Dexter. In 1951, he said, the nation had 4,500 coffee venders; today it has 25,000; in the next five or six years, he predicted, the figure would jump to 100,000.

Coffee Break Growth

Dexter figures the coffee break is somewhat responsible for this growth. He said that 54 per cent of all firms have coffee available for employees while they are at work, and that 80 per cent of the firms that have instituted coffee breaks have done so in the last 10 years.

Yet the opportunity to sell coffee to employees is great, he said. According to Dexter, 85 per cent of all coffee consumed is done so at mealtime, with the non-mealtime market offering the greatest potential.

Dexter cited the practice of church groups serving coffee at their affairs, the drive to eliminate fatigue by periodic coffee stops in the interest of highway safety, and the "one for the road—make it coffee," slogan as public relations measures that have boosted coffee sales.

Sales Points

He said the vending operator has several telling sales points when he attempts to gain a location. These points include fatigue reduction, increased productivity, cutting down the accident rate and reducing absenteeism.

Locations, he continued, will offer the following arguments to the coffee operator: (1) Crowding around the vender, (2) abuse of the coffee break time, (3) litter around the vender, (4) paper cup taste, and (5) the quality of the coffee.

The arguments, he charged, are seldom valid and often may be overcome. Staggering breaks and using a buzzer system to signal the end of breaks will solve the crowding and time abuse problems. High quality vending coffee and service, and excellent vending cups now available, will solve the rest, he said.

Better Farming

Dexter said that better coffee farming methods are being developed and that these new methods may halt the rising coffee costs. He told a group of housewives in Houston who had organized a coffee boycott as a protest against the high cost of coffee. Dexter maintained that when the public knows the facts, these boycotts will not exist. He said it is the job of the industry to make the public aware of the facts—it is a selling job.

Bouquet

Continued from page 80

(Studebaker) employees, we are accomplishing an effective paid sampling job," he said.

"This is reflected strongly in our bottle sales which have been increasing steadily since we placed cup machines or location. The experiment proved to us beyond doubt the direct relationship between bottle and sirup sales. The repeat advertising at no actual cost is our free premium."

The bottler's experience with cup equipment ranges back nearly four years, to 1950. Palmer's present enthusiasm for bulk type soft drink machines is no snap reaction; it was built up over many

Lily Award Given R-M At Convention

Speakers Discuss Vending Problems At 3-Day Meeting

PHILADELPHIA, Jan. 23.—Highlight of the sixth annual convention of Rudd-Melikian, Inc., here was the presentation of a special plaque by Bill Seldy, in charge of the Lily-Tulip Cup Corporation's vending division, to K. C. Melikian, R-M vice-president.

The presentation, made at the Friday (22) banquet, was in recognition of the Rudd-Melikian Push-Button Breakfast, the term used to describe the combination R-M coffee and Minute Maid orange juice vender.

The three-day meet got under way Thursday morning (21) with a talk by Adm. Edwin B. Dexter, public relations director of the Pan American Coffee Bureau, on "Selling the Coffee Break," and a discussion on "How to Sell the Change from 5 Cents to 10 Cents," by Fred Sarkis, president of K.O.R., Inc., Rochester, N. Y. (See separate stories.)

Afternoon speakers were Ambrose E. Stevens, vice-president in charge of sales and advertising of the Minute Maid Corporation ("How to Sell Orange Juice"), K. C. Melikian, R-M vice-president ("There's Something Profitable in Every Location"), Martin O'Shaughnessy, manager of the food service division, RCA Victor ("Management's Views of Automatic Merchandising"), and Frank Bettger, author ("How I Raised Myself From Failure to Success in Selling").

Dr. W. L. Mallman, professor of bacteriology and public health at Michigan State College, launched the Friday morning session with a talk on "Public Health Responsibilities on Food Handlers."

Other speakers at the session were Donald W. Warren, Coffee Automatic, Inglewood, Calif., who related the "Success of the California Operation," and Jim Wickersham, R-M advertising manager, and W. T. Longstreth, vice-president, Geare-Marston, Inc., advertising, who discussed "Your Advertising Program in 1954."

On the rostrum in the afternoon session were Robert Brown, merchandising manager of the Minute Maid Corporation, who spoke on "Merchandising Minute Maid"; P. L. Boudrot, general manager of the Fred. B. Prophet Company, whose subject was "Your Customer—the Industrial Caterer," and Armand J. Garipey, president of sales training international, who spoke on "The Psychology of Motivating Salesmen."

Today's session (23) got under way with a dealer panel discussion, with W. J. Manning Jr., R-M sales manager, as moderator. Ed. Sahagian, a partner in the Kwik Kafé Coffee Vending Service, New York, discussed "Flexibility of Operation to Make a Profit."

On the afternoon Kwik Kafé Coffee panel were Lloyd K. Rudd, R-M president; Rudolph Dornseifer, vice-president in charge of production, Kwik Kafé Coffee Processors of America, Inc.; Albert Goldman, chemist, KKCPA, and Jack Bloom, J. Aron & Company, Inc.

The KKCPA shareholders held their annual meeting tonight at Bookbinder's restaurant.

months of successful, profitable operation.

When the cup venders were originally installed, they replaced, in part, a refreshment cart service which the auto firm decided to eliminate. Initially, Pepsi placed 10 cup machines in the machine shop area and later at the request of management installed venders throuout the entire plant, with Pepsi as the exclusive cola selection.

Sells by Smell

Continued from page 80

The Aromizer, measuring six by eight inches, consists of a metal bracket with an attached glass receptacle inside of which is an electric light bulb. The unit is so constructed that the heat from the bulb vaporizes the Aromaire solution, creating the coffee aroma. The unit has vents at the top to free the coffee aroma.

The strength of the aroma may be increased by inserting a larger wattage bulb, or decreased by substituting a smaller one. Davis said that servicing takes three minutes and is required about once a week. The Aromaire doubles as a permanent electric sign, with the words, "Delicious Hot Coffee."

Davis claims the unit will fit all current coffee venders. Installation, he added, consists of drilling a half-inch hole about eight inches from the top and in the center of the vender door, pushing the holding bolt on the unit thru the hole and screwing on the holding plate from the back of the door. The unit is of aluminum,

with a frosted glass receptacle. The solution has been developed over a two-year period, Davis said. He explained that tests indicated that a 20-foot radius is the most effective dispersion zone for the aroma.

Davis said that a distance of 20 feet is enough to attract the potential customer to the vender, but not enough to interfere with office or plant routine.

He claims that the Aromaire solution kills airborne bacteria and virus, thus eliminating the need of sterilamps.

The unit sells for \$5, with solution selling for \$15 a gallon. Davis estimates that the solution runs about a dime a week per vender. Production is slated to start in March.

PENNY-NICKEL COMBINATION
 Model H M S
 by VICTOR
 6 Venders In One
 Production Feb. 15
 See Your Nearest VICTOR Distributor

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS
 Model E, 5 cols., 140 cap. \$65.00
 Model E, 6 cols., 168 cap. 75.00
 Model E, 8 cols., 240 cap. 85.00
 Model A, 6 cols., 180 cap. 87.50
 Model 500, 9 cols., 350 cap. 95.00

ROWE CIGARETTE VENDORS
 Imperial, 6 cols., 180 cap. \$ 85.00
 Imperial, 8 cols., 240 cap. 95.00
 Royal, 8 cols., 320 cap. 100.00
 President, 10 cols., 475 cap. 135.00
 Crusader, 10 cols., 475 cap. 155.00

CANDY MACHINES
 Rowe Candy Machine, 120 Bar Cap., 8 cols. \$ 85.00
 DuGravier Candyman, 72 Bar Cap., 8 cols. 49.50
 Uneeda Candy, No Base, 102 cap. 65.00
 Stoner Candy Machine, Pre-War, 8 cols., 160 cap. 135.00

SODA and COFFEE MACHINES
 Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—
 WRITE FOR INFORMATION!

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

SPECIAL!
 Uneeda Model 500, 15 cols., 425 cap. All King Size or Regular \$100.00

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
 NEW RECONDITIONED LIKE NEW
 250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

SCHOENBACH STAMP VENDORS

Folder Type

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) \$22.50 ea.
 3 Col. Vender \$32.50 ea.

Very Low Prices
 1/3 With Order, Balance C.O.D.
J. SCHOENBACH
 Distributors of Advance Vending Machines
 1447 Bedford Ave., Brooklyn 25, N. Y.

PENNY-NICKEL COMBINATION
 Model H M S
 by VICTOR
 6 Venders In One
 Production Feb. 15
 See Your Nearest VICTOR Distributor

NEW MACHINES

NORTHWESTERN Model 49
 1c or 5c Bulk or 1c Charm & Ball Gum Specify \$17.35 EA.

NORTHWESTERN 10 col. Tab Gum
 Vends Adams, Wrigleys, Suchard, Hersheys, etc. \$25.95 EA.

NATIONAL POSTAGE SERVICE
 Roll type, vends 3c & 5c. Rolls available at post office. \$69.00 EA.

SHIPMAN FOLDER TYPE
 3 col. Stamp Vender for Vends 2c & Airmail \$39.50 EA. Folders, \$3.90 for 5,000

RECONDITIONED MACHINES

ATLAS 5c ALMOND TRAY VENDOR
 Special Deal 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95

NORTHWESTERN Model 33
 1c Ball Gum Close-Out! Brand New Each \$8.50 Recond. Each \$5.50

SILVER KING
 1c or 5c Bulk completely reconditioned \$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
 Candy Gum & Nuts
 Beverages
 Tobacco
 New Products
 Trends
 Industry News
 Market Place
 Articles
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
 (Foreign rate, one year, \$6) 791

Name
 Address
 City..... Zone.... State.....
 Occupation

PENNY-NICKEL COMBINATION
 Model H M S
 by VICTOR
 6 Venders In One
 Production Feb. 15
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House Group to Study Union Racketeering

Continued from page 72

and Conciliation Service. Representative Bender's subcommittee will request advice from the government leaders on how best to proceed with the investigations, and will also ask for all available information on labor union racketeering from government archives, including the files of the Federal Bureau of Investigation. Union officials are expected to be called as witnesses at a later time.

Cities thought to be under consideration as possible locations for hearings, in addition to Cleveland, are Detroit; Kansas City, Mo., and Toledo. Hearings were held in Detroit last year by the House group formerly charged with the investigations, which did not issue a report on its findings but will be asked to turn over the information gathered to the Bender subcommittee. The former investigating body was a joint subcommittee of the Government Operations Committee and the House Labor and Education Committee, and was headed by Rep. Clare Hoffman (R., Mich.) and Rep. Wint Smith (R., Kan.). Representative Hoffman, chairman of the Government Operations Committee, wanted to appoint another special subcommittee to handle the investigations in the present session, but the committee voted to assign the investigations to Rep. Bender's standing subcommittee. Members of the Bender subcommittee, in addition to the chairman, are Frank C. Osmer Jr. (R., N. J.), Gordon L. McDonough (R., Calif.), Richard H. Poff (R., Va.), Frank M. Karsten (D., Mo.), Robert H. Mollohan (D., W. Va.), and L. H. Fountain (D., N. C.).

Files "Loaded"

Allegations that vending machine and juke box racketeering is going on in Cleveland and has gone on in Detroit were made as Representatives Hoffman and Bender engaged in debate this week on the question of which committee

should have charge of the investigations. Hoffman quoted a Cleveland newspaper story which reported Hoffman as having said that his committee's files were "loaded" with material on vending machine and juke box racketeering in Cleveland and Toledo. He also entered in the record, in the course of debate, editorials from various newspapers in which the former investigating committee which he had headed was credited with providing impetus to Detroit enforcement officers and a grand jury which reportedly resulted in indictments of leaders of the local juke box union, affiliated with a Detroit teamsters' union. Bender made it clear that he was interested in pushing investigations in Cleveland.

Representative Hoffman brought the matter up in arguing that investigating assignment belonged in his Government Operations Committee, and revealed that he had asked his committee for authority to appoint a special subcommittee to make the investigations. Bender was quoted in the Cleveland newspaper story as saying that Hoffman was "abusing his power" in requesting authority to appoint the investigating group. Hoffman objected to the accusation that his activities in naming subcommittees were "illegal." Later in the week the full committee voted to assign the investigations to Bender's standing subcommittee.

Arthur Bowes New Canteen Director; 4 Others Promoted

CHICAGO, Jan. 23.—Automatic Canteen Company of America elected a new director and promoted four officers this week. The director, named following a board of directors meeting, is Arthur S. Bowes, formerly president of Bowes Industries, Inc., Chicago.

Bowes has had experience in the mass-merchandising field thru chain stores and other sales outlets.

The four promotions went to H. E. Sponseller Jr., named vice-president in charge of sales; Frank L. Coninx, vice-president in charge of purchases; Theodore M. Kobza, treasurer, and Charles J. Ritzen, assistant vice-president of sales.

Sponseller joined Canteen in 1949, in 1953 was made assistant vice-president in charge of sales. Coninx joined the firm in 1938 in the treasurer's office.

Kobza, associated with Canteen since 1945, was made assistant treasurer in 1950. Ritzen joined the sales staff in 1950, was named assistant director of national sales in 1952.

McIntosh Heads Canadian Pepsi Co.

NEW YORK, Jan. 23.—Frank W. McIntosh was appointed president and managing director of Pepsi-Cola Company of Canada, Ltd., Montreal, this week.

Pepsi-Cola first vice-president, William B. Forsythe, stated that McIntosh, prior to his appointment, had been vice-president and general sales manager of the Canadian company, with which he had been associated since 1939. He succeeds David Chenoweth, who remains a director of the firm.

Rowe-PRR Automatic Buffet

Continued from page 80

the car, it buys milk also from the dining car service—thus is always insured against running short.

One vehicle is used to carry supplies to the station, the supply list is diversified—cigarettes, milk, orange drink, chocolate milk, ice cream, carbonated beverages, candy and pastry. The Rowe ice cream carrying bag, which keeps ice cream hard for three hours (24 hours, with five pounds of dry ice) is utilized.

Railroad trolley trucks are also used in moving supplies along the track.

The Rowe-Pennsy route is inspected regularly by the United States Public Health Service—as the venders on the route cross State lines while they are in operation.

The USPHS had to approve construction of the automatic buffet car; it spot checks the venders while they are in operation, and it also inspects the food supplies at least once a year.

According to Auerbach, sandwiches are, by far, the biggest revenue producer, accounting for 40 per cent of the volume. Milk and orange drinks are virtually tied for second, with coffee and pastry following in that order. Equipment on the train includes the three-level Rowe beverage machine, a unit specifically designed for the operation. This unit, not yet mass produced, vends milk, chocolate milk and orange drink.

Vending Roster

Other equipment includes the Rowe 433 cigarette vender, its pastry and candy vender and sandwich machine, Bert Mills coffee vender, Rowe ice cream unit and the Apco three-flavor cup drink dispenser. The sandwich machine has a 50-cent change-maker.

Some of the initial servicing problems were meeting the train schedules, locating the right train, and finding the automatic buffet car.

Auerbach soon discovered that coach passengers do not like to walk, as 40 per cent of the business came from the two cars adjoining the buffet coach.

The PRR operation is simplified, according to Rowe Vice-President Bernard, in that when a train reaches Washington, there is no reshuffling of cars. The train is merely reversed, and, as the automatic buffet is in the center, little time is lost.

Profit Operation

Bernard said there was a possibility that other railroads will utilize automatic buffet cars, but he added that there was nothing concrete to announce. He pointed out, tho that the PRR has been operating the car at a profit, whereas the dining car service operates at a loss.

Even if an automatic buffet car operated at a slight loss, he said,

it could be expected to run at lesser loss than would a dining car. Actually, he said, railroad food cannot be considered as a item in itself.

Bernard explained that food, one of the items required to attract passengers and must be considered as a part of the whole. His conclusion: If the automatic buffet can reduce dining losses, and the PRR run proved can, then the railroads will consider venders.

Over-All Profit

Even if the venders fail to show a bookkeeping profit, he said, their use aids the road in making a profit in its over-all operation.

Bernard pointed out that the prime factor in the loss shown by the dining car services of roads is that the employees must be paid for a full day, tho they are actually dispensing food on a fraction of a day.

Bernard feels that there is a future for automatic merchandising on commuter trains, with coffee and doughnuts and pastries as the basic items.



VICTOR'S TOPPER

\$12.00

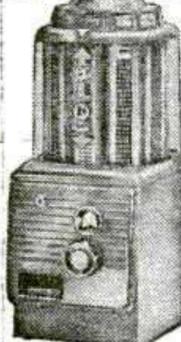


VICTOR'S HALF CABINET

\$13.50

100 OR MORE MACHINES \$12.50
LESS THAN 100 MACHINES \$14.25

1/3 Deposit on all orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.



NORTHWESTERN 10 SELECTOR GUM VENDOR

Greatest Money-Maker

We stock complete line of Northwestern Vendors, Parts, Accessories and Supplies.

Immediate Delivery

Reconditioned Like New

N. W. Tab Gum Venders.....\$18.95
N. W. 49ers, 16 or 5c.....12.50
N. W. Natl. Postage Service.....69.00

Close out, brand new N. W. models 33, 39, 40 porc.....4.95
Acorn, 1c.....8.50
Silver Kings, 5c.....7.50

Write for complete list of supplies.
BADGER SALES CO., INC.
2251 W. Pico Blvd., Los Angeles 5, Calif.

PENNY-NICKEL COMBINATION

Model H.M.S. by VICTOR

6 Venders In One
Production Feb. 15

See Your Nearest VICTOR Distributor

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

Guaranteed Deal...

For Reliable Specialty Salesmen

Change in company policy allows an unusual opportunity for reliable salesmen to handle nationally known line... this is positively a guaranteed deal. Locally and nationally advertised. WE want salesmen—not promoters. Find out the complete details. Write to Box 694 c/o The Billboard Publishing Co. 188 W. Randolph St., Chicago, Ill.

NO PROMOTERS!!!

COMPLETE LINE OF VENDING MACHINES

GUM • HOT NUTS
PEANUTS • CANDY BAR

National Phoenix Names Geisler

NEW YORK, Jan. 23.—William Geisler this week was named executive vice-president of National Phoenix Industries, Inc., of which the Cantrell & Cochran Corporation, makers of C&C canned carbonated beverages, is a subsidiary.

Geisler was a National Phoenix vice-president, and was vice-president of Nedick's, Inc., another NP subsidiary, and C&C. He was formerly vice-president of the Pepsi-Cola Company.

Charter New Calif. Ops

SACRAMENTO, Jan. 23.—Industrial Vending Company, Inc., has been granted a charter by the State to sell food, beverages and tobacco thru automatic vending machines in Los Angeles County. Authorized capital was given as 2,500 shares, no par value. Directors are Herbert and Ben Levin, Hollywood, and Mary Woolsey, Van Nuys, Calif.

Bay Vendors was chartered to operate vending machines in Oakland, Calif. Authorized capital was listed at \$75,000. Directors are Raymond A. Hertz, Oakland; Robert D. Kerley and Angel Karley, of Danville.

PENNY-NICKEL COMBINATION

Model H.M. by VICTOR

6 Venders In One
Production Feb. 15

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MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 16 & 32 Comb.	\$12.95
N.W. #39 16 Porc.	7.95
N.W. #33 16 Porc. B.G.	7.95
Master 16 Bulk Porc.	7.45
Master 32 Bulk Porc.	7.45
Master 16 1/2 Bulk Porc.	7.45
Columbus 16 Bulk	7.45
Silver King 16 B.G. or Mds.	7.45
Silver King 32	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 16 B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.45
Pistachio Nuts, Vendor's Mix	3.75
Pistachio Nuts, Shell	5.55
Cashew Whole	5.55
Cashew Butts	5.50
Peanuts, Jumbo	2.18
Spanish	2.18
Mixed Nuts	5.55
Almonds 480 ct. 3 lbs. vac. pk.	5.55
Baby Chicks	3.25
Rainbow Peanuts	3.30
Boston Baked Beans	3.30
Jelly Beans 1/2 Bulk Porc.	3.25
Licorice Lozenges	3.25
M & M	4.44
Assorted Fruit Chews, 100 ct.	4.42
Rain Bio Ball Gum, all sizes, 300 lbs. minimum. Prepaid, per lb.	5.28
Adams Gum, all flavors, 100 ct.	4.47
Wrigley's Gum, all flavors, 100 ct.	4.47
Schard Chocolate, 200 ct.	1.20
Hershey's Chocolate, 200 ct.	1.20
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Strands, Globes, Brackets, Chews, Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL

446 W. 36th St., New York 18, N. Y.

LOngacre 4-8467

PENNY-NICKEL COMBINATION

Model H.M.S. by VICTOR

6 Venders In One
Production Feb. 15

See Your Nearest VICTOR Distributor

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 790
2160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
(Foreign rate, one year, \$6)

Name

Address

City..... Zone... State...

Occupation

R-M Exhibit Has Variety

PHILADELPHIA, Jan. 23.—At the Rudd-Melikian convention which ended today (23) is primarily a show for R-M franchised dealers, the convention floor took the appearance of a junior national convention.

Of course, R-M exhibited its full line of four coffee and combination venders—the Coffee Cub, the seven-selection unit (four coffee and three carbonated beverages), the coffee and juice vender (with Minute Maid orange) and the R-1A coffee vender, Coca-Cola and Pepsi-Cola were featured in two seven-selection units, as was Canada Dry beverages.

Other exhibitors were Lily-Tulip, Canada Dry, Dixie Cup, Continental Can, Wilson Refrigeration, Coca-Cola; Stewart's, Inc., and Coca-Cola Uniforms.

A camera crew from WCAU-TV was on the floor, with convention scenes appearing on the video station's Friday (22) newscast.



CHARMS!

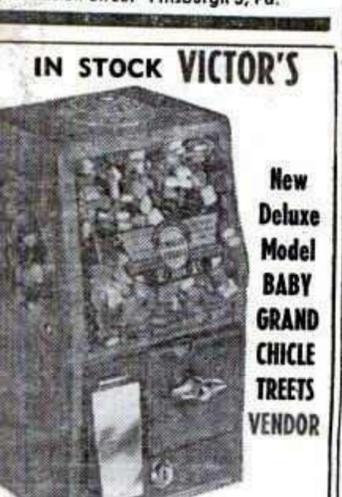
NEW DESIGNS
NEW IDEAS
NEW FINISHES

and 35¢
Complete Sample Kit

National Sales Agents for
ACORN CHARM VENDOR
parts and accessories



PENNY KING COMPANY
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PENNY-NICKEL COMBINATION
Model H.M.S. by VICTOR
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THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
Advance Model D Ball Gum	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11 Mds.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c	8.50	8.50	8.50	10.00
Ajax, 8 col.	125.00			
Apex Electric (8 Col.)		125.00	150.00	
Baby Grand, 1c (Victor)		9.50	9.50	
C-B Electras	149.50	150.00	150.00	150.00
Columbus 1c	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 10c.	210.00	210.00	210.00	250.00
DuGrenier Candyman	49.50	49.50	49.50	49.50
DuGrenier S (7 col.)		85.00	85.00	85.00
DuGrenier Champion (9 col.)	125.00	125.00(2)	125.00(2)	125.00
DuGrenier Model W (9 col.)	95.00(2)	115.00	95.00(2)	115.00
Eastern Electric Cigarette Vendor, 25c		149.50	150.00	
Exhibit Card Vender, 1c	15.00	15.00	15.00	15.00
Hawkeye Hot Popcorn	55.00	55.00	55.00	
Hershey 1c (2 col.)	6.50	6.50	6.50	
Hot Snack Bar (5 col.)	150.00	150.00	150.00	150.00
Hupp Cold Drinks	110.00	110.00	110.00	110.00
Keeney Electric (9 col.)	150.00	150.00	150.00	150.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vender	125.00	125.00	125.00	125.00
Lehigh PX (8 col.)		119.50		
Marion Scale	25.00	89.50	89.50	89.50
Master 1c 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	7.45	7.45	7.45
Master 5c	7.45	7.45	7.45	7.45
Mills Scale	40.00			
Mills Tab Gum		16.50	16.50	16.50
National 9 A			134.50	
National Candy (6 col.)	69.50	69.50	69.50	65.00
National Candy, 9 M	95.00	95.00	95.00	95.00
National 930	130.00(2)	130.00(2)	130.00(2)	130.00
National 950	145.00(2)	145.00(2)	145.00(2)	145.00
National Electric Cigarette Machine	75.00		75.00	
Northwestern 33 Ball Gum	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c.	7.95	7.95	7.95	7.95
Northwestern 49, 1c.	12.50	12.50	12.50	
Northwestern 49, 5c.	12.50	12.50	12.50	
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum	18.95	18.95		
Pencil or Ball Pen Vender	49.50			
Pop Corn Sez	49.50	65.00	65.00	65.00
Pop-N-Hot Popcorn	65.00	39.50	65.00	65.00
PX (8 col.)	145.00	145.00	145.00	145.00
PX (10 col.)	145.00	145.00	145.00	145.00
PX Electric (10 col.)			164.50	
Revco Model 400 Ice Cream	150.00	150.00	150.00	150.00
Rowe Candy (8 col.)	85.00	85.00	85.00	85.00
Rowe Crusader (8 col.)		129.50	109.50	85.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)	95.00	95.00	95.00	95.00
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	135.00	135.00	135.00	135.00
Rowe Royal (8 col.)	155.00(2)	155.00(2)	155.00(2)	155.00
Rowe Royal (10 col.)	100.00	89.50	100.00	100.00
Rowe Royal (9 col.)	145.00	145.00	145.00	145.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Shipman, 1c	7.50	7.50		
Silver King	8.50	8.50	8.50	
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mds.	7.45	7.45	7.45	7.45
Silver King, 5c	7.45	7.45	7.45	7.45
Silver King, 8.50				
Siros Brush Up	50.00			
Stoner Candy (8 col.)	135.00	130.00	160.00	130.00
Super Vend Selective Drink Vender, 3 Drinks	325.00	325.00	325.00	325.00
Uneeda Candy	65.00	65.00	65.00	65.00
Uneeda Challenger (8 col.)	110.00	110.00	110.00	110.00
Uneeda Electric (10 col.)			124.50	
Uneeda Electric (9 col.)	125.00	125.00	125.00	125.00
Uneeda Model E (5 col.)	65.00			
Uneeda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneeda Model E (6 col.)	50.00	75.00	50.00	75.00
Uneeda Model E (8 col.)	85.00	85.00	85.00	85.00
Uneeda Model 500 (9 col.)	95.00	110.00	95.00	110.00
Uneeda Model 500 (11 col.)	135.00	135.00	135.00	135.00
Uneeda Model 500 (15 col.)		110.00	110.00	
Uneeda Monarch (6 col.)	100.00	100.00	100.00	100.00
U-Select-It	49.50	49.50	49.50	49.50
Watling Fortune Scale	85.00			
Watling Guesser Scale	85.00			

Philip Morris Names Carroll Sales Super.

NEW YORK, Jan. 23.—John Carroll, a salesman with Philip Morris & Company Ltd., Inc., this week was named sales supervisor for Western Pennsylvania. He will headquarter in Pittsburgh.

DETROIT, Jan. 23.—A new cigarette operation, J & M Vending, has been formed by David F. Brady and Lifter S. Milkani. The partners are newcomers to the vending industry, and plan to operate on city routes at present, and diversify to include additional venders and products later.

Frankfurter Roll

JAMAICA, N. Y., Jan. 23.—Samuel Eppy & Company, Inc., this week released a Frankfurter Roll charm. It is imitation gold plated and the frankfurter is red plastic.

PENNY-NICKEL COMBINATION
Model H.M.S. by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

DAIRY AID Land O'Lakes Outdoor Spots Boost Sales

MINNEAPOLIS, Jan. 23.—The Land O'Lakes Creameries, Inc., launched its pioneer outdoor vending operation in this area just two years ago with seven machines and today has 28 outdoor milk venders.

Land O'Lakes found that outdoor milk vending works. Richard Bonde, manager of the fluid milk and ice cream department of Land O'Lakes, attributes the success of outdoor milk machines largely to customer convenience. "They simply make milk easily available," he explains.

Most venders are located in gas stations, three are outside supermarkets, and all are in lighted, accessible areas 24 hours a day. Peak sales are on Sundays and holidays when most stores are closed. Besides, said Bonde, the gas station-located machines increase gasoline sales; supermarket-located venders set-up over-the-counter milk sales.

"We feel that milk automat operation is additional or plus business for any location," Bonde pointed out. "That is important, for if the automats took away business from the house-to-house delivery man or took business away from their stores, we could not expect that their operation would increase milk consumption."

Sales from each vender average about 225 half-gallon cartons (450 quarts) a day—equivalent to a full delivery-truck load.

With a 1,000 half-gallon capacity, each machine (four feet square by six feet high) dispenses half-gallons at 32 cents, quarts at 16 cents. A conveyor chain carries the cartons to a reach-in tray and offers five-second delivery.

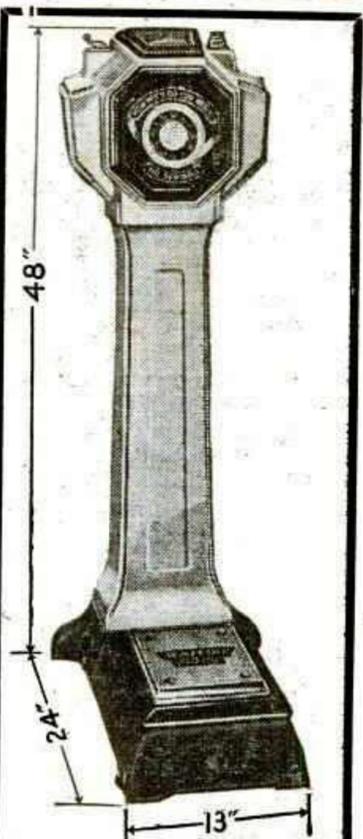
Cash-and-carry venders eliminate credit risks from milk sales.

Cut Delivery Expenses
Bonde said the machines cut delivery expenses. Selling expense to stores, he said, was cut from 2½ cents a quart to a half cent a quart at venders.

A driver delivers the milk to the machines in only one style and one size package, fills the machine directly from his truck. He does not have to invoice the product, wait to pick up cash, or get someone to sign an invoice for the delivery, Bonde declared.

Land O'Lakes operates, distributes and sells Polar Automats, manufactured by the Refrigeration Engineering Corporation, Montgomery, Minn. Both firms helped develop the vender, unveiled it at the 1951 Minnesota State Fair, following a three-month test of a pilot model at the dairy plant.

University of Wisconsin researchers figured that milk consumption can be boosted 510 million pounds by making milk available round-the-clock in vending machines.



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by

WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 — Telephone: Columbus 1-3772
Cable Address: WATLINGITE, Chicago

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. ... 36¢ lb.
Bubble Chicks, 320 & 520 ct. ... 30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.
AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

FOR SALE COFFEE-SPA COFFEE MACHINE
Like New
Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three months.
Make an offer to
H. Felsing, Empire Lanes, Inc.
36-42 First St. Hoboken, N. J.



MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 192

Name

Address

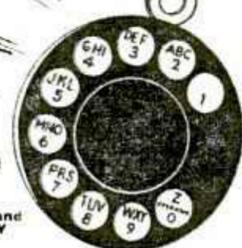
City..... Zone..... State.....

Occupation



KARL GUGGENHEIM
presents the greatest feature
action charm ever . . .

ACTION TELEPHONE DIAL



\$16.00
per thousand
F.O.B. N. Y.

Here is a real collector's item: An authentic reproduction of the telephone dial that actually revolves. Even the letters and numbers are printed in red and black like the real thing. Available in assorted colors, look for a lot of action around vending machines with this child's delight.

GIVE US A CALL!
Order from your distributor or from . . .

Karl Guggenheim
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

The Latest . . .
for Rocket Machine Operators!
A Charm! A Game!
They Wear It! They Play It!

TIC-TAC-TOE



\$16.00
per thousand
F.O.B. N. Y.

Comes in two-toned colors, complete with peg-board, pegs and case for pegs . . . not too bulky for pocket . . . has loop for chaining!

Write, Phone or Wire Your Orders

PAUL A. PRICE CO.
55 Leonard St., New York 13

PENNY-NICKEL COMBINATION

Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor.

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
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE:
PENNY KING CO.
238 Mission St.
Pittsburgh 3, Pa.

WESTERN OFFICE:
MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

its a dyna MITE!

ATLAS MASTER penny-nickel
PROFIT MAKER

the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

ATLAS MFG. & SALES CORP.
12220 Triskett Rd.
Phone DRchard 1-7725, Cleveland 11, O.

Also reads NUTS and CANDY!
Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!

Vending Value
• Continu. from page 80

sales per machine at 119—or a 17-pack daily average.)

Said Babson: "It is clear that at this rate there must be a large investment in machines in order to support a serviceman who will load, repair and collect coins from the machines."

He predicted that venders would never replace sales clerks, since they are "able to sell only well-known, low-cost items that people already want." He did say, however, that he believed venders might discourage further wage increases (of sales clerks).

Factors in Growth

Babson pointed to advertising and packaging as the two main factors which will determine the further growth and expansion of automatic merchandising. "The manufacturer, who does not make full use of good packaging and newspaper advertising, will not get repeat orders from vending machine operators," he asserted.

Babson concluded that venders do not have their place in certain stores "where its uses have not as yet been fully exploited," adding that products known to move well thru venders are the well-known brands.

"Products that people want to feel, or try for size, cannot yet be automatically dispensed," he said. "Also, experience has shown that the average citizen hesitates to drop anything larger than a quarter in a machine; and there are few persons, indeed, who will deposit a dollar or more in a gadget that they are not sure will work."

(Editor's Note: The outdoor milk vending machine dispensing half-gallons for around 40 cents is at least one instance where larger-than-quarter deposit venders have proved highly successful.)

Babson pointed to vandalism as one of the occupational hazards of vending. Machines "must be located where there is heavy traffic at all times, or where there is an employee doing other work. Public locations are unsatisfactory." Therefore, he predicted that future growth of the machines "will come in stores where vandalism cannot occur."

He warned of "unscrupulous promoters who paint the future in most vivid colors, exaggerating the sales potential and hardly mentioning the operating costs and other problems."

Eskimo Pie Names Brown Sales Mgr.

BLOOMFIELD, N. J., Jan. 23.—Robert H. Brown this week was named general sales manager of the Eskimo Pie Corporation here. Brown has been on the firm's sales force for 13 years.

A management committee has been formed, consisting of D. L. Gunn, vice-president and treasurer; Brown; W. S. McKee, assistant to the president; W. W. Wade, advertising manager; F. B. Stoddert, purchasing agent, and J. A. McKinney, director of engineering.

Eskimo Pie Appoints R. H. Brown Sales Mgr.

BLOOMFIELD, N. J., Jan. 23.—Eskimo Pie Corporation appointed Robert H. Brown general sales manager. J. Louis Reynolds, president, announced.

Brown has been with the company since 1940.

Reynolds announced the formation of a management committee composed of D. L. Gunn, vice-president and treasurer, presiding officer; R. H. Brown; W. S. McKee, assistant to the president; W. W. Wade, advertising manager; F. B. Stoddert, purchasing agent, and J. A. McKinney, director of engineering.

Suggested Sample Contracts

SPECIAL BONUS PLACEMENT AGREEMENT TO _____ 195_____

Gentlemen:

In consideration of the sum of \$1, receipt of which is hereby acknowledged, I hereby grant to you for a period of one year, commencing on this date, an exclusive concession for the sale of cigarettes in and about my place of business, owned and operated by me under the name _____ and located at _____

It is understood that you will sell or dispense such cigarettes thru automatic vending machines and I agree that I will not, in any manner, sell or dispense cigarettes or permit cigarettes to be sold or dispensed at above named place of business by anyone other than you.

During the term hereof you agree to maintain automatic cigarette vending equipment reasonably adequate for the cigarette sales volume at my place of business and I agree to furnish you and maintain for you reasonably adequate and appropriate space for your cigarette vending equipment.

This agreement shall be extended from year to year unless it is canceled by mutual consent in writing or terminated by written notice by either party to the other between the 1st and the 15th of the last month of the term.

In addition to above consideration you agree to pay me your regular schedule rate of commission based on the total number of packs of cigarettes sold by you under this agreement, payment to be made on a bi-monthly basis.

IN ADDITION TO SAID BI-MONTHLY COMMISSION, YOU AGREE TO PAY ME A BONUS COMMISSION OF 10 PER CENT OF EACH 12 MONTHS' EARNED COMMISSION AT THE END OF EACH 12-MONTH TERM THIS AGREEMENT IS IN EFFECT.

Your signature to the acceptance clause below will constitute this a binding agreement between us.

Yours very truly,

Owner(s)

Address

City _____ Phone _____

Accepted and Agreed to:
By _____

INSTALLATION AND SERVICE AGREEMENT

In consideration of _____ hereinafter referred to as _____ installing and servicing _____ cigarette vending machines in the undersigned's place of business _____ and other valuable consideration, the undersigned agrees to, and does hereby, assign and grant to _____ the exclusive right and privilege of selling cigarettes at said premises for a period of _____ day of _____ 19_____, and thereafter from year to year unless sooner terminated by written notice sent registered mail by either party to the other not later than sixty (60) days prior to the expiration of the term, or any extension, hereof; and during said period, further agrees not to permit any person, firm or corporation other than _____ to sell, trade in, or offer cigarettes for sale at said premises. The undersigned further states there is no other legal agreement in effect covering the sale of cigarettes at said premises.

_____ agrees to maintain and service said machine(s) during said period and shall have full access to the undersigned's place of business during reasonable business hours for that purpose. _____ shall pay to the undersigned its prevailing rate of commission, subject to the express understanding that in the event of any change in the cost of cigarettes to . . . or any change in or imposition of any tax on the sale of cigarettes, or in the ownership, use or operation of cigarette vending machine(s), the commissions to be paid by _____ may be changed accordingly without otherwise affecting this agreement, upon written notice to the undersigned of any such change. The undersigned agrees that if he shall sell and/or transfer his interest in the business during the term, or any extension, hereof, he shall, in that event, require that as a condition of said sale and/or transfer, the purchaser and/or transferee thereof shall accept this contract for the unexpired portion thereof and assume all of the terms, covenants and conditions thereof. In the event of a breach of this agreement, the undersigned agrees to pay all costs and attorneys' fees which may be incurred by _____ by reason thereof. This agreement sets forth the complete understanding between the parties and no representations were made not appearing herein.

Trade Name _____ Title _____

By _____

Business Address _____

Telephone _____

Residence _____

APPROVED AND ACCEPTED:

By _____

Written Pacts
• Continued from page 80

been notably successful," he declared. "Now, written location contracts are as much a part of modern cigarette vending as are king-size cigarettes."

Use Printed Forms

Riddell cautioned that using printed contract forms makes it easier to get the location owner's signature. He noted that the sample contract forms were suggested to help the association's members "get started." "Make up your own form, if necessary, then check with your attorney," he advises.

Summarizing, Riddell stated that to keep signed locations continually conscious that they are under contract, one operator rubber-stamps commission checks: "Special Contract Account."

If the operator does not pay by check, a similar rubber stamp on his collection slips to contract locations accomplishes the same purpose.

"Keep locations contract conscious," Riddell emphasized.

PENNY-NICKEL COMBINATION

Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

'Dual Degree' Uni Keep Bev Sales Ho

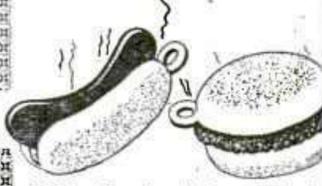
PORTLAND, Ore., Jan. 23.—Jack Bennion and Ken Baldi Kwik-Kafe operators here, preparing to accommodate "temperature tastes" of their customers with hot and cold drinks via one unit. They are installing a dual unit that vends coffee and orange juice.

The unit, manufactured by Rudd Melikian, vends Kwik-Kafe coffee and Minute Maid orange juice. Machine capacity is servings of coffee and 200 orange juice.

Baldus noted that Melikian introduced a coffee blend with 20 per cent Arab mocha, which provides a heavier flavor more acceptable in his trade area than the mild 100 per cent Brazil santos formerly used.

All that's Gold . . . GLITTERS

GOLD-PLATED HOT-DOG CHARMS



NOW—the Frankfurter ROLL is GOLD-PLATED AND the Frankfurter Meat is red Plastic.

You can't beat a Gold-Plated Gimmick. Here is an appealing Charm made infinitely more satisfactory because it's Gold-Plated. It shows up much better in the machines. It trades-up the value of the Charm, satisfies the customer more.

Gold-Plated Hot Dogs, \$15.00 per 1,000
Plastic Hot Dogs and Hamburgers, Mixed \$11.75 per 1,000

f.o.b. Jamaica, New York
or: At Your Distributor

We find when an item is available both ways—in Gold-Plated and in Plastic—the majority of the Operators favor the Gold-Plated Gimmick. They say it's worth the difference because the Gold-Plated Hot Dog makes a big difference in results.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 2, L. I., N. Y.

VICTOR'S TOPPER DELUXE (1c) . . .



Your choice:
Glass Globe Style
or
Half Cabinet Style.

100 or more, \$13.50 each.
Less than 100, \$14.25 each.

(For Twin Window Style, add 50¢ per machine.)

GET ACQUAINTED OFFER!

One Victor's Topper Deluxe (5¢) All Charm Vender Filled . . . \$25
Four Machines Filled . . . \$97

We stock the complete line of Victor vendors. All machines packed and sold in the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandising list.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

PENNY-NICKEL COMBINATION

Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor.

SENSATIONAL SALES MAKER

oak's
NEW
Rainbow
10-selector VENDOR

Precision-built! Aluminum! Colorful columns in red, gold and blue

Empire Coin Machine, Exchange

1012 Milwaukee Ave. • Chicago 22, Ill.

Re-Elect Fish President of Conn. Group

HARTFORD, Conn., Jan. 23.—The Music Operators of Connecticut re-elected Abe Fish president at the annual meeting last week. The group is composed of games, music and vending machine operators.

Other officers named were executive vice-president, James Tolisano, Hartford; vice-president, Louis Naclerio, Waterbury; secretary, Maurice Wein, New London; treasurer, Clarence Sorrentino.

Frank Marks, New London; Michael Nicholas, Bridgeport; Joseph Zdonek, Waterbury, and Lewis Beilman, East Hampton, were elected assistant treasurers. Irving Geltzer, New London, was made sergeant at arms.

John Colucci, of Mattatuck Music, Waterbury, was appointed Waterbury delegate, with Joseph Naclerio serving as his alternate. Milton Bolck, Waterbury operator, was reinstated as a member in good standing.

Installation of officers will be held at a dinner meeting on January 28 at 6:30 p.m., at the Silver Quarter Restaurant, 1064 Chapel Street, New Haven.

In an acceptance speech, President Fish reaffirmed his basic beliefs in "a strong local and State-wide association for the benefit of the entire coin machine industry."

"Mind you," he asserted, "I'm not maintaining that because we have a strong organization on either a local or State level that we should use association strength as a club over location owners or storekeepers."

"Co-operation and good will are still trade secrets that get a man a good salary. These, plus new machines and efficient operating methods, spell success in a great and growing industry."

INDIANAPOLIS, Jan. 23.—Officials of the electrical workers' union here invited all coin machine operators in the area to confer with them Friday (22) night.

Purpose of the session was to suggest organizing operators in an attempt to improve operating conditions and point out the hazards of unfair competition.

BABY'S BIRTH HELPS FUND-BOX

WASHINGTON, Jan. 23.—Birth of a boy to Mr. and Mrs. Horace Biederman at Doctor's Hospital here aided the March of Dimes. Biederman is secretary-treasurer of the Washington Coin Machine Association and owner of Biederman Amusements.

A pool was conducted in the offices of the Hub Enterprises, based on the date of arrival of the Biederman infant. It was won by C. Robert Burner, owner of Liberty Music Company, an operating firm. The \$10 kitty was turned over to the polio fund by Burner.

United Havana Game Intros New Scoring

CHICAGO, Jan. 23.—Initial showings of Havana, the new in-line scoring game, were held by distributors of United Manufacturing Company this week.

Meanwhile, Billy DeSelm, sales manager, disclosed that the firm had embarked on a new plan of co-operation in which United's three top traveling staffers will work periodically with distributors and their staff in the field.

The Havana game introduces a new in-line play, which features the return of all balls when no scoring combination results after five balls have been played. The game has three scoring cards, plus two corner cards. It also has provisions for extra ball purchase which can be used at the discretion of the player.

Havana has 25 numbered holes, and three spell name holes which also are free. Object of play is to make three, four and five numbers in a line on the backglass, which results in a favorable score. The game has two special cards, which result in a three-in-line play when two numbers are made and a four-in-line play when three numbers are made.

The three United staffers who will conduct the field work with distributors are Ken Shelton in the East, John Casola in the South, and Al Thoeke in the West. All are now on assignment in those areas.

Clean-Up

Continued from page 71

attention thru our local newspapers that there have been numerous complaints about children, under 16 years of age, playing and gambling on pinball machines placed in your restaurants by licensed operators. We all know that the machine in question is licensed by the city for amusement only, and not for gambling or children under age to play on.

"The operators are taking this opportunity to warn you that unless this is stopped immediately, we will be forced to remove our machine from your premises and forbid any operator to place a pinball machine in your store."

\$108 License Fee

An organizer of the group said that operators pay \$108 annually to the city for licenses per machine, with the take usually split 50-50 with the location.

Police and another member of the association agreed that the only type of gambling involved was the payment of 5 cents for each free game won by the player. This, and play by juveniles, is what the association is trying to stamp out.

Interim officers in the association are Romeo Laniel, Sam Schwartz, Paul Boretzky and Louis Vetere.

New Cash Drawer

SHELBYVILLE, Ind., Jan. 23.—Indiana Cash Drawer Company announced production of a new under-counter cash drawer called Model R-1.

Officials said the special feature of the new drawer is the removable metal tray with a lock-on lid. The tray has six coin compartments, three currency compartments and a ticket compartment. Currency and ticket compartments have hinged bill weights.

Over-all size of the case is 18 3/4 by 15 3/4 by 4 3/4 inches.

SALES AID

Canada Chain Finds Rides Hike Traffic

TORONTO, Jan. 23.—Dominion Stores, Ltd., one of the largest chain of supermarkets in Canada, is using kiddie rides to bear out the carnival atmosphere of their larger stores. They have proved good traffic builders.

As one store official points out: "We have tried to create an atmosphere of a market-place in our stores. It helps to provide that as well as bringing customers into the store, for they know that their children will behave as long as they are entertained by the rides."

The chain has about 30 rides, allotting two to each store. These they own outright purchasing them from various American suppliers after testing two units. One of the rides is usually a horse, while the second may be a space ship or a reindeer.

Other than normal wear and tear, there is little in the way of mechanical problems and these are dealt with by the regular staff of the organization.

The official refused to say how much the rides take in, but he did say they paid for themselves in good time. The rides are also used by the store in their advertisements.

Other retail outlets in the area have adopted rides also, and various shopping centers in Canada are using the units as an attraction.

Williams Sets

Continued from page 71

Star Baseball can be used on straight novelty play or straight novelty with double match features. It has a coin chute which operates like the one on Special Deluxe.

The third game—Pennant Baseball—was designed for replay or novelty plus double match play. It also has the same type coin chute as the Special Deluxe and Star Baseball models.

Stern emphasized that tests on all three models showed ready acceptance on location. He pointed out the three models embody the following features:

1. The patron has exceptional control over action of the game and even pitches the ball with the manually operated button, which activates the electrical pitching unit.

2. The baseball players actually run bases.

3. The visiting team on the lower back box is set off in realistic third dimension.

4. Lights on the playfield indicate men on bases and add realism.

4. Stern stated that volume deliveries on the baseball units is possible at this time because Williams' major production lines have been committed to the baseball game. He added that demand is higher for the 1954 baseball games than in any similar unit produced in the past five years.

The Williams vice-president also said that even the firm's first baseball games, built in 1949, are still on location and their resale value exceeds that of any game produced at that time.

Binks Starts

Continued from page 71

director for Dave Simon, Inc., to accept the Binks post. During his long career, both in the coin and general industry, he spent 16 years with the Holcomb & Hoke Manufacturing Company, Indianapolis. He left that firm to eventually become Wurlitzer's top advertising and sales promotion head. Earlier he had been Wurlitzer's credit manager.

Commercial Music is headed by Raymond Williams and has headquarters at 1501 Dragon Street, Dallas. Its territory includes Texas and the Eastern half of New Mexico.

C. A. Culp owns Culp Distributing. His sales offices and showrooms are at 614-16 W. Grand Avenue, Oklahoma City. Culp has been assigned the Oklahoma territory.

The Williams Distributing Company will cover Tennessee for Binks from its headquarters at 1117 Union in Memphis. Buster Williams heads this firm.

SEE FED. COIN REVENUE \$17 MILLION IN '54-'55

WASHINGTON, Jan. 23.—Revenue from the combined federal taxes on coin-operated amusement and gaming devices will total \$17,000,000 next fiscal year, which begins July 1, according to a forecast in President Eisenhower's budget which was sent to Congress this week. This amount is identical with the Presidential budgeteers' estimate for the current fiscal year, and it represents an increase from \$16,504,633 in revenue from this source in the fiscal year which ended last June 30.

The budget predicts a sharp decline in revenue from the federal tax on small cigarettes. Collections from this tax the fiscal year starting next July 1 are expected to yield \$1,396,000,000, compared with an estimated \$1,501,000,000 in revenue in the current fiscal year, and \$1,586,775,030 in the fiscal year which ended last June 30. The sharp decline is attributed in the budget to both a slated cut in the cigarette tax and "reduced cigarette sales."

A steady decline in revenue from tobacco taxes is anticipated for the next fiscal year. The current fiscal year's estimate is \$1,568,000,000 compared with \$1,654,910,962 collected the previous fiscal year. Foreseen for the 1955 fiscal year is a yield of \$1,464,000,000.

ROUTE TO SUCCESS

Albuquerque Op Likes Door Side Locations

ALBUQUERQUE, N. M., Jan. 23.—After much experimentation with the actual placement of phonographs and cigarette vendors in various locations, a "door-side spot" has been determined as the most effective, according to Border Sunshine Novelty Company, music and vending machine operators here.

Border Sunshine's string of machines is one of the largest in the New Mexico metropolis, including every sort of location from the offices of tourist courts to taverns, service stations, cocktail lounges, restaurants and even drugstores.

No matter what the location, however, one point is readily noticeable. That is the spotting of the machine as near as possible to the front door.

Easy to Get

This sort of spot can be obtained in the majority of locations. It has been found, except in restaurants or stores which reserve this space for the cashier. Even in these instances, however, Border Sunshine Novelty Company has the answer, by spotting the machine across from the cashier's stand, on the other side of the door.

Where cigarettes are concerned, the location is psychologically valuable inasmuch as almost everyone who enters any sort of building for the first time, typically glances back to fix the location of the entrance in his mind. Thus, the cigarette vender alongside of the door is far more visible.

Only slightly secondary in importance is the fact that there are many potential cigarette customers, who, because of dress, traffic, unwillingness to be "helped" by sales people, etc., will not enter a store if the cigarette machine is placed far within a place of business.

It hasn't been difficult to obtain the co-operation of location owners along these lines, it was pointed out, inasmuch as the inner wall of most locations on either side of the door, is unused.

In installing phonographs, and utilizing chiefly oversized AMI machines, Border Sunshine Novelty Company has found that the relatively clear inner-front wall acts as a better "sounding board" in the majority of locations. More space, too, is provided for the big, bulky phonograph at this point. Once again, the fact that the customer sees the phonograph "coming and going" is calculated to develop better play.

Bally Debuts

Continued from page 71

and indicate to the player to select the Super-Score card before shooting the first ball or the fourth ball. When the Super-Score panel lights above a selected card, it qualifies players to score super-scores instead of regular scores.

Another innovation of the game is the Score-Booster Star Roll-over feature. This works as follows: The red and yellow stars on the backglass and on the playfield flash as each coin is deposited and at mystery intervals light and remain lit. If a rollover is hit when a corresponding star is lit, the three-in-line score is boosted to four-in-line.

Among the other major features on the game are: The hold button, with balls returned from numbers not held; advancing super-scores, corner scores and extra balls.

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 - United Cabana 295.00
 - Happy Go Lucky 149.50
 - Chinatown 159.50
 - Hayburner 75.00
 - Seeburg 47 99.50
 - Rock-Ola 1422 99.50
 - Genco Sky Gunner Write
 - Exhibit Silver Bullets 129.50
 - Seeburg Bear Gun 149.50
 - Genco Gold Nuggets 249.50
- Central Ohio Coin Machine Exchange
525 S. High St. Columbus, O.
Adams 7254

N. Y. POLICE ALERT TRADE TO SLUG RING

NEW YORK, Jan. 23.—Police here alerted operators to help crack a spurious subway token ring, which makes, sells and distributes the slugs. Four men were picked up and questioned on the counterfeiting scheme. So far, the ring has confined its activities to subway tokens, with coin machine operators in the area reporting no organized slug passing.

Lake County, Ill., Sets Feb. 1 License Date

CHICAGO, Jan. 23.—A tax measure licensing coin-operated machines in near-by Lake County becomes effective February 1. County supervisors estimated the ordinance would yield \$25,000 revenue annually. The ordinance establishes annual fees of \$10 for juke boxes; \$25 for shuffle games; \$25 for electronic and sharp-shooter games and \$100 annually for coin-operated bingo and other games requiring skill. The regulation was made possible thru a law passed by the last session of the State Legislature authorizing such licensing. Failure to comply with the ordinance prescribes a \$200 fine.

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, the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9	Issue of Jan. 2
ABC (United).....	\$75.00 115.00	\$75.00 99.00	\$50.00 75.00	\$50.00 75.00
All Baba (Gottlieb).....	115.00	115.00	115.00	100.00 115.00
All Star Basketball (Gottlieb)	39.00 59.50	59.50	39.00 39.50	39.00 59.50
Aquacade (United).....			59.50	
Arcade.....				75.00
Arizona (United).....	45.00 79.50	79.50	79.50	79.50
Atlantic City (Bally).....	150.00 175.00	175.00(2)	185.00 220.00	185.00 225.00
	185.00(2)	185.00 195.00	225.00 235.00	235.00 245.00
	195.00(3)	225.00 245.00	245.00 260.00	260.00
	200.00	260.00		
	225.00(3)			
	245.00			
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Barnacle Bill (Gottlieb).....			34.50	
Basketball Champ (Chicago Coin).....	175.00 275.00	195.00 275.00	195.00 275.00	275.00
Batting Practice.....	89.50 95.00	89.50	39.50 89.50	89.50
Beach Club (Bally).....	300.00 350.00	360.00 375.00	385.00 395.00	395.00 410.00
	360.00	395.00(2)	410.00	
	375.00(2)	410.00		
	395.00(3)			
Beauty (Bally).....	275.00 295.00	269.50 310.00	310.00 325.00	310.00 325.00
	300.00 324.50	325.00(2)	350.00(3)	350.00(3)
	325.00(5)	350.00(2)		
	350.00			
Be Top (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	89.50 95.00	49.50	49.50	49.50
Big Hit (Exhibit).....	100.00			
Big Top (Genco).....	45.00 54.50	54.50	54.50 64.50	54.50
Black Gold (Genco).....			59.50	
Bohler (United).....		110.00 115.00	110.00 115.00	110.00 150.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb)...	45.00(2) 69.50	69.50	69.50	69.50
Bright Lights (Bally).....	95.00 110.00	79.50 95.00	95.00(2) 125.00	95.00 125.00
	125.00(2)	125.00 135.00	135.00	135.00
	135.00 150.00	150.00(2)	150.00(2)	150.00(2)
Bright Spot (Bally).....	115.00 145.00	175.00(3)	175.00(3)	175.00(3)
	150.00(3)			
	175.00(3)			
Buccaneer (Gottlieb).....			34.50	
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Cabana (United).....	200.00 275.00	275.00 295.00	275.00 375.00	275.00 375.00
	295.00(2)	375.00		
	375.00			
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	40.00 59.50	59.50	59.50	59.50
Carnival (Bally).....			49.50	
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00 45.00	35.00	35.00	35.00
Champion (Bally).....	89.50	19.50 75.00	75.00 89.50	89.50
	10 Col. 155	89.50		
	Uneda Elec., 9 Col. 125			
Chinatown (Gottlieb).....	145.00 150.00	145.00 160.00	160.00	125.00 160.00
	160.00			
Cinderella (Gottlieb).....			29.50	
Circus (Exhibit).....	45.00			
Circus (United).....	225.00(2)	195.00	195.00(2)	195.00
	245.00	225.00(2)	225.00(2)	225.00(2)
	79.50	14.95 79.50	79.50	79.50
Citation (Bally).....	90.00 119.50	125.00(2)	125.00	90.00 125.00
College Daze (Gottlieb).....	130.00 145.00	175.00(2)	140.00(2)	140.00
	150.00(2)	290.00	175.00(2)	175.00(2)
	175.00(2)		190.00	190.00
	200.00		109.50	
Control Tower (Williams)...	109.50			109.50
Coronation (Gottlieb).....	165.00			135.00
County Fair (United).....	35.00			
Crazy Ball (Chicago Coin)...	45.00			
Cross Roads.....	150.00			
Cyclone (Gottlieb).....	139.50	139.50	139.50	139.50
Dallas (Williams).....	69.50	69.50	44.50 69.50	69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Deluxe World Series (Williams)...	125.00 195.00	49.50	34.50 49.50	49.50
Dew-Wa-Ditty (Williams)...	49.50	49.50	49.50	49.50
Domino (Williams).....	45.00			95.00
Double Action.....	75.00 89.00	89.00	89.00	89.00
Double Feature (Gottlieb)...	45.00 65.00	65.00	49.50 65.00	65.00
Double Shuffle (Gottlieb)...	40.00 55.00	89.50	89.50	89.50
Dreamy (Williams).....		89.50		
Dude Ranch (Bally).....	425.00(3)	425.00		
	450.00			
Eight Ball (Williams).....	119.50	119.50	119.50	85.00 119.50
El Paso (Williams).....		39.50		
Fairway.....	165.00	165.00		
Fighting Irish (Chicago Coin)...	45.00 75.00	75.00	75.00	75.00
Five Star (Universal).....	75.00 85.00	75.00	49.50 75.00	49.50
Floating Power (Genco).....	49.50	49.50	44.50 49.50	49.50
Flying High (Gottlieb).....	150.00			150.00
Football (Chicago Coin).....	45.00 65.00	65.00	65.00	65.00
400 (Genco).....	95.00 99.50	75.00 95.00	95.00 125.00	95.00 125.00
	99.50			
Four Corners (Williams).....	125.00	75.00 115.00		100.00
Four Horsemen (Gottlieb)...	109.50	109.50	109.50	109.50
Four Stars (Gottlieb).....	85.00 115.00			
Freshie (Williams).....	45.00			
Frolic (Bally).....	175.00(2)	185.00 189.50	185.00 200.00	175.00 185.00
	185.00 195.00	195.00 200.00	225.00 240.00	200.00 240.00
	200.00(3)	250.00 265.00	250.00 260.00	250.00 265.00
	245.00	285.00	285.00	285.00
	250.00(3)			
	265.00			
	65.00			
Futurity.....		89.50	89.50	89.50
Georgia (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb)...	135.00	135.00	135.00	135.00
Gold Cup (Bally).....	59.50	55.00 59.50	55.00 59.50	59.50
Golden Nugget (Genco).....	100.00 110.00	110.00 125.00	125.00(2)	125.00(2)
	125.00			
Grand Award (Chicago Coin)...	35.00 45.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....				165.00
Guys-Dolls (Gottlieb).....	175.00	195.00	129.50	165.00
Happy-Go-Lucky (Gottlieb)...	129.50	129.50		129.50
Harvest Time (Genco).....	45.00 55.00	65.00	65.00	65.00
	65.00			
Hayburner.....	65.00			
Hit 'N' Run (Gottlieb).....	85.00 140.00	140.00	140.00	140.00

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• PIN GAMES
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By reason of a typographical error, the street address of **ACME-INTERNATIONAL DISTRIBUTORS** has been given as "Monroe" St. **THE CORRECT ADDRESS IS 3643-45 Montrose Ave. Chicago 18, Ill.**

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"First-Conditioned" Shuffle Games

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- CLASSIC \$395
- OLYMPIC 365
- CASCADE 325
- STAR-10TH FRAME 295
- STAR & PLAYER 245
- OFFICIAL S.A. (MATCH) 215
- SUPER 6 PLAYER 215
- DELUXE 4 PLAYER 5 Formica with 135
- 5 PLAYER with 115
- 4 PLAYER with Formica 115
- 4 PLAYER 95
- SKEE ALLEY 65

KEENEY

- DOMINO \$350
- CARNIVAL 350
- CLUB BOWLER-10 PLAYER 325
- 10 PLAYER TEAM BOWLER 295
- SUPER DELUXE 6 PLAYER 145
- HIGH SCORE LEAGUE BOWLER 125
- BIG LEAGUE BOWLER 85

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- Natl. 9-30's, 9 Col. 130
- Natl. 9-30's, 9 Col. 145
- Rowe Royals, 10 Col. 145
- Rowe Presidents, 10 Col. 155
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Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guaranteed.

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Guys-Dolls \$175	Dbles. Feature Rockettes 89	Baby Face 39	Majors of '49 45
Quintette 190	Triplets 80	WILLIAMS Sweepstakes \$195	Grand Award 35
Coronation 145	Knockout 49	Shoot Moon 120	Trinidad 35
Chinatown 140	King Arthur 45	Jalopy 120	Catalina 35
Skill Pool 150	Dbles. Shuffle 45	Shoo-Shoo 95	Thrill 35
Wild West 145		Maryland 35	
Nibears 145		CHICAGO COIN	
Hit 'N' Run 140		King Pin \$115	
Globe Trotter 135		Harvest Time 65	
Rose Bowl 125		Fighting Irish 75	
Wurlitzer 125		Football 65	
Mermaid 125			
All Str. Bsktbl. 115			

EXHIBIT
Shantytown \$ 85
Bebop 45
Playtime 45

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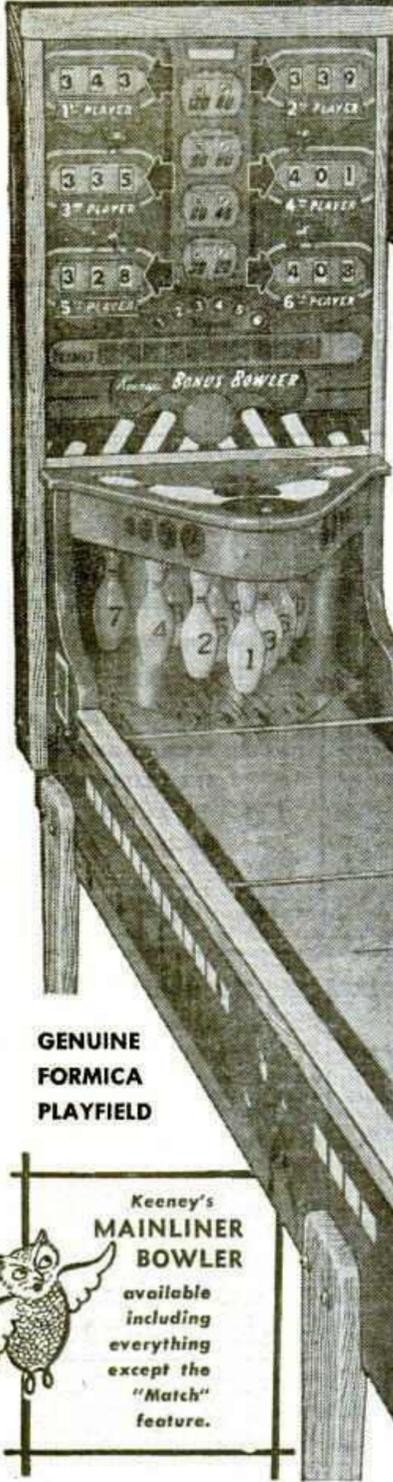
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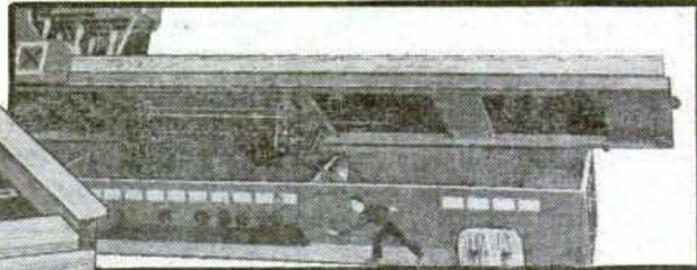
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PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX plus FLOODLIGHT WHEN DOOR OPENS!

If not obtainable from your distributor—contact factory direct for name of nearest distributor.

2 SIZES: 9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

The game that CONSERVES SPACE in any location.

3 CARD BONUS SCORING!

2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
• When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.
• "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

Single-Double-Triple-Quadruple Scoring for Strikes and Spares
• Shoot again in 10th frame

Reduce to 5 FRAME GAME by Simple Plug Adjustment



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2 Pl. with Formica	\$ 50.00
5 Pl. with Formica	110.00
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6 Pl. DeLuxe	115.00
6 Pl. Super	195.00
6 Pl. 10th Frame	225.00
Cascades	325.00
Olympics	385.00
C.C. & Pl. Super Match	225.00
Keeneys Team Bowler	250.00
Keeneys Club	325.00
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BINGOS	
ABC	\$ 75.00
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3-4-5	85.00
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ABT Challengers, new	45.00
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Pop-Up	18.50
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ARCADE EQUIPMENT	
Bally Big Inning	\$ 150.00
Evans Super Bomber	210.00
Evans Ten Strike	75.00
Evans Bola Score	185.00
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Ex. Gun Patrol	195.00
Ex. Space Invader	210.00
Mills Panoram	275.00
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Mut. Voice Recorder	425.00
Midget Movies	185.00
Quizzer & Film	95.00
Pitchem & Batem	185.00
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Bally Defender	125.00
Boomerang	45.00
Bally Heavy Hitter	35.00
Bally Rapid Fire	125.00
Candid Camera	125.00
C.C. Hockey	75.00
C.C. Pistol	75.00
Chicken Sam	105.00
C.C. Goalee	125.00
Dale Gun	55.00

Edelco Pool Table	\$ 75.00
Evans Ski Ball	95.00
Evans Bat-a-Score	145.00
Evans Tommy Gun	95.00
Deluxe	100.00
Ex. Silver Bullets	125.00
Lite League	100.00
Muto Photo, late	525.00
Muto Photo, early	195.00
Pokering, Jr.	75.00
King Pin	125.00
Sci. Pokerinos	85.00
Siro's Brush Up	50.00
Seeburg Bear Gun	185.00
Skyfighter	125.00
Supreme Bolascora	95.00
Texas Leaguer	50.00
Telequiz with film	125.00
Wms. Quarterback	50.00
Wms. Star Series	50.00
Wms. Super World	150.00
Wurlitzer Skeeball	150.00
Exhibit Jet Gun	225.00
Western Baseball	85.00
Keeneys Submarine Gun	120.00

DRINK & ICE CREAM VENDORS	
Craig Ice Cream	\$210.00
Hupp Cold Drinks	110.00
Hof Snak Bars	150.00
Super Vend, 3 sel.	325.00
Cafe-Spa, 600	50.00
Kalva, bot. 3 sel.	125.00
Revco, Ice Cream	150.00

CIGARETTE VENDORS	
Rowe Diplomat, Elec., 8 col.	\$150.00
Keeneys Elec. 9 col.	150.00
Ajax, 8 col.	125.00
Nat. Elec. 9 col.	75.00
C-8 Electros	150.00
Unesda E, 6 col.	50.00
Rowe Royal, 9 col.	100.00
P-X, 8 or 10 col.	145.00
Unesda 500, 9 col.	110.00
DuGrenier W, 9 col.	95.00
Un. Challenger, 8 col.	110.00
All factory shipped and Painted 25¢ operation	

MERCHANDISE VENDORS	
National Candy, 9 col.	\$95.00
National Candy, 4 col.	49.50
Nat. King Candy, single col., new	25.00
Shipman, 3 col. Candy, new	40.00
Pop-n-Hot Popcorn	65.00
Hawkeye Hot Popcorn	55.00
25 Pop Sex Popcorn	65.00
12 Adv. 1¢ Stick Gum	8.50
15 Hershey, 2 col., 1¢	6.50
100 Silver Kings, like new	8.50

UP-RIGHT GAMES	
Genco 400s	\$ 95.00
Genco Gold Nugget	125.00
Genco Jumpin' Jax	110.00
Silver Chest	250.00
Saddle & Turf, new	Write

RIDES	
Bally Champion Horse	\$525.00
Big Bronco	475.00
Ocean Liner	475.00
Miss America Boat	375.00
Choo-Choo Train	495.00
Merry-Go-Round with music, new	425.00
Rocket Ship	250.00
Space Ship	350.00
Super Jet	475.00
T.V. Ride, new	495.00

MUSIC	
AMI A	\$175.00
AMI B	275.00
AMI C	325.00
AMI D-40	425.00
AMI D-80	495.00
Wurlitzer 1015	125.00
Wurlitzer 1100	250.00
Wurlitzer 1250	325.00
Seeburg 100-A	450.00
Rock-Ola 46	125.00
Rock-Ola 47	165.00
Rock-Ola 48	250.00
Packard Wall Boxes	8.50
Buckley Wall Boxes	8.50

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SCIENTIFIC X-RAY POKERS, brand new, place your order now for early delivery. Write for prices.
SCIENTIFIC NEW T.V. KIDDIE RIDES, \$495.00—trades accepted.
MERRY-GO-ROUND KIDDIE RIDES, brand new, \$695.00, trades accepted.
4 AUTO PHOTOS, completely shipped, new guarantee, \$1,875.00 each.
10 AUTOMATIC 10¢ BOWLING BALL CLEANING MACHINE, special \$125.00.
Philadelphia Toboggan Skee Ball Alleys, especially for Park, Arcades, New. Write

THE BEST FOR LESS!

SHUFFLE ALLEYS

3 UNITED TWIN REBOUND, Formica, Big Pins, 7-10 Split	\$ 49.00
2 UNITED FOUR PLAYER, Formica, Big Pins, 7-10 Split	74.00
3 UNITED FIVE PLAYER, Formica, Big Pins, 7-10 Split	84.00
4 UNITED SIX PLAYER, Formica, Big Pins, 7-10 Split	94.00
5 UNITED SIX PLAYER DELUXE	114.00
3 UNITED SIX PLAYER DELUXE, 10th Frame, Double Feature and Jumbo Pins	194.00
3 UNITED SUPER	164.00
2 UNITED SUPER, 10th Frame, Progressive Scoring, Jumbo Pins	249.00
2 MANHATTAN	189.00
3 MANHATTAN, 10th Frame, Progressive Scoring, Jumbo Pins	274.00
2 MANHATTAN, 10th Frame	224.00
8 MANHATTAN, 10th Frame, Progressive Scoring, Jumbo Pins	294.00
5 UNITED CASCADE	294.00
3 UNITED CASCADE, Progressive Scoring, Jumbo Pins	364.00
4 UNITED ROYAL (Like New)	424.00

UNITED CHIEF AND LEADER WRITE

5 BALLS

United Tropics (Like New)	\$374.00
United Tahiti (Like New)	474.00
United Rio	Write

PARTS & ACCESSORIES

Hi Speed Wax, case of 24	\$ 6.49
Shuffle & Bowler Wax, case of 24	5.49
Highly Polished Precision Pucks, Each	1.25
Set of eight	9.49
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9 Ft. Formica Routed	15.94
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Weller Solder Gun, Heavy Duty	10.49
Cummings Drill, 1/4 Horsepower	21.49
Plastic Pins, 6 1/4", per set	1.94

ARCADE

4 Exhibit Jet Guns	\$164.00
1 Exhibit Space Invader	184.00
Genco Sky Gunner	Write

ROCKET PATROL

New	\$249.00
Used	149.00

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EXHILARATING ... ENTERTAINING ... EXCITING!

Watch this ...

Rotation Sequence ...

from 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score! ...

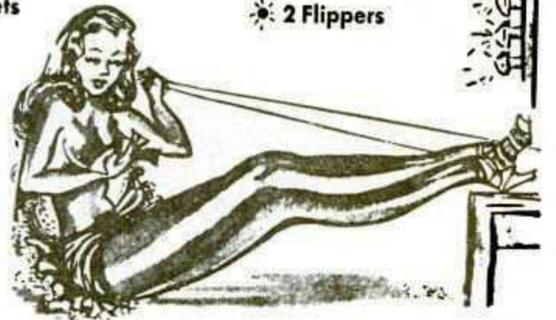
Making A-B-C-D Roll-Over lights Targets
for super-point score.

Extra Replay ...

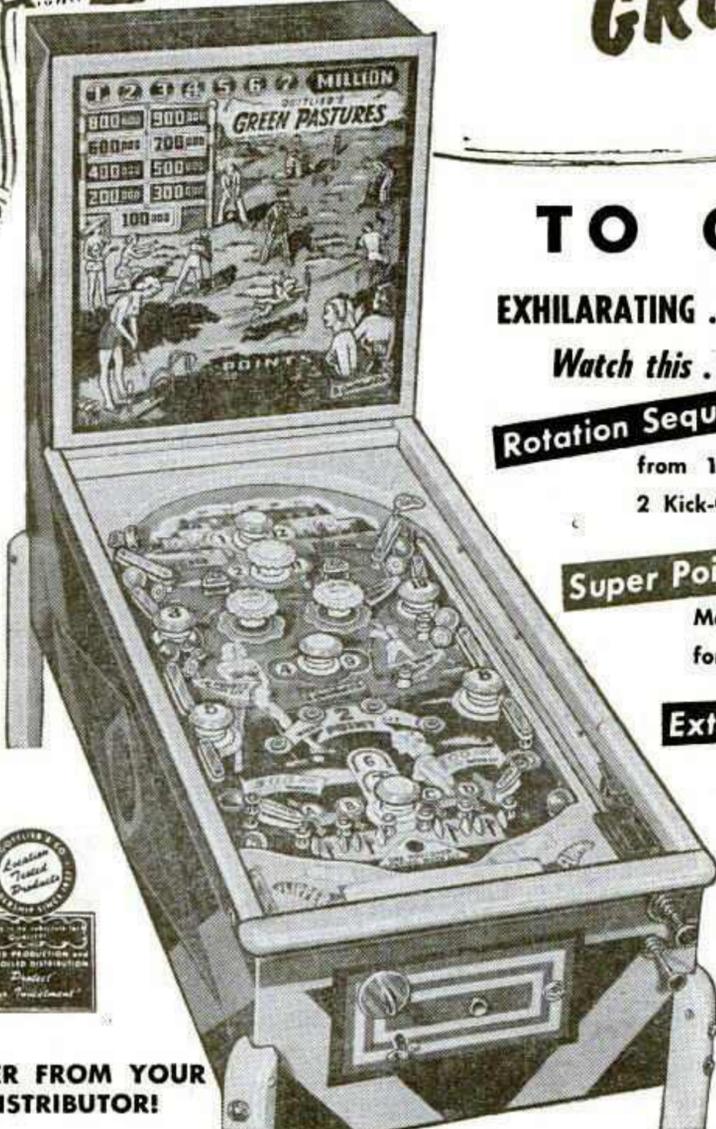
When all A-B-C-D letters are
out, mystery letter lights up
for REPLAY.

**MORE
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INDUCERS**

- Sound Effects
- 3 Pop Bumpers
- 2 Flippers



D. Gottlieb & Co.
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New Money Maker**

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United 2 Player, Formica Tops .. \$ 50.00	Chicago Coin Triple Frame\$395.00	Genco Jumping Jac	\$100.00
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	Atlantic City		
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Shuffleboard, Adj., set 12.00 Pucks (set of 8) .. 12.00	Shuf. Scorepads. Ea. .25	Bright Spot	150.00
TICKETS	Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.	Coney Island	150.00
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2170 R.W.&B. 1.00 bag		Leader	135.00
		Atlantic City	225.00
		United Stars	145.00
		Jumpin' Jacks	100.00
		Golden Nugget	100.00
		Circus	245.00
		Frolics	245.00
		Palm Beach	235.00
		Bally Shuffle Line	69.50
		Genco Shuf. Target	49.50

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**"CLUB MODEL"
Saddle & Turf**

**GUARANTEED
REPLAY AWARDS**
every game when 7
coins are played.
Especially designed
for locations dem-
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Replay awards.

**SINGLE COIN DROP
(WITH SLUG REJECTOR)**
easily accessible on push
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High scores possible with
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incentive.
As many as 7 players can
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999.



**COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE**

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Use The Billboard's Coin Machine Market
Place ... reaching potential buyers all
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It's economical, fast and efficient!
TURN TO PAGE 87 FOR RATES AND INFO

What makes a smart operator?

A smart operator is one who studies his locations, the skill of the players and the competitive games in that location. He evaluates the potential of the location and adapts his equipment to meet the needs of this particular spot.

Shuffle-Pool is designed so that a simple adjustment permits tightening or liberalizing the scoring. This is only one of many features in the new Shuffle-Pool that makes it adaptable for the right location.

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Let him explain this and other outstanding features of SHUFFLE-POOL.

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Shuffle Pool
1 to 4 PLAYER



- REALISTIC "3-D" COLORED LIGHT-REFLECTED BALLS
- ENDLESS COMBINATIONS of Straight and "Bank" Shots (with Live Rubber Rails)
- 18 SHOTS PER PLAYER
- 50 SECONDS PLAYING TIME

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- Formica Playfield
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PLACE orders NOW for DAVIS Reconditioned Guaranteed Phonographs for SPRING LOCATIONS

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148ML	\$215.00	147 M or S	\$135.00
148M	\$195.00	146 M or S	\$115.00
AMI		ROCK-OLA	
"C"	\$325.00	"D"-40	\$450.00
		1422	\$104.00
		1426	\$119.00

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RECONDITIONED and REBUILT

Seeburg 3W5-L56, 3-Wire, 5c, 10c, 25c	\$19.50
Seeburg W4-L56, Wireless, 5c, 10c, 25c	19.50
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Seeburg W1-L56, Wireless, 5c	3.95
Wurlitzer 3031, 5c	4.95
Wurlitzer 3020, 5c, 10c, 25c	14.95
Wurlitzer 4820, 5c, 10c, 25c, 48 Selections	26.00
Wurlitzer 4851, 5c, 10c, 25c, 48 Selections	33.00
Wurlitzer 219, Stepper	14.95
Wurlitzer 248, Stepper	35.00
AMI Stepper	19.50

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1500—1400	D80	'46	MANY MODELS IN STOCK
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1015—1080	A—B—C	'48	
IN STOCK	IN STOCK	100 A B C IN STOCK	

LARGE STOCK of Pin Balls, Shuffle Alleys, Kiddie Rides

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SPECIAL DELUXE BASEBALL
Straight Novelty Play
Licensed by the City of New York

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SUPER STAR BASEBALL
Novelty with Double Match Feature 0 to 9 ★

Williams
9 SISTERS
FAST ACTION!
Automatic kicker at bottom kicks ball up field around "whirligig" where kicker shoots it all the way to top!

FOR YEAR ROUND PROFITS!

Williams

Super PENNANT BASEBALL!

REPLAY or NOVELTY
plus
"DOUBLE MATCH FEATURE"
NUMBER 0 to 9 ★

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!

It's REAL BASEBALL... the game that will live forever!

Adjustable TO OPERATE ON:
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or
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Un. Olympic	355	Un. Super	265	Un. 4 Play, F/7-10	115
Un. Clover	355	Un. DeLuxe	165	Keeney Super DeLuxe	175
Un. Official	210	Un. 6 Play, F/7-10	150	Keeney DeLuxe	150

BINGOS IN STOCK—RECONDITIONED

Spot Light	\$145	Bright Lights	\$135
Atlantic City	245	Coney Island	175
United Leader	115	Bright Spot	175
Beauty	350	Frolics	245

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Monarch Coin Machine, Inc.

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Lincoln 9-3996-7-8

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BEACH RANCH	375.00
BEAUTY	325.00
PALM BEACH	195.00
FROLICS	175.00
ATLANTIC CITY	195.00
Wurlitzer, SKEE BALL	95.00
DALE GUNS	49.50
SIX SHOOTER	125.00

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Seeburg 100A	475.00	Wurlitzer 1015	125.00
Rock-Ola 1432	295.00	Wurlitzer 1100	215.00
Rock-Ola 1436	Write	Wurlitzer 1250	260.00
Rock-Ola 1434	395.00		

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'Till You See

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With Features You Never
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Another First... and
**COMING
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147	109.50	Model C	279.50
146	99.50	Model B	229.50
1946 Hideaway	89.50	Model A	139.50
1947 Hideaway	99.50	POST WAR WALL BOXES	
1948 Hideaway	109.50	Seeburg 3W5-L56	\$24.50
		Seeburg W4-L56	21.50
		Seeburg 3W2-L56	8.95
		Wurlitzer 3020	12.50
		Wurlitzer 4820	32.50
		AMI 5/10	12.50
		MISCELLANEOUS	
		Rock-Ola "Fireball" (120 Selection)	
		45 R.P.M., Like New	\$475.00
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EV. SADDLE & TURF

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Yacht Club... 345
Beach Club... 395
Beauty... 325
Palm Beach... 235
Atlantic City... 225
Frolics... 250
Bright Spot... 175
Bright Lights... 150
Tropics... 375
Cabana... 375
Circus... 225
Stars... 150
ABC... 115
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De-Icer... 89.50
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Yanks... 49.50
Dew-Wa-Ditty... 49.50
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Gizmo... 49.50

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N.W. 49 1¢, 5¢ 17.35
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N.W. Tab Gum 25.95
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Ajax 8-Col. 320-Pkg. Elect... New 175.00

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Muto. Silver Gloves... 195.00
Muto. Sky Fighter... 195.00
Muto. Ace Bomber... 195.00
4 Player Derby... 195.00
Evans Super Bomber... 175.00
Scientific Field Goal... 175.00
Telequiz & Film... 169.00
Exh. 3 Little Meters & Stand, 5¢ or 1¢... 159.50
Exh. Silver Bullets... 149.50
Star Series... 139.50
Bally Rapid Fire... 125.00
Goatee... 119.50
Chi. Pistol... 99.50
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Marion Scale... 89.50
Scientific Baseball... 79.50
Merc. 13-Way Ath. Scale... 79.50
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UNITED CHIEF, HIGH SCORE
UNITED LEADER, MATCH
GENCO SHUFFLE POOL

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United Olympic, High Score... 350.00
United Clover, Match Score... 350.00
United Super 10th Frame, 6 Pl... 295.00
United Star 6 Player... 250.00
United Super 6 Player S.A... 229.50
United De Luxe S.A., 6 Player... 175.00
United 6 Player w/Formica, 7-10... 150.00
United 5 Player w/Formica, 7-10... 135.00
United 4 Player w/Formica, 7-10... 119.50
Un. 2 Player S.A., Express... 99.50
Jn. Single S.A., Rebound... 99.50
Chicoin 6 Player, High Score... 159.50
Chicoin Bowling Alley, w/Formica... 59.50
Keeney 6-Player... 119.50
Keeney League Bowler, 4 Player... 99.50
Keeney Double Bowler... 49.50
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Universal 18' Bowl-A-Matic... 345.00

Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT
For United 4, 3 and 6 Players Chicago Coin's Also Chicago Coin's \$49.50

LIFT DOLLY \$89.50
MARVEL'S NEW ELECTRIC SCOREBOARDS
OVERHEAD... \$125.00 WALL... \$95.00

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Art Show & Film, New... \$49.50
Mercury Counter... 34.50
Grip, New... 34.50
ABT Challenger... 29.50
ABT Challenger, New... 65.00
Acme Shocker, New... 24.50
Texas Leaguer... 49.50

1-BALLS
Bally Futurity... Write
Turf King... \$109.50
Winner... 99.50
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Citation... 79.50
Gold Cup... 59.50
Special Entry... 49.50
Jockey Special... 54.50

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FACTORY REBUILT, 25c, KING SIZE COLS.
Rowe President, 10 Col. or 8 Col... \$155
National Model 950, 9 Col... 145
National 930, 9 Col... 130
Unedapak Model 500, 9 Col... 135
DuGrenier Model "W", 9 Col... 125

CHANGEMAKER
2 Dimes, 1 Nickel for 25c \$89.50

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

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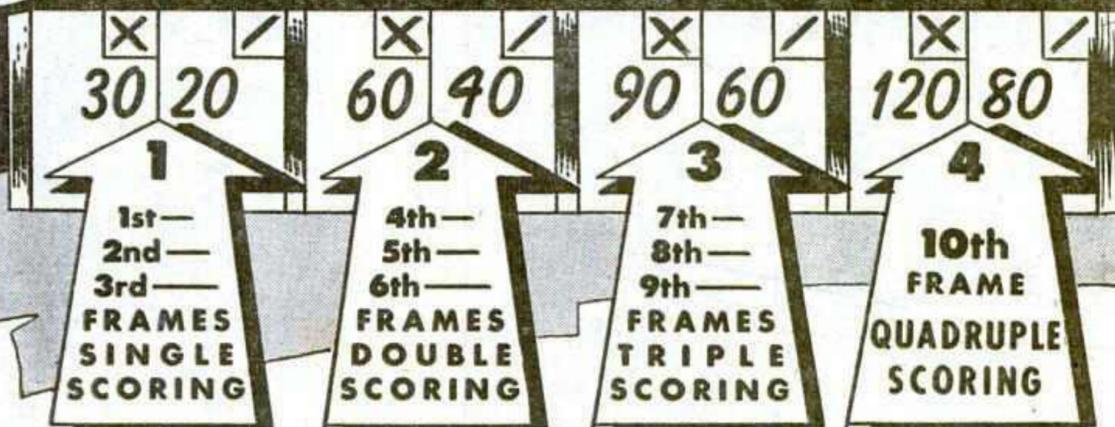
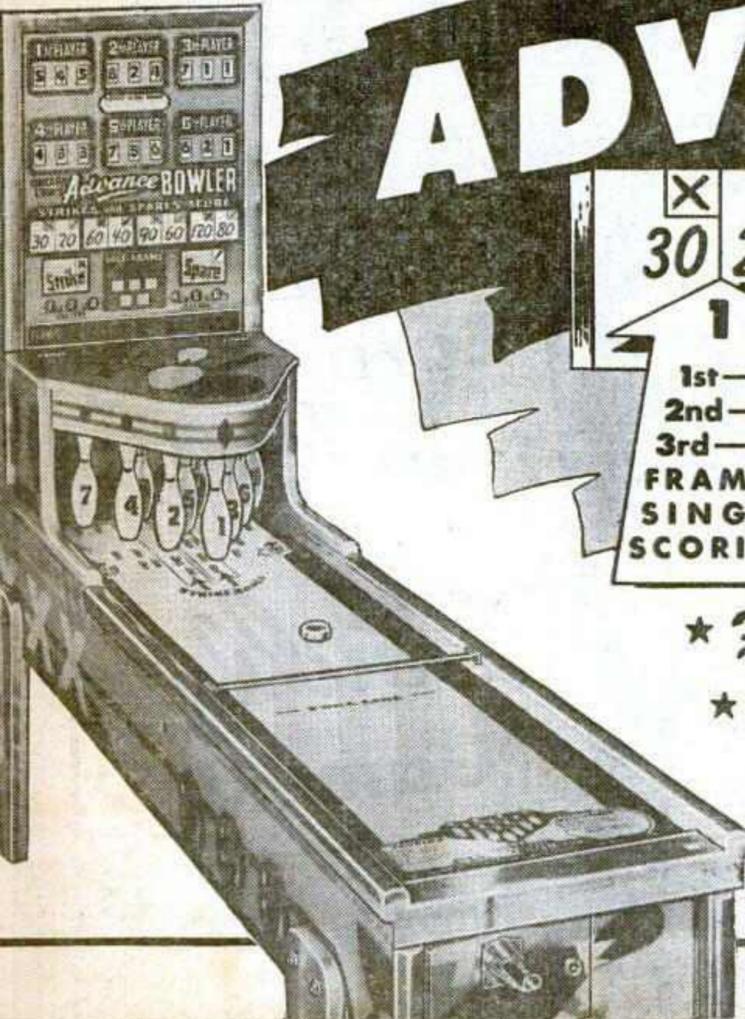
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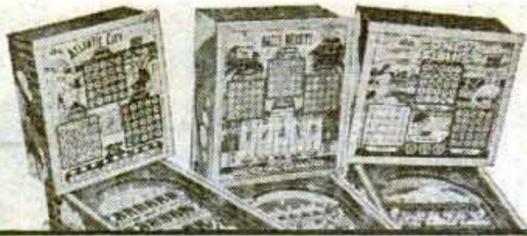
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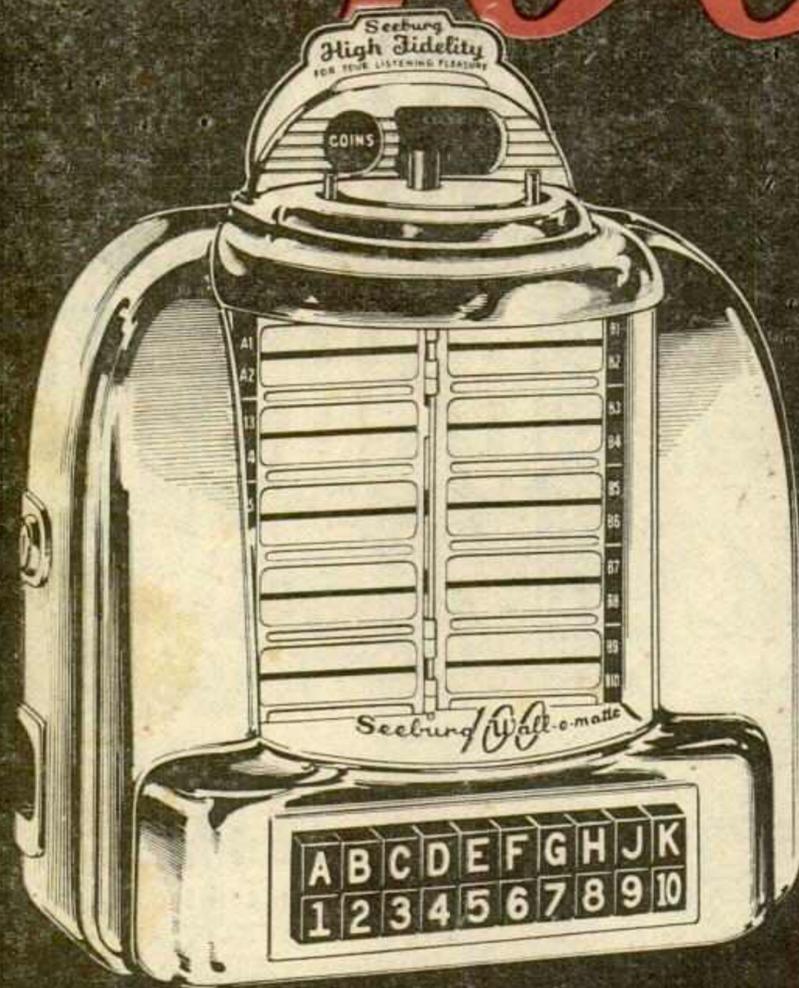


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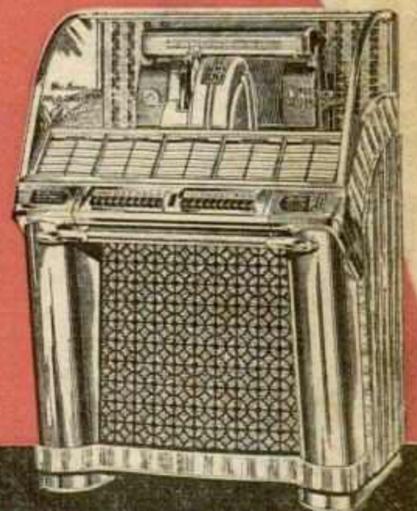


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