

The Billboard

1954
PHONOGRAPH
SALES OUTLOOK
A
Special
Section
beginning
on page 28

FEBRUARY 13, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

\$250,000 Extravaganzas To Launch New Video Cycle

Test Runs May Put Hit Disks On Newsstands

NEW YORK, Feb. 6.—Should an experiment beginning March 1 prove successful, the big popular hit records will be made available on the nation's newsstands at the regular 89-cent price, in the original versions and on the original record labels.

Behind the move is Popular Science magazine thru the national independent news distributing company, S-M News, in which the magazine has an interest. The March test will be staged in a limited number of areas, with the RCA Victor recordings, "Wanted" and "Look Out the Window," by Perry Como.

It is also known that Mercury Records and at least one other

VICTOR FIRES SALVO

Slashes on LP's Heighten General Price Skirmish

By IS HOROWITZ
NEW YORK, Feb. 6.—The price battle on the record front, which might better be described as an extended skirmish than a full-fledged war, found five manufacturers in battle dress this week, with others playing the role of worried spectators. And none could confidently predict the outcome among disk producers, let alone distributors and dealers, who were dodging the bullets as best they could this week.

Dealers, right on the firing line, showed understandable confusion as the week progressed. Their reactions were contradictory and

ranged the gamut from quick acceptance to unbridled annoyance and pique. (The companion story in the Music department offers a run-down of store reaction.)

The battle was joined, as expected (The Billboard, February 6), when RCA Victor answered the salvo from Columbia with a sudden slash of its classical LP prices by 30 per cent. Mercury earlier had followed Columbia's lead in skedding a "One-and-a-Half" sale. Westminster and Urania last week came thru with their own formulas.

Victor's deal, which became effective

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Webs Plan Regular Schedule for Giants

Show's Cost to Equal Sponsor's Former Budget for Year; Dough to Lure Big Stars

NEW YORK, Feb. 6.—Next season is virtually certain to see the coming of video extravaganzas, aired on a regular basis, each of which alone will cost as much as an entire year's programming by TV's average sponsor of two or three years ago. The talent nut of \$250,000 and up per program is seen certain to lure before the cameras the biggest and most persistently video-shy luminaries of legit and Hollywood, such as Danny Kaye and Betty Hutton.

Both CBS-TV and NBC-TV are

working doggedly at their own versions of "Operation Spectacular," while ABC-TV is readying some blockbusters of its own. The first two webs are understood to be planning many if not all of their productions for color airing as a means of stimulating the development of multichrome.

Perhaps furthest along at the moment is one series which would air via ABC-TV. Unlike those of the other two webs, this would be a weekly half-hour program, and would almost certainly be the most expensive such program on the air. Its fate rests upon negotiations now well along between General Mills for Wheaties, Paramount Pictures Corporation and the Ringling Bros. and Barnum & Bailey Circus. The show, featuring the top circus acts, would air direct from the

(Continued on page 2)

'Comedy Hour' & 'Your Show' Underline Switch to Stories

NEW YORK, Feb. 6.—The fate of the Colgate "Comedy Hour" and "Your Show of Shows" will rest mainly on whether or not they can successfully make the most popular transition of the season—from variety or revue format to book or story line production.

Both shows have faced the inevitable and will either make the grade on the basis of becoming book shows either wholly or in the main, or they will wind up their long and historic video runs.

The situation underlines the fact that this is the season that the TV variety-revue series all but vanished from the face of the iconoscope. By the end of the season, virtually the only big-name variety stanza left on the webs with a fall run in prospect will be the Ed Sullivan show on CBS-TV.

Next week, NBC execs will pitch their ideas for next season's format at Colgate toppers. With Colgate's TV future in the balance, the main feature of the presentation will be a call for conversion of the series into a book show, altho continuing the present plan of rotating comics.

"Show of Shows"
As for "Show of Shows," the Max Liebman production last week already began a move in the direction of the book show by greatly lengthening the sketches, so that nearly 30 minutes at a stretch was occupied by one.

Gradual increase in continuity is expected.

Also preparing to fall in line is Red Buttons, whose present stanza is regarded as far from solid. The Buttons show is preparing to adapt itself to the situation comedy technique, and already is casting a group of running characters.

The entire situation is a sharp form reversal to say the least. It was viewer response to variety series which played a major part

in building TV receiver sales to their present high water mark. However, in place of the weekly variety show, it now will be the occasional extravaganza aired on an irregular basis that may become the bellwether in the coming color TV era—see other story this issue—serving much the same purpose.

When the abrupt ending of the weekly variety show era is chronicled, the name at the head of the list of those most responsible is certain to be that of Milton Berle, for it was his switch to the book or running story format which ignited the revolution.

It was when Berle's rating showed signs of acute anemia that Goodman Ace was brought in to

(Continued on page 1)

Bev Kelley to Ringling Post

SARASOTA, Fla., Feb. 6.—F. Beverly Kelley will return to Ringling Bros. and Barnum & Bailey Circus this season to head the radio and television publicity department, it was revealed this week by Frank McClosky, circus general manager.

Kelley has been absent from the show for six years and much of that time he was agent for legit shows. Now in Chicago with "Wish You Were Here," which is

(Continued on page 6)

AGVA Welfare Tills \$178,182

NEW YORK, Feb. 6.—Since its inception 14 months ago the American Guild of Variety Artists Welfare Trust Fund took in \$178,182 via collections from operators of locations using AGVA members. The union has paid out \$139,582 in premiums to Lloyds of London, consumed \$17,771 in op-

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SHEET MUSIC UP 10c

Publishers Gradually Set Cost at 50 Cents

By BOB ROLONTZ
NEW YORK, Feb. 6.—Gradually, but not imperceptibly, pop sheet music is moving up to a 50-cent list price from the heretofore standard price of 40 cents.

The dramatic jump to 50 cents, made by E. H. Morris a few months ago and later followed by the Howard S. Richmond publishers, has now been joined via official announcements from Va-

lando and Sunbeam Music and by the Leeds organization. Further, many other firms which have made no announcements whatsoever, have started to issue certain new pop items at 50 cents. Hill and Range, for instance, is listing "Robe of Calvary" at 50 cents. Feist's new pop edition of "Darktown-Strutters' Ball" will retail at 50 cents.

In other words, whether by announcement or action, publishers are gradually upping the price of pop music to the 50-cent mark. The moves, of course, are being taken individually. But as in other lines, like cigarettes, or soap, when one firm shows that it does not suffer by raising the price, others follow.

The price increase benefits most the distributor-jobber and the dealer. In effect, the price increase to 50 cents has been the result of distributor, jobber and dealer pressure. They have been bombarding publishers with anguished cries for a better profit margin, due to increasing overhead, higher postage rates, et al. Dealers and jobbers, in spite of greater volume, have watched the

(Continued on page 19)

TELE PICKS UP PHONE GOSSIP

WACO, Tex., Feb. 6.—How would you like to be watching television and suddenly hear a strange voice cut in on the sound with an announcement that you're delinquent in paying you, gas bill? That's just what's been raising the under-the-collar temperature of some viewers here. It all happened when a local butane gas company's car-telephone communications system started to spill over into TV's sound channel.

Record Dealers Expect Top '54 Phono Sales

NEW YORK, Feb. 6.—Record dealers thruout the country are looking forward to a year of top phonograph sales in 1954, according to the results of a survey just completed by The Billboard.

These dealers who just completed a successful 1953 in phonograph sales reported growing acceptance to the new \$100 and more high quality phonographs, generally known as high fidelity sets.

The results of this survey made among 1,000 record dealers is a feature of a special section on the outlook for phonograph sales, located in the Music department of this issue.

The growing importance of the high fidelity unit is reflected by the fact that in the first year on the market, these sets accounted for 15 per cent of total phonograph sales during November-December last year. Record dealers currently are the biggest sellers of these instruments.

While high fidelity has been responsible for focusing more

publicity and interest on phonographs and recorded music than possibly ever before, the low-priced player costing less than \$30 continues to be the backbone of the phonograph industry, according to the survey results.

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250G 'SPECTACULARS' TO LAUNCH NEW TV CYCLE

Big Money Extravaganzas Planned As Regular Fare by Major Webs

Continued from page 1

circus grounds, using a combination of live talent and film, and may tee off as early as next summer. By integrating film with live pick-ups, it's felt that the show would not become repetitious.

Paramount Pictures enters into this deal on the strength of TV rights it secured to the circus when it handled Cecil B. DeMille's "Greatest Show on Earth" feature film. The TV deal may be set momentarily, altho complexities stemming from the movie deal could cause a delay of a few weeks while technicalities are ironed out.

The CBS-TV and NBC-TV deals are far more complex and involve more cash per edition, but would air on a less frequent basis. NBC-TV, as long as two years ago, was mapping an "Operation Spectacular" but only now has shifted into high CBS-TV, operating on a top secret basis, is well along with its own plans. Both webs are gunning for shows with the impact and personality strength of the trail-blazing \$250,000 Ford Anniversary Show last season, which used Ethel Merman and Mary Martin. Each edition will be built separately.

NBC-TV expects to air one such show per month, starting in the fall, while CBS-TV has at least eight shows on the drawing board at this point. The NBC plan is to air each show on a different night of the week, while CBS is not set on its plans but is considering using the same night each time.

No Sponsor Problems

NBC plans to air its spectaculars in a 90-minute period, preempting the needed time from three sponsors whose shows run consecutively. The sponsors whose regular shows thus are blacked out would get the first crack at co-sponsorship of the extravaganza, with new money invited in, if necessary. It's believed likely that the almost astronomical cost of these shows will require outside aid.

Sponsorship is expected to pose no problems, however. Just as the TV set manufacturers were

the mainstay of black and white TV's first big shows, so are they expected to flock into the new spectaculars on behalf of multi-chrome. Also likely to be standing in line, checkbooks in hand are several automobile manufacturers.

Oldsmobile, which has just agreed to shell out \$275,000 for time and talent for the telecast of the next Academy Awards presentation, has more money ready for other extravaganzas. Also eager are Dodge and American Car, the latter being the newly merged Nash-Hudson operation. The auto firms are seeking to recapture ground lost to Buick, which has been making TV hay via sponsorship of Milton Berle.

American Car Plans

American Car has ambitious plans of its own, and would like to put together a two-hour package embracing four separate half-hour stanzas, which likely will go to ABC-TV. The separate parts include an audience participation show, a drama, a comedy and a

variety opus. The biggest name available would be pacted as emcee to tie the bundle. Cost would be so high, however, that the show would air only once every two or three months.

Dodge, too, is looking toward ABC-TV, with a view to airing once-monthly extravaganzas. It is said to have notified its parent company, Chrysler Motors, that it is pulling out its participation in sponsorship of "Medallion Theater" on CBS-TV, in which it shares costs with the other divisions of the company, De Soto, Plymouth and Chrysler. It recently bought half of Danny Thomas on ABC-TV and the Bert Parks Sunday night show on the same web.

If CBS decides to use the same time block each time for its spectaculars, it may well choose 8-10 p.m. Tuesdays, the first hour of which bucks NBC's Milton Berle. Similarly, NBC, beset with Saturday problems, may slot at least some of its efforts on that evening.

Lever Renews 'Lux' On CBS-TV Thurs.

NEW YORK, Feb. 6. — Lever Bros. this week renewed Thursday, 9-10 p.m., on the CBS-TV network for "Lux Video Theater" and "Big Town." Pacts run for 13 weeks only, and NBC-TV is seen as still having the inside track with Lever for next season because of the advertiser's time period demands (The Billboard, February 6). NBC-TV offered 10-11 p.m. Thursdays last week, and since has worked two other hour periods free. CBS-TV hasn't come up with anything as yet.

The renewal of "Lux Radio Theater" on CBS Radio is also seen as assured for the balance of the season because the switching of the radio show, now in its 19th year on CBS Radio, hinged upon the switch by the TV property.

Lever needs an hour of TV time, away from the present competition of NBC's "Dragnet," for an hour version of the "Lux Radio Theater." And it would like an additional half hour for "Big Town," which still has considerable appeal for audiences, judging from its ratings. However, this show may remain in its present 9:30-10 p.m. Thursday slot on CBS-TV.

Plan Revised

Lever had planned to go to the drama hour format on a regular week basis this spring. This plan now will have to be revised to program the show perhaps once a month and then under unsatisfactory conditions. "Lux Video" and "Big Town" have different station line-ups, which so far

haven't been able to be matched. Consequently, such key areas as Indianapolis, Miami and New Orleans did not see the debut last week of the initial hour drama programed by Lux, "Place in the Sun." They were blacked out for the full hour.

Probably Lever also felt that the time NBC-TV has offered so far might be considerably improved upon by next season or sooner when many time periods are expected to open up. By that time, both webs may be able to make better offers. And clearing Thursday at 10 was not exactly assured.

Mike Kirk, veepee and director

Agencies Scramble For \$ of Campbell

NEW YORK, Feb. 6.—J. Walter Thompson and Batten, Barton, Durstine & Osborn this week were seen as the agencies in the lead for the lush Campbell soup account, estimated at around \$5,000,000. Campbell notified its current agency, Ward Wheelock, that it is terminating its connection as of July 1.

Campbell execs spent a day each at B.B.D.&O., J. Walter Thompson, N. W. Ayer, and Young & Rubicam, but returned for a second day-long meet with

the first two agencies. Compton agency and Dancer, Fitzgerald and Sample are also seeking to get part of the billings. Compton now has the advertiser's pork and beans and tomato juice, and D-F-S handles its Franco-American line of products.

The blow is especially heavy for Ward Wheelock, since about 80 per cent of its billings were from Campbell. Its two remaining accounts will be Whitman's Chocolates and Valley Forge Beer.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 6.—The United States Information Agency expects to complete its shift from New York to D. C. in another six months. Less than three dozen employees have been moved so far. The transfer will involve some 1,000 jobs. Meanwhile, the "Voice of America" is still hunting for adequate space here.

GODFREY'LL GET A MILD REBUKE . . .

Look for the Civil Aeronautics Board to wind up the Arthur Godfrey "cause celebre" by slapping him with a 30-day license suspension for his allegedly "careless" New Jersey take-off. The Board's final action will amount to little more than token punishment. Godfrey will be technically free to take the controls of his DC-3 from his pilot anytime they're in the air. The Board will hand down its final say in the Godfrey case soon after the Civil Aeronautics Administration replies to a brief filed by Godfrey last week.

ANYWAY, HE DIDN'T GET THE TV SET . . .

Our favorite story from the official Secret Service files this week is about a Chicago forger who could think of no more convincing way to establish himself as a normal citizen than to buy a TV set. Having stolen a government check worth \$967, the forger went to a Sears Roebuck store where he priced several TV sets but apparently couldn't make up his mind. Returning the next day, he agreed to buy a \$407 set, paid with the stolen check, got the balance back in cash and promptly left. The store discovered the swindle when it couldn't deliver the set to the man's fictitious address. True to the tradition of TV crime shows, the forger was subsequently trapped on another job. After stealing a pay check drawn by Swift & Company in Chicago, he made the mistake of asking the same company to cash it. The

of TV for the Kudner agency, whose "Martin Kane" was to be bounced, said he would not allow his show to be moved. There was also talk in the trade that United States Tobacco, the sponsor of "Martin Kane," might resort to legal action, if NBC-TV will force the issue.

cashier to whom he presented the check was a friend of the rightful payee.

TELL US, WATCHMAN OF THE NIGHT . . .

In case you missed it, here's how President Harold E. Fellows, of the National Association of Radio and Television Broadcasters, in a recent talk explained the difference between newswriting and editorializing: "Remember the town crier? He called out, 'It's 9 o'clock.' That was a fact. And then he shouted, '... and all's well.' That was an editorial comment."

Seven Sponsors Already Signed For NBC 'Home'

NEW YORK, Feb. 6.—NBC-TV turned in its most impressive job of pre-selling a show this week, with seven sponsors committed to buy "Home," the 11 a.m.-noon women's service show, well in advance of the March 1 preem date.

In the bag are Sunbeam appliances, Lee's carpets, Helena Rubenstein, Dow-Corning, Wear-ever aluminum, Corn Products and either Sherwin-Williams or Pittsburgh Paint. It is not known how many participations these clients will purchase, but only 40 need to be sold for the show to hang out the S.R.O. sign. Three of these clients, Dow-Corning, Helena Rubenstein and Pittsburgh Paint, have never been in network TV.

Bordens Fills NBC Time Void

NEW YORK, Feb. 6.—Bordens this week set program plans for its Thursday night 8:30-9 p.m. time period on NBC-TV this spring. Moving into the time in late April for a 13-week run or shorter will be "Justice," a drama package which uses the files of the Legal Aid Society, and which starred Paul Douglas when it showcased via the ABC-TV "Album" last season.

The regular show, which starts in late summer, will be the video version of "People Are Funny," which will probably use Art Linkletter, its AM emcee. Mars sponsors the radio show on CBS but whether Linkletter will be able to continue as emcee on it next season is dubious. He currently emcees a half-hour daytime TV strip on CBS-TV which would seem to make his work load next season onerous.

Bordens lost "T-Men in Action," its current Thursday show, when ABC-TV bought the property from the packagers.

Rettig Named NBC-TV Veep

NEW YORK, Feb. 6.—H. Earle Rettig this week was named veepee in charge of production and business affairs of NBC-TV by the web's board of directors at its monthly meeting.

A veteran of 25 years in show business, Rettig joined NBC's West Coast operation in 1950 as director of network production there, and recently took over his present functions.

Ford Quits Frammer, Joins Gross-Baer

NEW YORK, Feb. 6. — Tony Ford, sales exec for Walt Frammer Productions, has resigned from the Frammer office to join Gross-Baer Productions February 15 as executive producer and sales manager. Ford, before joining Frammer, was an MCA agent.

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The Billboard
16th Annual
Radio Television Promotion Competition

announcement of all winners and descriptions
of their entries will appear in
The Billboard February 20th Issue

OUT NEXT WEEK

RADIO'S TIRED OF UGLY GALS

NEW YORK, Feb. 6. — Seems as tho' all a gal needs is a pretty face or figure to get on network radio these days. At least, one network this week was calling indie packagers who have shows on that web, asking them to hire any gal with those attributes for a role on a show, even if it's just for a single line.

The said network complained that the current run of gals on its airwaves is too ugly to permit the web to service pix of them to the photo services.

TV Programs Aid Shriner Motor Event

NEW YORK, Feb. 6. — Herb Shriner's International Motor Sports Show kicked off last night with a half-hour locally shown video premiere over WABD, sponsored by Old Golds Shriner and Dennis James emceed the program, which took place in the lobby and outside the 7th Regiment Armory on Park Avenue and 66th Street. Cars and personalities were featured.

Another, wider, TV spot is slated for tomorrow, with CBS News carrying a half-hour network description of the show from 2:30 to 3 p.m.

This is the first showing of the event in the armory, and Shriner is looking for paid attendance of 150,000 compared with the 175,000 that attended last year at Grand Central Palace. The show will go on daily from 11 to 11, and 2 to 10 p.m. on Sundays. Tickets are \$1.25 and 60 cents, and the exhibit closes Sunday (14). There are 50 exhibitors showing about 100 foreign and domestic sports and conventional passenger automobiles.

Spook Series By Fedderson And Marquis

HOLLYWOOD, Feb. 6.—Don Fedderson and writer-producer Arnold Marquis this week announced formation of a new production company which will be devoted to the exclusive production of a TV series, "The Unknown," dealing with documented supernatural happenings. Decision has not been reached whether series will be offered as a live series or to be filmed.

Associating with the new outfit is Dr. Hereward Carrington, world authority of psychical phenomenon, who was signed by Fedderson and Marquis to an exclusive contract. Dr. Carrington is the director of the American Psychical Research Society, is the author of more than 100 books and has compiled more than 6,000 case histories representing every major psychical phenomenon of record during the past several 100 years.

Vivian Cosby, TV-radio-screen writer has been signed to finalize scripts from the doctor's files.

FCC Issues 1 TV Grant

WASHINGTON, Feb. 6.—The Federal Commission this week issued one TV grant bringing total authorizations to 641, of which 533 are post-freeze grants, including 29 noncommercial, educational authorizations. With 46 construction permits canceled, total outstanding authorizations now number 595.

This week's grant went to Arthur R. Olson, for Channel 17 in Tulsa, Okla. FCC made the grant by finalizing a hearing examiner's initial decision.

Hearing Examiner Isadore A. Honig issued an initial decision this week favoring the application of WEAT-TV, Inc., for Channel 12 in West Palm Beach, Fla.

2d Bill to Ban Dirty Records

WASHINGTON, Feb. 6.—Latest bill which would ban mailing or transportation of obscene phonograph disks was proposed this week by Rep. Ruth Thompson (R., Mich.). The bill is similar to a measure now being considered by the House Judiciary Committee, which was introduced by Sen. Pat McCarran (D., Nev.) and has been passed by the upper house.

Rep. Thompson's measure forbids transportation or mailing in interstate commerce of any "obscene, lewd, lascivious, or filthy" publication, picture, disk, transcription or "other article capable of producing sound," and provides for a fine of up to \$5,000 and a prison term of up to five years, or both. Shipment of two or more copies of the articles would be presumed to be for "sale or distribution."

BOOK THROWN AT VARIETY TV

'Comedy Hour' & 'Your Show' Underline Switch to Stories

Continued from page 1

head a stable of writers who provided Berle with a script instead of a bunch of acts. Despite trade skepticism, the show weathered early storms and brought about a veritable landslide among other series of the same type.

Jackie Gleason, too, made the transition successfully, dropping nearly all of his varied characterizations in the course of expanding his Honeymooners sketches to fill almost the entire show. Ironically, it was in one of his currently infrequent sketches using another character, Peck's Bad Boy, that Gleason broke his leg last week.

Martha Raye caused a veritable sensation when, in spelling "Show of Shows," she used a story line thru the full 90 minutes of her initial effort. So successful was it, and so well did her supporting cast (Rock, Graziano, Cesar Romero) score, that she inked for the remainder of this season to occupy the time every fourth week.

"Comedy Hour" Other top comics, too, have turned to the book format. Donald O'Connor was one of the first "Comedy Hour" regulars to make such a move, while Jimmy Durante and Eddie Cantor have

picked it up in recent outings. Even Bob Hope, who spells Berle every third week, has lengthened his sketches and seems to be moving in the same direction. Jack Benny, whose early TV shows were virtually formless, now follows the same story-line formula utilized by his radio series, involving name guests.

In short, variety may be the spice of life, but it has become only paprika to TV.

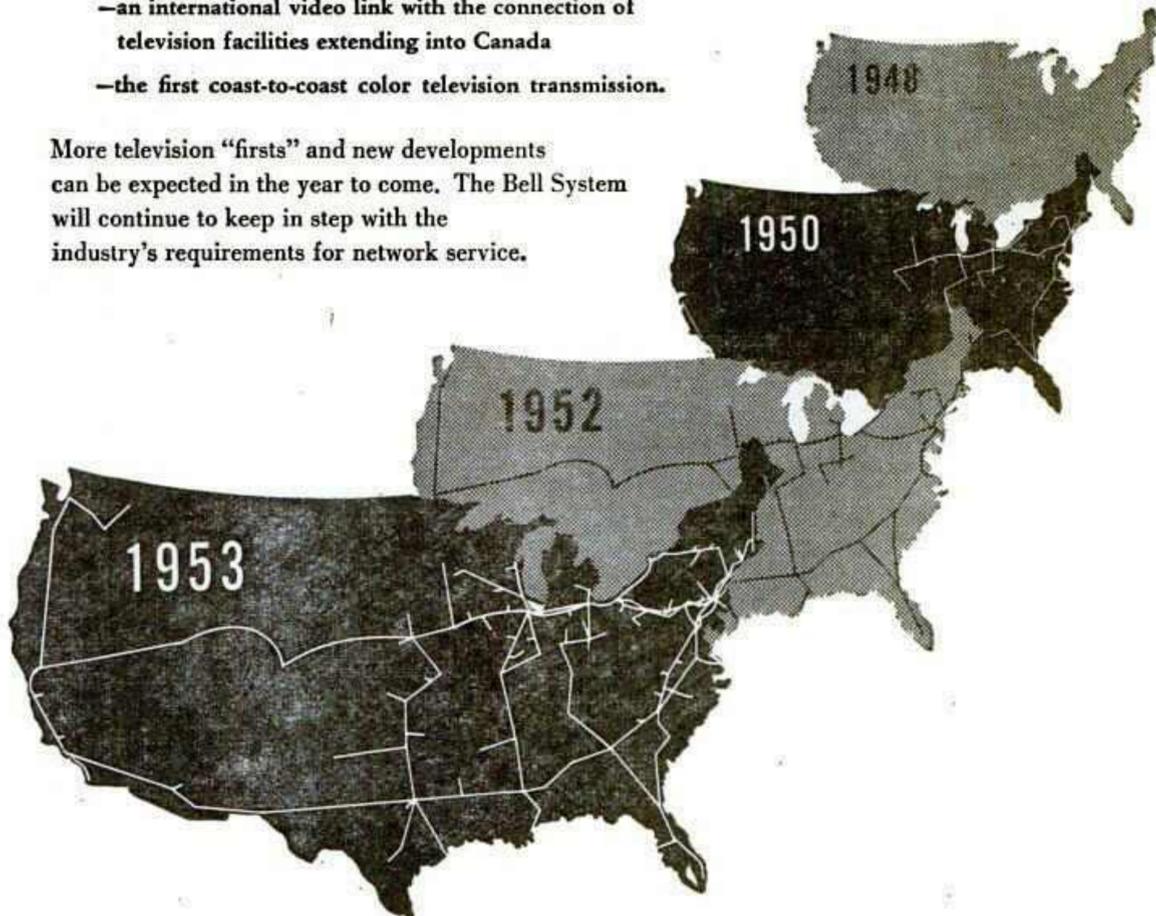
YEAR-END REPORT ON BELL SYSTEM NETWORK TELEVISION SERVICE

In 1953 the Bell System added some 17,000 channel miles to radio relay and coaxial cable routes for video transmission. About 50,000 channel miles of coast-to-coast and border-to-border network now connects some 240 stations in 150 cities with a potential audience for a single program of 100,000,000 people.

1953 moved ahead with—

- a record number of stations added to the Bell System television network
- an international video link with the connection of television facilities extending into Canada
- the first coast-to-coast color television transmission.

More television "firsts" and new developments can be expected in the year to come. The Bell System will continue to keep in step with the industry's requirements for network service.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

This One



6WDL-BJE-X7GR

AFM, Webs Fail to Reach Agreement

Manuti Warns NBC, CBS, ABC, WOR If No Pact by Feb. 15, 802 Will Strike

NEW YORK, Feb. 6.—Resumption of negotiations between Local 802, American Federation of Musicians, and execs of NBC, CBS, ABC and WOR came to nought yesterday (5). Al Manuti, Local 802 chief, warned that no extension beyond February 15 would be granted. If no contract had been arrived at by that date, there would be a strike, it was indicated.

Wednesday (3), the membership of Local 802 had given Manuti and the executive board a vote of confidence and passed a resolution authorizing him to take whatever action deemed necessary to obtain a contract. This action of the membership, forecast in last week's Billboard, made it clear that Manuti had the solid support of the local.

Traders feel Manuti will stand firm on the basic issue of live music and employment; that he is pledged to the membership, and won't recede from his position. It is known, too, that Manuti feels keenly that the present negotiation is of vital importance, not only as affecting employment in the radio and TV fields, but in all other entertainment media. In other words, the issue of live music must be won at this level,

or it will be lost on all levels. **Could Not Agree**

At yesterday's meeting the networks told the 802 brass that they could not agree to two sets of negotiations. This latter had been suggested by 802 when ABC and WOR made it clear that they did not wish to maintain quotas.

Manuti yesterday offered to shelve the quota issue for the time being and queried the networks as to whether they would agree to the union's basic demand of live music for live shows. The answer was "no."

At this juncture, Manuti pointed out that further talk seemed useless in view of the disparity of views. He advised the network representatives that negotiations could be resumed at any time within the February 15 deadline.

The advisability of bringing AFM chief James C. Petrillo into the negotiations was raised by network representatives. It was noted that the negotiations, after all, concerned matters of importance to the national AFM.

Manuti did not oppose this, but pointed out that they might find the AFM chief adamant. Supporting this viewpoint is the fact (Continued on page 19)

'WINKY-DINK'

Kits, Disks Fill Coffers For BE&F

NEW YORK, Feb. 6.—"Winky-Dink and You," the Saturday morning kiddie show on CBS-TV, is turning into a merchandising gold mine. The show's packager, Barry, Enright & Friendly, this week licensed Decca Records to press disks based on the little character, and signed an agreement with the Standard Toy-craft Corporation to turn out "Super Winky-Dink Kits" to retail at \$2.50.

From its inception in October, the show has been offering a drawing kit as a self-liquidating premium at 50 cents. In its first week it sold 4,000 kits. This week it reached the rate of 30,000 kits sold weekly, for a total of over 200,000 distributed.

The kits enable the kiddies to draw right on their TV screens along with emcee Jack Barry. The super kits will in addition contain books, coloring books and jigsaw puzzles. The show airs 11-11:30 a.m., Saturdays, via CBS-TV.

Affils Okay New NBC Rate Plan

NEW YORK, Feb. 6.—The executive board of the NBC-radio affiliates, at a meeting this week, gave the network permission to install a system of contiguous rate discounts that roughly parallels the one already in existence at CBS-Radio. The network had claimed to its affiliates that its competitive position was damaged because of unfavorable continuity discounts. The new system goes into effect March 6.

Under the new system, continuity is permitted to advertisers in two variations of what might basically be called the same plan.

Non-contiguous sponsors with two quarter-hours or more on the same day can add them together to get a rate for a half-hour of time provided they buy an additional quarter hour or more on another day during the week.

Daytime non-contiguous clients (quarter-hour or more) who purchase an additional quarter-hour or more at night will get the fractional rate for their nighttime period. For example, instead of paying the unit time cost for a quarter hour, which would be 40 per cent, they would pay the fractional cost which would be 25 per cent.

Ford, CBS Ask Amoco to Give Up Murrow East Time

NEW YORK, Feb. 6.—Ford Motors and CBS Radio this week were trying to get Amoco to give up Tuesdays and Thursdays of its Ed Murrow in the East on an 83 station line-up, in the 7:45-8 p.m. strip. If it can't be worked, Ford will purchase 8:25-8:30, Wednesdays, Thursdays and Fridays of Bob Trout, shortening the CBS Radio power plan five minutes.

Ford has already bought the Murrow strip on 121 stations in the Midwest and the Pacific Coast. It is taking over the 16-station Hamm beer web every day except Thursday, which Hamm will retain. Safeco, the Pacific Coast sponsor, is dropping Murrow. Murrow has been cooped and sustaining on about 80 stations for many months.

British Vocalist Set for TV Shot

LONDON, Feb. 6.—Singer Dickie Valentine, currently working out his contract with the Ted Heath band before moving into vaudeville in April, has signed to make an appearance on Ed Sullivan's "Toast of the Town" program April 4.

Valentine, who is rapidly building himself a big reputation here, is reported to be the first British band vocalist to be signed by Sullivan. Because of his commitments from April 19 he has had to turn down a cabaret appearance at Las Vegas, and other American TV offers. Lad will spend around 10 days in New York after the Sullivan spot.

Hooper-Nielsen Feud Bursts Forth Again

NEW YORK, Feb. 6.—The Hooper vs. Nielsen research feud burst forth again this week immediately after A. C. Nielsen unveiled his new local service, which he characterized as the optimum in accuracy. Station and agency execs were still waiting to hear how much the Nielsen local reports would cost when they were hit by a telegram from C. E. Hooper saying that if they really wanted the ultimate in audience measurement, it was time they adopted his Hooperecorder.

The survey that Nielsen proposed this week is mainly based on diaries, which Nielsen calls "Audilogs." Every diary home would also have a "Recordimeter," which would keep track of the total number of hours the set was in use, as a check on the diaries.

In addition, Nielsen proposes to increase the circulation of the Audimeters so that they would provide an average of 40 per cent of the data obtained, and serve as a statistical check on the diary results.

Tried in LA

Hooper, in his wire, declared that the cost of his Hooperecorder would be a fraction of what "may be expected for the slow, small-sample, non-automatic service now in prospectus only." The Hooperecorder was reportedly tried in Los Angeles about two years ago and did not at that time get industry acceptance.

Nielsen is due to set a price schedule on his area reports and launch his sales drive next week. At his presentations this week, Nielsen took a "write your own ticket" attitude. It is expected to take about two months of selling before he knows if he is going to go into production with the service. The first reports would probably not be published before the fall.

As Nielsen described it, his area reports would initially cover the top 30 markets in both radio and TV, at frequencies ranging from four times to twice yearly. The figures, which would be in num-

ber of homes rather than percentages, would be eight-week averages. The area surveyed would be either the TV radius, the metropolitan area, or the station's entire coverage. In addition, the reports would give four-week cumulatives and audience composition.

WENR Set To Merge With WLS

NEW YORK, Feb. 6.—An agreement to merge ABC's Chicago o&o, WENR, with WLS was reached this week between the web and the Agricultural Broadcasting Company, licensee of WLS. The merger plan, subject to FCC approval, calls for ABC to give up its Chicago o&o operation and take on the new station that will be formed by the merger. A new corporation, WLS, Inc., will take over the present licenses of WENR and WLS.

The new WLS will operate full time, thereby giving ABC its first such outlet in Chicago. The merged station will headquarter in the studios and offices of WLS.

Suit Claims Piracy By NBC's Roadshow

NEW YORK, Feb. 6.—A Suit to stop NBC from using the title "Roadshow," for its new four-hour Saturday afternoon program, and the "Lucky Plate Contest" as part of that show has been filed in New York Supreme Court by Howard Secor, who charges NBC with piracy of an idea he submitted to the network in July, 1952.

Judge Carrol Walter denied Secor an injunction, claiming that only a trial can determine whether or not the plaintiff has rights upon which the network is infringing.

wbns-tv columbus, ohio
"the best liked TV station of them all"
according to Billboard's second annual TV film service poll

top rated in all 5 categories!

1st place WBNS-TV
1. Which TV station is most careful and conscientious in handling TV film commercials and most prompt in returning them?

2nd place WBNS-TV
2. Which station programs TV film shows most effectively and imaginatively?

2nd place WBNS-TV
3. Which station offers the best merchandising, marketing and promotion cooperation on a local level for syndicated TV film series?

3rd place WBNS-TV
4. Which TV station supplies the fastest information on time availabilities regardless of length of time period or whether you secure the information direct from the station or through its station rep?

Specific Mention... WBNS-TV
5. Which TV station is most careful and conscientious in handling film, and most prompt in returning it?

Our thanks to Billboard, distributors, producers, sponsors and agencies for their show of confidence... an honor we accept as a responsibility.

*Billboard, January 30, 1954.

Recipient of the 1953 dupont... Sigma Delta Chi... Billboard Awards WBNS-TV... Columbus, Ohio - Channel 10

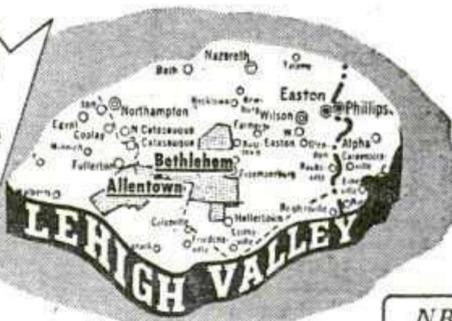
WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK - Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St. REPRESENTED BY BLAIR TV

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

the only single medium reaching the entire



A Steinman Station

NBC TV affiliate

Represented by **MEEKER TV, Incorporated**

New York Chicago Los Angeles San Francisco

growing growing growing

WGAL-TV
NBC • CBS • ABC • DuMont
Lancaster, Pa.

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

Sales Representative
MEEKER
New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
Steinman Station
Clair McCallough, President

Olds Sponsors Oscar Awards, Paying 275G

HOLLYWOOD, Feb. 6.—Oldsmobile will pay NBC \$275,000 to sponsor the radio-TV simulcast of the 26th annual Academy of Motion Picture Arts and Sciences awards presentation Thursday evening, March 25. Of the total, the Academy will gross \$115,000, according to Academy President Charles Brackett.

Deal was announced this week after conclusion of negotiations between D. P. Brother Advertising Agency, Detroit, repping Oldsmobile, the network and the Academy. The \$160,000 balance which NBC will realize will be used for radio-TV charges of the hour and a half program that is slated to be beamed over 200 radio outlets and approximately 75 TV stations.

Fred Metzler, Academy treasurer, said that the Academy's share of the fee will be used to defray the entire financial outlay in presenting the Oscar derby. Any amounts remaining will be applied against the debt incurred to meet the cost of reconstructing the Academy Theater to accommodate pictures filmed in the various aspect ratios with stereophonic sound.

Meanwhile, President Brackett announced committee appointments to serve under General Chairman Johnny Green—Johnny Boyle, Richard Breen, Sam Israel, Blayne Matthews, Fred Metzler and Lyle Wheeler.

No Like FCC Multiplex Idea

WASHINGTON, Feb. 6.—An FM radio outlet this week took a dim view of the Federal Communications Commission's proposal to authorize storecasting only on a multiple basis. WHBL, Inc., licensee of AM and FM Stations WHBL in Sheboygan, Wis., told the FCC that its present system of storecasting during most of the daytime hours was only enabling its FM affiliate to break even, and that the added expense of switching to a multiplex basis would cause it seriously to consider turning in its FM license.

The outlet's petition said that storecasting was carried on from 9 a.m. to 9 p.m. six days a week, and that regular broadcasts were carried from 7 to 9 a.m. six days a week and from 3 to 9 p.m. on Sunday. Without storecasting, the petition said, the FM station would not be worth its keep, since the people of Sheboygan appear to be "quite indifferent" to FM broadcasts.

The Saar to Start Commercial Tele

SAARBRUCKEN, Saar, Feb. 6.—The Saar expects to begin regular telecasts early in March from its sending station in Saarbrücken, which started experimental telecasts on December 23.

It will be the first country of Europe in which the major part of the revenue of the television system will be derived from commercially sponsored programs. Telecasts will be powerful enough to be viewed on sets in some sections of Belgium, France, Germany and Luxembourg. Programs will be telecast both in French and German.

A private corporation, made up largely of private investors, is handling the creation, development and exploitation of the Saar video network.

Tint Adapter Gets Showing in D. C.

WASHINGTON, Feb. 6.—The first of what appears certain to be an outpouring of color adapters for black-white TV sets (The Billboard, February 13) got a public unveiling here this week when Joseph Butler, president of Small Research Company, demonstrated a spinning disk which he said could be adapted for use on monochrome sets at a cost of about \$50 to \$100. The disk, he said, can be plugged into present attachments with connections with certain tubes.

GAS-OPERATED TELE A-COMING

HOLLYWOOD, Feb. 6.—Gas what? Dr. Lee De Forest, 80-year-old inventor of the vacuum tube and noted physicist, predicted this week that a gas-operated TV set would soon be a reality. He's already working on the invention for demonstration purposes, and hopes to have it available in the near future.

The proposed TV set is based on a principle more than 100 years old which uses gas as a means of producing enough electricity to run the set by heating unlike metals, copper and constantan. The same principle—thermopile—is now used in home heating systems to turn burners off and on automatically.

GOP, DEMS TO TOSS GOBS OF DOUGH INTO CAMPAIGN

AM-TV, Showbiz Names Into Act; Republican Budget Hits \$3.8 Mil

WASHINGTON, Feb. 6.—Showmanship will be the byword as the two major political parties move into the heaviest-spending congressional election campaign in history. Largely as a result of TV's expansion and radio's uninterrupted growth, both major parties intend to put more money into campaigning than in any previous non-presidential election year.

Latest sign of the times was the Republican National Finance Committee's approval this week of a 1954 budget of \$3,800,000 for the national, senatorial and congressional committees. This is twice the amount set aside for that purpose in the last off-year election and it's about two-thirds

of the total earmarked for those three committees in the 1952 presidential campaign.

"The size of the approved figure," said the GOP National Committee, "represents the anticipated costs of expanded activities by the three committees, (National, Senatorial and Congressional) for the vital 1954 congressional elections. In addition, an important contributing factor is the rising cost of television due to the increased and steadily increasing number of TV stations across the nation."

The GOP National Committee's plans dovetail with preparations for the Eisenhower administration's big selling job, featuring big names from the show, adver-

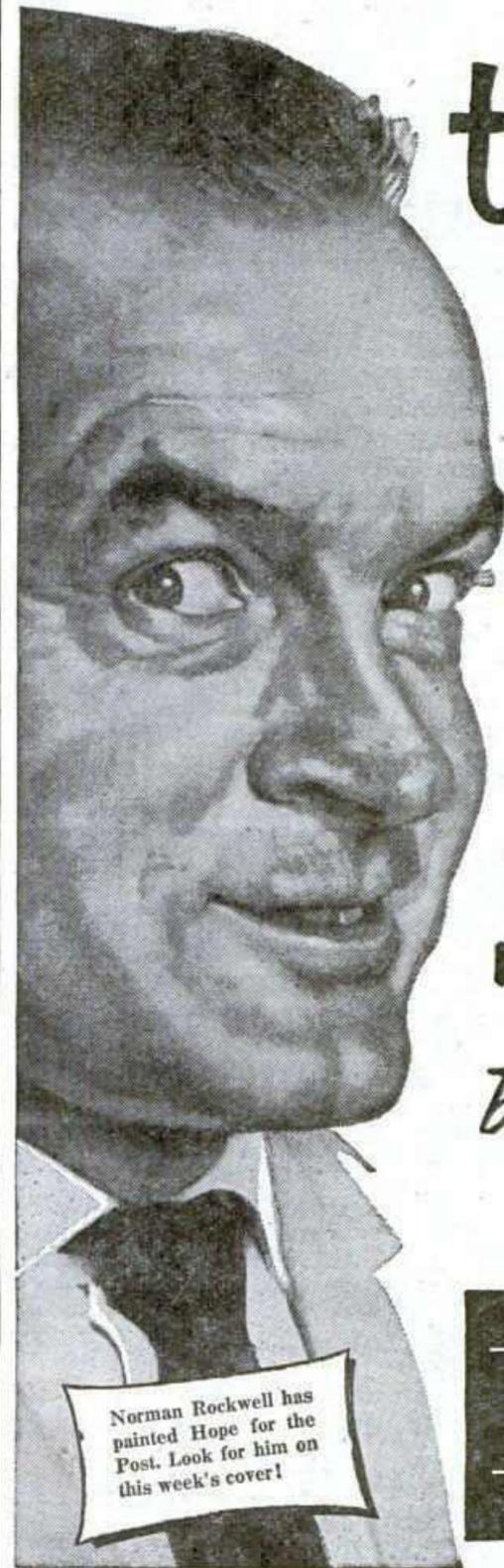
tising and business world. Film actors Robert Montgomery and George Murphy have been working out details for weeks. Eric Johnston, president of the Motion Picture Association of America, is expected to join in the planning when he returns from an International Film Festival in Brazil where he's the official U. S. delegate. Johnston is expected to make available to the administration a galaxy of stars for film pep talks and other campaign shows useful as TV films and radio platters as well as for projection at GOP precinct meetings.

Show people have never been so conspicuous on the Washington (Continued on page 13)

A POST Exclusive now on newsstands

BOB HOPE

tells all!



Norman Rockwell has painted Hope for the Post. Look for him on this week's cover!

Bob has always lived at a laugh-a-minute pace... as a juvenile pool shark... a semi-pro track star trying to outrun a dollar... as an amateur boxer (Rembrandt Hope, "always on the canvas"). Then Bob chucked a promising career as a chicken plucker to become a hooper in Hurley's Jolly Follies, and show business hasn't been the same since! But let Bob tell you himself. He's even funnier on the page than he is on the stage! You can start his complete life story today, *only* in the Post! Be sure to get your copy early!

This Is On Me

by **BOB HOPE**

as told to Pete Martin

The Saturday Evening
POST
February 13, 1954 - 15¢

A CURTIS MAGAZINE



"Lealie T. Hope, child immigrant. I was a barefoot boy with plenty of cheek."



"Boy Wonder Hope — he wondered where the next meal was coming from!"



"Lamour, ah Lamour. [What's Gable got I haven't—where can I get it?]"



"I fly 100,000 miles a year. Who's that stranger kissing my wife?"



"What Crosby touches turns to gold. Anything I touch yells, 'Police!'"

THIS WEEK'S SPOTLIGHT FEATURE

TV Film Production

Can Transmit Color Film Records of Live TV—NTSC

Committee Panel Sees Definite Possibility for Commercial Use

WASHINGTON, Feb. 6.—In a report of wide interest to the TV and movie industries, a panel of the National Television Systems Committee this week announced that acceptable color film records of live TV shows can be produced and transmitted by means now available.

Findings of the NTSC panel, which has been studying methods of color transcription for TV purposes since July of 1952, were summarized by Dr. Goldsmith as follows: (1) It is possible to produce acceptable color film records of live program material by direct photography, and with materials and data now largely available; (2) acceptable color release prints suitable for color TV transmission can be produced with the materials and information now available; (3) the color TV transmission of both the above processes gives generally acceptable results.

Dr. Goldsmith reported that the information now available on

color kinescope-recording is not sufficient to enable firm conclusions to be drawn regarding the commercial practicability of the process. However, he said, successful use of the process is a definite possibility in view of the rapid progress being made in this field. Dr. Goldsmith also concluded that the art of color transcription is rapidly developing, and should permit the successful recording, transmission and TV reception of transcribed programs in the foreseeable future.

The report of the 30-member panel, which included representa-

tives of most phases of the TV and motion picture industries, will be made available to producers and processors of color TV film, networks or stations planning to use color transcriptions and laboratories producing color films or color film equipment. The panel worked thru three sub-committees, which studied color recording methods and materials; color release print methods and materials, and TV transmission of color transcriptions.

Dr. Goldsmith prefaced his summary of the panel's final report by cautioning:

"It is not possible in this final report fully and finally to evaluate the contributions the committees have made toward the successful use of film for color TV in accordance with NTSC signal specifications, nor to draw definite conclusions as to the possibilities in this field." However, he added, definite factual statements could be made concerning the photographing of live TV shows and production of acceptable color release prints, as well as optimistic statements of fact regarding color kinescope-recording methods.

Guild Lines Up Premiums for 'Palooka Story'

NEW YORK, Feb. 6.—Sponsors of "The Joe Palooka Story" will soon have the opportunity of setting up premium offers. Guild Films is lining up items for both kids and adults, in line with the broad-appeal nature of the show itself. Guild has already signed with manufacturers for eight basic items.

For adults, they are offering ash trays. For kids, they are offering comic books and punching bags. They also have drinking glasses with the Palooka characters on them, an item that was requested by several dairy sponsors.

In addition to the premiums, Guild is setting up an elaborate selection of point-of-sale displays highlighting Palooka. The film series has been on the market for a couple of months, but the merchandising program has been hanging fire until Guild could come to an understanding on the matter with Ham Fisher, creator and owner of the Palooka. Fisher was reportedly touchy about permitting the character to be exploited in a way that would damage its reputation.

Official Picks Jay Williams

NEW YORK, Feb. 6.—The increasing importance of foreign markets to TV film syndicators is pointed up by the appointment of Jay Williams as director of international sales for Official Films. Williams, who takes up his duties immediately, was formerly vicepresident and director of sales for Station Distributors.

He will concentrate on pushing Official's "Music Hall Varieties," the three-minute musical films which are now in six foreign countries. Williams feels that for syndicated series, foreign revenue, in many cases, can mean the difference between profit and loss, and he will attempt to prove it with Official's various properties.

Sponsor Nixes Paul-Ford Pix

NEW YORK, Feb. 6.—"Les Paul and Mary Ford at Home," the five-minute film series, was canceled this week by Lambert Pharmacal, which had spot booked it across-the-board in some markets.

The product plugged was Listerine Antizyme toothpaste. The main reason for the cancellation was said to be the competitive impact of Colgate's Gardol, a similar product.

A total of 35 segments were produced, 30 of which were re-run in the 13 weeks. The owner of the series, the Instructo Corporation, has no future plans for the series. The sound tracks, which ran on CBS radio, are also off.

Helmore Cast for 'Shadow' Vidfilm

NEW YORK, Feb. 6.—Veteran Broadway and Hollywood actor Tom Helmore this week was cast as the lead in the new vidfilm series being made of "The Shadow" by the John Gibbs agency's filming subsidiary, Meridian of New York.

Neva Patterson, now featured in "Seven-Year Itch" on Broadway, will play Margo Lane, the Shadow's female alter ego.

Direction will be by Chuck Haas, Hollywood megger who has worked on the "Ellery Queen" series on the Coast. Willson (Bill) Tuttle and Nathan Kroll will produce.

WNBT Signs 'Theater' Pact

NEW YORK, Feb. 6.—WNBT this week signed a new 13-week contract for "Little Theater," the 15-minute film series distributed by The TeeVee Company.

The station is slotting the show 11:15 p.m., Saturday. There are 52 segments in the series. Saul Reiss is the distributor's rep here.

'Defender' Readied; Roach Eyes 2 More

HOLLYWOOD, Feb. 6.—Even as producer Hal Roach Jr. was lining up key personnel to handle his latest series, "Public Defender," for national sponsorship by Philip Morris on the CBS-TV network, he was giving firm indication that in the near future he would start production on two additional telefilm packages. He also was reported near the signing stage for sponsorship of a third.

Two of the proposed series would be produced by Hal Roach Jr. Productions, the outfit that produced "Racket Squad" starring Reed Hadley, who also is to star in "Public Defender." Young Roach, in addition to these latest properties and those he has in conjunction with ABC-TV, brings to more than nine the number of filmed series he can be expected

to be producing before year's end. Meanwhile, Roach announced that "Public Defender" would have Carroll Case as producer, with whom he made "Racket Squad." Directorial assignments for the first three in the series which go before the cameras at rented space at Republic Pictures Tuesday (9) are James Tinling, Earle Kenton and Sobey Martin. Roach's deal with Philip Morris calls for initial airing by March 14. "Public Defender," as a public service, will also honor various cities where public defenders are retained.

Tho Roach will physically produce "Public Defender" and likely several other series at Republic, he will continue to maintain his command post at the Hal Roach studios in Culver City.

MPTV Nears Sales to Bromo

NEW YORK, Feb. 6.—The syndication division of Motion Pictures for Television this week verged on concluding its most important deal since its inception. Bromo-Seltzer has all but wrapped up its purchase of "Janet Dean, R.N." for 26 major markets throughout the country.

The buy of the film series would mark the most important acquisition for Bromo-Seltzer, whose advertising has mainly been concentrated in spots. Lennen & Newell is the agency. Ed Madden is vicepresident and director of the MPTV syndication operation.

Bill Harris Joins Filmack Trailer Co.

CHICAGO, Feb. 6.—Bill Harris, former head of the National Screen special-trailer department, Chicago, has joined Filmack Trailer Company. Irving Mack, of Filmack, also announced that the appointment of Harris as the head of the theater-trailer department was in keeping with Filmack's expansion program.

Harris has taken over the duties of Joseph Mack, who has been transferred to the TV department.

The Billboard TV FILM SECTION. MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES plus, rotated weekly. FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY: DISTRIBUTION SALES & MARKETING, NETWORK & STATION BUYING & PROGRAMING, ADVERTISER & AGENCY FILM BUYING, TV FILM PRODUCTION.

TV Isn't Showbiz, Says Prexy of SDG

Sidney Charges Medium's Not Developing New Personalities; Cites Overexposure

HOLLYWOOD, Feb. 6.—"Television at the moment is not show business."

This assertion was made this week by veteran director George Sidney, president of the Screen Directors' Guild, in evaluating the current status of the industry. Taking cognizance of TV's impact on the public as a mass entertainment medium that must "oppose efforts at standardization as an art form," Sidney based his contention on two points.

He said that, unlike the motion picture industry, stage and other entertainment media, TV is not developing any new personalities of its own. His second point is that TV has given credence to the axiom that "familiarity breeds contempt," by over-exposure with a resultant lessening of the welcome by the audience.

"TV audiences, like those attending the theater, are more discriminating," Sidney declared. "It's now a problem of merchandising, he added, and "the day is over when people will buy just 'any' merchandise." And this, he said, is particularly true when it comes to talent.

With 40 per cent of the Screen Directors' Guild actively earning their living in telefilm production, Sidney emphasized that his critique is intended to spur the industry into developing its own personalities.

"All of today's big personalities on TV came from other forms of show business," Sidney declared, and, like a few others, urged a concerted plan, patterned somewhat after the major theatrical motion picture producers, to school talent from the beginning. (This is similar to the thinking of veteran producer Hal Roach, who has been working on the development of a repertory company for tele-film series.)

At present, Sidney said, one of TV's chief faults is that it's a "sink or swim" proposition; that mere payment for a performance is "considered the extent of the obligation." This, he feels, is a major deterrent to the future of TV as a prospective member of show business.

As president of SDG, Sidney said more and more recognition would be given its membership whose primary work is in telefilm production. Telefilms, he pointed out, are stripping the motion picture industry of much of its artistic talent, including actors, directors and writers.

99% PERFECT

NBC Film, Kine Shipping Is Efficient

NEW YORK, Feb. 6.—After a seven-month study of its shipping operation, the NBC Film and Kinescope Department has found that its efficiency rating is over 99 per cent in getting its film to clients on time. The department, a branch of the NBC Film Division, currently ships over 2,000 prints a week covering over 4,000 station playdates. In addition, the department has shipped over 6,000 kines of NBC-TV shows to the Armed Forces over the past two years.

Also under the jurisdiction of the Film and Kine Department is the NBC Film Library, the largest stock shot collection in the world. It contains over 24,000,000 feet of cross-indexed film and grows at the rate of 240,000 feet a month.

Hartmann Leaves H-R, Joins Pathe

NEW YORK, Feb. 6.—Alan Hartmann, account executive and film consultant at Headley-Reed, this week resigned to join RKO-Pathe as assistant to Sydney Kramer, general sales manager.

Prior to Headley-Reed, he was with United Television Programs, Official Films and the Music Corporation of America. He will take up his duties after a week in Bermuda.

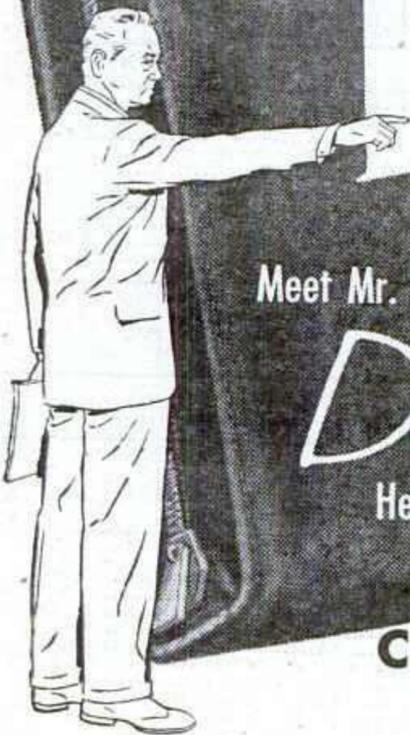
MONEY-SAVING SUBSCRIPTION ORDER. Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20. Payment enclosed / Bill me. Name, Occupation or Title, Company, Address, City, Zone, State. Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

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The behind-the-scenes
drama of our
Law Enforcers
in action!

MR. DISTRICT ATTORNEY



Meet Mr. D. A. Himself... Hollywood's Dynamic

David Brian

He looks, he acts, he IS Mr. D. A.

Technical supervision
thru the cooperation of
the Los Angeles law
enforcement agencies.

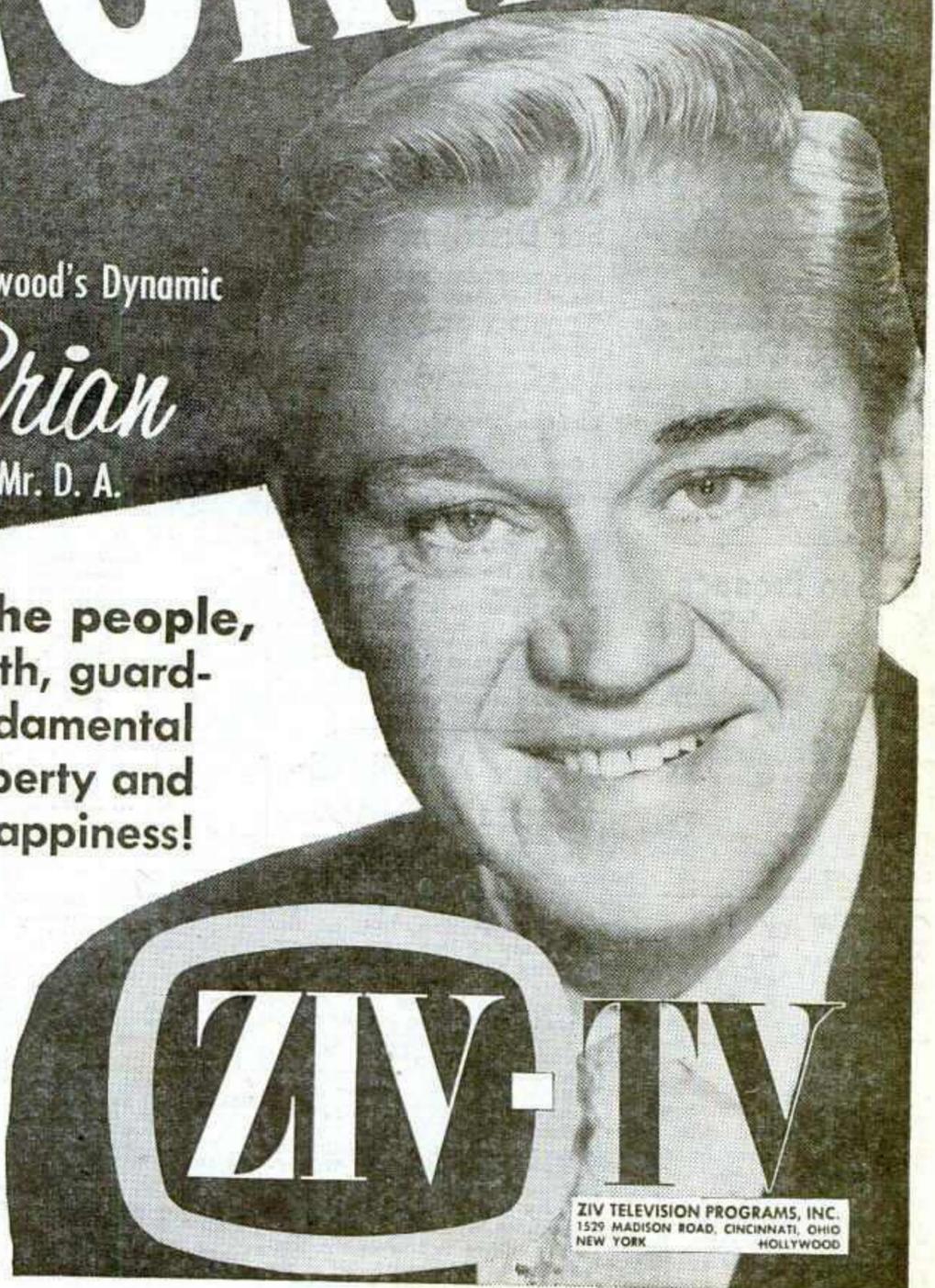
**Champion of the people,
defender of truth, guard-
ian of our fundamental
rights to life, liberty and
the pursuit of happiness!**

**THE INSPIRED NEW SERIES THAT OUTSHINES
THEM ALL FOR DRAMA, ACTION, REALISM!**

- Inside a real INTERROGATION ROOM • Inside a real CRIME-LAB
- Inside a real SHOW-UP ROOM • Inside a real COURTROOM

HURRY! ALREADY SOLD IN 33 MARKETS!

52 weeks firm in NEW YORK, PHILADELPHIA, CHICAGO, SAN FRANCISCO, LOS ANGELES, CINCINNATI, CLEVELAND, MINNEAPOLIS, KANSAS CITY, DALLAS, DETROIT, HOUSTON, BALTIMORE, WASHINGTON, SEATTLE, BINGHAMTON, TOLEDO, SAN ANTONIO, NEW HAVEN, BOSTON, DENVER, BIRMINGHAM, BUFFALO, DAYTON, CHARLOTTE, ATLANTA, COLUMBUS, OKLAHOMA CITY, AMES-DES MOINES, MEMPHIS, and other markets.



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

A VIDEO FIRST

Full-Dress Preem For 'Waterfront'

HOLLYWOOD, Feb. 6.—What promises to be a new milestone in the launching of a telefilm series becomes a reality here Tuesday (9) when Roland Reed Productions' "Waterfront," starring Preston Foster, is tele-premiered for Los Angeles viewers with all the fuss and feathers of a typical moveland opening.

Tho the series does not get started officially here until the following Tuesday (16) when the first episode is telecast on KTTV, viewers will get a preview showing thru use of film clip inserts, see Hollywood stars after they have attended a private showing (unlike the usual premiere), be shown a typical movie capital press party and be taken on a conducted tour of the actual sets where the series is filmed.

The program, first telecast of a TV film premiere, is being made possible thru the combined efforts of producer, distributor and exhibitor. The series' distributors, United Television Programs, is allowing the pre-emption of its own show, "Hollywood Offbeat," on KTTV to bring the half-hour event to the Local Los Angeles audience.

Roland Reed Productions has constructed an entire tugboat on a sound stage at Hal Roach Studios where the premiere and press party will originate. The mock-up is a replica of the actual tug used in "Waterfront" and is used during shooting.

KTTV is supplying the time to the telecast with Bill Welsh, well-known local TV figure, acting as emcee. Welsh will interview a number of the long list of invited celebrities as well as ask visiting newspapermen and columnists for comments. Officials of Standard Oil of California, sponsor of "Waterfront" in the seven Western States, also will be in attendance.

Lee Savin, UTP topper; Guy V. Thayer Jr., Reed veepee and executive producer of the series, and Richard Moore, veepee and general manager of KTTV, gave the go sign for the lavishly planned kick-off. Details are being handled by Reavis Winkler, station publicity head; Frank Perrett, Roland Reed Productions publicity; Al Joyce, UTP publicity topper, and Noel Rubaloff, sales promotion manager for UTP.

In addition to telefilm stars and cast members of "Waterfront" slated for appearances before KTTV cameras, Gov. Goodwin C. Knight and Los Angeles Mayor Norman Poulson have been extended invitations.

Kling Handling 'Sleepy Joe'

CHICAGO, Feb. 6.—Fred A. Niles, vice-president and director of Kling Studios, Inc., motion picture-television enterprises, announced this week that sales and distribution of the syndicated film series for TV, "Sleepy Joe," has been taken over by Kling from United Television Programs, effective February 1. Kling will service all current contracts on the series.

The series, which has been filmed in both color and black and white, is made up of 13 half-hour films, all designed for children audiences. It features Jimmy Scribner, who built a national reputation with the "Sleepy Joe" series on radio. The 13 shows in the series are puppet stories built around Uncle Remus characters. A complete line of sales promotion tie-ins is available for sponsors.

Kling's total of filmed TV series for children is brought up to four by the "Sleepy Joe" acquisition. Others in the Kling series are "King Calico," "The Adventure of Uncle Mistletoe" and "Bert and Elmer."

Robinson in Telepic Biz

HOLLYWOOD, Feb. 6.—Veteran theatrical film producer Sam Bischoff and actor Edward G. Robinson announced formation this week of a producing organization for the making of a telefilm series, "For the Defense." Format will star Robinson as a legal defender of the poor. (Hal Roach Jr. starts production next week on a similar theme, "Public Defender.")

Bischoff completed a long-term contract as a producer for Warner Bros. Don Mulalley, Dave Dortort and George Bricker have each written a script, and others are in preparation. Robinson's last regular ozone starring vehicle was in radio's "Big Town."

Bagnall Gets Two For Distribution

HOLLYWOOD, Feb. 6.—George Bagnall & Associates this week acquired distribution rights to two new telefilm series, both with a religious slant, according to Jack O'Loughlin, veepee and general sales manager of the Bagnall company. The series are being produced in Technicolor on 35mm. by Great Commission Films.

One film of each series has been completed and O'Loughlin will set up showings for prospective national sponsors next week in New York. "Sunday on the Range" is the series title. First film of the second package, a series as yet untitled which offers a new technique of telling Biblical stories, is "Queen of Sheba." Distribution deal was completed by O'Loughlin and Paul M. Hewitt, of Delta Productions, which financed the producing company.

Arthur Appointed Veepee at Apollo

MILWAUKEE, Feb. 6.—Announcement was made here Friday (5) that Zinn Arthur has been appointed executive vice-president of Apollo Pictures, Ltd., telefilm subsidiary of Bartell Broadcasters.

Major project of Apollo is the "Jerry Bartell Playtime" films, currently sponsored by Boston Store in Milwaukee, and now starting with a new national sponsor in New England via a William Morris Agency deal. Plans for additional films will be under supervision of Arthur, who is opening offices in New York.

At the same time he will continue his association with WOKY-TV, where he has been director of TV for Bartell since the start of operations in August. Jerry Bartell will continue to star in the telefilms, with 39 as the target of the series.

Funt to Produce 'Great Day' Series

NEW YORK, Feb. 6.—Allen Funt is starting production on a new half-hour film series titled "The Great Day." It will use Funt's "Candid Camera" technique in following momentous days in the life of ordinary people.

Funt, meanwhile, continues to do his own distribution of "Candid Camera," of which there are 104 segments.

ONE WAY TO GET BY CENSOR

NEW YORK, Feb. 6.—Someone with a sly sense of humor is skedding the theme music behind the opening of the "Midnight Movie," late evening feature film showing via WNBT here. The old theatricals are brought on via one of two tunes, either "Moon Is Blue" or "La Ronde," each from the recent film of the same name. Both of those pix have run into censorship or protest trouble.

THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

This two-part feature is based on ratings of the American Research Bureau. For a city-by-city breakdown of non-network film series, please refer to the chart giving ratings by cities which alternates with this chart.

Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show.

Subtracting the RATING figure from the SETS-IN-USE FIGURE provides the total of the ratings to all opposition shows.

Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 551 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22.

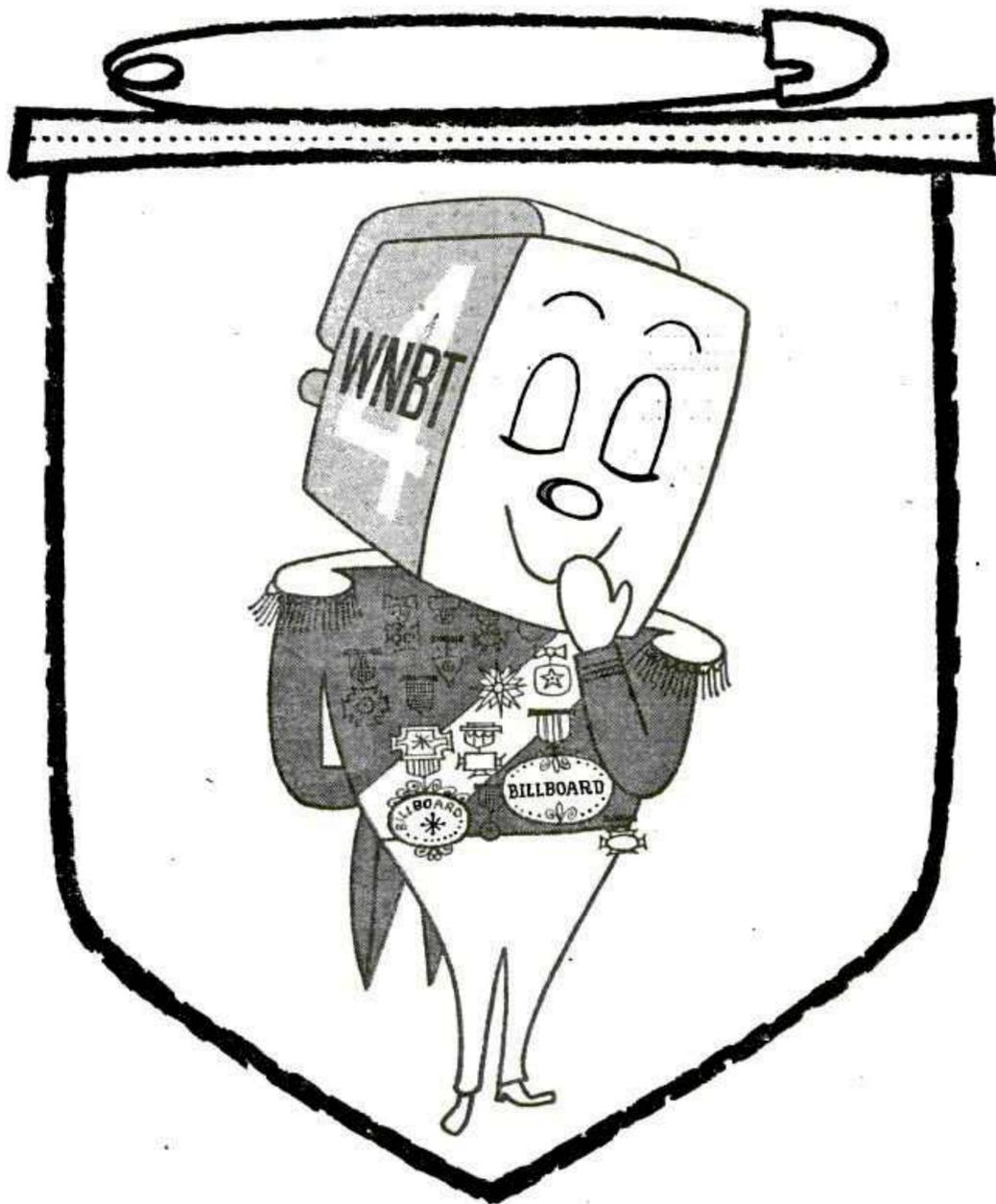
Table with columns: Comedy, No. Sets in Market, December ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes rows for Abbott and Costello, Amos 'n' Andy, Life of Riley, Life with Elizabeth, and The Ruggles.

Table with columns: Documentary, No. Sets in Market, December ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes rows for King's Crossroads, Victory at Sea, and Varsity at Sea.

Table with columns: Musical, No. Sets in Market, December ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes row for Old American Barn Dance.

Table with columns: Mystery, No. Sets in Market, December ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes rows for Boston Blackie, City Detective, Craig Kennedy, Files of Jeffrey Jones, Front Page Detective, Heart of the City, Hollywood Off-Beat, and I'm the Law.

(Continued on page 10)



blushing **MISTER FOUR** gets a medal!

Mister Four isn't much at speeches, so he'll cut it down to a word: "THANKS".

Thanks, that is, to Billboard and it's national TV film service awards.

And thanks to the advertisers and agencies who voted WNBT * 4 * NEW YORK the most cooperative in the land in providing Advertising and Merchandising support to syndicated TV films.

Frankly, Mister Four has so many medals he feels like a Bar Mitzvah boy getting his 14th fountain pen.

But this medal—above all—he'll treasure. Because this honor comes to WNBT from the folks who know best . . . the men and women who spend the dollars that keep advertising going!

PRIZE-WINNING SUPPORT GUARANTEED!

this prize-winning array of films available on WNBT

HOP-A-LONG CASSIDY

CISCO KID

ALL-STAR PLAYHOUSE

THE VISITOR

MIDNIGHT MOVIES

11TH HOUR PLAYHOUSE

CONTINUOUS PERFORMANCE

First Prize Winner in Billboard's TV Film Service Awards
for Merchandising • Marketing • Advertising



represented by **NBC SPOT SALES**

ARB Ratings of Non-Network TV Film

Continued from page 8

News	No. Sets in Market	December ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
INS-TELENEWS DAILY (10-15 min.—Daily—Telenevs Productions)							
Atlanta	355,000	11.3	21.7	WBS	3	M to F	6:45-7:00 p.m.
Baltimore	420,000	6.6	20.7	WBAL	3	M to F	6:45-7:00 p.m.
Boston	1,100,000	7.7	22.7	WBZ	2	M to F	7:15-7:30 p.m.
Cincinnati	405,000	10.0	25.1	WLW-T	3	M to F	11:00-11:15 p.m.
Denver	146,000	4.2	28.9	KBTW	3	M to F	5:45-6:00 p.m.
Detroit	953,000	3.3	23.4	WJBK	3	M to F	6:30-6:45 p.m.
Detroit	953,000	11.9	25.9	WJBL	3	M to F	11:00-11:15 p.m.
Philadelphia	1,300,000	4.3	33.1	WFIL	3	M to F	7:15-7:30 p.m.
Philadelphia	1,300,000	5.0	33.9	WFIL	3	Su	6:30-6:45 p.m.
Philadelphia	1,300,000	4.6	32.8	WPTZ	3	M to F	7:00-7:15 p.m.
U.P. MOVIE NEWS (10-20 min. Daily—United Press Movietone)							
Boston	1,100,000	5.3	14.2	WBS	2	M to F	6:15-6:30 p.m.
Chicago	1,645,000	1.2	6.8	WGN	4	M	11:30-11:45 p.m.
Chicago	1,645,000	2.2	31.5	WGN	4	M to F	6:30-6:45 p.m.
Cleveland	824,000	8.5	28.0	WXEL	3	M to F	11:00-11:15 p.m.
Dayton	249,000	9.3	21.8	WHIO	2	M to F	11:00-11:15 p.m.
Detroit	953,000	5.1	16.7	WWJ	3	M to F	6:15-6:30 p.m.
Detroit	953,000	9.3	25.9	WWJ	3	M to F	11:00-11:15 p.m.
New York	3,685,000	2.1	29.6	WPIX	7	M to F	7:00-7:15 p.m.
New York	3,685,000	1.9	46.1	WPIX	7	M-Th	10:30-10:45 p.m.
Washington	500,000	5.3	19.1	WTOP	4	M to F	6:45-7:00 p.m.
Washington	500,000	0.8	9.1	WTTG	4	M to F	12:00-12:15 p.m.

Quiz	No. Sets in Market	December ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
MOVIE QUICK QUIZ (15 min.—260 rel.—Walter Schwimmer Productions)							
Baltimore	420,000	1.2	14.3	WBAL	3	M-T-W-F	10:30-10:45 p.m.
Denver	146,000	2.9	9.2	KFEL	3	T	3:45-4:00 p.m.
New York	3,685,000	0.5	9.5	WABD	7	M to F	12:30-1:00 p.m.
Philadelphia	1,300,000	1.1	24.8	WFIL	3	M to F	5:00-5:15 p.m.
Washington	500,000	3.1	30.4	WTTG	4	M to F	7:15-7:30 p.m.

Sports	No. Sets in Market	December ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
BIG PLAYBACK (15 min.—26 rel.—Screen Gems)							
Cincinnati	405,000	8.2	29.1	WLW-T	3	F	7:15-7:30 p.m.
RINGSIDE WITH WRESTLERS (56 min.—52 rel.—Consolidated TV Sales)							
Detroit	953,000	0.8	58.2	WXYZ	3	S	8:00-8:30 p.m.
TELESPORTS DIGEST (30 min.—Weekly—United Artists Television)							
Denver	146,000	6.9	49.8	KLZ	3	F	7:00-7:30 p.m.

Western	No. Sets in Market	December ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CISCO KID (3 min.—78 rel.—Ziv Television Productions)							
Atlanta	355,000	22.2	43.7	WAGA	3	S	7:00-7:30 p.m.
Baltimore	420,000	24.7	33.8	WBAL	3	T	7:00-7:30 p.m.
Boston	1,100,000	20.6	22.1	WNAO	2	Th	6:30-7:00 p.m.
Cincinnati	405,000	23.6	38.0	WCPO	3	Su	6:00-6:30 p.m.
Cleveland	824,000	14.6	34.4	WNBK	3	S	6:00-6:30 p.m.
Columbus	276,000	23.3	29.2	WNSB	3	F	7:00-7:30 p.m.
Denver	146,000	29.2	44.7	KFEL	3	F	6:00-6:30 p.m.
Detroit	953,000	32.5	44.7	WXYZ	3	Th	7:00-7:30 p.m.
Los Angeles	1,530,000	16.6	49.9	KECA	7	S	5:00-5:30 p.m.
Los Angeles	1,530,000	7.8	14.7	KECA	7	S	5:00-5:30 p.m.
Mpls. St. Paul	387,000	12.0	28.9	WCCO	3	S	5:00-5:30 p.m.
Mpls. St. Paul	387,000	20.9	32.6	WCCO	3	S	5:00-5:30 p.m.
New York	3,685,000	6.9	27.8	WNBT	7	Th-F	7:00-7:30 p.m.
Philadelphia	1,300,000	30.4	36.9	WCAU	3	F	7:00-7:30 p.m.
San Francisco	766,000	25.4	49.7	KRON	3	Th	7:00-7:30 p.m.
Washington	500,000	15.0	33.0	WNBW	4	S	6:30-7:00 p.m.
COWBOY G-MEN (30 min.—26 rel.—United Artists Television)							
Atlanta	355,000	9.6	37.0	WAGA	3	F	7:00-7:30 p.m.
Boston	1,100,000	12.2	30.5	WBS	2	Su	2:00-2:30 p.m.
Cincinnati	405,000	15.7	21.6	WCPO	3	Su	1:30-2:00 p.m.
Columbus	276,000	21.3	47.1	WNSB	3	S	6:30-7:00 p.m.
Detroit	953,000	7.1	24.8	WJBK	3	Su	4:30-5:00 p.m.
Detroit	953,000	6.5	16.4	WJBK	3	S	1:30-2:00 p.m.
Mpls. St. Paul	387,000	15.7	19.3	WCCO	3	S	4:30-5:00 p.m.
New York	3,685,000	1.1	72.5	WABC	7	T	8:00-8:30 p.m.
New York	3,685,000	0.3	12.9	WABC	7	S	4:30-5:00 p.m.
San Francisco	766,000	4.9	73.6	KGO	3	W	7:00-7:30 p.m.
GENE AUTRY (30 min.—78 rel.—CBS TV Film Sales)							
Baltimore	420,000	16.2	65.2	WMAR	3	T	8:00-8:30 p.m.
Boston	1,100,000	21.1	27.0	WNAO	2	M	6:30-7:00 p.m.
Chicago	1,645,000	12.4	64.6	WBMM	4	T	7:00-7:30 p.m.
Chicago	1,645,000	14.7	28.6	WBMM	4	M to F	5:30-6:00 p.m.
Cincinnati	405,000	13.2	71.2	WKRC	3	T	8:00-8:30 p.m.

(Continued on page 13)

Secret of Success Is Like an Open Book

By JACK CHERTOK
President, Jack Chertok Television Productions

Far more words have been written about television than about all the reels of old movies which have invaded the nation's living rooms. And I am still amused when I am asked, both by acquaintances within the industry and outside, "What is the secret of a successful television production company?"

There is no secret, per se, any more than in any other business. You merely have to know what you are doing. And this holds true for the garbage collector, as well as the television producer.

My associate, Paul MacNamara, who is vice-president in charge of sales and advertising, and I had chalked up many years in the motion picture industry. We know film-making thoroughly. This is true for the other men who are in the company. Men who know their crafts. Men of experience and knowledge. There is no secret to hiring the best available technicians.

As far as the secret of shaping your entertainment format to the requirements of your audiences, I maintain that if you have a good show you will have an audience. And unless all the people of America suddenly disappear from the face of the earth, we have 150,000,000 waiting to be entertained.

It is the duty of Hollywood to provide this. I am thankful to say that Jack Chertok Productions is able to share in this duty.

Identification

In the case of Ann Sothorn and the "Private Secretary" show which is sponsored by Lucky Strike, there is tremendous personal identification in the series. Thousands of girls are private secretaries, or want to be. Thousands of men have private secretaries. Thousands of families know private secretaries.

So we are not coming into the home with an unreal, unimaginable situation. This has been the format of popular national magazines almost since the beginning of America. A secret, is it?

One of our newest packages, which we now have ready for sale, is the Dale Carnegie series. This is a half-hour program which Carnegie introduces. We then dramatize how to win friends and influence people, how to stop worrying and start living.

Is there one single individual in all of America who is not faced with one or more of these problems every single day of his life? Again, we have viewer identification. You might call the program educational. I do not. I call it entertaining, because this is the primary premise and purpose of television.

2-Fold Duty

If, in the doing, people learn and profit by Carnegie's examples, we have fulfilled our obligation to the American public—and at the same time, given the sponsor his money's worth. And this is why we are in the television business.

Many of my colleagues are working up an ulcer over the color TV furor. I shan't, because unless I am very, very wrong, the ultimate use of color in TV will be in the same ratio as in movies today. Certain types of shows would be harmed by color. Others would be made more exciting.

But again, this is not for us, the producers, to decide. We are working for our sponsors and their advertising agencies. And whatever they feel is most feasible to bring their message before the public is the way in which we shall operate.

To those starry-eyed optimists who dream of getting into the TV film business and seek advice, I have no formula for success. The road we took worked for us. For someone else it might not.

Background

We began when I went into independent production by making non-theatrical films. Among them were "The Du Pont Story," "Energy Is Our Business" for Westinghouse and three films for the National Association of Manufacturers.

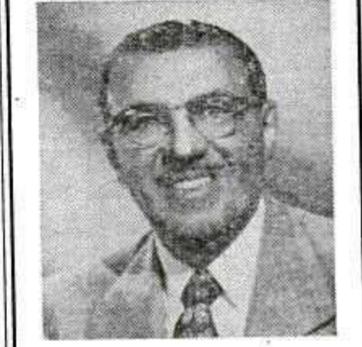
Our commercial department, now headed by Don Wilson, made and still does numerous commercials for TV including those for Hotpoint, Gillette, Swift & Company's Peter Pan Peanut Butter, General Mills, Kleenex, the American Bakeries Company and others.

We specialize in idea pictures, and we accept only those indus-

trial and commercial films which we feel we are specifically adapted to do.

While I am in the television industry—not the cliché racket—there are times when the latter is inescapable. So I can only say: "One man's meat is another's poison." What is successful for Chertok Productions may not work for John Smith Enterprises.

TV Film Guest of the Week



JACK CHERTOK

Jack Chertok is president of Jack Chertok Television Productions, which produces "Private Secretary," starring Ann Sothorn, on the CBS television network, sponsored by American Tobacco Company. In addition, the Chertok film hierarchy has presented "The Lone Ranger" series since its inception, and many of the "Cavalcade of America" series for DuPont.

Prior to going into TV film production, Chertok was associated with M-G-M Studios, in charge of their music department and later head and executive producer of the short subjects department. He produced the popular "Crime Does Not Pay" series, "The Passing Parade," Pete Smith, Robert Benchley, historical mysteries, the series on Nostradamus, as well as many others.

He also produced numerous feature-length films, including "Joe Smith, American"; "The Corn Is Green" and "The Strange Woman." During World War II he produced Academy Award winning "Main Street on the March" for the War Production Board.

Therefore, it would appear that the only secret for success is the end result, obtained by knowing what you are doing and doing it better than anyone else. And therein lies the challenge!

Kling Builds Prop Supply

CHICAGO, Feb. 6.—Lee Blevins, who heads up the West Coast motion picture and television operations of Kling's Studios in Hollywood, this week announced the purchase of motion picture scenery and sets, valued at \$37,000, from RKO Studios.

Both exterior and interior sets were included in the properties, which were located at the RKO ranch. They were moved to the Kling lot, which is the former Chaplin studios.

Fred A. Niles, Kling vice-president and director, plans to build a store of general-usage sets and scenery as soon as possible for use in both motion picture and television film production.

Kling received all the Chaplin sets and scenery at the time it purchased the Chaplin studios.

Switch Policy On Open-Ends

NEW YORK, Feb. 6.—The Alexander Film Company has decided to lease its open-end commercials on an unlimited time basis from now on. Previously, the producer had rented them out only for six-month periods. In addition, Alexander has brought out a new line of 10-second, open-end blurbs for use in station identifications. These may be bought separately or in a package with the 20 and 60-second spots.

Alexander has seven different categories of open-end spots: bread, beer, milk, ice cream, banks, dry cleaning and tires.

our thanks

TO EVERYONE WHOSE VOTES MADE POSSIBLE OUR

FIRST PLACE AWARD

IN THE BILLBOARD'S SECOND ANNUAL TV FILM SERVICE AWARDS COMPETITION

WE INTEND TO CONTINUE PRODUCING TV COMMERCIALS THAT OFFER
THE MOST VALUE PER DOLLAR SPENT . . . COMMERCIALS THAT WILL WIN SALES FOR OUR CLIENTS

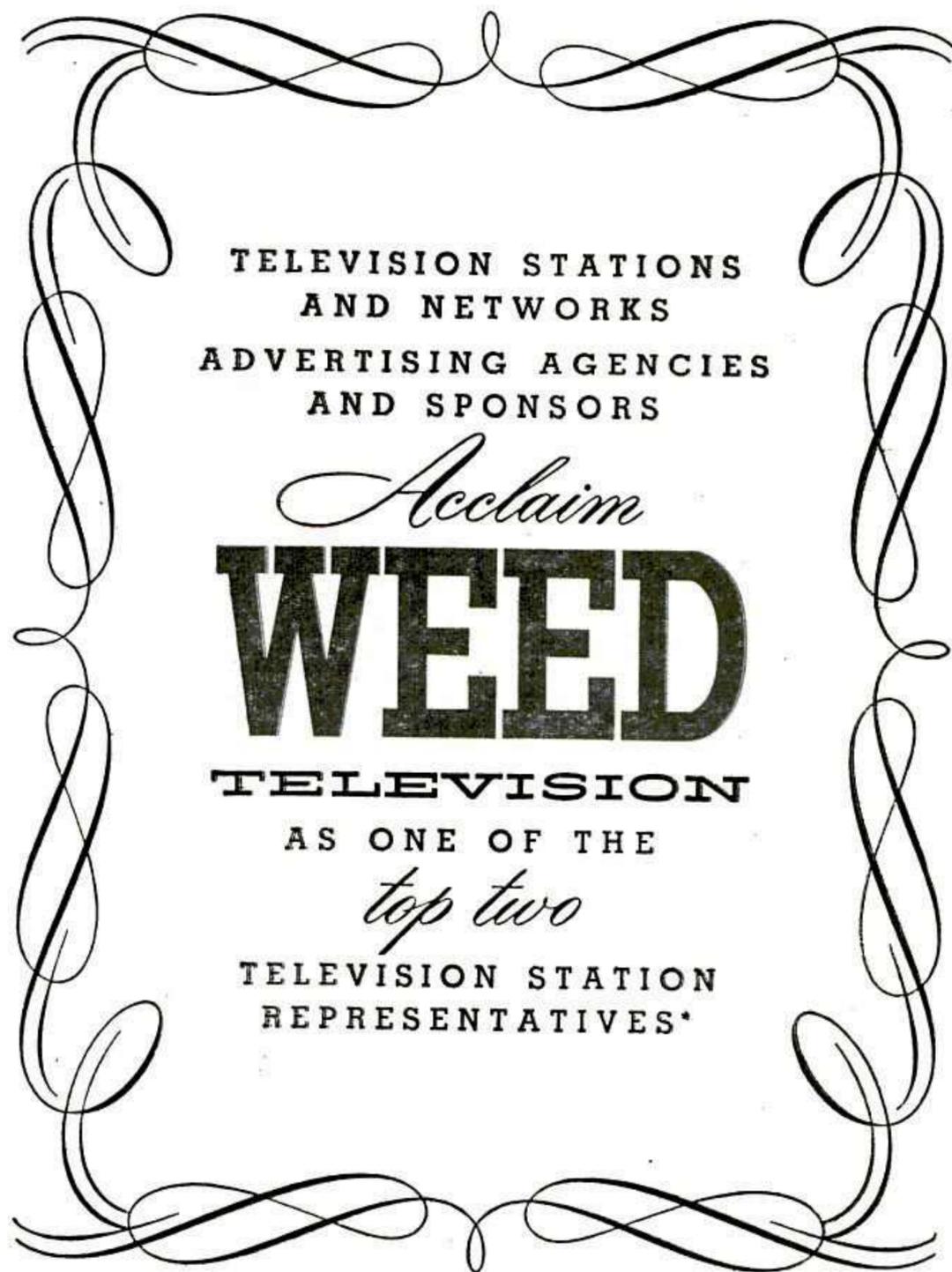


**ALEXANDER
FILM CO.**

COLORADO SPRINGS, COLO.

NEW YORK • CHICAGO • DETROIT • DALLAS • SAN FRANCISCO • HOLLYWOOD

WORLD'S LARGEST PRODUCER OF THEATRE AND TELEVISION FILM COMMERCIALS



We are grateful for this award — and pledge

- continued high calibre service to advertisers and their agencies
- continued development of national spot business for our television station clients

WEED
TELEVISION

NEW YORK CHICAGO DETROIT BOSTON SAN FRANCISCO ATLANTA HOLLYWOOD

**Billboard's Second Annual TV Awards Survey (Jan. 30th issue)*

LIGHTING FOR COLOR

Low Contrast Ratio Poses New Problem

NEW YORK, Feb. 6. — The narrow contrast ratio demanded by TV color film production makes proper lighting one of the biggest problems faced by TV film producers today.

Altho motion pictures are lighted on a contrast ratio of 20, black and white TV film is limited to a contrast ratio of about 5 — meaning that the brightest object in a scene may not be more than five times as light as the darkest portion if detail is to be preserved.

Consequently color TV film producers are forced to shoot practically everything with front lighting, which may project well (albeit flat) on the TV color screen, but which rules out any attempt at the dramatic lighting effects needed to enhance video drama.

Color TV's present contrast ratio limitations put Eastman Kodak in a rather ironic position, since the firm's new positive-negative color stock—said to be the best yet for color TV—is able to hold a contrast ratio of about 10, as compared to the 5.1 of 16-mm. Kodachrome.

Incidentally, it's interesting to note that altho Eastman's new color film stock is initially almost eight times as expensive as Kodachrome, in some ways it is a budget saver.

Many Are Gambling

Meanwhile some TV film outfits have been shooting in color

New Animation Stand Ready

NEW ROCHELLE, N. Y., Feb. 6. — The Animation Equipment Company here is trying to standardize animation stands used by producers of TV film commercials.

The new stand has an all-effects system of gimmicks and a camera that will take either 35-mm. or 16-mm. Al Stahl, head of the production company, said he expects the new stand to hike his output by 50 per cent.

Mitchell Predicts 5 or 6 Firms to Rule TV Films

NEW YORK, Feb. 6.—Despite the continuing expansion of the TV film market, the fatality rate of TV film firms will be stepped up in coming months to a point where only five or six companies will eventually remain as major factors in the industry, according to John H. Mitchell, vice-president and sales manager of Screen Gems, Inc.

At a press conference Thursday (4), Mitchell and Ralph Cohn, vice-president and general manager of the company, said Screen Gems will produce at least three new series this year in line with an expansion program aimed at pulling the firm out from an underdog status and catapulting it to the top of TV filmdom.

The formation of a new animated commercial production unit to handle work formerly done by United Productions of America has been set and the ad-

dition of commercial salesmen in Detroit and Chicago is contemplated. The company, altho it has no plans to produce color series in the near future, this week started experimental production of color commercials in what might be considered an opening bid for the color commercial market.

3 Series The three new film series that Screen Gems will soon start producing are "Father Knows Best," "Damon Runyon Theater" and "Adventures of Rin-Tin-Tin." Indications are that all three will be put directly into syndication.

Additional shows that will first be offered for national sponsorship by General Artists Corporation from pilot films shot for "Ford Theater" are "Johnny Nighthawk," "Sister Veronica," "Classified" and "Navy Diary." Another show, "What Makes a Champion," is also being planned as a future production to be shot in New York.

QUICK TAKES

The recently-formed public relations firm, Dine & Kalmus, has added screen Gems, TV subsidiary of Columbia Pictures, to its list of accounts.

G. Ralph Branton, Interstate Television Corporation prexy, returned to his Hollywood office last week from Chicago to meet with Lloyd Lind, his New York vicepres and sales manager. The pair will discuss further distribution of "The Ethel Barrymore Theater of the Air" and "The Amazing Tales of Hans Christian Andersen" series.

"We Saw It Happen," produced by United Aircraft Corporation in Connecticut, in commemoration of the 50th anniversary of powered flight, has appeared on more than 200 TV stations across the country.

Establishment of a depot specializing in the forwarding, routing and inspection of TV film has been announced by TV Film Service, 3417 Octavia St., New Orleans. United Productions of America was signed by the American Heart Association to produce a 13-minute animated film in color on the misconceptions of heart diseases.

Brandt Enos Associates has produced for Pepsi-Cola, a half-hour news-documentary film report dramatizing the company's growth during the past three years. J. Milton Salzburg, Cornell Films' prexy, has just returned from the West Coast where he supervised filming of additional footage for the soon-to-be-released, "Jimmy Demaret Golf Program."

Al Horwitz, formerly Western and Southern regional sales supervisor for Hollywood Television Service, has joined MPTV as an account exec working out of the company's Los Angeles office.

TV FILM SERIES in PRODUCTION Since December 1

This feature runs in every Production issue of The Billboard's TV Film department. It offers the most complete directory available of production of TV film series and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Table with columns: Title, Program Type, Producer, Star, Running Time, Number Planned, Number Completed, How Selling, Distributor. Lists various TV film series like Aladdin Television Productions, Arizona Recording Productions, etc.

TV FILM PURCHASES

Louis Weiss & Company, Los Angeles telefilm distributors, last week chalked up three major sales. Three motion picture series, "Custer's Last Stand," "The Black Coin" and "The Clutching Hand," have been sold for a single run on WAKR, Akron, O. The three series comprise a total of 48 episodes and current sale marks the 51st TV station using them.

Sale covers multiple runs over a one-year period. The Jimmy Durante feature, "Forbidden Music," was purchased for double showing within a three-month period over KDYL-TV, Salt Lake City.

M & A Alexander Productions has acquired TV distribution rights to "Her Panelled Door," recently produced English feature starring Richard Butler and Phyllis Calvert.

AGAIN:

**VOTED AMERICA'S MOST
POPULAR FEMALE VOCALIST**

Winner of DOWNBEAT and METRONOME Polls

**ELLA
FITZGERALD**

*Hear
Ella
at
her
Greatest...*

Singing



**MELANCHOLY
ME**

Decca
#29008

Direction:
GALE AGENCY, INC.
48 West 48th St., New York

Personal Management:
MOE GALE



AGVA Welfare Trust Fund Takes In \$178,182 in First 14 Months

Continued from page 1

erating expenses and has a surplus of about \$20,000 remaining in the Trust Fund.

In the same 14-month period claims by 128 AGVA members who were injured were paid in full, 93 claims are still being processed, 47 are now receiving payments, and one death claim has been paid and another is being processed.

These are the highlights of the first public report issued by the trustees of the special fund.

Meanwhile, in a drive to acquaint AGVA members and operators of the true facts sur-

rounding the Welfare Fund, the insurance program and the benefits to be derived by both parties from the program, the Fund's trustees have had printed and mailed to all AGVA members, operators and franchised bookers a pamphlet which details, in question and answer form, the entire Welfare Fund program.

A representative of the Lloyds insurance firm and an AGVA rep point out that the seemingly heavy premium payments are caused by the lack of any experience table in this unique type of insurance and the fact that coverage of AGVA performers is estimated at only 20 per cent of its full potential.

Start July

The fund was set up in November, 1952, it was not until July, 1953, that the trustees actually began to function. The Welfare Fund maintains its own offices here and is administered by a board consisting of three operator representatives and three AGVA reps.

For the operators David Katz is chairman, Nick Prounis, of the Versailles, and Nat Abramson, of WOR Artists Bureau, are the other two members.

AGVA reps are Rabbi Bernard Birstein, of the Actors Temple; David Ferhuson, of the Jewish Theatrical Guild, and William F. Brunner, former Congressman

from Queens. Operator reps are permanent appointees. AGVA reps can be changed at the discretion of the AGVA executive board.

The big problem still facing both AGVA and the fund is getting additional minimum basic agreements signed by operators of locations using AGVA talent. That the problem is a big one is highlighted again this week via bogged-down negotiations between the performer union and talent users. (See separate story.)

Fund Set-Up

As now set up the fund is operated from its headquarters here thru the 22 AGVA branches, each of which maintains a separate bank account for money received from operators for the fund.

The branches' bank accounts are restricted to about \$1,000—all additional money being paid into the fund's bank account here. Claims are filed by performers via the local AGVA branches and processed.

Current plans call for building the surplus of \$20,000 to as large a sum as possible and to use that money for additional welfare benefits for AGVA members, these benefits could take the form of hospitalization, sickness benefits, increasing life insurance coverage over the present \$500 limit or setting up a home for indigent aged and sick performers.

AGVA Minimum Basic Battle With Ops Bogs

NEW YORK, Feb. 6.—The American Guild of Variety Artists' battle to get operators to sign the minimum basic agreements remained bogged down this week on at least two fronts. A meeting between AGVA reps and the Lakewood, N. J., hotel owners broke off here Wednesday (3) without hopes of reaching an early settlement, while the AGVA hassles with the Statler, Los Angeles, also remained stagnant, since the hotel chain has what amounted to a temporary restraining order which keeps AGVA from pulling its members from the hotel.

It is generally believed that the Statler chain will remain adamant in its stand against signing any agreement which makes it the employer. Statler reps claim that the Hilton hotel chain will take and hold the same position in the hassle with AGVA. The Lakewood group takes the same position. Both the Statler chain and the Lakewood hotel owners

are represented by the same law firm in the AGVA battle.

Meanwhile, the Statler will continue to pay its required contributions into the AGVA Welfare Trust Fund. The hotel does not object to the payments—only to being required to sign any agreements in which it is named as the employer.

MAN CAUGHT IN KETTLE OF FISH

LONDON, Feb. 6.—Six sea lions have showman Billy Smart in a tangle. The sea lions were sent him as a gift by his daughter Rosie, currently working in Florida, but she omitted to inform her father they were on their way or to take out a necessary import license demanded by British Customs Law.

When the seals arrived, the customs, faced with housing them while they wrangled legalities, allowed Smart to cart them away to the London Zoo for storage. But the Board of Trade which supervises all import licenses stepped in. The sea lions entered the country illegally, it said, and out they must go. But it seems you can't export anything out of Britain these days which has entered the country illegally. So Smart couldn't use the animals in his circus nor send them back to his daughter in Florida. He couldn't even sell them because they couldn't be sold without licenses.

While all this is going on, the seals are swallowing over \$100 a week in food and keep and have so far cost over \$1,000. The next question is: Who pays the bill? And if nobody steps forward with a check, how will the London Zoo unburden themselves of the sextet they don't want, can't sell in this country and aren't allowed to export?

New Mark for Conventions Looms for Chi

CHICAGO, Feb. 6.—Chicago, which leads all other cities in the country as the headquarters for conventions, can look forward to breaking 1953's all-time record in the coming year.

This was the gist of a report delivered by Otto K. Eitel, retiring president of the Chicago Convention Bureau, at its annual luncheon meeting held at the Blackstone Hotel last week.

Chicago was host to 1,010 conventions and expositions during the past year. These attracted 1,027,381 out-of-town visitors, who spent \$182,329,000 "earned elsewhere."

Five Points

Eitel said Chicago can climb even higher in 1954 if these five steps are taken:

1. Early realization of the new public auditorium and exposition building, made possible by a \$5,700,000 grant from State funds for fairs.
2. Abolition of the 15 per cent federal transportation tax, which has outlived its purpose of curtailing unnecessary civilian travel during World War II.
3. Provide more special events to entertain visitors, great sporting events, such as the Army-Navy football game and the olympics.
4. Increase the community public relations.
5. Increase financial support from business concerns for the convention bureau, to bring more conventions and trade shows to Chicago.

Club Dates

All this has a bearing on show business from several standpoints. Fred Ashley, public relations director of the bureau, said: "More and more we are encouraging conventions as well as individuals to ask delegates and convention-goers to bring along their wives and families. This is being done, and one way to keep these families entertained is a primary objective, and club-daters will get more and more business because of this. Another objective, which may affect the club-date business favorably is the fact that the bureau is continually urging conventions to make more week-end dates, rather than the usual Monday thru Wednesday set-up. In this way, more conventions can be handled, room situations would be improved, and the drain on the talent pool would be lessened considerably."

New Facilities

Eitel explained, "The new convention center should be centrally located convenient to hotels, retail shops, restaurants, amusement centers, and transportation. It should possess its own railroad spur to facilitate handling of heavy equipment to be shown at trade shows, and have ample parking space. Succeeding Eitel as president is Walter F. Kettell, associate director of the Bowman Dairy Company.

Sam Roberts, artist representative, is ill at Wesley Memorial Hospital. He's been in business 38 years. . . . Leo De Lyon and Arthur Walsh opened at the Encore last week.

O'DELL TRIBUTE BY OATER ACTS

HOLLYWOOD, Feb. 6.—Western talent rallied here last week to pay special tribute to cowboy star Doye O'Dell on the latter's KTLA "Western Varieties" television show, following the tragic automobile accident which took the life of O'Dell's wife Sunday (24) and resulted in hospitalization for the entertainer.

Klaus Landsberg, producer of the teleshow, dedicated the entire 60-minute program to O'Dell.

Guest stars appearing on the bill were the Sons of the Pioneers, Hank Penny, Molly Bee, Clifflie Stone, Chet Fisher, Spade Cooley, disk jockey Squeakin' Deacon and regulars Eddie Cleto and Roscoe Ates.

JORGENSEN BAR

LQ License Suspended In Boston

BOSTON, Feb. 6.—The storm that has been brewing over the scheduled appearance of Christine Jorgensen here broke on the Hub's Latin Quarter this week as the Boston Licensing Board suspended the license of the club starting yesterday (5) to block the entertainer's arrival.

Mayor Hynes also banned the Sunday night showings of Jorgensen at the Quarter, and counsel for the room immediately appealed the decision.

The Licensing Board's action came after a week of headaches that found the group under fire in a juvenile delinquency probe alleging teen-age drinking in Boston cafes, and for apparently permitting Jorgensen's act to appear.

Two members of the Licensing Board refused to comment on their decision, but Chairman Mary Driscoll, who earlier announced she would try to have Jorgensen barred as a female impersonator, said that the performer's birth certificate and government passport caused a change in plan.

Under the law, the Board can suspend a license without a hearing. One would be necessary, however, to revoke a license. A hearing will now take place before the full board of censors.

Grades Settle AGVA Hassle

NEW YORK, Feb. 6.—The battle between the Lew and Leslie Grade office and the American Guild of Variety Artists was settled this week when the Grade's franchise was re-instated after the agents released the Amin Brothers from their contract and turned over all monies held by AGVA from the Amins for Grade to the act.

The AGVA arbitration board took this action on application from the Artists Representatives Association for its member, the Grade agency. As it stands, the Amin Brothers are released from the Grade contract as of December 1, 1953, and the Grade franchise is re-instated as of January 29, 1954, the day on which it was suspended.

Inga Wiere's Arm Broken During Act

HOLLYWOOD, Feb. 6.—Inga Wiere, feminine half of the dance team currently appearing at Charley Foy's Super Club here, suffered a broken arm and other injuries as a result of an accident during her act at the club this week.

During the team's terps, the fem's arm, linked with partner Igor's, was snapped when her feet struck a low ceiling beam. Remainder of show was canceled and Miss Wiere was removed to St. Joseph's Hospital for treatment.

USO Talent Auditions Set For Det., Chi.

NEW YORK, Feb. 6.—USO Camp Shows will stage special talent auditions in Detroit Wednesday (10) and Thursday (11), and in Chicago on Friday (12) and Saturday (13). Representing USO at the auditions will be Bert Wishnew, director of the production department. All professional acts and agents for performers are invited to get in touch with Wishnew or to attend the auditions which were set up for those performers unable to reach USO headquarters here.

Wishnew will be at the Book-Cadillac Hotel, Detroit, Wednesday and in the Palmer House, Chicago, Friday. Actual locations of the auditions are the Alaskan Room, Detroit-Leland Hotel, Detroit, Wednesday (10) and the Florentine Room, same hotel, Thursday. Both auditions begin at 2 p.m. In Chicago, Moose Hall, on North Dearborn Street will be the scene of the auditions, beginning at 11 a.m., Thursday and Friday.

The current USO-Camp Show bookings range from four to 17 weeks and cover the Far East, Alaska and Northeast Air Commands. All performers must be over 18 years old.

Justice Department's Case Vs. Shubert to Supreme Court

WASHINGTON, Feb. 6.—The government's anti-trust suit against the Shubert Theater interests, thrown out of court in December, will be taken to the Supreme Court, a Justice Department legalist said this week. The government expects to file its appeal within 10 days. If the appeal is successful, it would mean that the case would go back to the U. S. District Court of New York's Southern District to be tried.

The Justice Department will ask the Supreme Court to rule that the practices of the Shubert interests, including the Shubert Theatrical Corporation, the Select Theaters Corporation and the United Booking Office, are trade or commerce coming within the scope of the federal anti-trust laws. The district court threw the government's charges out on the grounds that a November 9 Supreme Court ruling on baseball also applies to the regulation of

theaters and the arrangement and contracting of theatrical bookings. In the baseball case, the Supreme Court held that the internal operation of professional ball clubs is not interstate commerce.

If the appeal is sustained, the Justice Department will pursue its charges of monopolistic practices against the Shuberts. The original charges, brought in February of 1950, alleged that unreasonable restraints on interstate commerce were imposed by the late Lee Shubert, Jacob Shubert and Marcus Heiman.

The lower court's decision was rendered December 30, after which the government had 60 days to file its appeal with the Supreme Court.

Line Up 12 Cities For 1-Nighter Tour Of Eckstine Unit

NEW YORK, Feb. 6.—Twelve cities have been lined up for the Billy Eckstine one-nighter package which kicks off at the Auditorium, Norfolk, Va., February 21. In addition to Eckstine, the package features Ruth Brown, the Clovers and the Johnny Hodges ork. Eckstine bought the latter talent from Shaw Artists Corporation.

Line-up of auditorium dates is: Coliseum, Baltimore, February 22; Syria Mosque, Pittsburgh, February 23; Kiel Auditorium, St. Louis, February 26; Municipal Auditorium, Kansas City, Mo., February 28; Will Rogers Auditorium, Fort Worth, March 2; Galveston Auditorium, March 3; Austin, Tex., Auditorium, March 4 and 7; Dallas Fair Grounds Auditorium, March 8; Houston, Tex., Auditorium, March 11, and New Orleans Auditorium, March 14.

Higgins Leaves GAC Friday

NEW YORK, Feb. 6.—Joe Higgins will leave the General Artists Corporation Friday (12) to open his own personal management firm here. He leaves the agency after eight years of service, the last three in the New York headquarters. The decision was based solely on his desire to operate his own business. The parting is amicable, as best described by the fact that the artists Higgins will manage are booked by GAC.

The Higgins talent stable includes Louis Jordan, Pee Wee Hunt and Ernie Rudy orks, Alan Dean and Dolores Martel. Higgins will also represent Mark Stevens in the East.

An Important Message...

TO ALL PERFORMERS

DO NOT APPEAR ON ANY BENEFIT OR TELETHON OF ANY DESCRIPTION WHEREVER HELD WITHOUT FIRST MAKING SURE IT HAS BEEN CLEARED BY THEATRE AUTHORITY!

Actors' hearts are big. They are ready at all times to contribute their services freely for charitable, patriotic and other worthwhile causes. But to achieve the greatest good for the greatest number—and to protect the public—there must be sensible regulation of benefits and telethons which seek free performances by professional actors. This is the responsibility of

Theatre Authority, Inc., a non-profit organization, composed of all talent Guilds, Unions, various charitable Guilds and other important groups of the amusement industry.

Theatre Authority, Inc., guards against (1) exploitation of performers' free appearances for private gain and unworthy causes (2) overabundance of benefits (3) overabundance of talent used at benefits; and in addition (4) receives a percentage of monies raised at benefits which it distributes to performers' charities.

Performers aid their own when they appear at a cleared benefit or telethon. All monies received from these performances by Theatre Authority, Inc., are allocated to the charitable guilds and relief funds of the performers' own unions and guilds. In the past years, Theatre Authority, Inc., has distributed over \$1,000,000.00 to its member guild and union relief funds.

If You Are Called to Appear at or Sponsor a Benefit or Telethon of any kind east of Omaha, refer the caller to Theatre Authority in New York, 545 Fifth Avenue, telephone number MUrray Hill 2-4215, and you are to advise this office also.

If it is for a Benefit or Telethon west of Omaha, refer the caller to Theatre Authority in Los Angeles, 6331 Hollywood Boulevard, telephone number HOLlywood 2-5761, and you are to advise this office also.

If you are on the West Coast you already have received from your guild or union a more complete exposition of this message. If you are on the East Coast you will soon receive such information. **READ IT AND BE GUIDED—FOR YOUR OWN PROTECTION AND FOR THE BENEFIT OF WORTHY CHARITIES.**

THEATRE AUTHORITY, INC.

MEMBER ORGANIZATIONS:

Actors Equity Association • American Federation of Television and Radio Artists • American Guild of Musical Artists • American Guild of Variety Artists • Screen Actors Guild • Actors Fund of America • Authors League • Episcopal Actors Guild • Jewish Theatrical Guild • Negro Actors Guild • League of New York Theatres.

HAROLD M. HOFFMAN

Executive Secretary.

545 Fifth Ave., New York, N. Y.
MUrray Hill 2-4215

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I. B. KORNBLUM

Executive Secretary.

6331 Hollywood Blvd., Los Angeles, Cal.
Hollywood 2-5761

Victor LP Price-Slash Salvo Heightens Trade Skirmish

Disk Dealers Puzzle Over Price Cutting

HOLLYWOOD, Feb. 6.—Immediate reaction to the current LP price war ranged from a most vehement castigation of industry policy to a wait-and-see attitude among disk dealers here.

To say that mild confusion prevails is an understatement. Dealers do not know the exact status of all existing LP price sales. They do not know if price cuts will be reinstated, and if so when. Moreso, representatives of both Columbia and RCA Victor do not know. If they do, they haven't told the dealers.

The RCA Victor price cut, from \$5.72 to \$3.99 for most of its 12-inch LP line, and from \$4.60 to \$3.25 for 10-inch LP's, drew most of the dealer wrath.

Disk Stocks High

Dealers were quick to point out that the price cuts, coming within one month after the big Christmas buying season, affects them more than it ordinarily would. With disk stock generally depleted following the Christmas season, dealers normally replenished same within a few weeks. Thus the price cuts, coming at a time when inventories are high, further depreciates those inventories.

No assurances were given to dealers that prices would readjust following the current price war.

Basically, the price war portends the following for disk dealers:

- (1) The cut in prices means depreciating existing inventories by as much as 30 per cent.
- (2) The only way a dealer can recoup the loss is to buy in great quantity now, and assuming that volume sales result, he will be reimbursed when prices are readjusted.
- (3) Juggling of prices, it is believed, will leave a bad taste with

WELL YOU CAN'T STEAL FROM PAST

NEW YORK, Feb. 6.—Just what the effect of the current price hassle will have on LP sales later this year was a subject of considerable controversy this week. One diskery exec summed up his prediction that business will not be too good in the months following heavy stocking by dealers with the comment: "You always rob the future."

the consumer when prices return to list.

By and large, dealers stated they would not do any volume buying, and would wait for consumer reaction. Columbia Records' plans on supporting sales via local newspaper advertising scheduled to break this week.

Thus far, Mercury Records' LP disk sale drew little dealer ire, since list prices are being maintained, with the firm offering discounts at the dealer level.

Typical of dealer reaction was

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Firms Label Cuts as Feb. 'White Sale'

• Continued from page 1

fective immediately upon announcement Monday (1), set a new list of \$3.99 for 12-inch Red Seal LP's, including HMV platters normally pegged at \$5.95. The new list on Red Seal 10-inches is \$3.25 for the duration.

The period of hostilities, for some days a matter of dark mystery, will end February 28, as far as Victor is concerned, so long as Columbia quits the field of battle on that date as per schedule.

A significant facet of the Victor move to many was the reduction of the dealer discount by the firm to 33 1/2 per cent on sales LP's, rather than its normal 38 per cent on "regular price" merchandise.

Columbia, originally set to break its deal to the public Feb-

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Hit Pop Disks May Sell on Newstands

Popular Science Mag Awaits March Test; Original Versions to Sell for 89 Cents

• Continued from page 1

large record manufacturer have also agreed to participate in the experiment in subsequent test periods. Some labels have, however, refused to participate.

"Hit of Month"
The Comco disk is being specially pressed by Victor for Popular Science on a seven-inch, 78 r.p.m. compression-molded record. The magazine is placing the record in a special, four-color sleeve as the "Hit of the Month." Present plans call for only one record each month to be handled by the newsstands.

According to Victor, the test will be run off with only 25,000 records. The diskery hopes to find out whether a "Hit of the Month" on newsstands on a seven-inch disk will stimulate sales in regular retail record outlets. To steer newsstand buyers into retail shops, the back of the Victor disk's sleeve will list current Victor singles and read, "Visit your nearest RCA Victor dealer for these hits."

The seven-inch disk, says Victor, will not operate on automatic disk changers because it is too thin. The diskery believes that the prime customers for hits sold on newsstands will be those who are not now regular record customers and who may be stimulated into buying an inexpensive record player by seeing phonograph records on sale in "easy-to-reach" locations.

No Returns
Should the tests prove successful, the record labels will re-evaluate the entire plan in the light of the sales records on newsstands. Present belief is that Popular Science will have to buy the records from the manufacturers outright—no return privilege will be granted the magazine. Newsstands, of course, will undoubtedly receive their regular 100 per cent return.

Under the Victor arrangement,

(Continued on page 24)

ACHTUNG!

Columbia's 'Mein Papa' Is Verboten

NEW YORK, Feb. 6.—Shapiro-Bernstein Music Company blew the whistle on Columbia Records this week. Flexing its muscles against the diskery, the publishing firm refused Columbia the privilege of releasing its parody version of "Oh Mein Papa" as narrated and sung by Gene Klaven in German dialect.

The publishing firm said that it did not stop the disk, but merely acted for the writers of the tune. It was understood that execs of the pubbery were not enchanted with the Columbia parody. They felt, it was understood, that the new lyric treated "Papa" with unabashed irreverence and felt the comic version might injure the copyright.

Mitch Miller, Columbia a.&r. head, admitted that a publisher had the prerogative of refusing to allow the release of a comic record of a tune. However, Mitch said this was a singular event for the music industry, and it was apparent that Miller was not overjoyed by the publisher action. Some tradesters have expressed the opinion that relations between the pubbery and the diskery may be somewhat strained in the future. The flip side of Columbia's verboten "Papa" is "Ricochet," also in comic guise.

Meanwhile, a comic version of the tune by Homer and Jethro, "Oh My Pappy," will be shipped out to deejays next week by RCA Victor. In this version, the duo sing about "Papa" in country style, without a German accent.

Union Sets Hearing In Amer. Booking, Dominoes Dispute

NEW YORK, Feb. 6.—A hearing is tentatively scheduled next week before the American Guild of Variety Artists in the dispute between Billy Ward's Dominoes and the Associated Booking Corporation.

Ward is anxious to terminate his contract with ABC, which still

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Feller to Quit Cap for Jobs Free-Lancing

NEW YORK, Feb. 6.—Sid Feller, Eastern pop a.&r. chief for Capitol Records, is resigning his post at the diskery next month.

Feller is leaving in order to devote more time to arranging, records and radio-TV conducting, fields in which he has become more and more active recently.

Feller has been doing most of the arrangements for the Jane Froman TV seg the past year.

Feller joined Capitol as assistant to Dave Cavanaugh several years ago. After that he became assistant to Dick Jones and then Eastern musical director.

He will remain with the firm for another month, at which time he will handle the new Benny Goodman album set in addition to regular wax dates. He will do free-lance waxings for the diskery after he leaves his post. No successor has been set as Feller's replacement.

Rep. Gets 46G In Decca Suit

NASHVILLE, Feb. 6.—Republic Records was awarded a judgment of \$46,455.04 from Decca Records by U. S. District Court here in a decision handed down Thursday (4) by Judge Elmer D. Davies. The action involved a disputed contract between the diskeries and pianist Del Wood.

In his lengthy opinion, delivered orally, the judge castigated Decca with having "deliberately, wantonly and maliciously induced and aided Del Wood to breach her contract with Tennessee Records" (later absorbed by Republic) and that Decca was guilty of "unfair trade practices."

In New York, Decca denied vigorously any wrongdoing and asserted an appeal would soon be filed.

Republic Charges

Republic's charge was that Decca had unlawfully contracted with Miss Wood while the artist was under a Tennessee Records pact. Republic further alleged that Decca released some Del Wood sides about a year after they were cut, and when Republic

(Continued on page 24)

AUSPICIOUS DEBUT

Coast Audio Fair Draws Hi-Fi Bugs

By JOEL FRIEDMAN

HOLLYWOOD, Feb. 6.—An estimated 8,000 high-fidelity devotees and neophytes kicked off the opening day of the 1954 Los Angeles Audio Fair Thursday (4), with attendance expected to total more than 40,000 at the conclusion of the three-day meet.

With approximately 100 exhibitors from the U. S. and Europe displaying a multi-faceted range of hi-fi equipment, the show loomed as the most comprehensive of its kind to appear here thus far.

The Festival of Sound, open to the general public without charge and sponsored by the Los Angeles section of the Audio Engineering Society, occupied three exhibit floors at the Alexandria Hotel here.

Tradesters agreed that the show

(Continued on page 24)

Mass Import of Cheap 45 Players Planned

NEW YORK, Feb. 6.—Plans to import a low-cost, self-contained 45 r.p.m. phonograph from Japan and distribute it in large quantities Stateside have been set by Hirsh de la Viez, prominent Washington juke box operator. The manual unit, tagged to retail at \$19.95, is scheduled to hit the consumer market by March 15.

De la Viez, who is now setting up a new corporation to handle the enterprise, said he will have 100,000 units on hand by the kick-off date. He claimed additional

machines will be received at the rate of 20,000 per month.

The phonos will be marketed primarily thru chain stores and mail order houses, according to de la Viez. He intends to act only as importer, having arranged to absorb the entire output of the Japanese producer.

Free Disks

The player will be sold in a package containing 10 free 45 r.p.m. records. De la Viez has been shopping major and indie diskeries for special deals on 45's over the past few weeks, with orders for the donut platters already said to total 500,000. Customers will have no choice in the disks they receive with the machine.

Encased in a molded plastic cabinet, the Japanese phono measures 5 1/2 by 10 by 12 inches. It has a separate tone control, and the pick-up, of a new design, uses a fiberglass stylus.

Granz Fails in British Deal

NEW YORK, Feb. 6.—The attempt by promoter Norman Granz to work out a reciprocal deal between the British Musicians' Union and the American Federation of Musicians so that he could play England with his jazz unit has flopped. Granz, who has been trying to play Britain with his "Jazz at the Philharmonic" group for the past

(Continued on page 24)

How frequently do juke box operators buy new records?
Where do these operators buy most of their new records?
What percentage of their weekly earnings do juke box operators spend for new records?
You'll find the answers in . . .

THE 7th ANNUAL JUKE BOX OPERATOR POLL

One of the special features of

THE BILLBOARD

1954 MOA CONVENTION ISSUE

dated
MARCH 6

Shearing Gets 26G Guarantee For 1-Nighters

HOLLYWOOD, Feb. 6.—George Shearing Quintet has been set for a series of West Coast dates thru March 31 at guarantees totaling \$26,625.

Tour kicked off yesterday (5) in Los Angeles, and takes in an additional seven one-nighters. Group is set for three weeks at the Black Hawk, San Francisco, starting February 16, followed by two and one-half weeks at the Tiffany here. Shearing will work east following the Tiffany stand.

Coast tour was booked thru the Ben Waller agency here.

To Demonstrate 3-D Sound at D. C. Hi-Fi Fair

WASHINGTON, Feb. 6.—Washington's first high-fidelity fair, to be held March 5-7 at the Hotel Harrington, will provide a public demonstration for the first time locally of 3-D sound broadcasting. A concert from the Library of Congress will be broadcast via the new, and still to be approved by the FCC, multiplexing system whereby a single transmitter can send more than one signal at the same time.

During the three-day fair, which is free to the public, there will be exhibits of nationally known brands of high-fidelity reception components. The Washington Audio Society will hold meetings during the fair. The same auditorium will be used to receive the Friday night concert, and on Saturday a second concert by the Baltimore Symphony Orchestra.

Recording artists from RCA Victor, Columbia, Capitol and Westminster will make guest appearances at the fair and on-the-spot broadcasts over Station WGMS. Exhibitors will include: Fisher Radio Corp., Tetrad Co., Columbia Records, British Industries, Bell Sound System, Daystrom Electronics, Stromberg-Carlson Co., Pickering, RCA Victor, Webcor, Philco, Emerson, Zenith, Presto, Jensen, Avco Corp.-Crosley, Shrader Mfg., Garrard Changers; Ferranti Electric, Inc.; Ampex Electric Corp., Capitol Records, Warfale Speakers, Westminster-Records and British Radio Electronics, Ltd.

RIAA to Meet, Hold Elections

NEW YORK, Feb. 6.—The Record Industry Association of America, Inc., will hold its annual membership meeting Thursday (11) at the New York Athletic Club. The key item on the agenda will be election of a new board of directors. The new board will elect the RIAA officers a few days later.

Milton Rackmil, president of Decca Records, Inc., has been president of the RIAA since its founding, but there is a belief that he may not again accept the top post, since the board of directors last year announced a policy of rotating the presidency. Unless the newly-elected board insists on his retention, Rackmil will probably step down from the RIAA presidency.

Belafonte 'Joe' Hot for RCA

NEW YORK, Feb. 6.—Harry Belafonte, warbler whose Victor etching of "Hold 'Em, Joe" has sold 35,000 in two weeks, has had his contract renewed by the diskery. The disk this week bounced into fifth place in Victor's best seller list.

Belafonte in recent years has had a number of disks which occasioned trade interest—such as "Scarlet Ribbons" and "Matilda"—but his current side is his hottest commercial item to date.

Folkways Music, which publishes "Hold 'Em, Joe," will publish a folio of songs which Belafonte performs at his concerts and night club dates.

GRANZ STARTS UP NEW NORGRAN JAZZ LABEL

NEW YORK, Feb. 6.—Norman Granz is starting a new label, Norgran Records, that will function as another jazz label in addition to Clef.

Talent for the new label will consist of about half of the jazz names that are now on Clef and under contract to Granz. The new label will be ready within a month.

The reason for starting Norgran Records, according to the impresario, is that the Clef label was too full of talent, and Clef releasing records at a rate close to that of a regular pop diskery, distributors were unable to handle adequately all of the releases

NEXT CONCERT TO BE INDOORS

COPENHAGEN, Denmark, Feb. 6.—Old Man Winter routed the band of Denmark's Fifth Regiment, Friday (29). The band snappily marched to a local square, where it was to give a concert, and took up position. When the concert was supposed to get underway, the horn tooters raised their instruments and started blowing, but out came such sour notes that they replaced the horns in their cases and happily marched back to barracks. The horns were frozen.

RCA to Push 'Heidelberg' at Many Levels

NEW YORK, Feb. 6.—Hugo Winterhalter's RCA Victor disk, "Heidelberg," will receive the benefit of a carefully planned promotion campaign, with tie-ups being set on many levels. Here are some of them:

(1) Arrangements have been set for "Heidelberg" displays in windows of leading travel agencies in New York. Featured will be the Victor disk, a specially-posed picture of Winterhalter, copies of sheet music, etc.

(2) Specially imported beer steins are to be sent to disk jockeys, together with a letter from Winterhalter plugging the disk.

(3) Not yet set, but in process of negotiation, is a disk jockey contest. This would give a free trip to Heidelberg, Germany, for winners. Deejays would spin the disk and ask listeners for letters on "The Most Romantic Incident of Their Lives." Trips would go to winners and the jockey who sent the letter.

(4) Plans have been okayed to have the mayor of Heidelberg, Ky., present a copy of the disk to the mayor of Heidelberg, Germany, as a good will gesture.

Other promotional devices are still in the making.

Templeton Buys Axelrod Catalog

NEW YORK, Feb. 6.—Alec Templeton, Inc., recently formed publishing firm, has purchased the standard catalog of Axelrod Publications, of Providence.

There are about 200 titles in the catalog, including works by such composers as Paul Creston, Erik Satie, Paul Bowles and Nicholas Sloimsky.

AFM, Webs Fail to Reach Agreement

Continued from page 4

that Petrillo's office, about one year ago, released a statement that the time had come for the AFM to take a "new, hard look" at the historical issue of mechanical versus live music.

Thus far, there has been every indication that Manuti enjoys the AFM's chief's confidence to the fullest.

Text of Resolution
The Wednesday membership at the Capitol, attended by nearly 700, passed the following resolution: "Whereas in recent years, during a period of rapid expansion of the broadcasting industry, employment for musicians in radio and TV has sharply declined, and whereas the use of mechanically reproduced music has been the major cause in displacing live music, and whereas Local 802 has presented to the networks a series of contract proposals to correct the injustices to live musicians these conditions create, and save their profession from extinction, and whereas President Manuti's report on the negotiations regarding these contract proposals shows a complete rejection of them by the networks, there, be it resolved that we, the members of Local 802, give full support to President Manuti and the executive board in using all means at their disposal including the calling of a strike, if necessary, to achieve the basic aims embodied in the contract proposals."

At the meeting, members asked questions harking back to 1951, when Petrillo revoked a strike order by an administration other than Manuti's. Manuti noted that Petrillo has supported him in negotiations with the Met and with the Roxy.

He made the point that standing firm on the issue of live music was tantamount to a revitalization of the AFM's historic position. Manuti also pointed out that the issue at stake does not merely concern the radio and TV musicians, but all professionals, since a defeat now would influence managements in all fields.

Norgran will handle: Dizzy
(Continued on page 24)

Pop Sheet Music Gradually Leveling at 50-Cent Price

Continued from page 1

profit spread shrink rapidly over the past year.

In upping the price from 40 to 50 cents, publishers themselves only retain about 2 cents of the increase. A 40-cent copy sells to jobbers at about 23 cents, dealers in turn buy it at 28 or 29 cents. At 50 cents, the jobber price is about 25 cents, a dealer buys it at about 34 or 35 cents.

When sheet music went to 40 cents, from 35 cents a few years ago, the publisher ended up with little of the nickel increase. The jobbers received 2 cents and the dealer received 2 cents, and the publisher got a penny. However, the publisher take was extinguished a year later when the writer picked off the extra penny.

The fact that the writer will want his share of the increase has made one of the firms selling music at 50 cents rather prudent. Valando Music sells its copies to jobbers at 26 cents, and the reason, according to Tommy Valando, is that he expects writers to ask for an extra penny due to the increase.

Charlie Tobias, head of Songwriters Protective Association, told The Billboard this week, "We are watching the price of sheet music very closely." Tobias noted that the going rate for writers is 4 cents a copy. With publishers getting more per copy,

he stated that writers will naturally press for their share of the increase.

In addition to the price increase, publishers have recently made other concessions to jobbers. These include more liberal allowances for postal charges, and more liberal regulations for returns of merchandise. Some publishers have reinstated discounts for prompt cash payments.

That the increased price is slowly becoming standard operating procedure is apparent by a look at the rack, the Music Dealers' Service operation. Seven tunes now on the rack are 50-centers, and only two of the latter are from movies or shows. The 50-cent tunes include "Make Love to Me" and "Somebody Bad Stole De Wedding Bell," both Morris tunes; "Young at Heart," Sunbeam; "Robe of Calvary," Hill and Range; "Till Then," Leeds; "That's Amore," Paramount, and "Stranger in Paradise," Frank Loesser.

For the first time in many years, half of the pop tunes listed on the bulletin of Southern Music Company, San Antonio, Tex., jobber, are 50-cent items. A similar trend is noticeable throughout the country according to a Billboard check.

In addition to the increasing price for sheet music, two other

interesting actions involving marketing of sheet music are worth noting. One is the current experiment of a major publisher who is deliberately by-passing the rack with a hit tune. This publisher, one of the large, old-line houses, deliberately turned down the rack and informed jobbers of his stand a few weeks ago. His wire to jobbers read in part: "This is an experiment to determine whether or not the legitimate music trade can adequately service the buying public with copies of a hit song."

It is known that many old-line publishing firms have an anti-rack philosophy, and would be pleased to be able to get enough exposure and sales on a hit—and an ordinary tune—without using the rack at all. The experiment is being watched with interest by many publishers.

The other development is a move by MDS execs to convince publishers that they should sell music to the rack at a lower price than the present 2-cent differential. The rack had asked for a similar concession previously.

STATIC QUO!

Atoms Invade Disk Biz Via Merc Gadget

HOLLYWOOD, Feb. 6.—A demonstration and bow of a new product at the Los Angeles Audio Fair here this week by Mercury Scientific Products Corporation heralded the age of the atom into the disk biz.

The Mercury firm unveiled a device designed to eliminate the static charges built up on a record surface as the result of friction between the stylus and the rotating record. The charged surface, Mercury claims, draws dust particles out of the air and results in noisy, prematurely aged record surfaces.

To counteract this action, Mercury introduced a disc-charger, a "radioactive device clipped to the pick-up arm, which scans the revolving record surface using the scientific principle of nuclear radiation."

The disc-charger, using a radium base, was demonstrated in conjunction with the use of a Geiger counter. Records with static in them were placed before the Geiger counter, setting up a radioactive charge.

Concert Office Sues Levant

HOLLYWOOD, Feb. 6.—Oscar Levant was named defendant in an action filed by Celebrity Concert Series, Inc., in Superior Court here this week.

Levant is charged with breach of contract for a series of dates booked and not played. Celebrity org claims the dates were set thru Columbia Artists Management, Inc. Firm is seeking \$9,700 for expenses incurred.

RACKMIL AWARD TO PHIL. BRANCH

NEW YORK, Feb. 6.—Decca Records yesterday (5) gave its Milton R. Rackmil Gold Record Award to the personnel of its Philadelphia branch for the best sales performance by any branch during 1953. The presentation was made at a dinner at the Blair House here. The Peaslee-Gaulbert Corporation, Indianapolis, will receive a similar award later for top performance by an indie distributor. Attending the event yesterday were all top Decca execs. On hand from the Philadelphia branch to accept the gold platter were branch manager Ed Hurley and staffers Pat Rossi, Elwood Hayes, Ray Bauder and Lep Salador. The gold record award will be an annual event, with next year's to carry the name of Decca's executive vice-president, Leonard W. Schneider.

BIG SEASON SALES

Mixon Plugs Phonos, Albums for Plus Biz

WACO, Tex., Feb. 6.—"For the past three Christmas selling seasons we've been moving between 300 and 400 of the 45 r.p.m. record players each season," says Leonard R. Mixon, The Disk Shop, here.

"Whenever we have learned that a record fan does not have an automatic changer, we get on the telephone and call parents, relatives and friends until we find someone willing to buy it for him. During the Christmas season we keep the phone in constant use in this manner. As a result, we have literally hundreds of 45 r.p.m. players out in our trading area, each of which represents a prospect—particularly for album sales."

"Now with the great interest in extended play records," continues Mixon, "and that type of disk's appeal to the economy-wise and convenience-wise fans, we expect automatic changer sales to increase even more."

Mixon claims that there is nothing more important to a retailer in today's unsettled conditions, than to keep a healthy percentage of his total record volume in album sales.

Not only is this true because the packaged merchandise customer is usually a loyal "regular" who will spend more frequently and profitably in the store, but because single record sales seem to rise in proportion to the volume done in albums.

Boost Albums

"In four years of active record merchandising from a somewhat awkward location in a community shopping center," says Mixon, "I have concentrated promotion on one goal—boosting the dollar volume represented by album sales to as high a total percentage as possible. Thanks to the promotional efforts and our work on selling record players, we have been pleased to find that album sales in 1953 made up a total of 44 per cent of our yearly volume of \$80,000."

"We have selected two major avenues of effort to increase album sales. We subscribe to the somewhat obvious theory that the more automatic record players in

(Continued on page 24)

Merge Firms Of NOS, MMS In Ork Field

OMAHA, Feb. 6.—Lee Williams, of the National Orchestra Service, announced this week the recent merger of his firm with that of Music Management Service, also of Omaha.

The NOS has been in business over 24 years. Serl Hutton is president of the firm, and Lee Williams handles bands, units, acts and shows. The booking staff consists of Claude Orr, Royce Stoener, Dave Wenrich, Thorne Dillon and Johnny Sanna. Jim Fuhs heads the advertising department.

Bands currently being handled by the newly organized set-up are Ronnie Bartley, Little John Beecher, Ver-ee Byers, Bob Calame, Wayne Chapman, Del Clayton, Larry Elliott, Preston Love, Rachel Klif Riggs, Sammy Stevens and Nat Towles.

Music as Written

LAWRENCE ORK TO PLAY FLACK BALL...

The Second Annual Ballyhoo Ball will be held at the Astor Hotel, March 30. The **Elliot Lawrence** ork has been signed to handle the dance chores for the second year in a row. There will also be a floor show to go with the dancing. The title of this year's show will be "Cheesecake on Parade." The affair is presented by the Publicists Guild of New York.

ED HELLER MAPS ROO ROO PUSH...

Eddie Heller, head of Rainbow Records, has mapped out a big promotion for the firm's new release, "Roo Roo Kangaroo," with the **Jimmy Roma** ork. The tune is based on a new dance, and Heller is taking a group of dancers out on the road to demonstrate the steps on TV shows in Philadelphia, Chicago, Boston and Cleveland. Promotion on the disk with TV and radio deejays is being handled by Heller in the New England area. **Freddie Dee** in Chicago, and **Irving Shrifrin** in Cleveland. The dance will be demonstrated in New York at the Manhattan Center, Sunday (14), at the Teen-Agers Dance with the **Jimmy Roma** ork.

FOSTER TO HANDLE IMPORTED HMV'S...

RCA Victor has appointed a national records distributor to handle imported HMV slicings in the United States. The national distributor for HMV is **Addison Foster**, 1226 Montgomery Avenue, Narbeth, Pa., a firm that has handled other imported disks. The change only applies to imported HMV Records and will in no way affect the domestic HMV sets which are produced in this country. Imported HMV's sell for \$7.30 list for 12-inch LP's.

PHILLIPS-HOYT NUPTIALS FEB. 20...

Chicago bandleader **Teddy Phillips**, currently appearing at the Statler Hotel, Washington, and his vocalist, **Lynn Hoyt**, will be married February 20 in Knoxville, Miss Hoyt's home town. The Phillips orchestra will open at Chicago's Aragon Ballroom on March 2. Currently riding for Phillips on the Derby label is his latest recording of "Ridin' to Tennessee."

BIRTHDAY GREETINGS TO LINN BURTON...

Linn Burton, whose disk jockey program, "Operation Midnight," emanates from his restaurant, the Steak House, Chicago, was given a surprise birthday party during his broadcast Friday night (29). Guests in the restaurant held lighted candles and sang "Happy Birthday" along with such record artists as **Vic Damone**, **Ralph Marterie**, **Tommy Leonetti** and **Eileen Batron**. Other artists and record company personnel kept drifting in during the course of the broadcast to add their congratulations.

BBB Joins Campaign Vs. Song Sharks

HOLLYWOOD, Feb. 6.—The Los Angeles Better Business Bureau this week began issuing bulletins alerting aspiring songwriters to the unethical practices of local song sharks.

Move was part of a co-ordinated effort by the BBB, and the University of California's course in popular lyric writing, and was aimed at suppressing song shark activity in this area. **Hal Levy**, instructor of the course, disclosed that novice songwriters are being informed of the methods of the illicit group in a detailed bulletin titled "Facts for Songwriters." In addition, the BBB and Levy will henceforth take joint action in exposing alleged violators.

Guest lecturers for the spring semester of the songwriting course, beginning February 16, include **Victor Young**, **Harold Arlen**, **Jay Livingston**, **Ray Evans**, **Margaret Whiting**, **Sonny Burke**, **Leo Robin**, **Harold Adamson**, **Mack Gordon**, **Ted Koehler**, **Edward Heyman**, **Sammy Cahn**, **Mitch Miller** and disk jockeys **Al Jarvis** and **Bill Leyden**.

KRUPA TRIO OPENS IN DEARBORN...

The **Gene Krupa Trio** (Krupa, **Eddie Shu** and **Teddy Napoleon**) opened at the Gayhaven, Dearborn, Mich., for 10 days, Friday (5). Unit then comes into New York, plays the Rustic Cabin, Englewood, N. J., Saturday (20), and the **George Jessel TV program**, Sunday (21). The trio opens at the High Hat Club, Boston, for a week starting February 22.

FOREST CITY DISKERY SET BY AL RUSS...

Al Russ, Cleveland ork leader here, has set up a new label, **Forest City Records**, and has established distribution links in New York, Chicago, Detroit, Philadelphia and local areas. First release is "Charivari" backed with "Dance on My Pillow," tunes which have been assigned to **Folkways publishing**.

New York

Patti Page has been signed by **David O. Selsnick** to sing two songs in a short prolog to the film "Indiscretions of an American Wife," starring **Jennifer Jones** and **Montgomery Clift**. **Mike Stuart**, manager of the **Four Lads**, has taken over the management of the **De John Sisters**, Epic label artists. **Sales chief Bill Nelson** and promotion assistant **Charlie Schicke**, Epic Records, will hit the road next week to push the **Roy Hamilton** cutting of "You'll Never Walk Alone."

Atlantic Records has signed **Millie Bosman** and **Rose Marie McCoy**. **Bill Fowler**, Capitol exec, has just purchased an old manse in up-State New York.

Fred Waring and his Pennsylvanians will make a concert tour to Trenton, N. J., (11); Baltimore (12); Philadelphia, (13), and Hazleton (14). **Tommy Dorsey's** first original on the Bell label, "My Friend, the Ghost," was penned by **Floy Huddleston** and **Bob Colby**. The tune is in Embassy Music.

Pat Carroll and manager **Lucy Kroll**, went to Hollywood this week where the comedienne opens in a new revue at the Ivar Theater, starting Monday (8). Negotiations for her "Baby Snooks" TV stanza will be continued on the Coast. **Karen Chandler** will guest on the "Showroom Show" TV seg with **Cesar Romero** Friday (12).

A birthday party for **Nat Cole** will be held at the Savoy Ballroom, March 18. Proceeds from the affair will go to the Harlem branch of the YMCA.

Paul Cohen has added **Dick Dyson** and **Red Sovine** to Decca's country roster. Their first disks are due out soon. **William Glaseman**, North Central division manager of Decca, has named **Gil Roberts** Detroit branch manager. The first two disks cut by conductor-composer **George Williams** for Coral are being sent out to deejays in a special illustrated sleeve. A son, **Stephen**, was born to the **George Mendelssohns**, president of Vox Records, in Paris last week.

Chicago

Page Cavanaugh Trio, which played here recently for "Jazz at the Rainbo," opens this week at the crest in Detroit. **Guy Chorney**, Tiffany artist, opens at the Black Orchid February 16.

Al Morgan, new pactee of Label X, opened last week at the Preview for a six-month engagement. It is understood that Morgan will lay plans for a network TV show with another name vocalist from here. **Ruth Casey**, Decca artist, whose latest is "Hold Me," spent two days last week visiting with Chicago disk jockeys and music operators.

Louis Armstrong opens at the Chicago Theater Friday (12). Picture will be "The Glenn Miller Story," in which Armstrong has a part. Chicago bandleader **Dan Belloc** and His MGM Orchestra has signed to play the Junior Achievement Trade Fair, which opened at the Coliseum Saturday (6). Other artists appearing on the bill are **Clark Dennis**, of Tiffany; **June Valli**, of Victor; comedian **Billy Romano**, and disk jockey **Howard Miller**. Over 2,000 teenagers will be showing and selling products made by more than 100 junior-achievement companies. **Sunny Gale**, RCA Victor artist, is in town visiting deejays on a promotion tour. **Ralph Marterie** was in town for a short stay last week.

Stan Kenton, along with **June Christy**, **Charlie Parker**, **Lee Ko-**

nitz, **Candido**, **Dizzy Gillespie** and the **Erroll Garner Trio**, will appear on "Jazz at the Rainbo" Sunday (14). They are flying in from Detroit where they are making an appearance Saturday (13). **Carl Schreiber** and orchestra have signed to play the Green Moth Ball of the Artists Guild of Chicago at the Grand Ballroom of the Sheraton Hotel February 19.

Hollywood

Tommy and Jimmy Dorsey ork slated for the Los Angeles Home Show at the Pan Pacific Auditorium June 10-21. The **Taylor Maids**, vocal trio recently signed to a Eureka disk pact, slated for a series of TV guest shots locally, teeing off with the **Molly Bee** show. Firm continues adding distributors as a result of the trio's "Nu, Nu, Nu" platter. **Dick Gray**, West Coast manager of Frank Music Corporation, returned here last week after a two-month stay in Gotham. **Dootsie Williams'** new Dootone label kicks off with "Kiss a Fool Good-Bye" by the **Whippoorwills**. **Tom Brennen**, KXLA d.j., joins the "Hall of Fame" roster at Music City this week. **Al Schlesinger**, Palace Records topper, back from a month-long tour of the Southwest. Additional interest in the controversial etching of **Warren Baker's** "World Events" slated when **Jack Owens** preems the disk on his show this week. **James Deacon Ware**, former **Pee Wee King** country entertainer, guest stars on the **Art Linkletter** show via a demonstration of "cool" jargon.

Philadelphia

Jerry Williams, who also handles disk jockey chores on WIP here, brings his South Jersey unit for the first time to the Rendezvous on February 22, sharing the stand with **Pee Wee Hunt**. **Edward S. Barsky**, local M-G-M distributor, adds the **Benida Records** label and introduced the new label to the local trade at a cocktail and buffet supper party at the Hotel Warwick on February 7. In addition to the label's a.&r. chief, **Dewey Bergman**, the party served to introduce the label's artists on hand, including **Mary Mayo**, **Bill Slegmeyer**, the **Van Cleef Sisters**, **Mark Stuart** and **Peggy Loeb**. **Jo-Ann Tolley** will be back in the local area the first February week at the new 31 Club at near-by Chester, Pa. **Pugliese Sebastian**, John's brother, comes down from New York to teach the harmonica to the students at the Granoff School of Music here. The **Cosnat Distributing Company** sets up its local distributing branch as a business corporation.

Herman Tour Starts April 1

SAN FRANCISCO, Feb. 6.—**Woody Herman's** trek to Europe with his Third Herd, under the guidance of British promoter **Harold Davison**, gets under way April 1 when Herman leaves New York for Oslo, Norway. This will be the start of a 30-day tour. **Ralph Burns**, who has done most of Herman's arrangements, will accompany the group and will be featured as piano soloist.

Following the opening date at Oslo, the Third Herd will swing thru major Scandinavian cities, play concerts in Germany, and do a special April 11 date at Brussels under the sponsorship of the Belgian Hot Club. Following a return to Germany, they fly to England for two days at American camps there. Owing to restrictions of the British musicians' union, they will not be permitted to perform publicly in England.

They are skedded to play three days in Holland, return to Germany for further concerts, and on April 23 and 24 appear in Paris under sponsorship of the French jazz critic and impresario, **Charles Delaunay**. Last week of the tour takes the Herd to Italy and Switzerland, with final engagement in Dublin, May 2, sponsored by **Melody Maker**, British trade journal.

The **Herman Herd** has been expanded to 18 for the trip. Vocalist **Dolly Houston** will make the junket, as well as **Mrs. Herman** and **Abe Turchen**, personal manager.

Detroit Phono-Disk Drive Via TV Tops Expectations

DETROIT, Feb. 6.—The co-op tie-in by nine local record dealers with the "Columbia 360 Show" on WXYZ-TV here Sundays, 11 p.m., is providing results far beyond the dealers' expectations, both in phonograph and record sales, reports **Russ Yerge**, promotion manager for the Columbia distributor, **Buhl Sons Company**.

With the "Kismet" album still used as the record shop gimmick, **Yerge** said that the audience response is such that the dealers are finding it pays to have their name flashed on a television screen once weekly. People in their local communities recognize it, and it appears to arouse their interest in patronizing the local record-phonograph shop instead of a downtown dealer.

The program is continuing, of course, to do its bit in promoting this by featuring a special giveaway gimmick to customers who purchase their phonograph from the co-op dealers mentioned on the program. Two weeks ago, January 23, the program stressed table model phonographs, with a giveaway TV table from the co-op dealers. Last week the giveaway for console sets, which will be featured this coming Sunday, too.

The two following programs will, **Yerge** believes, feature the "price-and-a-half" record sale promotion Columbia is making available to retail buyers starting on February 15. This will be in the long playing records, with the dealer offering the consumer the opportunity to buy at regular price the one record of any set, with the other record available at half-price.

Foreign Hqs. Set for Chi Parts Show

CHICAGO, Feb. 6.—A Pan-American and Overseas Guest Headquarters will be set up at the 1954 Electronic Parts Show at the Conrad Hilton Hotel here, May 17-20, for the convenience of foreign visitors, according to the show president, **Harry A. Ehle**, of the International Resistance Company, Philadelphia.

The headquarters will be staffed with hostesses able to speak various languages, and a comprehensive program will be arranged, including a directors' reception to be held Sunday, May 16, honoring the show's Pan-American and overseas guests. Canadian visitors will again maintain their own headquarters.

Export managers of the member-exhibitors* will be invited to assist the directors as hosts at the reception. Rapid expansion of the export market in electronics has attracted an increasing number of Pan-American, European and Asiatic visitors each year, the management pointed out. This is the first time a set-up such as this has been attempted by the show.

TV Committee To Meet ASCAP

NEW YORK, Feb. 6.—American Society of Composers, Authors and Publishers and the All-Industry Local TV Committee will hold a confab within a few days. The Committee has been polling the TV indies, and has received wires from 247 stations. All but 10 give the green light to the Committee's proposition, outlined in previous issues of The Billboard.

A TV deal for four years, calling for a reduction of percentage but with an estimated increase in earnings for ASCAP—and reported in considerable detail in The Billboard—has been close to agreement in recent weeks. It is felt the next meeting may be crucial.

Ooops, Sorry!

CHICAGO, Feb. 6.—It was erroneously stated in last week's issue of The Billboard that **Jimmy Hilliard**, a.&r. topper for the new Label X, had returned to Chicago to celebrate his second wedding anniversary. Sorry, it actually was his 25th.

The program will be having Columbia as co-sponsor only for the first seven weeks, with the following seven weeks, starting March 7, being taken over by the Youngstown Kitchens, for whom **Buhl Sons Company** are also distributors.

However, the results to both Columbia, the co-op record dealers, and **Buhl Sons Company** have been so outstandingly fine, **Yerge** added, that much serious contemplation is being given to something similar with which to carry on the television promotion.

LONDON FRONTER

Loses Table Hopping Case Vs. Night Spot

LONDON, Feb. 6.—One of the most sensational cases in music history here ended this week when band leader and British Broadcasting Corporation deejay **Paul Adam** lost his breach of contract case against the Astor night spot.

Hired with his band at \$1,500 a week, **Adam** invoked the Astor's wrath by spending more time with the diners than his employers thought he should. He was summarily dismissed after one written warning.

In court **Adam** claimed band leaders fall into two classes—musicians and personality boys—and named himself among the second group. This brought brother band leaders to the boil when he named some of them alongside him as "just good fronts for their bands rather than men who know something about music."

Adam, who is currently playing at **John Mills' Milroy Club**, lost the action and is faced with a \$10,000 bill for costs. On a minor issue of incorrect display billing by the Astor he was awarded \$80 damages and costs.

Riley Forms C&W Syndicate

NEW YORK, Feb. 6.—In the belief that there are plenty of good and prosperous years ahead for a combination of c.&w. music and radio broadcasting, a syndicate headed by **Norman Riley**, Nashville, has been formed to enter the open-end transcription business. Already recorded and ready for sale is a series of 39 quarter-hour open-end shows, featuring **Goldie Hill**, **Lonzo and Oscar**, **Chet Atkins**, **Hal and Velma** and **Tommy Warren**.

The syndicate, **Roley and Music Corporation**, has already set a Canadian representation deal with All-Canada and is currently in negotiation for Australian and South African representation.

Plans call for additional 15-minute, half-hour and full-hour open-end shows and, in the future, television packages on film. **Riley** will also head up a music publishing adjunct of the firm.

NO GRIPES ON 'GRAPE' BALLY

CHICAGO, Feb. 6.—One of the cutest gimmicks used to promote records here has stirred up considerable interest during the past few weeks. **Dave Kora**, publicity agent for the **Hilltoppers** in the Chicago area, dreamed up the stunt to promote their Dot recording of "From the Vine Came the Grape."

First, he sent a small packet of grapes to all the local jockeys with this message: "From the Vine Came the Grape. The squeezein's will come later." The following week he toured the stations with a model (wearing a bathing suit—in the winter) who presented the squeezein's to the deejays. The squeezein's came in the form of a miniature bottle of **Mogen David Wine** and was labeled, "The Wine From the Grapes Which Came From the Vine—The Hilltoppers."

BILLBOARD'S "BEST BUY" A SURE HIT

"WANTED"



Recorded by:

PERRY COMO

RCA VICTOR 20-5647

*Hugo Winterhalter
his Orchestra and Chorus*

WARNER BROS. MUSIC DIVISION

M. WITMARK & SONS

488 Madison Ave.,
New York 22, N.Y.

Price Cuts Puzzle Dealers

Continued from page 18

that of Alfred Leonard, president of Gateway to Music. Said Leonard: "To start a price war at the manufacturer level, when the price war at the dealer level has already created confusion, could have been only the result of poor reasoning and a complete lack of contact of concern for a stable dealer organization."

"Moreover, the sales made on a cut price basis are more than offset after the sale ends by the increased reluctance of the public to purchase at former price levels. The public will either wait for future sales or look for price reductions elsewhere."

Hits Legit Dealer

"Whatever the result of this present and perhaps temporary situation may be, it is certainly not going to improve matters for the legitimate dealer, but play straight into the hands of the price cutters, who now finally have the opportunity they have been looking for, namely to stock up on the two biggest labels at cut prices, which will enable them to maintain their price structure more profitably than ever before."

"The lack of planning and careful reasoning is further evidenced by the fact that the RCA Victor move was announced to the press and public before it was given to the dealers."

The consensus among Los Angeles disk dealers could be put in the words of one retailer: "We're left holding the bag again."

CHICAGO, Feb. 6.—Chicago record dealers met the current LP price war with plenty of misgivings and doubt. In a survey of local record retailers by The Billboard, it was found that dealers didn't go along too well with the LP price cutting plan, touted to be a shot in the arm for their sales.

Dealers as a whole complained that the idea was not originated with the welfare of the retailer in mind. They termed it a scheme to unload more records on the retailer.

Retailers said the intent of the plan was good. It was supposed to create traffic in the LP department by lowering the price,

or by selling one package at the regular price and a second at half the regular price. If it worked that way, said the dealers, everything would be fine and they would deplete their stocks of disks which have, up to now, not been moving too well.

Dealers Complain

Instead, the dealers complained, the effect is merely to get the dealer to stock more disks, thus increasing his inventory.

Betty Andrews, Wurlitzer, complained: "Business was good without having to resort to this. It seems they waited for the dealer to stock up after the Christmas season and then hit him with this sale." She said that the only way the dealer could do this and still keep the good will of customers, was to have a clearance sale twice a year. In this way they could lower prices on shopworn merchandise. This type of merchandise cannot be returned, and when it can't be sold it is a total loss for the dealer.

Harry Monroe was against the idea and felt that not too many dealers would go along with the sale plans. Ed Nelson, of Deluxe Music, also was on the negative side. "As long as record sales are going along the way they are, it isn't necessary," he asserted. Almost all felt that as long as their inventories were high and because they weren't getting any allowances on this merchandise, the price lowering was bad to begin with, and worse because of the time the record companies chose to use it.

CINCINNATI, Feb. 6.—The feeling among record dealers in the Greater Cincinnati area in connection with the current LP price war is one of resentment, indignation and general confusion.

The resentment stems from the fact that the drastic price cuts on at least one label (RCA Victor) were announced to the public before the dealers knew anything about it. They are indignant over apparent lack of consideration shown them by the manufacturers.

They are further apprehensive as to what effect the present ac-

tion will have on future sales when prices revert to the old level. They reason that the public will be a little reluctant to pay the higher price, feeling that another price slashing extravaganza might be in the offing.

One dealer, who didn't have a semblance of a smile on his face when interviewed, pointed out that these drastic price-cutting maneuvers only serve as a further aggravation to the already complicated business of operating a record shop. "What we need in the record business," he said, "is a Judge Landis to maintain some sort of ethical order."

WASHINGTON, Feb. 6.—Washington disk dealers reacted with outspoken irritability to RCA Victor's announcement this week of its price cut on classical LP disks. Comments almost unanimously reflected annoyance at the price cut itself and at the fact that it was made public without prior notification.

One dealer who sells a large volume of classical disks said the price cut amounts to a "devaluation" of stocks on hand and therefore is "unfair to retailers." Another dealer in classical disks had prepared an advertisement announcing a disk sale, and made a last-minute change in the announced prices to conform with the price cut.

"Outrageous"

The manager of a large department store's record department labeled the cut "outrageous," both as to its extent and "suddenness." He said his store has had no appreciable public response yet to the price cut, but he added, "Right now, I wish I were somewhere else."

Practically all the dealers who voiced comments said that disk sales had picked up prior to the price cuts and they said they questioned the need for price cuts at this time.

One dealer labeled the price cuts a "body blow." Another voiced fears that it would put a number of stores out of business.

Cuts Dubbed Feb. 'White Sale'

Continued from page 18

February 15, moved up its kick-off date to February 8, following the Victor flash. The latest communique from the field had Mercury hewing to its intention of breaking its deal on February 15.

As explained last week, Columbia and Mercury both will offer an LP at half price for each bought at the full list. Simulated price, therefore, for both firms on a 12-incher was \$4.47, as against Victor's \$3.99.

Other Firms

Decca, Capitol, London, Vox, Angel, Vanguard and Concert Hall all came thru with announcements that they would hold to regular lists, but as non-combatants in modern warfare they realistically expected to weather their share of bombs.

This latter was generally interpreted as an inevitable slowdown in dealer purchases, as store-owners in varying degree used up substantial portions of available capital stocking up on sale merchandise.

To clear the air and settle rumor, RCA Victor wired distributors this week that their sale will definitely end February 28, the announced cut-off date by Columbia and Mercury. The latter two firms also assured the trade that hostilities would end at that time.

In addition, Victor stated that all orders post-marked before the end of February would be filled at the sales price, even if delivery can't be made until later. Columbia made the same guarantee earlier.

White Sale

In a follow-up statement to distributors this week Columbia attempted to dissipate any idea that its sale constituted a price slash. Execs described it as a package sale plan to stimulate store traffic, much as "white sales," which regularly occur in January of each year.

From the diskeries holding fast to established lists came firm commitments on "no sale" policies at this time. In a broadside to dealers this week, Capitol prexy Glenn Wallichs, declared "...prices will not be changed this spring. ... Remember the slogan Capitol developed two years ago: 'You only profit on what you

sell,' to which we add 'at a fair markup'."

Last night (5) Decca's veepee in charge of sales, Sydney Goldberg, asserted: "We are notifying dealers that all Decca LP records purchased thru April 30 will be guaranteed against a price reduction."

London Stand

London topper Harry Kruse emphasized that his firm has "no intention whatsoever of reducing prices." A similar declaration was just as firmly voiced by Angel chief, Dario Soria, and Vox sales chief, Larry Green.

Westminster, whose LP's are now being sold by many dealers at three-for-the-price-of-two, or buy - one - at - list - get - another-for-\$1 (also the Urania pattern), clarified its intention to halt the deal by the end of the month in bulletins to its distributors.

These stressed that the deal did not constitute a "price reduction," but a "February promotion." Westminster, in fact, is known to be seriously considering a list price boost in March, with the forthcoming peg of \$6.45 per 12-inch LP mentioned most frequently.

Inconsistency

One fact that emerged clearly from the fast-moving developments was the utter inconsistency with which the sale merchandise was being offered to the public.

Many dealers here and in other price-cutting communities welcomed the diskery sales as a means of combatting discount stores. Others went along for the time being as if nothing untoward had occurred and sold sale merchandise at regular prices, unless customers asked for their discount. Sam Goody and some other discounters dropped the price of Victor disks to \$3.50, with Columbia and Mercury 12-inchers to go for the same price beginning on Monday (8).

Public response to the sales could not yet be fully determined this week. Scattered reports, tho, indicated that store traffic had increased in many areas. Dealers responded to or anticipated the demand by increasing purchases, with the full effect of the moves still to be felt.

TERESA BREWER
Rings the Bell with a Smash Hit!

**BELL
BOTTOM
BLUES**

CORAL 61066 (78 RPM) and 9-61066 (45 RPM)

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

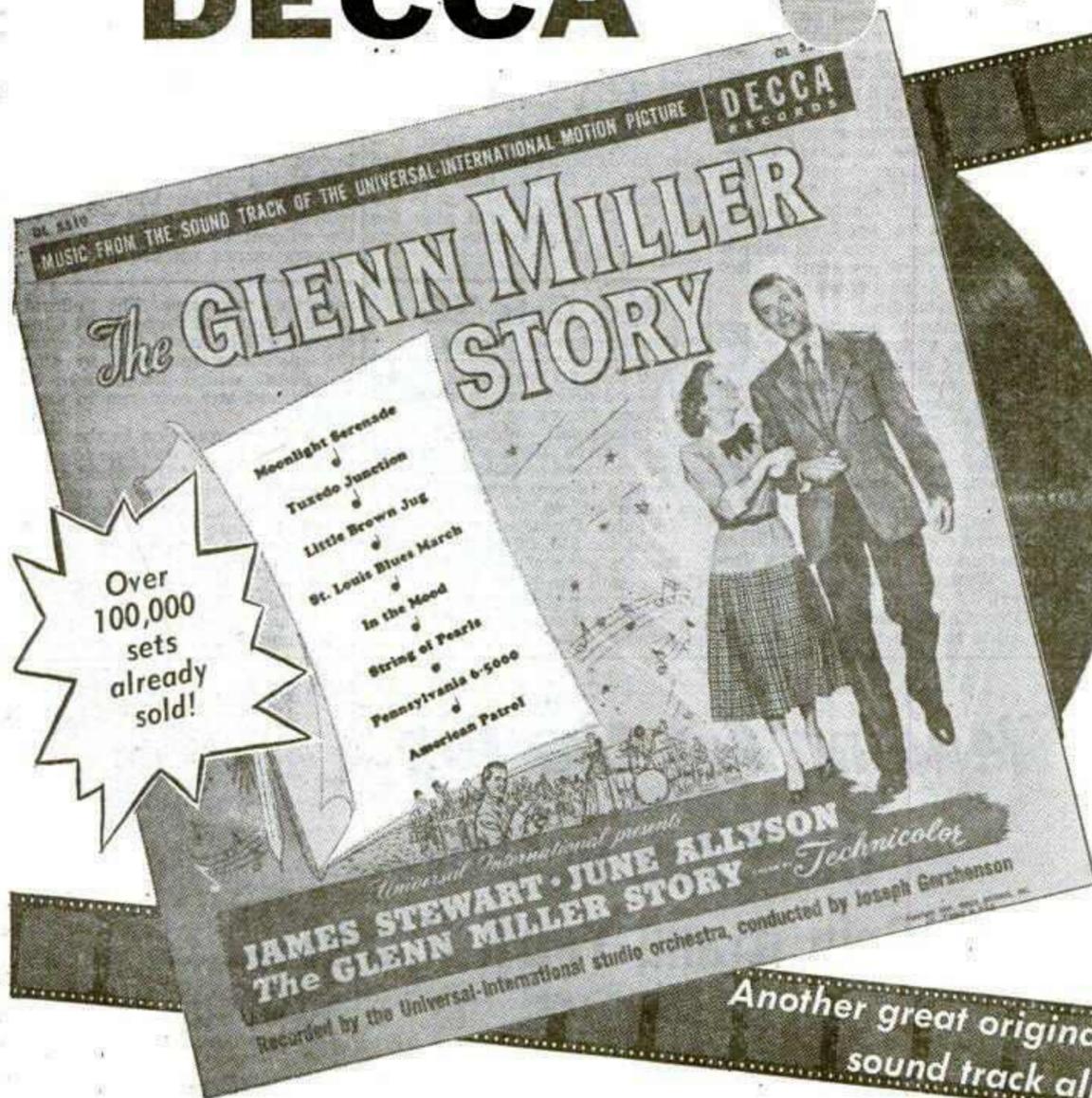
The advertisement features a large illustration of a bell being rung by a figure in a tuxedo. On the left is a portrait of Teresa Brewer, and on the right is a full-length photo of her in a floral dress. The background includes a stylized ship's mast and an anchor.

DEALERS, DEE-JAYS, OPS: Here's the Hottest Tie-up of the Year!

THE ACTUAL SOUND TRACK OF "THE GLENN MILLER STORY" IS ONLY ON DECCA

U-I has produced a memorable Technicolor film on the life of Glenn Miller and his wonderful music and is launching it with one of the greatest publicity and advertising campaigns in Motion Picture history!

DECCA has taken eight of Glenn Miller's greatest hit tunes right from the actual sound track and has released them on all speeds!



Over 100,000 sets already sold!

THE music of the U-I sound track, recorded by the U-I studio orchestra, conducted by Joseph Gershenson, authentically captures the Glenn Miller style and—more important, modern engineering advances have given the "SOUND" a richness of tone and color not wholly possible during Glenn Miller's lifetime.

Millions of people will see and love this picture! They will want the great Miller sound as they have heard it in the picture! Only the Decca recordings, taken from the actual film, can give this sound.

This means
... more traffic and sales for the dealer!
... more plays for the operator!
... more audience interest for the deejay!

Another great original sound track album on...



DEALERS! Display material, streamers, mounted and easled show cards, special exploitation and merchandising kits are ready. A tremendous variety of promotion ideas are available for tie-in with picture release!

DISC JOCKEYS! Free radio interview transcriptions featuring James Stewart and June Allyson are available. Contact your nearest DECCA branch or distributor or U-I Film Exchange. They will rush this great tie-in material!

OPERATORS! Single from this album are available on 78 & 45 rpm!

DL 5519—10" LP (Incl. Vol. I & II) \$3.00 • A-952—10" 78 RPM (Incl. Vol. I & II) \$4.15 • ED 2124—Vol. I—45 RPM Extd. Play \$1.40 • ED 2125—Vol. II—45 RPM Extd. Play \$1.40 • Singles (78 & 45) ea. 85c

Long Play Price Includes Fed. Excise Tax, But No State or Local Taxes. Other Prices Do Not Include Fed., State or Local Taxes

THE LOVE...THE LIFE...THE UNFORGETTABLE MUSIC OF GLENN MILLER

Universal International presents

JAMES STEWART • JUNE ALLYSON

"The GLENN MILLER STORY"

with CHARLES DRAKE • GEORGE TOBIAS • HENRY MORGAN

and these Musical "Greats" as Guest Stars!

FRANCES LANGFORD • LOUIS ARMSTRONG • GENE KRUPA • BEN POLLACK • THE MODERNAIRES

Directed by ANTHONY MANN • Written by VALENTINE DAVIES and OSCAR BRODNEY • Produced by AARON ROSENBERG

Technicolor

"The Glenn Miller Story" ... is the best Picture of its kind ever produced!"
—MOTION PICTURE DAILY

"The Bopsters of today to the rug-cutters of yesterday should flock to the nation's box offices to make a solid financial success!"
—Box Office

Angel to Intro 'Pop' Albums

NEW YORK, Feb. 6. — Angel Records will introduce a "pop" album line later this month, with the first two disks in the new Blue Label series to feature French artists Charles Trenet and the Compagnons de la Chanson. The 10-inchers will retail at \$3.95.

Until now the American subsidiary of British Columbia has devoted itself exclusively to the more serious classics.

Meanwhile, Angel has modified somewhat its "thrill" package to provide more protection for LP's. Disks are now enclosed in a glassine envelope with a die-cut stiffener that still permits identification of the record thru the hole in the cardboard sleeve. The price remains \$4.95, with \$5.95 the list for factory-sealed de luxe packs.

ASCAP Coast Meet Feb. 23

HOLLYWOOD, Feb. 6.—Details for the semi-annual West Coast ASCAP meet here February 23 are being set by L. Wolfe Gilbert, Coast Society rep.

Gilbert revealed that ASCAP Stanley Adams, along with comptroller George Hoffman and Saul Bourne, of Bourne Music, Inc., will address the Coast ASCAP writer contingent.

Gilbert skied to New York for board meetings there and returns February 20.

Dick Noel Set For TV-AM Segs

CHICAGO, Feb. 6.—Dick Noel, Cincinnati singer working under the personal management of songwriter Harry Carlson, was set this week by General Artist Corporation for television and radio engagements in Chicago and Cleveland.

For the week of February 15,

Granz Starts Up

• Continued from page 19

Gillespie, Stan Getz, Johnny Getz, Johnny Hodges, Buddy Di Franco, Ben Webster, Lester Young, Ben Ventura, Buddy Rich, Louis Bellson, Slim Gaillard, Bill Harris, Chico O'Farrell, Charlie Barnet and Al Hibbler. Previously issued waxings of these artists will stay on Clef.

Distribution is set for Norgran, with 15 jobbers already pacted. Price for Norgran disks will be the same as Clef. Norgran's release sked will be LP's the first of each month, and EP's and singles the 15th of each month.

This is the opposite schedule of Clef. All told, with Clef and Norgran, Granz will produce 100 LP's, 150 EP's and 100 single disks in 1954.

Granz left for Europe this week for the latest "JATP" tour. While overseas he will attempt again to set up English distribution of his disk lines and strengthen his distribution on the Continent.

Newstand Sales

• Continued from page 18

the label's distributor will receive some form of over-ride payment for all records sold in their territories.

If, as believed, the disks going on the stands will be handled as are magazines and pocket books, the newsstands will receive an initial shipment in a quantity decided upon by the wholesaler. When these are sold, no additional copies will be shipped to the stands unless they can be moved from a stand nearby on which sales are slow.

No one is willing to predict the result of the test, but there is a general feeling that the Popular Science and S-M execs are tackling a very difficult problem in trying to pre-select hits on a no-return basis.

Noel will appear on the various Howard Miller TV and radio shows over WMBQ-TV, WMAQ and WIND here, and March 15-27 Noel will spell vacationing Johnny Andrews on both radio and TV on WTAM, Cleveland.

Granz Fails

• Continued from page 18

three years, had convinced the BMU to okay his unit if the AFM would allow British jazzmen to play the U.S.

However, this week, the AFM informed the promoter that it could not arrange a reciprocal deal on an individual basis, and that the only way would be if the AFM and the BMU agreed to a reciprocal arrangement on an organizational level. No agreement as such has been reached by the two unions, and thus Granz once again will be unable to play the British Isles with "JATP." Granz, however, will try to play Britain with the Oscar Peterson Trio and Ella Fitzgerald after the "JATP" trek is over. The thrush does not need union okay, and Granz figures that since Peterson is a Canadian, he may be allowed to play the United Kingdom.

Auspicious Debut

• Continued from page 18

pointed up the complete integration of equipment and recordings, graphically demonstrated by a series of meetings and discussions between reps of the major set manufacturers and plattery execs. The marriage of hi-fi equipment and disks was never more evident, it was believed, and largely accomplished thru close technical co-operation. It appeared that set and component parts manufacturers were in agreement with record industry execs that neither could make further scientific electronic development without mutual understanding.

In addition to component parts exhibitors, virtually every manufacturer of sound equipment, recording media and accessories were in evidence. Complete displays by RCA Victor, Admiral, Stromberg-Carlson, General Electric, Columbia, Pilot Radio Corporation, V-M Corporation, Web-Cor and other standard brands were on hand.

Record companies in attendance were Capitol, Columbia, RCA Victor, Westminster, London and Angel.

Object of the show was to demonstrate to hi-fi fans that a com-

plete range of equipment and accessories in every price category, was on hand. This was more than accomplished thru the exhibits that included full color sound movies on high-fidelity, individual exhibitor demonstrations of tape, binaural recording reproduction, audio-meter ear readings, needle inspection clinics, custom cabinet displays and technical meetings and discussions.

Via tape recorder lectures and color slides, the Audio Fair presented informative demonstrations of hi-fi, aimed at stimulating the interest of the novice.

Immediate reaction to the Fair was good, with local dealers and distributors predicting a sizable increase in their volume of business.

Hearing Set

• Continued from page 18

has a year to run, and will present his reasons at the hearing. ABC representatives are expected to give their side of the hassle.

Ward and The Dominoes are now here on vacation after finishing two weeks at the Wolhurst Country Club in Denver. The group has worked up a new pop act and intends to play pop as well as r.&b. clubs. Ward has worked out an agreement with King Records to make pop in addition to r.&b. disks. The group is set for dates at the Town Casino in Buffalo, and the Latin Quarter in Boston next month, will return to the Wolhurst in the spring. The group will play the Sahara in Las Vegas, Nev., in April or May.

Rep. Gets 46G

• Continued from page 18

lic had just put some of their own Del Wood disks out, in an effort by Decca "to cause financial injury to a small company."

The court's decision awarded actual damages of \$6,455.04 on the basis of a 16-cent expected profit on each of 40,344 Decca-Wood disks sold. Punitive damages accounted for \$40,000 of the award.

Decca's general counsel Henry Cohen said in New York, "We have not seen the opinion, but we understand it contains an unprecedentedly violent attack upon

Season Sales

• Continued from page 19

use, the more packaged merchandise customers will be created.

"Therefore, we have bent every possible effort to sell as many as the trade will bear. Using the phone, suggesting players aggressively for gifts, newspaper advertising and constant mass displays have helped us do a tremendous job for the past three Christmas seasons.

Big Ad Bally

"Another avenue of effort is to maintain so intensive an advertising pace that the public is bound to recognize us as strong competitors in the record field and drive out to visit our store. We use as much co-operative advertising as our budget will permit, capitalizing on every dollar which suppliers and distributors are willing to toss into the co-op advertising pot.

"Naturally this has meant a heavier advertising expenditure, to produce from two to four good-sized newspaper ads each month. We now budget between 3.5 and 5 per cent of each month's gross to newspaper advertising. This is, of course, completely dependent on the previous month's sales and higher than the national average of 2 per cent, but we think the funds have been well invested.

"Our advertising is not unusual, since we use primarily the manufacturers' mats. Sheer consistency and persistency make it pay. We believe that The Disk Shop is bound to be mentioned whenever the subject of records or record players comes up around here."

reputable witnesses. The Federal Circuit Court of Appeals in Cincinnati will be asked to pass upon the questions involved in this judgment, which we believe to support it.

"The basic question in the case is whether Decca was free to utilize the services of Del Wood after her contract with another recording company... had been terminated because of violation of American Federation of Musicians regulations."

Dave A. Alexander represented Republic in the action. Decca's side was argued by Ovid Collins and Charles Cornelius.

It's Heading for the Top—

**Don't Ask Us Why —
Spin It and You'll Know!**

**DON'T ASK
ME WHY**

Recorded by

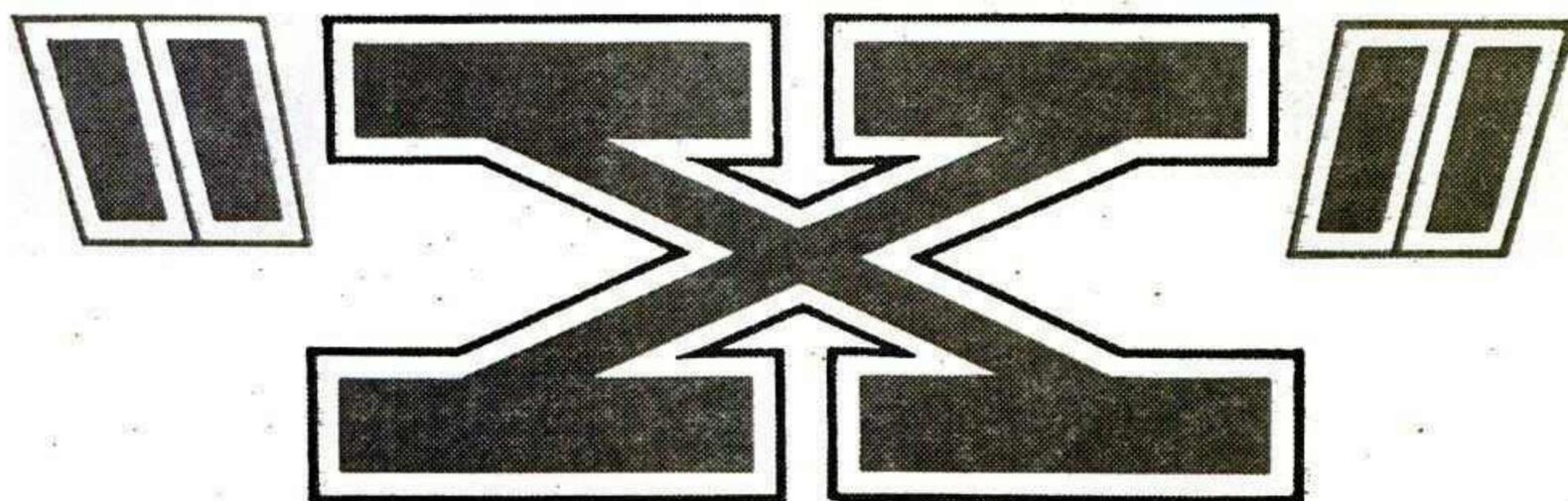
EILEEN BARTON

Coral-61109

**WARNER BROS. MUSIC DIVISION
HARMS, INC.**

488 Madison Ave., New York 22, N. Y.

Announcing...a great new record company...



RECORDS

A new name in quality records — featuring a great roster of artists and the finest sound on records today

FULLY DISTRIBUTED! FULLY PROMOTED!

Ships nationally February 8th. A Sensational first release!

A Smash!

BILL DARNEL



THATS THE WAY LOVE GOES FOR YOU

Chorus and orchestra directed by Danny Mendelsohn
78 rpm cat. nos. X-0001
45 rpm cat. nos. (4X-0001)

A Terrific Quartet...

THE SMITH BROTHERS



MELANCHOLY ME IT WAS WORTH IT

Orchestra directed by Roy Ross
78 rpm cat. nos. X-0003
45 rpm cat. nos. (4X-0003)

Two Stunning Instrumentals

DICK MALTBY

and Orchestra



DEEP BLUE SEA PATROL POLKA

78 rpm cat. nos. X-0002
45 rpm cat. nos. (4X-0002)

A PRODUCT OF THE RADIO CORPORATION OF AMERICA



MARKS THE HITS!

DOUBLE BARRELED WINNER

'THE BREEZE AND I'

VIC DAMONE



VARIETY

Best Bets

VIC DAMONE THE BREEZE AND I
(Mercury) To Love You

'Down Beat'
Five Star Discs

The Breeze And I
VIC DAMONE

THE CASH BOX

"THE BREEZE AND I"
"TO LOVE YOU"

• If his first release is a sign of the type of recordings we can expect from Vic Damone in 1954, the artist is destined to have a sensational year. With the backing by a full and harmonious chorus, Damone takes hold of a great standard "The Breeze And I" and gives it everything he's got. It's a sensational arrangement packed with feeling from beginning to end. Equally outstanding is the flip deck, a lovely ballad

dubbed "To Love You." The tune is an Italian hit of '53 called "Italia Mia," and with its new set of English lyrics, it rates as a definite contender for early hit-dom. The subdued Latin backing and wonderful orchestration help rate this as one of Vic's best jobs. He sings in Italian on this end. Damone has a two-sider that should be popping within the next few weeks.

THE BILLBOARD

VIC DAMONE
The Breeze and I (E. B. Marks, BMI)—Mercury 70287—Damone, off the kick of following an instrumental with a vocal version for the first time in months, turns in a potentially winning job on this lovely standard. He has a confident voice filled with warmth. Flip is "To Love You" (Symphony House, ASCAP).

'TO LOVE YOU'

MERCURY 70287 • 70287X45



SIZZLING SINGLES



POPULAR RELEASES

NEW RELEASES

From The Vine Came The Grape
STOLEN MOMENTS
THE GAYLORDS
MERCURY 70296 • 70296X45

Changing Partners
DON'T GET AROUND MUCH
PATTI PAGE
MERCURY 70295 • 70295X45

Somebody Stole De Wedding Bell
BAUBLES, BANGLES AND BEADS
GEORGIA GIBBS
MERCURY 70298 • 70298X45

Cuddle Me
OH AM I LONELY
RONNIE GAYLORD
MERCURY 70285 • 70285X45

The Breeze And I
TO LOVE YOU
VIC DAMONE
MERCURY 70287 • 70287X45

Till We Two Are One
LITTLE MISS ONE
EDDY HOWARD
MERCURY 70293 • 70293X45

The Creep
LOVE THEME
RALPH MARGERIE
MERCURY 70281 • 70281X45

Sadie Thompson's Song
DRIVE IN
RICHARD HAYMAN
MERCURY 70237 • 70237X45

By Heck
FANCY PANTS
DAVID CARROLL
MERCURY 70292 • 70292X45

King For A Day
DOWNHILL
RICHARD HAYES
MERCURY 70297 • 70297X45

Strings Of My Heart
MAMA-PAPA POLKA
THE GAYLORDS
MERCURY 70258 • 70258X45

Bimbo
CALLING ME DARLING
EDDY HOWARD
MERCURY 70301 • 70301X45

Yes Dear
OLD COUNTRY
BERNICE PARKS
MERCURY 70289 • 70289X45

Game Of Love
I STILL GET A THRILL
BILLY DANIELS
MERCURY 70291 • 70291X45

Easy Come, Easy Go Lover
AND THIS IS MY BELOVED
SARAH VAUGHAN
MERCURY 70299 • 70299X45

Whispering Grass
LIVING IN THE PAST
ROCCO GRECO
MERCURY 70288 • 70288X45



Cross Over The Bridge
AND
MY RESTLESS LOVER
PATTI PAGE
MERCURY 70302 • 70302X45

Melancholy Me
AND
I WONDER WHAT'S
BECOME OF SALLY
EDDY HOWARD
MERCURY 70304 • 70304X45

**What Good Is
Somebody New**
AND
THE BIG DREAM
BOBBY WAYNE
MERCURY 70303 • 70303X45

Take My Love
AND
BABE IN THE
WOODS
JOYCE TAYLOR
MERCURY 70317 • 70317X45

**Warmed Over
Kisses**
AND
WATERMELON IN DECEMBER
ARTIE WAYNE
MERCURY 70310 • 70310X45

COMING

a new
and

exciting
**RUSTY
DRAPER**
release!



FIRST...

**the most controversial
album of the New Year!**

*Recorded directly from the Columbia Pictures sound track
with actual theme music, songs and dynamic dialogue*

"Miss Sadie Thompson"

STARRING

Rita Hayworth ★ Jose Ferrer

WITH

ALDO RAY

LONG PLAYING RECORD EXTENDED PLAYING RECORD
MG 25181 — \$3.00 EP-2-3147 — \$2.94

SINGLE RECORDS AVAILABLE

"SADIE THOMPSON'S
SONG"

Instrumental Version By
Richard Hayman
MERCURY 70237

"SADIE THOMPSON'S
SONG"

and
"THE HEAT'S ON"
Original Sound Track Vocal Version
MERCURY 70259



And Now...



RKO PICTURES

"The French Line"

Original Cast Album Starring

JANE RUSSELL

Gilbert Roland ★ Mary McCarty

LONG PLAYING RECORD EXTENDED PLAYING RECORD
MG 25182 — \$3.00 EP-2-3183 — \$2.94

1954 Phonograph Sales Outlook

Over \$100 Quality Phonos Hold Key to Potent 1954 for Industry

In the 1954 phonograph marketing picture, the key is the high-quality phonograph—the over \$100 set that has been generally given the high-fidelity tag. On these sets—and especially those in the \$100-\$150 price line—rests the potential of a tremendous year for the phonograph industry both in terms of excitement and sales.

The answers to three questions are helpful in evaluating what's ahead for 1954:

(1) Will the public continue to show an active and growing demand for high-quality recordings?

(2) Will the public continue to show an active and growing demand for high-quality phonographs at reasonable prices?

(3) Will phonograph manufacturers have sufficient equipment available at prices the public is willing to pay?

Also of primary interest is the position of the record outlet at a seller of phonographs.

First of all, what about the record end? The development of high-fidelity recordings led to the demand for equipment capable of reproducing this better sound.

Estimates show that 1953 was the record industry's biggest year, with sales of \$295,000,000 at retail just edging out the previous high of \$204,200,000 registered in 1947.

Of great interest here is the steady upward trend racked up by the record business since 1950.

1950	\$172,620,000
1951	178,950,000
1952	189,460,000
1953	205,000,000

Conservative estimates for the record business in 1954 are for a 5 per cent increase, thus continuing this upward sales curve.

Basic Reason

What has accounted for this steady yearly increase in record sales? The new speeds—LP and 45 r.p.m.—with better sounding music and more music for the money is the answer. It's significant that some of the greatest individual company increases in 1953 were registered by record companies which have a great stake in packaged records such as RCA Victor, London and Capitol.

The sale of packaged records which now accounts for at least 40 per cent of the total record business is an important bell-weather for the phonograph business, especially for high-quality and high-fidelity sets.

Thus with a minimum 5 per cent industry increase anticipated, the answer to the first question is an unqualified "yes." The public will continue to show an active and growing demand for high-quality recordings.

Demand for Sets

Now, what about the demand for high-quality phonographs? Several answers in the phonograph survey published in this special section have a direct bearing on this. First, nearly 60 per cent of the dealers reported a sales increase during 1953 over a year ago.

All but 5 per cent predicted sales in 1954 will be better than, or at least as good as, in 1953 with the increase for all dealers averaging over 9 per cent. The more than 50 per cent who expect an increase are setting their sights on an average gain of 21 per cent.

Consider also the tremendous consumer interest currently being focused on high fidelity. New York, which pioneered Audio Fairs several years ago, is being followed—and most successfully—by other cities.

There is scarcely a major market that has not either already held or least scheduled its own shows. It has even funneled down to individual retailers. All of these shows to date have drawn

large and very enthusiastic crowds, indicating genuine interest on the part of the public.

Does Public Buy?

Is the public buying? The survey results give the answer to this. From a standing start at the beginning of 1953, these high-quality "packaged" sets accounted for 16 per cent of total phono sales during the peak-selling months of November-December. Some retailers point to these sets as having filled the gap opened by a drop in television set sales during these months.

As the survey results summarizing sales by price line show, the big part of the over \$100 sets is in the \$100 to \$150 price range. Customers who have experienced the aural difference can be sold up to this level without too much difficulty, according to dealers who have jumped strongly into this market.

Naturally sales of hi-fi components are sharply on the increase. And those who want the ultimate in sound and have the purchasing power will be satisfied with nothing less, but the outlook in the years ahead is for the \$100 to \$150 set to account for a big hunk of the over-all high-fidelity market.

1953 Production

During 1953 the industry turned out between 125,000 and 150,000 "packaged" sets in the \$100-\$150 price range. Only one of these manufacturers, Columbia, whose pioneering effort showed that such a market existed, was in full production.

Production and distribution for such long established firms as RCA Victor, Webcor, V-M, Magnavox and Steelman, as well as for such newcomers as Mitchell, Grayline and Kelton, didn't get underway until fall.

Thus, with a full year's production ahead and more manufacturers, including Emerson, heading into production, it is reasonable to expect a minimum of 350,000 "packaged" high-quality sets during 1954. And these will be strongly promoted at both the national and local levels by manufacturers and distributors.

Under \$30 Set

Thus far this outlook story has dealt exclusively with the high-quality player—the over \$100

unit. Certainly the under \$30 player will continue to be the big seller both in units and in dollars during 1954.

But it's the high-quality player which will be the trigger of the industry, the exciting icing that will be publicized and continue to build consumer interest and enthusiasm in records and phonographs to new heights.

What about stories of a recession in 1954? What effect will a somewhat softer retail economy (as many economists predict) have on phonograph sales? Aggressive phono-record dealers do not seem concerned about this. They say that if there is a drop in disposable income the record-phono business will not suffer. They feel that home entertainment is now too well established to suffer; outside entertainment will take it on the chin, according to them.

They are also looking for a change in the distribution of sales pattern. They believe that a more healthy and flatter sales curve throughout the year will replace the present sharp end-of-the-year peak. These dealers look to the "packaged" high-quality set to bring this phenomenon about.

Record Dealers?

Now finally, what about the record dealer? Where does he fit into all this? Thus far he has been the key outlet for these high-quality phonographs. This is as it should be. The logic of the record counter being the proper point of sale for phonographs is indisputable.

In selling a phonograph it's the recorded sound that will be heard that is being sold, not revolutions per minute or an on-off switch. No retailer is a better authority on recorded sound than a record dealer.

Thus with 1954 underway, the outlook for phonograph sales is an exciting one. The product will be right, and the demand will be there.

The record dealer, with the high quality over \$100 sets serving as the stimulant and a sound and aggressive promotion plan, can look forward to a year of solid sales. He can also strengthen his position as a result not only in the phonograph field but in records as well.

New and Replacement Buyers Form Market

Today's phonograph market is split into two segments—the "New Buyer" and the "Replacement Buyer." For any seller of phonos to lose sight of either one of these buying groups is as unsound as a \$3 bill.

Let's take a closer look at each of these two parts. First, the New Buyer market. There are about 47,000,000 household units in the United States. Nearly 60 per cent of these do not now have a phonograph in the home.

For the record business to expand greatly its present base, millions of these 26,000,000 non-phono households must be converted to equipment customers.

The results of The Billboard's Semi-Annual Phonograph Survey published elsewhere in this issue show that among record dealers 37 per cent of the phonograph buyers in 1953 had never owned a record player before. The size of that figure certainly represents a healthy outlook for the phono-record business.

The survey results also point up that in seven out of 10 record outlets, operators believe that their greatest phonograph competition comes from stores that do not sell

records. Because new customers have yet to establish contact and build a loyalty to a record store, it is reasonable that this strong competition is primarily at the New Buyer level.

The importance for every record dealer to capture as much of this new business as is possible goes without saying. It's more than just the instrument sale that is involved. It can mean the difference in acquiring a new record customer.

And the survey speaks very eloquently on this score. According to the 300 dealers who participated, the average buyer of his first phonograph spends \$30.89 for records in the first three months after buying the instrument.

These dollar figures, plus what will ensue in the following months and years, should be adequate proof of the importance of collaring as much new phonograph business as possible.

But the concentration on this New Buyer certainly should not be at the expense of the Replacement Buyer. He's one of the 20,000,000-odd people who already own a phonograph. All but possibly 2,000,000, who have bought a

EDITORIAL

Cash In, Mr. Dealer

Last October an editorial titled "Are You With It, Mr. Dealer?" pointed up the tremendous growth potential of the high fidelity market. It further stated that more than ever before the record counter was the logical place for the sale of phonographs.

The succeeding months have clearly upheld both of these statements. Consumer interest in high fidelity has continued to spiral upward. So much so that the record companies which initiated the whole thing with better recordings are now seeking new ways to capitalize on the magic of the high fidelity name which the phonographs have established in the public's mind.

The record dealer who has always been a force in the low-priced record field has taken this exciting new product by the bit and run. He is now in the driver's seat in the marketing of high fidelity packaged phonographs.

With 1954 presaging a substantial increase in the production and sale of high quality sets, distribution channels will be broadened by manufacturers. For the record dealer it can mean increased phonograph competition from the non-record store.

The record dealer has the weapons to check successfully these encroachments. Because of his record experience, he continues to know more about high fidelity. He alone will be able to satisfy a high fidelity customer's record questions.

But this will not be enough. It will take promotion—aggressive promotion—to tell and sell the present phonograph owners and the potential new buyers that yours is the store—and why—in which to buy phonographs and records.

This special section which analyzes the 1954 phonograph outlook features the results of a survey on phonographs recently conducted among record dealers, as well as articles of a merchandising nature. The survey results give a better insight into this phase of the business than has previously been available elsewhere. A study of this report will be of interest and help to all who are concerned with the selling of phonographs.

The outlook for 1954 phono sales is good. It can be a very good year for all phonographs. It can be an especially good year for the high quality packaged sets.

While this special section is devoted to all phonographs and record playing equipment, the stress is on the packaged high quality set selling for over \$100, generally known as the high fidelity unit.

Low-priced equipment will continue to account for the bulk of the phono volume, but the success of the year depends on what happens in the high fidelity field.

The better "sound" of this equipment has brought the industry an immeasurable amount of publicity. It has stimulated new interest and excitement in phonographs at the mass market level.

The magic name of high fidelity will introduce more and more people this year to the joy of recorded music and will re-activate the interest of many more whose players have been in disuse. This is the leader item.

Cash in on this ready-made publicity and pre-conditioned market. Fan it into as large a flame as you can in your own community. This will serve as a door-opener that will pull new customers into your store, potential phonograph and record buyers.

Because you are interested in gaining more loyal record customers, your stake in the phonograph business is a great one. Because you are in the record business—the end product—your store is the most logical place for phonographs to be sold. Make it the biggest in your community.

new phono within the last year, can rightfully be considered active replacement prospects.

These people have already been exposed to the enjoyment of record music and the convenience of "the music you want when you want it."

They are receptive to the "better sound" in today's new and improved high quality instruments and recordings. The word high fidelity has real meaning for these potential customers.

These people already have the record buying habit. Thus it makes sense that they should turn to the record counter both for advice and purchase of their new phonographs. It is reasonable that a record dealer, who has served as a source of information and advice on the end product (the records), should also be considered the expert when it comes to the playing equipment.

For the record dealer these customers are the easiest to step up to better sets—thus meaning a bigger sale to the dealer. Compared with the New Buyer these Replacement Buyers represent a larger average dollar transaction.

Because of the close and regular association with these potential replacement set customers, a record dealer can often hasten this move to new and better equipment.

A demonstration of a record already in his collection or one that he is just buying on today's better equipment can easily plant the seed that will in a few weeks or months mature into an equipment sale.

But this same potential custo-

mer can easily be lost for lack of a representative stock of players or a pricing difference. This can represent the loss not only of the instrument sale but the ensuing record business as well.

Thus the instrument merchandising plans of every alert dealer will include both segments of the phonograph market—both the New Buyer and the Replacement Buyer.

RECORD MEN SELL PHONOS

The growing emphasis that phonograph companies are placing on the record counter as the logical outlet for the sale of phonos is among other things reflected in recent personnel changes. More and more phonograph firms are looking to the record field for their sales executives.

Last fall Jack Meyerson, a long-time record man with Musicraft, Decca and Plymouth, was appointed sales manager for the Grayline phonographs. A month ago Paul Featherstone left Capitol to join Steelman.

More recently Kelton announced new sales positions. These included James Lynch as vice-president in charge of sales (formerly with Decca); James Bray as Western sales manager (formerly with London), and Robert Evensen who had been with King Records as Midwestern sales head.

MODEL 121A PHONOGRAPH

AT \$29⁹⁵* LIST, HAS

NEW SPEED

FOR PROFIT

FOR YOU!



V-M Model 120 4-SPEED Record Player Attachment is a hot item too. Plays through any standard TV or radio amplifying system \$19⁹⁵* LIST



Needle, cartridge and the speaker is custom-matched to case for super performance.

*Slightly higher in the west.

PLUS DYNAMIC FIRST-QUARTER AD CAMPAIGN TO PRE-SELL YOUR CUSTOMERS!

Boost your phono profits with the Jewel Case . . . the 4-speed V-M Model 121A phonograph! Check these features . . . see how easy you can make a profit! Check the big national ad schedule . . . see how fast you can make a profit!

EXCLUSIVE!

V-M 121A is world's smallest, lightest 4-SPEED phono! Plays 78 rpm, 45 rpm, 33 $\frac{1}{3}$ rpm plus 16 $\frac{2}{3}$ rpm Audio Books! Promote this angle.

EXCLUSIVE!

V-M 121A is the ONLY 4-speed phono selling under \$69.95! Your customers can save \$40.00 . . . you make a good profit.

EXCLUSIVE!

Extra strong case is Styron 475 . . . in choice of Satin Red and crisp Green.



V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

V-M ADVERTISING

for
JANUARY
FEBRUARY
MARCH

aimed at your
Customers!

AMERICAN WEEKLY

ON-SALE DATE
Feb. 7, 1954
ADVERTISEMENT
1/2 p. 4 col.
CIRCULATION
9,379,112

PARADE

ON-SALE DATE
Feb. 7, 1954
ADVERTISEMENT
1/2 p. 4 col.
CIRCULATION
5,634,326

EBONY

ON-SALE DATE
Jan. 9, 1954
Feb. 13, 1954
March 13, 1954
ADVERTISEMENT
1/2 p. B&W
1/2 p. B&W
1/2 p. B&W
CIRCULATION
454,077

FARM JOURNAL

ON-SALE DATE
Jan. 18, 1954
March 15, 1954
ADVERTISEMENT
3/8 p. B&W
CIRCULATION
4,111,190

PATHFINDER

ON-SALE DATE
Jan. 25, 1954
March 22, 1954
ADVERTISEMENT
3/8 p. B&W
CIRCULATION
4,111,190

SCHOLASTIC ROTO

ON-SALE DATE
Jan. 1, 1954
Feb. 1, 1954
March 1, 1954
ADVERTISEMENT
1 col. B&W
CIRCULATION
1,000,000

ANNOUNCING THE NEW

Capehart

High Fidelity Phonograph-Radio The "CONCERT HALL"



The CAPEHART "Concert Hall"

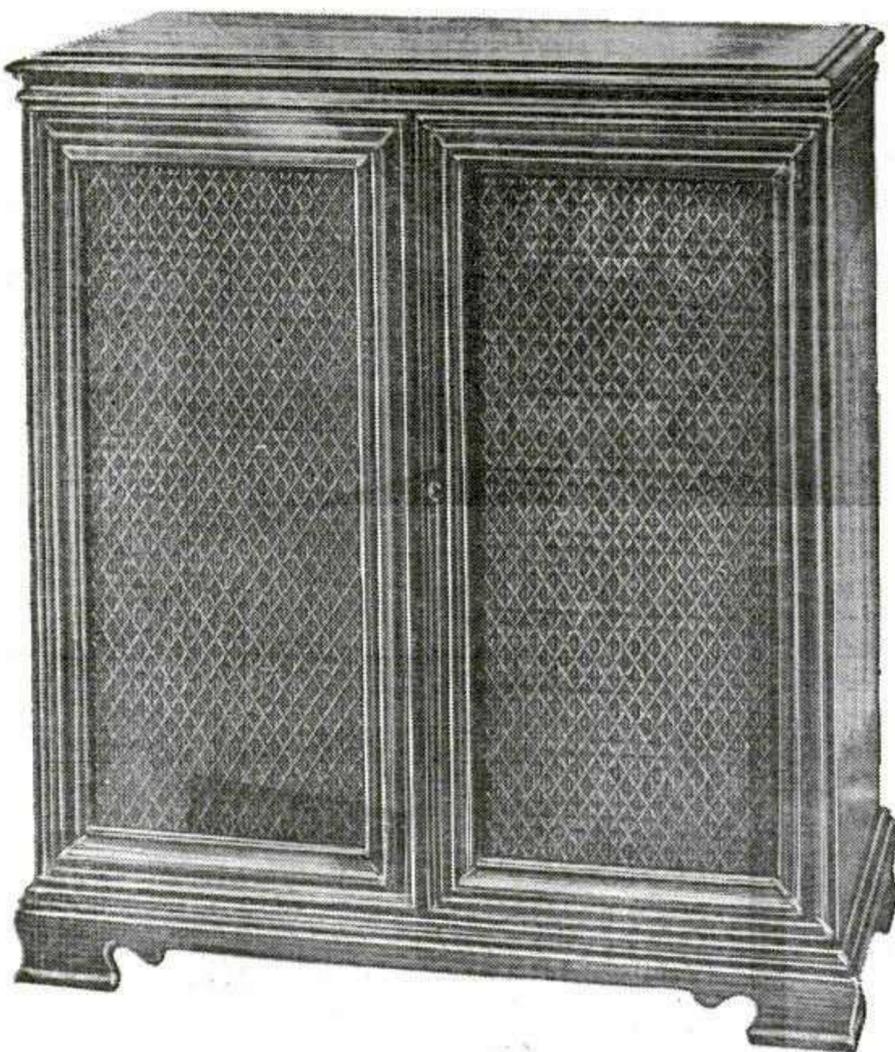
High Fidelity AM-FM Tuner-Amplifier, separate Bass and Treble Controls, Compensated Volume Control, "Flywheel" Tuning for accurate station adjustment, Two-Way Speaker System. Record Changer plays all sizes, types, speeds of records automatically, intermixes 10- and 12-inch records. Record Balance Control for proper equalization for recordings. Heavy-duty, 4-pole, 4-coil motor, Magnetic Pickup. 18th century English cabinet of finest materials and workmanship, in mahogany, full-size record storage compartment.

Only **\$499⁹⁵***

(In mahogany)

SEE the Capehart Salon
at the **MERCHANDISE MART**
Permanent Display Room
1118

*Prices slightly higher in the South and West.



You're all set for the big high fidelity market with this magnificent new Capehart "Concert Hall". This instrument reproduces every tonal shade of

voice and orchestra with true concert-hall fidelity. And the "Concert Hall" comes *complete*—in one beautiful cabinet—eliminating costly assembly.

Only Capehart—for years outstanding in the field of phonograph, radio and television—could produce a high fidelity instrument even your most demanding customers will appreciate—and far less costly than custom installations.

Here's a real profit-maker for you!

● Join up with this profit-making, all-star line-up . . . a few valuable Capehart franchises are available. See the Capehart distributor for your territory or write Fort Wayne.

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana

A Division of International Telephone and Telegraph Corporation

COLUMBIA "360"

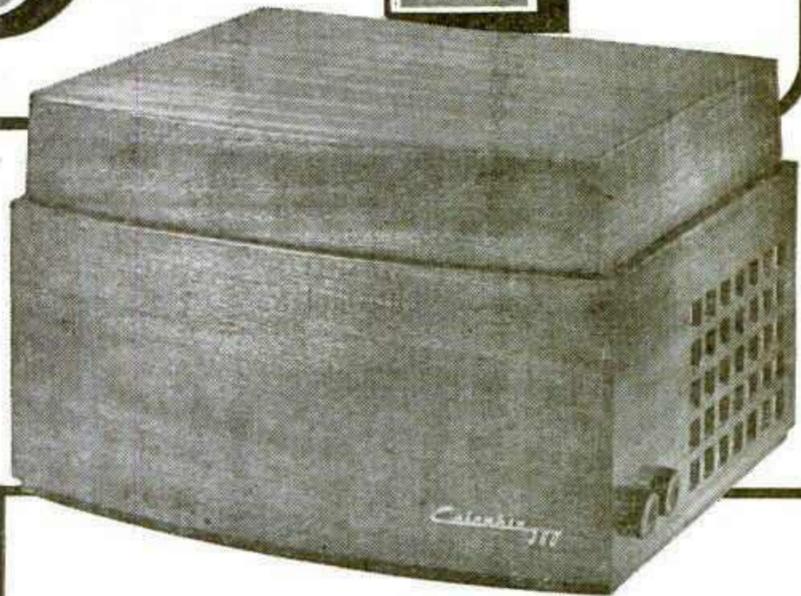
The overwhelming preference of dealers from coast to coast

OUTSELLS THE OTHERS

5 to 1



Agnes Hiller
John Wanamaker,
Philadelphia



"Profit margin is the largest in its class. The hand-picked Columbia Distributors back up their products" ...

Bob Kritz
Director of Purchases
Allan Radio Co.
Chicago

"We made more money on Columbia phonographs than on any other line" ...

Vera Hestmark
Manager Record Department
Penny-Owsley Music Company
Los Angeles

"The '360' not only increased our volume but every sale resulted in a new and satisfied record customer" ...

I. Schlanger
Henry Mielke Company
New York City



"A product we truly believe gives the customer more for his phonograph dollar than he has ever been offered before" ...

A. Cecil Hartson
Music Manor
Englewood, New Jersey



"The discount structure on the Columbia line is the most generous offered by any competition to date" ...

Jack Rosen
The Record Shop
Philadelphia

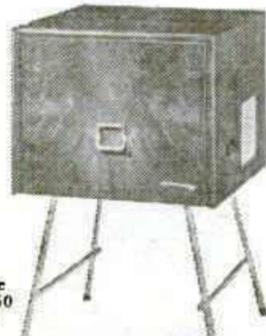
"Carson, Pirie, Scott has enjoyed a most successful Hi-Fi year due to the Columbia '360'"

Tom Hickman
Carson, Pirie, Scott
Chicago

ARE YOU MAKING THE MOST OF AMERICA'S MOST WANTED HIGH FIDELITY PHONOGRAPH?



"360" Table Model
Mahogany \$139.50
Blonde \$144.50



"360" Console
Mahogany \$169.50
Blonde \$174.50



"360" Portable
Neolite \$139.50



X-D (eXtra Dimension)
Speaker Attachment
\$24.95 optional

New low-cost
Columbia
"Hemispheric
Sound" Portables.
Manual \$59.95
Automatic \$89.95



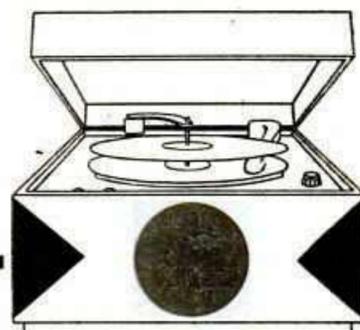
"Columbia" Reg. U. S. Pat. Off. Marcus Registrados. "360" and "X-D" Trade Marks. Prices higher in the west.

Now! *Emerson* Hi-Fi

sound-in-the-round

booms your phono sales!

NOT 1 NOT 2 BUT 3 HI-FIDELITY SPEAKERS!



Emerson "800"

THREE-SPEAKER
HI-FIDELITY PHONOGRAPH

129⁹⁵

Slightly higher in South and West

*3-Speed Automatic! 3 Self-Contained
Speakers Clinch Hi-Fi Sales!*

Again, sales-minded Emerson engineers give you a solid competitive plus! "Sound-in-the-Round" . . . *three* speakers . . . to capture the *full* potential of Emerson's advanced hi-fi circuits. It's superiority your customer can *hear*. Yet priced as low or lower than conventional phonographs. External connection for *fourth* speaker. Continuous tone control. Smooth, silent 3-speed automatic changer. Ask your distributor.

Emerson "802"

TWO-SPEAKER HI-FIDELITY PHONOGRAPH

Leave it to Emerson to bring even budget-minded customers into *your* hi-fi market. This new twin-speaker model is engineered for peak hi-fi performance . . . yet priced so low, its sales potential exceeds that of most ordinary phonographs. Far ahead in styling, this Emerson has 3-speed automatic record changer.

99⁹⁵

Slightly higher
in South and West

***Emerson* Over 14,000,000 Satisfied Owners...
America's Best Buy!**



DEMONSTRATION sells High Fidelity... and RCA Victor demonstrates best!



Fewer than 1 per cent of the people in America have ever heard high fidelity. Give them a good chance to listen. Clear a space around the set and let the customer relax. Play the RCA Victor High Fidelity

Demonstration records. The best way to sell high fidelity is by exposure. Once the customer hears RCA Victor High Fidelity "Victrola" phonographs, he'll never be satisfied with anything less!

\$100 million worth of high fidelity sales this year—be sure you get your share!

AFTER MANY YEARS of manufacturing sound equipment, we've learned one thing for sure—high fidelity is contagious. Once the customer hears it, and learns how music ought to sound, he's ready to buy high fidelity.

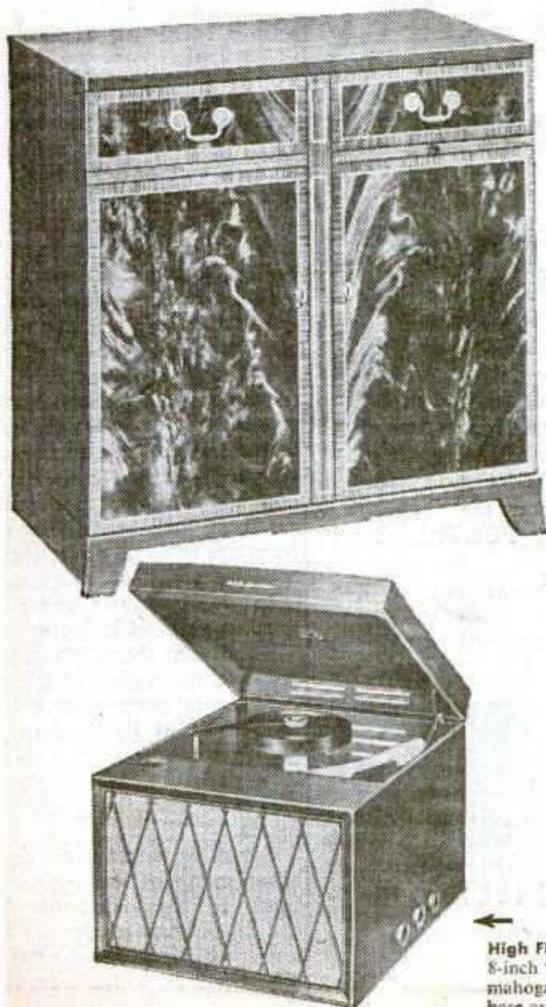
But fewer than 1 per cent of the people in America have ever heard high fidelity!

There's your market—99%. And that's why it's so important to demonstrate RCA Victor High Fidelity "Victrola" phonographs. With RCA Victor, they'll hear realism they never thought possible—you'll be educating their ears to high fidelity. Play these new High Fidelity "Victrola" phonographs side-by-side with any other phonograph. You'll hear a dramatic demonstration of RCA Victor quality standards.

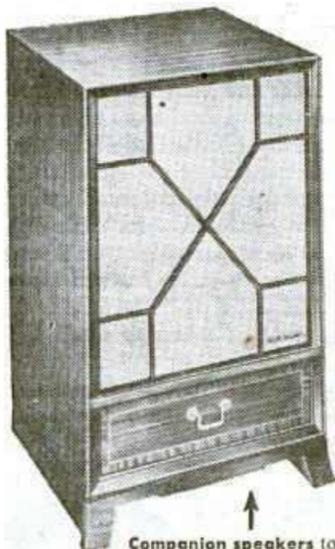
So make sure you're well-stocked with the new High Fidelity "Victrola" phonographs. Promote them, and they'll move. If you haven't already done it, ask your RCA Victor Distributor for the complete High Fidelity Promotion Kit, Form 3B5343. Call him today.

Your customers want this new list of RCA Victor High Fidelity records—largest and best list available. Includes some "New Orthophonic" albums—the finest sound recorded to date. For copies, phone your RCA Victor Record Distributor.

Suggested list prices shown subject to change without notice. Slightly higher in far West and South.



Magnificently styled High Fidelity "Victrola" console phonograph. Has 12-inch "Olson-design" speaker, variable reluctance pickup. Finished in mahogany, walnut, or (slightly higher) limed oak. Model 3HS6, \$275.



Companion speakers to add depth to music! Model SPK-8 has matching 8-inch speaker as extra outlet for table model; SPK-1 has 12-inch speaker to match the console. Cabinet finished in mahogany, walnut, or (slightly higher) limed oak. SPK-8, \$69.95 SPK-1, \$89.50



High Fidelity "Victrola" table phonograph. Has 8-inch "Olson-design" speaker, is finished in mahogany or (slightly higher) limed oak. Matching base available, extra. Model 3HES5, \$139.95



RCA VICTOR
Tmks.® RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN TELEVISION...
FIRST IN RECORDED MUSIC



Disk-Phono Dealers Enjoy Big Yr.; See Bigger '54, as Players Climb

Two factors highlight the results of the phonograph survey made among record dealers: (1) Record dealers who are in the phonograph business just completed a highly successful phonograph year and are anticipating an exciting year of sales in 1954, and (2) interest in the new high quality players continues to build.

More than 80 per cent of the dealers said that their sales during 1953 were as good or better (and 58.8 per cent said they were better) than in the previous year. And a whopping 94.5 per cent said it expected 1954 sales to be at least as good as during 1953.

The slightly more than half of the dealers who look for bigger sales this year expect an average increase of 21 per cent. The average increase based on all dealers is plus 9.4 per cent.

Significant too is the substantial increase in the number of dealers carrying phonographs in the "\$100 and more" price category. In a similar survey (The Billboard, October 24, 1953) these same high quality sets were stocked by only 55 per cent of record stores.

These more recent results show that seven out of 10 record dealers now stock these better sets, accounting for by far the greatest increase in availability of all phono types.

The fact that all but a very few of these stores have added the more expensive sets within the last 12 months is certainly indicative of the tremendous strides made in this field and speaks eloquently of the future sales potential of these sets.

The way in which record stores

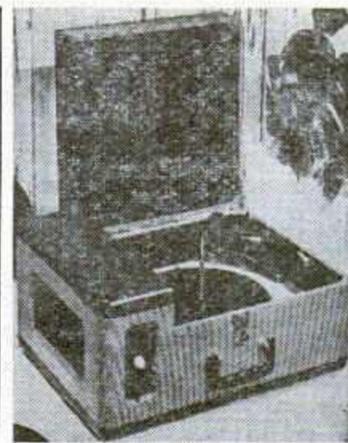
have caught the spark of high fidelity not only in the record field but also in reproduction equipment signalizes their continued future importance as phonograph outlets.

The sales picture, as indicated by the survey results, points up the current impact that the new high quality sets are making. These sets accounted for 15 per cent of record dealers' phono sales during November-December, 1953.

Notice, too, how strongly this category scored in the 25,000 to 100,000 markets. Whereas the national average was 15.4 per cent, in these markets high quality sets registered 26.7 per cent of total sales. The over 100,000 market also bettered the national average.

Outlet Sales

The survey also points up other information for those who sell



BEST-SELLING PHONO (\$30-\$99) WEBCOR "HOLIDAY"

phonograph equipment to or thru record outlets. While high fidelity is keying new enthusiasm in recorded music, the low-priced record players continue to be the workhorses of the industry.

A study of the answers to questions No. 2 and 3 show the dis-

tribution of sales during November and December both by type of equipment and by price line. According to type of equipment, the sales leaders were three-speed players in the \$30-\$99 group and three-speed players under \$30.

The summary of sales by price line (Question 3) show that two price lines (under \$30 and \$30 to \$50) accounted for slightly more than two-thirds of total dollar sales.

The dealers also named their brand leaders in each phonograph classification. Columbia, the overwhelming high quality set leader in last fall's survey with a spread of more than five to one over the closest competitor, continues to lead in this category, but its margin has been cut sharply to about two to one over RCA Victor, which registered a strong gain, as did Webcor in third place.

RCA Attachments

RCA Victor easily won the attachment category, while Columbia scored seconds in both that classification and in the under \$30 players. Decca's under \$30 three-speed players were named the sales leader in that category, and Decca also placed second to Capitol as having the best-selling kiddie phonos. Top sellers reported in the three-speed \$30-\$99 class were Webcor and V-M.

These over-all sales rankings vary considerably in the different city size groups, as a look at the survey results will show. For example, RCA Victor, third in the over-all ranking among \$30-\$99 phonos, is actually ranked first by dealers in cities under 25,000.

The city-size breakdowns also point up interesting distribution patterns among some brands. Comparatively speaking, RCA Victor's greatest strength is in the under 25,000 markets, while Webcor (particularly) and Columbia fared best in the 25,000 to 100,000 markets. V-M, on the other hand, was rated strongest, comparatively, in markets over 100,000.

Effective Standards

Elsewhere in the survey are other statistics that can be used as effective standards against which a dealer can measure his own performance. The national average, for example, shows that 37 per cent of the phonos sold by record stores are to customers buying their first set.

The following question shows that a first-time phono buyer spends \$30.89 for records within three months after his phonograph purchase. This is certainly a vital statistic for all record dealers and another good reason for putting aggressive and continued selling heat behind instruments.

Note the difference in the city-size answers to this question. The descending dollar amount-as the communities get smaller undoubtedly reflects heavier classical album purchasing in the larger markets.

Record dealers as a whole report that they have the selling tools for a sound all-around phono selling operation. Three-quarters of the dealers offer credit in terms of time payments on phonos. Dealers in the over 100,000 markets are least well equipped in this respect. Only 17 per cent of all dealers continue to work on a "cash only" basis.

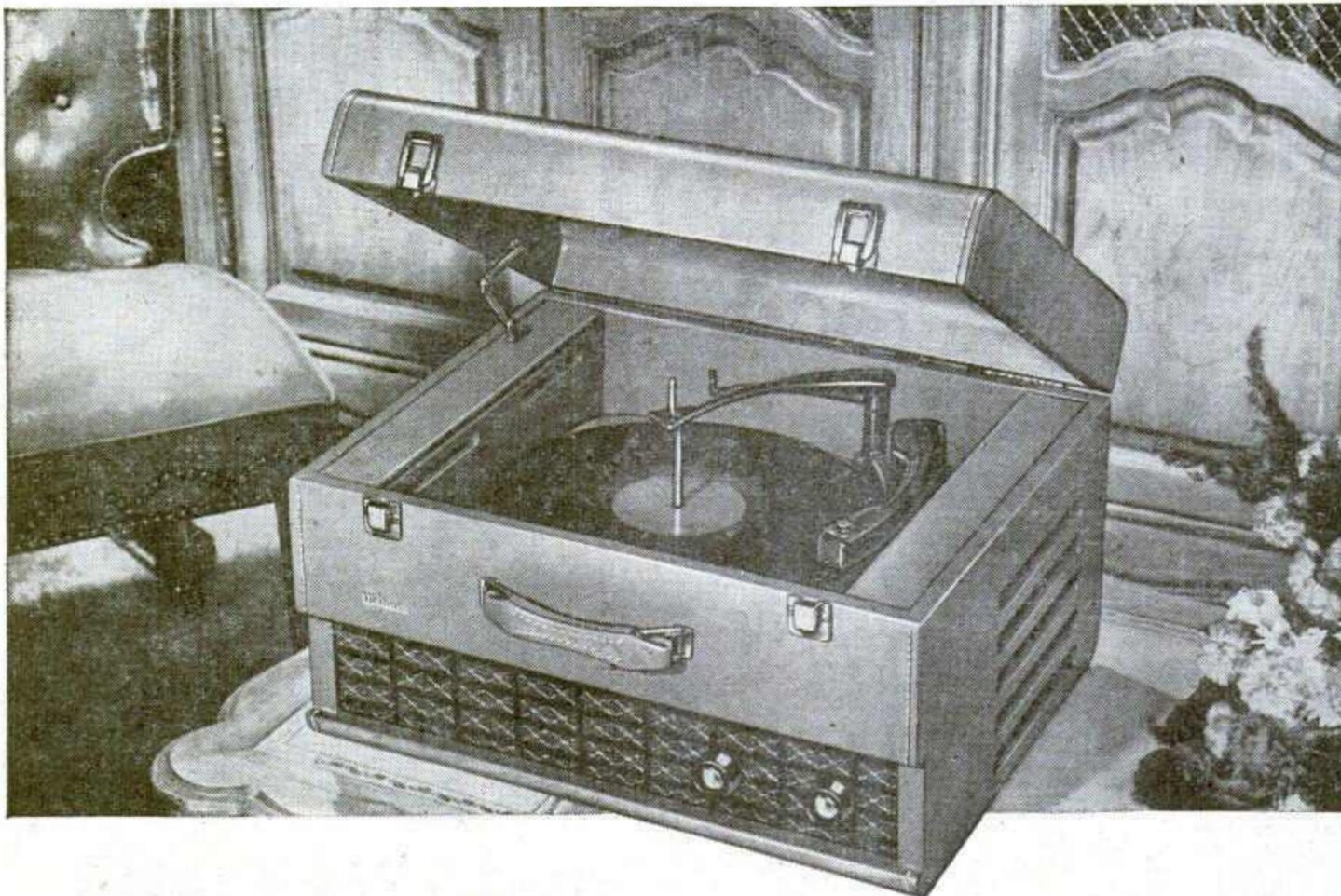
And to make sure that phonos stay sold, all but 5 per cent of the dealers reported some kind of service facilities—either their own department or a working arrangement with a local service store.

Mfrs' Questions

Of interest to phono manufacturers particularly are the answers to the last question in the survey in which dealers have indicated how phonograph manufacturers can best help them. Far out in front are national advertising and in-store point of sale material, with local advertising ranked third in point of importance.

Based on these answers the dealer is depending on the manufacturer to pre-sell or condition the public at the national level and then follow it up with strong local exposure, first in the store and then thru local advertising media.

Future phonograph surveys will cover many of these same questions, so that important trends can be pointed up for the industry. New questions of current interest will be added from time to time.



just out! five sensational Webcor portable musicales!

Get ready to sell more Webcor Musicales than ever before

Words can't describe the rich splendor of the five different Webcor PORTABLE Musicales Fonographs. Your sales figures will do that. These magnificent new units were under wraps until a few weeks ago. Since then... wherever they are shown, you hear "ohs" and "ahs." And when the amazing \$139.50 price is given... ORDERS ARE INSTANTANEOUS.

What makes these portables so terrific? The fabric covering is the answer. You can almost bet the first time you and your customers see these portable Musicales you'll say "genuine

leather." The fabulous fabric is the revolutionary VINA-PEX. And its five Webcor shades: Ebony, Antique White, SunTan, Ginger and Venobra are as fantastically appealing to men as to women. And to go along with the superb fabric and design, Webcor has included the famous Musicales sound system. The same three speakers, magnetic cartridge and powerful amplifier plus vital new improvements provide even truer high fidelity than before. With Webcor national advertising behind these portables, you'll set new Musicales sales records from the start. So instead of waiting for the usual call... TAKE THE INITIATIVE. Get your distributor to show you the "fabulous five" Webcor PORTABLE Musicales today!

\$139.50* for Venobra, \$149.50* for Ebony, White, Tan and Ginger

*Price slightly higher west and subject to change without notice

WEBCOR

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CHICAGO 39, ILLINOIS

NOW! the Record Merchant's Own True High Fidelity Package!

the ONLY TRUE Hi-Fi Record Reproducer retailing for LESS THAN \$200

the revolutionary new
MITCHELL
3-D
HIGH FIDELITY
RECORD REPRODUCER



EVERY MITCHELL
3-D CUSTOMER
BUYS \$200 WORTH
OF RECORDS

Surveys show that purchasers of MITCHELL 3-D Record Reproducers make a yearly dollar buy of new records that exceeds the retail value of the instrument itself.

IN LIMED OAK
OR MAHOGANY
custom-crafted cabinetry—
3/4-inch wood construction

HIGH FIDELITY
ALL THE WAY!
30-15,000 CPS

Exclusive FOR THE RECORD MERCHANT



the
MITCHELL
HI-FI
DEMONSTRATION
CENTER

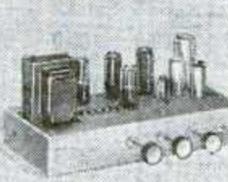
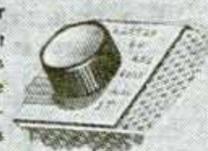
IT PUTS YOU IN THE HI-FI BUSINESS

Here's the dramatic selling aid that makes every customer who enters your store a real prospect for a MITCHELL 3-D High Fidelity Record Reproducer. Here, in a dramatic comparative listening test, customers are sold on MITCHELL high fidelity in minutes... they hear a new dimension in sound. After a single demonstration, 99 out of 100 prospects will never again be able to tolerate the "tinniness" of an ordinary phonograph. This listening test makes the 3-D sale for you. You're in the Hi-Fi business for big-ticket volume once you place the compact, exclusive MITCHELL 3-D Demonstration Center on your sales floor.

PLUS!

Every selling help you could ask for: **FLIP CHART**—Hi-Fi in a nutshell and a convincing explanation of 3-D superiority. **4-COLOR BROCHURE**—a beautiful 3-D selling presentation. **SALES TRAINING MANUAL**—makes Hi-Fi selling experts of your staff. **COMPARISON CHART**—all the comparative facts at a glance. **WINDOW STREAMER**—a real Hi-Fi traffic-builder.



 <p>Variable Reluctance Cartridge—High Fidelity range from 30-15,000 cycles. Famous for true fidelity and virtual elimination of surface and needle noise.</p>	 <p>Mitchell True Hi-Fi Amplifier—Full 20-20,000 cps frequency response—custom-built for full fidelity, with separate bass and treble controls and 5-position Compensator.</p>	 <p>Extended Range Speaker—Specially matched—with unusually faithful bass response, and clean, crisp high. Housed in exclusive acoustically tuned baffle chamber.</p>	 <p>5-Position Compensator—Found only in costliest custom equipment; has 5 positions to provide the best possible playback of all record makes and types.</p>
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MITCHELL MANUFACTURING COMPANY, High Fidelity Division
2523 N. Clybourn Ave., Chicago 14, Illinois

Send full details on your Record Merchant's Hi-Fi selling plan—everything we need to build a profitable business around the MITCHELL 3-D Record Reproducer.

Name _____

Address _____

City _____ Zone _____ State _____

GET THE
3-D
PROFIT
FACTS

Only MITCHELL gives you ALL
THIS SELLING HELP!

The Billboard's Continuing Survey of Phonographs Among Record Dealers

Spring—1954

QUESTION 1: Please check which of the following types of record playing equipment you NOW carry in stock:

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Carry at least one type	96.6%	96.8%	96.0%	96.8%
3-speed phonos (\$30-\$99 retail)	89.6	91.0	88.0	89.0
3-speed phonos (under \$30 retail)	88.6	87.7	88.0	89.7
Record playing attachments	87.3	82.4	90.0	89.0
Kiddie phonos	77.9	77.0	88.0	74.8
3-speed phonos (more than \$99 retail)	70.1	72.8	80.0	65.2
Single speed phonos	57.7	51.4	58.0	61.3
Phono combinations (radio and/or TV)	55.0	41.7	64.0	60.0
Separate Hi-Fi component parts	13.8	16.1	14.0	12.3

QUESTION 2: Which type of equipment accounted for your biggest dollar sales in November-December, 1953!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
3-speed phonos (\$30-\$99 retail)	36.2	39.1	37.6	34.0
3-speed phonos (under \$30 retail)	24.6	27.6	12.6	27.2
3-speed phonos (more than \$99 retail)	14.5	17.3	26.7	8.7
Single speed phonos	11.7	3.4	8.9	17.3
Recording playing attachments	5.6	4.6	3.5	6.7
Phono combinations (radio and/or TV)	4.6	1.1	7.2	5.6
Kiddie phonos	2.3	5.8	3.5	—
Separate Hi-Fi component parts	0.5	1.1	—	0.5
Total	100.0	100.0	100.0	100.0

QUESTION 3: What per cent of your November-December, 1953, phono dollar sales was in each of the following price ranges? (Please do not include TV-Phono combination sets in computing your answers.)

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Less than \$30	37.3	41.8	29.8	36.9
\$30-\$50	30.0	20.5	31.2	35.4
\$51-\$99	15.0	16.6	15.5	13.9
\$100-\$150	12.6	15.3	17.7	9.4
\$151-\$200	3.1	4.0	3.1	2.5
More than \$200	2.0	1.8	2.7	1.9
Total	100.0	100.0	100.0	100.0

QUESTION 4: Were your sales of phonos during 1953 bigger, smaller or about the same as in 1952!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Bigger	58.8	63.9	57.8	55.9
About the same	21.9	16.3	22.2	25.2
Smaller	19.3	19.8	20.0	18.9
Total	100.0	100.0	100.0	100.0

QUESTION 5: Do you expect your sales of phonos during 1954 to be bigger, smaller or about the same as in 1953! What per cent increase or decrease!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Bigger	51.9	55.4	52.3	49.6
About the same	42.6	39.8	47.7	42.8
Smaller	5.5	4.8	—	7.6
Total	100.0	100.0	100.0	100.0
Average increase of those expecting an increase	21.1	24.8	15.3	20.6
Average increase of all respondents	9.4	13.2	8.0	7.6

QUESTION 6: How do you handle service on phonos you sell!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Own service department	50.0%	44.4%	52.0%	52.6%
Arrangement with local service store	45.2	48.9	42.0	44.1
No service offered	4.8	6.7	6.0	3.3
Total	100.0	100.0	100.0	100.0

QUESTION 7: Please list the name of your BEST-SELLING BRAND in each category.

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
3-SPEED PHONOS (\$30—\$99 retail)				
Webcor	24.1	27.1	29.5	20.9
V-M	21.0	28.6	18.2	18.0
RCA Victor	17.8	8.6	15.9	23.0
Columbia	12.6	12.9	22.7	9.4
Symphonic	5.1	2.9	2.3	7.2
Decca	4.0	4.3	—	5.0
M-G-M	2.4	5.7	2.3	0.7
Birch	2.0	2.9	2.3	1.4
Others	11.0	7.0	6.8	14.4
Total	100.0	100.0	100.0	100.0

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
3-SPEED PHONOS (under \$30 retail)				
Decca	17.0	16.9	14.6	17.9
Columbia	13.6	15.6	14.6	12.1
Webcor	11.7	3.9	16.7	14.3
Symphonic	10.6	7.8	12.5	11.4
V-M	6.1	3.9	6.2	7.1
Duosonic	5.3	3.9	2.1	7.1
Beam	3.4	5.2	4.2	2.1
Electronic	3.4	5.2	2.1	2.9
Traveler	3.0	5.2	2.1	2.1
Birch	2.7	3.9	4.2	1.4
Others	23.2	28.5	20.7	21.6
Total	100.0	100.0	100.0	100.0

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
3-SPEED PHONOS (more than \$99 retail)				
Columbia	43.9	49.2	51.1	37.7
RCA Victor	22.4	15.9	17.8	28.3
Webcor	15.9	17.5	17.8	14.2
Magnavox	6.5	6.3	8.9	5.7
Mitchell	2.8	1.6	2.2	3.8
V-M	2.3	3.2	2.2	1.9
Others	6.2	6.3	—	8.4
Total	100.0	100.0	100.0	100.0

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
ATTACHMENTS				
RCA Victor	67.3	61.1	52.2	76.2
Columbia	17.2	22.3	23.9	11.9
V-M	10.2	12.4	10.9	8.7
Webcor	2.5	2.8	8.7	—
Others	2.8	1.4	4.3	3.2
Total	100.0	100.0	100.0	100.0

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
KIDDIE PHONOS				
Capitol	23.1	18.1	17.5	28.6
Decca	21.5	27.3	12.5	22.0
Peter Pan	5.4	3.6	7.5	5.5
Shura-tone	4.8	3.6	12.5	2.2
King	4.3	7.3	2.5	3.3
RCA Victor	4.3	3.6	2.5	5.5
Vanity Fair	4.3	7.3	5.0	2.2
Birch	3.2	5.5	5.0	1.1
Columbia	3.2	1.8	2.5	4.4
Kraft	3.2	1.8	2.5	4.4
Others	22.7	20.1	30.0	20.8
Total	100.0	100.0	100.0	100.0

QUESTION 8: Which of the following payment plans do you offer your phono customers!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Layaway plan	81.3	78.8	85.4	82.0
Time payment plan	75.7	69.9	77.1	78.7
Charge accounts	66.3	60.0	66.7	70.0
Cash only	17.4	20.0	18.7	15.3

FACTS ABOUT THE SURVEY

The following facts are of interest in helping to evaluate the results of this Semi-Annual Survey of Record-Phonograph Dealers:

1. The survey was conducted by mail during the first two weeks of January.

2. Questionnaires were mailed to 1,000 selected record dealers. These names were drawn from the list of 3,000 dealers surveyed in September, 1953, and reported in the October 24 issue.

3. These results were based on completed questionnaires received from 298 dealers, a 29.8% sample, an extremely high return for a mail survey.

4. A study of the return shows a very close relationship between the distribution of questionnaire returns and total retail sales for the nine geographical sections of the country, indicating an excellent balance for the survey results.

QUESTION 9: If you offer a time-payment plan, who finances it!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Store	65.8%	65.1%	69.5%	65.0%
Bank	45.5	41.3	52.8	45.5
Finance company	17.1	19.0	11.1	17.9

QUESTION 10: Approximately what per cent of your customers who bought new phonos in 1953 never owned a phonograph before!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
	37.1	37.3	31.1	38.9

QUESTION 11: Approximately how much does the average customer buying his first phono spend for records within 3 months after buying the phono!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
	\$30.89	\$37.11	\$32.59	\$26.98

QUESTION 12: Which of the following types of stores in your community is your greatest competition for phono sales! (Check only one.)

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
Appliance stores	32.5	20.8	25.8	42.6
Department Stores	21.5	34.4	18.2	14.2
Music stores	19.7	22.4	31.8	13.7
Furniture stores	11.0	10.4	9.1	12.1
Discount houses	5.0	3.2	6.1	5.8
Jewelry stores	4.2	5.6	4.5	3.2
Variety and drug chains	3.2	3.2	3.0	3.2
Auto part stores	2.4	—	1.5	4.2
Other	0.5	—	—	1.0
Total	100.0	100.0	100.0	100.0

QUESTION 13: Do most of the stores of this type carry records!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
No	69.6	44.6	75.6	82.1
Yes	30.4	55.4	24.4	17.9
Total	100.0	100.0	100.0	100.0

QUESTION 14: Which of the following manufacturer aids are most helpful to you as a seller of phonographs!

ANSWERS:	National Average	CITY-SIZE BREAKDOWN		
		Over 100,000	25,000-100,000	Under 25,000
National advertising	68.0	65.1	72.9	68.1
Store display and point-of-sale material	62.2	57.8	62.5	64.6
Local advertising	45.5	50.6	45.8	42.4
Direct-mail enclosure	8.7	7.2	8.3	9.7
Model specification sheets	2.5	3.6	4.2	1.4
Sales training by manufacturer	1.5	1.2	4.2	0.7
Hi-Fi demonstration disks	0.4	1.2	—	—

Healthy Sales Hinge On Proper Stock Building

Just as it takes all kinds of ingredients in varying amounts to make a good cake, it takes all types of phonographs in different quantities to make up a stock that is tailored for peak sales.

A dealer with an inventory that's too large and heavily loaded with slow sellers has his money tied up, and the only way he'll get it back is thru heavy mark-downs.

On the other hand, a dealer whose inventory is too light and lacks enough diversification will lose sales to his competitor down the street. The trick is to find the proper point of balance between stock and sales. Not an easy thing to do, but it's one of the factors that makes retailing the challenging and intriguing business that it is.

One thing is for sure. You can't be in the phonograph business today with just a couple of attachments or low-priced three-speed players. It takes equipment ranging from the low-priced players and attachments up to and including the new over \$100 high-quality sets to make up a proper phono inventory. Maybe it means only one of a type in some categories, but at least have that one-of-a-kind.

Sell Up

Two key reasons point up the need for a stock from top to bottom. One is, of course, the fact that you can't sell what you don't have. A lost sale for the record dealer can mean more than that. It can seriously affect his record volume.

Secondly, a complete stock gives the opportunity to sell up a customer to a better set. It results in greater listening pleasure

for the customer; it means greater volume and profit for the dealer. And selling up is easier today than ever before with the new and better phonos, particularly the high-fidelity packaged sets.

It takes demonstration to sell a phono, and with the new high-fidelity units an audible as well as a visual difference can be demonstrated. But this better sound and more-customer-satisfaction-for-very-little-more cannot be sold unless there's a set on the floor to demonstrate.

In determining how best to divide the equipment dollar, there's nothing better than a dealer's own intimate knowledge of his market. If he's relatively new to the phonograph business, a study of his record business will be very helpful.

For example, a dealer who does a substantial share of his record volume in packaged records will be able to move more high-fidelity equipment than a dealer whose operation centers almost exclusively around single records.

But whether or not a dealer has reliable figures of his own to help him plan a good phonograph operation, it's always good to compare them with those of others. The results of the dealer survey in this issue include two questions which are very helpful on this score.

These show the distribution of sales during November-December (the peak phono months) both by type of equipment and by price line. A careful study and comparison of the two can be helpful.

Sales by Price Line

By price line phono sales ran as follows: Under \$30, 37.3 per

The following list of phonograph distributors is published with the intention of providing any interested dealers with the proper point of contact in his area. A total of nearly 50 phonograph manufacturers was asked to submit a list of their distributors or representatives for publication. Many replied that such publication was not in keeping with the company policy.

Capitol Records, Inc.

1507 N. Vine, Hollywood

- ATLANTA—Capitol Records Dist. Corp., 535 Courtland St. N.E.
- BALTIMORE—Nelson & Co., Inc., 1000 S. Linwood Ave.
- BILLINGS, Mont.—Central Dist. Co., P.O. Box 1551
- BOSTON—Capitol Records Dist. Corp., 273 Huntington Ave.
- BUFFALO—Capitol Records Dist. Corp., 166 Main St.
- CHARLOTTE, N. C.—Capitol Records Dist. Corp., 614 W. Morehead
- CHICAGO—Capitol Records Dist. Corp., 1449 S. Michigan Ave.
- CINCINNATI—Capitol Records Dist. Corp., 815 Sycamore St.
- CLEVELAND—Capitol Records Dist. Corp., 104 St. Clair Ave. N.W.
- DALLAS—Capitol Records Dist. Corp., 1801 N. Industrial Blvd.
- DENVER—Boyd Dist. Co., Inc., 1661 W. Third Ave.
- DES MOINES—Gifford-Brown, Inc., 1326 Walnut
- DETROIT—Capitol Records Dist. Corp., 40-42 Selden Ave.
- EL PASO, Tex.—Boyd Dist. Co. of Texas, Inc., 2209 Mills St.
- HARTFORD, Conn.—Capitol Records Dist. Corp., 25 Pleasant St.
- HONOLULU—Nylan Bros. & Co., Ltd., P.O. Box 2958
- INDIANAPOLIS—Radio Dist. Co., P.O. Box 1298
- KANSAS CITY, Mo.—Capitol Records Dist. Corp., 1527 McGee St.
- KNOXVILLE—Chapman Drug Co., 516 State St.
- LOS ANGELES—Capitol Records Dist. Corp., 318 W. 15th St.
- LOUISVILLE—Foeter Dist. Co., 409 W. Main St.
- MEMPHIS—Glen Allen Co., 1146 Union Ave.
- MIAMI—Stockton, Whatley, Davin & Co., c/o Florida Record & Music Co., 763 S.W. Eighth St.
- MILWAUKEE—Capitol Records Dist. Corp., 1434 N. Farwell Ave.
- MINNEAPOLIS—Capitol Records Dist. Corp., 21 E. Hennepin Ave.
- NEW ORLEANS—Mallory Dist. Co., 630 Baronne St.
- NEW YORK—Capitol Records Dist. Corp., 253 W. 64th St.
- NEWARK, N. J.—Capitol Records Dist. Corp., 83 Lock St.
- OKLAHOMA CITY—Capitol Records Dist. Corp., 1219 W. Main St.
- PHILADELPHIA—Capitol Records Dist. Corp., 1343 W. Cumberland St.
- PITTSBURGH—Capitol Records Dist. Corp., 2020 W. Liberty Ave.
- ST. LOUIS—Capitol Records Dist. Corp., 1909 Washington Ave.
- SALT LAKE CITY—Mountain States Dist., Inc., 622 S. State St.
- SAN ANTONIO—R. Warncke Co., 121 Navarro St.
- SAN FRANCISCO—Capitol Records Dist. Corp., 512 Brannan St.
- SCRANTON, Pa.—Capitol Records Dist. Corp., 50 Wyoming Ave.
- SEATTLE—Capitol Records Dist. Corp., 620 Eastlake Ave.
- SOUTH BEND, Ind.—S.B. Radio Dist. Co., 432 Carroll St.

Columbia Records, Inc.

799 Seventh Ave., New York

- ALBANY, N. Y.—Reskin Bros., Inc., 1827 Broadway
- ATLANTA—Electric Sales & Service Co., Inc., 209 Walton St., N.W.
- BALTIMORE—Jos. M. Zamoiski Co., 110 S. Paca St.
- BOSTON—Allied Appliance Co., 111 Berkeley St.
- BUFFALO—Faysan Dist., Inc., 506-20 Seventh St.
- CHARLESTON, W. Va.—Cardinal Dist. Co., 821 Quarrier St.
- CHARLOTTE, N. C.—Southern Bearings & Parts, Inc., 500 N. College St.
- CHICAGO—Sampson Co., 2244 S. Western Ave.
- CINCINNATI—Columbia Record Dist. Inc., 320 Reading Rd.
- CLEVELAND—Columbia Record Dist., Inc., 620 Frankfort
- DALLAS—Medaris Co., Inc., 1202 Dragon St.
- DENVER—B. K. Sweeney Electrical Co., 1601 23d St.
- DETROIT—Buhl Sons, Inc., foot of Adair St.

- EL PASO, Tex.—Albert Mathias & Co., 113 S. Mesa
- HARTFORD, Conn.—Stern & Co., 209 Walnut St.
- INDIANAPOLIS—Radio Equipment Co., Inc., 1010 Central Ave.
- JACKSONVILLE, Fla.—Distributors, Inc., 555 Osceola St.
- KANSAS CITY, Mo.—Mayflower Sales Co., 2021 Baltimore Ave.
- LOS ANGELES—Ray Thomas Co., 1601 S. Hope St.
- LOUISVILLE—Sutcliffe Co., 609 W. Main St.
- MEMPHIS—Woodson & Roseman, Inc., 733 Somerville
- MILWAUKEE—Morley-Murphy Co., Inc., 5151 W. State St.
- MINNEAPOLIS—Forster Dist. Co., 1122 Harmon Pl.
- NEW ORLEANS—Interstate Electric Co., 1001 S. Peters St.
- NEW YORK—Times-Columbia Dist., Inc., 353 Fourth Ave.
- NEWARK, N. J.—Times-Columbia Dist., Inc., 37 Bridge St.
- OKLAHOMA CITY—Miller-Jackson Co., 111-115 E. California Ave.
- OMAHA—Bran-New Sales Co., 308 S. 12th St.



SECOND BEST-SELLING PHONO (UNDER \$30) COLUMBIA "PROM DATE" MODEL 202

- PHILADELPHIA—Stuart F. Louchheim Co., 1229 N. Broad St.
- PITTSBURGH—Danforth Corp., 6500 Hamilton Ave.
- PORTLAND, Me.—Philco Wholesalers, Inc., 919 Congress St.
- RICHMOND, Va.—Benjamin T. Crump Co., 1310-34 E. Franklin St.
- ST. LOUIS—Mayflower Sales Co., 1935 Washington Ave.
- SALT LAKE CITY—W. H. Bintz Co., 433 W. Third St.
- SAN FRANCISCO—H. R. Basford Co., 235 15th St.
- SEATTLE—Love Electric Co., 318 Westlake Ave. No.
- SPOKANE—Columbia Electric & Mfg. Co., 123 S. Wall St.
- SYRACUSE—Onondaga Supply Co., 344 W. Genesee St.

Decca Records, Inc.

50 W. 57th St., New York

- ALBANY, N. Y.—Decca Dist. Corp., 1449 Central Ave.
- ATLANTA—Decca Dist. Corp., 152 Alexander St., N.W.
- BALTIMORE—Decca Dist. Corp., 818 Madison Ave.
- BIRMINGHAM—Gulf States Dist. Co., Inc., 700 Second Ave. No.
- BOSTON—Decca Dist. Corp., 138 Ipswich St.
- BUFFALO—Decca Dist. Corp., 1233 Main St.
- BUTTE, Mont.—E&R Dist., 15 E. Granite St.
- CHARLOTTE, N. C.—Carol Dist. Co., 124 W. Morehead St.
- CHICAGO—Decca Dist. Corp., 153 W. Huron St.
- CINCINNATI—Decca Dist. Corp., Daylight Bldg., Sixth & Court Sts.
- CLEVELAND—Decca Dist. Corp., 746 W. Superior Ave.
- DALLAS—Decca Dist. Corp., 139 Cole St.
- DENVER—Larson Dist. Co., 400 Quivas St.
- DES MOINES—Decca Dist. Corp., 1217 High St.
- DETROIT—Decca Dist. Corp., 1301 W. Lafayette Ave.
- EL PASO, Tex.—Momsen-Dunnegan-Ryan Co., 800 E. Overland St.
- GRAND RAPIDS, Mich.—Republic Dist. Co., 19-25 La Grave Ave., S.E.
- HARTFORD, Conn.—Decca Dist. Corp., 252 Farmington Ave.
- HONOLULU—Hawaiian Electric Supply Co., 930 Clayton St.
- HOUSTON—H. W. Daily Co., 314½ E. 11th St.
- INDIANAPOLIS—Peaslee-Gaulbert Corp., 1401 Stadium Dr.
- KANSAS CITY, Mo.—Decca Dist. Corp., 2028 Broadway



BEST-SELLING KIDDIE PHONO CAPITOL "BOZO" MODEL 308

cent; \$30-\$50, 30 per cent; over \$50 to \$99, 15 per cent; over \$99 to \$150, 12.6 per cent, and over \$150, 5.1 per cent. These are the national averages. Three city-size breakdowns are also included.

The under \$30 class includes attachments, low-priced three-speed players and kiddie phonos. In the next higher price range are better three-speed phonos, including some changers, better kiddie sets and the 45 r.p.m. changer.

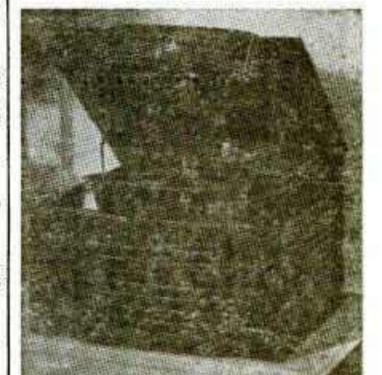
In the next price level are the three-speed changers. At about \$100 start the three-speed high-quality phonos generally referred to as the high-quality packaged sets. Comparing the breakdown of sales by type of equipment will be of further assistance in planning a stock.

In using these figures it's reasonable to expect some shift in importance. During the past November-December about 15 per cent of sales came from the hi-fi packaged units.

Since this is the new, exciting and rapidly growing part of the phono business, this area can be counted on for a larger contribution to total dollar volume during 1954. Most of this additional volume will undoubtedly be diverted from the \$50-\$99 category of players.

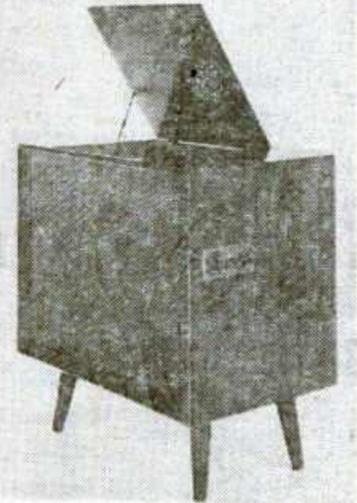
TEN STEPS TO BETTER PHONOGRAPH SALES

1. **KNOW YOUR PRODUCT**
Know the specifications of the sets you sell. Be able to demonstrate adjustments and speed changes quickly and simply. Show the customer how easy and uncomplicated a phono is to operate.
2. **GET THE CUSTOMER TO DO THE TALKING**
Find out as quickly as possible what kind of phono she wants. It will help make the sale go faster.
3. **SELL ENTERTAINMENT, NOT NUTS AND BOLTS**
Be prepared to answer technical questions, but remember most customers don't care about decibels and cycles. Establish yourself as an expert; but sell music, the sound and the artists, not technical words and advertising phrases.
4. **SWITCH HER FROM AN "IF" TO A "WHAT" CUSTOMER**
This can be the toughest selling hurdle to cross. Get her to narrow down her selection to one or two sets.
5. **DEMONSTRATE WHAT SHE WANTS TO HEAR**
Have standard demonstration records handy of different types of music—symphonic, opera, background, jazz and pop. Find out what type of music she likes best, and don't demonstrate worn records.
6. **SELL UP FROM A LOWER-PRICED TO A HIGHER-PRICED SET**
Demonstrate sets in different price levels to show the audible, as well as the visual, difference in the better set.
7. **USE CREDIT**
Use credit to help close a sale. Use credit in selling up to a more expensive set. Point out the small difference in terms of daily cost.
8. **SELL THE MAKER'S REPUTATION**
Sell the know-how, quality and name of the brands you sell.
9. **SELL YOUR STORE'S NAME AND REPUTATION**
Sell complete customer satisfaction thru your repair facilities and other customer services. Today's phono buyer can be tomorrow's record customer. Remember, every new phono buyer means an average of \$30.89 in record sales within three months.
10. **KNOW WHEN TO WRAP UP THE SALE**



EMERSON "TRI-O-PHONIC" MODEL 800, \$129.95 Latest entry in the \$100 and more high quality phono field.

"Outperforms all others"*



THE **KELTON** "Cambridge" HIGH FIDELITY PHONOGRAPH

You can hear the difference in sound and . . . count the difference in sales

- Patented Kelton speaker-enclosure system engineered by Henry C. Lang, world-famous acoustician.
- 3-speed Collaro Changer.
- Full 15-watts of undistorted power.
- G. E. variable reluctance pickup cartridge.
- Radio-TV-Tape Recorder input.
- Choice of Mahogany, Blond or Ebony at same price.

*Music Dealer Magazine

Write or Call for Details

..... Dealer Inquiries Invited

EAST	CENTRAL	WEST
The Kelton Company, Inc. 55 Amory Street Boston 19, Massachusetts Garrison 7-1814	Mr. Robert Evensen 1318 Ritchie Court Chicago, Illinois DElware 7-8792	Mr. James P. Bray 601 South Vermont Ave. Los Angeles, California DUnkirk 8-7104

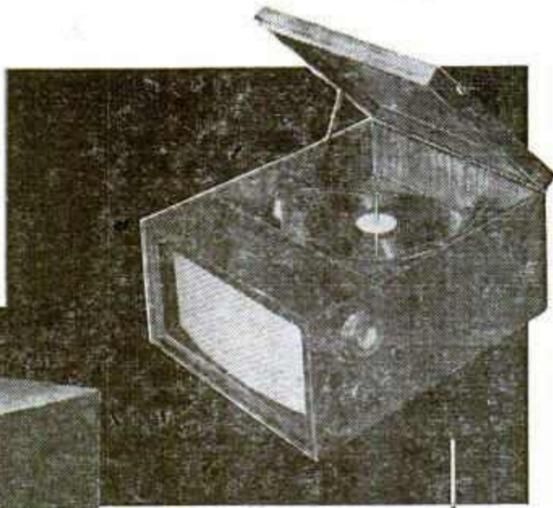
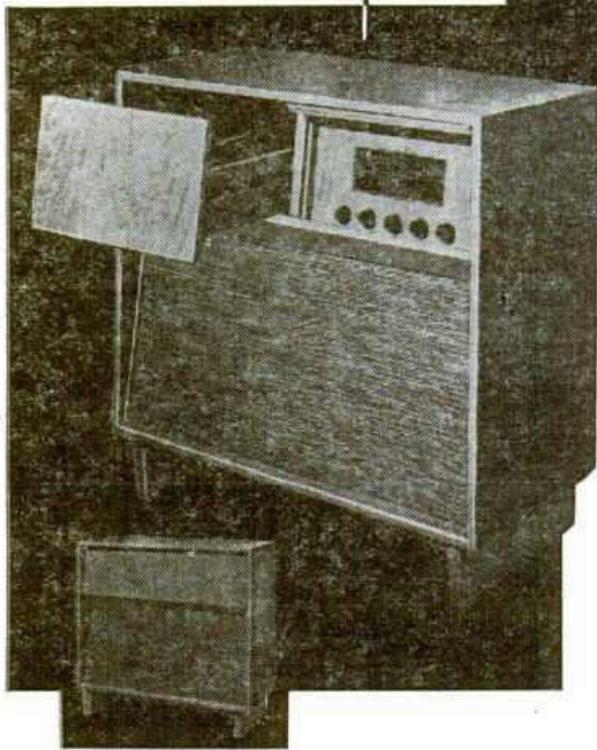
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High-Fidelity Phonograph-Radio Combinations of Distinction

Here is HI-FI the way you—and your customers—want it . . . ready to play, ready to sell—in unsurpassed quality and value!

10 tube AM/FM, High Fidelity chassis. Push-pull output. Fully automatic 3-speed record changer, with matched dual sapphire needles, and high-fidelity cartridge. Separate bass and treble compensating controls. "Woofer" and "Tweeter" loud-speakers for true low and high frequency reproduction. Special labyrinth speaker chamber. Full high-fidelity frequency range—50 to 20,000 c.p.s. Magnificently styled cabinet in mahogany or limed oak veneers.

\$249⁹⁵*



"Rotunda" \$129⁹⁵*

- High-fidelity phonograph-radio combination
- Built-in PARABOLIC sound chamber for realistic concert hall sound
- Fully automatic "VM" changer
- Plays all speed, all size records
- Two 6-inch speakers for finest musical reproduction
- Sonotone HI-FI reversible cartridge with dual sapphire needles
- Full-range volume and tone controls
- Push-pull audio system
- 7 tubes including rectifier
- Special inverse feedback
- Radio with Superhet circuit
- Built-in Ferrite loop antenna
- Hand-rubbed mahogany or blonde wood cabinet

SALES HELPS—newspaper mat ads, envelope stuffers, window streamers, display cards, glossy photos, catalogs

NATIONALLY ADVERTISED
in THE SATURDAY EVENING POST
and HOLIDAY

ATTENTION: SALES REPRESENTATIVES: Several important territories are now open. Write at once for full particulars.

ROLAND RADIO CORP. 716 SOUTH COLUMBUS AVE., MT. VERNON, N. Y.

*Higher West and South

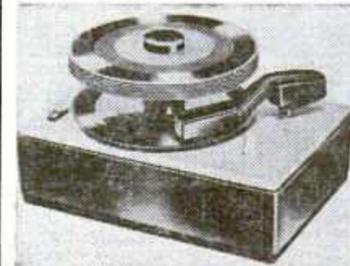
LOS ANGELES—Decca Dist. Corp., 6750 Santa Monica Blvd.
LOUISVILLE—Peaslee-Gaubert Corp., 226 N. 15th St.
MEMPHIS—Stratton-Warren Hdwe. Co., 37 E. Carolina Ave.
MIAMI—Brooke Dist., 412 S.W. Eighth Ave.
MILWAUKEE—Decca Dist. Corp., 321 E. Chicago St.
MINNEAPOLIS—Decca Dist. Corp., 17-19 Hennepin Ave.
NEW ORLEANS—Decca Dist. Corp., 517 Canal St.
NEW YORK—Decca Dist. Corp., 3280 Broadway
NEWARK, N. J.—Decca Dist. Corp., 81 Emmet St.
OKLAHOMA CITY—Leo Maxwell Co., Inc., 409 N. Classen Blvd.
PEORIA, Ill.—Decca Dist. Corp., 106 E. State St.
PHILADELPHIA—Decca Dist. Corp., 1934 Arch St.
PHOENIX, Ariz.—J. E. Redmond Supply Co., Inc., 625 W. Madison
PITTSBURGH—Decca Dist. Corp., 923 Penn Ave.
PORTLAND, Ore.—J. E. Redmond Supply Co., Inc., 325-327 N.W. Sixth Ave.
RICHMOND, Va.—Decca Dist. Corp., 1837 W. Broad St.
ST. LOUIS—A.R.A. Dist. Co., Inc., 2300 Olive St.
SACRAMENTO—Jers Co., 911 Fifth Ave.
SALT LAKE CITY—Salt Lake Hdwe. Co., P. O. Box 510
SAN ANTONIO—General Appliance Co., 906 Noland St.
SAN FRANCISCO—Decca Dist. Corp., 525 Sixth St.
SCRANTON, Pa.—Scranton Supply & Machine Co., 634 Wyoming Ave.
SEATTLE—Decca Dist. Corp., 3131 Western Ave.
SHREVEPORT, La.—Wholesale Dist. Co., 2606 Southern Ave.
TOLEDO—Ben Rubin Dist., Inc., 1034 Grand Ave.

M-G-M Records

701 Seventh Ave., New York
ALBANY 4, N. Y.—Leonard Smith, Inc., 406 N. Pearl St.
ATLANTA—Southland Dist. Co., 441 Edgewood Ave., S.E.
BALTIMORE 13—Gimbel Bros., Inc., 3531 Belair Rd.
BOSTON 20—Music Suppliers of N.E. Inc., 263-265 Huntington Ave.
BUFFALO—M & N Distributing Co., 620 Washington St.
CHARLOTTE, N. C.—Mangold Distributing Co., 2212 W. Morehead St.
CHICAGO 5—James H. Martin, Inc., 2341-43 S. Michigan Blvd.
CINCINNATI 2—Mid-States Records, Inc., 25 W. Court St.
DALLAS 1—Dobbs of Dallas, 135 Leslie St.
DENVER—Pan Amer Record Supply Co., 2061 Champa St.
DETROIT 21—Radio Distributing Co., 10935 W. McNichols Rd.
EL PASO, Tex.—Frontier Dist. Co., 1200 E. Missouri St.
GREAT FALLS, Mont.—Music Service Company, 204 Fourth St.
HOUSTON 8—South Coast Amusement Co., 314 E. 11th St.
JACKSONVILLE, Fla.—Binkley Distributing Co., 50 Riverside
LOS ANGELES 6—Sunland Music Co., Inc., 1310 S. New Hampshire
MEMPHIS—Music Sales Co., 1117 Union Ave.
MINNEAPOLIS 3—Lew Bonn Co., 1211 La Salle
NEWARK, N. J.—All-State Dist., Inc., 457-463 Chancellor Ave.
NEW HAVEN 4, Conn.—Plymouth Electric Co., 393 Chapel St.
NEW ORLEANS 12—W. M. Amann Dist. Co., 642 Baronne St.
NEW YORK 7—Sanford Record Dist., Inc., 157 Chambers St.
OKLAHOMA CITY 2—Wolfe Distributors, 710 N.W. Second St.
OMAHA 2—Murphy Sales Co., 711 S. 16th St.
PHILADELPHIA 32—Edward S. Barsky, Inc., 2522 N. Broad St.
PITTSBURGH—Record Distributors, Inc., 906 Forbes St.
PORTLAND 10, Ore.—Richter Record Distributors, 2115 N.W. Northrup St.
SALT LAKE CITY—Standard Supply Co., 531 S. State St.
SAN FRANCISCO—United Music Sales Corp., 440 Sixth St.
SEATTLE 9—Northwest Tempo Dist. Co., 310 Ninth Ave., N.
ST. LOUIS 3—Recordit Dist. Co., 1913 Washington Ave.
WICHITA, Kan.—Irwin Distributing Co., 106 S. Grove

Motorola, Inc.

4545 W. Augusta Blvd., Chicago
ALBANY, N. Y.—Hudson Valley Asbestos Corp., 170 Central Ave.
ALTOONA, Pa.—D'bert Radio, Inc., 1614-16 Union Ave.
AMARILLO, Tex.—First Supply Co., 200 Tyler St.
ASHEVILLE, N. C.—Freck Radio & Supply Co., 38 Biltmore Ave.
ATLANTA—Kenrow-Georgia, Inc., 451 Bishop St., N.W.
ATLANTIC CITY—Kearns, Inc., Harrisburg & Atlantic Ave.
BALTIMORE—Motorola-Baltimore, Inc., 522 Light St.



**BEST-SELLING ATTACHMENT
RCA VICTOR 45 R.P.M.
CHANGER. MODEL 45 J2**

BANGOR, Me.—Radio Service Laboratory, 16 Salem Ct.
BILLINGS, Mont.—Taylor Dist. Co., 4148 First Ave., So.
BINGHAMTON, N. Y.—L&K Electric Co., 72 State St.
BIRMINGHAM—Auto Service Co., 1916 Fourth Ave., So.
BOISE, Idaho—Salt Lake Hdwe. Co.
BOSTON—Allied Appliance Co., 111 Berkeley St.
BUFFALO—M. E. Silver Corp., 165 Georgia St.
BURLINGTON, Vt.—Radio Service Laboratory, 703 Pine St.
CEDAR RAPIDS, Ia.—Gifford-Brown, Inc., 106 First St., S.W.
CHARLESTON, S. C.—McElmurray Dist. Co., Inc., 30 Haynes St.
CHARLOTTE, N. C.—Carolina Appliance Co., 224 S. Cedar St.
CHATTANOOGA—Moore-Handley Hdwe. Co., Inc., 236 E. 11th St.
CHICAGO—Motorola-Chicago Co., 650 N. Pulaski Rd.
CINCINNATI—Lockie & Glenn, Inc., 2110 Gilbert Ave.
CLEVELAND—Benburt Dist. Co., 5403 Prospect Ave.
COLUMBIA, S. C.—McElmurray Dist. Co., Inc., 2864 Devine St.

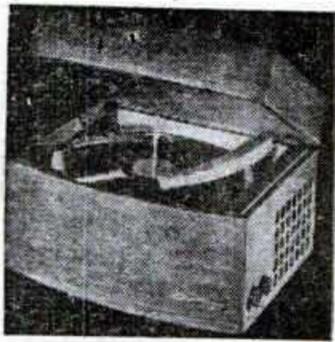


**SECOND BEST-SELLING
KIDDIE PHONO
DECCA "LONE RANGER"
MODEL DP-21**

COLUMBUS, O.—McCleery-Carpenter Electric Co., 301 N. Third St. at Naghton
DALLAS—Porter Burgess Co., 1233 Levee St.
DAYTON, O.—Moore Equipment, Inc., 13 Bruen St.
DES MOINES—Gifford-Brown, Inc., 1326 Walnut
DETROIT—Motorola-Detroit Co., 13131 Lyndon Ave.
ERIE, Pa.—Presque Isle Electric, Inc., 823 E. Eighth St.
EUGENE, Ore.—Eoff Electric Co., 556 Charnelton St.
EVANSVILLE, Ind.—Strickland Dist., Inc., 272 Canal St.
FARGO, N. D.—Fargo Glass & Paint Co., Appliance Division, 643 N. P. Ave.
FORT WAYNE, Ind.—Wall Dist. Co., 241 Pearl St.
FORT WORTH—Porter Burgess Co., 2244 E. Lancaster
FRESNO, Calif.—Harry Dooley & Co., 725 "L" St.
GARY, Ind.—Motorola-Gary, Inc., 630 W. Fifth Ave.
GRAND JUNCTION, Colo.—Salt Lake Hdwe. Co.
GRAND RAPIDS, Mich.—B&W Dist. Co., 212 Grandville Ave., S.W.
GREENSBORO, N. C.—McCracken Supply Co., 1130 W. Lee St.
GREENVILLE, S. C.—Carolina Appliance Co., 120 N. Markley St.
HARTFORD, Conn.—Post & Lester Co., 55 Flower St.
HONOLULU—Pacific Co., Ltd., 1216 Kapiolani Blvd.
HOUSTON—Moore Bros. Dist. Co., Inc., 3401 Milam St.
HUNTINGTON, W. Va.—Allegheny Home Appliance Co., 1801 Adams Ave.
INDIANAPOLIS—Servies, Inc., 2110 Northwestern Ave.
JACKSON, Miss.—Industries Sales Corp., c/o Mississippi Moving & Storage Co., 410 S. Gallatin St.
JACKSONVILLE, Fla.—Major Appliances, Inc., 536 E. Fourth St.
KANSAS CITY, Mo.—Motor Radio Co., Inc., 2440 Charlotte St.
KNOXVILLE—Moore-Handley Hdwe. Co., Inc., 900 E. Fifth Ave.
LANSING, Mich.—Motorola-Detroit Co., 1611 E. Kalamazoo
LITTLE ROCK—Home Appliance Distributors of Ark., 114 E. Bridge St.
LONG BEACH, Calif.—Kierulff & Co., 1760 Pacific Blvd.
LOUISVILLE—Falls City Supply Co., 315 Roland Ave.
LUBBOCK, Tex.—First Supply Co., 705 Avenue H
MANCHESTER, N. H.—Radio Service Laboratory, 670 Chestnut St.
MAYWOOD, Calif.—Kierulff & Co., 6058 Walker Ave.
MEMPHIS—Mills-Morris Co., 171 S. Dudley St.
MIAMI—Major Appliances, Inc., 2201 N.W. 17th Ave.
MINNEAPOLIS—Forster Dist. Co., 1122 Harmon Pl.
MOBILE, Ala.—Industries Sales Corp. of Ala., 71 Lipscomb St.
MOLINE, Ill.—Lofgren Dist. Co., 1202 Fourth Ave.
NASHVILLE—Currey's, 1600 McGavock St.
NEW HAVEN, Conn.—Post & Lester Co., c/o Atlantic Bonded Warehouse, 114 Ferry St.
NEW ORLEANS—Industries Sales Corp., 2927 Jackson Ave.
NEW YORK—Motorola-New York, Inc., 29-30 Hunterspoint Ave., L.I.C.
NEWARK, N. J.—Cooper Dist. Co., 177 Central Ave.
NORFOLK—Ashman & Marquette, Inc., 24th & Monticello Aves.
OKLAHOMA CITY—Modera Dist., Inc., 15 E. Grand
OMAHA—D. M. Lucas, Inc., 1022 Farnam St.

PADUCAH, Ky.—Strickland Dist., Inc., 1140 S. Third St.
 PEORIA, Ill.—Yeomans Dist. Co., Inc., 3302 N. Adams St.
 PHILADELPHIA — Motorola-Philadelphia Co., 120 S. 30th St.
 PHOENIX, Ariz.—Arizona Wholesale Supply Co., 505 W. Madison
 PITTSBURGH — Electric Products, Inc., 5929-31 Baum Blvd.
 PORTLAND, Me.—Radio Service Laboratory, 1004 Congress St.
 PORTLAND, Ore.—Eoff Electric Co., 509 N.W. 10th St.
 PROVIDENCE—I. Feldman Co., 365 Charles St.
 RALEIGH, N. C.—McCracken Supply Co., 329 W. Hargett St.
 RICHMOND, Va.—Sampson Dist. Co., Inc., 2916 W. Marshall St.
 ROANOKE, Va.—Sampson Dist. Co., Inc., 347 Campbell Ave., S.W.
 ROCHESTER, N. Y.—M. E. Silver Corp., 208 St. Paul St.
 ST. LOUIS—Disco Dist. Co., 2843 Washington Blvd.
 SAGINAW, Mich.—Motorola-Detroit Co., 1850 N. Michigan
 SALEM, Ore.—Eoff Electric Co., 156 N. Front St.
 SALT LAKE CITY—Salt Lake Hdwe. Co., 105 N. Third St., W.
 SAN ANTONIO—South Texas Appliance Corp., 641 S. Flores St.
 SAN DIEGO, Calif.—Kierulff & Co., 2426 Fourth Ave.
 SAN FRANCISCO—W. J. Lancaster Co., 1045 Bryant St.
 SAVANNAH, Ga.—Ray Dist. Co., 2517 Bull St.
 SEATTLE—Zerega Dist. Co., 515 Westlake No.
 SHREVEPORT, La. — Dunkelman Dist. Co., 119 Beech St.
 SIOUX CITY, Ia.—Jones Television & Supply Co., 513 Jackson St.
 SIOUX FALLS, S. D.—Graft Motor Supply Co., 122-24 W. Seventh St.
 SOUTH BEND, Ind.—Femco, Inc., 1503 Prairie Ave.
 SPOKANE—Taylor Dist. Co., 206 E. Augusta
 SPRINGFIELD, Mo.—Motor Radio Co., 601 N. National St.
 SUNBURY, Pa.—Big Boys Dist. Co., 123-129 S. Second St.
 SYRACUSE—B. H. Spinney Co., Inc., 1115 W. Fayette St.
 TAMPA—Major Appliances, Inc., 419 Ellamae Ave.
 TOLEDO—Gerlinger Equipment Co., 1001 Adams St.
 TULSA, Okla.—Modern Dist., Inc., 55 N. Lewis
 WASHINGTON—Samson Dist., Inc., 3045 "V" St., N.E.
 WICHITA, Kan.—Motor Radio Co., Inc., 619 E. Williams St.
 WICHITA FALLS, Tex.—Poter Burgess Co., 611 Ohio St.

INDIANAPOLIS — Associated Dist., 210-214 S. Meridian St.
 JACKSONVILLE, Fla. — Southern Hdwe. & Bicycle, 11 S. Newnan St.
 KANSAS CITY, Kan. — RCA Victor Dist. Corp., Fairfax & Funston Roads
 KNOXVILLE — McClung Appliances, 310 N. Fifth Ave.
 LITTLE ROCK—Frank Lyon Co., 208 E. Markham St.
 LOS ANGELES—Leo J. Meyberg Co., Inc., 2027 S. Figueroa St.
 LOUISVILLE—Ewald Dist. Co., 309 S. Ninth St.
 MEMPHIS — McGregor's, Inc., 1071 Union Ave.
 MIAMI—Sea Coast Appliances Dist., Inc., 1481 N. W. 22d St.
 MILWAUKEE—Taylor Electric Co., 112 N. Broadway
 MINNEAPOLIS—F. C. Hayer Co., 250 Third Ave., No.
 NASHVILLE—Keith-Simmons Co., 11 Cummins Station
 NEW ORLEANS—Television & Appliance Dist., Inc., 500 N. Carrollton Ave.
 NEW YORK—Bruno-New York, Inc., 460 W. 34th St.
 NEWARK, N. J.—Krich-New Jersey, Inc., 428 Elizabeth Ave.
 OKLAHOMA CITY—Dulaney Dist. Co., 825 N. W. Second St.
 OMAHA—Slides Co., 508 S. 19th St.
 PEORIA, Ill.—Klaus Radio & Electric, 707 Main St.



BEST-SELLING PHONO (\$100 AND MORE) COLUMBIA 360

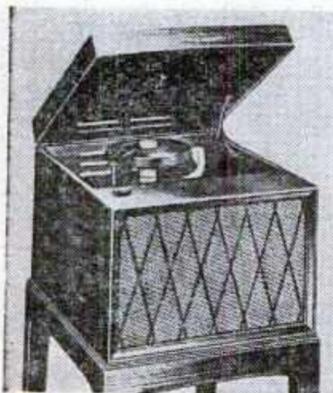
PHILADELPHIA—Raymond Roen & Co., 32d & Walnut St.
 PHOENIX, Ariz.—Midland Specialty Co., 233 S. 11th St.
 PITTSBURGH — Hamburg Bros., 213 Galveston Ave.
 PORTLAND, Me. — Commercial Dist., 35 Commercial St.
 PORTLAND, Ore.—North Pacific Supply Co., 2025 N. W. Overton St.
 PROVIDENCE—Eddy & Co., Inc., 43 Hospital St.
 RICHMOND, Va. — Wyatt-Cornick, Inc., 14th at E. Grace St.
 ROCHESTER, N. Y.—RCA Victor Dist. Corp., 120 Portland Ave.
 ST. LOUIS—Interstate Supply Co., 24 S. Tenth St.
 SAGINAW, Mich.—Carson Dist., Inc., 708 N. Washington Ave.
 SALT LAKE CITY—Flint Dist. Co., 316 W. Second St., So.
 SAN ANTONIO—Strauss-Frank Co., 301 Flores St.
 SAN FRANCISCO—Leo J. Meyberg Co., Inc., 33 Gough St.
 SEATTLE—Fidelity Electric Co., Inc., 960 Republican St.
 SHREVEPORT, La.—Interstate Electric of Shreveport, 1419 Cuiperpepper St.
 SIOUX FALLS, S. D.—Warren Radio Supply, 115 S. Indiana Ave.
 SPOKANE—Prudential Dist., 151 S. Stevens St.
 SYRACUSE—Morris Dist. Co., 1153 W. Fayette St.
 TAMPA—Electric Supply Co., Inc., 106 S. Franklin St.
 TOLEDO—Main Line Dist., Inc., 380 S. Erie St.
 WASHINGTON—Southern Wholesalers, Inc., 707 Edgewood St., N.E.

Rek-O-Kut Co.

38-01 Queens Blvd., Long Island City, N. Y.
 BOSTON—Abbett & Hustis, 1105 Commonwealth Ave.
 CHICAGO—JKM, Inc., 13 W. Hubbard St.
 CLEVELAND—Edwards, Lohse & Co., 2123 E. Ninth St., Rm. 510
 DALLAS—J. Y. Schoonmaker Co., 2011 Cedar Springs
 DECATUR, Ga.—Avis McCortey, 307 Church St.
 GREELEY, Colo.—Gordon Moss, Box 428, 1530 13th Ave.
 LOS ANGELES—Emmett N. Hughes, 1709 W. Eighth St.
 MINNEAPOLIS—Heimann Co., 1711 Hawthorne Ave.
 NEW YORK — Morhan Exporting Corp., 458 Broadway (foreign only)
 ST. LOUIS—Norman W. Kathrinus & Co., 4356 Duncan Ave.
 SAN FRANCISCO—W. A. Patterson, 420 Market St.
 SEATTLE — Northwestern Agencies, 4130 First Ave., So.
 TORONTO—Atlas Radio Corp., 560 King St. W.
 TUCKAHOE, N. Y.—Land-C-Air Sales Co., 42 Oak Ave.

Webcor

5610 W. Bloomingdale Ave., Chicago
 ABILENE, Tex.—R&R Electronic Co., 1010 Pine St.
 ALBANY, N. Y.—Fort Orange Radio Dist. Co., 804 Broadway
 ALBUQUERQUE, N. M.—Boyd Dist. Co., Inc., 708 First St., N.W.
 ALLENTOWN, Pa. — Radio Electric Service Co., 1042 Hsmilton St.
 ALTOONA, Pa.—Dibert Radio, Inc., 1713 Union Ave.



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- ... because STEELMAN is America's oldest maker of electronic phonographs exclusively!
- ... because STEELMAN offers YOU more selling opportunities with wider selections, smarter styling, better engineering, greater value!

here's proof!



THE SUPREME retails at \$99.95*

Here is portable HI-FI at its finest! Brilliantly engineered and beautifully styled, this superb instrument offers an extraordinary combination of more-for-the-money features!

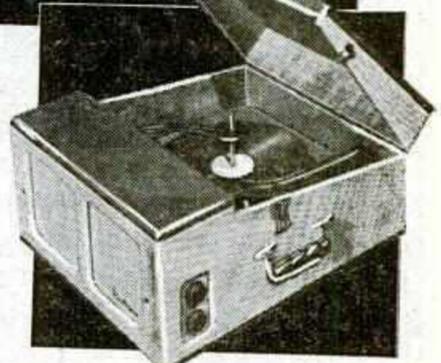
- High-fidelity sound reproduction with full range, richness, tonal color and clarity
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- Plays all speed, all size records
- Sonotone HI-FI reversible cartridge with dual sapphire needles
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- Guaranteed coverage of full high-fidelity frequency range
- Three individual controls for volume, bass and treble
- Handsome carrying case engineered for perfect acoustic reproduction
- Suntan fabric covering to harmonize with every home decor

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- Fully automatic "VM" changer
- Plays all speed, all size records
- Special HI-FI convertible cartridge with oval needles
- Full-balance amplifier
- Two 5 1/2-inch PM speakers
- Full-range tone and volume controls
- Beautiful two-tone tan carrying case

STEELMAN PHONOGRAPH & RADIO CO., INC. 12-30 ANDERSON AVE., MT. VERNON, N. Y.

AMARILLO, Tex.—R&R Electronic Co., 707 Adams St.
 ANCHORAGE, Alaska—Yukon Radio Supply Co., 845 "I" St.
 ASHEVILLE, N. C.—Freck Radio & Supply Co., 38 Biltmore Ave.
 ATLANTA—Specialty Dist. Co., 425 Peachtree St., N.E.
 ATLANTIC CITY—Radio Electronic Service Co., 452 N. Albany Ave.
 AUBURN, Me.—Radio Supply Co., Inc., 26 Cross St.
 AUSTIN, Tex.—Hargis-Austin, Inc., 410 Baylor St.
 BALTIMORE—Radio Electric Service Co., 5 N. Howard St.
 BANGOR, Me.—Radio Service Laboratory, 16 Salem Ct.

BILLINGS, Mont.—Electronic Supply Co., 214 11th St., W.
 BIRMINGHAM—Forbes Dist. Co., 2610 Third Ave., So.
 BLUEFIELD, W. Va.—Dixie Appliance Co., 232 Bluefield Ave.
 BREMERTON, Wash.—C&G Radio Supply Co., 1301 Pacific Ave.
 BUFFALO—Progress Dist. Co., 326 Elm St.
 BURLINGTON, Vt.—Vermont Hdwe. Co., Inc., 180 Flynn Ave.
 CAMDEN, N. J.—Radio Electric Service Co., 513 Cooper St.
 CHARLESTON, W. Va.—Mountain Electronics Co., 708 Bigley
 CHARLOTTE, N. C.—Dixie Radio Supply Co., 715 W. Morehead St.

CHICAGO—Lincoln Radio & Television Corp., 101 N. Campbell Ave.
 CINCINNATI—Ohio Appliances, Inc., 804 Sycamore St.
 CLEVELAND—Main Line Cleveland, Inc., 5005 Euclid Ave.
 COLUMBIA, S. C.—Dixie Radio Supply Co., 1700 Laurel St.
 COLUMBUS, O.—Ohio Appliances, Inc., 241 N. Fourth St.
 CORPUS CHRISTI, Tex.—Electronic Equipment & Engineering Co., 805 S. Staples St.
 CUMBERLAND, Md.—Zimmerman Wholesalers, 162 Bedford St.
 DALLAS—Crabtree's Wholesale Radio-TV, 2608 Ross Ave.
 DAYTON, O.—Ohio Appliances, Inc., 430 Leo St.
 DENVER—Inter-State Radio & Supply Co., 1200 Stout St.
 DES MOINES—Gifford-Brown, Inc., 1326 Walnut St.
 DETROIT—Allied Music Sales Co., 7600 Intervale
 EASTON, Pa.—Radio Electric Service Co., 916 Northampton St.
 EL PASO, Tex.—Midland Specialty Co., 425 W. San Antonio
 EL PASO, Tex.—Momsen, Dunnegan, Ryan Co., 800 E. Overland St.
 ERIE, Pa.—Warren Radio, Inc., 12th and State Sts.
 FARGO, N. D.—Bristol Dist. Co., 419 N. P. Ave.
 FORT SMITH, Ark.—Wise Radio Supply, 1001 Towson Ave.
 FORT WORTH—Bill Sutton's Wholesale Electronics, 104 S. Main St.
 GRAND RAPIDS, Mich.—Radio Electronics Supply Co., 505 Jefferson Ave., S.E.
 GREENSBORO, N. C.—Southeastern Radio Supply Co., 404 N. Eugene St.
 GREENVILLE, S. C.—Dixie Radio Supply Co., 306 Wade Hampton Blvd.
 HAGERSTOWN, Md.—Zimmerman Wholesalers, 114 E. Washington St.
 HAZLETON, Pa.—Moyer Electronics Supply Co., 758 Locust St.
 HONOLULU—The Hawaiian Electric Supply Co., 930 Clayton St.
 HOUSTON—Sterling Radio Products Co., 1616 McKinney
 INDIANAPOLIS—Radio Dist. Co., 1013 N. Capitol Ave.
 ITHACA, N. Y.—Stallman Dist. Co., 123-131 S. Tioga St.
 JACKSON, Miss.—Southern Wholesalers, Inc., 333 S. Farish St.
 JOPLIN, Mo.—Mardick Dist. Co., 521 Virginia Ave.
 KANSAS CITY, Mo.—Mayflower Sales Co., 2012 Baltimore Ave.
 KNOXVILLE—C. M. McClung & Co., 501-509 Jackson Ave.
 LANCASTER, Pa.—George D. Barbey Co., 622 Columbia Ave.
 LEBANON, Pa.—George D. Barbey Co., 821 Quentin Rd.
 LEXINGTON, Ky.—Radio Equipment Co., 480 Skain Ave.
 LINCOLN, Neb.—Hicks Radio Co., 1422 "O" St.
 LITTLE ROCK—Carlton Wholesale Radio, 606 E. Capitol

LOUISVILLE—Kentucky Electronic Dist., 1047 Bardstown Rd.
 LUBBOCK, Tex.—R&R Electronic Co., 706 Main St.
 MANCHESTER, N. H.—DeMambro Radio Supply Co., 1308 Elm St.
 MANCHESTER, N. H.—Radio Service Laboratory, 670 Chestnut St.
 MAYWOOD, Calif.—Kierulff & Co., 6058 Walker Ave.
 MEMPHIS—Shobe, Inc., 1195 Union Ave.
 MIDDLETOWN, N. Y.—Artec Dist., 1721 Cottage St.
 MILWAUKEE—Taylor Electric Co., 112 N. Broadway St.
 MINNEAPOLIS—Lew Bonn Co., 1211 LaSalle Ave.
 MOBILE, Ala.—Nelson Radio & Supply Co., 451 St. Louis St.
 MONTGOMERY, Ala.—Southeastern Radio Parts Co., 224 N. Court St.
 NASHVILLE—Braid Electric Co., 109 11th Ave., So.
 NEW BRITAIN, Conn.—United Appliance Dist., 98 John St.
 NEW HAVEN, Conn.—Connecticut Appliance Dist., 140 Ferry St.
 NEW ORLEANS—Southern Radio Supply Co., 1900 Tulane Ave.
 NEW YORK—Sanford Electronics Corp., 157 Chambers St.
 NEWARK, N. J.—All-State Dist., Inc., 457-463 Chancellor Ave.
 NORFOLK—Radio Supply Co., 711 Granby St.
 OAKLAND, Calif.—Millers Radio & TV Supply, Inc., 336 E. Eighth St.
 OKLAHOMA CITY—Miller-Jackson Co., 121 E. California
 OMAHA—Omaha Appliance Co., 18th and St. Marys Ave.
 PHILADELPHIA—Radio Electric Service Co., 701 Arch St.
 PHILADELPHIA—Radio Electric Service Co., 3412 Germantown Ave.
 PHILADELPHIA—Radio Electric Service Co., 5930 Market St.
 PHOENIX, Ariz.—Radio Parts of Arizona, 214 S. 11th Ave.
 PITTSBURGH—Olympic of Pittsburgh, 2805 Penn Ave.
 PORTLAND, Me.—Maine Electronic Supply Corp., 148 Anderson St.
 PORTLAND, Me.—Radio Service Laboratory, 1004 Congress St.
 PORTLAND, Ore.—United Radio Supply, Inc., 22 N.W. Ninth Ave.
 POTTSVILLE, Pa.—Moyer Electronics Supply Co., 330 E. Norwegian St.
 PROVIDENCE—DeMambro Radio Supply Co., 90 Broadway
 RALEIGH, N. C.—Southeastern Radio Supply Co., 414 Hillboro St.
 READING, Pa.—George D. Barbey Co., 157 Penn St.
 RENO, Nev.—Osborne & Dermody, Inc., 253-55 Chestnut St.
 RICHMOND, Va.—Radio Supply Co., 3302 W. Broad St.
 ROANOKE, Va.—Radio Supply Co., 2009 Williamson Rd.
 ROCHESTER, N. Y.—Erskine-Healy, Inc., 420 St. Paul St.
 ROCKFORD, Ill.—Midwest Associated Dist., 506 Walnut St.
 ST. LOUIS—Fridley Bros., Inc., 2911 Washington Blvd.
 SACRAMENTO—Sacramento Electronic Supply Co., 1219 "S" St.
 SALT LAKE CITY—Standard Supply Co., 531 S. State St.
 SAN ANTONIO—South Texas Appliance Corp., 641 S. Flores St.
 SAN DIEGO, Calif.—Western Radio & Television Supply, 1415 India St.
 SAN FRANCISCO—Kaemper & Barrett, 233 Industrial St.
 SAN JOSE, Calif.—Frank Quement, Inc., 161 W. San Fernando St.
 SCRANTON, Pa.—Scranton Radio & Television Supply, 519 Mulberry St.
 SEATTLE—Seattle Radio Supply, Inc., 2117 Second Ave.
 SHREVEPORT, La.—Interstate Electric Co., 1419 Culpepper St.
 SIOUX FALLS, S. D.—Warren Radio Supply, 115 S. Indiana Ave.
 SOUTH BEND, Ind.—Radio Dist. Co., 432 S. Carroll St.
 SPOKANE—Columbia Electric & Mfg. Co., 123 S. Wall St.
 SPRINGFIELD, Ill.—Crook Bros., 1018 E. Edwards St.
 SPRINGFIELD, Mass.—Soundco Electronic Supply Co., 147 Dwight St.
 SPRINGFIELD, Mo.—Ozark Motor & Supply Co., 308 S. Jefferson
 STAUNTON, Va.—Southern Electric Corp., 14 E. Johnson St.
 STOCKTON, Calif.—Dunlap Wholesale Radio Co., 27 N. Grant St.
 TACOMA, Wash.—C&G Radio Supply Co., 2502 Jefferson Ave.
 TAMPA—Thurrow Dist., Inc., 134 S. Tampa St.
 TEXARKANA, Ark.—Lavender Radio Supply Co., 520 E. Fourth St.
 TUCSON, Ariz.—Elliott Electronics, Inc., 418 N. Fourth Ave.
 WASHINGTON—Emerson Radio of Washington, 1522 14th St., N.W.
 WATERTOWN, S. D.—Burghardt Radio Supply, 12 N. Broadway
 WHEELING, W. Va.—General Electronics Dist., 735 Main St.
 WICHITA, Kan.—Interstate Electronic Supply Corp., 230 Ida
 WILKES-BARRE, Pa.—General Radio & Electronic Co., 396 S. Main St.
 WILMINGTON, Del.—Radio Electric Service Co., Third and Tattall Sts.
 WORCESTER, Mass.—DeMambro Radio Supply Co., 222 Summer St.
 YOUNGSTOWN, O.—Appliance Wholesalers, 1197 Wicks Ave.

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19 models in the SHURA-TONE line—from \$8.95 to \$89.95—19 powerful reasons why it's good business to sell SHURA-TONE! SHURA-TONE sells the kiddie market... with HOWDY DOODY phonographs, pre-sold by the greatest name in the kiddie world. SHURA-TONE sells the teen-age market... with phonographs especially designed and priced for teen-age taste. SHURA-TONE sells the adult market... with models of every description at every price level!

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 "America's Most Complete Line of Phonographs"

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 Genuine Plastic Base
RECORDING TAPE

\$1.89 per roll plus postage

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 BROOKLYN, N.Y. 542 E. 14th St.
 NEWARK, N.J. 24 Central Ave.
 PLAINFIELD, N.J. 129 West 2nd St.
 BOSTON, MASS. 110 Federal St.

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Teresa Brewer... Coral
 Pinetoppers... Coral
 Guy Lombardo... Decca
 Clyde Moody... Decca

published by
VILLAGE MUSIC CO.

ROBE OF CALVARY

(All Record Labels and Artists Listed Alphabetically)

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

BILL and RANGE SONGS, Inc.

"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

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SMASH HIT!

SADIE THOMPSON'S SONG

From the Columbia Technicolor Picture
"MISS SADIE THOMPSON"

RECORDED ON ALL MAJOR LABELS

MILLS MUSIC INC.

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JO STAFFORD

ADI-ADIOS AMIGO
 on Columbia Records
HOLLIS MUSIC, INC.

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 —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
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Play tic-tac-toe
 With these HITS you WIN Every Time

<p>WYNONIE HARRIS QUIET WHISKEY KING 4685</p>	<p>PHIL DOGGETT AND THE ANGELS SING EVENTIDE KING 4690</p>	<p>THE INK SPOTS CHANGING PARTNERS STRANGER IN PARADISE KING 1304</p>
<p>BILLY WARD AND HIS DOMINOES RAGS TO RICHES KING 1280</p>	<p>TINY BRADSHAW PING PONG POWDER PUFF KING 4637</p>	<p>LULA REED WATCH DOG YOUR KEY DON'T FIT IT NO MORE KING 4638</p>
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I JUST LOVE YOU

Lyric by
JOE PASTERNAK

Music by
NICHOLAS BRODSZKY

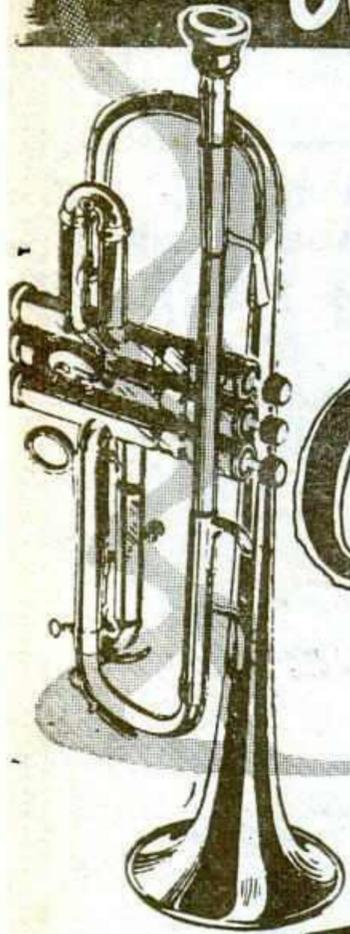
*I want to thank
all the Disk Jockeys for their
swell cooperation and
"Many Spins"*

Many thanks, too, to the following artists and
recording companies for their enjoyable interpretations of
"I JUST LOVE YOU"

VIC DAMONE.....	Mercury
TONY MARTIN.....	RCA Victor
MARGARET WHITING.....	Capitol
BETTY MADIGAN.....	M-G-M
SY MELANO and The Magic Strings.....	Bell

*Thanks Again to All
Joe Pasternak*

A FOLLOW UP SMASH TO
"OH MEIN PAPA"



EDDIE CALVERT'S

Haunting Record
of ...

MIDNIGHT

Music
by
NORRIE PARAMOR

B/W
"PARIS IN
THE RAIN"
ESSEX 349

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending February 6

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 10 |
| 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.
TRANSCRIPTIONS AVAILABLE: June Valli, Thesaurus. | |
| 2. Stranger in Paradise | 2 11 |
| 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.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus. | |
| 3. That's Amore | 3 14 |
| 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. | |
| 4. Changing Partners | 4 11 |
| By Larry Coleman and Joe Darion—Published by Fogie (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.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | |
| 5. Secret Love | 6 6 |
| 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. | |
| 6. Rags to Riches | 5 21 |
| 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. | |
| 7. Heart of My Heart | 7 12 |
| 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; J. Shard, Cap 2520; G. Wright, King 1308.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus. | |
| 8. Ricochet | 8 17 |
| By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI).
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: Davis Sisters, Tanner 'n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | |
| 9. Till We Two Are One | 12 3 |
| By Tom Glazer, Billy and Larry Martin—Published by Shapiro-Bernstein (ASCAP).
BEST SELLING RECORDS: G. Shaw, Dec 28937. OTHER RECORDS AVAILABLE: E. Howard, Mercury. | |
| 10. From the Vine Came the Grape | 11 2 |
| By Paul Cunningham and Leonard Whitcup—Published by Randy Smith (ASCAP).
BEST SELLING RECORDS: Gaylords, Mercury 70296; Hilltoppers, Dot 15127. | |
| 10. Make Love to Me | 16 2 |
| By Paul Mann, Stephan Weiss and Kim Gannon—Published by E. H. Morris (ASCAP).
BEST SELLING RECORD: J. Stafford, Col 40143. | |

Second Ten

- | | |
|---|-------|
| 12. EBB TIDE..... | 9 24 |
| Published by Robbins (ASCAP) | |
| 13. WOMAN..... | 10 6 |
| Published by Studio (BMI) | |
| 14. I GET SO LONELY..... | 20 2 |
| Published by Larry Taylor (ASCAP) | |
| 15. JONES BOY..... | 13 6 |
| Published by Pincus (ASCAP) | |
| 16. TILL THEN..... | 14 2 |
| Published by Leeds (ASCAP) | |
| 17. CREEP..... | — 1 |
| Published by Miller (ASCAP) | |
| 18. Y'ALL COME..... | — 1 |
| Published by Starrite (BMI) | |
| 19. YOU, YOU, YOU..... | 18 32 |
| Published by Robert Mellin (BMI) | |
| 19. SOMEBODY BAD STOLE DE WEDDING BELL..... | — 1 |
| Published by E. H. Morris (ASCAP) | |

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RAY MARTIN'S



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CARNAVALITO

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ESSEX 346

NORRIE PARAMOR'S



FRANTIC

CALLAGHAN'S MONKEY

ESSEX 337



RECORDS

3208 S. 84th Street
Philadelphia 42, Penna.



Buyboard

TOP SELLERS—

POPULAR
Listed Alphabetically

- A DEAR JOHN AND MARSHA LETTER
C'EST SI BON Freberg2677
- AND STILL I LOVE YOU
I'M AVAILABLET. Leonelli2716
- ANSWER ME, MY LOVE
WHYN. Cole2687
- THE BUNNY HOP
THE HOKEY POKEYR. Anthony2427
- CHANGING PARTNERS
I'LL ALWAYS BE IN LOVE WITH YOUK. Starr2657
- THE CREEP
TENDERLYS. Kenton2685
- IF I HAD YOU
HAVE YOU EVER BEEN LONELY!Sharkey2709
- I GET SO LONELY
I COULDN'T STAY AWAY FROM YOUThe Four Knights ...2654
- IN THE MOOD
TUXEDO JUNCTIONR. Anthony2699
- PEE TEE POLKA
SO MANY TIMESJ. Pecon2712
- ROMEO AND JULIET, PART I
ROMEO AND JULIET, PART II.....A. Griffith2698
- THAT'S AMORE
YOU'RE THE RIGHT ONED. Martin2589
- TINO'S POLKA
TOO GOOD TO BE TRUEJ. Pecon2711
- VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME)L. Paul & M. Ford...2486
- VENUS DI MILO
YOU MADE ME LOVE YOUB. Manning2694
- WHAT IT WAS, WAS FOOTBALL, PART I
WHAT IT WAS, WAS FOOTBALL, PART II.....A. Griffith2693
- YOUNG-AT-HEART
TAKE A CHANCEF. Sinatra2703

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. Huskey2706
- GO CRY YOUR HEART OUT
WAKE UP, IRENE
H. Thompson2646
- JUST MARRIED
I HARDLY KNEW IT WAS YOU
F. Young2690
- RELEASE ME
JUST TO BE WITH YOU -
J. Heap & P. Williams2518
- YOU BETTER NOT DO THAT
HIGH ON A HILLTOP
T. Collins2701

BEST SELLING—
POPULAR ALBUMS
Listed Alphabetically

- CAN-CAN—Original Broadway Cast
78 rpm No. FDR-452 45 rpm "EP" No. EDM-452
33 1/3 rpm No. S-452
- THE EDDIE CANTOR STORY—Eddie Cantor
78 rpm No. DDN-467 45 rpm "EP" No. FB-467
33 1/3 rpm No. H-467
- THE HIT MAKERS!—Les Paul & Mary Ford
45 rpm "EP" No. EAP-1-416 & EAP-2-416
33 1/3 rpm No. H-416
- "I REMEMBER GLENN MILLER"—Ray Anthony
45 rpm "EP" No. EBF-476 33 1/3 rpm No. H-476
- LOVER'S RHAPSODY & SONGS FROM LOVER'S
RHAPSODY—Jackie Gleason
45 rpm "EP" No. EAP-1-366 & EAP-2-366
33 1/3 rpm No. H-366
- MIDNIGHT ON BOURBON STREET—Sharkey
45 rpm "EP" No. EBF-367
33 1/3 rpm No. H-367
- MUSIC FOR LOVERS ONLY—Jackie Gleason
45 rpm "EP" No. EBF-352
33 1/3 rpm No. H-352
- MUSIC TO MAKE YOU MISTY—Jackie Gleason
45 rpm "EP" No. EBF-455
33 1/3 rpm No. H-455
- NAT (KING) COLE SINGS FOR TWO IN LOVE—
Nat (King) Cole
45 rpm "EP" No. EBF-420
33 1/3 rpm No. H-420
- PORTRAITS ON STANDARDS—Stan Kenton
45 rpm "EP" No. EBF-462
33 1/3 rpm No. H-462
- SONGS FOR YOUNG LOVERS—Frank Sinatra
45 rpm "EP" No. EBF-488
33 1/3 rpm No. H-488
- TAWNY—Jackie Gleason
45 rpm "EP" No. EBF-471
33 1/3 rpm No. H-471

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

- FULL DIMENSIONAL SOUND—A Study In High Fidelity
33 1/3 rpm No. SAL-9020
- HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists
33 1/3 rpm No. LAL-9024
- HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists
33 1/3 rpm No. LAL-9022
- HIGH FIDELITY POPULAR VOCALS IN FULL DIMENSIONAL SOUND—Top Artists
33 1/3 rpm No. LAL-9023
- THE PASSIONS—Les Baxter & Bas Sheva
33 1/3 rpm No. LAL-486

BEST SELLING—
"1600" SERIES
Listed Alphabetically

- EARLY AUTUMN
LEMON DROP
W. Norman1637
- HARLEM NOCTURNE
WHAT IS THIS THING CALLED LOVE
R. Anthony1664
- HOW HIGH THE MOON
JOSEPHINE
L. Paul & M. Ford1675
- I'LL REMEMBER APRIL
GET HAPPY
J. Christy1647
- LOVER
BRAZIL
L. Paul1600
- NOLA
JEALOUS
L. Paul & M. Ford1621
- ONCE IN A WHILE
BRAZIL
The Dinning Sisters1653
- SEPTEMBER SONG
LAURA
S. Kenton1680
- SLIPPING AROUND
WEDDING BELLS
M. Whiting & J. Wakely1634
- SOUTH
I WANT TO LINGER
P. Dally1624
- TENDERLY
AUTUMN NOCTURNE
R. Anthony1654
- TENNESSEE WALTZ
MOCKIN' BIRD HILL
L. Paul & M. Ford1676
- TOO YOUNG
FOR SENTIMENTAL REASONS
N. Cole1674

LATEST RELEASE

No. 407

- THE BREEZE AND I
WHISTLE STOPBilly May2721
- THE SKY IS EXTRA BLUE
COME OVER AND SAY HELLOConnie Russell2722
- BLUE MOON
ULTRA DELUXEDuke Ellington2723
- THE SPECIALIST
THE GOOSE PLUCKER'S PICNICClaude Hopper2724
- TATTLER'S WAGON
IN MY SAVIOUR'S LOVING ARMSThe Jordanaires2725
- LOOSE TALK
THE CURTAIN NEVER FALLSFreddie Hart2726

BEST SELLING "EPS"
Listed Alphabetically

- ANY REQUESTS!—Stan Freberg
45 rpm "EP" No. EAP-1-496
- THE BILLY MAY BAND
45 rpm "EP" No. EAP-1-412
- BLUE TANGO—Les Baxter
45 rpm "EP" No. EAP-1-447
- THE FOUR FRESHMEN
45 rpm "EP" No. EAP-1-433
- THE FOUR KNIGHTS SING
45 rpm "EP" No. EAP-1-414
- HITS FROM CAN-CAN—Top Artists
45 rpm "EP" No. EAP-1-482
- I GET SO LONELY—The Four Knights
45 rpm "EP" No. EAP-1-506
- J'ATTENDRAI—Gisele MacKenzie
45 rpm "EP" No. EAP-1-430
- POPULAR FAVORITES BY STAN KENTON
45 rpm "EP" No. EAP-1-421
- SUNNY ITALY—Dean Martin
45 rpm "EP" No. EAP-1-481
- TODAY'S TOP HITS, VOLUME XI—Top Artists
45 rpm "EP" No. EAP-1-9116 & EAP-2-9116
- WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET—Andy Griffith
45 rpm "EP" No. EAP-1-498



*Both sides
breaking big!*

JUNE HUTTON

sings

GEE and TOO LITTLE TIME

(Love Theme From "Glenn Miller Story")

with Axel Stordahl's Orchestra

Capitol Record No. 2727

Hurry! Hurry! Hurry!

get

Cousin Herb Henson's

Hurry Back

Hootchy Kootchy Henry

Capitol Record No. 2732



HITTING BIG EVERYWHERE!

THE BILLBOARD
FEBRUARY 6, 1954

NEW RECORDS TO WATCH

TURN AROUND, BOY (Brandom, ASCAP)—
Lew Douglas Ork—M-G-M 11654

This unusual ballad, with Bill Bailey on the vocal, has broken out as a "sleeper" to contend with. In addition to Atlanta and Milwaukee, where this disk hit the territorial charts this past week, great strength was reported in New York, Chicago and Los Angeles. Flip is "Caesar's Boogie" (Frederick, ASCAP)

LEW DOUGLAS

and his
orchestra
play...



THE ARROUND BOY
TURN AROUND BOY
TURN AROUND BOY
TURN AROUND BOY

TURN AROUND BOY

b/w CAESAR'S BOOGIE

MGM 11654 78 rpm • K 11654 45 rpm

JONI JAMES

YOU'RE NEARER

YOU'RE MY EVERYTHING



MGM 30829 78 rpm • K 30829 45 rpm

GINNY GIBSON

BATON ROUGE

DON'T STOP
KISSING ME
GOODNIGHT

MGM 11672 78 rpm • K 11672 45 rpm

the disk
the trade is
talking about

BILLY ECKSTINE

RENDEZVOUS

MGM 11655 78 rpm • K 11655 45 rpm

I'M IN A MOOD

ELLIOTT BROTHERS (Lloyd & Bill)

PLYMOUTH SOUND

MGM 11674 78 rpm • K 11674 45 rpm

I AIN'T GONNA GRIEVE

ROBERT MAXWELL

SOLFEGGIO

MGM 11671 78 rpm • K 11671 45 rpm

THE DOLL DANCE

HANK WILLIAMS

YOU BETTER KEEP IT ON YOUR MIND

MGM 11675 78 rpm • K 11675 45 rpm

LOW DOWN BLUES

LeROY HOLMES

DIT DIT DA HOOTY

MGM 11673 78 rpm • K 11673 45 rpm

BREEZIN' ALONG WITH THE BREEZE

CURLY WIGGINS

WILDERNESS

MGM 11679 78 rpm • K 11679 45 rpm

AMBUSHED

PHIL BRITO

THE DARKTOWN STRUTTERS' BALL

MGM 11687 78 rpm • K 11687 45 rpm

MEMORIES OF SORRENTO

LESLIE "UGGAMS" CRAYNE

MY CANDY APPLE

MGM 11676 78 rpm • K 11676 45 rpm

KICKIN' UP A STORM

TOMMY EDWARDS

THERE WAS A TIME

MGM 11668 78 rpm • K 11668 45 rpm

WALL OF ICE

THE CORONET ORCHESTRA

LOST LOVE

MGM 30837 78 rpm • K 30837 45 rpm

MAIN LINE

RITA FAYE

I'M A PROBLEM CHILD

MGM 11664 78 rpm • K 11664 45 rpm

MR. LIGHT'NIN' BUG

M-G-M RECORDS

MAKE FRIENDS

WITH RECORDS

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending February 6

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	Chart	Weeks on Chart
1.		OH MEIN PAPA (OH MY PAPA) (R)—Shapiro-Bernstein	2 9
2.		STRANGER IN PARADISE (R) (M)—Frank	1 11
3.		CHANGING PARTNERS (R)—Porgie	4 11
4.		THAT'S AMORE (R) (F)—Paramount	3 9
5.		SECRET LOVE (R)—Remick	5 7
6.		HEART OF MY HEART (R)—Robbins	6 8
7.		EBB TIDE (R)—Robbins	7 21
8.		RICOCHE (R)—Sheldon	9 15
9.		RAGS TO RICHES (R)—Saunders	8 16
10.		VAYA CON DIOS (R)—Ardmore	14 33
11.		JONES BOY (R)—Pincus	12 2
11.		BELL BOTTOM BLUES (R)—Shapiro-Bernstein	— 1
13.		YOU, YOU, YOU (R)—Mellin	11 30
14.		TILL WE TWO ARE ONE (R)—Shapiro-Bernstein	10 2
15.		MAKE LOVE TO ME (R)—E. H. Morris	— 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 29 in Radio

Breeze and I (R)—E. B. Marks—ASCAP	Make Love to Me (R)—E. H. Morris—ASCAP
Changing Partners (R)—Porgie—BMI	Many Times (R)—Broadcast—BMI
Creep (R)—Miller—ASCAP	Marie (R)—Berlin—ASCAP
Don't Forget to Write (R)—Advanced—ASCAP	Oh My Papa (R)—Shapiro-Bernstein—ASCAP
Don't You Hear Them Bells (R)—Iris-Trojan—BMI	Ricochet (R)—Sheldon—BMI
Down by the Riverside (R)—Spier—ASCAP	Secret Love (R) (F)—Remick—ASCAP
Face to Face (R) (F)—Witmark—ASCAP	Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
From the Vine Came the Grape (R)—Randy Smith—ASCAP	Stranger in Paradise (R) (M)—Frank—ASCAP
Granada (R)—Peer—BMI	That's Amore (R) (F)—Paramount—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	That's What a Rainy Day is For (R)—Robbins—ASCAP
Hold Me (R)—Robbins—ASCAP	Woman (Man) (R)—Studio—BMI
I Can't Believe That You're in Love With Me (R)—Mills—ASCAP	Y'All Come (R)—Starrite—BMI
Istanbul (R)—Alamo—ASCAP	You Alone (R)—Roncom—ASCAP
It's Easy to Remember (R)—Famous—ASCAP	Young at Heart (R)—Sunbeam—BMI
Jones Boy (R)—Pincus—ASCAP	

Top 22 on Television

Bandera (R)—Blue Grass—BMI	I've Got the World on a String (R) (F)—Mills—ASCAP
Changing Partners (R)—Porgie—BMI	Keep It Gay (R) (M)—Williamson—ASCAP
Creep (R)—Miller—ASCAP	My Baby Rocks Me (R)—Mills—ASCAP
Cross Over the Bridge (R)—Valando—ASCAP	Oh My Papa (R)—Shapiro-Bernstein—ASCAP
Don't Forget to Write (R)—Advanced—ASCAP	Rags to Riches (R)—Saunders—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Secret Love (R) (F)—Remick—ASCAP
From the Vine Came the Grape (R)—Randy Smith—ASCAP	Stranger in Paradise (R) (M)—Frank—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	That's Amore (R) (F)—Paramount—ASCAP
Here's Charlie (R)—Songsmith—ASCAP	Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
Ida, Sweet as Apple Cider (R)—E. B. Marks—ASCAP	Until You Said Goodbye (R)—Blackstone—ASCAP
Istanbul (R)—Alamo—ASCAP	Wall of Ice (R)—Weiss & Barry—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, Mein Papa (Oh, My Papa)—Maurice (Shapiro-Bernstein)	11. Golden Tango—Lawrence Wright (Mills)
2. Swedish Rhapsody—Connelly (Dartmouth)	12. Istanbul—Aberbach (Alamo)
3. Answer Me—Bourne—Bourne	13. Big Ben—Box & Cox (Box & Cox)
4. Rags to Riches—Chappell (Saunders)	14. Ebb Tide—Robbins (Robbins)
5. If You Love Me—World Wide (Peer)	15. Blowing Wild—Harms, Connelly (Witmark)
6. Cloud Lucky Seven—Robbins (Robbins)	16. The Creep—Robbins (Miller)
7. Tennessee Wigwalk—Francis (Odette)	17. Chicka Boom—Dash (Hawthorne)
8. Ricochet—Victoria (Sheldon)	18. From Here to Eternity—Dash (Barton)
9. Poppa Piccolino—Sterling (Chappell)	19. Wish You Were Here—Chappell (Chappell)
10. That's Amore—Victoria, (Paramount)	20. Vaya Con Dios—Maddox (Ardmore)

The Greatest all-time Value! 9 Hits on 1 Record



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- Kalamazoo • Perfidia • Serenade in Blue • Moonlight Cocktail
- Moonlight Serenade • A String of Pearls • At Last
- Elmer's Tune • Chattanooga Choo-Choo



The Modernaires
SING A SONG TO
THE MODERNAIRES
The GLENN MILLER STORY
THESE MEN WERE DECORATED WITH GOLD MEDALS

CORAL RECORDS
CORALITE
UNIVERSAL INTERNATIONAL INC.

KALAMAZOO
PERFIDIA
SERENADE IN BLUE
MOONLIGHT COCKTAIL
MOONLIGHT SERENADE
STRING OF PEARLS
AT LAST
ELMER'S TUNE
CHATTANOOGA CHOO CHOO

Universal International presents
JAMES STEWART • JUNE ALLYSON
The GLENN MILLER STORY *Technicolor*

SEE AND HEAR THE MODERNAIRES SING CHATTANOOGA CHOO CHOO IN "THE GLENN MILLER STORY"

Regular Coral Record 61110 (78 RPM) and 9-61110 (45 RPM)
Coralite in Envelope 1328 (78 RPM) and 9-1328 (45 RPM)



See and Hear **THE MODERNAIRES**
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Personal Manager
TOM SHIELS

The Billboard's Music Popularity Charts ... for Week Ending February 6

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

FERRY COMO
Wanted 90
V 20-5647—Looks like Mr. Como has another big one here. This is a first-rate ballad and he sings up a storm in his own fine style assisted by the lush ork and choral group. Sounds like a smash. (Witmark, ASCAP)
Look Out the Window 81
Fine rhythm ditty could make this a two-sided click for Como. Again he disports himself in the most appealing way. This is in the style of "Don't Let the Stars Get in Your Eyes." (Faxton, ASCAP)

JUNE VALLI
The Gypsy Was Wrong 80
V 20-5653—Miss Valli does just fine on this attractive ballad with a light beat. Could be that she'll bust thru again with this one. Watch it. (Planetary, ASCAP)
Old Shoes and a Bag of Rice 75
A smooth reading here of an attractive new waltz item. Chorus and ork lend a fine assist. (Bregman, Vocco & Conn, ASCAP)

ELLA FITZGERALD
Melancholy Me 79
DECCA 29008—A mighty pretty new ballad is read simply but with such apt phrasing and vocal warmth that the effort builds to a strong potential. Here's an entry that bears watching; it could happen. (Sheldon, BMI)
Somebody Bad Stole
De Wedding Bell 79
Ella knows well how to handle the bright calypso and she invests it with generous hunks of charm. Another fine slicing by the songstress, also due for good action. (E. H. Morris, ASCAP)

JUNE HUTTON
Too Little Time 77
CAPITOL 2737—The theme from the flick "The Glenn Miller Story" is sung with tenderness here by June Hutton, supported well by the group and a smooth ork arrangement. Side should pull bundles of spins, especially after the flick opens nationally. Gee 76
June Hutton does a good job here with a bright novelty effort, with solid backing from a vocal chorus and ork. The tune is cute and the side should grab many spins due to the thrush's performance.

EDDIE CALVERT-RAY MARTIN ORK
Paris in the Rain 77
ESSEX 349—Old world waltz is mounted lavishly by the Martin ork, with Calvert contributing knowingly on his trumpet. Tune is reflective and easily whistlable. Could build with exposure. (Pickwick, ASCAP)
Midnight 72
Another fine trumpet solo by Calvert. Good listening wax. (Meadows, ASCAP)

BOB CARROLL
There Is Danger 77
DERBY 840—Here's a fine re-write by Carroll himself of a familiar tango melody. The chanter does a fine job in handling his material and gets a good assist from the Frank DeVol ork. (Peer, BMI)
Be True to Me 70
Carroll and the DeVol ork are teamed effectively on a new item with an unusual beat. (Southern, ASCAP)

JAN AUGUST ORK
Esplanada 76
MERCURY 70320—Bright and tricky Latin-styled effort receives a sparkling performance from the 88-er on this new waxing. Jocks will be able to get a lot of use out of this one, and so will the boxes. (Caesar, ASCAP)
Silhouette (D'Amour) 75
Listenable instrumental effort is played stylishly by the pianist, with smart rhythm backing. Side could do well for itself on the boxes and on jock shows. (Cox Music, ASCAP)

JIM LOWE
Goodbye Little Sweetheart 75
MERCURY 70319—Here's a tender ballad. It's old timey—but it really has style. Bears watching. (Bayou, BMI)
Riverboat 70
Jim Lowe has a flair for dramatic, showy lyrics. Here's an interesting followup to his "Gambler's Guitar." (Bayou, BMI)

ALAN DALE
Gloia Mia 74
CORAL 61119—Romantic, legit type warbling by Alan Dale on this side. It's a nicely-produced disk, with tasteful backing and fem chorus work. A bow to Dick Jacobs who conducted the ork. (American Academy, ASCAP)
Honey, Honey, Honey 74
Lilting, romantic tune, with a novelty-styled lyric, is nicely performed. Ditty shows the tendency toward Italian-styled melody currently; tho the lyric has no continental touch. (Lion, ASCAP)

RAY MARTIN ORK
Carnavalito 74
ESSEX 346—The big ork, which includes plenty of fiddles, hands the opus a bright and cheerful reading. The infectious beat should help pull repeat spins. (Southern, ASCAP)
Tango Waltz 71
Title of this one aptly describes the tantalizing rhythm captured here. A beautiful instrumental by the English

ork, one that will please many listeners. (Robbins, ASCAP)

THE TAYLOR MAIDS
Na, Nu, Nu 74
EUREKA 6752—The Taylor Maids, new group on a new West Coast label, turn in a bright performance here on a happy hunk of novelty material which includes a number of Yiddish catch phrases and a swiny Hebraic melody. The girls are good, the tune and arrangement are cute and the side has a chance. (ASCAP)
Baadana 65
Zippy novelty receives a lively vocal from the Taylor Maids while the ork supports them energetically. Side may get spins in big cities, but material is more sight than sound. (ASCAP)

GUY LOMBARDO ORK
Till We Two Are One 73
DECCA 29022—A smooth reading, well tailored for relaxed dancing, of the click ballad. Kenny Gardner handles the lyrics neatly. (Shapiro-Bernstein, ASCAP)
Our Heartbreaking Waltz 70
Good coverage of the Teresa Brewer slicing for Lombardo fans. (Village, BMI)

WALTER SCHUMANN
I Only Have Eyes for You 72
V 20-5654—A very pretty reading by the choral group of a fine old standard should get plenty of air play. (Remick, ASCAP)
Haunted House 70
It's as eerie as the title suggests. If nothing else this is first-rate demonstration of Schumann's writing and arranging abilities. (Schumann, ASCAP)

RUSS MORGAN ORK
The Darktown Strutters' Ball 72
DECCA 29032—Revived interest in the evergreen via the Lou Monte treatment on another label should steer more than a few spins to this slick Morgan rendition. Mighty good listening here. (Feist, ASCAP)
There'll Be Some Changes Made 65
The ork bounces along in swiny fashion behind the pleasant chanting of Al Jennings. (E. B. Marks, BMI)

TEDDY PHILLIPS ORK
Alone Tonight 71
DERBY 839—Clay Campbell and chorus handle the vocal smartly on a slick re-write of a familiar "gypsy-ish" melody. (Brandon, ASCAP)
Ridin' to Tennessee 67
Vocal here is by thrush Betsy Gay. She does a good job with the aid of a choral group and the first-rate ork. It's rhythmic stuff. (Johnstone-Monte, BMI)

LARRY FOSTER
How Do You Want Me to
Sing My Love Song? 71
CORAL 61122—Foster shows himself a versatile disk performer as he mimics the styles of Vaughn Monroe, Perry Como and others. A pleasant waxing that should attract plentiful deejays spins. (Gale & Gayles, BMI)
A Trip to Hollywood 66
Another bit of special material gives Foster the opportunity to mimic some of the Hollywood Fraternity. (Gale & Gayles, BMI)

JOYCE TAYLOR
Babe in the Wood 71
MERCURY 70317—Miss Taylor, who has a clear, fresh voice, does a good interpretive job on this bright, unpretentious material, and deserves a good listen from the deejay. (Melrose, ASCAP)
Take My Love 65
A beguine ballad on the slushily sentimental side, backed by strings and vocal chorus. Miss Taylor's potential is not well exploited in this routine material. (Midway, ASCAP)

WINIFRED ATWELL
Flirtation Waltz 70
LONDON 1384—Lilting waltz effort is played in the old soft shoe manner by the pianist, supported by a rhythm group. Side has a chance for spins and some juke loot. Good wax.
Golden Tango 67
Okay rendition of the tango effort by the English pianist.

EDDIE BRACKEN
September Song 70
CHANCE 3009—The movie-legit-TV star is surprisingly good in his reading of this ultra-lovely standard. He'll get some deserved spins with this. (Chappell, ASCAP)
That Girl 67
Material here was penned, in part, by Bracken. It's a neat semi-bounce ballad effort and he gets an assist from Barbara Cooke in handling the lyric. Orking is lush, but material sounds more like show staff than pop fare. (Marks, ASCAP)
(Continued on page 56)

Number of Releases This Week

(Listed Alphabetically by Label)

LABEL	Pop	C&W	R&B
A-BELL	1	—	—
CAMM	1	—	—
CAPITOL	1	1	—
CENTRAL	—	—	2
CHANCE	2	—	—
COLUMBIA	—	1	—
CORAL	3	—	—
DECCA	3	4	—
DELUXE	—	1	—
DERBY	2	—	—
EPIC	1	—	—
ESSEX	2	—	—
EUREKA	1	—	—
FEDERAL	—	2	2
FOUR STAR	—	2	—
HERALD	—	—	1
IMPERIAL	—	3	1
JAY-DEE	—	—	1
KING	—	2	1
LONDON	3	—	—
OKEH	—	—	1
MERCURY	3	1	1
M-G-M	—	2	—
ORIGINAL	1	—	—
PEACOCK	—	—	2
PENNSYLVANIA	—	1	—
RAINBOW	1	—	—
RCA VICTOR	7	—	—
RED ROBIN	—	—	2
RPM	—	—	1
RUBY	—	—	1
SPECIALTY	—	—	2
TUENDO	1	—	—
VALLEY	—	1	—
VANITY	2	—	—
"X"	1	—	—
TOTAL	36	19	20

Sacred

PEANUT FAIRCLOTH
Danger Signs 77
BIBLETONE 1513—The chanter, backed by a good vocal group, turns in a strong vocal on a rhythmic gospel effort that should please the family market. Side could get good action thru the South and West. Tune is melodic.
I'm Gonna Sing 72
Same comment.

LESTER FLATT-EARL SCRUGGS
Be Ready for Tomorrow
May Never Come 76
COLUMBIA 21209—The duo gives a solemn warning to everyone to be prepared at any moment to meet the Maker. The rhythm is relaxed and ingratiating. Flatt and Scruggs get good help in the harmony department from the quartet and string band backing them. (Peer, BMI)
Mother Prays Loud in Her Sleep 74
The singers depict a devout mother with affection and appreciation of her religious convictions. Tender, melodious material. (Peer, BMI)

THE DOOLEY FAMILY
The Mystery of His Way 73
CHRISTIAN FAITH 829—The trio delivers a first-rate vocal on a sacred ballad with a Western feeling. It's an excellent group.
Each Step of the Way 73
Material here is more familiar and the group once again does just fine.

Polka

WHOOPEE JOHN WILFAHRT ORK
Agnes Polka 75
DECCA 29010—Polka enthusiasts should find plenty of relish in this bouncy treatment of the familiar opus. (P.D.)
Vagabond Waltz 75
A vocal trio chants the ditty and the Wilfahrt ork supports it solidly with a thumping waltz beat. (Country Music, BMI)

Latin American

CESAR CONCEPCION ORK
Varsity Drag Mambo 75
SEECO 4133—The Manhattan Latina ceived from the Lord. The beat is measured and dignified, giving special impact to the lyrics. (Venice, BMI) will want to latch on to this mambo reading of the well-known pop oldie. The ork turns in a fine performance.
Por Que Sera? 70
The Spanish lyric here is handled effectively by Jo Valle. It's a nice danceable and listenable bolero.

Country & Western

ERNEST TUBB
Honky-Tonk Heart 87
DECCA 29011—Here's a great side by a great artist. Ernest Tubb has really cut a choice piece of wax in this one. It's a country weeper packed with emotion and will raise much excitement. (Hill & Range, BMI)
I'm Not Looking for an Angel 82
"... One who'll cast her lot with me." The ditty describes the gal the warbler would like. It's Ernest Tubb, and of course he belts it out in his individual style. (Hill & Range, BMI)

KITTY WELLS
After Dark 83
DECCA 29023—Here's a story of the shame and sorrow of the "other woman." An affecting piece of material, given a sincere reading by Kitty Wells. Should be lots of loot in store for this one. (Cedarwood, BMI)
Release Me 80
"... And let me love again." It's an honest weeper, and its sad story will appeal to many. Kitty Wells has cut a nice side, relaxed and tender in treatment. (Four Star, BMI)

ERNEST TUBB
Till We Two Are One 81
DECCA 29020—Here's an attractive piece of material, genuinely romantic and warbled with elan by Ernest Tubb. It should get a flock of deejay plays. (Shapiro-Bernstein, ASCAP)
Jealous Loving Heart 79
"Kiss no one but me." is the admonition in this country tune. Ernest Tubb gives it his individualized reading. It's a nice piece of material and the side has good impact. (Tubb, BMI)

RAY PRICE
I'll Be There 81
COLUMBIA 21214—Price does a first-rate job with this bouncy new effort, in which he tells his girl that no obstacle is too rough to overcome in order to get to her side. A potent disk, for jocks, boxes and retail counters. (Ernest Tubb, BMI)
Release Me 79
Here's a fine performance of the tune now moving up in the field via the Jimmy Heap slicing. Altho the disk will face a hard fight in overcoming the lead of the Capitol waxing, the many Price fans could help this grab sales and share some of the loot. (Four Star, BMI)

T. TEXAS TYLER
Kiss Me Like Crazy 74
FOUR STAR 1649—Chanter asks for a little lovin' in convincing style, with bouncy support from the string band. Good for the boxes. (Four Star, BMI)
Tired of It All 71
The raspy voice of T. Texas grows a cute ditty for a side many should find listenable. (Four Star, BMI)

CAPT. STUBBY AND THE BUCCANEERS
Fair, Fat and Forty 74
MERCURY 70322—Particularly familiar melody line is handed a new talking lyric and smartly done by the group. Should do nicely in country and pop fields. Jox will like. (Windy City Music, ASCAP)
Who Done It? 71
Another cute novelty item on this side. Jox can make good use of it via the gimmicked sounds. (Midway, ASCAP)

BILL MACK
That's How I Feel 73
IMPERIAL 8225—Mack confesses that he is in love and has fallen hard. The singer is in good voice and turns in a vigorous performance. The backing, especially the piano, is outstanding and ought to help sell this item to operators particularly. (Commodore, BMI)
I Love You All Over Again 72
In a more tearful vein, Mack hopes that he can be reunited with a former love, whom he would like to love all over again. The singer sells this material convincingly and is helped by a good beat in the ork backing him. (Commodore, BMI)

CHARLIE GORE
It's a Long Walk Back to Town 73
KING 1310—He's got her in his car and suggests co-operation, or else. A cute opus and it's handed a right smooth reading. (Mar-Kay, BMI)
Two of a Kind 69
Charlie Gore's pleading voice is just right for this rural weeper. An appealing side. (Shapiro-Bernstein, ASCAP)

AMBROSE HALEY
Why Can't You See Things
My Way? 72
M-G-M 11678—"I'm asking for real love—right from the heart." It's warbled by Ambrose Haley, to the accompaniment of a honky-tonk piano. It's a melodic plaint, and should

get good action.
Let's Take
Our Troubles to Church 69
Happy ditty, with lilt and beat; tho it hasn't the impact of the flip.

CURLEY SANDERS
Too Much Lovin' 71
IMPERIAL 8226—Cute piece of material tells the story of a guy who's getting too much of a good thing. Jox and ops should listen. (Commodore, BMI)
I'm Reaching for Heaven 67
This is an okay, but routine, ballad effort. (Commodore, BMI)

COUSIN HERB HENSEN
Hootchy Kootchy Henry 71
CAPITOL 2732—Country writers and chanter are still on the foreign kick. This time the locale is Hawaii. It's cute.
Hurry Back 65
Pretty good attempt here to come up with a piece of material like "Y'all Come." Melody is pretty reminiscent of "She'll Be Comin' Around the Mountain."

GENE HENSLEE
A Girl Named Heart Break 70
IMPERIAL 8227—Better-than-average weeper receives a good reading from the chanter. Jocks can use. (Commodore, BMI)
Dig'n' and Dat'n 64
Another listenable performance by Hensen, this time on a bouncy novelty tune. (Commodore, BMI)

ROY SNEED
Turn Around Boy 70
VALLEY 111—Sneed has a fine set of baritone pipes and the ballad is good, but performance is too matter-of-fact for top impact. It's still an impressive waxing, tho, and could do well with adequate exposure. (Brandon, BMI)
I'll Be So Blue Tomorrow 63
Okay slicing, but out-classed by flip. (Valley, BMI)

DON KIDWELL
Blackboard Heart 67
M-G-M 11682—Good lyric idea gets a good performance from Kidwell.
Daddy's Bye-o-Baby 67
A lullaby effort on this side. Again the chanter is above average.

Rhythm & Blues

LLOYD PRICE
Too Late for Tears 86
SPECIALTY 483—The chanter has another likely winner here to add to his string of clicks. Price shouts the lyrics of the blues with conviction and the ork backs him in outstanding fashion. Lots of loot in store for this one. (Venice, BMI)
Let Me Come Home, Baby 82
Urging reconciliation, Price promises things will go right this time. It's all chanted powerfully to an insistent beat by the ork. Another strong side. (Venice, BMI)

THE VOCALEERS
Will You Be True 84
RED ROBIN 125—The label, now riding with the Velvets, have another good group here. The Vocaleers turn in fine reading of a new ballad, selling it with smoothness and blend, helped no end by two sharp lead singers. This one could build into a real coin-grabber. Watch it. (Bob-Dan, BMI)
Love You 75
Medium-tempo ballad is performed neatly by the Vocaleers, with the lead emoting while the boys sing close harmony behind him. Flip is a stronger side. (Bob-Dan, BMI)

THE CRICKETS
Are You Looking for a Sweetheart? 80
JAY-DEE 789—Dean Barlow leads the group in a mighty effective coverage version of the pop ditty which has been getting action for a few months. Good wax. (Calvert, BMI)
Never Give Up Hope 70
Mood here is semi-religious. The group does well with the material at hand. (Davis, ASCAP)

B. E. KING ORK
Please Help Me 80
RPM 403—Slow blues, deep South in character. The vocal carries out the moody, mournful style. His baby left him, and it's really rough. A nice, relaxed disk. (Modern, BMI)
Praying to the Lord 79
B. E. King chants this bluesy vocal with much heart, to the backing of a dedicated group of musicians. It's a slow-tempo, flavorful side. (Modern, BMI)

AL SAVAGE-JOE MORRIS ORK
Love Is a Funny Thing 80
HERALD 421—Vocalist Al Savage philosophizes about love, concluding at last that you have to take an independent attitude to it and not let reverses get you down. Savage packs a dramatic punch into the lyrics and is backed strongly by the Joe Morris ork. Should do well sales-wise. (Angel, BMI)
Life Begins at Forty 75
Savage sustains the emotion of this material with great finesse and reinforces his growing reputation as one of the best stylists in the business. Two excellent sides. (Angel, BMI)
(Continued on page 60)

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

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

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

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



RECOMMENDED FOR

SLH *

DEGREES!

(SEE BELOW)



Curley Wiggins

WILDERNESS

b/w

AMBUSHED

M-G-M 11679



Art Mooney's

PROMISES

b/w

SILHOUETTE

M-G-M 11669



Little Rita Faye's

I'M A PROBLEM CHILD

b/w

MISTER LIGHT'NIN' BUG

M-G-M 11664



Hank Williams's

YOU BETTER KEEP IT ON YOUR MIND

b/w

LOW DOWN BLUES

M-G-M 11675

SMASH HIT -



- that is

The Billboard's Music Popularity Charts

... for Week Ending February 6

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

SOMEBODY BAD STOLE DE WEDDING BELL (E. H. Morris, ASCAP)—Georgia Gibbs—Mercury 70298

The Gibbs version of this attractive calypso has been coming up steadily, with strongest reports presently coming from Cincinnati, Chicago, Milwaukee and St. Louis. Good reports were also received from New York, Pittsburgh, Cleveland and Los Angeles. Shaping up as a potent second version to the Eartha Kitt disk. Flip is "Baubles, Bangles and Beads" (Frank, ASCAP). A previous "New Record to Watch."

STOP CHASIN' ME, BABY (Hollis, BMI)—The Lancers—Trend 70

The group has another disk here that is selling especially well in the boxes and doing nicely over the counter. Territories that sent back good or strong reports included New York, Buffalo, Pittsburgh, Cincinnati, Nashville, Milwaukee, St. Louis and Los Angeles. Flip is "Peggy O'Neil" (Feist, ASCAP).

Country & Western

HONKY-TONK HEART (Hill & Range, BMI)—Ernest Tubb—Decca 29011

An unusually fast climber thruout most of the country market. Already rated strong sales-wise in Atlanta, St. Louis and the Western New York market, the record is also reported good in Philadelphia, Nashville, Durham and Los Angeles. Flip is "I'm Not Looking for an Angel" (Hill & Range, BMI). A previous "New Record to Watch."

GOTTA GIT A-GOIN' (RFD, ASCAP)
TAKIN' TIME OUT FOR TEARS (Tannen, BMI)—The Davis Sisters—RCA Victor 20-5607

Record has sparked quick action in many important country territories. Good and strong reports were received from Buffalo, Pittsburgh, Chicago, Nashville, St. Louis and Atlanta. The "Gotta Git A-Goin'" has

a decided edge as far as side preference is concerned, Chicago, L. A. and other markets found both sides selling nicely. A previous "New Record to Watch."

Rhythm & Blues

I DIDN'T WANT TO DO IT (Commodore, BMI)—The Spiders—Imperial 5265

Broke out nationally this past week, racking up strong sales in Philadelphia, Cincinnati, Nashville, Durham, St. Louis and Atlanta. Action also was good in Pittsburgh, Cleveland and Los Angeles. Flip is "You're the One" (Commodore, BMI).

PERDIDO MAMBO—Larry Liggett—Chess 1558

Has proved to be an exceptionally good juke box item in many cities and is also selling well on the retail level. Philadelphia, Cincinnati, Cleveland, Chicago, Durham and St. Louis were among the territories reporting it strong. Good reports were received from Detroit, Nashville and Atlanta. Flip is "The Flop."

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

THE SMITH BROTHERS

Melancholy Me (Sheldon, BMI)—"X" 0003—The new RCA Victor subsidiary label starts out with a most impressive slicing by the Smith Brothers of a lovely new tune. The group is in a solidly commercial vein and the side could happen. Ella Fitzgerald has a fine version of the tune on Decca. Flip on the Brothers waxing is "It Was Worth It" (Budd, ASCAP)

BUDDY GRECO

The Sheik of Araby (Mills, ASCAP)—Coral 61128—This is a mighty potent and exciting hunk of wax. It's sung by Greco in Italian, and his vocal swings almost as much as the ork behind him. A solid juke platter. The flip side is "Up the Chimney in Smoke" (Leeds, ASCAP).

Country & Western

HOMER AND JETHRO

Swappin' Partners (Porgie, BMI)—RCA Victor 20-5633—Here is a chucklesome take-off on the current pop hit by the happy comedy duo. Their fans, and there are many of them, will get a bang out of this one. The flip is a comic version of "Oh, My Pappy" (Shapiro-Bernstein, ASCAP).

MARTY ROBBINS

My Isle of Golden Dreams (Remick, ASCAP)—Columbia 21213—Here's a lovely version of the fine oldie, plus a listenable backing that lends much enchantment. A strong side. Flip here is another oldie "Aloha Oe." (P. D.).

Rhythm & Blues

RAY CHARLES

If Should've Been Me (Progressive, BMI)
A Sinner's Prayer (Progressive, BMI)—At-

lantic 1021—This is without doubt Charles' hottest dinking to date. The first side is a bright ditty in the "I Don't Know" tradition, and the flip is a mournful blues on which the warbler sings his heart out. Either, or both sides could break big.

THE CLOVERS

Lovey Dovey (Progressive, BMI)—Atlantic 1022—The Clovers appear to be back on the winning side with this new cutting. It rocks and swings all the way, and the boys sell it in solid style. A coin-grabber. Flip is "Little Mama" (Progressive, BMI).

Classical Album

GOUNOD: FAUST—RCA Victor LM 6400—

This new and complete Faust, waxed in Paris last year, is a superlative recording. It features Boris Christoff and Victoria De Los Angeles and the National Opera ork under Andre Cluytens. Dealers should be able to move many of these four-LP sets to their opera customers.

NOTICE TO THE TRADE

This week "Coming Up in the Trade" will run on page 56.

Last week The Billboard inadvertently erred in setting up the Best Buys and New Records to Watch features. Titles and copy were transposed, so that Best Buys disks appeared under the New Records to Watch head, and vice versa.

Records which should have been listed as BEST BUYS are as follows:

Popular

YOUNG-AT-HEART (Sunbeam, BMI)—Frank Sinatra—Capitol 2703

CROSS OVER THE BRIDGE (Valando, ASCAP)

MY RESTLESS LOVER (Chappell, ASCAP)—Patti Page—Mercury 70302

TURN AROUND, BOY (Brandom, ASCAP)—Lew Douglas Ork—M-G-M 11654

ROMEO AND JULIET (Parts 1 & 2) (Charles, BMI)—Deacon Andy Griffith—Capitol 2638

Popular Album

SONGS FOR YOUNG LOVERS—Frank Sinatra—Capitol H-488

Rhythm & Blues

SUCH A NIGHT (Raleigh, BMI)

LUCILLE (Progressive, BMI)—Clyde McPhatter—Atlantic 1019

LOVE CONTEST (Fisher, ASCAP)—Ruth Brown—Atlantic 1018

Records which should have been listed as NEW RECORDS TO WATCH are as follows:

Popular

PERRY COMO

Wanted (Witmark, ASCAP)—RCA Victor 20-5647

Country & Western

ERNEST TUBB

Honky-Tonk Heart (Hill & Range, BMI)—Decca 29011

KITTY WELLS

After Dark (Cedarwood, BMI)
Release Me (Four Star, BMI)—Decca 29020

Rhythm & Blues

LLOYD PRICE

Too Late for Tears (Venice, BMI)
Let Me Come Home, Baby (Venice, BMI)—Specialty 483

THE VOCALEERS

Love You (Bob-Dan, BMI)—Red Robin 125

Spiritual

THE ORIGINAL FIVE BLIND BOYS

Jesus Is Rock in a Weary Land (Lion, BMI)—Peacock 1723

This reprinting of disk titles and numbers best serves the interests of fair play, and is the surest way of rectifying buyers' confusion resulting from last week's incorrect transposition. Best Buys are based upon actual sales reports from key markets, whereas New Records are based upon The Billboard staffers' collective judgment of a disk's sales potential.

CURRENT TOP RECORDS

See page 50 for the top pop records.
See page 57 for the top c.&w. records.
See page 59 for the current top r.&b. records.
See pages 54 and 55 for the current top packaged records.

Another great COLUMBIA exclusive

the snappiest new musical of the season

Rosemary Clooney

GUY Mitchell

and

with Joanne Gilbert

Red Garters

including songs recorded directly from the Sound Track of Paramount Pictures' Technicolor Production

"Red Garters"

with the Paramount Studio Orchestra, Joseph J. Lilley conducting, Percy Faith and orchestra and orchestra under the direction of Mitch Miller

all these fine songs!

- Red Garters — Rosemary Clooney
- A Dime and a Dollar — Guy Mitchell
- Brave Man — Rosemary Clooney
- This is Greater than I Thought — Joanne Gilbert
- Good Intentions — Rosemary Clooney
- Meet a Happy Guy — Guy Mitchell
- Bad News — Rosemary Clooney
- Man + Woman — Rosemary Clooney and Guy Mitchell



Columbia Records

"Lp" record CL 6282 * 45 rpm Set B-377 * 78 rpm Set C-377

"Columbia," "RCA" and "LP" Trade Marks Reg. U.S. Pat. Off. Marcos Registrados. Made in U.S.A.

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.

*Record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1.	1.	10	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2.	2.	14	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
3.	4.	6	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
4.	3.	10	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
5.	7.	12	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
6.	5.	11	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
7.	6.	22	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
8.	9.	11	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
9.	14.	2	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
10.	10.	2	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
11.	13.	4	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
12.	11.	3	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
13.	8.	18	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
14.	15.	2	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
15.	15.	6	WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith	Cap 2693—BMI
16.	11.	7	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
17.	—	1	DARKTOWN STRUTTERS BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
18.	20.	3	WOMAN—R. Clooney-J. Ferrer	Man—Col 40144—BMI
19.	—	10	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
20.	—	1	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1.	19	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2.	2.	13	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
3.	4.	10	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
4.	3.	20	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
5.	5.	9	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
6.	6.	7	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
7.	8.	11	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
8.	7.	18	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
9.	16.	2	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
10.	10.	9	OH, MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
11.	—	1	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
12.	8.	3	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
13.	10.	9	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
14.	12.	3	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
15.	13.	3	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
16.	—	1	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
17.	13.	5	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
18.	17.	2	CHANGING PARTNERS—Bing Crosby	Y'all Come—Dec 28969—BMI
19.	—	4	WOMAN—J. Desmond	By the River Seine—Coral 61069—BMI
20.	16.	3	WOMAN—R. Clooney-J. Ferrer	Man—Col 40144—BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1.	1.	9	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2.	2.	12	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
3.	6.	6	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
4.	3.	12	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
5.	5.	13	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
6.	4.	10	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
7.	10.	4	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
8.	11.	4	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
9.	7.	21	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
10.	16.	3	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
11.	16.	7	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
12.	8.	11	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
13.	9.	10	OH, MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
14.	11.	2	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
15.	14.	20	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
16.	14.	5	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
17.	—	1	ANSWER ME MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
18.	—	1	SOMEBODY BAD STOLE DE WEDDING BELL—E. Kitt	Lovin' Spree—V 20-5610—ASCAP
19.	—	1	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
20.	—	1	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP

Vox Jox

By CHARLOTTE SUMMERS

Jox Trix

Sick Clark, WFIL, Philadelphia, recently concluded a campaign in co-operation with "We the Blind" that drew more than 2,500 contributions of glasses, frames and cases from his listeners. Lenses and frames received were turned over to the "We the Blind" organization to be re-ground, finished and distributed to needy persons and to the visually handicapped in homes and welfare institutions. Gary Lesters, WVNJ, Newark, N. J., recently did a show eliminating all music except for incidental background and had a full hour of "talking records." Lester used "Dragnet," "The Diet," "The Chinese Waiter," "Cinderella," etc., and reported the response so great that he plans to repeat the show. Dave Maynard, WHL, Medford, Mass., used a guest housewife on his AM show, to act as disk jockey. Maynard tells us

that the idea went over so well that he now plans to make it a regular feature. Tom Edwards, WERE, Cleveland, gave his listeners an insight into what happens in the studio while the records are playing. Edwards left the mike open for a half hour and gabbed with pluggers and members of the staff. "No attempt was made to make a show of the conversation," reports Edwards, and the audience just loved it. Gordon Towne, WBSR, Pensacola, Fla., started plugging for Christmas cards to send to the Crippled Children's Home in Pensacola just one week after Christmas. In two weeks he had collected 13,000 cards, and reports that they are still coming in. Ted Handal, KOIL, Omaha, writes that he is getting nice response to his plugging of the "Creep" dance diagram. The diagram is available from Mercury Records. Jack Surrell, WXYZ,

Detroit, is offering a pair of ducats to the Regent Theater for the best report on what's wrong with the city's traffic situation. The winning letter is read over the air and gives the audience a chance to blow off steam in the traditional manner of the "letter to the editor" column.

Disk Collectors' Club

Jim Rockwell, nighttime deejay at WKMF, Flint, Mich., writes about his new "Record Collectors' Club." "Because of the type of music I play (oldies' of the Miller, Goodman, Shaw type), I was approached recently by a music lover to form a club. Mentioning it on my show, I got good enough reaction to go ahead and the Town Club, a private club room in the Durant Hotel, was offered as a meeting place. With not too much publicity other than the mentions on the evening show, 120 music enthusiasts appeared. Using a hi-fi machine, we listened to gems from private collections and concluded the evening with an hour and a half live jam session with musicians of the Flint area sitting in. Now the

plan is to meet the second Sunday of each month following the same format. It is already feared that the Town Club will be too small for future meetings. Metropolitan Flint is a market of some 300,000 with five radio stations and one TV station, with five other television stations in Detroit; Lansing, Mich., and Saginaw, Mich., covering the area. In the face of all this television, WKMF seems quite strong."

Surface Noises

This week we are "turning the tables" on the "No records for jocks" beef. Here is a letter from the K & K Record Company in Shelton, Neb. "During the past month we have sent 130 high powered radio stations a package of new releases that cost us an average of \$4.32 a package. The stations definitely liked the records, for they went right on the air with them. But very few acknowledged getting them. The picking out of new releases would be much easier if you would write and tell us the records you liked. I was courteous enough to write and thank folks for the Christmas neckties I didn't like."

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

FEBRUARY 12, 1944:

1. My Heart Tells Me
2. Shoo-Shoo Baby (Andrews Sisters)
3. Besame Mucho
4. Paper Doll
5. Star Eyes
6. Shoo-Shoo Baby (Morse)
7. No Love, No Nothin'
8. My Shining Hour
9. I Couldn't Sleep a Wink Last Night
10. Speak Low

FEBRUARY 12, 1949:

1. A Little Bird Told Me
2. Far Away Places
3. Powder Your Face With Sunshine
4. Lavender Blue
5. Buttons and Bows
6. On a Slow Boat to China
7. My Darling, My Darling
8. Galway Bay
9. I've Got My Love to Keep Me Warm
10. Cruising Down the River

NEW RELEASES

RCA VICTOR—Release #54-7

POPULAR

WANTED

LOOK OUT THE WINDOW
(And See How I'm Standing In The Rain)

Perry Como with Hugo Winterholter's
Orch. and Chorus...20-5647 (47-5647)*

THE GYPSY WAS WRONG
OLD SHOES AND A BAG OF RICE

June Valli with Orch. & Chorus. Conducted
by Joe Reisman...20-5653 (47-5653)*

I ONLY HAVE EYES FOR YOU
HAUNTED HOUSE

The Voices of Walter Schumann. Vocal
Solo by Marie Vernan. Trumpet Solo by
Charlie Teagarden...20-5654 (47-5654)*

MARTIN KANE THEME
RIFFRAFF FIRE DANCE

Al Caiola with
Rhythm...20-5652 (47-5652)*

SACRED

PRAYER

NO ONE EVER CARED FOR ME LIKE JESUS

George Beverly Shea with Choir and Paul
Mickelson, Organist 20-5626 (47-5626)*

COUNTRY-WESTERN

A DIME AND A DOLLAR
(From the Paramount film "Red Garters")
LIFE IS SO LONESOME

Tommy Sands...20-5628 (47-5628)*

WHY DON'T Y' ALL GO HOME!
HUGGIN' MY PILLOW
(And Dreaming Of You)

Pee Wee King and his Band. Featuring
Redd Stewart...20-5632 (47-5632)*

WE FIDDLER WHILE I BURNED
DOUBLE-CROSSED BY LOVE

Charline Arthur. Fiddling by
Dale Potter...20-5637 (47-5637)*

* 45 rpm cat. nos.

BEST SELLERS

POPULAR

- Darktown Strutters Ball/I Know How You Feel
Lou Monte...20-5611 (47-5611)
- The Man With The Banjo/Man, Man Is For The
Woman Made
Ames Brothers...20-5644 (47-5644)
- 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)
- Hold 'Em, Joe/I'm Just A Country Boy
Harry Belafonte...20-5617 (47-5617)
- Eli, Eli/Kol Nidrei
Perry Como...20-5574 (47-5574)
- Stranger In Paradise/I Love Paris
Tony Martin...20-5535 (47-5535)
- Eiose To Me/Just In Case You Change Your Mind
Sunny Gale...20-5609 (47-5609)
- The Creep/Just One More Chance
The Three Suns...20-5553 (47-5553)
- In The Mood/String Of Pearls
Glenn Miller...20-4086 (47-4086)
- You Alone/Pa-Paya Mama
Perry Como...20-5447 (47-5447)
- I Believe/Onward, Christian Soldiers
Perry Como...20-5571 (47-5571)
- Teardrop Avenue/Put Your Hand In Mine
Lucille Dorn...20-5597 (47-5597)
- I Know An Old Lady/Take Your Girlie To The Movies
Phil Harris...20-5615 (47-5615)
- Where Can I Go Without You/Repeat Performance
Wyoma Winters...20-5603 (47-5603)

COUNTRY-WESTERN

- Booging Partners/Bimbo
Pee Wee King...20-5537 (47-5537)
- Panamama/Act 1, Act 2, Act 3
Honk Snow...20-5592 (47-5592)
- Takin' Time Out For Tears/Gotta Get A-Goin'
Doris Sisters...20-5607 (47-5607)
- Please Throw Away The Glass/You Can't Feel The
Way I Do
Betty Coby...20-5600 (47-5600)
- I Really Don't Want To Know/I'll Never Get Over You
Eddy Arnold...20-5525 (47-5525)
- Levin' Spree/Who Wrote That Letter To Old John
Eddie Hill...20-5642 (47-5642)
- Rebe Of Calvary/Prayer
Eddy Arnold...20-5601 (47-5601)
- I Forget More Than You'll Ever Know/Rock-A-Boogie
Doris Sisters...20-5345 (47-5345)
- Bulls Eye/Too Late To Plow Now
Red Garrett...20-5621 (47-5621)
- Flashing Lights/Wallin' For My Baby
Hawkshaw Hawkins...20-5623 (47-5623)

RHYTHM-BLUES

- Don't Get Around Much Anymore/Water Boy
Four Tunes...20-5532 (47-5532)
- Big Stars Falling Blues/If She Don't Come Back
Tempo Red...20-5594 (47-5594)
- Don't Stop Now/Get It Off Your Mind
The Robins...20-5564 (47-5564)

A new smash hit...

for one of the biggest female voices in the business!

JUNE VALLI



**THE GYPSY
WAS WRONG and**

**Old Shoes And
A Bag Of Rice**

*Orchestra and Chorus
conducted by Joe Reisman*

*24 Broadcast Performances
Never Before on Records!*

ARTIE SHAW

and his Orchestra

*The great Artie Shaw band of '38-'39 exactly as it was heard on the air
from the Blue Room and the Cafe Rouge.*

On "45 EP"—6 records

On Long Play—2 12" records

**The Voices
of
Walter
Schumann**

**I Only Have Eyes For You
Haunted House**

**George
Beverly Shea**
*with choir and
Paul Mickelson, organist*

**Prayer
No One Ever Cared For
Me Like Jesus**

**Pee Wee
King**

*and his band
featuring Redd Stewart*

**Why Don't Y'all Go Home?
Huggin' My Pillow**

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... For Week Ending February 6

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

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

- Boston
 Milwaukee... **YOUNG AT HEART**..... F. Sinatra, Capitol 2703
 Detroit... **NEW LOVE**..... B. Paul, Essex 344
 New York... **DARKTOWN STRUTTERS' BALL**.....
 L. Monte, Victor 20-5611

Territorial Best Sellers

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

Atlanta

1. **Make Love to Me**
J. Stafford, Columbia
2. **Answer Me, My Love**
Nat (King) Cole, Capitol
3. **Oh, My Papa**
E. Fisher, Victor
4. **That's Amore**
D. Martin, Capitol
5. **I Get So Lonely**
Four Knights, Capitol
6. **Turn Around, Boy**
L. Douglas, M-G-M
7. **Stranger in Paradise**
Four Aces, Decca

Boston

1. **Stranger in Paradise**
Four Aces, Decca
2. **Changing Partners**
P. Page, Mercury
3. **Make Love to Me**
J. Stafford, Columbia
4. **Oh, My Papa**
E. Fisher, Victor
5. **Stranger in Paradise**
T. Bennett, Columbia
6. **Secret Love**
Doris Day, Columbia
7. **Till We Two Are One**
G. Shaw, Decca
8. **Young at Heart**
F. Sinatra, Capitol
9. **That's Amore**
D. Martin, Capitol
10. **From the Vine Came the Grape**
Gaylords, Mercury

Buffalo

1. **That's Amore**
D. Martin, Capitol
2. **Oh, My Papa**
E. Fisher, Victor
3. **Stranger in Paradise**
T. Bennett, Columbia
4. **Stranger in Paradise**
Four Aces, Decca
5. **Till We Two Are One**
G. Shaw, Decca
6. **Woman**
R. Clooney-J. Ferrer, Columbia

Chicago

1. **Stranger in Paradise**
T. Martin, Victor
2. **From the Vine Came the Grape**
Gaylords, Mercury
3. **Oh, My Papa**
E. Fisher, Victor
4. **Secret Love**
Doris Day, Columbia
5. **Till Then**
Hilltoppers, Dot
6. **Till We Two Are One**
G. Shaw, Decca
7. **That's Amore**
D. Martin, Capitol
8. **Marie**
Four Tunes, Jubilee

Cincinnati

1. **That's Amore**
D. Martin, Capitol
2. **Oh, My Papa**
E. Fisher, Victor
3. **Secret Love**
Doris Day, Columbia
4. **Changing Partners**
P. Page, Mercury
5. **Stranger in Paradise**
Four Aces, Decca
6. **Till Then**
Hilltoppers, Dot
7. **From the Vine Came the Grape**
Hilltoppers, Dot

8. **Heart of My Heart**
Four Aces, Decca
9. **Stranger in Paradise**
T. Bennett, Columbia
10. **I Love Paris**
L. Baxter, Capitol

Cleveland

1. **From the Vine Came the Grape**
Gaylords, Mercury
2. **I Get So Lonely**
Four Knights, Capitol
3. **That's Amore**
D. Martin, Capitol
4. **Cuddle Me**
R. Gaylord, Mercury
5. **Make Love to Me**
J. Stafford, Columbia
6. **Changing Partners**
P. Page, Mercury
7. **Stranger in Paradise**
Four Aces, Decca
8. **Answer Me, My Love**
Nat (King) Cole, Capitol
9. **Oh, My Papa**
E. Fisher, Victor
10. **Gee**
Crows, Rama

Dallas-Ft. Worth

1. **Stranger in Paradise**
Four Aces, Decca
2. **Oh, My Papa**
E. Fisher, Victor
3. **Secret Love**
Doris Day, Columbia
4. **That's Amore**
D. Martin, Capitol
5. **Make Love to Me**
J. Stafford, Columbia
6. **Y'All Come**
Bing Crosby, Decca

Denver

1. **Oh, My Papa**
E. Fisher, Victor
2. **That's Amore**
D. Martin, Capitol
3. **Stranger in Paradise**
Four Aces, Decca
4. **Ricochet**
T. Brewer, Coral
5. **Woman**
R. Clooney-J. Ferrer, Columbia
6. **Make Love to Me**
J. Stafford, Columbia
7. **Stranger in Paradise**
T. Martin, Victor
8. **Man**
R. Clooney-J. Ferrer, Columbia

Detroit

1. **From the Vine Came the Grape**
Gaylords, Mercury
2. **Cuddle Me**
R. Gaylord, Mercury
3. **Make Love to Me**
J. Stafford, Columbia
4. **Till We Two Are One**
G. Shaw, Decca
5. **Oh, My Papa**
E. Fisher, Victor
6. **Gee**
Crows, Rama
7. **That's Amore**
D. Martin, Capitol
8. **Till Then**
Hilltoppers, Dot
9. **New Love**
B. Paul, Essex
10. **Stranger in Paradise**
Four Aces, Decca

Kansas City, Mo.

1. **Oh, My Papa**
E. Fisher, Victor
2. **Secret Love**
Doris Day, Columbia
3. **That's Amore**
D. Martin, Capitol
4. **Heart of My Heart**
Four Aces, Decca
5. **Stranger in Paradise**
T. Bennett, Columbia
6. **Changing Partners**
P. Page, Mercury
7. **Woman**
J. Desmond, Coral
8. **Rags to Riches**
T. Bennett, Columbia

Los Angeles

1. **Oh, My Papa**
E. Fisher, Victor
2. **That's Amore**
D. Martin, Capitol
3. **Heart of My Heart**
Four Aces, Decca
4. **Stranger in Paradise**
T. Bennett, Columbia
5. **Stranger in Paradise**
T. Martin, Victor
6. **Secret Love**
Doris Day, Columbia
7. **Changing Partners**
P. Page, Mercury
8. **Changing Partners**
Bing Crosby, Decca
9. **Ricochet**
T. Brewer, Coral
10. **Rags to Riches**
T. Bennett, Columbia

Milwaukee

1. **I Get So Lonely**
Four Knights, Capitol
2. **Secret Love**
Doris Day, Columbia
3. **Till We Two Are One**
G. Shaw, Decca
4. **Oh, My Papa**
E. Fisher, Victor
5. **That's Amore**
D. Martin, Capitol
6. **Till Then**
Hilltoppers, Dot
7. **Changing Partners**
K. Starr, Capitol
8. **Young At Heart**
F. Sinatra, Capitol
9. **Make Love to Me**
J. Stafford, Columbia
10. **Stranger in Paradise**
Four Aces, Decca

New Orleans

1. **Oh, My Papa**
E. Fisher, Victor
2. **Secret Love**
Doris Day, Columbia
3. **Make Love to Me**
J. Stafford, Columbia
4. **Stranger in Paradise**
Four Aces, Decca
5. **Stranger in Paradise**
T. Bennett, Columbia
6. **Till Then**
Hilltoppers, Dot
7. **Creep**
S. Kenton, Capitol
8. **That's Amore**
D. Martin, Capitol

New York

1. **Oh, My Papa**
E. Fisher, Victor
2. **Darktown Strutters Ball**
L. Monte, Victor
3. **Stranger in Paradise**
T. Bennett, Columbia
4. **That's Amore**
D. Martin, Capitol
5. **Secret Love**
Doris Day, Columbia
6. **Changing Partners**
P. Page, Mercury
7. **Rags to Riches**
T. Bennett, Columbia
8. **Jones Boy**
Mills Brothers, Decca
9. **Marie**
Four Tunes, Jubilee
10. **Ricochet**
T. Brewer, Coral

Philadelphia

1. **Oh, My Papa**
E. Fisher, Victor
2. **That's Amore**
D. Martin, Capitol
3. **From the Vine Came the Grape**
Gaylords, Mercury
4. **Secret Love**
Doris Day, Columbia
5. **Stranger in Paradise**
T. Bennett, Columbia
6. **Till Then**
Hilltoppers, Dot
7. **Rags to Riches**
T. Bennett, Columbia
8. **Till We Two Are One**
G. Shaw, Decca
9. **Stranger in Paradise**
Four Aces, Decca
10. **Stranger in Paradise**
T. Martin, Victor

Pittsburgh

1. **Cuddle Me**
R. Gaylord, Mercury
2. **Two Purple Shadows**
J. Vale, Columbia
3. **I Get So Lonely**
Four Knights, Capitol
4. **From the Vine Came the Grape**
Hilltoppers, Dot
5. **Make Love to Me**
J. Stafford, Columbia
6. **Oh, My Papa**
E. Fisher, Victor
7. **Secret Love**
Doris Day, Columbia
8. **Till Then**
Hilltoppers, Dot

St. Louis

1. **Secret Love**
Doris Day, Columbia
2. **Stranger in Paradise**
T. Bennett, Columbia
3. **Till We Two Are One**
G. Shaw, Decca
4. **Oh, My Papa**
E. Fisher, Victor
5. **Strings of My Heart**
Gaylords, Mercury
6. **Stranger in Paradise**
T. Martin, Victor
7. **That's Amore**
D. Martin, Capitol
8. **Answer Me, My Love**
Nat (King) Cole, Capitol

San Francisco

1. **Oh, My Papa**
E. Fisher, Victor
2. **That's Amore**
D. Martin, Capitol
3. **Secret Love**
Doris Day, Columbia
4. **Stranger in Paradise**
T. Bennett, Columbia
5. **Rags to Riches**
T. Bennett, Columbia
6. **Changing Partners**
P. Page, Mercury
7. **Heart of My Heart**
Four Aces, Decca

Seattle

1. **Oh, My Papa**
E. Fisher, Victor
2. **Marie**
Four Tunes, Jubilee
3. **Stranger in Paradise**
Four Aces, Decca
4. **Mocking Bird**
Four Lads, Columbia
5. **That's Amore**
D. Martin, Capitol
6. **Woman**
R. Clooney-J. Ferrer, Columbia
7. **Changing Partners**
P. Page, Mercury

Washington-Baltimore

1. **Oh, My Papa**
E. Fisher, Victor
2. **That's Amore**
D. Martin, Capitol
3. **Make Love to Me**
J. Stafford, Columbia
4. **Changing Partners**
P. Page, Mercury
5. **Answer Me, My Love**
Nat (King) Cole, Capitol
6. **Stranger in Paradise**
T. Bennett, Columbia
7. **I Get So Lonely**
Four Knights, Capitol
8. **Ricochet**
T. Brewer, Coral

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OUT

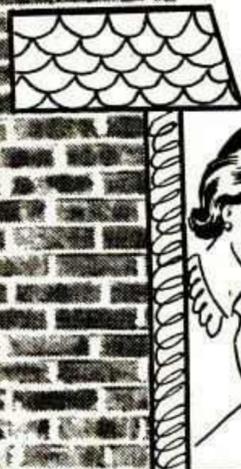
THE

WINDOW

*(and See How I'm
Standing in the Rain)*

Written by Bob Hilliard and Dave Mann

RCA 20-5647



The Incomparable



The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

And It's Really Complete

'Faust' Set Blends All Quality Factors; Volume Seen Heavy

The first complete version of Gounod's *Faust*, including the baritone aria "Avant de quitter ces lieux" and the "Walpurgis Night" scenes, has been released by RCA Victor. It is a superb production, beautifully performed and—in this epoch of high fidelity—brilliantly recorded. The cast is outstanding, with Boris Christoff in top form as the diabolical Mephistopheles, Victoria de Los Angeles an exceptional Marguerite, Nicolai Gedda excellent

as Faust, and Martha Angelica more than satisfactory in the role of Siebel. The chorus and orchestra of the Theatre National de L'Opera under Andre Cluytens turns in a memorable performance. The chorus work is especially notable.

In recording the work in Paris during May and June of 1953, the diskery took much care with its recording techniques and this is apparent on the disks. The separation between the vocal in instrumental choirs has been deftly accomplished, and the singers are never overpowered by the instruments. And the chorus sounds like a chorus, distinct yet always with the life of a large chorus. The entire performance is probably as close to a live performance of the opera as it is possible to achieve on vinyl these days. There would appear to be little question that this four-record set will be a strong seller for many.

(Continued on page 60)

'Salome' Given Strong Reading

Richard Strauss' opera *Salome* was a shocker when it was first presented at the Metropolitan in 1907. While it has lost little of its shock value across the years, the importance of the music has driven opera managements to revive it regularly and has now

(Continued on page 60)

Sales Appeal Strong in New Ork Releases

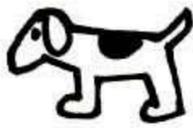
Three orchestral disks of high interest to the classical dealer and consumer have come within our ken. Two of these, on RCA Victor, are the long-awaited *Don Quixote*, played by the Boston Symphony under Charles Munch.

(Continued on page 60)

NEXT WEEK

- ★ SHORT ORCHESTRAL WORKS
- ★ VOCAL (NON-OPERATIC)
- ★ ALL POP LP'S AND EP'S

EPICture No. 4 (A Roger Price "Doodle")



Dog Digging Radial Sound (High Fi-Do)

Your customers are digging Radial Sound too! Public reaction to the new Epic records has been phenomenal. Reviewers have gone wild. Epic's first 24 releases—all from the standard repertoire—combine an amazing new sound dimension with a roster of exciting new artists from all over the world.

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Sell
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Listen to the exciting performance of Schumann's Concerto in A Minor for Piano and Orchestra—Cor de Groot with Willem Van Otterloo conducting the Radio Philharmonic Orchestra.



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"EPIC" Trade Mark

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.

Violinists
Capitol's 1st
With Milstein;
More Oistrakh

Capitol's acquisition of Nathan Milstein last year has borne fruit with the first concerto disk featuring the eminent violinist now off the presses. A performer of top rank, he adds to his stature with superbly smooth readings of the popular Mendelssohn and Bruch (G Minor) showpieces. This is fiddle playing of a high order and the support rendered by the Pittsburgh Symphony under Steinberg is uniformly good. But dealers would be well advised to recommend the set caused

(Continued on page 60)

Keyboard
In Memory of
William Kapell

Some particularly interesting keyboard items have recently been issued, disk packages which should all have a fairly good sales potential. Represented are some fine piano performances by the late William Kapell; the little known Russian, Emil Gilels, and, of particular interest to hi-fi fans, organ works played by E. Power Biggs. The Kapell and Gilels albums stand out.

Called *Kapell in Memoriam*, the RCA Victor album offers the great young keyboard artist, who was killed in a recent airplane crash, in a miscellaneous collection of Bach, Schubert, and Liszt. Certainly the competitive versions of most of the works offered cannot be ignored, but the Kapell performances and his recent pop hit, "Eighteenth Variation," should make this album a best-seller.

Vanguard has issued some truly fine piano performances by Russian Emil Gilels accompanied by the State Orchestra of the U. S. S. R. Gilels is everything the reports have said of him—a great talent. He plays works which are often done in concert programs and are even now well-recorded, but the Gilels brilliant style should appeal to many piano disk buyers. Recording is not up to recent LP standards, but good enough.

The Biggs set, coupling little heard and rarely recorded works,

(Continued on page 58)

New Wave of
Jazz Packs

The record manufacturers, both the large firms and the smaller labels which specialize in one field of music, continue to bombard distributors, dealers and consumers with jazz performances in LP and EP packages.

(Continued on page 60)

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.

CHAMBER MUSIC

(Listed Alphabetically)

- BEETHOVEN: QUARTET, OP. 18, NO. 6; QUINTET, OP. 29 (Barylli Quartet; Huebner) Westminster WL 5212
 BRAHMS: STRING QUINTET, OP. 111; SCHUMANN: PIANO QUINTET (Stern, Schneider, Katims, Thomas, Tortelier, Hess) Columbia ML 4711
 BRAHMS: PIANO TRIO, OP. 8 (Fournier, Janigro, Badura-Skoda) Westminster WL 5237
 CORELLI: CONCERTI GROSSI (Societa Corelli) RCA Victor LM 1776
 GRIEG: VIOLIN SONATA IN C MINOR; SCHUBERT: VIOLIN SONATA, OP. 162 (Kreisler, Rachmaninoff) RCA Victor LCT 1128
 MOZART: QUARTETS 16 AND 17, K. 428 AND 458 (Budapest Quartet) Columbia ML 4727

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- ADAM: GISELLE (Paris Opera Orchestra-Blareau) London LL 869
 KHATCHATURIAN: GAYNE BALLETT SUITE NO. 1; MASQUERADE SUITE (Indianapolis Symphony-Sevitsky) Capitol P 8223
 MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) Columbia ML 4700
 RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini) RCA Victor LM 1768
 SCHAUBIN: POEM OF ECSTASY; POEM OF FIRE (New York Philharmonic-Mitropoulos) Columbia ML 4731
 STRAUSS, J.: GRADUATION BALL (New Symphony-Fistoulari) London LL 883
 TCHAIKOWSKY: NUTCRACKER SUITE; SLEEPING BEAUTY (Philadelphia Orchestra-Ormandy) Columbia ML 4729
 TCHAIKOWSKY: NUTCRACKER SUITE; WALDTEUFEL: SKATERS' WALTZ; ROSSINI: WILLIAM TELL SELECTION (NBC Symphony-Toscanini) RCA Victor LRY 9000

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.

CHAMBER MUSIC

(Listed Alphabetically)

- BACH: BRANDENBURG CONCERTI NOS. 1, 2 AND 3 (Prades Festival-Casals) Columbia ML 4345
 BEETHOVEN: "ARCHDUKE" TRIO (Fournier, Janigro, Badura-Skoda) Westminster WL 5131
 BEETHOVEN: "KREUTZER" SONATA (Heifetz, Moiseiwitsch) RCA Victor LM 1193
 DEBUSSY: QUARTET; RAVEL: QUARTET (Budapest Quartet) Columbia ML 4668
 ITALIAN BAROQUE MUSIC (Societa Corelli) RCA Victor LM 1767
 SCHUBERT: "TROUT" QUINTET (Badura-Skoda, Quartet) Westminster WL 5025
 VIVALDI: THE SEASONS (Stuttgart Chamber Orchestra-Munchinger) London LL 386

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DE FALLA: THE THREE CORNERED HAT (Danco, L'Orchestre de la Suisse Romande-Ansermet) London LL 598
 GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinsky) Columbia ML 4026
 GOULD: LATIN AMERICAN SYMPHONETTE; BARBER: ADAGIO FOR STRINGS; ESSAY FOR ORCHESTRA; SCHOOL FOR SCANDAL OVERTURE (Eastman-Rochester Symphony-Hanson) Mercury MG 40002
 GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) RCA Victor LM 1004
 MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) Mercury MG 50000
 OFFENBACH: GAITE PARISIENNE (Boston Pops-Fiedler) RCA Victor LM 1001
 RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) Mercury MG 50020
 RIMSKY-KORSAKOFF: SCHEHERAZADE (Minneapolis Symphony-Dorati) Mercury MG 50009
 RIMSKY-KORSAKOFF: SCHEHERAZADE (Philharmonia Orchestra-Stokowski) RCA Victor LM 1732

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. MAY I SING TO YOU—Eddie Fisher RCA Victor LPM 3185
5. THAT BAD EARTHA—Eartha Kitt RCA Victor LPM 3187
6. I REMEMBER GLENN MILLER—Ray Anthony Capitol H 476
7. I BELIEVE—Perry Como RCA Victor LPM 3188
8. TWO IN LOVE—Nat Cole Capitol H 420
9. LET THERE BE LOVE—Joni James M-G-M E222
10. LIBERACE BY CANDLELIGHT Columbia CL 6251

Best Selling Popular EP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
2. MAY I SING TO YOU—Eddie Fisher RCA Victor EPB 3185

Packaged Record Review Ratings

CLASSICAL LP'S

OPERA AND CHORAL WORKS

- GOUNOD: FAUST (Complete) (4-12")**—De Los Angeles, Gedda, Christoff and others; Orchestra and Chorus of the Theatre National de L'Opera; Andre Cluytens, Cond. RCA Victor LM 6400 88
- RICHARD STRAUSS: SALOME (Complete) (2-12")**—Walburga Wegner, Josef Metternich; Vienna Symphony Orchestra; Rudolph Moralt, Cond. Columbia SL 126 74
- VON SUPPE: HIGHLIGHTS FROM "BOCCACCIO" (1-12")**... —Soloists and Orchestra of the Vienna State Opera; A. Paulik, Cond. Columbia ML 4818 69
- BACH: CANTATA NO. 70 ("Wachet, Betet") (1-12")**—Soloists, Choir of the Bach Guild, Vienna State Opera Orchestra; F. Prohaska, Cond. Bach Guild 524 65

INSTRUMENTAL

- KAPELL: IN MEMORIAM (1-12")**—William Kapell, Pianist. RCA Victor LM 1791 80
- REUBKE: SONATA IN C MINOR; LISZT: FANTASIA AND FUGUE (1-12")**—E. Power Biggs, Organ. Columbia ML 4820 69

SYMPHONIES

- TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR (1-12")** —Leopold Stokowski and his Symphony Orchestra. RCA Victor LM 1780 79
- MCDONALD: CHILDREN'S SYMPHONY; BUILDERS OF AMERICA (1-10")**—Claude Rains, Narrator; Columbia Chamber Orchestra and Chorus; Harl McDonald, Cond. Columbia ML 2220 74

CONCERTOS

- MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; BRUCH: VIOLIN CONCERTO NO. 1 IN G MINOR (1-12")**—Nathan Milstein, Violin; Pittsburgh Symphony; W. Steinberg, Cond. Capitol P 8243 78
- BRAHMS: VIOLIN CONCERTO IN D MAJOR, OP. 77 (1-12")** —David Oistrakh, Violin; State Orchestra of the U.S.S.R.; K. Kondrashin, Cond. Vanguard VRS 6018 74
- LISZT: PIANO CONCERTO NO. 1; SAINT-SAENS: PIANO CONCERTO NO. 2; (1-12")**—Emil Gilels, Piano; State Orchestra of the U.S.S.R.; Kiril Kondrashin, Cond. Vanguard VRS 6015 74
- HOFFMANN: MANDOLIN CONCERTO; DITTERSDORF: HARP CONCERTO (1-12")**—Gerd Lindner-Bonelli, Mandolin; Irmgard Helmis, Harp. Urania URLP 7110 59

EXTENDED ORCHESTRAL WORKS

- RICHARD STRAUSS: DON QUIXOTE, OP. 35 (1-12")**—Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 1781 80
- IPPOLITOV-IVANOV: CAUCASIAN SKETCHES, OP. 10; BORODIN: POLOVTSIAN DANCES FROM PRINCE IGOR (1-12")**—Philharmonic Symphony Orchestra of New York; Dimitri Mitropoulos, Cond. Columbia ML 4815 6

CHAMBER MUSIC

- COWELL: SONATA NO. 1 FOR VIOLIN AND PIANO; SHAPERO: SONATA FOR PIANO FOUR HANDS (1-12")**—Columbia ML 4841 68
- HARRIS: SONATA FOR VIOLIN AND PIANO; PALMER: QUARTET FOR PIANO AND STRINGS (1-12")**—Columbia ML 4842 66
- BOWLES: MUSIC FOR A FARCE; SCENES D'ANABASE; DELLO JOIO: VARIATIONS AND CAPRICCIO FOR VIOLIN AND PIANO (1-12")**—Columbia ML 4845 64
- MENNIN: QUARTET NO. 2; IMBRIE: QUARTET IN B FLAT; (1-12")**—Juilliard String Quartet. Columbia ML 4844 62
- KIRCHNER: STRING QUARTET NO. 1; FINE: STRING QUARTET (1-12")**—Columbia ML 4843 62
- BERGER: QUARTET IN C MAJOR FOR WOODWINDS; DUO FOR CELLO AND PIANO; HILL: SEXTET FOR WIND INSTRUMENTS AND PIANO, OP. 39 (1-12")**—Columbia ML 4846 62

POPULAR ALBUMS

BACKGROUND MUSIC

- THE WONDERFUL WALTZES OF IRVING BERLIN (1-10")** —Paul Britten Ork. M-G-M E 216 75
- JAZZ THEMES FROM THE WILD ONE (1-10")**—Leith Stevens All Stars. Decca DL 5515 60

VOCAL

- LUCIANO VIRGILI SINGS ITALIAN SONGS OF LOVE (1-10")** —RCA Victor LPM 3195 60

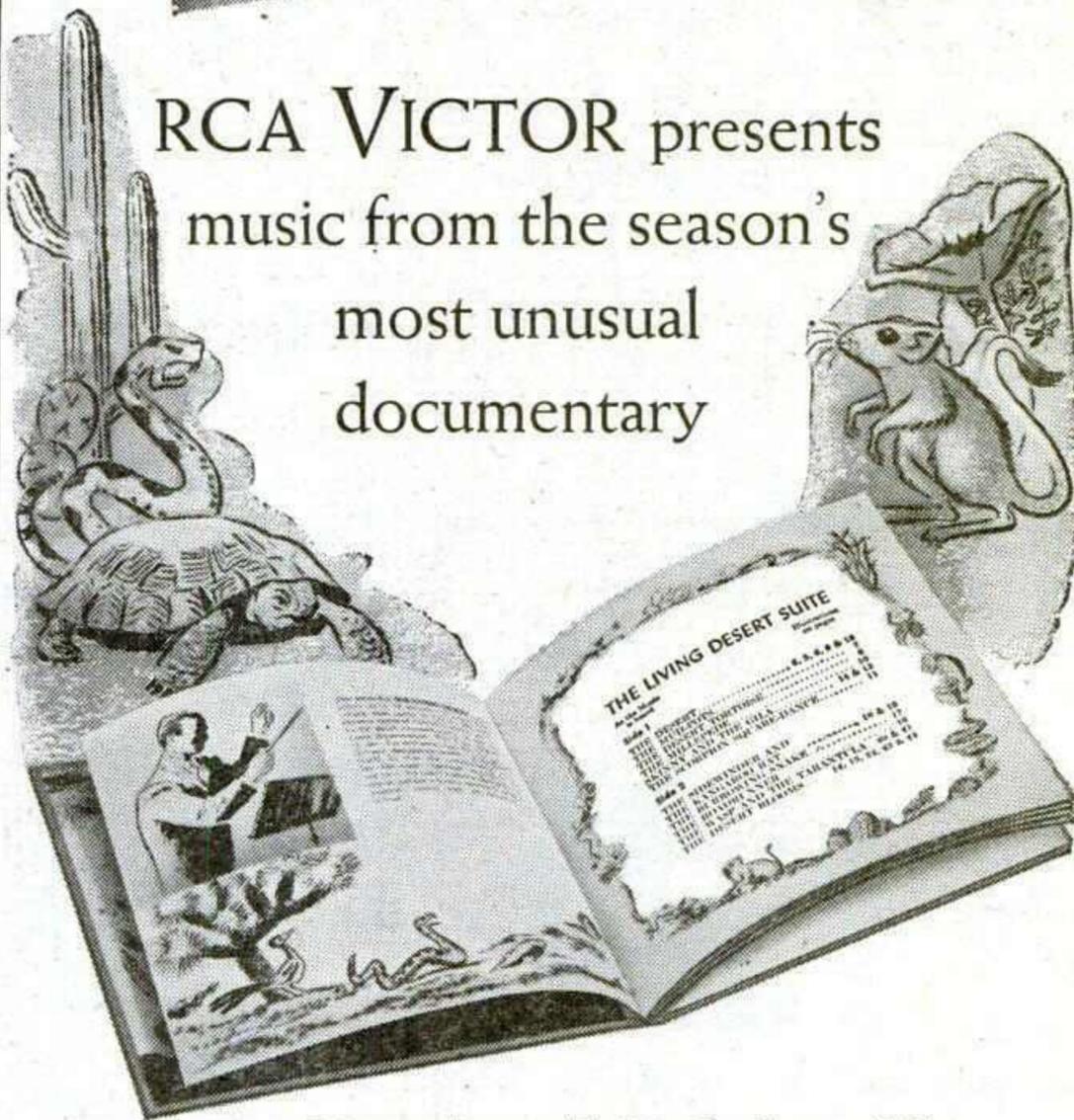
JAZZ

- DIXIELAND VS. BIRDLAND (1-10")**—Bobby Byrne Ork; Kai Winding Ork. M-G-M E 231 75
- GIL MELLE QUINTET, VOL 2 (1-10")**—Blue Note BLP 5033 75
- GIL MELLE QUINTET (1-EP)**—Blue Note 203 75
- SIDNEY BECHET (1-EP)**—"Wild Bill" Davison, Trumpet; Sidney De Paris, Trumpet. Blue Note 401 75
- THE BEST IN 2 BEAT (1-EP)**—Art Hodes and His Chicagoans. Blue Note 403 71
- MILES DAVIS, TRUMPET (1-EP)**—Blue Note 204 71
- HORN OF PLENTY (1-EP)**—Dizzy Gillespie, Trumpet. Blue Note 202 70
- THREE FINGERED LIGHTNING (1-10")**—Django Reinhardt, Guitar; with Orchestra. Vox VX 610 65
- NEW SOUNDS FROM THE OLD WORLD (1-EP)**—The Swinging Swedes. Blue Note 201 60
- THE "PEANUTS" HUCKO QUARTET (1-EP)**—Epic EG 7026 60

3. CALAMITY JANE—Doris Day, Howard Keel . . . Columbia B 347
4. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol EBF 455
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
6. THAT BAD EARTHA—Eartha Kitt . . . RCA Victor EPB 3187
7. I BELIEVE—Perry Como . . . RCA Victor EPB 3188
8. KISMET—Broadway Cast . . . Columbia A 1100
9. LIBERACE BY CANDLELIGHT . . . Columbia B 336
10. LET THERE BE LOVE—Joni James . . . M-G-M X 222
10. SHOW BIZ . . . RCA Victor EOD 1011



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The Billboard's Music Popularity Charts . . . For Week Ending February 6

TOP C & W RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks	
			on Chart	Chart
1.	THERE STANDS THE GLASS—W. Pierce I'm Walking the Dog—Dec 28834—BMI	1	17	
2.	I REALLY DON'T WANT TO KNOW—E. Arnold I'll Never Get Over You—V 20-5525—BMI	5	6	
3.	WAKE UP, IRENE—H. Thompson Go Cry Your Heart Out—Cap 2646—BMI	4	10	
4.	BIMBO—J. Reeves Gypsy Heart—Abbott 148—BMI	2	9	
5.	LET ME BE THE ONE—H. Locklin I'm Tired of Bumming Around—Four Star 1641—BMI	3	21	
5.	SLOWLY—W. Pierce You Just Can't Be True—Dec 28991—BMI	10	2	
7.	SECRET LOVE—S. Whitman Why?—Imperial 8220—ASCAP	6	3	
8.	DOG GONE IT BABY, I'M IN LOVE—C. Smith What Am I Going to Do With You?—Col 21197—BMI	—	1	
9.	YOU ALL COME—A. Duff Poor Ole Teacher—Starday 104—BMI	8	8	
10.	BIMBO—P. W. King Changing Partners—V 20-5537—BMI	—	1	

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Record	Last Week	Weeks	
			on Chart	Chart
1.	THERE STANDS THE GLASS—W. Pierce Dec 28834—BMI	1	17	
2.	BIMBO—J. Reeves Abbott 148—BMI	2	11	
3.	LET ME BE THE ONE—H. Locklin Four Star 1641—BMI	3	24	
4.	CHANGING PARTNERS—P. W. King V 20-5543—BMI	5	7	
5.	I REALLY DON'T WANT TO KNOW—E. Arnold V 20-5525—BMI	6	5	
6.	WAKE UP, IRENE—H. Thompson Cap 2646—BMI	4	7	
7.	I LOVE YOU—G. Wright—J. Reeves Fabor 101—BMI	7	6	
8.	SECRET LOVE—S. Whitman Imperial 8220—ASCAP	10	3	
9.	SLOWLY—W. Pierce Dec 28991—BMI	—	1	
10.	YOU ALL COME—A. Duff Starday 104—BMI	8	5	

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Record	Last Week	Weeks	
			on Chart	Chart
1.	LET ME BE THE ONE—H. Locklin Four Star 1641—BMI	2	16	
2.	WAKE UP, IRENE—H. Thompson Cap 2646—BMI	3	5	
3.	THERE STANDS THE GLASS—W. Pierce Dec 28834—BMI	1	15	
4.	BIMBO—J. Reeves Abbott 148—BMI	4	9	
5.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters V 20-5345—BMI	6	23	
6.	CARIBBEAN—M. Torok Abbott 140—BMI	5	21	
7.	SECRET LOVE—S. Whitman Imperial 8223—ASCAP	7	4	
8.	I REALLY DON'T WANT TO KNOW—E. Arnold V 20-5525—BMI	10	5	
9.	YOU ALL COME—A. Duff Starday 104—BMI	9	4	
10.	I'M WALKING THE DOG—W. Pierce Dec 28834—BMI	8	16	

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

600 Sunset Boulevard, Hollywood
Tommy Sands, young RCA Victor artist, set for 13 personal appearances during the two-week period prior to opening at the Houston Fat Stock Show, in addition to a schedule of daily appearances at the Bill Williams' Restaurant in the Coliseum in Houston. His latest release, "Dime and a Dollar" and "Life Is So Lonesome Alone," receiving excellent reaction from deejays thruout the country. . . . Col. Tom Parker, president of Jamboree Attractions, and Tom Diskin, of the same firm, recently visited with former Gov. Jimmy Davis at his home in Shreveport, La. Jimmy is on a hunting trip following his appearance on "Grand Ole Opry." . . . Curtis Gordon set for dates in Ohio and Indiana. . . . Moon Mullican into Pritchard, Ala., for a week. . . . Tom Edwards bows off as emcee of the Circle Theater "Hillybilly Jamboree," Cleveland, with Jack Gale, of WSRS, replacing him. Bonnie Lou headlined the bill last week, with the Rainbow Valley Gang, Patty Haymons, Jimmy Holt and Shorty Barnes, also appearing. . . . "Opry" unit, composed of Webb Pierce, Hank Snow, Slim Whittman and Audrey Williams, smashed attendance records at both Oakland and San Jose, Calif., last week. Wally Elliott promoted the shows.

New England's "Hayloft Jamboree," via WCOP, Boston, has moved to the John Hancock Hall there for their Friday night shows. . . . Rex Allen aided the Variety Club in Denver last week, following a fire that destroyed the club's quarters. . . . Owen Perry renewed his pact at the Carnival Room, Captain Shreve Hotel, Shreveport, La., doing six nights weekly now. . . . Johnny Maddox currently appearing at the Roosevelt Lounge, Detroit. . . . Lloyd Perryman back with the Sons of the Pioneers, with the line-up now reading Deuce Spriggins, Hugh and Karl Farr, Tommy Doss and Dale Warren. . . . "Opry" unit composed of Ernest Tubb, Red Foley, Grady Martin, the Texas Troubadors, Jimmy Selph, Civic Auditorium, Portland, Ore., last week. . . . "Town and Country Time," for eight years one of the nation's leading country and western radio shows, is now appearing for the first time on television. Show was recently sho. in color film and broadcast via a closed TV circuit. . . . March of Dimes show in Dayton, O., with a barrage of country talent on tap, pulled \$44,000 on a six-hour telethon. Appearing were Kenny Roberts, Bonnie Lou, Charlie Gore, the Trailhands, Willie Thall, Billy Scott, Sally Flowers and Ernie Lee. . . . Elton Britt is gack on his feet again and wants to extend his thanks via this column to his many friends for their get-well cards. . . . Gene Autry set for a date at Trenton, N. J., this week. . . . "Opry" unit, with Little Jimmy Dickens, Kitty Wells, Johnnie and Jack, the Tennessee Mountain Boys and Dell Wood, played to capacity at the City Market Auditorium, Roanoke, Va., recently. Doug Smith, country deejay at WSL, Roanoke, promoted the shindig. . . . Doug has also been named personal manager for youngster Richard Gear.

Jerry Byrd now repping a new indie label out of Nashville, Major Records. . . . Cousin Ed Denkema handling the d.j. chores at WGRD, Grand Rapids, Mich. . . . Fortune Records has inked Boots Gilbert and Bob Sykes. . . . National Stock Show at Denver's Coliseum pulled 75,000 people in 18 performances. . . . Tex Ritter played the Top of the Park in Denver recently. . . . Slim and Ray Bryant, of KDKA, Pittsburgh, renewed friendships with the Gene Autry crew during their date there last week. . . . Jerry Hewell handling the new "Hillbilly Harvest Time" via WTJH, East Point, Ga. . . . Bill Owens and daughters, Fay and Kay, holding forth at the Red Lantern in Atlanta. . . . Harry Gaines moving to KTAE, Taylor, Tex., for c.&w. deejay chores. . . . Jim Edwards back on WESC, Greenfield, S. C. . . . Charlie (Slim) Mims has added a TV show via WNOK, Columbia, S. C., in addition to his radio time at
(Continued on page 58)

Our very best wishes
to Jimmy Hilliard,
Joe Delaney, Bill Darnell,
Ed Kissak and everyone
concerned on the
launching of Label



Harry
George
Gene

P.S.: of course

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The Billboard's Music Popularity Charts

... for Week Ending February 6

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

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

Houston... **AS FAR AS I'M CONCERNED**... R. Foley, Decca 29000
YOU BETTER NOT DO THAT... T. Collins, Capitol 2701
TOO HOT TO HANDLE... S. Burns, Starday 118

Memphis
 Nashville... **I GAVE MY WEDDING DRESS AWAY**... K. Wells, Decca 28931

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 Stand the Glass**
W. Pierce, Decca
2. **Wake Up, Irene**
H. Thompson, Capitol
3. **Let Me Be the One**
H. Locklin, Four Star
4. **Secret Love**
S. Whitman, Imperial
5. **I Really Don't Want to Know**
E. Arnold, Victor
6. **Run 'Em Off**
O. Wheeler, Okeh
7. **You All Come**
A. Duff, Starday
8. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
9. **Bimbo**
R. Wright, King
10. **Caribbean**
M. Torok, Abbott

Dallas-Ft. Worth

1. **I Really Don't Want to Know**
E. Arnold, Victor
2. **Bimbo**
J. Reeves, Abbott

3. **Wake Up, Irene**
H. Thompson, Capitol
4. **Slowly**
W. Pierce, Decca
5. **You All Come**
A. Duff, Starday
6. **Run 'Em Off**
L. Frizzell, Columbia
7. **Heartbreak Ahead**
C. Arthur, Victor
8. **I Love You**
G. Wright-J. Reeves, Fabor
9. **Kiss Me Big**
Tennessee Ernie, Capitol
10. **Secret Love**
S. Whitman, Imperial

Houston

1. **Secret Love**
S. Whitman, Imperial
2. **There Stand the Glass**
W. Pierce, Decca
3. **Release Me**
J. Heap, Capitol
4. **Slowly**
W. Pierce, Decca
5. **Bimbo**
J. Reeves, Abbott
6. **I Really Don't Want to Know**
E. Arnold, Victor
7. **As Far As I'm Concerned**
R. Foley, Decca

8. **You All Come**
A. Duff, Starday
9. **You Better Not Do That**
T. Collins, Capitol
10. **Too Hot to Handle**
S. Burns, Starday

Memphis

1. **Let Me Be the One**
H. Locklin, Four Star
2. **There Stand the Glass**
W. Pierce, Decca
3. **Secret Love**
S. Whitman, Imperial
4. **Tight Wad**
York Brothers, King
5. **Wake Up, Irene**
H. Thompson, Capitol
6. **Slowly**
W. Pierce, Decca
7. **I Really Don't Want to Know**
E. Arnold, Victor
8. **I Gave My Wedding Dress Away**
K. Wells, Decca
9. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
10. **Bimbo**
J. Reeves, Abbott

Nashville

1. **Slowly**
W. Pierce, Decca
2. **There Stand the Glass**
W. Pierce, Decca
3. **Dog Gone It, Baby, I'm in Love**
Carl Smith, Columbia
4. **Let Me Be the One**
H. Locklin, Four Star
5. **I Gave My Wedding Dress Away**
K. Wells, Decca
6. **Wake Up, Irene**
H. Thompson, Capitol
7. **Just Married**
F. Young, Capitol
8. **Bimbo**
J. Reeves, Abbott
9. **You All Come**
A. Duff, Starday
10. **I Really Don't Want to Know**
E. Arnold, Victor

FOLK TALENT AND TUNES

Continued from page 57

WJMX, Florence, S. C. . . . **Donn Reynolds** nabs a regular spot on the WSAZ, Huntington, W. Va., "Saturday Night Jamboree."

Sheriff Davis, along with a top gang of folk talent from WLOW, Norfolk, Va., raised a slew of money in behalf of the March of Dimes at a show from the Norfolk Theater there recently. . . . **Al Turner**, co-promoter of the "Big D," Dallas, has moved to KSKY to do the "Texoma Parade" daily. . . . **Skeeter Webb** added as a regular on the "Big D" bill. . . . **Sonny Carpenter** suffered a broken jaw as a result of an auto accident recently. . . . **Ernie Monn** and gang celebrating their fifth anniversary on WARK, Hagerstown, Md., this week and are set to headline the State Theater "Hillybilly Matinee" at Greencastle, Pa., soon. . . . **Foreman Bill Allen** has taken over booking

and promotion of the "Carolina Hayride" staged from Breece's Ballroom, Fayetteville, N. C. . . . **Woody Woodell**, WPIC, Sharon, Pa., reports that the popularity of **Webb Pierce's** "There Stands the Glass" is growing by leaps and bounds ever since the ban of the tune by many radio stations. . . . **Tom Gibson** now doing an early-morning show tagged "Country Music" via WATL, Atlanta, in addition to his "Hillybilly Open House." . . . **Lou Girodo**, KCRT, Trinidad, Colo., had **Slim Whitman** guesting during the latter's trip thru the area recently. . . . **Lonnie Barron**, WSDC, Marine City, Mich., in need of c.&w. records of the major labels. . . . **Tom Perryman**, KSIJ, Gladewater, Tex., reports that **Tommy Collins'** "You Better Not Do That" creating a mild sensation in that area. . . . **Potato Pete Hunter**, KRCT, Baytown, Tex., guested on the **Jolly Cholly Stokley** show via KWKH, Shreveport, La., recently.

New Orleans

1. **Bimbo**
J. Reeves, Abbott
2. **Dog Gone It, Baby, I'm in Love**
Carl Smith, Columbia
3. **Slowly**
W. Pierce, Decca
4. **I Love You**
J. Reeves-G. Wright, Fabor
5. **Wake Up, Irene**
H. Thompson, Capitol
6. **Secret Love**
S. Whitman, Imperial
7. **There Stand the Glass**
W. Pierce, Decca
8. **Release Me**
J. Heap, Capitol
9. **I Really Don't Want to Know**
E. Arnold, Victor
10. **Run 'Em Off**
L. Frizzell, Columbia

William Kappell

Continued from page 54

Liszt's *Fantasia* and *Fugue on B.A.C.H.* and *Reubke's Sonata in C Minor*, is fine fare for the hi-fi bugs. The massive old Boston Music Hall organ gives out with some fabulous sounds which can make even a so-so set sound like a great piece of engineering. Biggs' sales potential among his following is, of course, well established. **Joe Martin.**

THE Answer to the No. 1 Country Song

PLEASE THROW AWAY THE GLASS



sung by

BETTY CODY

c/w

YOU CAN'T FEEL THE WAY I DO

20/47-5600

The NEW

DAVIS SISTERS



with

TAKIN' TIME OUT FOR TEARS

c/w

GOTTA GIT A-GOIN'

20/47-5607



The Billboard's Music Popularity Charts

... For Week Ending February 6

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.

- Atlanta... I DIDN'T WANT TO DO IT.....Spiders, Imperial 5265
 St. Louis... WATCH DOG.....L. Reed, King 4688
 Charlotte... SUCH A NIGHT.....C. McPhatter, Atlantic 1019

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. Things That I Used to Do
Guitar Slim, Specialty
2. I'll Be True
F. Adams, Herald
3. Money, Honey
C. McPhatter, Atlantic
4. Saving My Love for You
J. Ace, Duke
5. I Didn't Want to Do It
Spiders, Imperial
6. Honey, Hush
J. Turner, Atlantic
7. You're So Fine
Little Walter, Checker
8. I Had a Notion
J. Morris, Herald
9. You're Still My Baby
C. Willis, Okeh
10. Something's Wrong
Fats Domino, Imperial

Charlotte

1. Money, Honey
C. McPhatter, Atlantic
2. You're Still My Baby
C. Willis, Okeh
3. Saving My Love for You
J. Ace, Duke
4. I'll Be True
F. Adams, Herald
5. Things That I Used to Do
Guitar Slim, Specialty
6. Marie
Four Tunes, Jubilee
7. Honey, Hush
J. Turner, Atlantic
8. Such a Night
C. McPhatter, Atlantic
9. I'm Just Your Fool
B. Johnson, Mercury
10. Something's Wrong
Fats Domino, Imperial

Chicago

1. Money, Honey
C. McPhatter, Atlantic
2. You're So Fine
Little Walter, Checker
3. Things That I Used to Do
Guitar Slim, Specialty
4. Honey, Hush
J. Turner, Atlantic
5. You're Still My Baby
C. Willis, Okeh
6. Marie
Four Tunes, Jubilee
7. Rags to Riches
Dominoes, King
8. I'm Just Your Fool
B. Johnson, Mercury
9. TV Is the Thing
D. Washington, Mercury
10. Baby Doll
Marvin & Johnny, Specialty

Cincinnati

1. I'll Be True
F. Adams, Herald
2. Honey, Hush
J. Turner, Atlantic
3. You're Still My Baby
C. Willis, Okeh
4. Rags to Riches
Dominoes, King
5. Something's Wrong
Fats Domino, Imperial
6. Marie
Four Tunes, Jubilee
7. Ebb Tide
Ink Spots, King
8. Money, Honey
C. McPhatter, Atlantic
9. Ping Pong
T. Bradshaw, King
10. My Country Man
Big Maybelle, Okeh

Detroit

1. Things That I Used to Do
Guitar Slim, Specialty
2. Money, Honey
C. McPhatter, Atlantic

3. You're So Fine
Little Walter, Checker
4. I'll Be True
F. Adams, Herald
5. Blind Love
B. B. King, RPM
6. Honey, Hush
J. Turner, Atlantic
7. Rags to Riches
Dominoes, King
8. You're Still My Baby
C. Willis, Okeh
9. Fifteen Forty Special
J. Weaver, De Luxe
10. Marie
Four Tunes, Jubilee

Los Angeles

1. Honey, Hush
J. Turner, Atlantic
2. I'll Be True
F. Adams, Herald
3. I
Velvets, Robin
4. Saving My Love for You
Fats Domino, Imperial
5. Gee
Crows, Rama
6. TV Mama
J. Turner, Atlantic
7. Things That I Used to Do
Guitar Slim, Specialty
8. Something's Wrong
Fats Domino, Imperial
9. Marie
Four Tunes, Jubilee
10. You're So Fine
Little Walter, Checker

New Orleans

1. Things That I Used to Do
Guitar Slim, Specialty
2. Something's Wrong
Fats Domino, Imperial
3. TV Mama
J. Turner, Atlantic
4. You're So Fine
Little Walter, Checker
5. You're Still My Baby
C. Willis, Okeh
6. Love Contest
Ruth Brown, Atlantic
7. I'll Be True
F. Adams, Herald
8. Dark Muddy Bottom
Mercy Dee, Specialty
9. Blind Love
B. B. King, RPM
10. Mad Love
M. Waters, Chess

New York

1. I'll Be True
F. Adams, Herald
2. Money, Honey
C. McPhatter, Atlantic
3. You'll Never Walk Alone
R. Hamilton, Epic
4. Things That I Used to Do
Guitar Slim, Specialty
5. You're Still My Baby
C. Willis, Okeh
6. Ebb Tide
Ink Spots, King
7. Marie
Four Tunes, Jubilee
8. My Country Man
Big Maybelle, Okeh
9. I Had a Notion
J. Morris, Herald
10. Something's Wrong
Fats Domino, Imperial

Philadelphia

1. I'm Just Your Fool
B. Johnson, Mercury
2. Saving My Love for You
J. Ace, Duke
3. Changing Partners
Crickets, Jay Dee
4. Ping Pong
T. Bradshaw, King
5. I'll Be True
F. Adams, Herald

(Continued on page 60)

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. THINGS THAT I USED TO DO—Guitar Slim.....	2	5
Well I Done Got Over—Specialty 482—BMI		
2. I'LL BE TRUE—F. Adams.....	1	13
Happiness to My Soul—Herald 419—BMI		
3. MONEY, HONEY—C. McPhatter.....	3	16
Way I Feel—Atlantic 1006—BMI		
4. SAVING MY LOVE FOR YOU—J. Ace.....	4	4
Yes Baby—Duke 118—BMI		
5. HONEY, HUSH—J. Turner.....	5	21
Crawdad Hole—Atlantic 1001—BMI		
6. YOU'RE STILL MY BABY—C. Willis.....	8	2
What's Your Name?—Okeh 7015—BMI		
7. YOU'RE SO FINE—Little Walter.....	7	6
Lights Out—Checker 786—BMI		
8. SOMETHING'S WRONG—Fats Domino.....	6	7
Don't Leave Me This Way—Imperial 5262—BMI		
9. I'M JUST YOUR FOOL—B. Johnson.....	—	5
A-12—Mercury 70251—BMI		
10. MARIE—Four Tunes.....	10	12
I Gambled With Love—Jubilee 5128—ASCAP		

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 throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. THINGS THAT I USED TO DO—Guitar Slim.....	1	4
Specialty 482—BMI		
2. YOU'RE SO FINE—Little Walter.....	2	4
Checker 786—BMI		
3. I'LL BE TRUE—F. Adams.....	4	8
Herald 416—BMI		
4. MONEY, HONEY—C. McPhatter.....	6	14
Atlantic 1006—BMI		
5. SAVING MY LOVE FOR YOU—J. Ace.....	3	8
Duke 118—BMI		
6. RAGS TO RICHES—Dominoes.....	4	7
King 1280—ASCAP		
7. TV MAMA—J. Turner.....	7	4
Atlantic 1016—BMI		
8. YOU'RE STILL MY BABY—C. Willis.....	—	1
Okeh 7015—BMI		
9. HONEY, HUSH—J. Turner.....	8	22
Atlantic 1001—BMI		
10. SOMETHING'S WRONG—Fats Domino.....	—	1
Imperial 5262—BMI		



The Moon Glows on CHANCE 1152 with "Secret Love," the first R&B group to cover this pop tune, are doing sensational all over the circuit. The back side, "Real Gone Momma," is moving right with it. IMPERIAL 5268, with Smiley Lewis on "Down the Road," backed with "Blue Monday," showing strong in New Orleans, is beginning to hit well in Chicago and throughout the Midwest. Make sure both these hits are in your stock.

Rudy Green on Chance 1151, vocalizing to his own tremendous guitar harmony, has two potential hits in "I Had a Feeling" and "Meet Me, Baby." Strong sales action has been reported on it from the south.

Muddy Waters, doing "Hoochy Coochy Man" on CHES 1560, has really been getting the plays on juke boxes in the south. Song is starting to move up through the Midwest. A brand new Eddie Boyd release on CHES 1561, "Picture Frame" and "Nothing But Trouble," will be as good a hit as his last top tune. Reports already show the trend to a large sale on this one. Be sure to check your distributor for this.

Checker 790, with Big Ed doing "Superstition," has been getting plenty of deejay plays from all over. Juke box reports are strong in the Midwest. This is a real good number for Big Ed.

One of the finest female spiritual groups today are The Caravans. Their new release on STATES 136 will be a hit. The top side, "Since I Met You," has Bessie Griffith doing the solo. The back side is "The Angels Keep Watching," with Albertina Walker soloing. You won't find a better gospel record on the market than this one. STATES 133 with Cozy Eggleston instrumentalizing on "Big Heavy" and "Cozy's Boogie" will leave you asking for more.

Tab Smith on "Strange," United 171, has really taken everybody by storm. This is his first vocal, and from the action, it looks as if Tab will be doing a lot of singing from now on. Back side is "Jump Time." You'll like that one, too.

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

MARIE ADAMS' newest
I'M GONNA LATCH ON
 b/w
You're Gone From Me
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 b/w
The Woman I Love
 by
JOE FRITZ
 Peacock #1627

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"FROM THE VINE
CAME THE GRAPES"

and

"Time Will Tell"

Dot #15127

R & B Territorial Best Sellers

• Continued from page 59

6. Marie
Four Tunes, Jubilee
7. Rags to Riches
Dominoes, King
8. Ebb Tide
Ink Spots, King
9. I
Velvets, Robin
10. El Baion
J. Loco, Tico

St. Louis

1. Things That I Used to Do
Guitar Slim, Specialty
2. I'm Just Your Fool
B. Johnson, Mercury
3. El Baion
J. Loco, Tico
4. You're So Fine
Little Walter, Checker
5. Watch Dog
L. Reed, King
6. Money, Honey
C. McPhatter, Atlantic
7. I Had a Notion
J. Morris, Herald
8. Honey, Hush
J. Turner, Atlantic

9. Saving My Love for You
J. Ace, Duke
10. TV Mama
J. Turner, Atlantic

Washington - Baltimore

1. I'll Be True
F. Adams, Herald
2. Money, Honey
C. McPhatter, Atlantic
3. Ebb Tide
Ink Spots, King
4. Something's Wrong
Fats Domino, Imperial
5. Things That I Used to Do
Guitar Slim, Specialty
6. Changing Partners
Crickets, Jay Dee
7. Honey, Hush
J. Turner, Atlantic
8. Rags to Riches
Dominoes, King
9. Please Don't Leave Me
Fats Domino, Imperial
10. Good, Good Whiskey
A. Milburn, Aladdin

Rhythm & Blues Record Reviews

• Continued from page 46

ZILLA MAYS

(Seems Like)
You Just Don't Care79
MERCURY 70313—Zilla Mays comes thru with a solid reading of a driving new blues ditty in which she tells her man that he just don't care. The gal sings it with a catch in her voice and the backing swings. Watch this one, it could bust thru quickly. This gal can sell a song. (Fred Fisher, ASCAP)

Take Your Time... 78
Here's another sock performance from the thrush, again on a swinging ditty. On this one she tells her man not to rush things. It's a good slice, but the flip is more powerful. (Fred Fisher, ASCAP)

BOBBY MITCHELL

Sister Lucy79
IMPERIAL 5270—Here's a wild waxing featuring a good reading by Mitchell and a rocking beat from the ork. The material is only slightly better than average but the performance is loaded with excitement. This one has a chance; watch it. (Commodore, BMI)

Baby's Gone... 78
Mitchell has a potent cutting here and with exposure it could move out. It's a slow blues weeper and the chanter sings it with plenty of feeling and a real beat. A good two-sided disk.

THE CHARMERS

The Beating of My Heart79
CENTRAL 1002—The Charmers, new group on the label, come thru with a mighty listenable performance of a new heart ballad, sparked by an emotional lead singer. With proper ex-

'Salome' Reading

• Continued from page 54

persuaded Columbia to issue a complete recording of it.

The title role is sung by Walburga Wegner, a light soprano who negotiates the tortured melodic lines of her part with great facility. Josef Meiternich, who was such a success in a recent Metropolitan Opera debut, sings the part of Jokanaan with impressive dramatic force. The characterization of Herod, in the hands of Laszlo Semere, is a powerful study of an evil man with a guilty conscience. Other principals are Waldemar Kmentt and Georgine Von Milinkovic. An important buy for a good many collectors. Libretto included.

Two of the principals in Salome, Waldemar Kmentt and Laszlo Semere, are also to be heard in a more pleasant offering from Columbia, Highlights From *Boccaccio* by Franz Von Suppe. The leading lady is Elizabeth Roon, an excellent soprano who gained her reputation in more serious grand opera. Being Viennese, however, she and the other members of the cast present this delightfully funny operetta with naturalness and simple charm.

An important choral work of Bach, the *Cantata No. 70* (Wachet, Betet) has been added to the Bach Guild's already impressive list of Bach LP "firsts." A "cantata" that ought to be a good seller is a composition of Carl McDonald entitled *Builders of America*. It is a musical setting of simple, moving words of George Washington and Abraham Lincoln. These are narrated by the actor Claude Rains. McDonald's *Children's Symphony* is coupled with this work. As a package, this is ideal for children, not that it will fail to charm a good many adults.

Gary Kramer.

posure the label could get some action on this one.

Why Does It Have to Be Me?... 70
The ballad getting action in the pop field via Tony Bennett's waxing is sung pleasantly here by the Charmers. The flip has the power, however.

PAUL WESTMORELAND ORK

Howl and Prowl.....72
4 STAR 1648—Relaxed, swiny novelty. Cute lyric sung to the backing of the country fiddles are effective. (4 Star, BMI)

No Tears Left... 68
Routine weeper gets an adequate reading. (4 Star, BMI)

Sales Appeal

• Continued from page 54

and Tchaikowsky's *Symphony No. 5*, by Leopold Stokowski and his ork. The third, a Columbia disk, contains the *Caucasian Sketches* by Ippolitor-Ivanov, and Borodin's "Polovisian Dances" and "In the Steppes of Central Asia." The latter disk was cut by the Philharmonic Symphony Orchestra of New York, with Dimitri Mitropoulos conducting.

For reasons of talent and repertoire, these disks have great sales strength. It would be unfair to use the term "potential" in asaying this sales power.

Several points may be noted: The Victor *Don Quixote* features two of the finest instrumentalists in cellist Gregor Piatigorsky and violinist Joseph de Pasquale. These instruments, of course, depict the two chief characters in Cervantes book, and this parallelism is neatly described in Louis Biancolli's liner notes.

The Tchaikowsky *Symphony*, a perennial favorite, receives in the Stokowski reading a masterful performance which fully plumbs the lush wealth of the composition.

The Columbia disk is attractively merchandised in a cover which captures some of the exotic attraction of the Asiatic and Oriental terrain whence the compositions derive. It too is surely a beautifully produced record.

Paul Ackerman.

Capitol's First

• Continued from page 54

tiously to sound-conscious collectors. There is an irritating burr to some of the fiddle tones and the waxing generally is not up to Capitol's top standard.

The already large group of David Oistrakh fans will scramble quickly for the Russian violinist's latest dishing to be made available here. And they won't be disappointed with his penetrating and expert playing of the *Brahms Violin Concerto*. This also is great fiddling and the sound pulled off the Soviet tapes by Vanguard Records isn't at all bad.

A genuine novelty is offered by Urania, which has coupled a *Mandolin Concerto* by Hoffmann and a *Harp Concerto* by Dittersdorf on a single LP. There are probably a fair number of mandolin players around the country. And if they've felt slighted at the lack of attention given their chosen instrument thus far, this entry ought to buoy them up somewhat. On both sides of the platter the music is light and pleasant.

Is Horowitz.

New Jazz Packs

• Continued from page 54

Just how long this volume of material can continue to pour out of the manufacturers and be absorbed in the distribution channels is open to question. While it's true that the regular jazz disk buyers are the type which actually ferret out their favorite performances, even these die-hards will some day soon reach the satiation point.

At hand, for example, are some recent issues, not all of which will appeal to the die-hards, but all aimed at that market. M-G-M has followed its successful "hot vs. cool" package with Dixieland vs. Birdland—Two combos, one progressive and one two-beat, tackling the same music from different viewpoints. It should do well. Blue Note, one of the better jazz lines, has been turning out a great deal of packaged material both on EP and LP and featuring the same soloists and groups. One of these soloists, Gil Melle, fronts his quartet on Volume 2 of his LP series and is also available on EP. His group includes some fine modern, cool-school musicians and should please the buyers of this type of music.

The same label has issued another Sidney Bechet EP and another Art Hode EP package. The latter, titled *The Best in 2 Beat*, sounds like a fine Dixieland package, while the Bechet performances are still in demand in two-beat quarters.

Vox Records has released some excellent old material by the late Django Reinhardt. The disks were cut in the 1939-1945 period and include some solos by Alix Combelle and Hubert Rostang. It's interesting and might intrigue the true collectors.

Joe Martin.

'Faust' Set

• Continued from page 54

many months and will interest all opera lovers. A fat booklet containing the complete libretto in English and French, plus summations of each act and a lucid history of the Faust legend is included. The attractive cover was painted for the package by Federico Castellon.

Bob Rolontz.

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Burlesque Bits

By UNO

Bob Alda and Loney Lewis have written and had copyrighted a story called "The Old and the New" for TV. The show will start production as soon as Alda returns from Europe. He is due within a few weeks. . . . The Beretania, only burly house in Honolulu, features June Stevens with Jimmie McVey, comic, and Leri Vale, Hedi Richmond, Nancy O'Day and Robin Savoy. In the Tripler Army hospital in the same city is George B. Hill for treatment. . . . Joe Diehl, publicity representative for comic Milt Douglas, forwards a rave about this season's show. Douglas not only co-stars with Mary Mack but also appears in three new scenes of his own "I claim it to be from 50 to 75 per cent superior to the first show he was in last season." . . . Rita Ravell opened in featured spot at the Star, Portland, Ore., February 5. Manager Candy Renee is holding her over indefinitely. . . . New-comers in the East are Rusty Lane and her cocker spaniels, Chipps and Corkey, who left the Hirst circuit to open February 5 on the Kane wheel in Cincinnati. Miss Lane's start in theaters was two years ago at the Rialto, Chicago, after several years in niteries. Her billing as featured strip reads "The Flaming Dutchess of Disrobe." Two other Rusty Lanes in showdom are another strip out on the Coast said to be the former Paul Lynn and a male legit actor who opened as one of the top names in the cast of "Stockade," a new play at the President, New York, February 4. . . . Ginger Britton is featured at the Barbary Coast nitery and Jewel Carver at the Bella Pacific in San Francisco. Ed DeVere continues as publicity chief at the El Rey, Oakland, Calif., where Princess Dornay closed January 14. Marie Voe opened January 29 with Peggy Bond, Tempest Storm, Loreli and Patti Waggin following in featured spot; Happy Raye and Virginia Pollard are new from the wheels; Harry Myers, ditto, from the New Follies in Los Angeles; Dexter Maitland is straight man, and Anita Woods, Ina Lorraine, Edie Rich, Suzanne, Poppi, Tagore, Ruby Reed, Gypsy Russell, Betty DuQue, Fifi DeAubrey and Kiki Carroll constitute the stock quota. . . . Buck Cathey is manager of the newly opened theatrical agency, "Southern Artists," in Dallas. . . . The Folly, Kansas City, Mo., started a new type bargain show by offering patrons "two shows in one." Featured in the first trial week of January 29 were Harry Clexx and Sammy Price, comics; Kay Hanna, featured, and Pat Williams and Betty Jo Morgan, specialties. . . . Al Anger and Eddie Ware are new at the New

Follies, Los Angeles. . . . Ralph Goldberg at his Town Theater, a 1,500-seater in Omaha, employs burly principals occasionally in his pic house whenever they can be booked to his and their financial advantage. . . . Tirza and her Wine Bath bowed at the Casino in Toronto January 28. . . . Hudson, Union City, N. J., ever so often during the season issues a special illustrated folder of coming attractions. The latest bears the photos of Francine, booked for week of February 7, together with a chorus girls contest; Rose LaRose, for February 14; Lois DeFee, February 21, and Gay Dawn, February 28. . . . Mickey (Go-Go) Jones is to be starred in a new burly revue to be shown this summer under canvas in outdoor midway shows. . . . Hermie Rose, comic, and Jimmie Morgan, straight man, continue at the Capitol, Portland, Ore.



Continued from page 14

iant escort, are quite the stars of the proceedings.

Sugar Plums

The second stanza in the palace of the Sugar Plum Fairy gets matters back on more familiar ground, with the Spanish, Arabian, Chinese and other confectionery divertissements leading up to the beautiful Sugar Plum grand pas de deux.

Here naturally the adult members of the troupe get in their innings. Maria Tallchief has never appeared to better effect than as the chateleine of the candy palace, and Nicholas Magallanes cavaliers her splendidly. Laurels also go to Tanquil Le Clerg's featuring in the waltz of the flowers, and to excellent stepping by Yvonne Mounsey, Janet Reed, Robert Barnett and George Li. The ensemble backgrounding is eye-filling.

There were a few ragged moments in the tee-off production, the spectacular transformation of the giant Christmas tree was touched with light trouble and occasionally some of the junior troupe pointed East when it should have been West.

This reporter isn't entranced with Balanchine's patterning of the Arabian sequence, and his step designs for his shepherdesses seems less than par. But the over-all of "Nutcracker" is just about the most colorful, delightful essay the troupe has made to date. It is a wonderful start on the full-length ballet beam, and should be danced often. Everybody deserved the ovation that he got.

Bob Francis.

LULLABY

(Opened Wednesday, February 3)

Lyceum Theater

A comedy by Don Appell. Staged by Jerome Mayer. Settings by Ben Edwards. General manager, Michael Goldreyer. Stage manager, Robert Downing. Press representative, James D. Proctor. Presented by Jerome Mayer and Irl Mowery in association with Toby Ruby.

A Bellhop Al Ramsen
Johnny Jack Warden
Eadie Kay Medford
The Mother Mary Boland

"Lullaby" boasts three excellent performances—which may bring in trade. However, Appell's play is skimpy and doesn't look robust enough for prolong Stem competition. Acting is another triumph for talent over material.

It is possible that three excellent performances may find a market for Don Appell's skimpy little comedy, "Lullaby." Mary Boland is back after a six-year Stem absence to play a horrendous, possessive mother-in-law with all the Boland comic cunning. Kay Medford, as a be-deviled daughter-in-law, combines surface brassiness and underlying decency for wonderful effect, and Jack Warden's contribution as an even more be-deviled son is a happy combination of dopiness and frustration, leading up to his final revolt. The result is a highly skillful teaming for farce-comedy playing. But it is definitely a triumph of personal talent over material.

Author Appell has an ear and eye for a laugh line or situation. There are moments in "Lullaby" which are extremely funny and human. When the play is on the farce beam, it is frequently uproarious, but Appell refuses to settle for that. There must be

BROADWAY SHOWLOG

Performances Thru February 6, 1954

DRAMAS

Bullfight	1-12, '54	31
Caine Mutiny Court		
Martial	1-20, '54	21
Coriolanus	1-19, '54	23
Dial "M" for Murder	10-29, '54	598
His and Hers	1-7, '54	36
Kind Sir	11-4, '53	109
Lullaby	2-3, '54	5
Mademoiselle Colombe	1-6, '54	37
Picnic		403
Oh, Men! O, Women!	12-17, '53	60
Ruth Draper	1-25, '54	16
Sabrina Fair	11-11, '53	200
Stockade	2-4, '54	4
Tea and Sympathy	9-30, '53	148
The Fifth Season	1-23, '53	438
The Prescott Proposals	12-16, '53	61
The Remarkable Mr. Pennypacker	12-30, '53	45
The Seven-Year Itch	11-20, '52	510
The Solid Gold Cadillac	11-5, '53	108
The Tea House of August Moon	10-15, '53	134

MUSICALS

Can-Can	5-17, '53	316
Comedy in Music	10-2, '53	147
John Murray Anderson		
Almanac	12-10, '53	68
Kismet	12-3, '53	76
Me and Juliet	5-28, '53	294
The King and I	3-29, '51	1,198
Wonderful Town	2-25, '53	396

COMING UP

The Immoralist	2-8, '54
The Confidential Clerk	2-11, '54

hypos of tenderness and pathos as well—and it is there that his play runs down hill, for after all it is nothing more than a slightly blown-up version of the venerable mother-in-law joke.

The first of "Lullaby's" two stanzas gets it off to a bang on the wedding night of an amiable dope who has run off and married a night club cigarette gal. Appell's scripting is here at its best, making their fumbling response to the mating-call enormously, humanly funny. Also the arrival of the lad's mother the following morning and her pithy comments on the situation get the first-act curtain down to a promising comedy outlook.

But the second act, perforce, is devoted to getting the cagey, old harridan off the younger generation's shoulders. Mama has naturally moved right in and taken over. Sonny boy, while putting up he-mah front, is still helpfully tied to material apron strings. Appell is put to it to expand his yarn in terms of three characters and the joke begins to run thin. The mother alternately bullies and cringes. The son blusters and gives in. The young wife is just about fed up. And then comes the final rebellion—an emancipation that has all the force of a pop-gun blast. It is a commonplace tale of ordinary people. If Appell could have held them thruout to their first act amusement values, he'd have had quite a comedy.

Jerome Mayer has directed skillfully and Ben Edwards has designed a couple of atmospheric sets, a cheap hotel room and a shoddy apartment and, as stated, the highest praise goes to the acting contributions. But "Lullaby" is too skimpy a trifle for prolonged Broadway competition.

Bob Francis.

STOCKADE

(Opened Thursday, February 4)

President Theater

A drama by Mark J. Appleman, based on James Jones' novel, "From Here to Eternity." Staged by Robert H. Gordon. Settings by Albert Johnson. Company manager, Oscar Green. Stage manager, William Johnson. Press representatives, Max Eisen and Marian Graham. Presented by Diana Green and Paul Butler.

Pfc. Hanson Norman Keats
Pvt. Turpin Tom Poston
Robert E. Lee Prewitt Murray Hamilton
Major Thompson Jay Barney
Staff Sgt. Judson Gerald Milton
Angelo Maggio Don Gordon
Jack Malloy Rusty Lane
Blues Berry Ted Jordan
Francis Murdoch Stephen Pluta
Lt. Culpepper George Hall
Stonewall Jackson Barnet Biro
A Soldier Cam Applegate
Sgt. Dixon William Thourly
Cpl. Oliver Tige Andrews

A lurid, macabre melo, decked in a certain spurious philosophy. Well acted and produced, but adding up to little other than a visual and oral investigation of sadistic brutality. Looks like a short experiment at the President Theater.

It is quite possible that appreciation of Mark Appleman's dramatization of the prison barracks sequences of the popular novel "From Here to Eternity" lies in the point of view of the beholder. Not being particularly interested in spectacles of sadism and brutality, even when leavened with a liberal sprinkling of phony philosophy, this reporter's reaction is on the negative side. James Jones' book may have

Hocus-Pocus

By BILL SACHS

RAY AMY (Amarantes), magician-mentalalist who formerly made St. Louis his headquarters, and his wife, Virginia, 21, are reported to have died, apparently of asphyxiation, in a tourist court in or near Kingston, Okla., January 29. They are reported to have checked into the court the day before after winding up an engagement in Kingston. Donna Carver, 19, said to be a sister of Mrs. Amy, was reportedly found with the bodies of Amy and his wife, and is said to be in a serious condition in a Kingston hospital. According to Beverly Bergeron, magician and entertainer serving with Hq. Sq. 3750th ABG at Sheppard Air Force Base in Texas, Mr. and Mrs. R. P. Crotser, who were handling the Amy act, and Tom Crotser and Paul Wilson, both of "Miracles of Magic," were called to Kingston to identify the bodies. Authorities branded the deaths as "strange" and said "we've got to check." The FBI has joined the local police in the investigation. . . . Paul Duke posts from Cristobal, Canal Zone, that he is touring the West Indies with his one-man show. . . . Arthur Schalek, Montreal magic enthusiast and our faithful correspondent in those parts, reports that Blackstone began a nine-day stand at Her Majesty's Theater, Montreal, January 29 to a good house. "It was the Blackstone of old," Schalek pens. "As a showman, the Old Master can't be beat, and this time more than ever. New costumes, drapes and illusions are spic and span, and he makes it look like a real production in spite of only carrying seven people on stage. He works as tho he gets as much kick out of the show as the audience does watching it. There's no need of reviewing each trick, as they are done in the real Blackstone manner. In a tie-in with Blackstone's Montreal opening, Station CFCF ran a youngster's magic contest, which was won by 16-year-old Jerry Merling, a real comer in magic, who presented his winning trick in conjunction with the Blackstone on opening night." Incidentally, the Merling lad, who has been coached by Sydney Levine, one of Canada's oldest

magi, recently made his pro debut at the Riggalo Club, Montreal, set by Fred Norman, Montreal booker.

JAY PALMER and Doreen, who have been sojourning in New York in recent weeks, are slated for a return trip to England in March. "An interesting article in January Genii by Burling Hull about magic bar acts certainly put a lot of people who thought they were the first to do a drink act, including me, in their places," scribbles Jay from the Big Town. "I never claimed to be the first to do this kind of an act. However, my Magic Kettle was a new method and my own original presentation." . . . Albert E. Jacques, president of the Cleveland Assembly, Society of American Magicians, during a recent month's visit in Honolulu, entertained local magi Liko Pang and Harry Hanaeka at a Japanese dinner at Ishii Tea Gardens there. . . . Ethel Fillion, formerly Lady Ethel, of the mental act billed as Lady Ethel and Dr. Jester, is breaking in a new mental act with her new husband, John C. Patterson, who she married January 14 in Miami. New turn, to be known as Fillion and Patterson, is rehearsing in Chicago. . . . Benjamin J. Pressman, D.D.S., New York, appeared as Dr. Magic in a magic health show over WNBC-TV, New York, February 1, and over WOR-TV, New York, February 2. . . . "Mindreaders," postals Jack Herbert from Chicago, "are people who, regardless of the season, have codes in their heads." . . . Tommy Windsor, Marietta, O., magician-humorist, claims to be the only trixster to attempt a daily half-hour TV show. The past week-end he finished his 60th half-hour program over WTAP-TV, with studios in Parkersburg, W. Va., and he has until June 30 to run, which he guesses will be long enough. The show is titled "Tommy Windsor's Party" and is televised every week-day, from 5-5:30 p.m., before a live studio audience. "This TV is really something," typewrites Tommy. "Just like tossing pebbles into the Grand Canyon, but it's fun. I have already used up 30 hours of entertainment, and must come up with a half hour virtually every day until the end of June." Next fall, Windsor is set with N. P. Patton, of the Carolina Assemblies, for a tour of the Carolinas and Georgia in his new school turn called "Showboat Specialties," in which he does a half dozen variety acts with chatter about his experiences on the boat shows. He was formerly with the Princess, Water Queen, Cotton Blossom and Hollywood showboats.

been an accurate report of such matters, but just what purpose is served in translating this segment into dramatic terms, other than a desire to offer a lurid and macabre exhibit for public inspection, is something to ponder.

It may be hastily added, however, that "Stockade" is exceedingly well acted. Robert Gordon's direction stresses its tensions admirably, and Albert Johnson has given it simple, authentic-looking backgrounds excellently trimmed to the confines of the President Theater's little stage. "Stockade" boasts a lot of professional class.

Appleman has focused his attention on the arrival of the novel's hero, Prewett, at the Hawaiian Army prison, and carries thru the serving of his sentence, the eventual killing of the sadistic Sergeant Judson to his

(Continued on page 62)

Dramatic & Musical Routes

Beatrice Lillie: (Blackstone) Chicago.
Blackstone the Magician: (Shubert) Washington.
Burning Glass: (New Parsons) Hartford, Conn., 11-13.
Girl in Pink Tights: (Shubert) Philadelphia.
Good Night Ladies: (Great Northern) Chicago.
Guys and Dolls: (Shubert) Boston.
Misalliance: (Erlanger) Buffalo 8-10.
Moon Is Blue: (Colonial) Akron 8-10; (Paramount) Toledo 11-13.
My Three Angels: (Ford's) Baltimore.
National Ballet of Canada: (Erlanger) Buffalo 12-13.
New Faces: (Curran) San Francisco.
Ondine: (Colonial) Boston.
Porgy and Bess: (American) St. Louis.
Seven-Year Itch: (Erlanger) Chicago.
South Pacific: (Civic) New Orleans.
Stalag 17: (Elm Street) Worcester, Mass., 8-9; (Metropolitan) Providence, R. I., 10-13.
Time Out for Ginger: (Harris) Chicago.
Twin Beds: (Cass) Detroit.
Winner, The: (Nixon) Pittsburgh.
Wish You Were Here: (Shubert) Chicago.

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The Final Curtain

BATES—Florence,
66, veteran character actress of stage and films, January 31 in St. Joseph's Hospital, Burbank, Calif., of a heart ailment. She was known as the woman of varied careers. She became the first woman admitted to the Texas bar in 1914 after having studied law for only six months. In her childhood she was a prodigy in Texas musical circles, later becoming a teacher. With her husband during the 1930's depression she opened and operated a bakery. In 1940 Miss Bates was discovered at the Pasadena Playhouse and signed for a part in "Rebecca," which gained her a top position on the Hollywood film pedestal. From then, until recently, she gained fame as a character actress in films, on the stage, radio and TV. Interment in Forest Lawn Memorial Park, Glendale, Calif. She leaves a granddaughter, Anne Oppenheimer, of Texas.

BENGE—Mrs. Sarah L.
71, stage and screen actress, January 27 in North Hollywood, Calif. She leaves her husband, Wilson Bengé, and two daughters, Mrs. Betty Laing and Mrs. Beatrice Pacey. Interment in Valhalla Memorial Park.

IN MEMORY
Of Our Dear Mother
MARIE BE GAR
Died February 8, 1950.
GRACE, EARL & HARRY

BOWERY, Fred—
44, rodeo circuit clown, January 30 in Pacoima, Calif. He is survived by his widow, Cecelia, his mother, Mrs. Eva Bowery, Imbler, Ore. Burial in LaGrande, Ore.

BRAUN—Morris,
60, violinist, January 28 at Pennsylvania Hospital, Philadelphia. He appeared as a soloist with the Philadelphia Orchestra and the Pennsylvania Philharmonic Orchestra, and was concertmaster of the La Scala Opera Company and the Pennsylvania Symphony Orchestra in Philadelphia. He was also associated with the studio orchestras of Stations WIP and KYW, Philadelphia; was head of the string department of the Ornstein School of Music, Philadelphia, and a member of the executive board of the Philadelphia musicians' union, Local 77. Survived by his widow, Helen B.; a daughter and a sister.

BROWN—Leon (Lasses),
54, veteran colored comedian, recently in Charleston, Mo. Starting out in show business at the age of 15, he was discovered dancing in the streets of Monroe, La., by Elmer Jones, who signed him with his tent show known as the Alabama Minstrels. In succeeding years, he played with many other minstrel and tent shows including the Virginia Minstrels, Famous Georgia Minstrels and the Elias Green From New Orleans Show. In more recent years and up to two weeks prior to his death, he was with P. S. Wolcott's original Rabbit Foot Minstrels. For many years during the winter, he was principal comedian on numerous colored musical comedy units. He also wrote much of the comedy, bits, gags and lines used by other comedians. Survived by his widow, Fannie, Thompson, Ga.; a brother, Eugene, Monroe, La., and a sister, Mrs. Farris Horn, Charleston. Burial in the latter city.

BURDICK—Earle,
68, for 30 years a vaudeville headliner who became well known as a magician, February 4 of a lengthy illness in Los Angeles. He worked for years for producer Oscar Hammerstein in New York and played the Keith and Orpheum circuits. Services February 9 at Edwards Bros.' Colonial Mortuary, with interment in Valhalla Memorial Park.

CARDWELL—Albert P.,
33, actor, February 1 in Los Angeles, a suicide. He was known professionally as James Cardwell. He broke into films in 1944 as one of the five Sullivan brothers in "The Sullivans." In later years he appeared in supporting roles in such films as "Sweet and Low Down," "The Shanghai Cobra," "Fear," "Voice of the Whistler" and "A Walk in the Sun." Recently his motion picture assignments were few, though he did occasional television stunts with Rod Cameron in "City Detective." He leaves his parents in Camden, N. J.

CHRISTMAN—George W.,
66, former maintenance superintendent at Pleasure Beach Amusement Park, Bridgeport, Conn., for 13 years, in Watervliet, N. Y., January 30. Survived by his widow, Mary; a stepdaughter, Mrs. Ozzie Fitzpatrick, Watervliet, N. Y., and a stepson, John McCarthy, Lindenhurst, L. I. Burial in Watervliet, February 1.

CONNELL—Thomas M.,
80, former vaudevillian, newsman and Medford (Mass.) town official, in Malden, Mass., January 24. A native of Boston, he graduated from the city's music academies and became an accomplished pianist and organist. In his youth he was employed as a song plugger, singing and playing the pop tunes of the day from the stages of several Boston theaters. He later served as organist and musical director at the Searles Estate, a Methuen, Mass., landmark. He leaves a sister, Edith.

CUMMINS—Eddie
for many years head usher on the old Barnum & Bailey Circus, January 25 in New York.

DENMARK—Walter C.,
68, former secretary of the Goldsboro Chamber of Commerce and a pioneer in the development of livestock and poultry industries, January 27 in Wayne Memorial Hospital, Goldsboro, N. C. He was instrumental in organizing the Wayne County Fair Association in 1916, serving as fair manager for many years. Surviving are his widow and a sister. Interment in Willow Dale Cemetery, Goldsboro.

DE BRAY—Yvonne,
65, one of France's great character actresses, February 1 in Paris. She began her career as a child of nine and later appeared in small parts at the Comedie Francaise with such stars as

Julia Bartet, Le Bargy and Sarah Bernhardt. Early in the century she became a star on her own, appearing in plays written for her by Henry Batallie, until 1922. His death brought an end to her earlier career, but M. Cocteau brought her out of retirement a few years ago for her triumphant return to the stage and screen. Among her recent vehicles were "Les Parents Terribles," "L'Aigle a Deux Têtes" and "Gigi." She had been appearing with Jean Louis Barrault and Madeleine Renaud in "Pour Lucrèce" last week.

ENDLICH—Dr. William Mark,
57, magician, January 28 in Philadelphia. A practicing dentist, he was known as Mr. Magic and was one of the founders of the Philadelphia International Brotherhood of Magicians, Ring No. 6, and the Keystone State Federation Rings. Since retirement from dentistry three years ago, he devoted his time to the promotion of magic and the welfare of magicians. Surviving are his widow, Helen R., and two sisters. Burial in Philadelphia.

GRABLE—Conn,
70, father of screen actress Betty Grable, of uremic poisoning in Los Angeles. A former stock broker in St. Louis, he had been managing his daughter's San Fernando Valley ranch. He is survived by another daughter, Mrs. David T. Arnold; three grandchildren, three sisters, three nieces and two nephews.

HARTLEY—Florence,
retired actress, January 29 in New York. Born in England, she had acted in the U. S. until her retirement 25 years ago.

HINCKLEY—Allen Carier,
76, former bass-baritone of the Metropolitan Opera Company, January 28 at Sunnyside Sanitarium, Bronx, N. Y. Before making his Met debut in 1908, where he subsequently became a leading Wagnerian performer, he studied in Germany under Mrs. Cosima Wagner, widow of the composer, and his son, Siegfried Wagner. After the met he joined the Chicago Opera Company. From 1917-23 he headed the vocal department of the Kansas City Conservatory of Music, then became conductor of the Chicago Light Opera Group. Most recently he had been director of the Village Light Opera Group, of New York, specializing in Gilbert and Sullivan. Surviving are his widow, Elizabeth Skinner Hinckley, and a son, Hugh P.

HOWARD—Mrs. Eva,
60, widow of Spike (Edward) Howard, vaudevillian and professional strongman, January 28 in Doctors Hospital, Philadelphia with burial in Montefiore Cemetery, that city.

LEACH—John Warren,
58, former president of the old Alabama State Fair, January 31 in Touro Infirmary, New Orleans. Survived by his widow; a daughter, Mrs. George Lewis Balles Jr., and three sisters.

LEE—Alfred E.,
57, retired actor, of a heart attack February 3 in Los Angeles.

LESSER—Myer,
79, president of Blaine-Thompson Advertising Company, New York, January 28 at Miami Beach. He attended the University of Chicago and was admitted to the Illinois bar, but practiced only briefly. He worked for an engraving company before joining Blaine-Thompson in Cincinnati in 1913. During the '20's, Lesser was consultant and later advertising manager for Warner Brothers Pictures, and aided in the introduction of the first sound films. He is survived by his widow, Jennie; a son, Albert; a daughter, Mrs. Mario Lewis; a brother, and four grandchildren.

In Loving Memory
of
RETA LA PEARL
Who Died
Feb. 10, 1953
Husband JACK and Son JAMES

MacDONALD—Daniel P.,
75, theater chain owner in Nova Scotia, January 15 in Sydney, N. S. A former shoe retailer, he started a chain of vaude-film houses, including the Palace, renamed the Capitol and then the Paramount, and the Vogue. His widow, a daughter, a step-daughter, his mother, a brother and two sisters survive. Burial in Sydney.

MATES—Abram J.,
69, publisher of the Shubert Theater program in New Haven Conn., in that city January 22. Survived by his widow, Rose; his mother, Mrs. Margaret Mattes, Middletown, Conn.; two sisters, Fanny and May, Middletown, and a brother, Israel, Middletown.

McGRAW—Roger B.,
45, director of Mesker Zoo, Evansville, Ind., February 1 in Deaconess Hospital, Evansville, from injuries suffered January 25 in an attack by a zoo elephant. (Details in General Outdoor section.)

MESSER—Elsie H.,
65, for 40 years a comptroller for Sol Lesser Productions, January 18 in Glendale, Calif. Before her retirement in 1951, she also served as secretary-treasurer of Sol Lesser Productions and secretary of Principal Theaters Corporation of America. Services January 22.

MICKLIFF—Thomas,
54, veteran ride operator and concessionaire, January 28 in Little Rock Hospital, Little Rock. For over 30 years he worked on various shows throughout the South and Midwest. Survived by his widow and four children.

MOORE—Henry Fairfield,
76, former professional bicycle rider and racer for many years, in Newtown, Conn. He was also at one time a poultry raiser and exhibited at Connecticut fairs. Survived by his widow, Lillian. Burial in Newtown Village Cemetery January 31.

MOOREHOUSE—Herbert G.,
59, veteran screen actor, January 26 in Los Angeles. Survived by his widow, Mary. Interment in the Chapel of the Pines, Los Angeles.

MURRAY—Mae,
sister of Martha Rodgers, of the Alamo Exposition and Siebrand Bros.' shows, January 29 in Audubon Hospital, Audubon, N. J. Survived by three other sisters, Mrs. Sarah Selvis, Mrs. Annabelle Willis and Mrs. Ella Sharp. Burial in Forest Hills Cemetery, Reading, Pa.

NUGENT—Moya,
52, British character actress, January 26 in London. She had been in the theater since 1911, appearing in London; Edinburgh, Scotland; Belfast, Ireland, and New York, last seen on Broadway in "Tonight at 8:30," having previously appeared in "Conversation Piece" in 1934. As a child, she appeared in "Rip Van Winkle" and "Peter Pan." She collapsed during rehearsal of "All Night Sitting," a play which will open soon in London.

OBERFELDER—Arthur M.,
Denver impresario and recognized as one of the foremost leaders of Western concert managers, January 30 in New York of a heart attack. He was in New York completing plans for 1954 concert series in Denver's Red Rocks Amphitheater when stricken. At one time he had been secretary to William Jennings Bryan, then touring the Chautauqua circuit. In 1913 he came to Denver as a representative of the Redpath Lyceum agency and five years later opened his own concert agency. In 1918 he originated the Oberfelder concert series and has presented it continuously since then. He set a precedent in bringing the Metropolitan Opera Company to Denver on two occasions and assumed the entire financial risk, the only time a Denver concert manager had done that. Survived by his widow, Hazel; a daughter, Mrs. Henry Masarky, Teaneck, N. J.; two brothers, Sidney, New York, and Irving, Detroit, and four sisters.

PETRIE—John A.,
83, active in a large magical equipment business until a week before his death, February 2 in New Haven, Conn. He held patents for hundreds of devices for magicians and was a close friend of some of the great personalities in the magic field. His two sons, Arthur J. and J. Walter, survive.

PATERSON—Ralph,
70, for several years an associate member of the Calgary (Alta.) Exhibition and S. M. P. E. board, at Calgary January 28. Survived by his widow and one son. Burial was in Calgary.

ROGERS—Keith S.,
January 22 in Charlotetown, P. E. I. He was a pioneer in radio broadcasting and at the time of his death was president and manager of station CFCY, that city.

ROSE—Walter,
59, on the sales staff of WNAB, Bridgeport Conn., for many years, in that city January 31. Survived by his widow, Jean, an announcer on the same station.

RUBENS—George L.,
47, secretary of Koameco, Inc., owner of the Royal Theater, Philadelphia, January 31 in Graduate Hospital, that city. Surviving are his widow, Phoebe; a son and a daughter.

SCAPLEN—George B.,
80, January 30 in St. John, N. B. For many years he had been on the staff of the P. G. Spencer theater chain. Survived by his widow, two sons and five daughters. Burial in St. John.

SCHREIBER—Berta,
100, oldest member of the Schreiber Swedish circus dynasty, January 20, in Karlskoga, Sweden. (Details in Circus section.)

SELDES—Mrs. Gilbert,
55, wife of the music and radio critic, January 27, at Lakeland, Fla. Mrs. Selde, a prolific writer, once directed television operations for CBS. Besides him, a son, Timothy, and a daughter, Marion Selde (Clamont), Broadway stage actress, survive.

SOUVAINE—Henry,
59, composer and radio producer who for the last 14 years was in charge of the Metropolitan broadcasts and intermission features, January 30 in New York. A child prodigy, he made his debut as a violinist at the age of nine, later giving violin recitals until he turned to the concert piano. In 1917 he organized a group of artists to entertain soldiers abroad, and in the 1920's he collaborated on such Broadway scores as "Coma Supplement," "Marry-Go-Round" and others. Entering radio in 1931, he produced the hour-long "Cadillac Concerts" and was responsible for the radio debuts of Arthur Toscanini, Jascha Heifetz, Yehudi Menuhin, Marian Anderson, Arthur Rubinstein and other musicians. During World War II, he produced network campaigns for the United States Public Health Service, Federal Security Agency and Office of War Information. His widow, a son and two sisters survive.

STRANSKY—Mme. Marie Johanna,
singer and widow of Dr. Josef Stransky, former conductor of the New York Philharmonic Orchestra, February 2 in Philadelphia. She had appeared as soloist with the Philharmonic at Carnegie Hall, New York, with Dr. Stransky as conductor. Another sister and a brother survive. Services February 5 in New York, with burial in Woodland Cemetery there.

TROUT—Leonard E.,
52, veteran theatrical agent and radio performer, suddenly January 28 in Baltimore. Survived by his widow, Daisy; two sons, Marine Lt. Leonard E. Jr. and Bernard; a daughter, Barbara; a brother, Jerome B. and his mother, Mrs. Sallie H. Trout.

WINGER—Edwin Earl,
75, father of Earl Winger, president of WOOD Broadcasting Corporation, Chautauque, January 30 at his home in Tulsa, Okla.

WRIGHT—Shearl,
32, well known concessionaire, February 22 well-known concessionaire, February 22 of a heart ailment. Last season he worked on Bee's Old Reliable Shows. Survived by a son, Jack; his parents and a brother, Kenneth. Burial in Rome, O.



Continued from page 61

own death on the night of the attack on Pearl Harbor.

While the over-all has its moments of a sort of horrible melo excitement, five out of the play's nine scenes are located in a prison barracks, wherein Prewitt and several companions in durance establish their characters conversationally. These are the incorrigibles—bitterly proud because they can take it and keep fighting back. Unfortunately, in the more or less static confines of these scenes, a depressing feeling of repetition is engendered in their talks and actions.

Actorwise there are some fine performances. Murray Hamilton is extremely good as the confused, embittered Prewitt. Rusty Lane builds an outstanding characterization of the tough but intelligent Malloy, who knows some of the answers but can't apply them to himself. Likewise excellent is the embittered Prewitt. Rusty Lane builds an outstanding characterization of the tough but intelligent Malloy, who knows some of the answers but can't apply them to himself. Likewise excellent is the extrovert Italian youngster of Don Gordon. Ted Gordon, Stephen Pluta and Barnet Biro contribute effectively as further Army delinquents. Gerald Milton is just what the book ordered as the British staff sergeant, and Jay Barney puts real old Army flavor into his stint as prison commandant.

A reporter perhaps views "Stockade" with a jaundiced eye. However, it doesn't seem to prove anything beyond an investigation of concerted mayhem. It's moral is invisible and it is certainly not entertaining. It would seem that the average pew-buyer won't like it.

Bob Francis.



Palace, New York

(Friday, February 5)

Capacity, 1,650. Price range, 85 cents to \$1.50. Four shows daily. RKO chain booker, Dan Frielindy. Producer, David Bines. Played by Jo Lombardi's house ork.

Another generally good bill, with Don Cummings' nonsense collaring top honors in next-to-closing. Other Palace repeaters help make precedings add to nearly an hour of good entertainment.

Tap team Dick Berk and Bunny Hallow have lost nothing stepwise since last appearance at the house. Opening act works to a real whirlwind finish for a solid send-off. Fiddler Phil Ramone is back in second slot to show his virtuosity with exactly the same program he offered here some months ago. Customers seem to like it heartily all over again. Burton and Janet are likewise back to score with their zany quick-change Hollywood impressions, and Renald and Ready (new to this reporter) make a fine finish for the bill's first half with their superlative, slow-tempo acros.

Another vet act leads off the second stanza, Herman Hyde and his statuesque partner, Jean March. Hyde's souped-up musical instruments are always on the standard belly-laugh beam and pair are received accordingly. Follow-up is a Palace newcomer, the Rivero Quintet, Puerto Rican rumba experts (three men and two gals). Group chants Latin-American rhythms and steps to suit. Routines, however, are repetitious and run too long for this reporter's taste. Cummings, as mentioned, takes over top slot and really does a bang-up job comedy-wise. Top bracket salesmanship, as usual. The Three D's (two men and gal) make flashy stunts on the horizontal bars look deceptively easy for a fast program wind-up.

Bob Francis.

Chez Paree, Chicago

(Friday, January 29)

Capacity, 650. Price policy, \$1.10 cover, \$3.50 minimum. Shows at 9:30 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive.

Headed by Helen Traubel, Buddy Hackett and the Dupree Trio, new Chez show goes off like Gang Busters. Advance reservations ran high and no one was disappointed.

It looks as tho the sensational lady of song will be a regular feature in the Chez's line-up of re-

turn engagements. Miss Traubel, who has shaped her act to include a bit of off-hand kidding with her accompanist, Burton Farber, sang everything from blues to opera, and the audience liked every bit of it. Among her numbers were "Yours Alone," "Cabbages and Kings," excerpts from "Show Boat," "St. Louis Blues," "Real Piano Blues," "Bill Bailey," and "I Love Paris." Her voice, of course, is tops. Her "St. Louis Blues" and like numbers garnered prolonged applause, while her encore, "Brahms' Lullaby," was extremely effective. She stood off to one side of the stage and in a dim light, with no microphone, sang the "Lullaby" in a soft voice with a whisper of orchestral backing. The effect was an unusual emotional experience.

Hackett Acclaimed

Buddy Hackett's performance was nothing short of sensational. His routine appears at the onset to be strictly ad lib, and he has mastered his performance to give that impression to all but the most discerning. Bowed off to a thunderous hand.

The Dupree Trio, song-and-dance team, composed of two stunning blondes and a male, clicked well as show-starters. Their terping is good and so is their singing. The male does a well-executed tap routine and the trio gets off to a top hand.

Show is backed by Brian Farnon and the house band, Chamaco and His Rumba Band play for the dance sessions. Steve Schickel.

Hotel Sahara, Las Vegas, Nev.

(Tuesday, February 2)

Capacity, 500. Price policy, no cover, no minimum. Operator, Milton Prell. Booker, Bill Miller. Publicity, Hebert, Rose. Estimated budget this show, \$22,500.

Kathryn Grayson does well here with her longhair material, but not so when she delves into pop repertoire—despite having done pop material in film work. Comic Jack Carter broke it up with the audience.

Bill Miller this week brings another "first" into the Sahara, in the person of M-G-M's petite singing star, Kathryn Grayson, who goes over well in the longhair department, but is hardly able to "un-train" her voice for the likes of "Wish I Could Shimmy Like My Sister Kate."

Highlights of the act are her fine renditions from "La Traviata" and "La Boheme," as well as an English version of the famous "Fledermaus" aria, "Laughing Song."

Less effective, perhaps because of less practice, are "Jealousy," "My Bill," "Smoke Gets in Your Eyes" and the aforementioned "Sister Kate" effort.

Jack Carter

The No. 2 spot on the show is amply filled by Jack Carter, who starts slowly, but brings down the house before his climax. An exceedingly hard worker, Carter virtually wears out the audience from watching him.

For the current show, the Sahar-em chorus line goes arty, backing up the semi-Oriental dance routines of Sujata and Asoka. Music is by Cee Davidson and his orchestra. Ed Oncken.

The Tiffany, Los Angeles

(Tuesday, February 2)

Capacity, 175. Price policy, \$1.25 admission. Shows at 9:30, 11, 12:30 and 1:30. Owner-operator, Jack Tucker. Booking policy, non-exclusive. Estimated budget this show, \$2,000.

Sara Vaughan at her usual best. Heavy traffic assured for this three-week stint.

The jazz fiends will find no fault with the current bill. With thrush Sarah Vaughan in the spotlight, the bistro is sure to play to capacity.

Gal's repertoire consists of standards, with a smattering of those tunes that gained her fame. Audience requests for the oldies was strong on show caught, with Miss Vaughan replying via "Tenderly" and "I Get a Kick Out of You." She handles ballads and jump numbers equally well, and tosses in several choruses of bop in addition. No one tune could be singled out as a highlight; canary does exceptionally well with the book. Her introduction of the rhythm trio supplying backing is deftly handled, and noticeable, too, is the following segue to an up tempo "Summertime."

With biz thus far heavy, chirp has been doing an extra show nightly. It appears as if the pattern will continue for the remainder of the stand.

Tampa Fair Romps To Good Start

Big Saturday Turnout, Good Weather Marks First Five Days of 11-Day Run

TAMPA, Feb. 6.—Given good weather, the Florida State Fair, which opened Tuesday (2), romped along to matching attendance in the first five days of its 11-day run and, as of tonight, held to a slight gate lead over the corresponding attendance of last year.

Perfect weather today gave the event one of its biggest first Saturdays in its history. The turnout provided a whopping matinee grandstand crowd for big auto races staged by National Speedways (Al Sweeney and Gaylord White), the throng swelling to such proportions that infield seats for the speed program were sold for the first time since 1946.

Meanwhile, the Royal American Shows, spotted on the midway, ground out a day's ride and show grosses that raised the first five-day midway receipts to slightly above those for the same period in '52.

The weather the first three days of the fair was clear but cool. The mercury climbed Friday (5) for Negro Achievement Day, and notched still higher today. The

Sweeney-White To Stage Races At Wichita Oval

TAMPA, Feb. 6.—National Speedways, Inc., will this year conduct a series of big car, motorcycle and late model stock car meets at Robbins Speedway, Wichita, Kan., Al Sweeney, partner with Gaylord White in the auto race organization, announced. He was here this week to conduct the auto race program at the Florida State Fair.

Sweeney said he had closed with Jim Robbins, owner of the Wichita Speedway, to conduct the series, starting with a night event May 31. The half-mile oval will be linked with Belleville and Topeka, Kan.; Des Moines, Mason City and Davenport, Ia.; Lincoln, Neb., and Sedalia, Mo.

Still Dates
National Speedways will open its still-date route at Belleville Decoration Day with a big car program, while a stock car meet will run concurrently at Topeka. Big cars will then move from Belleville to the Wichita oval.

The auto race org also announced entries for its second futurity race, this one to be held at the Missouri State Fair, August 28, 1955, including 67 drivers from 17 States. The Sedalia futurity will be a 100-mile event. First futurity will be staged by NSI at Des Moines on June 6, 1955. It will be a 50-miler.

Atlanta Fair Sets New Prez

ATLANTA, Feb. 6.—Elfred S. Papy had been named president of the Southeastern Fair Association, succeeding Mike Benton, who resigned last October. Benton held the posts of president and general manager, but Papy will serve as president only.

At a meeting of the board of directors of the Atlanta Chamber of Commerce, which comprises the voting common stockholders of the fair association, a new executive committee and slate of directors were named and a revision made in bylaws to provide for "better management and control of the fair association."

Claude Grizzard was named vice-president of the association and J. W. Seay was re-elected secretary-treasurer. The city of Atlanta owns the Southeastern Fair land and leases it to the fair. Appointment of a general manager to succeed Benton is expected in the near future.

Negro Achievement Day crowd topped that for the same day last year, when the program honoring Negroes was instituted.

Day grandstand attendance for the first four afternoons held to 1953 levels, with the Shrine parade as Tuesday's lure, auto races Wednesday's attraction, Jack Kochman's Thrill Show in Thursday, and some acts supplementing the Negro Achievement program Friday.

The Kochman Thrill Show played to only a few people less than last year; the auto races ran about even attendance-wise with the same events on the corresponding day last year.

Bid for Night Patronage
An innovation this year is a grandstand night show contracted by the fair thru a booking office (Barnes-Carruthers Theatrical Enterprises, Chicago). In the past, the fair booked its own acts, but in a bid to up night grandstand patronage made the switch to a booker who would produce a package show.

To build interest in the night grandstand offering, the fair papered the stand for three nights of the first five, putting out special ducats thru large firms who distributed them to their employees. This will pay off in the remaining six nights of the fair, in the opinion of J. C. Hukisson, fair secretary, who points out that the papered crowds of the first week are spreading the good word about the ungraded grandstand programs.

Sky Wheel Clicks
On the midway, the Sky Wheel (double Ferris Wheel), presented for the first time in recent years here, registered big business during the first five days.

"Dancing Waters," new feature in the Royal American line-up, started off to light patronage but crowds built steadily. Leon Claxton's "Harlem in Havana," perennial favorite with Royal American, enjoyed excellent business.

The fair will be idle Sunday (7) and reopen Monday (8) for its closing six days.

Ringling Signs Concello Acts, Unus, Colleano

SARASOTA, Fla., Feb. 6.—Flying acts with Ringling Bros. and Barnum & Bailey Circus next season apparently will be by Arthur M. Concello before his replacement as general manager of the show.

Other performers contracted for the coming season include Unus, one-finger stand; Con Colleano, wire; Josephine Berosini, high wire, and Alex Konyot, dressage, it was reported. Dick Miller, away from the show last year, will return to the front door staff this season.

While it is presumed that Mister Mistin Jr. will not be with the show this year, it is understood that he is still under contract to John Ringling North. Plans call for the youngster to play night clubs, with an engagement at Las Vegas, Nev., among those set.

Wirth Signs Show Dates

NEW YORK, Feb. 6.—Frank Wirth this week announced that he would apply the talent for the Variety Club show in Miami, February 19-21. Jack Bell, of The Miami Herald, is general chairman of the event. About 20 acts will be used with the Cisco Kid and Pancho featured.

Wirth also announced contracting to furnish grandstand shows at the Bath (N. Y.) Fair and the Hughesville (Pa.) Fair.

La. Fair Execs Still Up in Air On Concessions

No Clarification Given at Confab; Carnivals Contract

ALEXANDRIA, La., Feb. 6.—Delegates to the annual two-day convention of the Louisiana Association of Fairs and Festivals here this week came out of the sessions still uncertain as to whether bingo and some other concessions would be permitted to operate in Louisiana this year.

About 60 fairs, an unusually high number, sent delegates in their eagerness to obtain clarification, but no one in the State with authority was present to indicate what will be permitted.

Suggests Course

A. J. Berey, the association's retiring president, relayed to the convention his talks with State police officials in which the latter said that unless the legislature made a change in existing law before fair time that the State police would enforce the present law "to the letter."

Berey advised member fairs to sign the usual contracts with carnivals and, in the event that the law is not changed, to make adjustments then in the terms. He said he thought the association's executive committee would be able to work out changes in the existing law with the next session of the legislature.

Adolphe Netter, association secretary, urged delegates to contact their State senators and ask them to change the anti-gambling laws so that fairs, churches and like organizations could operate bingo at least.

Netter also urged delegates to resist any move to have State aid to fairs reduced and to have the State aid law changed so that fairs would be permitted to use some of the aid for improving buildings as well as for premiums, trophies, etc. Under existing law, he pointed out, small fairs are restricted in the use of State aid whereas aid given the larger fairs is appropriated without "any strings."

John Birdsong, of Monroe, was elected association president for 1954. J. H. Goldsby, Amite, was a m e d i c e - p r e s i d e n t, a n d

(Continued on page 68)

Winnipeg Ex Shifts Site to Race Track; Signs Conklin Shows

Will Continue to Feature Name Acts; Maps Full-Scale Midway Operation

WINNIPEG, Feb. 6.—The Red River Exhibition, established here three years ago in a move to give Winnipeg a full-scaled annual fair, will step out this summer in a new location—Polo Park, a running horse race track, within the city limits—and with an organized carnival—the Conklin Shows—on the midway.

The decisions were announced by Donald C. Small, president of the Red River Exhibition Association, who said the changes would give the exhibition a big push.

Convenient Site

Polo Park is situated two miles from downtown Winnipeg. It has ample parking space and a grandstand seating 4,000. The grandstand capacity will be increased to 5,000 for the exhibition, Small said. About 30,000 square feet of floor space beneath the stand will be available for commercial and industrial exhibits.

In its first two years of operation, the exhibition was presented in Osborne Stadium, where other near-by facilities, such as amphitheater and a curling rink, were pressed into use. The new site is adjacent to an 18,000-capacity football stadium completed in '53, borders land set aside for a pro-

posed \$2,000,000 coliseum-type building, and is next to a 60-acre tract earmarked tentatively for a huge exposition building.

The exhibition is sponsored by the Kinsmen Club, a Canadian war veterans' organization. In the first two years of the fair, games concessions were operated by Club members but such games this year will be handled by the Conklin Shows, which will also provide a full battery of rides and midway shows.

Last year the Dowis Sky Wheel

(Continued on page 68)

Milwaukee Aud Adds Staffer To Up Bookings

MILWAUKEE, Feb. 6.—Earl Levy, former press agent for the Milwaukee Braves, has been named to a new post of assistant manager of the Milwaukee Auditorium-Arena. The appointment was announced by Clyde H. Fuller, head of the building board.

Duties of the new position are to include contacting attractions in a bid for additional bookings in the buildings. He will also aid promotional efforts by shows already playing the building. He will work under Manager Elmer A. Krahn and with Horace Strong, assistant manager.

Des Moines Aud Signs Axel Reed As Manager

DES MOINES, Feb. 6.—Axel H. Reed, president of the International Association of Auditorium Managers, has been appointed general manager of the new Veterans Memorial Auditorium, now under construction here.

Reed has been manager of the Mayo Civic Auditorium, Rochester, Minn., for the past eight years. The auditorium commission announced that he would report for duty in Des Moines about July 1. The building is expected to be completed by next January.

Gooding Books 'Dancing Waters' Into Ionia Fair

COLUMBUS, O., Feb. 6.—"Dancing Waters," which will be an attraction at a number of fairs this season, has been booked by the Gooding Amusement Company to play the independent midway of the Ionia (Mich.) Free Fair. Cetlin & Wilson Shows have the contract for the regular midway at the fair, which operates from August 9-14.

John G. Robinson III in Miami

MIAMI, Feb. 6.—John G. Robinson IV, of the old John Robinson Circus family, is seriously ill at his winter home, 142 S. E. First Street, this city. With him here are a sister and his mother, Mrs. John G. Robinson III.

Robinson makes his home in Cincinnati, where he maintains a law office and where he long has been active in circus fans' activities. He came to Miami three weeks ago.

ALL CAN AID

Tax Fight Strategy Outlined by Hamid

NEW YORK, Feb. 6.—Strategy designed to best utilize individual and group effort in the outdoor amusement industry's fight to secure the elimination or reduction of the 20 per cent excise tax on admissions was outlined here this week by George A. Hamid, industry leader.

United action channeled in the same direction is most likely to gain beneficial results, Hamid said. He suggested the following procedure:

1. Consolidate and increase congressional strength by securing assurances of support from congressmen and senators. The promise of aid in the past should not be regarded as sufficient and these officials should be re-committed.

2. Those congressmen and senators who have given assurances of aid should not be left alone. They should be contacted frequently by letter or personal visits designed to increase their interest and enthusiasm and assure their co-operation when they are called upon to vote on such legislation.

Hamid said the long fight to secure relief could fail if:

1. The lethargy and complacency in some quarters of the industry are continued.

2. Any assumption that tax relief of some sort will be brought about automatically this year.

3. The failure of any segment of the industry to co-operate fully for the common good.

Noting that the fourth major showmen's association—the Showmen's League of America—had this week appointed him to represent its membership in the struggle to secure tax relief, Hamid said success could only be achieved thru this kind of united effort.

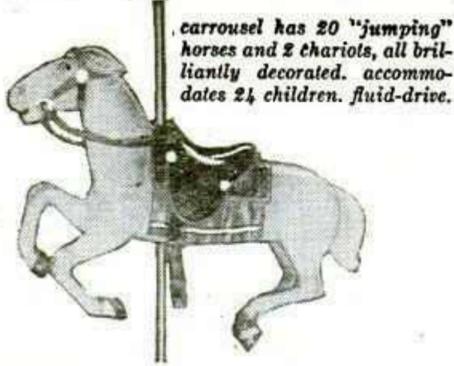
Asks Fair Help

He again asked that fairmen get solidly behind the movement, even though they have already secured relief from the tax on gate admissions and, in many instances, from the tax on admissions to grandstands. Any further success would benefit fairs as well as carnivals and other outdoor show interests. Any tax reductions earned by carnivals would automatically benefit the fairs they played on percentage, he said.

Hamid said that while many persons had continued their efforts to solidify congressional strength, many more who could be helpful showed a remarkable lack of interest either because they felt the goal impossible of accomplishment, which it is not, or because they believe any relief gained will be acquired automatically, which certainly is not true.

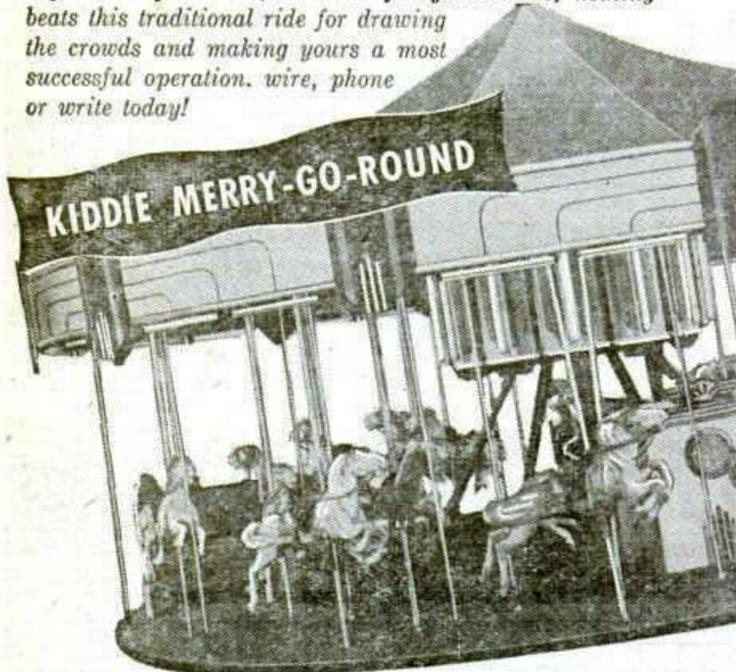
Empowered by our showmen's associations, as well as other industry segments, to represent them, Hamid said that it was this kind of united effort that would lead to the best possibility for success.

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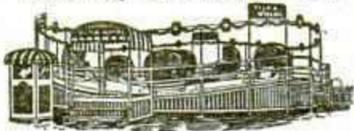
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Conklin Gets Ripley Units For Canada

Exclusive Rights For Shows, Stores And Fair Dates

NEW YORK, Feb. 6.—J. W. (Patty) Conklin has closed with John Arthur Exhibitions for exclusive Canadian rights on Ripley "Believe It or Not" exhibitions. Conklin, who has wide park, fair and carnival interests in Canada, made the announcement last week on the eve of his departure on a European cruise.

This will be the first time Ripley units will have been shown in Canada. Altho final plans have not been made, it is agreed that two of the six mobile Ripley trailer units will be sent up as the first phase of the operation. They will play an imposing list of fairs, including the Canadian National Exhibition in Toronto; Leamington, Belleville, Renfrew and Lindsay, Ontario; Three Rivers, Sherbrook and Quebec City, Quebec, and others. The units will also be booked into sports shows, exhibitions and other events of that type.

Arthur holds world rights for all shows of curiosities collected by the late Robert L. Ripley. He operates permanent museums in St. Augustine, Fla.; Las Vegas, Nev., and on the Steel Pier in Atlantic City.

Store Displays Planned

The mobile units have been playing about 1,200 communities yearly in the United States and exhibits have also been used as traffic-builders by such retail outlets as Macy's, Gimbel's and Filene's. Additional material will be made available to Conklin for this type of exhibit.

Arthur also owns the A-bombed automobiles and mannequins used in the Yucca Flats, Nev., experiment, and recently signed to have this material used in Atom Shows with Floyd Gooding midway units.

Pittera Motor Show Draws 213,700 Paid

NEW YORK, Feb. 6.—The nine-day World Motor Sports Show of Fred Pittera drew 213,700 admissions to the Madison Square Garden basement Exposition Hall. The show, which ended Sunday (31), easily outdistanced the 175,000 racked up when it last played Grand Central Palace. Tickets went for \$1.50 and 80 cents and while some admissions were discount ducats, the proportion of these was not great, Pittera said.

With 65 exhibitors represented, the management cited car sales of more than \$1 million with more than 300 units being purchased.

Over 75 per cent of the purchases, Pittera said, were of cars in the \$2,000-\$4,000 class. Fifteen per cent were in the under-\$2,000 class, and the rest of the deals were for super-luxury cars costing more than \$9,000.

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TULSA FAIR INKS HENIE

MINNEAPOLIS, Feb. 6.—Sonja Henie will head up an ice revue that will play a seven-day engagement at the Tulsa (Okla.) State Fair this year, Morris Chalfin, ice show biggie, announced.

The icer, which will be the first to ever play the fair, will be presented in the Tulsa event's Pavilion. Negotiations are under way but not finalized for La Henie's appearance at several other fairs, Chalfin said.

NUNIS IN

Elmira Sets Big Cars First Time

ALBANY, N. Y., Feb. 6.—Sam Nunis, auto race promoter, will present big car AAA automobile races at the Chemung County Fair, Elmira, N. Y., this year for the first time in the history of that event. The date will be Saturday, August 21.

At the New York fair meetings here this week Nunis also contracted to supply one day of big car auto racing at the Rutland (Vt.) Fair on Friday, September 10.

Nunis, who has leased the Fort Wayne (Ind.) Speedway from Dutch McKinley, said that he would promote track events at that spot throught the summer. The plant is admirably equipped with three tracks of different size, five-eighths, one-half and one-quarter miles.

Nunis will open his Fort Wayne operation on April 25 and run every Sunday thereafter. He will also present three days of auto racing at the Fort Wayne Fair. The Joie Chitwood Auto Dare-devils, featuring the performer in person, are also set for a day at the fair.

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Evansville Bull Attack Fatal to Roger McGraw

EVANSVILLE, Ind., Feb. 6.—Roger F. (Bob) McGraw, 45, director of Mesker Zoo here, died in Deaconess Hospital Monday (1) from injuries inflicted upon him January 25 in an attack by the Zoo's 30-year-old elephant, Kay. McGraw suffered a badly torn bladder and a crushed pelvis and hip.

The animal had been handled by McGraw since babyhood, and at one time had been considered tame enough to be taken outside the cage and be ridden by children. In recent years, when the elephant was considered increasingly dangerous, only McGraw and the animal's regular attendant, Fred Marks, ventured into the cage.

McGraw was a native of Princeton, Ind., but spent most of his life in Evansville. He came to the zoo in the late '20's as a laborer. This was after five seasons with the Ringling, Barnes and Walter L. Main circuses. In 1937 he was appointed zoo superintendent, and under his direction the zoo grew to be the 13th largest in the country.

McGraw is survived by his widow, Viola; a son, Ernest; two daughters, Mrs. Joseph Steinbeck and Mrs. Donald Schroer, Evansville; two brothers, Charles, Evansville, and Robert, Chicago; two sisters, Mrs. Richard Phillips, Evansville, and Wilma McGraw, Toledo; a step-mother, Mrs. Nora McGraw, Chicago, and two grandchildren.

TWO WINNERS?

Hassle Splits Girl Contest In Connecticut

BRIDGEPORT, Conn., Feb. 5.—There's trouble brewing over this year's Miss Connecticut pick. Dance promoter Al Patricelli has been ousted and Miss America officials have assigned the franchise to the State's Junior Chamber of Commerce. But Patricelli is going ahead with his eliminations and says he will sue the Miss America pageant for \$500,000 if not allowed to enter his girl in the Atlantic City finals.

The C. of C. says it is also going ahead with selections. Since Patricelli has rights to the name Miss Connecticut, the C. of C. will call its girl the "Ideal Girl" of Connecticut.

Patricelli said his ouster was because the pageant objected to his also being New England director for the competing Miss Universe contest. In a suing mood, he said he will file for an injunction against the C. of C. if it starts eliminations.

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Conn. Fairmen Set Meeting

HARTFORD, Feb. 6.—The annual meeting of the Connecticut Fair Association will be held March 20 at North Haven High School, with a 10 a.m. program opening. Tickets may be obtained from Mrs. Joseph Bartlett, North Haven, Conn.

Luncheon will be served at noon in the school cafeteria, followed by an afternoon business session, dinner in the cafeteria and entertainment in the evening.

Nuessner Named Sec'y At Greenville, S.C.

GREENVILLE, S. C., Feb. 6.—Karl E. Nuessner, local insurance executive, has been appointed secretary of the Greenville County American Legion Fair, W. W. Wilkins, chairman of the board, announced. Nuessner succeeds the late Harry B. Iler.

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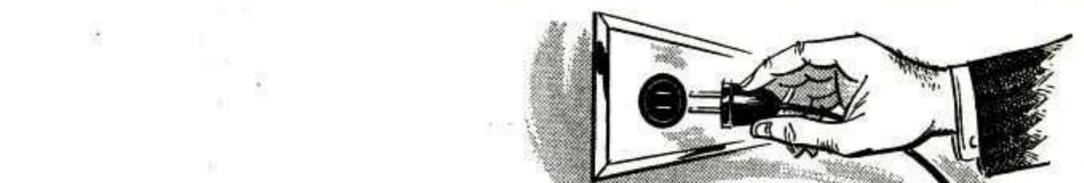
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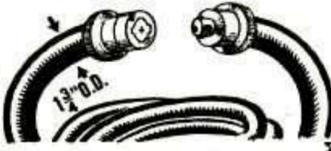
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Drivin' 'Round the Drive-Ins

APPROXIMATELY 1,000 members of the National Allied Drive-In Association, in their first annual convention last week at the Netherland Plaza Hotel, Cincinnati, heard Abraham F. Myers, Washington, general counsel for the Allied States Association of Motion Picture Exhibitors, blast those "who try to herd drive-in owners into separate theater organizations on the specious plea that their interests are so wholly adverse to those of the indoor theaters that the two must be divided into hostile camps." Myers pointed out that there are over 4,000 drive-ins in the U. S., representing more than 20 per cent of the total theater gross, and asserted that the biggest problem now confronting drive-in theaters is the shortage of feature films. "Besides the drive-ins are faced with almost unbearable costs required to install equipment to care for stereophonic sound used in new-type pictures." Technically, theatermen's problems are being worked out, George Murphy, Hollywood film star, who attended the convention as a roving goodwill ambassador, told delegates. "There have been a great many changes in the industry and many new processes," said Murphy. "The producing companies had to wait and see which one was the best," Murphy declared. "But our business is over the hump now, and will get better." He pointed out that scarcity of product is disappearing as the industry overcomes such developments as three-dimensional films, wide screens and stereophonic sound. The problems posed by technical developments showed up in various viewpoints expressed by drive-in theater operators, particularly those relating to 3-D and wide-screen.

Ray Mullins, who operates the Corbin (Ky.) Drive-In, said he had come to the convention to find out about wide screens outside, and to look at playground equipment. "The drive-in is a family place," he declared. "The amusement park features are something extra for the children." Movie men also agreed on the importance of the supply of refreshments at drive-ins, pointing out that for some drive-ins, intermission sales of snacks account for 50 per cent of gross income. The food-refreshment division of the business was well represented. Exhibits included peanuts, candy, popcorn (the last named in 15 flavors and seven colors), ice cream and "dial-your-own" soft drinks. Also on exhibit was a considerable quantity of equipment that included kiddie Merry-Go-Rounds, playground equipment, the latest in 3-D glasses and new-type arc lamps.

DRIVE-IN operators voiced favor of CinemaScope, but in a stormy closing session of their convention Thursday (4) they went on record as being opposed to being "forced" to buy involved equipment for stereophonic sound on which, they charged, one producer has a monopoly. Mixers, which would integrate all sounds thru one speaker, were hailed as a solution, but unless CinemaScope producers go along with such a device, it was made evident that few drive-in patrons will see such films in the near future. Operators agreed that an indoor theater can place numerous speakers strategically so that the sound seems to come from all directions, but they insisted that it would "put most operators out of business" to plough up their grounds for such extra equipment. It was also pointed out that the results, with several speakers going into each car, would not be satisfactory. Wilbur F. Snaper, president of the Allied States Association of Motion Pictures, New York, who presided, frequently had to remind the group that "the meeting is conducted from here" as debates developed between association general counsel, Abram F. Myers, and Alex Harrison, 20th Century-Fox. The latter was on the defensive as members accused 20th Century-Fox of an "obstinate and arbitrary stand to compel exhibitors, whose theaters are almost closed, to spend \$5,000 to \$8,000 for sound equipment that is not necessary."

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Ice Shows

Hollywood Ice Revue: (Olympia) Detroit 5-28.
Ice Capades of 1954: (Arena) New Haven, Conn., 8-10; (Arena) Hershey, Pa., 11-24.
Ice Follies of 1954: (Forum) Montreal 9-14; (Garden) Boston 16-28.

Roadshow Rep

ARTHUR MILLETTE writes from Miller, S. D., that he has been bucking the wind and cold of that area with his solo show to only fair results. The weather's so brisk here that it's hard to get them out for a solo show, says Millette. "Last summer I was in Arkansas and it was hot enough to burn you. Two weeks ago I met the Carol Players en route East from the West Coast. They have a four-character play that is quite clever and they are good, smooth performers. At Winner, S. D., I met up with Doc L. A. McBride, who is working a solo show and does a series of impersonations that takes up a full evening. They prove to be first class. Doc's wife takes care of the business end so that all salaries stay in the family." Zarrie's Puppets are playing thru New England under sponsors and mostly before children's groups. In regard to an inquiry of some time ago as to the old-time advance agent, Fletcher Smith, A. N. Lancey writes from Philadelphia that Smith died in that city about four years ago. Lancey says that Smith broke into the biz with Prescott's Great Eastern Show, a one-ring circus. From that time on he was with many indoor and outdoor shows. Frank Talbot, old-time vaude actor who is now a sheet writer, pens from North Adams, Mass.: "A while ago I was in Terrington, Conn., and inquired of the old dance team of Collins and Collins. I learned they had both gone on. They were a good team and it brought to mind the times I played on the bill with them at Lynn and Gloucester, Mass. Talbot asks if any reader knows the burial place of Price Webber, the old 10-20-30 actor who played mostly in Maine?"

May's Landing Buys 15 Acres For 4-H Fair

MAY'S LANDING, N. J., Feb. 6.—The Atlantic County 4-H Fair has purchased a 15-acre tract for its future site, according to David C. Wood, county 4-H Club agent. He said present "borrowed" facilities are no longer adequate for the fast-growing event.

Plans call for erection of a permanent building which will not only house exhibits during the annual, but which also will serve as the center of county-wide 4-H activities thruout the year. The new plant will be in operation for the 1955 season.

The Kriel family has been playing Harvester dates for Station WLS, Chicago, Lowell Kriel reports.

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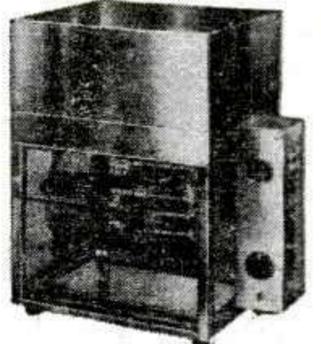
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Ask for our literature and locations of users from coast to coast of the Kiddie's Delight Hand Car Ride.
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RETURNS TO RINGLING

R-B Names Bev Kelley To Handle TV, Radio

• Continued from page 1

closing, he will hop to Sarasota in about two weeks.

The announcement indicates that the show will place emphasis on broadcast bally this year with a reorganized department. Norman Carroll took over the depart-

ment a year ago after the death of Bill Antes. Charles Schuler, who joined a year ago, will continue as an associate of Kelley's.

Kelley was a pioneer in circus radio publicity. He was with Ringling for three years starting in 1930 and then was Hagenbeck-Wallace publicity director for two years. He returned to Ringling in 1938 to handle radio and stayed thru 1947. For 1945-1947 he headed the combined radio and press departments and is the only person to have had both departments on the show. Kelley ran the press department of Dailey Bros. in 1948 and Cole Bros. in 1949. Then he was road-tour publicity man for "Lost in the Stars," "Mister Roberts" and "Call Me Madam."

Meanwhile, it was announced that Kelley's latest book, "Clown, My Life in Tatters and Smiles," the story of Emmett Kelly, is to be published March 31. Bev Kelley also authorized four other books and numerous magazine stories, most of them about the circus.



NOW PLAYING
MOSLEM TEMPLE SHRINE CIRCUS
DETROIT, MICH.

For bookings, contact
HAL PEARCE PRODUCTIONS
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6 PHONEMEN 6
FOR
Polack Bros.' Circus
TO WORK
AUBURN—AUGUSTA—BATH—
BRUNSWICK—PORTLAND—
LEWISTON—WESTBROOK
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WRITE
BILL KAY
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SI RUBENS
Box 869, Fort Myers, Fla., or en route.
P.S.: Show opens February 11th.

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22-WEEK CANADIAN TOUR**
ELEPHANT ACT with 1 or 2 Bulls.
HIGH AND LOW ACTS, including Seals,
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OTHER SUITABLE CIRCUS PEOPLE.
GOOD OPPORTUNITY for Side Show on
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Send Photos with first letter and state
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Must be sober, reliable and on the ball. 40 weeks' work. Start working towns that are fresh and not overworked. Apply:

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Phonemen Promoters
MAJOR NEW ENGLAND CITIES:
STRONG AUSPICES; BOOK-TICK-
ETS. YEAR ROUND WORK.
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1 CREW MANAGER**

For established show. Advertising and Tickets. Sober, reliable.

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PHONEMEN WANTED
Lee Soble's
International Parade of Stars
California Tour—7 Cities Open. Apply
250 14th St. Richmond, Calif.
Phone: BEacon 37702

Packs Contracts U. S., Foreign Acts for 1954

SARASOTA, Fla., Feb. 6.—Tom Packs has signed several major American acts and will bring into the country several more for the performance now being set for the summer tour of Tom Packs Circus.

Among those signed are Jack Joyce Camels, Alberto Zoppe riding act, the Great Arturo, high wire, and Hawthorn's new 14-bear cage act. Jack Leontini, Packs staffer, also stated that the Three Ghezzis, French comedy acrobats, and the Two Rhodins, aerial rotating ladder act from Sweden, will be making their first U. S. appearances. Lott and Anders, cycle and juggling, will be brought back from Denmark, and Paio and Mai, another Danish act of the same type, will work at the same time.

Bertram Mills' Circus, London, includes Guerre's Sea Lions and Les Idalys, inverted aerial cycle, both known in this country. . . . R. O. Scatterday, Kelly-Miller advertising representative, was in Chicago recently and saw a new granddaughter for the first time.

George and Mary Morrissey moved from Shreveport, La., to Tampa, where he is stationed with the Air Force. He recently visited the Christy quarters near Houston and reports an antique cage there has been partially dismantled and moved to a nearby house.

FOR SALE
HIGH ACT RIGGING
ED HODGINI
General Delivery
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PHONE MEN
Sell Advertising, Book, Convention Program
Phones in—Ready to go Feb. 10
Plenty of work all year. Pay daily.
McKeesport, Pa. 8-8705 week days;
Pgh. Pa. Olympia 5-9455 eve. and week-end.

ADVERTISING BANNER SALESMAN
For King Bros.' Circus Promotion Crew
Day Telephone 5-2221 or call me. Warner Hotel, Warren, Ohio, at night. No collect, please.
ELMER YATES

SUESZ SHOW IS SUNDAY SCHOOL

SHREVEPORT, La., Feb. 6. — Howard Suez's Clyde Bros.' Circus, which plays here February 20-21, will put a new twist on promotion. All Shreveport children, who have a perfect Sunday School attendance record for January, will qualify for free tickets to the show, it was announced by the sponsoring Young Men's Business Club.

Beatty Denies Talking of Pact With Concello

DETROIT, Feb. 6.—Clyde Beatty said Friday (5) that he and Art Concello had not discussed the possibility of a new partnership. He was contacted here, where he is appearing with the Orrin Davenport show. Concello, whose flying acts are in the same show, was on hand for early days of the stand.

Concello left Wednesday (3) reportedly for the West Coast. There has been speculation about whether Beatty and Concello, partners of a few years ago, might join forces again. There also have been reports that Concello has sounded out various staffers about joining him in putting out a new show, probably using the Russell Bros. title again.

Beatty and Concello were rumored to be in frequent telephone conversations late last month after Concello's Ringling connection was severed. Operation of Concello's office at Sarasota is continuing during his current trip. His headquarters are his railroad car, parked on a Seaboard Airline spur. The spur was built originally for John Ringling.

Polack Girl Hurt in Fall

LANSING, Mich., Feb. 6.—Margo Nicholas, member of the Wallenja aerial ballet troupe, fell about 35 feet during the matinee of Polack Bros.' Eastern unit here Wednesday (3). She was released from a hospital this week-end after being treated for an ankle injury and a fractured arm.

Under the Marquee

Bertram Mills' Circus, London, includes Guerre's Sea Lions and Les Idalys, inverted aerial cycle, both known in this country. . . . R. O. Scatterday, Kelly-Miller advertising representative, was in Chicago recently and saw a new granddaughter for the first time.

George and Mary Morrissey moved from Shreveport, La., to Tampa, where he is stationed with the Air Force. He recently visited the Christy quarters near Houston and reports an antique cage there has been partially dismantled and moved to a nearby house.

Karen Linares, daughter of Karl and Joyce Linares, wire act with Ringling last season, was baptized at First Presbyterian Church Indianapolis. . . . The Jon Shaffers, Virgil Segraves, Alabama Camp. (Continued on page 80)

PHONEMEN—PHONEMEN
Deal just starting—very strong civic sponsor. UPC's, Program. Banners. Pay daily. (Bill Costello, Jim Kelly, come in Joe Wright is here.) contact
J. R. BIGELOW
Phone: Fairfax 3755 Toledo, Ohio

HIGH CLASS PHONEMAN
For Special Feature Department, Radio Stations. Apply
GALLUCCI BROTHERS
Milby Hotel, Houston, Texas, or Phone: Charter 7304. In New Orleans, La., Phone: Tulane 8413. (Openings in Pennsylvania and Delaware soon.) References required.

WANT CHIMP ACT
Two or three Chimps, must be good. Start outside work latter part of May. Write, including pictures, information and price for ten-week contract in first letter.
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Hot Springs, Ark.

PHONEMEN—2
SHRINE CIRCUS, TULSA, OKLA.
21st & Boston
6 weeks' work. Other dates to follow
Phone: 3-1736. No collect calls.

Mills Adopts Full Billposting Policy

Show Will Use Seven-Man Brigade; Special Paper, 2 Heralds Ordered

CLEVELAND, Feb. 6. — Mills Bros. Circus this season will use a full line of outdoor advertising, plus an increased newspaper and radio budget with both postal and giveaway heralds.

The departure from Mills Bros. policy of the past five years was announced this week by Co-owners Jack and Jake Mills.

A crew of seven men will be used on the advance brigade. They did not reveal the name of the manager. Two trucks and an automobile will move the advance. This will be the first time since early 1948 that Mills has used billposters. Since that time it has relied entirely on assortments of window and tack cards, which sponsors placed.

Mills paper will be produced by Triangle Poster Company, Pittsburgh. Triangle also will handle the heralds for Mills, with one being mailed to rural box holders and the other given out in towns. Dave Rosenberg, of Triangle, conferred with the brothers here Saturday (30) about the special paper and cards as well as the heralds. Material will be keyed to Mills' 15th anniversary theme.

Go to Florida
Mr. and Mrs. Jack Mills flew to Florida Monday (1) for a 10-day stay. Earlier, booking agents conferred with him, and Jon Shafer discussed promotion details. George Churchill has been named to paint and letter the Mills equipment again and will start work at the Greenville quarters next week.

Keaton Fronts Bill in Paris

PARIS, Feb. 6. — Comic Buster Keaton and his wife Eleanor, at Cirque Medrano, are getting big publicity breaks here and pulling large crowds. They are backed by a good bill and the clown groups of Pipo & Dario and Spider Austin.

Jake Mills has returned from a buying trip to New York with wardrobe material, and seamstresses have started their work. Additional special wardrobe for production numbers will be produced in New York again this season. About 50 men are in quarters now. Roy House is breaking new menage horses to bring the total to 14 scheduled for use this year.

FOR SALE

Circus Trailer with Wurlitzer Calliope
No Keyboard, 10 Rolls, Gas Motor. Priced to Sell.
R. C. LAMBERT
Monticello, Iowa

10 PHONEMEN 10
Two Deals. Sportsman's Convention and Sportsman Publication, Columbus, Dayton and Toledo, Ohio. Come in person. 25% paid daily.
P. V. GOODRICH
9 E. Fifth St. Dayton, Ohio

PHONEMEN
Contact
MAURICE BERSON
Blind Artists' Concerts, Elizabeth
Cartaret Hotel, Elizabeth, N. J.

THE ALBERTO ZOPPE TROUPE
★ OF BAREBACK RIDERS ★

FEATURING CUCCIOLA
The World's only Midget Riding Star

POLACK BROS. CIRCUS
Eastern Unit 1952 Western Unit 1953

THANKS TO: Louis Stern, Mrs Bessie Polack, Sam Polack, Ethel Robinson and Hans Lederer.

Playing in 1954 for
HAMID-MORTON and TOM PACKS

for open time write
ALBERTO ZOPPE 1644 Hawthorne Ave., Sarasota, Fla.

PHONEMEN - - - 10—GENTLEMEN—10

Beautiful Easter Pageant with cast of 50 people. Strong auspices, a natural for U.P.C. Four good Book and Banner Men needed. If I know you come in, or call

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PHONEMEN, CREW MANAGERS

W. Wilhite Birmingham, Ala.—542831
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Show opens Feb. 20, Lakeland, Florida
And all season's work on regular show dates
Acts contracted. Mail data on all autos, trucks, trailers, etc., for Florida permits, now Want Circus Contracting Agents. Auspices, Phones.
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Tampa, Phone 43762—1425½ E. Broadway, Room 15, Terrell & Terrell.

4—PHONEMEN—4

Best deal in Midwest. Established radio and TV shows. Not a charity, vet or "beg" deal. Top commissions paid daily, no billings. Our men earn \$150.00 to \$200.00 per week. Must be experienced, sober and ambitious. Solid year's work. New Phone Room Open. If you can sell over the telephone, come on to St. Louis, there is a permanent job and phone here for you.

Contact **TOMMY RYAN** SUITES 328 & 504, 705 OLIVE ST. ST. LOUIS, MO.
(Phone: Chestnut 6656—No Collect Calls)

DC National Arena Gets ARSA Meet

NEW YORK, Feb. 6.—After considerable deliberation, United States championships of the United States Amateur Roller Skating Association were this week awarded to plush National Arena, Washington. Dates are July 5 thru 10. Among other cities that received major consideration, according to USARSA Prexy George Apdale, were Dallas, Miami and Plymouth, Mich. TV coverage of at least part of the event is anticipated.

"There is no doubt that this will be the biggest championship in USARSA history," said Apdale. "For one thing, our roster shows 18 more clubs than last year when we had well over 400 individual entrants."

National Arena, part of the big America on Wheels chain, boasts a king-size skating surface of 100 by 200 feet. It is located in a good residential area and is close to hotels, eating places, etc. World championships of the Federation Internationale De Patinage a Roulettes were skated there in 1947 as well as the United States meet of 1948.

The usual card of dance, figure, pari, four and speed events is planned and, in addition to individual awards for these contests, there will be a trophy for the team scoring most points. The Earl Van Horn Dance and Figure Club, Mineola, N. Y., copped this coveted prize in 1953 and '52.

Day Preps Bow For Bedford's Roller Gardens

BEFORD, O., Feb. 6.—Joe Day's Bedford Roller Gardens is slated to open February 19. It had previously been planned to open about a month earlier, but delays in procuring materials plus bad weather held up construction.

The new rink is constructed with aluminum roof and siding over steel framework. Roof and walls are insulated so as to improve efficiency of the rink's heating unit and help keep the interior cool in summer. The 60 by 140-foot skating surface, free of poles, is of Masonite, an innovation in this area. Over-all size of the building is 80 by 160 feet. Also available is a parking lot having a capacity of 300 cars.

Day has set up a Monday-thru-Friday-night operating schedule, with matinees on Saturday and Sunday. Day anticipates good business, as the territory has been without a roller rink since destruction by fire of a rink owned by his uncle, Charles Day, in 1941. No rink is near enough to offer competition, according to Day.

Mrs. Day, formerly with the Roller Derby, and Paul R. Svec, former instructor at the Roller Bowl, will handle instruction of beginners.

SKATING LOSES AT PLAYLAND

SOUTH BEND, Ind., Feb. 6.—Roller skating is being partially nudged out of the picture at Playland Park here after holding the spotlight since 1942, it was announced this week by Earl J. Redden Sr., park operator. Under the new plan roller skating and dancing will be offered on a combination basis.

Redden said that dancing to name bands will be offered at the park on Saturday nights. He also plans to re-open an outdoor dance garden which adjoins the park ball-room-roller rink.

Paterson Wins, Regains AOW Racing Lead

ELIZABETH, N. J., Feb. 6.—After occupying the second slot in the standings of the America on Wheels inter-rink racing league in the Northern division for about a month, the Paterson (N. J.) Arena team regained its winning ways Saturday (30) at Paterson and nudged the league-leading Reading, Pa., entry into the runner-up position.

Paterson now leads the league with a total of 120 points, altho it remains hard pressed by Reading with 110 points. Running a good third is Mount Vernon (N. Y.) Arena with 104 points. Scores of other entries are: Boulevard Arena, Bayonne, N. J., 72; Florham Park (N. J.) Rink, 22; Capitol Arena, Trenton, N. J., 18; Twin City Arena, Elizabeth, 18, and Peekskill (N. Y.) Arena, 6.

Competition resumes February 13 at Boulevard Arena. The Paterson contests embraced North-South competition, and the S.R.O. attendance of more than 1,000 produced an atmosphere like New Year's Eve, said Jack Edwards, AOW director of speed. The turnout was a record for the Paterson rink, said Edwards. A total of 345 contestants took part in the 38-event card, of which 28 were heats and 10 were finals. So noisy was the crowd when Paterson took the lead over Reading that it was minutes before order could be regained.

Point totals for the night were as follows: Paterson, 24; Mount Vernon, 12; Reading, 10; Alexandria (Va.) Arena, 10; Bladensburg (Md.) Arena, 4; Boulevard, 6; National Arena, Washington, 2; Florham Park, 2; Peekskill, 2; Capitol, 2, and Twin City, 0.

Winnipeg Shifts

Continued from page 63

and some kiddie rides comprised the only midway attractions.

Continue Name Acts

The exhibition's name act policy, put into effect when the fair was established, will continue, Small said. In '52, the Andrews Sisters headed the bill and last year Georgia Gibbs filled that spot. In addition to a name act, the exhibition will use other acts.

The exhibition will continue to offer an aerial act as a free attraction, but Small said no decision has yet been reached on any of the acts to be offered. As afternoon grandstand lures, harness races and other track events, probably a version of the soap box derby, will be offered.

Commercial firms and manufacturing companies have given the exhibition strong support. There were more than 120 commercial exhibitors at the '52 event, and Small believes the number will be larger this year.

Pre-Date Royal Am.

The fair's dates have been set for July 23-31, with Sunday, July 24, an idle one for the fair, due to existing Blue Laws here. These dates precede those for the fair at St. Vital, on the outskirts of Winnipeg, where the Royal American Shows last year provided the midway attractions for the first time.

The Royal American Shows are set to return to the St. Vital Fair this summer, but their earning potential will be reduced by the appearance of the Conklin Shows a few weeks earlier at the Red River Fair here. (For details on the Winnipeg carnival situation see separate story in the carnival section.)

Dowdall Inked As Instructor At Gay Blades

NEW YORK, Feb. 6.—Lou Brecker's Gay Blades Rink, only roller-drome operating in Manhattan, has signed a professional instructor and will again feature an amateur skating club after operating without either for well over a season. Manager George Mortimer announced the change in policy this week when he inked a contract with dance and speed skating titlist Roger Dowdall of Brooklyn.

Dowdall, a holder of the gold proficiency medal in dance skating as well as the third bar for figures, placed second in 1952 American intermediate dance competition, copped the State crown that year, and was junior dance king of New York State and the Northeastern Region in 1950.

The Blades continues to feature extra sessions, in addition to the usual diet of nightly skates with Saturday and Sunday matinees. Specials are a 9 a.m. period and a midnight-deal every Saturday, and an extra long, 5 to 11 p.m. bargain package on Sundays.

Mich. RSROA Queen Contest

DETROIT, Feb. 6.—A State queen contest was announced at the Monday (1) meeting of the Michigan chapter, Roller Skating Rink Operators' Association held at Dearborn (Mich.) Roller-drome.

Under the constitution, the group may now elect a chairman and a secretary-treasurer.

Members then discussed the plan of putting into immediate action in individual rinks a roller queen contest. Each rink's queen will be elected by popularity vote for her beauty, and be awarded prizes as well as being given an opportunity to compete in the State queen contest, to be held in connection with the State meet. The State queen will then be sent to the regional meet in June to compete, and the winner of that crown will then seek the national title.

La. Up in Air

Continued from page 63

Adolphe Netter was re-elected secretary-treasurer.

Show people present included Buff Hottle and Hal Dunn, Buff Hottle Shows; Cliff Lisle and Jack Ruback, Alamo Exposition Shows; Mr. and Mrs. Eddie Moran, Mr. and Mrs. Jon Martin, Southern Valley Shows; H. V. Peterson, H. G. Stevens, Tivoli Exposition Shows; Morris Helman, Helman United Shows; Mr. and Mrs. Floyd D. Kile, Kile's Shows; Mike McGee, Dixieland Exposition Shows; S. S. Anstead, Groves Greater Shows; Jack Young and Ed Suter, Harry Burke Shows, and Mr. and Mrs. Robert McKinley, McKinley Rodeo.

Also Jack Childress, Childress Canvas Products; Toby McFarland Light Plants; John Ward, John Ward Shows; Mr. and Mrs. Russ Longchor, ride operators; Eddie Phalon and Tony Martin, former cookhouse operators, now restaurant owners here; George B. Flint, Boyle Woolfolk Agency, Chicago, and Bess Grundman, New Orleans attraction rep.

Buff Hottle reported closing contracts for his two units in the State. Events booked by him were the Louisiana Sugar Cane Festival, New Iberia; Allen Parish Fair, Oberlin; South Louisiana State Fair, Donaldsonville; St. Tammany Parish Fair, Covington; Washington Parish Fair, Franklington; Ouachita Valley Fair, West Monroe; Livingston Parish Fair, Livingston; Jeff Davis Fair and Oil Show, Jennings, and the West Carroll Parish Fair, Oak Grove.

Bob Kline, general agent of the Metropolitan Shows, set the Louisiana Delta Fair, Tullulah, and H. V. Peterson contracted the Tivoli Exposition Shows into the South West Louisiana Tri-Parish Fair at Eunice.

PENNSY CLICKS

Church Rink Idea Draws Big Crowds

PHILADELPHIA, Feb. 6.—Things are rolling these days at Holy Martyrs' School in suburban Oreland, Pa., where the basement of the new school has been converted into a roller rink. The skating center, which debuted over the Christmas holidays as a fund-raising youth activity and immediately met with phenomenal success, opened its doors for adult patronage this week.

Sponsored by Holy Martyrs' Women's Club, the rink is open to children Saturdays from 10 a.m. until 4. A nominal charge is made and passes are given children wishing to return after lunch. All skaters, both adults and children, provide their own skates. Adult and tee-age sessions, for persons over 16, will be continued on Wednesday evenings from 7:30 to 11. Music is provided by a console radio and record player.

Instructors are provided for beginners at the Saturday sessions in the persons of Dolly Walsh and Joanne Smith, who are donating their services.

The rink program has been given approval by folks in the entire area. Boy and Girl Scout organizations make safaris to the rink every Saturday along with other youth groups.

Oaks Benefit Hits Jackpot

PORTLAND, Ore., Feb. 6.—A three-night benefit performance by the Oaks Figure Club Tuesday, Wednesday and Thursday (26-28) drew good attendance at Oaks Roller Rink.

More than 100 skaters staged "Holiday in Rhythm," a repeat performance of the annual show staged last November. Proceeds went to the Oregon Society for Crippled Children and Adults, the Muscular Dystrophy Association and to Oaks Figure Club.

The revue was under the direction of Jeanne and Dale Pritchard, professionals at Oaks.

Philly Skaters Set Feb. 10 Polio Show

PHILADELPHIA, Feb. 6.—Over 50 roller skaters will be among the performing Crys Palettes, members of a skating club, at the sixth annual March of Dimes benefit in Crystal Palace on February 10.

The Crys Palettes are members of an organized, chartered club. The show will include singles, doubles and production numbers, under the direction of Joe Elliot. Members of the club furnish their own costumes and help finance the show by each purchasing a ticket. Proceeds of the affair will be donated to the March of Dimes.

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CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres. Curvecrest, Inc., Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself.

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SKATER'S FAVORITES...

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Pro-Tek-Toe TOE STOPS ...made of finest, natural white rubber; easily attached; for men, women & children.



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BONNY'S HUG-ME-TIGHTS - \$11.00 Doz. BONNY'S SKATING SKIRTS LIGHTWEIGHT - \$18.00 Doz. HEAVYWEIGHT - \$24.00 Doz.

Write for price list. 1/3 down, bal. C.O.D. Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

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MANAGING COUPLE WANTED

To manage and operate a Permanent Rink for the 3 months of June, July and August. A good deal for the right couple. Please give age, past experience, etc., in first reply.

Box D-11, c/o The Billboard Cincinnati 22, Ohio

Indian Point Steps Up Booking Effort

NEW YORK, Feb. 6.—An increase in pre-season booking activity has been scheduled for Indian Point Park, Peekskill, N. Y., by E. D. Kelmans, general manager. Already under way, the program will encompass nearly four months prior to the opening of the Hudson River funspot early in May.

George Tiplady, who has worked with Kelmans in the past on promotional ventures, has joined the staff and is working out of the park offices here. Kelmans will personally continue active in this field.

Acquiring the land and creating a funspot after the last war, Kelmans has been successful in increasing the advance picnic bookings each year. While several thousand parties were contracted last year the job of pyramiding the total becomes increasingly difficult, Kelmans said. Because of this more manpower was needed to cover a wider territory, Kelmans said. Last year bus parties were attracted from as far away as Baltimore, a distance of about 200 miles. Many parties were

booked in the Philadelphia area last year and many additional bookings are expected to be obtained in that section this year.

Day Line Program

A likely important aid to the park operation is the reported increased booking effort scheduled by the Day Line which includes Indian Point among the stops made by its Hudson River excursion boats. The three boats operated by the line, which dock at the park daily, can carry upward of 10,000 persons.

Special features will be used to a much greater extent this year to spur interest on the part of the public, Kelmans said. An arena, constructed at the conclusion of last season, will be available for such events for the first time.

Edgewater Sets Three-a-Week Dance Program

DETROIT, Feb. 6.—Switch to a three-a-week program of dancing was made by the Edgewater Park Ballroom this week, creating an expanded program of year-round activity in place of the one-night policy under which the ballroom has operated in the past year. Each night is given a special theme, drawing its own following.

Under the management of Milton and Cy Wagner, park operators, the ballroom, rebuilt two years ago with additions to a building that had housed skating for many years, has become the focal point of year-round park activity.

The Saturday night dance policy will be continued. Policy of occasional one-night stands of name bands on Saturdays will be followed as well, but the use of

(Continued on page 80)

Eli Scramble In Palisades Ride Line-Up

CLIFFSIDE, N. J., Feb. 6.—Palisades Amusement Park has arranged to have operator Sam Solomon run an Eli Scramble ride, Owner Irving Rosenthal said yesterday. An early model of the new device, it will enable the makers to further study its operation with a view to perfecting their portable model, which is slated to see action during the 1954 fair season.

Delivery is expected soon on a Big Eli wheel and the Roto-Jet ride purchased from Eric Wedemeyer. Rosenthal said 10 units of the new game made by the Dodgem firm, the Bullpen, will be placed on location by operators Harry Frankel and Joe Weisman. The baseball throwing games will replace Pokerino tables.

New show front designs have been received from Jack Ray of California, and the park painting contract has been awarded for the 10th straight year to J. I. Haas. Rosenthal said seven or eight new automatic golf machines will be installed and operated by the manufacturers. The quarter-play units dispense automatically spaced golf balls and the driving area is caged-in.

Resume Dancing at Playland, S. Bend

SOUTH BEND, Ind., Feb. 6.—Earl J. Redden Sr., operator of Playland here, announced this week that the park is returning to a dance policy in 1954 after operating its ballroom as a roller rink since 1942.

Skating, however, is not being entirely ignored. The management plans to cater to skaters and dancers on a combination basis. Name bands will be featured for Saturday night dancing, said Redden, who also plans to reopen the park's outdoor dance garden which adjoins the ballroom.

Kid Spots a Problem For Mobile Operators

NEW YORK, Feb. 6.—Kiddielands, which have popped up all over the country and sprouted in notable fashion in the big cities in particular, have not always, as many persons thought, been tapping virgin pools of juvenile riders.

Actually, so the operators of some of these units claim, the kidspots have invaded, and completely taken over in some instances, a field long serviced by the carnival units playing city lots and the truck-mounted ride units that roamed the residential neighborhoods.

Before the advent of the juvenile centers the mobile ride units could pretty much go out and capture its audiences of small fry. The major funspots were mostly far from the crowded city streets and most moppets were slated for maybe only one or two visits a year. Their appetites for rides were then unquenched when a unit moved onto a vacant lot in their locality. Now, however, the bonanza districts of the past are pretty well blanketed by the permanent kiddie offerings.

Take Up Lots

In addition to servicing customers first, and perhaps last, the kiddielands have created another problem for the mobile units by talking over show lots for development as permanent centers. Lots advantageously located here and in other major cities have always been scarce, but finding them now encompasses all of the study and care involved in an aerial survey.

The kidspots have everything in their favor—lower costs, longer operating season including winter weekends if the sun shines brightly and the sparkling appearance and better presentation made possible by permanency.

Riverview Importing English Major Ride

Flying Cars to Arrive Next Month; Schmidt Lets 3-Year Concession

CHICAGO, Feb. 6.—A new major ride will be imported from England for the coming season by Riverview Park, it was confirmed here this week by William B. Schmidt, park executive.

He said the park had signed with English operators for a Flying Cars, a device used at the Festival of Britain a couple of years ago and not previously seen in the country.

Schmidt described the Flying Cars as something in the class of the Rotor, which will be continued at the Chicago funspot. The new ride consists of a series of tracks, which form a large cylinder in a horizontal position. Six cars inside carry the passengers. The cylinder rotates and the individual cars can be controlled so as to ride "straight," loop-the-loop, or make various swinging motions. A peddle in each car allows the driver to clamp the vehicle to the surface and this provides the control.

The ride requires a ground space of 65 feet square and is 30 feet high. Schmidt said the Riverview ride was reported on board

a ship and was scheduled to arrive about March 1. The park and the operators have a three-year concession agreement.

Heavy Feature List

With the new device, Riverview will have one of the most impressive arrays in the country. Schmidt was one of the first to contract for "Dancing Waters," which will be on hand for the full season. The Rotor is to be continued along with the full line-up of domestic rides and attractions.

Schmidt also hinted of additional features to come. He said that the spot was making a major effort to keep its business on the upswing, pointing out that trade had recovered from a slump of a few years ago and returned to a point near the park's all-time high.

A major feature of the Flying Cars is that, like the Rotor, it has appeal for spectators as well as for riders. Riverview is planning to place the ride in the southwest corner of the park, next to the Flying Scooter, and to charge 25 and 35 cents, the same rates used for the Rotor.

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KIDDIE AND ADULT RIDES

to operate on a permanent percentage basis. A wonderful opportunity for energetic and alert operator having good popular Rides to be established with "MARYLAND'S FINEST PICNIC PARK," COTTAGE GROVE AMUSEMENT PARK and BATHING BEACH. LOCATED—12 miles from center of Baltimore City, 14 miles from Annapolis, Maryland, 45 minute drive from Washington, D. C., and within 5 to 10 miles to many more prominent growing towns. For those interested contact

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On Little Miami River, just off U. S. Highway 22 and State highway 3, 20 miles Northeast of Cincinnati, with 25 towns and communities within radius of 25 miles. Property consists of 15 acres of land, 50x150 Swimming Pool, river fed, complete Filtration Plant built last year, large Dance Hall, Boating, Fishing and Picnicking. D-1 Liquor permit. Large building housing Dance Hall, Locker rooms, Concession space, etc. Also one 5-Apartment building, one 2-Apartment building and 2 separate homes of 4 and 5 rooms. All rented to permanent year around guests. Will sell complete or Island separate from residential property. This park has been in steady operation for more than 25 years; 10 years by present owners. Reason for selling, death in family.

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600 Galv. Wire Checking Baskets (heavy const.) for Swimming Pool, etc.
16 Big Eli new seat crates.

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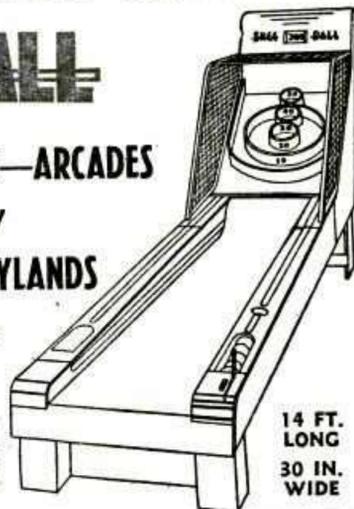
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FAIRS-EXPOSITIONS

Doubled State Aid And Legalized Bingo Asked by N. Y. Fairs

Officers Re-Elected for 1954; Banquet Throng Jams Ballroom

ALBANY, N. Y., Feb. 6.—New York State's Fair societies went on record Tuesday (2) in favor of legalizing bingo, and nicking the State pari-mutuel harness racing tax in order to double the amount of State aid for premiums. The resolutions were the main points developed at business sessions which featured seven speakers.

More than 500 persons overflowed the Hotel Ten Eyck ballroom, for the annual banquet Tuesday night, with the result that two additional dining rooms had to be utilized to handle the crowd. After the turkey dinner, and without any speeches, the proceedings shifted right into the seven-act program arranged by the George A. Hamid & Son agency.

Introduced by Carlton J. Larson, of Dunkirk, the bingo and State aid measures had previously been passed as resolutions Saturday (3) in Buffalo by the Western fairs of the State at their association meeting. Altho the bingo measure is in the form of a bill now in committee at the State Legislature, the general feeling was that passage appeared doubtful at the current session. Dubbed the MacDonald-Magnum Bill, it would permit the operation of bingo by religious, charitable, veterans and fraternal organiza-

tions, volunteer fire departments, and agricultural societies.

The State aid resolution read: "The New York State Association of Agricultural Fair Societies herewith petitions the Legislature of the State of New York to increase the present State aid to agricultural fair societies from a maximum of \$10,000 to a maximum of \$20,000 for the purpose of furthering agricultural interests of the State thru increased premiums.

"The society sincerely believes that since the pari-mutuel tax from harness racing is being used for various purposes that the very fair organizations which kept harness racing alive for over 100 years be the foremost beneficiaries, as educational organizations, of any distribution of State receipts from pari-mutuel monies."

It was reported that the bingo bill is now before the Assembly Judiciary Committee, whose chairman indicated it probably would not be reported out for a vote at this session.

Faucett Again Tops Slate

All officers were re-elected at the Tuesday morning session, as were five of the seven district governors. Named for another year were J. Victor Faucett of Bath, president; Edward L. Hardeman of Elmira, and George G. Sipprell of Buffalo, vice-presidents; Langley V. Collyer of Cobleskill, secretary; James A. Carey of the Department of Agriculture and Markets, executive secretary, and William A. Dardess, treasurer. The district representatives are Charles Bochart, Philip B. Caird, Gilbert T. Seelye, John D. Meyers, and H. K. Leeworthy, all re-elected, and newly elected Cyril Seymoure and Robert Turner.

Richard C. Allen of Hamburg and Bligh A. Dodds of Gouverneur addressed the Monday evening session (1). Allen, discussing Erie County Fair publicity, cited the need for keeping fair personnel and competitors as bouyed-up over the event as the public. He said better publicity has been received once the area press and radio had been made to recognize

(Continued on page 71)

ALBANY NOTES

Single Vote Decides N. Y. District Position

ALBANY, N. Y., Feb. 6.—Charles Bochart, of the Mineola Fair, backed into another term as District 1, 2 and 9 representative at the 10th annual meeting of the New York State Association of Agricultural Fair Societies. Seven districts were polled as to their choices, but Bochart was the only man present from his area. He voted for himself, and won, 1-0.

Leahy Beats Laryngitis

John Leahy, of the Great Danbury Fair, among the out-of-State visitors, was orally stymied by a bad case of laryngitis. But that didn't keep him from ballyhoosing his annual as he handed out decorative pasteboard promotional cards and conducted conversations thru his assistant manager, Irving Jarvis.

Dimness Louts Carey

Jim Carey, in reading off a list of association districts Tuesday (2), found the ballroom light too dim at the speaker's stand, so he wound up hunched over at a window, using a hand microphone.

Failure Ill-Timed

With the Hotel Ten Eyck ballroom being on the 12th floor and with only two elevators normally going that high, one of the two broke down the evening of the banquet. The surviving lift pulled heavy business and the

Jersey Annual Shuts Lot to Pro Gamesters

Troy Hills Asks Local Groups to Take Over Games

TROY HILLS, N. J., Feb. 6.—There will be no professionally operated games at the Morris County Fair this year, the annual's association has decided. It is inviting service groups of all kinds to take over the games, and no reason was given for the action.

"The board recognizes that these local volunteer groups would not be able to compete successfully with professional gamesters and carnival men," a statement said, "so it is making the following offer: If local organizations will purchase concessions for 35 to 50 games, the fair association will eliminate all professionally-run games."

The board said it wants the money spent on such games "to remain in local hands . . . and wants the games to be under the direction of local organizations who are responsible to their communities." So long as games are not run for individual profit, it was stated, all games will be reserved for local service groups. I. T. Shows holds the midway contract.

Name Kiess Prexy At Hughesville; Map '54 Program

HUGHESVILLE, Pa., Feb. 6.—At a recent board meeting of Lycoming County Fair Association, Clyde G. Kiess was elected president. Also named were Joseph E. Johnson, first vice-president; James J. Gleason, second vice-president; Burton F. Stolz, secretary and concession agent.

Recently completed was a new industrial building, 50 by 304 feet, on the grounds. It is constructed of concrete block and steel. In addition, all buildings plus grandstand and bleachers have been renovated. The new building is part of a fairgrounds remodeling program now under way.

Social Activities Top Texas Convention

Lone Star Showwomen's Club, Tex. Showmen's Club Present Banquets, Dances, Luncheons

DALLAS, Feb. 6.—Three-day convention of the Texas Association of Fairs and Expositions, which closed today at the Baker Hotel, was distinguished chiefly by social activities rather than by convention proceedings or by the contracting of attractions.

Two show people's organizations—the Lone Star Showwomen's Club and the recently established Texas Showmen's Association—provided the social highlights. They offered dances and banquets and open houses to the fairmen and show people—and those activities plus two luncheons—one sponsored by the State Fair of Texas—made the three-day gathering a social whirl.

Elect Wedgeworth

In its formal sessions, the Texas Association of Fairs and Expositions elected E. O. Wedgeworth, Top o' Texas Rodeo, Pampa, president; William Petmecky, Frederickburg, vice-president, and Bob Murdock, Tyler, secretary-treasurer. Directors elected were Les Kelley, Angleton; Lee Gilliland, Texarkana; Ethel Neeley, Waco, and Otis Green, Lubbock.

Lenz Is Speaker

Charles Lenz, insurance representative of St. Petersburg, Fla., was a surprise convention speaker who detailed various types of insurance available to fairs and rodeos. His appearance marked the first time in the memory of veteran observers that this subject has been treated at any State convention by an insurance representative. His talk was greeted with enthusiasm by delegates who asked many questions in a question-and-answer period that followed.

Other convention speakers were L. E. Gilliland, of the Texarkana Fair, who reported on how his fair has been financing improvements to its plant, and Mrs. Jackie Fuffines, Richardson, who urged fairs to put more emphasis on their women's departments.

Eastern States Names Mallary

WEST SPRINGFIELD, Mass., Feb. 6.—R. DeWitt Mallary was elected president of the Eastern States Exposition at the annual meeting Monday (1). Mallary, a cattle breeder and attorney of Springfield and Fairlee, Vt., was named acting president last year following the death of Howard W. Selby. The new president is the third man to head up the exposition.

Named first vice-president by the trustees was J. Loring Brooks, of Wilbraham. He is the son of the late Joshua L. Brooks, founder of the event. New trustees are Sidney Edwards, of the Connecticut Development Commission; Orrin P. Kilbourn and LeRoy Talcott, of East Hartford; Dean Wilfred Young, of the University of Connecticut, and George Dudley, of the State Farm Bureau, all of Connecticut; Howard Cadwell, Carl Abrahamson, F. L. Rimbach, Lester Friend and Stephen Sabine, all of Massachusetts.

Also, Allen Allard, of Essex Junction, Vt., and Ellsworth Bunce and Wilson Haubrich, of Claremont, both of New Hampshire, and the following from Hampden County, Mass.: E. Donald Beach, Archie Rintoul, Robert M. Brigham, Honore Savaria, and Lorenzo Lambson. Laurence Wallace of Longmeadow was named to the executive committee to fill a vacancy left by the resignation of Fred Carlisle of Springfield, who remains a member of the board of trustees.

The ESE will be held for nine days this year, September 18-26, for its longest run on record. The trustees at their meeting voted to hold annual report conferences in March in each of the seven geographical regions in place of the annual February meeting. The regions include six New England States and Hampden County, Massachusetts.

Included among the many show club activities held in connection with the convention was the installation Friday night (5) of new officers of the Lone Star women's club. Those installed were President Edna Becker, Vice-Presidents Martha Moss, Beth Anderson and June Reynolds, Secretary Grace Tinder, Treasurer Pearl Vaught and Chaplain Jule Conner. Hattie May McFarland was installing officer at a well-attended banquet. The club's annual dance followed the installation.

The Texas Showmen's Club held its dance the preceding night and a luncheon on the closing day.

The Lone Star Showmen's Club, in addition to its many social activities, also held memorial services Thursday (4) for 12 members who died during 1953.

West N. Y. Fairs Urge Bingo and Aid Increase

Maximum \$20,000 Sought From Tax On Pari-Mutuels

BUFFALO, N. Y., Feb. 6.—A doubled amount of State aid for county fairs was urged Saturday (30) by the Western New York Fair Association, meeting in the Hotel Lafayette. The present pari-mutuel tax on harness racing was singled out as the source for the added revenue, which would soar to \$960,000 yearly if the State Legislature gives its approval.

Two other resolutions were passed by the delegates, numbering nearly 100. These would have fairs written into any measure that would legalize bingo in New York State, and would deny the presenting of funds to youth fairs in any county where there is an agricultural fair which sponsors a youth program such as the 4-H or FFA.

The fairmen said the maximum State money for a fair should be hiked to \$20,000 for premiums. George G. Sipprell, treasurer of the Erie County Agricultural Society, reported his fair spends \$35,000 yearly on premiums.

Carlton J. Larson of Dunkirk, renamed secretary-treasurer, defined the objection to State aid for youth fairs as follows: He said it was feared that aid to such fairs would come out of an appropriation for the particular county, and that 25 to 35 per cent of fairs' premium money generally goes to youth groups.

J. O. Sanders of Cattaraugus was elected president to succeed Frank A. Slade of the Erie County Agricultural Society, and Victor Scroger of Caledonia was elected vice-president.

Great Falls Sets Nine-Day Run

GREAT FALLS, Mont., Feb. 6.—The North Montana State Fair this year will run nine days instead of the customary six, it was decided this week. Opening was set for July 30.

The added days, Secretary Leo C. Dailey said, were scheduled to permit the presentation of a rodeo and horse races at different times rather than as a combined program.

The rodeo will be presented under lights the first four nights, with a Barnes-Carruthers revue following in front of the grandstand for the remaining five nights. Horse races will be held seven afternoons.

Mich. Assn. Elects Davis As '54 Prexy

Outgoing President Predicts Decreased Grosses This Year

DETROIT, Feb. 6.—Joy O. Davis, secretary of the Ingham County Fair at Mason, was elected president of the Michigan Association of Fairs at its recent meeting here in the Hotel Fort Shelby. The veteran Harry B. Kelley, Hillsdale, was re-elected secretary for his 15th term.

New vice-presidents are Rol H. Brigham, Marshall; John Minnema, Traverse City; Moxie Mulrooney, Saginaw; Sherman Read, Kalamazoo, and Gene Anderson, Monroe.

Good turnouts marked the regular sessions of the meeting. Retiring President H. D. Parish, in a review of the year, noted that the association membership had reached an all-time high, with 79 active and 32 associate members. Parish counseled fairmen to anticipate a leveling off of fair activity and grosses this year.

State Sen. John Minnema, of Traverse City, spoke on the organization of fair schools, such as those sponsored by the association in recent years, stressing the value of the school in a given

(Continued on page 71)

Lakehead Ex Sets Format

FORT WILLIAM, Ont., Feb. 6.—The Canadian Lakehead Exhibition, to be held here and in Port Arthur August 9-14, has virtually completed its attraction program, W. J. Walker, secretary-manager, announced.

Royal American Shows will again provide the midway, Barnes Carruthers Theatrical Enterprises the night grandstand show, and Thearle-Duffield Fireworks, Inc., will produce the two nights of fireworks. Event also plans to give away six cars during the run.

W. R. Coslett was re-elected president of the board, Don A. Clark as vice-president and Walker as secretary-manager.

Oklahoma Assn. Elects Casey '54 President

Attraction Reps Report Good Biz At Two-Day Confab

TULSA, Feb. 6. — Harold Casey, secretary of the Logan County Free Fair, Guthrie, was elected president of the Oklahoma Association of Free Fairs, at the organization's annual meeting here Sunday and Monday (31-1) in the Tulsa Hotel. Vance L. Deaton, Watonga, was named vice-president and Vera McQuilkin, Oklahoma City, was renamed secretary.

Attendance at the two-day confab was good and attractions bookers reported doing sizable contracting for the coming season.

Sam Schneider, this city, was one of the key speakers at the Monday session, speaking on "The Borderline Between Plenty and Surplus." Deaton discussed the value of co-operation of Chambers of Commerce with fairs and James Son addressed the delegates on "Crop Exhibits." Livestock exhibits were discussed by Dale Martin, and Mrs. Ruby McNeill spoke on women's departments.

Meeting opened Sunday with a luncheon after which the delegates were free to shop for attractions. At 6 that evening a fellowship hour was sponsored by the attraction people and the banquet followed. Floorshow at the latter event was produced by the Music Corporation of America. The Tulsa State Fair hosted the conventioners Monday at a luncheon held in Stockmen's Inn on their fairgrounds.

Mich. Elects Davis

Continued from page 70

city to the local fair, because of its excellent publicity value.

Mrs. Moxie Mulrooney, of Saginaw, gave a detailed report on the '53 meeting of the International Association of Fairs and Expositions, stressing current action nationally on the relief of admission taxes on grandstand attractions.

Gaylord R. Lewis, grandstand design consultant, summarized new ideas in construction in his field.

Gate Protection

"Fairs hire professional talent, professional plumbers—but when it comes to protection, many are willing to rely on a rank amateur," declared William C. Linn, of the Philadelphia office of the Pinkerton National Detective Agency, discussing "Protection of Gate Receipts." The subject aroused some of the most active discussion at the convention, paced by a two-man panel, conducted by Gene Anderson and James H. Snow, of the Monroe and Allegan fairs respectively.

Sam B. Schneider, farm director of KVOO, Tulsa, and consultant on publicity to the Oklahoma State Fair, described the fair's "Story of Agriculture" exhibit, and Don R. Miller, executive vice-president of the United States Trotting Association, spoke on new developments in night harness racing.

Among the resolutions passed was one approving continuation of the annual fair school operated by the association.

Gov. G. Mennen Williams was key speaker at the annual banquet, and Sam J. Levy Sr., of Barnes-Carruthers Theatrical Enterprises, Chicago, emceed the floorshow.

FAIR ASSN. MEETINGS

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 (Conn.) High School, March 20. Laura Bartlett, North Haven, secretary.

Rocky Mountain Assn. Elects French Prexy

Confab Turnout Strong Despite Zero Weather

GREAT FALLS, Mont., Feb. 6. — Despite sub-zero weather during the convention of the Rocky Mountain Association of Fairs here Sunday thru Tuesday (24-26), attendance of fair execs, carnival agents, attraction reps and show suppliers was only slightly below normal.

Homer French, Baker, Mont., was elected 1954 association president. Grover Schmidt, Fort Benton, Mont., was named vice-president, and Clifford Coover, Shelby, was re-elected secretary.

The A circuit awarded the grandstand revue contract to the Barnes-Carruthers Theatrical Enterprises, Chicago; the rodeo contract to the Leo Cremer Rodeo; the midway contract to Seibrand Bros. Circus and Carnival, and the fireworks contract to the Thearle-Duffield Fireworks Company.

The B circuit signed grandstand attractions thru Williams & Lee Attractions, Minneapolis, and booked the Northern Exposition Shows for its midway. The Northern Exposition Shows also was contracted by the B circuit, which signed its grandstand attractions thru Clarence Smith.

Convention speakers included Mrs. Ruth C. Hartkopf, secretary-manager of the Eastern Idaho State Fair, Blackfoot, who spoke on "Everybody Will Help Your Fair."

Albany Notes

Continued from page 70

the fair and were given their first showing Monday night (1).

May Start a Trend
Dick Coleman offered to spring for the \$50 it would take to buy his concessionaire Whitey Beard'sley a white sombrero similar to the one sported by Gerald Snellens of the World of Mirth Shows. One provision, however, had Whitey hesitating. It called for his discarding all other headgear in favor of the new chapeau. While no decision was reached, Coleman said the offer was still open.

Horan in Demand
Irish Horan, thrill show impressario, skipped a day at the meeting to attend and speak at the 500-Mile dinner in Indianapolis. Irish trained to Indiana and planned back to Albany in time to speak to the fairmen.

Fish Hooks Needed
Booker Frank Melville, who gets around as well as any of his competitors despite the fact that he has a few years on all of them, noted with amused interest the actions of the Hamid personnel on rounding up committees. Frank noted that the dreamy agent might also be rounded up and find himself signing for a grandstand show.

The Early Bird
Joe Hughes, Hamid rep, almost wound up cutting the banquet short, as in the past, to entrain for the overnight ride to Toronto and the meeting there. This year, for the first time, there is a week in between.

Efficiency Experts
Arthur Campfield, tent maker, and Clemens F. Schmitz, insurance broker, are perhaps the two most efficient users of time in the business. Both trained to Albany from New York and wound up their affairs in matter of hours.

N. Y. Wants State Aid, Bingo

Continued from page 70

the fair as a non-profit, educational event. Part of the fair's 12-month program, he said, is the annual June press dinner customarily attended by about 100 persons.

"The press and radio have become our partners," he emphasized. "Their support has boosted our gate better than 100 per cent in the past five years."

Allen further cited the policy of free admission every day for children up to 16 years of age, and of putting on a special "day" every day of the fair, paying tribute to various county groups. With a professional advertising agency employed to handle ad layouts and copy, he put the fair's total ad and publicity budget at 3 per cent of the gross annual income, or "about \$7,000." About 300,000 persons attended in six days and nights last year.

Dodds, speaking for the International Association of Fairs and Expositions' government relations committee, reviewed progress and prospects of tax relief, and told of efforts to seek grandstand tax exemption.

"Our public relations in Washington were never better than they are now," he said.

The fairmen were also addressed during their sessions by C. Chester Du Mond, Commissioner of the Department of Agriculture and Markets; George A. Hamid of the New Jersey State Fair; Mrs. Amy Bull Crist of Middletown, on the Orange County Fair school exhibit; Hugh M. Hughes of Palmyra, on the Palmyra Fair dairy show, and by promoter Irish Horan, on public relations.

Out-of-State fairs represented were Trenton, N. J.; Lewiston, Me.; North Haven and Danbury, Conn.; Connecticut Fairs Association and Rutland, Vt.

Mrs. Crist, superintendent of Middletown schools, said Orange County school exhibits are judged on their own merits, not competitively with one another. Judging is on an excellent-good-fair basis, with prizes of \$20, \$10 and \$5.

The Hamid show consisted of the Six Holiday Dancers, Fedi and Fedi, novelty dance; Chai and Tomay, contortionists; Four Honey Girls, tumbling; Ross and Ross, trick bag-punching; Two Ryan Bros., comic pantomime, and the Five Skating Barrys, trick roller skating. Joe Basile's band backed the show.

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Population and Seating Figures

CITY	CITY AND RETAIL TRADING ZONE	ARENA SEATING CAPACITY
FT. WILLIAM	55,666	4238
BRANDON	127,414	4500
REGINA	212,320	5000
SASKATOON	394,466	4400
EDMONTON	552,595	6700
CALGARY	365,448	6600
LETHBRIDGE	104,702	3000
TRAIL	24,202	2550
VANCOUVER	649,238	5200
VICTORIA	171,578	5400
TOTAL	2,657,629	47,588

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Conklin Shows Ink Winnipeg Exhibition; Will Predate RAS

Close to Present First Complete Midway Operation at Red River Fair

WINNIPEG, Feb. 6.—There'll be more carnival action in this city—long one of the best in Canada for touring midway aggregations—during the coming summer than ever before as a result of the decision of the Conklin brothers, Patty and Frank, to bring their Conklin Shows here July 24-31 for the Red River Exhibition.

The Conklins haven't moved this far west from their Brantford, Ont., base in seven years,

SLA Names George Hamid To Tax Post

NEW YORK, Feb. 6.—George A. Hamid Sr. has been named to represent the Showmen's League of America in the outdoor amusement industry's continuing fight to secure the elimination or reduction of the 20 per cent federal excise tax on admissions.

In his letter of appointment Carl J. Sedlmayr Jr., president, noted that the SLA was the oldest of the showmen's organizations representing some 3,600 members. The tax, instituted more than nine years ago, directly affects the amusement industry's working personnel and their families, he said. Hamid had previously been named to represent the National Showmen's Association, the Miami Showmen's Association and the Greater Tampa Showmen's Association.

Hamid, in noting his most recent appointment, expressed appreciation for the confidence placed in him and pledged an all-out effort to secure some adjustment in the existing tax schedule. Any gains, he said, would primarily benefit the outdoor show operator.

"With the membership of these four showmen's clubs behind me and representing virtually the entire outdoor amusement industry I can, for the first time, adequately convey to the proper persons and groups the burden the continuance of this tax has placed upon them. The fairs and the parks early recognized the need for united action. We can now represent ourselves in approved industry fashion and, I hope, successfully," Hamid said.

Afton Nixes Indies, Signs Coleman Unit

ALBANY, N. Y., Feb. 6.—Coleman Bros. Shows were awarded a fence-to-fence contract at the Afton (N. Y.) Fair, it was announced here this week at the annual meeting of the New York State Association of Agricultural Fair Societies. The award was the first of its kind ever made by the fair which, in the past, sold space to a large number of independent concessionaires.

Coleman said he would have the entire midway except for five eating stands operated by local interests. Space will still be available to independents but only thru the Coleman organization.

Coleman, who planned to leave here for Florida, said he had already bought two new Ferris Wheels. These will be used to replace units on his shows. He also plans to buy a new Allen Herschell kiddie unit after seeing it in operation at the Florida State Fair, Tampa.

but the possibility of racking up a thumping gross—a possibility heightened by the shift this summer of the Red River Exhibition to Polo Park, a race track within the city limits—proved irresistible.

Not coincidentally, perhaps, the decision of the Conklins to show here will enable them to predate the mighty Royal American Shows, with which there exists something of rivalry, to say the least. The Royal American will follow the Conklins in by a few weeks, playing at the fair at St. Vital, a near-by Winnipeg suburb.

The Royal American, as usual, will also be predated by Jimmy Sullivan's Wallace Bros. Shows, which, in line with custom, will still date here early in the season. The Sullivan organization will operate at the West Kildonan lot, a choice location, which until last year also was used by the Royal American.

It was on that lot a few years ago that the Royal American ran up a whopping \$72,000 ride and show gross for what was then—and still is—rated the biggest week's still date take ever piled up in all of Canada.

During the winter of '52-'53, the Canadian government made changes in its revenue laws that slapped heavy fees on rides, shows and concessions coming into the country from the U. S. Under the changes, fees are stiff at still dates, lighter at chartered fairs.

The Royal American concluded the still date fees were too big a load, even for such a lucrative spot as the West Kildonan location. It seized upon the chance of showing a small fair and horse show at St. Vital.

E. J. Casey, owner of the Winnipeg show carrying his name, had played the St. Vital event for 17 years up to last year but he stepped aside to enable the Royal American Shows to show it. The fair's run was extended to a week, but the Royal American caught the worse weather of its entire season during the stand and it wound up a loser.

Boon to Fair

Contributing factors were the distance from downtown Winnipeg and the condition of the lot, a great part of which never had been used before by a show and which mired easily.

For the fair, however, the Royal American's appearance proved a smashing financial success. It bolstered the fair's coffers and sparked much interest, new planning and improvements by the fair board.

The Red River Exhibition, to be played by the Conklin Shows, was established three years ago and used Osborne Stadium and near-by facilities as its location. Sponsors of the event have high hopes of building it into a full-scaled exhibition and this prompted their decision to shift this summer to Polo Park, which has a grandstand seating 4,000 and which will seat 5,000 at fair time.

The Red River event has more of an attraction program than the St. Vital event. In its first two years it offered name acts as its prime lure and didn't go strong for a midway. Last year the midway consisted of the Dowis Sky Wheel, some kiddie rides, and games concessions operated by the Kinsman Club. This year the Conklins will have all games, as well as the rides and shows.

Gem City Sets '54 Staffers

PHENIX CITY, Ala., Feb. 6.—Gem City Shows have signed Cash Wiltse as general foreman and Chick Franklin as special story man, it was announced here at the show's winter quarters.

Al Schwad is boss carpenter and is here formulating plans for a rebuilding session. Paul Kelly, who will have his menagerie with the show, is also on hand.

WINK REPLACES HANDSHAKE IN FAIR-SHOW PACT

ALBANY, N. Y., Feb. 6.—Asked the significance of the broad winks they exchanged when they first met at the New York Fairs Meeting here this week, Dick Coleman, operator of the shows bearing his name, and Wendell Townley, secretary of the Ballston Spa Fair, explained that they had been cementing their fair-midway contract in that fashion for a number of years. Coleman gave a reason for the confidence when he noted that he had been playing the event for more than 20 years.

Coney Shows Reports Big Cuba Grosses

SANTA CLARA, Cuba, Feb. 6.—Coney Island Road Shows played to more than 10,000 patrons on its opening night here Wednesday (27), according to general manager Gene Beecher. The midway was operating until 5 a.m., he added, giving the lineup as 8 major rides, 6 kiddie rides, 30 concessions, and 6 tented shows.

Saturday's business (30) was very good, Beecher said, due to the presence of Gen. Fulgencio Batista, the governmental head who spent the day in Santa Clara and whose visit to the show grounds drew thousands of spectators.

Ride operator Dick MacSpadden reports capacity loads, with the Skooter doing top grosses. All elements reported good grosses with crowds at the Pickard-Golden bingo setup staying late every night. Manager Sam Tokowitz is using three table crews in shifts to cope with the long hours. Jack Wilkinson, glass pitch operator associated with Fisher Concessions in the States, also reports big business.

Top money units trailing the Skooter are Les Evens' Motor-drome and the Aqua-Marina show featuring Jerry Hatcher. The Kimris high act is performing nightly.

Staff of the organization includes Vincent Nodarse, president; Gene Beecher, general manager; Sam (Duke) Dougherty, concession manager, and Herb Pickard, publicity. The route comprises Ciego de Avila, Holguin, Santiago De Cuba, Guantanamo, Bayamo, Victoria De Las Tunas, Camaguey, Moron, Cienfuegos, Cardenas, Colone, and Havana.

Refurbishing Under Way at Va. Greater

SUFFOLK, Va., Feb. 6.—Preliminary work has begun out at the Four-County White Fairgrounds quarters of Virginia Greater Shows. Cold and damp weather in the Tidewater section of the State has prevented full-scale work being done on show equipment, but Bob Milliken's crew is now getting equipment out for refurbishing.

At the quarters are Milliken, Leo and Ike and Mike Matina of the Midget Family, Sam Mitchell, George Atkins, James and Stella Bowser, Charles Metes, and Dutch Kershner.

Manager Rocco Masucci returned to the grounds for a few days after attending the Southern fair meetings and conferred with general agent Bill Murray regarding the 1954 route, which will cover Virginia, Delaware, Maryland, New York, New Jersey, and the Carolinas.

Bill Sanders of the American Tent & Awning Company, Norfolk, Va., visited the grounds and walked away with an order for new canvas for the Girl Revue, Minstrel Show and Side Show.

Reid Wins Malone In Topsy-Turvy N. Y. Booking Action

Buck Two-Way Loser as Strates Signs Bath; Coleman Unit Continues Strong

ALBANY, N. Y., Feb. 6.—A booking situation that was in a dead heat for a time and showed signs of working out to the advantage of a dark horse was finally resolved in favor of the King Reid Shows when officials of the Malone Fair awarded their midway contract to that org at the annual meeting of the New York State Association of Agricultural Fair Societies here this week.

Competing with Reid was the O. C. Buck-Model Shows which needed the date to replace the Bath Fair, a spot they thought they had and announced a week earlier. Bath, however, ruled in favor of the James E. Strates Shows which was also in need of a date with the Cortlandt Fair discontinuing, or at least paring down, because of the sale of its plant which is located right in the city.

With only Gouverneur and Elmira set in New York the Buck unit must still fill in a week, at least, to take it up to its Labor Day date in Alexandria, Va. Had the show been successful in its bid for Malone, observers pointed out that it would have faced a 600-mile jump to make Alexandria, an awesome distance to railroad, especially in the East.

Strates Unit Set

Strates has the plum dates in the State with the State Fair at Syracuse and the Hamburg Fair continuing on his schedule. The competition between Strates and Buck for the Bath date was judged unique in view of the fact that Strates has a financial interest in the Buck organization.

Well set before the meeting, Dick Coleman compiled the usual strong route for his Coleman Bros. Shows. New York dates are Boonville, Norwich, Afton, Altamont, Ballston Spa and Fonda. Other dates are Greenfield, Mass.; Rochester, N. H.; Stafford Springs, Conn., and Belchertown, Mass.

The Reid unit will play Schaghticoke, Rheinbeck and Cobleskill in New York, in addition to Malone. Reid also has the Skowhegan (Me.) Fair and the Eastern States Exposition, Springfield, Mass.

Vivona Dates

Vivona, credited with a pretty good chance to take Malone if the directors could not agree on Reid or Buck, wound up with Ithaca and Rochester. Roland Champagne's Continental Shows reportedly wound up with Westport and Chatam. Lowville, Morris, Walton and Watertown were credited to Reithoffer.

The I. T. Shows, set with Danbury (Conn.) Fair and the Min-

13 Annuals Booked for Marks Unit

NEW YORK, Feb. 6.—Thirteen weeks of fairs have been set for the John H. Marks Shows.

The dates are: the New Baltimore (Md.) Fair, Staunton, Galax, Roanoke and Lynchburg, Va.; Ronceverte, W. Va.; Burlington, Albermarle, Hickory, Fayetteville, Clinton and Monroe, N. C., and the Winston-Salem (N. C.) Colored Fair.

Owner John H. Marks, who was hospitalized for a time this winter, is actively in charge of the show's winter program. Queried at the annual meeting of the Virginia Association of Fairs, Marks said that no deals to sell the show were being considered. Just prior to playing fairs last year a deal to sell the show to Art Lewis was discontinued.

Malone Fair, added no new events at the meeting, altho in search of a couple of spots that would fit into its schedule. The Mineola dates will remain uncertain until the dates are set for the harness racing meets at its site, the Roosevelt Raceway.

James H. Drew Sets 22 Fair, Festival Dates

WAYNESBORO, Ga., Feb. 6.—Fair and festival contracting of the James H. Drew Shows for the coming season is almost completed, owner Jimmie Drew announced here this week at winter quarters.

Twenty-two fairs and festivals have been signed, leaving only two open fair weeks, Drew pointed out. He added he expects to fill those two weeks in the near future.

Fairs already pacted are those at Camden, O.; Covington, Lowell and Valparaiso in Indiana; Irvine, London and Prestonsburg in Kentucky; Pennington, Gap, Va.; Newport, Tenn.; Murphy, N. C., and Livonia, Swainsboro, Brunswick, Dublin and Nashville in Georgia.

Festivals Signed

Festivals contracted include the Firemen's Festival, Marmet; the West Virginia Strawberry Festival, Buckhannon; the Jaycees Street Festival, Weston; the Firemen's Festival, Richwood, and the July 4 celebration, Point Pleasant, in W. Va.; the Firemen's Festival, Grayson, Ky., and the Business Men's Celebration, Columbus, O.

The season's opening is set for March 20, with the show's tour slated to wind up November 13. Drew announced that a new office trailer, new tractor and a semi-trailer have been delivered to winter quarters.

Geren Sets Solid Route for Mighty Hoosier

GREENSBURG, Ind., Feb. 6.—W. R. Geren, owner of the Mighty Hoosier State Shows, announced from his winter quarters here this week that his 1954 route is almost complete. This year's trek will take the show into Kentucky for five weeks of still dates. The unit is set for three different locations in Greater Louisville under auspices of the Optimists Club, Geren announces.

Season gets under way at the Pennsylvania and Morris avenue lot, in the heart of Indianapolis, with the date slated to run 13 days under sponsorship of the Marion County Junior Deputy Sheriffs' Association. Fairs get under way July 19 and wind up October 2. Only the week of September 13 remains open at this writing, Geren reports. Show has added two new rides, bringing the total to 11.

Full crew opens at winter quarters here March 1. Howard (Pappy) Snyder has been in charge of a three-man crew at quarters this winter. They have just completed work on 15 new 32-foot light towers, with 16-foot fluorescent strips.

Mr. and Mrs. Geren have been spending the winter at their new home, at Route 46 and Marr Drive, Columbus, Ind.

Midway Confab

Now that Hubert Spencer's son, Dick, is home from the army, the H. B. Spencer & Son Amusements will again tour Connecticut and Massachusetts. . . . Betty (Cherokee) Langford closed an eight-week date at the Bella Pacific theater club in the International Settlement, San Francisco, recently. She has been signed to play the Old Barbary Coast Club next. Jinx Lane made her debut at the International Settlement recently. Kieffie Mohar, of the Dick Wilcox Shows, is in San Francisco for the winter and was a recent guest of George Storti. Storti, a former New England weight guesser, is working night clubs as a bouncer. He is booked with the West Coast Shows for the coming season. . . . Willis M. Johnson, former billposter, is planning to return to the road this season.

Swazette, annex attraction, was given a surprise birthday party in Buffalo, N. Y., recently by friends who presented her with a set of matched luggage.

Diane De Elgar (George Searls) will put in his sixth season as annex attraction with Hall and Leonard in '54. He recently took delivery on a new house-trailer and Buick.

Walter B. Fox writes from his Mobile, Ala., headquarters that he has been busy since the first of the year getting political candidates' signatures on the dotted line for the advertising specialties to be used in the forthcoming Democratic primaries. Visitors to the Fox apartment in recent weeks included R. L. Scheff, of South Bend, Ind.; Larry Crandall, Buffalo; Mack Hoge, well-known troupier now located at Jackson, Ala.; Johnny Adams, formerly of Cavalcade of Amusements, and R. L. Harrell, of Gautier, Miss.

John T. Rea, old-time trouper and Side Show operator who has been in a Greenville, Pa., hospital with pneumonia the last six weeks, has been discharged and is now at his sister's home, 15 Maple Street, Greenville. . . . Mal M. Fleming, well-known circus and carnival agent, who has been holed up in his Fryburg, Pa., home this winter, will return soon to the Erie, Pa., Veterans' Hospital for treatment and further check-ups. . . . Frank A. Norton writes from the George Clyde Smith winter quarters at Cumberland, Md., that he will again be electrician and The Billboard sales agent with the Smith org the coming season.

Birthday babies over at the National Showmen's Association include, February 1, Sam Robbins; 2, Julius Roth; 3, Myer B. Pinsker; 4, Sheldon Klein and George A. Hamid Sr.; 6, Francis B. Messmore and Rocco Trupiano. The following new members have been approved by the eligibility committee: Alfred J. Deppe and Irwin Kirby, sponsored by Max Tubis; Louis Rader and Hy Silverman, sponsored by Louis Light; Herbert Pincus, sponsored by Sam Peterson. The committee will act next on the applications of Patrick Halloran, sponsored by Sam Peterson, and Harry J.

Showfolks Set Mass Meeting

SAN FRANCISCO, Feb. 6.—Show people, whether members of the Show Folks of America or not, will be asked for opinions as to the reason for the dwindling membership of that organization. A mass meeting was called for March 1 by Charlotte Porter, president, to perk up the action in show circles.

The basic reason for the general meeting is to allow anyone to express an opinion as to the solution to the club's problem. The lack of interest, it was said, was reducing the group's revenue and added activity was necessary to support the SFA projects, including the spacious clubrooms and cemetery plot.

"The announcement of the session has created a stir in the Bay area," Miss Porter said. "We know that people are much interested and we hope the interest will continue to bring them to this mass meeting."

Mansfield, proposed by Joe Gilbert.

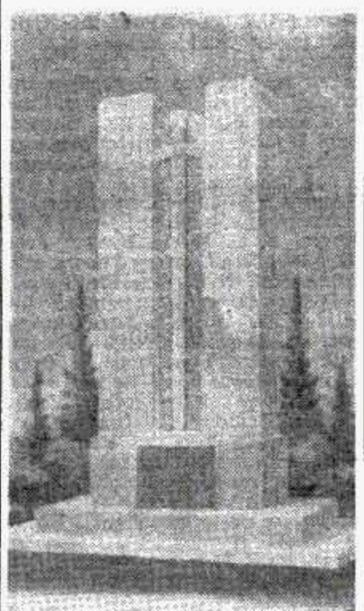
Ted Lewis, Miami showman, visited the midway of Coney Island Road Shows, which is touring Cuba, at the outfit's opening stand at Santa Clara. Officials of the show are Vincent Nodarse, president; Gene Beecher, general manager; Sam (Dude) Dougherty, concession manager, and Herb Pickard, publicity. Show friends can correspond with the organization's people in care of Coney Island Park, Havana, Cuba, forward to Coney Island Road Shows.

Jack W. Burke Attractions, Baldwin, N. Y., which handled the Ripley "Believe It or Not" exhibit for years, is now managing the original Hitler Car, brought to this country by Chris Janus. The vehicle is now owned by Exhibits, Inc., of Providence. Jim Stutz, former general agent, is handling the advance on the car and Jack Burke is being assisted by Fred and Louise Kuhlend.

Mr. and Mrs. Pete Smith and Felder G. Kuntz were recent visitors to the Eastman, Ga., winter base of the James H. Drew Shows. . . . Harry T. (Sheriff) Williams post cards that he's still confined in the New Orleans Veterans' Hospital and doesn't know if he'll be on the road this spring.

Mr. and Mrs. Don Fowler left Aransas Pass, Tex., recently for Hot Springs, where they plan to spend a few months before returning to the road.

Jack Cherry wants all his friends in the outdoor field to know that he is now a salesman for Karl Guggenheim, Inc., charm manufacturer.



HOT SPRINGS Showmen's Association this winter unveiled a monument at its burial plot in Memorial Park Cemetery, that city. The 11½-foot marker, made of Georgia marble and bearing a bronze plaque, was erected at a cost of \$2,500.

Bud Birchman, superintendent of Royal Midwest Shows, recently took delivery of a new tractor to add to the org's fleet. Roxie Harris also left to attend the Little Rock fair meeting. Jack Rose is in quarters to head up the painting department. Carl Pease will be back with his popcorn and Mrs. Pease with her cookhouse. Russell Rihl and Harold Grove will be back on the front end. Back-enders will include S. C. Lewis with snakes and a gal show; Phil Israel with the Athletic Show, and John Martin with a Mickey Mouse Circus. Other staffers, in addition to the Harris family, include Mrs. Bud Birchman, chief cashier and agent for The Billboard, and Patrick Brady, press and special events.

The Greater Tampa Showmen's Association's treasury was enriched to the tune of \$700, the proceeds from a jamboree held on C. C. (Specks) Groscurth's Blue Grass Shows at the Sarasota fair. . . . Flo Pontico recently underwent surgery in a Tampa hospital, and Helen Julius and Dorothy O'Connor were scheduled to enter a hospital there in the near future.

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FEATURING THOROUGH BRED ENTERTAINMENT

WANTED FOR THE PINELLAS COUNTY FAIR, LARGO, FLA., STARTING FEB. 15, FOLLOWED BY FLORIDA STRAWBERRY FESTIVAL AT PLANT CITY.

CONCESSIONS Have a few choice locations for legitimate Prize-Every-Time Hanky Panks for Largo and Plant City. We are also booking Concessions and Shows for the regular season starting at Owensboro, Ky., April 22.

NOTE: Gene Knight, contact me at once.

Mr. C. C. Groscurth will be at the Tampa Fair Grounds, week Feb. 8. Contact him there for space for Largo, Plant City and the regular season. All others address

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Featuring for 1954—Twin Ferris Wheels—A completely new back end and a route that has consistently been improved and successful for 15 years.

CONCESSIONS—Long Range, Short Range, Custard, Duck Pond, String Game, Coke Bottles, Dart Games, or any neat appearing Concession working for stock. What have you???

RIDES—We have seven of our own but would book Octopus or Rolloplane or any Flat Ride except Tilt-a-Whirl. Will book any Kid Rides except Autos and Airplanes—especially want Sky Fighter.

SHOWS—Like so many other carnivals, we can always use back end Attractions. Why list them? We can use most anything that will conform with our policies and standards. What have you? Want Animal Show, Miniature or Snake. Good opening here and good territory for Motordrome or Monkey Drome.

We don't have rags and we won't book rags—every attraction must be neat.

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The other six danger signals are—1 (above) 2 A lump or thickening, in the breast or elsewhere 3 Unusual bleeding or discharge 4 Any change in a wart or mole 5 Persistent indigestion or difficulty in swallowing 6 Persistent hoarseness or cough 7 Any change in normal bowel habits.

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American Cancer Society

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FOR THE FINEST ROUTE IN THE WEST OF EARLY CELEBRATIONS AND FAIRS . . . OPENING—KERMIT, TEXAS—FEBRUARY 22-27—ON THE STREETS

STOCK SHOW—Odessa, Texas, March 1-4
FIESTA—Hobbs, N. M., March 8-13; Carlsbad, N. M., March 15-20; Lovington, N. M., March 22-27

FIESTA—Truth or Consequences, N. M., March 29-April 4
DAIRY SHOW—Portales, N. M., April 5-10
PIONEER DAYS—Guymon, Okla., April 26-May 1
GARDEN CLUB SHOW—Borger, Tex., May 3-8

WANT HANKY PANKS OF ALL KINDS. SHOWS—HILLBILLY, MIDGET, MOTOR-DROME, MONKEY SHOW, WILD LIFE, GRIND SHOWS OF MERIT, BOOK BINGO OR CAPABLE MAN TO OPERATE OFFICE BINGO. WANT FOREMAN AND SECOND MEN FOR ROCK-O-PLANE, SPITFIRE, OCTOPUS, TILT-A-WHIRL, ROLL-O-PLANE, MERRY-GO-ROUND, FERRIS WHEEL. WANT TO BOOK PONY RIDE, TWO KIDDIE RIDES NOT CONFLICTING. GEO. L. TROTTER, GET IN TOUCH AT ONCE. DELBERT NORTON, General Manager, Box 725 HOBBS, NEW MEXICO

FOR SALE—COMPLETE CARNIVAL—\$20,000.00

5 Major Rides—Wheel, Tilt, Octopus, New 1953 Merry-Go-Round, Super Roll-o-Plane, one Kid Ride, 3 complete Shows, Two Panel Fronts, One Wagon Front, Bingo, Cookhouse. Several other Concessions, Ten Tractors, ten Semi Trailers.

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RIDES—SHOWS—HANKY PANKS—FREE ACTS

Will book or buy Rock-o-Plane. Book Fly-o-Plane. SHOWS—Jig, Girl, Monkey, Snake, Motordrome, any worthwhile Show. CONCESSIONS—Hanky Panks, privilege reasonable. Free Act, Cannon or Lion Act. Zaccchini or Great Wilno, contact. Twenty-five weeks' work. All replies will be answered. Fittie Brown, if you have office semi for sale, contact me.

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ROUTE 21 (Phone 22989) COLUMBUS, INDIANA

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Wants Foreman for Octopus, C-Cruise, Tilt and Dodgem; Joe Wykpicz, write. All must drive semis. Can use Age and Weight, Long Range, Cookhouse and Grab. Want Riders to take charge of Motordrome. Open Excelsior Springs, Mo., April 29.

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Send Cash With Order. Stock Tickets, \$22.50 per 100,000

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Will place Eating & Drinking stands and Legitimate Concessions of all kinds. Want Long & Short Range, Bingo, Flots, Apples, Photos, Age & Weight, Ball Games, Water Games, Glass Pitch, High Striker, African Bobo, Coke Bottle, Pitch-Til-Win and Hanky Panks of all kinds. Everything is open. Advise what you have. Will place you.

NOTE: We are now booking Shows and Concessions for the coming season which opens early in April. (Harvey Drew, phone me.)

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SEVEN RIDES — SEVEN SHOWS

Opening Feb. 27th, Bluffton, S. C. — Two Saturdays

Want Ride Help who drive for Spitfire and Wheel. Winterquarters open. Agents for office concessions. Free Act with concessions. Will place Hanky Panks, but will not overload. No flats tolerated at anytime. Will give Grind Shows best deal you ever had. Have seven new Tops and Banners, suitable for any attraction up to 30x60 top. Panel fronts for Girl Shows. Ronnie Cline wants Agents for Scale and Photos. Jessie and Mary Brown want 3 Girls for Colored Girl Show. Due to replacing with new equipment, have for sale Adult Chairplane, Kid Chairplane, one 20x20 Marquee, 18x28 Bingo Top, also set of 6-Cats, two automatic Buckets. Write or wire

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Here It Is, Boys, If You Want "UP" Money!
The Two Best Dates On The East Coast.

WANT FOR KEY WEST, FEB. 15-20, AND DANIA TOMATO FESTIVAL, FEB. 22-27, DANIA, FLA.

Want outstanding Shows with own outfits. Can place a few more Major Rides not conflicting, also want Kiddie Rides, Train, Pony Ride or any Ride not conflicting. Want Hanky Panks of all kinds, especially Long Range Gallery, Penny Pitch, Basketball, Eating Stands. Will sell "EX" on Novelities, American Palmistry, French Fries, Candy Floss or any legitimate Concession.

Write or Wire: **LEO BISTANY**

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ATTENTION, SHOWMEN

DON GRECO and RAY MARSH BRYDON

Will be in Tampa, Fla., all this week at the Thomas Jefferson Hotel. They will interview people at the hotel or fairgrounds interested in booking with the GEM CITY SHOWS. Especially interested in Side Show with own equipment and other Shows of all types. Will give well-framed Cookhouse that caters to show people the best route in show business. Want Custard, Floss, Jewelry, Novelities, Hats, Age and Scales, Photos and Hanky Panks of all kinds. Everything open.

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OPENING MARCH 1, Waycross, Ga., City Auditorium lot in the heart of town. Sponsored by City Recreation Department.

Can place all kinds of Hanky Panks, two or three Grind Shows. Will sell X on Custard, Short Range Gallery, Bingo, Scale and Age, Glass Pitch. Can place Octopus, Spitfire or any Ride not conflicting.

All Address **J. A. MILLIKEN, Bristol, Georgia**
P.S.: Humpty Hewitt, Dewey Ruppert, contact.

WANT—G & B SHOWS—WANT FOR OPENING IN APRIL

Cookhouse or Grab, Photos, Age and Weight, Candy Floss, Glass Pitch, Buckets, Balloon Dart, Pitch Til-U-Win, Jewelry, Hi Striker, Penny Pitch, Long or Short Range Shooting Gallery, String Game, Basketball or any Concession working for stock, Shows—Animal, Snake, Monkey. Will book for committee money. Help—Merry-Go-Round, Wheel, Octopus, Kiddie Ride and Chairplane. Must be able to drive and sober. No drunks or chasers. Will book any Ride not conflicting. All replies to **GEORGE BROAS, 627 30th St., Parkersburg, W. Va.** Phone 2-1254. No collect calls.

Frazier to Head Franklin Front-End

To Tour With No. 1 Unit; Dallas Fair
Confab Brings Out Midway Owners-Reps

DALLAS, Feb. 6.—Art Frazier, concession manager for Johnny Denton's show for the past two years, will go out this season with the Don Franklin Shows in the same capacity, Owner Don Franklin announced here this week during the annual convention of the Texas Association of Fairs and Expositions.

Franklin was in Thursday (4) for the first day of the three-day convention, then left for San Antonio, where Friday (5) he was to begin setting up equipment for the San Antonio Livestock Exposition, which opens Friday (12) for 10 days. He will have 19 rides and about 100 concessions in operation at the San Antonio event, Franklin said.

San Angelo Follows

From San Antonio his operation will shift to the San Angelo, Tex., Fair Stock Show and Rodeo, February 24-28, after which his equipment will be moved back to New Braunfels, Tex., winter quarters for a layoff until April 17, when the regular season opens in Victoria, Tex.

Franklin several weeks ago completed the booking of his No. 1 unit while here. He announced two more dates for his No. 2 unit. They are fairs at Huntsville, Tex.,

and Quero, Tex., for the two units; 33 fairs in Illinois, Wisconsin, Minnesota, Iowa, Kansas, Texas and Missouri have been signed; still dates have been set in Oklahoma.

Ralph Wagner, manager of his No. 2 unit, accompanied Franklin to the convention here.

Bill Hames on Bi-

Bill Hames, who for years has held carnival contracts at most of the larger Texas fairs, made one of his rare visits to the convention. In from Fort Worth, where he is supplying midway attractions at the Fat Stock Show, he reported business there for the first five days down about 50 per cent.

He pointed out that this drop contrasted sharply with business his units did the first two days at the Houston Fat Stock Show this week, where receipts were up almost 50 per cent over last year.

Practically all of the fair contracting by carnivals in Texas is done well in advance of the convention and the show owners here devoted themselves to entertaining fair execs and participating in social activities connected with the convention.

Jack Ruback, in from his San Antonio base, reported he had picked up one new fair, Bowie, and recontracted fairs at Denton and Liberty. He also reported that he recently contracted the Sulphur, La., Fair.

Ruback said Albert Wright will be back with him as concession manager, joining at the Battle of Flowers, San Antonio, April 19-24, where Ruback, for the seventh straight year, will have all of the midway attractions.

T. J. Tidwell, owner of the show bearing his name, informed that his carnival will have a more compact route this year. Other show reps at the convention included W. A. Schaefer, of the Schaefer Just-For-Fun Shows; Don Brashear, American Midway Shows; Bob Hammond, Bob Hammond Shows; Harold Eutah, American Beauty Shows; Marvin Barackman, Starlight Shows; F. C. Bogle, F. C. Bogle Shows; Jess Wrigley, 20th Century Shows, and Punk Hill, Hill's Greater Shows.

Other shows represented include C. A. Goree & Sons Shows, and the Burdick Greater Shows.

J. George Loos was in from Laredo, where again he will have the midway for the George Washington Birthday Celebration.

Attraction bookers and show and fair suppliers at the convention included Randolph Avery, Barnes-Carruthers Theatrical Enterprises; George Flint, Boyle Woolfolk Agency; Fred Herrin, Paramount Fireworks, Tulsa; Aut Swenson, Swenson Thrillcade; Ed Hamblen, J. Wilbur Ard, WFAA Artists Bureau; Phil Lampkin, Phil Lampkin Agency, Houston; Jack Andrews, trained animals; Elfred Stacy, Music Corporation of America; Charles Lenz, Ralph Wilkerson and E. Walkrup, insurance reps; W. R. Lashbrook, Lashbrook & Sons Tent & Awning Company, and Ernie Campbell, Ernie Campbell Tent & Awning Company.

Troupers Schedule Benefit Show at Indio Date Fete

LOS ANGELES, Feb. 6.—Regular Associated Troupers will stage a show-within-a-show on the midway of the Frank W. Babcock United Shows at the Riverside County Fair and National Date Festival in Indio February 21. The annual opens Wednesday, February 17, and continues for six days. Babcock has agreed to contribute an additional \$500 if the affair grosses \$1,000.

Under the presidency of Inez Alton, the Troupers are making a campaign drive to raise money for their building fund. The club bought its own headquarters on West Adams Avenue about three years ago. The payments are \$215 a month, with a note for \$3,500 due before December 1.

Babcock will furnish the tent and the customary equipment for the Indio doings. Serving on the committee are Sam Dolman, chairman; Lillian Schue, co-chairman, and Steve Vaughn.

Prell Unit Set At Bedford, Pa.

NEW YORK, Feb. 6.—Prell's Broadway Shows will furnish the midway attractions at the Bedford (Pa.) Fair instead of the Butler (Pa.) Fair as announced in these columns last week. The Butler event had previously been correctly included in the route of the Johnny J. Denton Shows.

Joe Prell, show general agent, this week also said that a name performer was being sought to add to the show's Girl Show at some of the larger fairs on its schedule. The Bloomsburg (Pa.) Fair, new to the Prell route this year, is one event that it is believed will justify a special heavy investment in talent.

Tivoli Pacts Two La. Fairs

JOPLIN, Mo., Feb. 6.—Tivoli Exposition Shows have signed to provide the midway at the Southwest Louisiana Fair, Eunice, and the Tri-Parish Fair, Winnsboro, La., H. V. Petersen, general manager, announced. Petersen returned here to his winter base late this week after attending the Louisiana fair meeting at Alexandria.

Ross-Earl Ink So. Windsor Fair

FARMINGTON, Me., Feb. 6.—Eastern Amusement Company has signed the South Windsor, Me., Fair, a new one for the shows' route, Martin S. Earl, co-owner, announced here at the shows' winter base. Robert Ross, co-owner, was unable to make the Maine meeting because of illness. The Rosses are wintering in Grand Rapids, Mich.

REID LOBBY SERVICE AIDS PARALYSIS FUND

ALBANY, N. Y., Feb. 6.—The lobby board service operated by the King Reid Shows for years in conjunction with the meetings of the New York State Association of Agricultural Fair Societies was given a commercial twist this year to aid a worthy cause — infantile paralysis. When donations were offered, the unneeded for the service it occurred to The King that the March of Dimes would be a cause approved by all. The donations, King estimated, would run between \$40-\$50.



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WORLD'S FINEST TRAVEL TRAILER

For big catalog, special showmen's folder and a good deal write
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TENT & AWNING
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One of America's largest Builders of Fine Show Tents.
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FOR MAY THROUGH SEPTEMBER 15**
Best known location in Cincinnati available for Kiddie Rides and Attractions. Four to five acres of space, plus parking facilities for 2,000 cars. Will supply power. Percentage deal. For full information, write, wire or phone.
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FROM CHICK FRANKLIN, CASH WILTSE,
BOB HALLOCK, JULIUS COLE, PHIL
MATHW, CHAS. WEBB, PAT MURPHY,
RED MARCUS AND OTHERS.**
RAY MARSH BRYDON
HOTEL THOMAS JEFFERSON, Tampa, Fla.
Until February 15

CARNIVAL WANTED
For Carbon Hill, Illinois Homecoming, last week in July or first week in August.
Write to
Mr. Frank Sisek, Mayor
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Telephone 3961 at 6 p.m.

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CLEAN CARNIVAL,
GOOD RIDES FOR
JUNE 28 THRU JULY 3.
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18-CAR CATERPILLAR
1948 Model. In A-1 condition. Priced very reasonable.
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CARNIVAL-CIRCUS
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WANTED KID RIDES
Three or four for Big Memorial Day Fiesta, May 30, Cincinnati, Ohio. Will supply power. Also various Concessions such as Fish Pond, Balloon Darts, Duck Bond, etc.
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WANTED
RIDES—SHOWS—CONCESSIONS
For AMERICAN LEGION ANNUAL
FOURTH OF JULY CELEBRATION
DR. THOS. W. O'KEEFE
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FOR SALE
1 Smith & Smith Chairplane (22 ft. tower), 1 Roll-o-Plane, 2 Transformers, 37½ k.w.; complete Bingo, Fruehauf-Carter Trailer, 1 Chevy Panel Truck, 2 extra long wheel base 2-ton Trucks; Light Plant, 5 K.V.A.; 2 House Trailers. Other Concessions. All above mentioned in good condition. Write
SHOWMAN
P. O. Box 442 Raceland, La.

Club Activities

Miami Showmen's Association

1799 N. W. 28th Street
Miami, Fla.

Ladies' Auxiliary

Innovation was given by Edna Lockhart, assistant chaplain, followed by the salute to the flag. The dark horse was won by Ethel Weer and brought in \$24.25. The flower fund raised \$13.74. Tiler Mae Nelson announced 80 members and seven officers present.

After the meeting was adjourned refreshments were served. At the telethon for cerebral palsy, many of the members donated their work for several hours, some working the entire 15 hours. The ladies worked under Francis Barnett. Those who participated were Florence Badanas, Mae Levine, Charlotte Wright, Ma Nelson, Elizabeth Murphy, Glendora Daniels, Agnes Grosso, Helen Eule, Virginia Feldman, Peggy Bisco, Lois Weiss, Edna Lockhart and Bea Gerson.

In December \$500 was given by the ladies to the fund. During the telethon, Phil Cook donated another \$302, which had been collected at the Saturday night dance.

The regular meeting was called to order and opened with an invocation by Nan Rankin and the salute to the flag. Announcement was made that dedication of the new building would be held February 19.

Ethel Weer read a letter of thanks from Mr. and Mrs. Leiman for the baby spoon. Kitty Glosser, in charge of ways and means, told of the cover party being given and said that tip boards are now available. Alton Pearson visited the meeting and told of regular Saturday night dances the men are holding and asked all to attend.

The chandelier given by Mr. and Mrs. Soloman has been installed. Freda Wilson announced that the first of her exercise classes was enjoyed by all. They will be held in the clubrooms each Tuesday night. President Sydney Thomas told of the Tampa installation which she attended. She was presented a plaque which will be attached to the new dais which the auxiliary received from the Tampa club.

Agnes Grosso, acting tiler, announced 85 members and seven officers present. New members attending their first meeting were Anna Burns, Sofia Gleason, Dorothy Weinberg and Jean Seigle. Attending her first meeting of the year was Mrs. Shafkin. Pearl Shultz served refreshments following the meeting's close.

Greater Ohio Showmen's Association

30 Buttles Ave., Columbus 8, O.

COLUMBUS, O., Feb. 6.—At a Saturday (30) meeting of the trustees, it was decided to hold an old-fashioned box social and card party February 25 to raise money to establish clubrooms. Event will be held in U.C.T. Hall. The club recently purchased an

SEARCHLIGHTS

Searchlights and Generators, never used, have been in storage since purchased from Army. 60" G.E. and Sperry, \$650.00. \$750.00. Also complete new heads and outside automatic feed control box sets, \$100.00.

J. FILE

2329 Central St., Evanston, Ill. Phone: UNiversity 4-5866 or MUlberry 5-3518.

FOR SALE

Allan Herschell Boat Ride, 1 1/2 year old, with trailer, \$3,750.00. Ride, alone, \$3,250.00.

WANT WANT

Major rides—Merry-Go-Round, Wheel or any major ride. Have 18 weeks in good territory—short moves.

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1953 Allan Herschell—3 abreast Merry-Go-Round
1953 Eli 25 Wheel
1953 Smith & Smith Kiddie Auto Ride
1953 Smith & Smith Adult Chairplane
1952 #12 Rensselaer Kiddie Train
12 Seat Ride-O. These are practically new rides. Also tractor and trailers. Reason for selling—have another business.

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FOR SALE

One Crosley Semi-Trailer Fire Truck, seats 24. In perfect condition. A deal for Carnival, Park or Drive-In. Priced reasonable. Also one set of used Tilt-a-Whirl Tubs.

Write: c/o The Billboard

BOX 698

188 W. Randolph Chicago, Ill.

electric mimeograph and now has a stenographer, Mary Triano, on duty at the office five days a week. N. H. Cohen, club's secretary-treasurer, is in Florida. Mrs. Nellie DeBelle has donated curtains and curtain rods for the office.

President John Mere appointed the following as a welcoming committee for social events: Gertrude Bretzius, Kathleen Cook, Mary Traino, Elizabeth Swain, Rose Mary Wood and Kitty Baggerle. Mary Farley has been added to the entertainment committee.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 6.—The regular weekly meeting was passed up Monday night (1) for the annual Going Away and Get Together Party that attracted about 350 persons to the clubrooms. The committee for the event was headed by Harry Seber. A number of firms contributed prizes.

Assisting Seber on the committee were Sam Dolman, Harry Merkel, Harry Golub, and Al Flint. The Ladies' Auxiliary was represented by Peggy Steinberg, president; Margaret Farmer, Peggy Forstall, and Edith Hargraves.

The program for the evening featured dancing and games modeled after radio quiz shows.

Among the guests attending were Tom Mellos, Bill Moore; Moe Levine and Nina Rodgers Levine, who came from Utah, and Basil (Hap) Young.

Ladies' Auxiliary

Good turnout for the Monday (1) "Going Away" party for club members returning to the road. Refreshments, in the form of a pot luck supper, were furnished by the ladies and served by the entertainment committee.

Rose Rosard was recently presented with a gold life membership card. Mrs. Rosard was unable to attend the installation party due to the illness of her husband. The card was presented on her 49th wedding anniversary.

A total of 28 new graves has been purchased for the club's cemetery plot. Peggy Forstall, who missed the installation dinner for the first time, is in Florida visiting friends after making the Cuban jaunt with the Ringling show. Berta Harris, who was kept from the installation by a virus infection, is on the mend. Minnie Ponds Ford recently underwent surgery and is convalescing at home. Elsie Suker has welcomed a new grandson.

Marie LaDoux, third vice-president and chairman of the 1954 bazaar, is at work on the December event and said she has already received a number of donations including bonds and other gifts.

Recent visitors included Mrs. Rebecca Castle, Mrs. Vivian Lawrence, Virginia Kline and Margaret Hanna.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

HOT SPRINGS, Feb. 6.—In the absence of President Paul Olson, the meeting was called to order by Second Vice-President Frank Donofio. Several past presidents, including Harry Zimdars, Noble C. Fairly and Harry W. Hennies, were invited to sit on the platform along with Mayor Floyd Housley, guest of honor.

Zimdars, Fairly, Hennies and H. P. McDonald were recently presented with gold membership cards. Eddie Gamble, who recruited 29 new members during 1953, also received a gold card.

Club's four-day bingo to raise funds for the March of Dimes was successful. Event was held in a vacant store near bathhouse row that was obtained thru the efforts of Charles Wea er. The Army and Navy Hospital loaned the club an iron lung and a special rack was set up to hold donation jars that were labeled for the 48 States. Committee included Doc O'Kelley, Carl Fritts, Jack Ogle, Charles Goss, Loyal Staley and Fairly. Ladies' Auxiliary was thanked for its assistance.

The Kiddieland fraternity is well represented here with Capt. Louis Klatzco, Art Fritz, both from Chicago, and Hennies, who has a moppet spot in Houston. Charles

Weaver is convalescing in St. Joseph's Hospital here following surgery.

Ladies' Auxiliary

The January 28 meeting was called to order by President Caroline Holt. On the rostrum with her were Jackie Wilcox, first vice-president; Mattie Bybee, second vice-president; Bonnie Wheatley, secretary; Irene Ogle, treasurer, and Daisy Fritts, club mother.

Ethel Booth, third vice-president, was reported ill of the flu. Mrs. Bernice Weinger was admitted to membership. Correspondence was read from the Lone Star Showmen's Association and Ruth Thompson. Marion Shuford, chairman of night lunches, reported a profit of \$36.46 for the week. Harold Leroy Scott made and donated a glass-enclosed illuminated case to hold two figurines which were donated to the auxiliary clubrooms by Sammy Blake. Charles and Grace Goss left for an indefinite stay in Tampa. Art Miller, general agent of the Kelly-Miller Circus, attended the Thursday meeting.

Belle Roberts and Sally Mazepa were hostesses for the February 1 card party. Carolyn McJunkins and Vivian Zimdars had the February 8 party. The night award, donated by Vivian Zimdars, was won by Jackie Wilcox. The January 30 tacky dance was a straw house. First prize for the best costume went to Millie Wilson. Carl Fritts took first honors among men. Noble Fairly, Harry Hennies and Judge Ryan acted as judges and set up a kangaroo court. The deep fry, donated and raffled by the ways and means committee, was won by Kathleen Maki.

Tampa Fems Install Prez

TAMPA, Feb. 6.—Virginia McGee was installed as president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association at appropriate ceremonies held in the clubhouse here Sunday (31).

Other officers installed included Hazel Maddox, first vice-president; Esther Young, second vice-president; Vera Hauck, third vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Board members presented were Monica Baress, Evaline Belew, Ann Detwiler, June Boyles, Kittie Burkhardt, Evelyn Clair, Maxine Cyr, Mary Delaney, Ann Dernoga, Mildred Gordon, Myrtle Jeter, Helen Julius, Bonnie Norman, Bertie Perrot, Lemon Plas, Joy Purvis, Vickie San Fratello, Egle Sedlmayr, Laura Sedlmayr, Olive Sprague, Esther Underwood, Flora Venner, Neva Warbritton, Gertrude Weiss and Mary Wenzik. Past presidents on hand included Clover Fogle, Jerie Ringlin, Lois Sedlmayr, Evelyn Kleider, Dolly Young and Bette Rodgers.

Retiring President Rodgers awarded plaques to Mary Wenzik, Joy Purvis, Myrtle Jeter, Vera Hauck, Mary Delany, Carroll Abraham, Maxine Cyr, Vona Arger, Monica Baress, Francie Piercy, Elsie Johnson, Dolly Young, Jean Davis, Flo Venner, Ann Detwiler, Zelda Hercha, Mildred Gordon, Ella Stophel, Evaline Belew, Mary Ruth Tillery, Esther Underwood, Virginia McGee, Bertie Perrot, Esther Young, Pat Richards, Bonnie Norman, Leona Plas, Kittie Burkhardt, Marie Gaughey, Laura Sedlmayr, Clover Fogle, Perie Ringlin, Bill Abraham, Frank Bergen, David M. Schwartz, Bob Campbell and Eddie Taylor, Eddie Low, custodian of the club, was presented with a check, and gold membership cards were awarded Bettie Rodgers, Leona Plas, Florence Rubin, Mary Delaney and Vera Hauck. Dolly Young presented Sydney Thomas, president of the Miami club's auxiliary, with a gold encribed plate.

Mrs. Alta Allbaugh, mother of the retiring president, was guest of honor; Leona Plas, femsee; Helen Field, installing officer; Ella Stophel, chaplain; Joy Purvis and Kitty Farino, pages, and Patricia Hos, flower girl. Hostesses were Marie Caughy, Mary Cain, Ruth Winters, Ann Beasley, Arlene Diaz, Ida Rovitz, Mabel Payne, Ruth Brod, Ruth Patranis, Lee Chilton, Marie Weaver, and Nell Alvarez.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Feb. 6.—President Veronica Potenza was in the chair at the Tuesday (2) meeting. Also on the rostrum were Eva LeRoy, first vice-president; Jeanette Wall, second vice-president pro tem; Stella Matura, third vice-president; Pauline Grey, treasurer, and Wanda Derpa, secretary. Invocation was delivered by Irene Coffey, chaplain.

A letter was read from Amby Clinton, mascot, who has moved to Alabama with her mother, Ruth. It was reported that Marie Dornfield, who is convalescing at home following a broken shoulder, phoned her thanks for the gift and cards recently sent to her.

Mary Calcara, chairman of the ways and means committee, will be in charge of the March 27 spring party to be held in the Hotel Sherman. Her assistants will be Stella Matura, Ann Doolan, Helen Hoffmyer, Betty Shea and Eva Shine. Mae Sopenar will donate a hand-made afghan for the award books. Wanda Derpa is in charge of the books; Lucille Hirsch, ticket printing, and Mollie Raymond, mimeographing of letters.

Lillian Holton was elected to membership. President Potenza welcomed the following members back after absences: Nora Heglund, Elizabeth Jacks, Mary Martin, Anna Schmidt, Ann Sleyster and Helen Wettour. Evening award, donated by Jeanette Wall and Mae Taylor, went to Stella Matura and Pearl McGlynn.

International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, Feb. 6.—Meeting was called to order by Morris Lipsky, acting president. Assisting him were Euby Cobb, secretary, and David Prevost, acting treasurer.

Five new members were voted into the club. It was announced that tickets were on sale for the Valentine party. Billy (Zoot) Reed will emcee the big show February 25.

John Francis left to attend the Dallas fair meeting. George Regan had his candy floss concession at the Houston Fat Stock Show.

FOR SALE

- 1—Bass Horn
- 7—Hyblues
- Neopren Wire Cable
- 1—GMC Tractor and Lowboy Van
- 1—GMC Tractor and Flat Bottom Trailer
- 1—Set of Drums
- 1—Small Piano
- 1—Chev. Pkwy Cruiser, 25 Passenger
- 1—Tent, 60x120 Ball Ring Concession Top
- 1—Cretor Popcorn Machine
- 1—Gold Medal Sno Cone Machine
- 3—Amplifiers
- 1—5 KW. Kohler Light Plant
- 4—All Weather Speakers Mounted for Truck
- 3—360 Degree Speakers

Everything it takes to run Minstral Show. Price \$5000.00

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SIDE SHOW ACTS

Wanted for Season—April thru November. Also Girl Show Performers. Write, send picture, details, lowest salary. State all first letter. Rocky Mountain Empire Shows contracting now. No advances, no collects.

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For Sale ONE PORTABLE FLYING SCOOTER, FACTORY REBUILT AND GUARANTEED

Bischo-Rocco Amusement Co.
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FOR SALE

Complete 8-car Octopus Ride, Allis-Chalmers gas motor, \$2,750.00. Write

A. B. MILLER

BOX 444 EDMONDS, WASH.

Wanted Large Carnival

Preferably June 19 thru 27. St. Alfio Festival, Omaha, Neb. No Gambling or obscene Shows. Write
A. J. ALEXANDER
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MERRY-GO-ROUND

Spillman, 24 Horses, newly decorated; gasoline or electric motor. Wurlitzer Organ. Transportation if wanted.
JOE FREDERICK
2263 Newton St. Detroit 11, Mich.
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ERNIE ALLEN—Present—TOM BAKER

BAKER UNITED SHOWS.

"A CLEAN MODERN MIDWAY"

SHOW OPENS IN APRIL

Can use a few clean legitimate Concessions—Jewelry, Custard, Short Range, Fish Pond, Pitch-Till-U-Win, Glass Pitch, Six Cats, Derby, Buckets, Penny Arcade. Will book one Major Ride not conflicting. RIDE HELP—Foremen for Wheel, Octopus, Roll-o-Plane, Tilt, Second Men ON ALL Rides. Must drive and have license. SHOWS—Side Show, Snake, Monkey. JIMMIE Johnson, answer. All replies to

ERNIE ALLEN, 669 Swan St., Terre Haute, Ind.

LAST CALL — LAST CALL

FLORIDA CITRUS EXPOSITION

WINTER HAVEN, FLA., FEB. 15 THRU 20

All Shows, Rides and Concessions under contract for Winter Haven must be up and ready for Monday Morning Opening.

CAN PLACE FUN HOUSE, SHORT RANGE, AGE AND SCALES

All Answers: DOLLY YOUNG

Florida Citrus Exposition, Winter Haven, Fla.

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OPEN AROUND THE FIRST OF MAY

Want Ball Games, Penny Pitch, Candy Floss, Age and Scales, Novelties, High Striker, Pitch-Till-You-Win, Cork Gallery, Hoop-La, Photos, Six Cats, Swinger, Balloon Darts, Bumper, Fish Pond, Duck Pond, String Game, Lead Gallery, Side Show, Monkey Show, Girl Show, Snake Show, Wild Life. Want Ferris Wheel Foreman, Chairplane Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office-owned Hanky Panks. All replies
GEORGE CLYDE SMITH, P. O. Box 521, Cumberland, Md.

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WANTS CONCESSIONS FOR MARDI GRAS, HANKY PANKS ONLY

WANT Popcorn, Candy Apples, Floss, Scales, Jewelry, Rat Game, Photos. Will open on colored lot Friday, Feb. 12, until March 7. 21 days. Deposit required as space is limited. Will open on white lot Feb. 16 until March 2. Both lots on parade route. No Mitt Camps, no rackets. All wires to

CONCESSION MANAGER, EMPIRE AMUSEMENT CO.

c/o Western Union, Mobile, Ala., or phone person-to-person 6-9564.

Club Activities

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

President Dotty Miller opened the Monday (25) meeting. Also on the rostrum were Frances Moran, Pat Crognale and Margie Mansell, first, second and third vice-presidents respectively; Grace Ziegler, treasurer, and Gerry Barber, secretary.

New local directors are Peggy Cohen, Helen Cook, Reville Gale, Hazelle Liddon, Viola Lipka, Bobby Schulz, Edith Schulz, Clara Silber, Ann Stone and Tina Weiner. Out-of-town directors include Carrie Dear, Rose Diamond, Julia Garney, Ann Gooding, Leona Bennett, Josephine Kelly, Maisie Pence, Sophia Tucker, Mayme Wade and Florence Williams.

Appointments to various offices and committees were:

LaVerna Taylor, chaplain; Marion Fodal, sergeant at arms; hostesses, Peggy Cohen, chairman, and Marion Fodal, co-chairman. Membership—Helen Cook, chairman, and Julia Garney, co-chairman. Entertainment—Margie Mansell, chairman. Frances Moran, co-chairman, and Peggy Cohen, Ways and means—Marion Fodal, chairman; Lina Weiner, co-chairman, and Betty Greeley. Sick and relief—Reville Gale, chairman; Hazelle Liddo, co-chairman, and Betty Greeley. Funeral—Rose Schimmell, Viola Lipka and Edythe Rizick. House—Bobby Schulz, chairman; Edith Schulz, co-chairman, and Tina Weiner. Gift shop—Carrie Dear, chairman; Francis Moran, co-chairman. Press—Gerry Barber, chairman, and Dotty Miller co-chairman.

National Showmen's Association

317 West 56 Street, New York

NEW YORK, Feb. 6.—Jack Bloom has been discharged from the hospital and is recuperating at home, and Henry Fein, who has been confined at home, writes that he is feeling much better and expects to visit the club any day now. Our sympathy is extended to Jack Harris, whose mother has died after a long illness.

Happy journey to President Emeritus and Mrs. George A. Hamid Sr., who leave the 18th on a trip to Europe. President Joe McKee makes regular trip to the club from his New Jersey home, to see that things get along smoothly.

The assembly and board of governors meet next February 10 and on March 17, St. Patrick's night, there will be a party in the clubrooms, sponsored by the Connecticut boys. Subscription of \$5 covers dancing, and all you can eat or drink. Also door prize.

Ladies' Auxiliary

A new money-raising project was launched at our last meeting. It is to be a joint effort by the men and women. Proceeds will be used in connection with our new home.

First prize of \$100 was won by Jean Grey.

Orchids to Ann Halprin for the grand affair she put on at the Belmont Plaza Hotel. It was the first joint installation and proved to be a huge success. Billy Dorestsky presented President Margaret McKee with a new hat. Husband Joe McKee is president of the N.S.A. Our new member, Leslie Audre, left the U. S. February 1 to entertain veterans in Korea.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 6. — Second Vice-President Maurice (Lefty) Ohren was in the chair at the Thursday (4) meeting. Also at the table were Ned Torti, first vice-president; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Lou Keller, past president.

N. Perry Luster and Billy Farrell are new members and Walter D. Nealand has been elected an honorary member. All amendments to the bylaws were read

and the revised edition will be printed.

Sick list included J. C. McCaffery, Harry Atwell, Louis Drillick, Ray Balzer, Sam Mangano, Dave Swarthout, Russell Johnson, Frank Daniels and Sam Roberts. Elmer Byrnes is chairman of the St. Patrick's Day party and Charles Zemater Sr., and his house committee will make up the balance of the committee.

Past President J. P. (Jimmy) Sullivan info he'll be on hand for the March 11 meeting and the annual meeting of the nominating committee. Hymie Stone back after a long absence, and Humpy Weeks returned from a Southern trip. Jack Kaplan left for Tampa.

Clubroom callers included Hank Shelby, Dave Malcolm, Ozzie Breger, Joe Welles, Chick Schloss, Morris Brown, Chick Bohdan, William Meyers, Henry Polk, Petey Pivor, John A. Hill, Joe Shapiro, Carl A. Mann, Charles Zemater Sr., Oscar Bloom, Morris L. Goodman, Jack Duffield, Jack E. Markham, Louis Berger, John Lempert, Robert K. Templeton, Leo Sennett, Sol Wasserman and Walter D. Nealand.

Showfolks of America

145 Turk Street, San Francisco

SAN FRANCISCO, Feb. 6.—Meeting was called to order by President Charlotte Porter. Also on hand were Phil Sapiro, third vice-president; Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary.

Sam Landerman was reported recovering following surgery in St. Mary's Hospital but still in need of blood donation pledges.

Activities scheduled included a Monday (8) Italian dinner prepared by John Provenzale; a box lunch social February 15; special meeting of the board of directors February 28, and a mass meeting March 1 to discuss membership.

Bobby Cohn is chairman of the annual Hi-Jinks to be held March 15, and Kathleen Elsmere will stage an Irish show March 29. Duke Navarro has arranged the show for the February 15 doings.

Reps Turn Out At N. Y. Meet

ALBANY, N. Y., Feb. 6.—Showmen and others supplying services and talent to fairmen were well represented at the 10th annual meeting of the New York State Association of Agricultural Fair Societies, Monday and Tuesday (1-2), at the Hotel Ten Eyck here. Among those present were:

Lytle Racing Co., Klein's Attractions, Eureka Tent & Awning Co., Roy's Public Sound System, Robert E. Kellogg Shows, Jimmy Daley Attractions, Reithoffer Shows, Desbro Shows, Harold W. Gardner Rides and bingo; Charles Marcy, bingo; The Billboard; harness race announcer—Official George Orogan, Fair Publishing House, Cook & Rows, Theatrical Enterprises, Geneva Awning & Tent Works, Smith Awning & Tent Co., United Racing Corp., King Reid Shows, Handy Sound System, George A. Hamid & Son Attractions.

Irish Horan Lucky Hell Drivers, Weaver Tent & Awning Co., Coleman Bros. Shows, Steele's Frontier Days, Wescott Rodeo, Melville Attractions, Carl Ferris Shows, Universal Match Corp., Henry A. Theodor Co., concession supplies; Triangle Poster Co., R. T. Bingham name-on-hat concessions, Posters, Inc.; Hoffman Sales & Distributing Co., Vivona Bros. Shows, O. C. Buck-Model Shows, Ross Manning Shows, James E. Strates Shows, Al Wagner's Cavalcade of Amusements, Artistic Fireworks Co., North American Fireworks Co. Jack Kochman's Hell Drivers, United Stock Car Racing Club, World of Mirth Shows, I. T. Shows, New York Central Railroad, Plainville Stadium Sports Promotions, Triple-A Ranch Championship Rodeos, Sam Nunis Speedways, Al Wallace Associates, American Carnivals Association, Malone Novelty Co., Interstate Fireworks Manufacturing & Display Co., Jole Chitwood auto stunt show, Woidell Sound Equipment.

Charles Weaver is doing okay in a Hot Springs hospital following surgery. . . . Bob Clifford is confined in West View Sanitarium, Los Angeles. . . . Lucille Hirsch and Claire Sopenar left Chicago recently for a month's vacation in Tampa and Miami.

Showfolks Set '54 Committees

SAN FRANCISCO, Feb. 6. — Charlotte Porter, president of the Showfolks of America, this week announced appointments and committees for the year would include Rev. Frederick L. Pyman as chaplain. Nate Cohn and Albert Roche are counselors and James McCaffery is sergeant at arms.

Board of directors and committees include:

Board of directors — Jack Christensen, chairman; Teddy Texiera, Everett G. Coe, Eddie Harris, Lola Krekos, Harry Myers, Charles Albright, Mary Texiera, E. S. Fitzgerald, Georgia McDonnell Balcom, Bill Coles, Andy Anderson, Sam Dolman, Joe LaMont, Arthur Unger, John Provenzale, Norman Schue, Josephine Blome, Billy Hodges, Elmer Hanscom, Nellie Baker Ramsey, Tony Soares, Al Rodin, Teddy Levitt, Jack Dalton, Polish Fisher, Hunter Farmer, James McCaffery, Bobby Cohn, O. N. Crafts, Sam Landerman, Margaret McCloskey, D. Earl Clipperty, Barney Stevens, Jimmie Lynch, Jack Schwartz, Duke Navarro, Andy Hynes, Alex Friedman and Jimmie Redder.

Finance committee — Whitley Monette, chairman; Harry Myers, co-chairman; Mike Krekos, Louis Leos, O. H. Mattley, Elmer Hanscom, Charles Albright, Orle Blome, and Jack Christensen. House — John Provenzale, chairman; Joe Ryan, co-chairman; Lola Cox, Mary Richards, George Lick, Jane Albright, Bill Coles, Jimmie Redder, Joe Richards, Tony Sulecki, Josephine Blome and Teddy Levitt. Ways and means — Charles Albright, chairman; Jack Christensen, co-chairman; Sam Dolman, Mike Krekos, Jack Dalton, Eddie Harris, E. S. Fitzgerald, Phil Sapiro and Hunter Farmer.

Membership — D. Earl Clipperty, chairman; Whitley Monette, co-chairman; Al Rodin, Sam Dolman, Flossie Fitzgerald, Harry Schwartz, Larry Nathan, Robert Weidman, John Provenzale, Tom Pappas, Charles Albright, Harry Myers, Teddy Levitt, Louis Leos, Gene Rosencrans, Pat Puryel, Jack Christensen, Marie Levitt, Teddy Texiera, Arthur Unger, Tony Soares, George Simmonds, Nate Cohn and Sam Landerman. Special events — Al Rodin, chairman; Mike Krekos, co-chairman; Whitley Monette, Arthur Unger, Nate Cohn, Harry Myers, Sam Dolman, Charles Albright, Orle Blome and Harry Martin. Entertainment — Duke Navarro, chairman; Georgia McDonnell, Balcom, co-chairman; Phil Sapiro, Bill Coles, Al Rodin, Eddie and Marie Burke, Kathleen Elsmere, Rose Lavelle Manford and Harry Leslie. Ladies' bazaar — Georgia McConnell Balcom, chairman; Frances Weidman, co-chairman; Marie Levitt, Mary Texiera, Mary Richards, Hazel Christensen, Josephine Lynch, Barbara Helwig, Nadine Clauson, Doris Monette, Ann Coles, Josephine Blome, Jane Albright, Bertie Harris, Rose Fisher, Billie Hodges, Isabelle Myers, Margaret Farmer, June Simmonds, Lola Krekos, Estelle Hanscom and Nellie Baker Ramsey. Publicity — Art Craner, Bobby Cohn and Abe Ettin.

Vallejo, Calif., Seeks \$250,000 Exhibit Bldg.

VALLEJO, Calif., Feb. 6. — State funds to build a \$250,000 exhibit building at the Solano County Fair here will be asked by the annual's board of directors.

The board will also seek approval of the county board of supervisors for additional barns and quarters for minor livestock exhibitors.

'54 Dates

Dates for the 1954 run have been set for 10 days starting July 5. The dates were approved earlier by the State and an acceptance vote was recently taken by the fair's board.

The additional buildings covered in the plans are needed to eliminate the extra expense of moving the horses here by van for the racing meet. D. R. Mangels, board president, said. The structures for exhibits will replace tents used for this purpose on the fairgrounds.

Yakima, Wash., To Construct New Grandstand

YAKIMA, Wash., Feb. 6. — The Central Washington Fair this year will build a new steel and concrete grandstand to replace the one destroyed by fire last June, J. Hugh King, manager, announced.

Other improvements for this year's fair, September 22-26, will include extensive refurbishing of the Women's Building.

Currently, most of the fair's buildings are being used for storage purposes. Meeker Shows have their equipment stored on the grounds and Libby, McNeill & Libby have the Machinery Building filled with canned goods. A farm equipment firm and automobile dealers are also tenants.

Winter Quarters

Continental

LOWELL, Mass., Feb. 6.—Upon his return from the New York State Fairs meeting at Albany, Manager Roland E. Champagne announced that the following fairs have been contracted: Plattsburg, Westport, Chatham and Trumansburg, in New York State; Lyndonville, Vt., and Deerfield and Sandwich, in New Hampshire. It was also announced that Paul Lacross, former operator of the Lacross Amusement Company, would general agent the show in 1954.

Two Mercury cars, ordered at the close of last season, were delivered recently and were immediately sent to the paint shop to receive the show colors and be lettered in gold leaf. One will be used by Manager Champagne as an office car. Lacross will use the other. Also delivered recently were two International tractors, giving the show a total of 25 motor vehicles.

With the addition of the above-mentioned fairs, only a couple of weeks remain open on the shows' route, Lacross reported. The Lyndonville fair is adding an extra day this year, and will feature an auto thrill show on opening day. The Westport annual has also added a day and will offer a thrill attraction on two days.

Another large masonry building was completed at Pelham, N. H., quarters on January 1. It has steam heat, woodworking machines, motor vehicle repair shop, spray painting shop, carpenter shop and storage space for all equipment. A five-room ranch type home for the caretaker completes the layout. Contrary to past custom, no outside repair work for other shows was undertaken this year because of construction of the new building. This has delayed refurbishing work on Continental equipment. However, quarters reopens February 8 with Frank Forest and Fred Fritz in charge. Doris Fritz remains as office secretary; Fred Fritz, cashier; G. Doucette, electrician; Frank Forest, ride superintendent, and Johnny Saunders, mechanic.—DORIS FRITZ.

Wolfe Amusement

LANDRUM, S. C., Feb. 6.—While much of the work is usually done in the open, the recent cold wave chased activities inside. Motors are being overhauled and Merry-Go-Round horses repainted. All-out work on rides awaits the arrival of Curly Rouch, foreman.

One of the important steps in the renovation process is the removal of scars left by the hurricane which hit the show last season. Ben Wolfe, owner, is back after the usual round of fair meetings. He has set most of his route for this season.

A new front for the girl show is being constructed on a semi-trailer. With most of the electrical work completed, Blackie Holt is refurbishing his house trailer. Sailor Gibson info from Chester, S. C., that he'll be on hand when the curtain rises. Mr. and Mrs. Mike Lucas report it's been a cold winter in Ohio. Johnny Lytel is in charge of quarters now that Owner and Mrs. Wolfe have left for the Tampa fair.

—R. L. OVERSTREET.

Galt, Calif., Moves to State Plant

GALT, Calif., Feb. 6. — The Sacramento County Fair, formerly held here, will be moved to a section of the California State Fairgrounds in Sacramento and opens its 1954 four-day run June 23, the event's board of directors voted. It was also decided to cut the admission price for adults from 50 to 25 cents.

Moving of the annual was the result of the abandonment of the county fair site here.

Changing of the site brought requests from the local Chamber of Commerce and the City Council that the entire fair site be turned over by its directors for a park. This was the first official move to grant use of the entire grounds to the city. It had been tentatively agreed that only a portion of the area be used for recreational purposes. The matter was taken under advisement.

In setting the new admission scale, the fair will continue its policy of admitting servicemen and children, under 12 years of age, free.

Canada B Loop To Ink Shows In November

WINNIPEG, Feb. 6. — Semi-annual meeting of the Western Canada Fairs Association, embracing 14 fairs on the Class B Circuit, will be held for the first time in Regina in early November. Definite dates of the meeting have not yet been set.

In recent years the semi-annual meetings have dealt mainly with the choice of grandstand attractions for the circuit. This year delegates will decide on a midway for 1955, as well as naming the platform show. Midway contract has, until this year, always been set at the annual meeting in Winnipeg. Dates for 1955 fairs will also be decided in Regina.

The annual meeting will continue to be held in Winnipeg in January, but in 1955 it is expected that more discussions will center about ways in which B fairs can devote more effort to promotion and support of agricultural projects and practices.

Decision to start awarding midway contracts at the semi-annual meeting was made because, with B fair dates set before most U. S. dates are decided, show people will have a better opportunity to bid for the largest fair circuit in North America.

Anderson Buys Revue, Plans To Build Track

COLUMBIA, S. C., Feb. 6. — The Anderson, (S. C.) Fair will feature a revue in front of its grandstand this year for the first time. The grandstand programs of the past had been limited to the presentation of several acts.

The deal was set here by Guy Sullivan, fair president, and George A. Hamid, head of the agency bearing his name. Altho the show set is one of Hamid's smaller units, Sullivan said that the fair plan was to increase the size of the offering until the show reached major status.

Sullivan also said that his fair would add a race track. While it is unlikely that a track can be built in time for this year's event, it will almost certainly be ready for the 1954 showing. With this in mind he talked to the promoters of thrill shows and automobile races.

EGG 'OSCAR'

Judging of Poultry by Youths Urged

BRANCHVILLE, N. J., Feb. 6.—An innovation in poultry judging competition will be inaugurated by the Sussex County Farm & Horse Show, according to Harvey Wood of Newton. The new aspect is a show ring of poultry coops with ring judging of birds by 4-H and Future Farmers of America contestants.

Wood, at the State Agricultural Fairs Association meeting in Trenton, urged other Jersey fairs to stage similar contests, with the winning individuals or teams competing in a final at the second New Jersey Mid-Atlantic Farm Show in Atlantic City, December 4-8.

Wood, public relations director of the Limestone Products Corporation of America, received the State Poultry Association's "Oscar," the Golden Egg Award, for "distinguished service to the poultry industry." He is a veteran director of poultry shows in New York City and New England.

CEDAR RAPIDS, Ia., Feb. 6. — The All-Iowa Fair is the latest Midwest annual to book "Dancing Waters" this season, Andy Hanson, manager, announced. The fountain attraction will be in for a three-day grandstand engagement here, August 20-22. It will then go to Pomona, Calif., for the Los Angeles County Fair, he said.

Last Call—Last Call—Last Call
 Want for Homestead, Fla., Fair starting February 18—9 Days
 Rides not conflicting. Shows of merit and strictly legitimate Concessions of all kinds.
 Wire, write this week, South Miami, Fla.
BARNEY TASSELL SHOWS

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 (no illustrations or cuts) are charged for by the agate line, 14 lines to the inch. **RATE: \$1 a line—\$14 per inch.**

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

AMAZING COMIC COLLECTION - GAGS, Parodies, Monolog, etc. \$2 Free Showbiz Comedy Guide with your order. George Schindler, 1613 E. 29th St., Brooklyn 29, N.Y. fe20

FREE CATALOG: PROFESSIONAL COMEDY Material. Every phase of showbiz introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif. fe20

MAKE 'EM LAUGH (OR MONEY BACK)! Ten "Professional" Comedy Scripts, plus illustrated "show" book. \$1. Comedy Press, 4322 Eighth, Philadelphia. fe20

SAMPLE RECORD FREE TO D. J.'S AND juke men. Three new releases. Blue Jay Records, Box 187, Newark, O. fe20

AGENTS & DISTRIBUTORS

AAAAA-1 BURLESK "STRIP-TEASE" Queens! Beautiful Kodachrome Postcards (Georgia Southern, "Peaches"; Irma, Rose LaRose, etc.). Tremendous Profits! 12 samples, \$1. "Burlesqueen," Box 1352-A, Philadelphia. fe20

ABALONE 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. fe20

AGENTS, DISTRIBUTORS, CANVASSERS. Promoters: The 5 Star Wonder Tool, now being advertised very extensively on television and in newspapers, sharpens knives, scissors, lawnmowers, etc. cuts glass. Send \$1 for 2 samples, \$5 for a dozen samples; we pay postage. Gross, \$48; one-third cash, balance c.o.d. Firms wishing to promote this tool on television or radio may rent a short commercial. Albert Cahill Steel & Iron Works, Adams Ave., Toms River, N. J. fe20

AMAZING PERFUME SENSATION— World's famous perfumes that sell at \$10 to \$25 reproduced for you; we defy you to tell apart; full 1/4 oz. falcon, in gold box, 47¢. Mammoth treasure presentation kit, 3 thrilling fragrances in one beautiful gold box, each box marked \$3 value, your price \$4.50 dozen. Tremendous profits for you. "Husk" O'Hare, 5732 North Kenmore Ave., Chicago 40, Ill. fe27

A SLEEPER! SIMILAR NATIONALLY ADVERTISED Photo Identification Expansion Bracelets retail for \$17.95 each; our price, boxed, only \$15 per dozen; sample, \$2.25 each, chromium or gold plated. Result Sales A., 580 Fifth Ave., New York. fe27

ASSORTED EARRINGS—GROSS! \$16.50; 10 dozen samples, \$5 prepaid. Cash with order; direct from manufacturer. Jacobs, 1715 E. Mercer, Seattle 2, Wash. fe20

ATTENTION, LADIES' LINGERIE BUYERS: Nylon Stockings, first quality, famous brand, Lady Carmen, \$6.75 dozen, all sizes, newest colors, steady supply; also Nylon Hose closest, first quality, \$5.30 size 8 1/2 to 10 1/2; \$3.75 dozen sizes 8 1/2, 9, 9 1/2, and 10 1/2; first quality 51-30, 45-30, \$4.75 dozen; Panties, first quality rayon, \$1.55 dozen; Two-Bar Tricot, first quality, \$2.15 dozen; Jersey Half Slips, \$3.50 dozen; Representatives wanted. A. Rubio, 1155 Broadway, N.Y.C. fe20

ATTENTION, WAGON JOBBERS, DIRECT Selling Specialists! Real opportunity to earn excellent livelihood. Sell heavy Rayon Ladies' Men's Suits; Flannels, Coats, Sharkskins. Your price, \$3.50 per 3 yd. length, 45" wide. Minimum sample order, 6 pieces; money back guarantee. Send \$1.33 deposit with order. Teitelbaum Textiles, 457 Broadway, New York City. fe20

BINGO BLOWERS—RETAILING \$150, SELLING out, \$49.50. AC Electric, Balls Blips Mfg. Co., 617 East 11th St., New York 9, N. Y. fe20

BUY WHOLESALE DIRECT—25,000 ITEMS: electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog \$25, refundable. Matthews, 1478-C52 Broadway, N. Y. C. 36. fe20

CHARMS-FIGURINES—PLASTIC: Animals, Tools, Cowboys, Auto, etc. up to 2". Sample 1,000, \$5; 10,000, \$35; 100 gross assorted Earrings, metal screw back, some pierced, sample gross, \$7.50; 10 gross lot, \$65. Closeout. Auerbach, 14 E. 34th, N.Y.C. fe20

COMBS, COMBS, COMBS—LARGE SELECTION, beautiful colors and styles; send one dollar for 15 different sizes and colors, also low price list to agents and dealers. You can make money with these low priced, good looking combs. John C. Knoerl & Son, P.O. Box 242, Covington, La. fe20

DECK OF CARDS—SMALLER THAN A postage stamp, sample 25c; doz., \$2, postpaid; Funbags, sell 10c, cost 2 doz., \$1.70, postpaid. Specialty, 1422 Poplar, Terre Haute, Ind. fe20

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on 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

FAST SALES AND BIG PROFITS WITH Decals, Comic, Girlie, Souvenir Decals; also very witty plaques. Enclose \$5 for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. mh6

FREE LIFETIME MEMBERSHIP—SPECIALTY Salesmen Service Club, continuous profits and privileges, write immediately for astounding information. Box 153, Station V, Cincinnati 10-F, Ohio. fe27

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. fe27

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

LIGHT REFLECTING SIGNS—RED HOT and sensible, 7x11", illustrated color blended, 2000 varieties, 15 best sellers, \$1 or 10¢ for sample and catalog. Koehler, 335 Goetz, St. Louis 23, Mo. fe27

LIVE LONGER, FEEL BETTER, EATING Riolent juicyfruit, uncolored oranges, grapefruit; \$2.50 bushel (5 bushels \$10), f.o.b. groves. Riolentbill, Palatka, Fla. np

OIL PAINTINGS—POPULAR PRICES, ALL sizes, all kinds; for tourist trade, homes, stores, carnivals, etc. Studio-5, 1306 E. Third St., Merrill, Wis. fe20

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. fe13

NECKLACES, BRACELETS, PINS AND Earrings, discontinued line, 79¢-51¢ retailers; good selection, smart styles; \$20 gross; 5 dozen \$12. Package extra. Cash with order; satisfaction guaranteed. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I. np

NEEDLE BOOKS—60 GOLD EYE WITH needle threader, cellophane packaged, \$8.50 gross books; 25% cash, balance c.o.d. John C. Knoerl & Son, P.O. Box 242, Covington, Ky. fe20

PREMIUM ADVERTISING DEAL FOR specialty salesmen. Sell to all retail stores. Write ESS ESS, Box 1126, Delray Beach, Florida. fe20

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1954 All-Occasion Greeting Cards and Gifts, take their orders and earn up to 100% profit. No experience necessary, costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 59, Ferndale, Mich. fe27

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. fe20

SELL COMIC BOOKLETS, ILLUSTRATED 10, \$1; vest pocket size. Skeptical, send 25¢ for samples, particulars, Box 152-B, Levittown, New York. fe20

SENSATIONAL SELLERS—MEXICAN Feather Picture, sample \$5. Mexican Importing Co., 1190 Pacific Highway North, Albany, Ore. fe20

ANIMALS, BIRDS, PETS

AVAILABLE DUCKLINGS Thousands hatched weekly for Western canyons. Fast service. All colors. Price 25¢; if you pay the freight. HART'S HATCHERY, 935 McConnell Ave., SANTA ROSA, Calif. Phone 3373M. fe20

FOR SALE—2 1/2 YEAR OLD HEREFORD cow, eight legs, good health, price \$500. Write or call. Gordon Ramsey, Selma, Ala. np

FOR SALE—RHESUS MONKEY, BEST trained for dog, pony circus; rides pony, jumps, bridge, goes to E. Roberts, 3524 N. 8th St., Philadelphia 44, Pa. fe20

HAND TAMED FLYING SQUIRRELS ON attractive lapel chains, only \$16 per pair; smaller than a hamster when full grown; cages \$2.95. Pan American Reptile Compound, Box 6038, Tucson, Ariz. fe20

MICE: EIGHT COLORS, SPOTTED DISPLAY, 25, \$7.50; 100, \$28. Reptile feeding mice, 5¢; 100, \$12. Albert Jurack, Arkdale, Wis. fe20

OVER 300 TYPES BIRDS, ANIMALS, IMMEDIATELY AVAILABLE: Eagles, Lammas, Bears, Cassowaries, Deer, Monkeys, Jaguars, Chimps, Baboons, etc. Write for our Price List. Miami Rare Bird Farm, Kendall, Fla. fe13

ROSS ALLEN CAN SUPPLY DENS OF colorful snakes made up of King, Yellow Rat, Black snakes; Pine Bull and others at special prices; perfect for any type snake show. Many other fine specimens, both foreign and domestic. Ross Allen's Reptile Institute, Silver Springs, Fla. Refer to this ad when ordering. fe20

BUSINESS OPPORTUNITIES

ARCADE—FULLY EQUIPPED, COMPLETE with luncheonette, shooting gallery. Reasonably priced; locate in New London, Conn.; owner has other interest. Elm Sportland, 110 Lowin Ave., New Haven, Conn. fe20

AMUSEMENT ARCADE FOR SALE—SUMMER resort, comfortable home; buildings, property, equipment, \$30,000. Erwin Baldrige, 6678 Academy, Brighton, Mich. fe20

CHRONICLE—AMERICA'S EXCITING LIT- tle magazine. Articles, stories, hobbies, income ideas, cash prizes, 17¢ news. Ads. incl. \$10; current edition, 25¢. McPlastens, BBCO, 609 W. First, Los Angeles, Calif. fe20

DEALERS—JOBBER—DISTRIBUTORS For extra profits—on Punch Boards, Promotions, Jewelry Sales, etc. Diamond engagement set, boxed and priced \$59.75, with genuine diamond guarantee, your cost \$19.75 each, \$228 per doz., 14 kt. gold Wedding Ring, boxed, priced \$5.95. Your cost \$2.25 each, \$24 per doz. Diamond Enterprises 17, 1170 Broadway, New York 1, N. Y. \$8888—COULD YOU USE \$2,000 A WEEK? For your exciting copy of "How to Make Your Ideas Pay Big Dividends," rush your name and address and \$1 to: L & T, Box 101, Spokane, Wash. fe27

For Sale—TOURIST CABINS AND TRAILER PARK

Nine cabins, 25 unit trailer park, all shaded, two acres of land with plenty of space for amusements. On U. S. Charlotte Highway #29. Health reason for selling. M. F. SOWERS, R. R. #2, Salisbury, N. C. Phone 5029. fe20

FOR SALE—ROLLER RINK IN OPER- ation; good location in small town, 10,000 population in County Seat; fully equipped. Priced reasonable or make an offer; owner has other interest. Also have 80 pair clamp skates for sale, now in storage. Write Box C-490, c/o Billboard, Cincinnati 22, Ohio. fe20

FOR SALE—AMUSEMENT PARK, REAL Steam Train, small Merry-Go-Round, Airplane Ride; all rides like new. New Root Beer stand; good location; real buy if sold at once. W. V. Reed, Rt. 8, Box 27, Little Rock, Ark. Phone Rosedale 430M. fe20

(Continued on page 78)

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Continued from page 77

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50 NOTECARDS AND 30 ENVELOPES printed, your name and address, phone, 75¢ postpaid. 500 Notecards, \$2; 500 Envelopes, \$2. DiBenedetto's Wholesale Printers, Box 171, Chelsea, Mass.

NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.

No. 3895 Size 3 in. high, \$20.00 per gross \$2.00 per dozen (No less sold)

No. 4995 BASHFUL MONKEY \$14.00 per gross \$1.50 per dozen

No. 3927 SNAKE BOW TIE \$14.00 per gross \$1.50 per dozen

No. 3936 SPIDER GIRL \$17.50 per gross \$1.75 per dozen

WISCONSIN DELUXE CO. 1902 North Third St. Milwaukee 12, Wisconsin

100-8 1/2 x 11 LETTERHEADS. 100-6 1/2 ENVELOPES, \$3.95; 250 each, \$5.95; 250 Business Cards, \$2.45; 500, \$3.95. Standard copy; postpaid. Allen, Dept. BBP, Clinton, Missouri. mh27

500 NAME AND ADDRESS LABELS \$1.00 Neatly Padded THE MAYER PRINTERY 817 East Street Pittsburgh 12, Pa.

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS: 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; Sales Kit furnished. Match Corp., Dept. D-69, Chicago 22, Ill.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular mixtures—nylon, dacron, orlon; exclusive styles, top quality Big cash income now real future, equipment free. Hoover, Dept. B-109, New York 11, N. Y. mh27

SALES REPRESENTATIVES, CREW MANAGERS: Liberal commissions—introducing guaranteed furniture and floor polish direct to housewives. Exclusive territory. Lyles Products, Galesburg, Ill.

SELL AUTO AND TRUCK USERS 35¢ article in hamlets, towns, cities. Brief case carried. Winterfield Co., Moore Bldg., St. Paul 2, Minn.

WANTED—200 SALESMEN TO SELL Guaranteed Products. Write for particulars. Address Archer, Arcadia, Mich. fe20

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German pelican ink; free catalog. Owen Jensen 120 W. 83rd St., Los Angeles 2, mh13

TATTOO EQUIPMENT AND SUPPLIES—Tattoo books, tattoo course and tattoo club for you during all seasons. Illustrated brochures, 25¢. Zeis, 728 Lesley, Rockford, Ill. ap3

WANTED TO BUY

BULGY, BUG, TUGBOAT, SKYFIGHTER, Looper. Have factory built Autoride, Airplane, Handcar, Boats, Ponycart for trade or sale. F. Shafer, Washington, Ind.

TRAILER 20 FT. EQUIPPED FOR POPCORN, Floss, Snot, Apples. Must be good! Describe fully; pictures returned. Leonard's Concessions, 1835 E. Palm Lane, Phoenix, Ariz.

WANTED TO BUY—TANGLEY AIR CALLOPE with rolls and keyboard R. C. Lambert, Manticello, Iowa. fe13

WANTED—20 FT. MERRY-GO-ROUND. No higher than 12 ft., must be reasonable. Contact E. Huggins, 108 Wilkes Avenue, Buffalo, N. Y. Tele. Taylor 0806.

WANTED—SEVERAL CONTROL BOXES for Macglashan E. 3. Air Machine Guns, with or without guns. Kirkpatrick, 7315 Montclair, Kansas City, Mo.

WANTED TO BUY—TWO (2) KINGERY Dry Poppers with Caramel Kettles built-in. Model #555. Contact immediately. Poppers Supply Co., 1211 N. 2d St., Philadelphia 22, Pa.

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

EXPERIENCED LADY PIANIST, SOLOVOX. Cocktail lounge accompanist, orchestra, shows; read, take, transpose. Gladys Bell, Milner Hotel, Minneapolis, Minn.

PIANIST FOR LOCATION WORK WITH hotel style combo; salary \$90 tax paid. Write or wire Jimmy Elyan, White House Trailer Court, Lake Charles, Louisiana.

WANTED: FOR TENT THEATRE, ONE and two night stands; animal pit show; concession trailer; Plunketts write, Kid Smith and wife write. Wanted 500 used wooden folding chairs. Tex-Ranger Show, Quitman, Miss.

WANTED—GIRL DANCERS FOR REVUE; exotics, strips, tap and acrobatic for early spring opening under canvas. Write Revue, P. O. Box 1848, Uniontown, Pa.

WANTED: CIRCUS BAND MUSICIANS—Union, trumpets, trombones, snare and bass drummer player, callope. Opening middle April. Dance bandmen, you'll do if you can read. Write Joe Rossi, General Delivery, Huntington, W. Va.

WANTED—CHARMING YOUNG LADY, not over 5 ft. 4 in., for stage and TV work with famous illusionist. Write or phone Mrs. Frank, 114 Carlton Rd., Hutchinson, Kansas.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

WESTERN HILLBILLY DANCE AND show unit at liberty for radio, theaters, parties or tour. Band now working; desirable; many years radio and stage, coast to coast. 5 piece band, also have complete 10 star Western Revue-Hillbilly Jamboree available. Dick Carson, 2549 W. Forest, Detroit 8, Mich.

CIRCUS & CARNIVAL

ORGANIST (HAMMOND)—EXPERIENCED circus; work with band, side drummer or alone; formerly on Hunt's; reliable. Organist, 725 Central, St. Petersburg, Fla. fe20

PAMAHASIK'S BIRD CIRCUS—LARGE White Cockatoos, Macaws, present the original fire scene. The attraction for zoos, circuses, parks, summer resorts. Geo. E. Roberts, 3504 N. 8th St., Philadelphia 40, Pa. fe20

MISCELLANEOUS

AT LIBERTY—HELEN, ACCORDION, HAMMOND Solovox, piano; Toby, string bass, emcee, comedy singing. Toby Price, 417 E. Central, Carthage, Mo.

CHINESE MAGICIAN, AH SING TU. TEN minutes to two hour show; magic, escapes and illusions. For clubs, theaters, night clubs, churches, schools, organization in this territory. J. P. Kane, G P O Box 379, New York 1, N. Y. mh6

EXPERIENCED CANADIAN OFFICE MAN—Cost Acc't., Traffic Mgr., Salesman, Secretary, Editor, Photographer, Writer, Concessionaire; do anything; smart appearance single sober, trustworthy; travel anywhere. Wishes connection with show or anyone who will sponsor American visa, 1223 King W., Apt. 14, Toronto Ontario. fe27

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. E. Burgess, 1308 Peachtree St., N. E., Atlanta, Ga. fe20

RAJAR ALI SHAMIZ AND HIS ZOMBIES in Ghoul's Gambols Midnight Spook Show. Movie trailer, lobby display, posters, her-alds, etc. furnished, for theater, civic, fraternal, fire and veteran organizations in this territory. Percentage basis. J. P. Kane, G P O Box 379, New York 1, N. Y. mh6

MUSICIANS

AVAILABLE — 2 GIRL MUSICIANS; SAX, clar., drums, vocals. For commercial unit; experienced, union, will travel. Box C-487, c/o Billboard, Cincinnati 22, O. fe13

BASS FIDDLE—LOCATION ONLY; 32 years old, sober; any style. Musician, 706 W. Cedar, Rawlins, Wyo.

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BUD DESMOND AND GUITAR WITH attractions touring U. S.; nightly and weekly spots, clubs, etc. Contact immediately. Box C-491, c/o Billboard, Cincinnati 22, Ohio.

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe13

HIGH DIVE—SMALLEST LANK in world; Spears Fire, Back Summers, etc. Capt. Earl McDonald, 156 Lamphier Place, Warren Ohio Phone 4-5337. mh8

PROFESSIONAL PARACHUTE JUMPER available all occasions. John Fitzpatrick, Emmetsburg, Iowa. mh13

PROFESSOR WRIGHT AND HIS TALENTED 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. ap10

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR OPEN FOR Night Club booking; singer, exotic dancer; flash wardrobe; send photo; salary, \$180 net. Wesley Davis, 411 So. Wabash, Chicago, Ill. fe13

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ON GUARD! SABRE TIE CLASP This has been one of our biggest sellers because of its originality and usefulness. Styled like the fabled sword of Damascus. Retail for \$2.50, price tags incl. Finished in 14 kt. gold Mother of Pearl Handle. Stainless steel blade. \$3.50 dozen—\$36.00 gross Gift Boxed, \$5 doz.; \$54 gross Minimum order 1 dozen STERLING JEWELERS 44 E. Long St. Columbus, Ohio Phone: ADams 4621 Send for Our Latest Catalog

RUBBER JUMPING DOG This Peppy Pup Is a Proven Fast Seller Just squeeze bulb and watch this pup perform—Full of Life and Action. \$2.00 per dozen . . . single dozen \$1.85 per dozen . . . gross lots \$1.75 per dozen . . . case lot of 10 gr. 1/3 deposit with order, balance C.O.D. F.O.B., New York City. Sorry, no Catalogs COHEN BROS. 134 Centre St. New York 13, N. Y.

BRAND NEW WATCH SPECIAL! MEN'S CHROME PLATED ANTI MAGNETIC WATCHES \$3.75 EA. 1 yr. written guarantee FREE watch boxes Anti-Magnetic Jeweled Movement Luminous Dial and Hands Red Sweep Second Hand Exceptional Value Fancy Matching Expansion Band ABOVE PRICE INCLUDES EXCISE TAX. SEND NO MONEY—PAY POSTMAN C.O.D. BURTON SALES CO. 843 W. Madison St., Chicago 7, Ill.

3 WAY SAW 1—14" 8 pt. Compass Saw Blade 1—12" 8 pt. Compass Saw Blade 1—10" 8 pt. Keyhole Blade For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles. \$5.00 Per Doz. Sets No Less Sold HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black plastic pistol grip handle. \$6.00 Per Dozen No Less Sold 10-inch Hack Saw Blades. . . \$3.60 Per Doz. Sold in gross lots only. REGULATION SIZE HAND SAW 24 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 \$ 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 Set for sets. Saw, 1 16" Panel Saw. No less sold. \$13.50 6 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. 916 So. Halsted St. Chicago 7, Ill.

NYLONS We are looking for regular outlets for our quality ladies' full fashion nylon hosiery. If you want the best for your money direct from the mill, then all we ask is that you try our stockings with our guarantee that you must be satisfied. FIRST QUALITY. \$6.50 per dz. IRREGULARS . . . 5.50 per dz. SECONDS . . . 4.50 per dz. All the above are packed in individual cello bags three (3) pair to the box. If you want some junk for give away we have that also. We will be glad to quote prices. Send 25% with the order, balance C.O.D. or send check or money order for full amount and we will ship prepaid with the same guarantee. Open account to rated firms. THE R. W. GENTLE HOSIERY CO. P. O. Box 495 HUNTSVILLE, ALABAMA

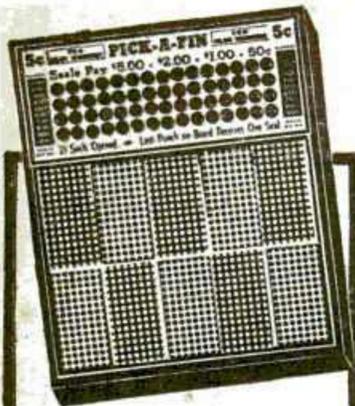
NOW—IN CHICAGO . . . All Your Requirements in NAME BRAND MERCHANDISE from 1 Dependable Source! Thousands of Nationally Advertised Items SAME DAY SHIPMENT ON ALL PHONE AND MAIL ORDERS FREE! 1954 CATALOG! Check-full of wanted items, all hand-some, illustrated. Catalog cover has space for imprinting your name and address. Confidential dealers' price list. WHOLESALE ONLY Dept. B-2 628 W. ROOSEVELT CHICAGO 7, ILLINOIS SEaley 3-6760

ENGRAVERS No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 14 All Aluminum Grah B & I Idents \$7.50 Gr. (not seconds). Send for New Catalog—We Pay Postage on All Prepaid Orders. Except Airmail. All Phones: Waterfall 8-8855 Originators of the All-Aluminum Idents. MILLER CREATIONS 7739 Avalon Chicago DAY & NIGHT SERVICE

BEAUTIFUL POCKET SECRETARY \$6.00 dz. with retractable pen Three Pockets Detachable Note Pad Retractable Pen Heavy Gauge Plastic Immit. Morocco Guaranteed Quality • Unusual value. Retractable Pens, \$25 gr. Guaranteed FIRST QUALITY NEW FREE CATALOG OF NAME BRAND BARGAINS 10 W. 27th St., N.Y.C. BURKE

Want to Make Real Money? \$50.00 in a day definitely assured selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to UTILITY DURAWEAR CO. Dpt. BB-213 53 West Jackson Blvd. Chicago 4, Ill.

Sell Ultra-Blue SIGNS \$7 BRINGS BACK \$55 New eye-catching signs for every retail store! 50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s. 100 Ultra-Blue Signs, \$7.00 15 Store Signs, 7x11, 1.00 15 Religious Signs, 7x11 1.00 15 Comedy Signs, 7x11 1.00 L. LOWT, 812 W. 4th, Dept. 781, N. Y. 3, N. Y.



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Ideal for Dens, Amusement Rooms, Living Rooms, Children's Rooms, Bedrooms, Fireplace and Wall Decorations. Beautiful lustrous colors — Red, Green, Blue, Beaver, Gray, Dk. Brown & White. Large size approx. 35"x40". Retail value \$18.00 each. Dealers price, \$6.35 each. Sensational Repeat Item. Rush order for 1 Rug at \$6.85 postpaid.

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324 Hennepin Ave., Minneapolis, Minn.
Write for Catalog
Jobbers Inquiries Invited

EXCEPTIONAL VALUE!

Jeweled CALENDAR

2 Push Button \$3.60 each
CALENDAR Dz. Lots

Band, box and 1 yr. guarantee, 40¢ extra. 195¢ Dep. on C.O.D.'s—non-rated firms. On orders under 4 watches and \$1.50 ea.

SARO WATCH M-5th Floor
37 W. 47th St., N. Y.

ANOTHER TEE JAY SPECIAL FOR 1954

30" SUPER PLUSH BEAR
New Vinyl Rubber painted nose. Ass'd. colors. 1 doz. \$21.75 dz. to ctn. \$120.00 dz.

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Terrific value, ass'd. colors. 1 doz. \$20.00 dz. to ctn. \$120.00 dz.

21" PLUSH FLAPPER BEAR
New Vinyl Rubber painted nose. Ass'd. colors. 1 doz. \$12.00 dz. to ctn. \$120.00 dz.

Prices, Net F.O.B. N. Y. C. 25% deposit with order. bal. C.O.D.

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LOWEST PRICES ALWAYS

1600 25¢ Charley Board, Prof. \$50.00	\$.89
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1600 25¢ J.P. Charley TK, Prof. \$52.00	\$1.29
1000 5¢ J.P. Board, Prof. \$24.00	1.69
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Pipes for Pitchmen

By BILL BAKER

MANY PEOPLE . . . in the pitch fraternity have been wondering where Big Al Wilson has been hanging out for the last couple of months. We now learn from the Big Boy that he was slapped down by a case of pneumonia and a jolt of jangled nerves. This lethal one-two punch landed him in the State Hospital, Manteno, Ill., where he has been for the past four weeks and where he will remain for another month. "Was lucky to get in the veterans group here at the hospital," Al writes, "so I have plenty of people to chin with and the time goes along pretty fast. I would like to hear from pitchmen and find out what's going on. What's become of Tyler Ward and Eddie Gillespie?"

THE BOYS . . . in the tripod trade will be glad to hear that Al Decker, of shampoo note, is bouncing back nicely from the accident that put him on the shelf for the last several months. Penning from his home in San Francisco, Al says that he only has a few more weeks to go before he'll be up and at 'em again. In addition to the health report, Decker mentions that he intends visiting Happy Heller in Romeo, Mich., this summer and extends thanks for the letters and the Bible which the Happy One sent him. "Would like to hear from Joe Mann, of Milwaukee or Chicago," says Al.

SPOTTED RECENTLY . . . holding down Gimbel's, New York, with their demonstration were Al Seigle, of Lanzo fame, and his frau.

BILL REESE . . . reports from Fort Worth that while on his way to California recently to take in the Rose Bowl game he stopped in several stores and saw Mrs. Fields working wallets in one of them. In Denver he ran across Alex Risoli, the "dancing-doll kid," raking in lettuce from three Christmas tree lots which he was operating.

HARRY GREENFIELD . . . and his friend, pitcher Sol Addis, were doing a little reminiscing recently in a Times Square automat. It seems that their little chinfest included a lot of nostalgic flashbacks to the old days when New York was crowded with pitch stores, and about the oldsters in the trade who have long since departed this vale of tears. The boys recalled that in those days it was

a real pleasure to go from one pitch store to the other and hash over all your laughs and troubles with the other boys. "The pitchmen at that time were a friendly lot," opines Harry. "There was plenty of work and you could always make a buck. They would always help co-operate with each other. You could depend on them to tell you about new locations, when to work and what to pitch. The few old-timers still around will never forget those wonderful times." Harry goes on to tell about the day when Jack Kahn was operating a guess-your-age-and-occupation concession in Coney Island, N. Y. As the gag goes, Jack picked out a guy from his tip and promised him a prize if he didn't guess his occupation. The gent said: "Okay, what's my occupation?" Kahn, looking real sharp, said: "You're a painter." To which the smug prospect replied "Sorry, buster, you're wrong. I'm a cop." After Jack regained his composure and rubbed the blush off his face, he said: "You win, and here's a beautiful fountain pen for your trouble but don't use it on me." The scene wound up with the tip and the cop laughing their ears off.

LET'S HAVE . . . some pipes from Dick Wells, Bill Bernstein, Sam (Jumbo) Wellman, Roy Graham, Dave Blythe, Joe Heenkie, James Moreland and all the sheeties," wails Charlie Lars from his frosty perch in Milwaukee. Charlie pens that he was surprised to see Harry (High Pressure) Coffey running around the beer town. It seems that Harry has just been released from the hospital after undergoing an eye operation and has to wait until he gets his new specks before he can get back into the swing of things. The old boy is circulation manager for a tavern trade journal and has been out of circulation himself for over three months. As far as Charlie's own activities are concerned, he's been getting his share of the folding stuff hustling pencils and oil.

A NOTE . . . slipped on the Pipes desk says that Mrs. Inez Stephens, widow of Charlie (Steve) Stephens, is in the Lutheran Hospital, Des Moines engaged in a bout with those two formidable characters, pneumonia and a strep throat. It's reported that since her husband passed on Mrs. Stephens has been living with relatives in that city. This column and her friends in the pitch fraternity hope that Mrs. S has a speedy recovery.

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

Customcraft Jewelry Manufacturing Company, Providence, is in the process of moving to larger quarters. . . Premier Creations, Miami, is featuring an alligator key chain which it believes will go over big. It is made of a baby gator head and reportedly has lots of flash. It is priced at \$7.20 per dozen to retail at \$1 each. . . Sterling Jewelers, Columbus, O., has been pushing a complete line of full-size and miniature automatic pocket lighters. They sell for \$7.20 a dozen and \$84 a gross. . . Harris Novelty Company, Philadelphia, is again presenting a full line of merchandise, premium and novelty items for the outdoor trade. The firm carries a complete stock of crew hats, felt caps, jockey caps and top banana hats. . . Gem Sales, Detroit, is offering the trade its latest catalog free of charge. . . Kipp Bros., Indianapolis, is presenting its shamrock specials, a complete line of St. Patrick's Day items. . . Something novel are the mink earrings and bracelets featured by Harvey Lewis Fur Company, Minneapolis. Priced at only \$9 a dozen, the firm says these items should easily retail at not less than \$3.95.

Gellman Bros., Minneapolis, has been consistently promoting its big catalog along with a complete line of novelties and premiums for street workers, concessionaires, wagon jobbers, etc. . . Bloyd Manufacturing Company, Valley Station, Ky., again is featuring cast aluminum flamingos. Priced \$40 per dozen pair, a sample sells for \$4.95. The firm calls it an excellent seller for lawns, porches, patios, etc.

Jay Sales Company, Chicago, announces a new item which it says will be 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 vinyl bag, they sell three pairs for \$1. In assorted dozen lots they sell for \$2. For a gross the price is \$21.60. . . Cutler & Company, New York, includes in its new, expanded tool line the sensational selling three-piece wrench set. This set contains 6, 8 and 10-inch malleable steel angle wrenches priced at

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. Fullwider.
San Bernardino—National Orange Show, March 25-April 4. Earl Bule.
- Florida**
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
Clermont—V.F.W. Fair, Feb. 9-13.
Eustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Lauderdale—Broward Co. Fair, Feb. 22-27.
Fort Pierce—Indian River Youth Show, Feb. 18-19. M. B. Jordan.
Homestead—Redland Fair, Feb. 18-20.
Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn.
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.
Ocala—Southeastern Pat Stock Show & Sale, March 1-6. Louis Gilbreath.
Orlando—Central Fla. Expo., Feb. 22-27. O. T. Bickford.
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. Huskisson.
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. Sims.

Edgewater Sets

local bands is expected to continue as the backbone of the program.

New Wednesday night programs will be devoted strictly to square dancing. The Sam Clark orchestra has been booked for this event on an indefinite engagement.

The other new night, Friday, will be a Teen-Age Frolic, sponsored by the Lions Club. The dance is being directed for the youngsters from the 14-year-age level up. This night, like the square dance on Wednesdays, is to continue thru the summer.

A general improvement program is under way in the park proper, including extensive refurbishing and repainting of equipment. New construction will be at a minimum, with the only important change now scheduled to be a new front on the Funhouse.

"Dime Night," offering bargain rates on rides and attractions, will be cut to Wednesday only this season, Milton Wagner said. During the past season this was a two-night affair.

Edgewater is expected to open exceptionally early this year, around mid-March, for week-ends only, according to the weather. This date will be almost as early as the first carnivals to play this area, and about a month in advance of Easter, the traditional opening week.

\$19.80 per dozen sets for fast turnover. . . The "versatile violin," introduced by Steri & Company, Burbank, Calif., is a new, patented decor for the home, serving multiple uses as a knickknack shelf, centerpiece for flower arrangements, candy-nut tray, planter, etc. It is supplied in a variety of color schemes to suit decorating desires. Made of wood pulp plastic, it measures 2 1/2 by 8 inches and is sturdy and durable. It is priced to retail at \$5.95.

J. K. Trading Company, Philadelphia, has come back with an old standby, the gyroscope top, appealing to workers at home, sport, flower and hobby shows. "One of the biggest sellers ever," the firm says. . . For only 50 cents a copy, Galentine Company, South Bend, Ind., is offering its wholesale catalog of big name merchandise thru which up to 50 per cent can be saved on various items. . . E. Condon, Upper Darby, Pa., has been regularly featuring imported woven Japanese straw rugs, a \$2 value for only \$1.

Hagen Supply Corporation, St. Paul, is once again promoting the tear-gas pencil, which it calls a sure-fire seller in an unlimited buying field. . . Apparently a year-round big seller, Providence Ring Company, Providence R. I., continues to promote its miracle cross containing the Lord's Prayer at \$4.25 a dozen or \$48 a gross. . . G & S Manufacturing Company, Nashville, is still featuring the "little atom" pistol, now complete with ramrod, blanks and a choice of leather holster. . . The titania ring, carried by the Des Monies Ring Company, Des Moines, appears to be one of the most consistent sellers in the jewelry line.

Under the Marquee

Continued from page 67

bell and Felix Brazon, all of Mills Bros., caught the Indianapolis show.

O. F. (Curley) Stewart, formerly of the Ringling-Barnum show, has entered the Southwest Florida Tuberculosis Hospital, Tampa, where he expects to remain a year. He would like to hear from friends. . . Si Rubens booked Chief and Tellie Keys for the '54 season when he and his wife visited the Keyes at their home in Fort Townson, Okla., recently. Keys will be lot superintendent and big-top boss for Rubens, while his wife will have charge of the cookhouse. The Keyes will leave their home February 4 to join the Bill Bailey minstrel show in Fort Myers, Fla.

Mr. and Mrs. Felix Adler were entertained January 25 in Sioux City by Mr. and Mrs. L. N. Mitchell, circus fans from Sheldon, Ia. The Adlers are working Sioux City schools and department stores on behalf of the March of Dimes campaign.

Dick Lewis, correspondent on the Orrin Davenport show, advises that visitors in Detroit included Gene Haerlin, Earl Forest Wilson, Doc Sterling, Gene Weakland, Earl Brown, Lyle Cross, Eddie Cole, Art Concello, Stanley Book, Jeff Murphree, Charlie Lewis, Eddie Monnette, Andre Fox, Harold Voise, the John Packs and Phil and Bonnie Banta. Felix and Amelia Adler joined as did Earl and Hattie Shipley, Bert and Corrine Dearo are back in harness and other returnees include Harry, Ruby, Naomi and Doc Haag, Sio Yu San, of the Ming Sing Troupe, celebrated her birthday with a party. Bert and Marie Pettus have the Cole Bros.' elephants in Detroit. Morrie Fine is handling picture books. Joe Short is call boy and Frankie Saluto is on hand.

From the Eastern Polack unit, Henry Kyes tells that George and Ruby Cutschall were coming from Houston to join at Lansing, Mich., and the Nat Lewises came up from Mexico. Driving to Huntington, W. Va., from Sarasota for the opener were the Wallendas, Natal, Kyes, Geraldos, Klausers, and the Voises. Visitors included J. C. Arter, Joe Rossie, and M. G. Gorrow.

Art (Doc) Miller tells of finding a Swartwood, N. Y., hit that had many layers of paper. Peeling revealed Hagenbach-Wallace & Forepaugh-Sells paper of 1935, then an Indian pictorial of 101 Ranch, May Wirth with Walter L. Main and a John Robinson tiger and elephant eight-sheet identification. Miller will be back with Hunt Bros. this season.

Sarasota Pet Show on Saturday (30) included Celeste Canestrelli's pet raccoon; Billy and Rene Pape's dogs, which won a blue ribbon; Charley Bell's performing dogs, and Dr. J. Y. Henderson, Texas Jim Mitchell and Dave Murphy, the judges. . . Among those at the Lido, Sarasota, recently were Mr. and Mrs. Tom Packs, Mr. and Mrs. Bud Hoerber, Flo Zucchini, Alberto Zoppe, Doc and Mrs. Schlack, Red, Ann and Marsha Larkin; Nina Unus, Walter Reck, George Chamberly, and Emmett Kelly, Kelly, who played "The Fat Man" in movies, recently met J. Scott Smart, who plays the role on the air.

Bill Shook, of East St. Louis, Ill., reports that Pete Hox, blind whip artist, recently fractured his hip and elbow and now is in East St. Louis. . . Bob Lorraine, clown, is remaining in Hollywood because of illness in his family, but he may troupe later this year. . . Sunny Jim Snell will clown Edna Curtis' Minneapolis date and the Cincinnati Shrine date.

PAPERMEN

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Attention! Pitchmen and Novelty Stores Rush \$2 (refundable) for 11 different samples of fast selling Magic Tricks, Jokes and Puzzles. Actual \$4 retail value. Also big wholesale Catalog No. 10. Mention your line of business.

D. ROBBINS & CO.
127-B W. 17 St., N. Y. 11

15 EXHIBITORS SET

Coin Machines to Play Important Role in N. Y. Retail Industry Show

NEW YORK, Feb. 6. — Coin-operated kiddie ride and vending equipment will play an important role in the fifth National Retail Industry Show (formerly the National Store Modernization Show) to be held June 15-18 at Madison Square Garden.

In previous shows, kiddie rides of the Meteor Machine Corpora-

tion, New York, and the Exhibit Supply Company, Chicago, and the Coca-Cola bottle vender were the only coin machines exhibited.

However, according to John W. H. Evans, managing director of the show this year's NRIS will have a 2,000-square foot section, with room for 15 exhibitors for manufacturers of venders and kiddie rides.

Top Executives

Evans feels that, as far as operators are concerned, the show will give the coinmen an opportunity to meet with top executives of the nation's leading chain and department stores—outlets that last year spent \$750 million on modernization alone.

He pointed out that store executives are worried about rising labor costs and that many are eager to consider automatic merchandise as an alternative. He added, however, that potential vending items are mainly those which are nationally advertised and pre-sold to the customer.

The show itself is devoted to physical items which improve the

efficiency of retail outlets, with no actual store merchandise being exhibited.

Attendance Breakdown

Last year, attendance was from 46 States, three U. S. possessions and nine foreign countries. The breakdown follows: Metropolitan New York (including headquarters for national chains), 2,064; Mid-Atlantic, 1,640; New England, 338; Central, 227; South, 142; West, 66; Southwest, 45, and U. S. possessions and foreign, 95.

Top executives dominated the registration list at the 1953 show. Exactly 78 per cent of those attending were owners, partners, presidents, vice-presidents, secretaries, comptrollers, purchasing agents, general managers, merchandise managers, store and branch managers or directors of their firms.

Evans said he was writing leading vending manufacturers in an attempt to bring coinmen and location executives together. He added that operators or distributors of exhibiting manufacturers will be invited to the show.

3 FOR 25 CENTS

United Reps Show Alleys On New Rate

CHICAGO, Feb. 6.—United Manufacturing Company announced Friday (5) thru Billy De Selm, sales manager, that both the Leader and Chief Shuffle Alleys are now equipped for dime play—three games for a quarter.

Both games are available with eight eight or nine-foot playfields. Leader has triple match play and Chief was designed for straight play. The two six-players have hinged pin-hoods, hinged front doors, service lights and Formica playboards.

De Selm stated that the public had proven its preference for three plays for a quarter on music machines—a practice standard in many areas now. He added that this new twist was also a natural for six-player games since two quarters set up six participants for action.

Keeney Plans 1st Shipments Of New Bowler

CHICAGO, Feb. 6.—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., announced shipments of Deluxe Mainliner would begin Monday (8).

The six-player shuffle game has the Keeney developed eight-foot playfield housed in a seven-foot cabinet. It was designed for dime and three games for a quarter play.

Deluxe Mainliner was made for straight play and has no matching features. It is expected to be licensed for both Chicago and New York play, which have exceptional licensing requirements.

The new game also would be available, Huebsch stressed, with nine-foot playfields in eight-foot cabinets.

Dismiss Suit To Recover Excise Tax

San Antonio, Feb. 6.—U. S. District Judge Ben H. Rice Jr., dismissed suit of a local cafe owner to recover excise taxes he claimed were illegally charged against his remote controlled pinball machine.

Morris L. Johnson, the operator, had maintained his machine offered games of skill rather than chance, and was not coin operated. He introduced one of his machines in court. Stating he considered himself a skilled player, he proceeded to win five free games with the first ball he shot.

The government's attorney argued the matter of skill was not an issue, contending the player entered into a wager with the operator and machine owner when he handed over a coin to a house attendant to play the game. This he said subjected the machines to excise taxes.

PLAN PROMOTION

Tourist Trade Slows Miami Coin Routes

MIAMI BEACH, Feb. 6.—A slump in winter tourist trade in Greater Miami and in other parts of the State has caused Florida's Acting Gov. Charley Johns to order additional funds to be spent on newspaper advertising to attract more visitors.

Coin machine operators in Greater Miami say their collections are off from 15 to 25 per cent from the same period a year ago. Business is off about 15 per cent in hotels, according to Samuel Rivkind, executive secretary of the Miami Beach Hotel Association.

The decision to tap the spring advertising reserve for at least \$7,500 for extra promotion came at a conference in Tallahassee between Johns, Hotel Commissioner Joe Adams and Vice-Chairman Richard D. Pope of the advertising commission.

Neither Pope nor Adams would say business was bad, they implied it was a little slow in coming.

Admit Decline

Miami travel agencies said the picture wasn't bad. Railroads reported a very slight drop in passenger volume compared with last year. Airlines reported an increase. All said there was a decline following the big holiday season but added that reservations for February, March and April, were heavy.

"The fancy oceanfront hotels are doing as well as last year," said Rivkind. "It's our middle income accommodations which are suffering. It seems we are undergoing a general readjustment of trade. People are tightening their belts . . . spending less."

The tremendous building program at the Beach since the end of

the war also has been a major factor, Rivkind explained.

In Miami Beach alone, the number of available rooms "has doubled. There were 14,000 rooms at the end of the war and now the Beach has 28,000.

Big motels in the Sunny Isles section have provided 4,500 rooms, which offer serious competition to the hotels to the south, Rivkind said.

Elsewhere in Florida, the tourist trade was reported to be down about 10 to 15 per cent from last year.

GOTTLIEB

Distributors Show 5-Ball Game

CHICAGO, Feb. 6.—Operator showings of the Lovely Lucy five-ball game were held this week by distributors of D. Gottlieb & Company.

Lovely Lucy has a spell-name carry-over feature, sequence series play, six drop thru holes and both high score and replay action.

Key to the game is a traveling light, which moves thru the six holes in the middle of the playfield. When the player can drop two consecutive balls thru one of these holes while it is illuminated he adds one letter to the spell-name features and tallies a replay. In addition, all balls dropping thru the holes score 500,000 points.

The 1-8 series advances the value of rollovers for high scores. Players completing this series more than once score replays and light rollovers for additional replays.

Service features on Lovely Lucy include accessible units, a simple scoring mechanism and a drop chute.

Toledo Coin Holds Bally Service Meet

TOLEDO, Feb. 6.—The Toledo Coin Machine Exchange held a service school on Bally products Wednesday and Thursday (3-4).

Mrs. Rose Bennett, owner of the firm, was on hand to welcome visiting operators and their guests. The school was under the direction of Bob Breither, Bally's chief engineer, who stressed the new service features of Bally's Ice-Frolics, an in-line game.

Calendar for Coinmen

February 8—Wisconsin Phonograph Operators' Association, quarterly meeting, Eagles Club, Milwaukee.

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.

February 26-27—National Automatic Merchandising Association sectional meeting, covering Georgia, Florida, Alabama, Mississippi, Tennessee and North and South Carolina, King and Prince Hotel, St. Simons Island, Ga.

March 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

March 19-20—NAMA sectional meeting, covering Pennsylvania and New Jersey, Hotel Hershey, Hershey, Pa.

March 20-21—Music Guild of Nebraska, quarterly meeting, Kearney.

Coon Hunt Showings Held in Key Areas

Seeburg Distributors Unveil Vertical Target Skill Gun

CHICAGO, Feb. 6.—The J. P. Seeburg Corporation this week unveiled its new coin-operated gun game, the Coon Hunt. Distributors in key areas began operator showings Sunday (31) and will continue these for the next two weeks.

Coon Hunt, which utilizes the "Ray-O-Light" feature, presents a new step in skill gun games. It eliminates the single rotating horizontal target and supplements it with two individual vertical targets. They are two small coons, which climb up and down trees and are motivated independently of each other.

The game is equipped with two coin chutes, dime and quarter, which permit 20 shots for a dime, four games for a quarter.

Set Price at \$795

Both the target and the gun stand are colored in bright red and white. The unit is priced at \$795.

The targets are enclosed in a wooden cabinet, measuring 55½ inches high, 31 inches wide and 18¾ inches deep. The game is mounted on a chromium-plated tubular steel stand; over-all height of the unit is 76¼ inches high. The scenery, attached to the door to ease service, pictures a fall evening.

The coons pop out on either side of the tree, further testing the player's skill. When a hit is made, the coon disappears behind the tree and comes out again at a different level and on the opposite side of the tree.

At the top of the target the number of hits are recorded and at the bottom the player's score is rated. Twelve hits rates the player as a marksman, 16 hits as a sharpshooter, and 19 hits as an expert. Every time a hit is scored the coon's eyes light up and his tail raises. Also a moon in the background lights up and an owl, perched on a tree, blinks its eyes.

The target is illuminated by five lights within the cabinet and four attached to the door. The sensitivity control, which regulates the amount of light projected with each shot, and the amplifier are located at the bottom of the cabinet and are mounted on hinges, permitting adjustments without removing any screws.

The gun stand measures 33½ inches high, including chromium-plated legs, 17¼ inches wide and 19½ inches deep. It is equipped with two push-type coin chutes and a 50-foot cable from the target to the stand.

On the top of the stand are instructions. The first is a green light, indicating a credit is record-

ed on the machine. The customer pushes a button for the game to start. Next an amber light flashes, indicating that the customer may begin shooting. In the event that a customer puts a quarter in the machine, the green light remains on until all four games have been used.

Seeburg's last gun game, "Shoot the Bear," was introduced in 1950.

PLAN FETE

Det. Assn. Membership Drive Set

DETROIT, Feb. 6.—A resolution passed at the Thursday meeting of the Detroit Shuffleboard Association is expected to spur membership by allowing all shuffleboard operators to join the organization without paying initiation fees during the months of February and March, according to President Martin (Barney) Burke.

Burke also announced a gala party on Wednesday evening (10) at Westwood Inn, to include members' wives. Cocktails at 7 p.m. will be followed by dinner at 7:30 p.m., and entertainment and dancing.

Genco Ships 3-Way Match Shuffle Game

CHICAGO, Feb. 6.—Distributors of Genco Manufacturing & Sales Company received sample shipments of the Match Pool game this week.

The four-player shuffle game has three frames and offers players six shots per frame. A strike on the first shot in each frame results in 35 points. The second strike made in the same frame records 45 points. All additional strikes over two in the same frame score 55 points. It is possible to score 165 points in a single frame.

(Continued on page 93)

Comparative Game Exports First 10 Months 1952-1953

	1952		1953	
January	998	\$144,286	2,218	\$301,919
February	1,449	165,315	2,220	333,441
March	1,358	152,796	2,499	307,688
April	1,626	205,827	2,312	369,823
May	1,644	206,904	3,096	358,502
June	1,067	173,199	3,752	398,843
July	1,927	193,747	2,849	315,049
August	1,931	317,954	1,342	218,629
September	1,756	200,500	1,935	409,499
October	1,194	263,431	2,202	352,898
Totals	14,950	\$2,023,959	24,065	\$3,366,291



TO ASSURE A WELL-PLANNED 1954 MOA convention, officers of the association met in Chicago last week to arrange the three-day program. Left to right: Al Denver, second vice-president George A. Miller, president and business manager; Sid Levine, national legal counselor; Clint Pierce, first vice-president, and Les Montooth, secretary.

Ristaucrat Readies New Box for MOA Meeting

APPLETON, Wis., Feb. 6.—Joe Cohen, president of Ristaucrat, Incorporated, announced Wednesday (3) that his firm would definitely show its new juke box at the MOA convention at the Palmer House, Chicago, March 8, 9 and 10.

The new unit, according to

Cohen, will be the smallest one on the market and will be priced at \$695 f.o.b. factory. It will be equipped to play 45 r.p.m. records exclusively, and will probably be a 100-selection unit. There is some question on this point, since Ristaucrat has a 96-selection machine in the making.

One of the main features of the new box, explained Cohen, is an entirely new sound mechanism manufactured by the Webster Electric Company, of Racine, Wis. Cohen said, "The box will have hi-fidelity."

In addition to the juke box, Ristaucrat will show for the first time its non-coin home unit. Cohen pointed out that the unit would play uninterrupted music for five hours before repeating a tune.

Brilliant Opens Grand Rapids Branch Office

DETROIT, Feb. 6.—Joe Brilliant, head of Brilliant Music Company and distributor for Rock-Ola, announced this week that his firm would open a branch office in Grand Rapids Monday (8).

Bill Van Gessel, who has been in the music field for the past 14 years, was named to head the new office. Van Gessel will be directly responsible for sales in most of Northern Michigan, Brilliant said.

The new office is at 245 N. Division Street, Grand Rapids.

Brilliant and Frank McNichols, sales manager, will be in Grand Rapids Monday morning to assist Gessel in greeting operators.

"Brilliant Music has served the Michigan area as a Rock-Ola distributor for the past 17 years," Brilliant said. He explained that the new branch was necessitated by the increased demand of Brilliant customers.

APMA Elects New Officers

CHICAGO, Feb. 6.—N. Marshall Seeburg, president of the Seeburg Corporation, was elected president of the Automatic Phonograph Manufacturers' Association Monday (25). He succeeds R. C. Roling, president of the Rudolph Wurlitzer Company, who as is customary, was named a vice-president.

Other officers elected were David C. Rockola, vice-president; John W. Haddock, vice-president; C. T. McKelvy, treasurer; M. C. Bristol, assistant treasurer, and L. P. Meyer, secretary.

Seeburg, Rockola, Haddock and Roling also were elected directors for the coming year.

JUKES SCARCE IN ENGLAND

LONDON, Feb. 6. — Just how difficult it is to obtain juke boxes in England is pointed out in an advertisement in a recent issue of The World's Fair, British amusement trade paper. Locations, difficult to come by for the American operator, are easy to get in England. In fact, the locations actually advertise for the juke boxes. Here's the copy of the World's Fair ad: "Site Vacant for Wurlitzer on Percentage at Joel's Amusements, 213 High Street, Lewisham, London."

Roy Waltemade Appointed Mgr. At Wurlitzer

NORTH TONAWANDA, N. Y., Feb. 6.—R. C. Roling, president of The Rudolph Wurlitzer Company, announced this week that Roy F. Waltemade, vice-president, has assumed the additional responsibilities of manager of the North Tonawanda division. Waltemade succeeded Clinton D. St. Clair, who resigned.

Roling said that Waltemade, in his new post, would be directly in the plant and the supervision of the plant and the supervision of over 3,000 employees.

The North Tonawanda plant manufactures Wurlitzer electric organs and coin-operated phonographs.

Wurgler Joins F.A.B. Staff

ATLANTA, Feb. 6.—F.A.B. Distributing Company, Inc., announced Monday (1) that Ed Wurgler, former sales manager of the Wurlitzer Company, had joined the firm in a new post of assistant to the president.

Fletcher A. Blalock, president, said Wurgler would supervise all the F.A.B. offices and salesmen. He added that he was confident that Wurgler's past experience in the coin-operated field would prove a great asset to the company.

Wurgler, who entered the coin industry over 20 years ago, is a certified public accountant and a member of the bar. His present plans are to spend some time here and then visit branch offices.

F.A.B. has offices in Atlanta, Birmingham, New Orleans and Columbia, S. C.

Texas Op to Quit Route After 22 Years

SAN ANTONIO, Feb. 6.—Louis Espinosa, local operator, plans to give up his juke route after 22 years. Espinosa said that he planned to go into some other line of business and would probably make the change some time this year.

Op Attendance at MOA Show Earmarked for Record Peak

CHICAGO, Feb. 6. — Reports from operators and associations throught the country indicate that attendance at this year's MOA convention will double or triple all previous records.

Increased exhibitor co-operation also indicates the '54 convention is well on its way to become the largest event in the music machine industry.

George A. Miller, president of the Music Operators of America, announced last week that Canadian operators' support of the convention had hit a new high. He said, "Because of the fine co-operation being received from these operators, a special headquarters will be set up for them on the exhibit floor and a portion of the annual banquet will be devoted to them."

Ops Enthusiastic
Co-operation and enthusiasm of other operators can best be judged from comments made by operators from various States gathered in Chicago last week for the executive board and preparation committee's convention business sessions.

Les Montooth, national secretary of MOA and president of the Central States Phonograph Operators' Association as well as a leading operator in Peoria, Ill., said the operators from his area were showing more enthusiasm

for the convention than ever before.

"We expect 100 per cent turnout from operators in our area," Montooth said.

Clint Pierce, first vice-president of the Wisconsin Phonograph operators, indicated a much larger turnout this year. He added that since many of the operators live comparatively near Chicago, a large number would commute to and from the convention.

Big Delegation
Martin Britz, recently appointed to the board of directors of MOA and who is leading operator in Montana, declared he thought that about one fifth of the State's operators would be on hand for the convention. Britz estimated that this would be an increase of 100 per cent, compared to the last convention.

Operators from South Dakota are expected to arrive at the convention in full force, according to Mike Imig, operator in Yankton and a member of the South Dakota Operator Association's board of directors. Imig said, "Over 90 per cent of the operators in the State will attend the '54 convention." He went on to point out that tentative plans had been made to charter a railroad car for the operators and their wives. Imig made the announcements following an association meeting

which highlighted MOA convention plans.

In speaking for the operators of California, George A. Miller, who is president of the California Music Guild as well as MOA, said that a recent survey showed that over 50 operators and their wives would attend the coming gathering.

Howard Ellis, secretary of the Music Guild of Nebraska, said that operators from his area had already met and discussed plans for the MOA convention. Ellis declared that operators seemed enthusiastic about the show and that he was sure a larger delegation from Nebraska would attend the convention this year.

Miller advised all operators to get their hotel reservations in as early as possible since there are a great number of conventions slated for March and they may encounter difficulties in getting accommodations.

Ops Bowling League Race Tightens Up

CHICAGO, Feb. 6.—The fight for first place in the Automatic Phonograph Bowling League gets tougher as the season progresses. The team of Walter Oomens Sons now holds the No. 1 spot, with second placers Decca Coral only 3½ games behind. Less than a month ago the Oomens team held a comfortable margin of nine games.

The league, consisting of 12 mixed teams, bowls every Monday evening at the Fireside Bowl.

Following are the teams and their standings:

	W	L
Oomens Sons	42	30
Decca Coral	39.5	23.5
Melody Music	33	30
Western Music	33	30
Paschke Phono	32	31
ABC Music	31	32
Atlas Music	31	32
Gillette Distribs	30	33
Star Music	29.5	33.5
B & B Novelty	26	37
Mercury Records	26	37
Coven Music	24	39

Irv Cairo holds high individual series for the season with 621, and Iz Oomens leads the women with a high of 515. High team series for the season is held by Paschke Phono with 2,455, and the team of Oomens Sons took high individual team game last week with 887.

High games during last week's bowling went to Vic Jaccino, with 232, Iz Oomens, with 188. High individual series for the night were rolled by Carl Latino with 167, and by Iz Oomens with 459.

Conn. Ops Launch Membership Drive

HARTFORD, Conn., Feb. 6.—The Music Operators of Connecticut, which has a strong membership in the Northern Connecticut area, has launched a membership drive in the Southwestern part of the State, particularly in Bridgeport.

Ken Jarrett, association representative, reports new members include Michael Nichols, Arthur Moss and Michael Kelly, all of Bridgeport; Peter Huntington, Norwalk; and Jerry Lampert, Stamford.

PRACTICAL PUBLIC RELATIONS

Runyon Loans Juke; Tests Dime Play; Aids Polio Drive

MORRISTOWN, N. J., Feb. 6.—The latest public relations effort of the Runyon Operating Division, Newark, N. J., will enable the juke box operator to test dime play, aid a local theater in promoting a picture, boost the sale of records, and collect funds for the Sister Kenny Polio Foundation.

According to Ed Burg, Runyon executive, here's the way it works: The Community Theater will show the motion picture, "Miss Sadie Thompson" for a week starting Saturday (13). Starting today, and for two weeks thru February 19, Runyon will place a new AMI juke box in the theater lobby at no charge.

The box will feature tunes from "Sadie Thompson," as well as a selection of pop hits. It will be set for dime play, with three plays for a quarter, giving Runyon an opportunity to test this price scale.

Money Donated
All money taken in will be donated to the Sister Kenny Polio Foundation. The juke box will be flanked with signs proclaiming where the money will go and who donated the box and records.

The idea was cooked up by

Wurlitzer Reports Third Quarter Gain

CHICAGO, Feb. 6.—The Rudolph Wurlitzer Company reported this week that consolidated operations for the third quarter of 1953 (October, November and December) resulted in a net profit of \$352,081.16 or 42 cents per share, compared with \$222,848.17 or 27 cents a share for the corresponding period of 1952 (after taxes and reserves).

Sales for the third quarter of '53 were \$11,213,297.94 against \$10,925,949.68 in 1952.

The nine-month total net profit for '53 was \$280,710.12 or 34 cents a share, compared with \$587,836.07 or 71 cents a share in 1952. For the same period, 1953 sales were \$25,635,431.26, compared with \$25,877,800.68 in '52.

R. C. Roling, president of the company, explained that the principal reason for the lower '53 figures was the general labor strike at the company's North Tonawanda plant from June to August.

At a meeting of the board of directors held January 26, 1954, a dividend of 20 cents per share was declared payable March 1 to stockholders of record February 15.

Burg and Dan Iago, theater manager, who is active in the Sister Kenny Polio Foundation. Meanwhile, Burg announced that Runyon's policy of minimum 10-cent play (two tunes), with five or six for a quarter, now covers nearly 40 per cent of the firm's locations.

Burg said that Runyon is attempting to eliminate the six-for-a-quarter feature to help pave the way for eventual straight dime play. He predicted that virtually all of North Jersey would be done on dime minimum by the end of the year.

Bender Group Seeks Funds For Inquiry

WASHINGTON, Feb. 6.—The Bender Subcommittee investigating labor union racketeering including alleged racketeering in the juke box industry, this week asked the House for \$100,000 to carry on its probe. Subcommittee Chairman George H. Bender (R., O.) received approval for the outlay from a subcommittee of the House Administration Committee, which is expected to send the request to the House floor next week.

Meanwhile, the subcommittee is mulling selection of investigating personnel. A spokesman told The Billboard that upward of a dozen applicants with investigative backgrounds are under consideration, and the subcommittee will pick its employees as soon as funds are granted.

Rep. Clare E. Hoffman (R., Mich.) chairman of the Bender Subcommittee's Parent House Government Operations Committee, this week entered in the

(Continued on page 95)

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

MASS IMPORT OF CHEAP 45 PLAYERS SET. Plans to import 45 r.p.m. phonographs from Japan and distribute them in large quantities Stateside have been set by Hirsh de la Viez, prominent Washington juke box operator (Music department).

WOULD BAN OBSCENE DISKS. The latest bill to ban mailing or transporting of obscene phonograph records was proposed this week by Rep. Ruth Thompson (R., Mich.) (Music department).

GRANZ STARTS NEW LABEL. Norman Granz is starting a new label, Norgran Records (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Music Route Management

Making Co-Operation Work

At 33, Al Hanlin is one of the most energetic and progressive operators in Los Angeles, if not, indeed, Southern California. This is a notable achievement when it is realized that he has been in the field more than 20 years. Hanlin has no false impressions of the coin machine business. When he was getting settled in his present headquarters, he was unable to get an office ready for use. Settling down in a chair, he told his caller, "You'll have to pardon this but an office is the least important thing in the coin machine business." This was not just a statement

of courtesy. Hanlin means it. For when the caller was leaving, a fellow operator drove by. As his car came to a stop in the middle of the street, he yelled to Hanlin on the sidewalk.

"I have called you 8,448,643 times," he said.

"I was in the back. There was no one at the phone," Hanlin replied, half apologetically.

Hanlin operates phonographs, kiddie rides, and games. His territory is principally metropolitan Los Angeles, the San Fernando Valley, and Ojai (pronounced Oh-Hi) Valley. Music accounts

for 60 per cent of the operation with the other two divisions making up the remaining 40 per cent.

The headquarters for this expansive operation are not too many blocks from Pico Boulevard's coin row. Hanlin shares about 3,000 square feet of shop space with three other operators, Mort Leeman, Atsie Stein and Max Moore. And the arrangement works well for the benefit of all.

Moore has games while Leeman and Stein specialize in kiddie rides. Hanlin, of course, has some of each and music. As Moore keeps a good supply of games parts, and Leeman and Stein are stocked for repairs on horses and similar devices, Hanlin can get a piece of equipment repaired in double quick time. They also take one another's calls in emergencies.

Hanlin has a stand-by serviceman in the San Fernando Valley to reduce traveling time and distance. This helper also makes collections in that area.

Hanlin was one of the original members of Co-Operative Music Operators, a group of San Fernando Valley and Pasadena music operators. He served several times as temporary chairman, as was COMO's policy for it never got around to a set of bylaws, and the election of regular officers. In fact, Hanlin was the temporary chairman of the group for the meeting on January 12 when the members voted to affiliate with George Miller's California Music Guild in Oakland.

The COMOans talked of joining the CMG's Los Angeles branch for nearly a year before the final step was taken. Hanlin was one of the few members who never came out enthusiastically for any one group. His advice, stated from the floor and without reservations, urged that a detailed study be made of associations to ascertain which offered the operators the most. When the majority indicated that it was for California Music Guild, Hanlin went along, supporting the move solidly.

Just as he did on the CMG move, Hanlin makes up his own mind on other matters pertaining to his business. He has no illusions of grandeur concerning the field and is a student of economics.

(Continued on page 95)



Reconditioned Music Equipment

Say, Man!

Have We Got Bargains!

SEEBURG

148SL.....\$159 | 146M.....\$79
147M..... 109 | H146M..... 79

Wurlitzer 1500..... \$595	Wurlitzer 1015..... \$99
Rock-Ola 1434..... 395	Rock-Ola 1426..... 99
Wurlitzer 1100..... 219	Rock-Ola 1422..... 79
AMI Model A..... 139	Riscroal (12 selections)..... 79
Rock-Ola 120 Fireball (45 RPM)—Like new..... \$469.50	

WALL BOXES

Wurlitzer 4820..... \$29.50
Wurlitzer 4851..... 39.50
Wurlitzer 3020..... 12.50
Packard..... 4.50

WIRE--WRITE--PHONE

1/3 down, balance C.O.D.
Export inquiries invited

DETROIT, MICH.—10217 Linwood
Tulsa 3-3900
CLEVELAND, OHIO—2600 Euclid
Cherry 1-3801
LANSING, MICH.—1224 Turner
Lansing 5-4243
TOLEDO, OHIO—1302 Jackson
Main 6192

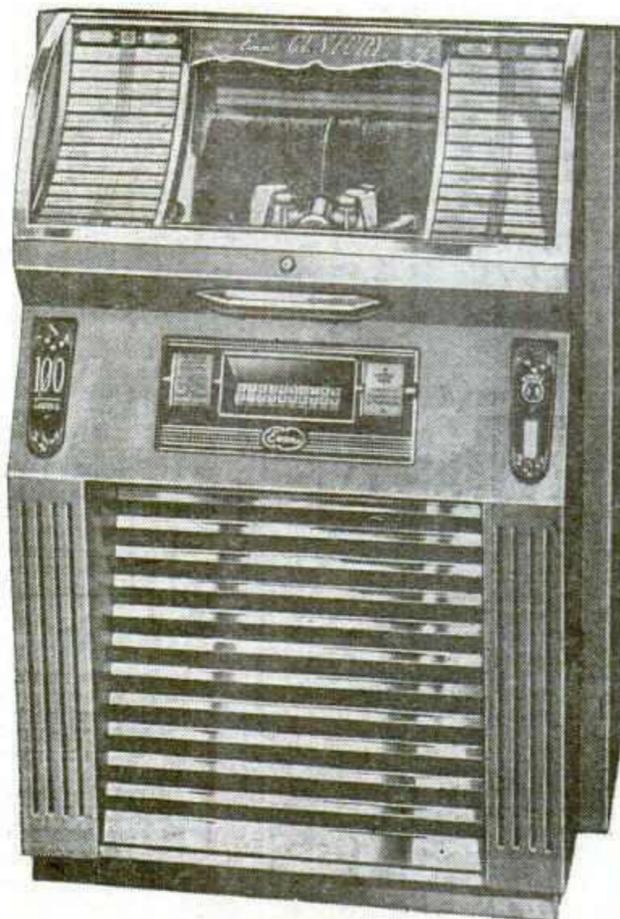
MUSIC SYSTEMS INC.

Another EVANS' QUALITY Feature!

TRUE TONE

Music of high fidelity . . . tone brilliance . . . true reproduction without tone distortion . . . that's what listeners want. And that's exactly what they get from Evans' Phonographs.

Tone perfection is only one of the many outstanding features. Yes, you get MORE of everything. See and listen yourself!



ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

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

Attention, Operators,
on the Lookout for
New Profit Tips . . .

Here's how

THE BILLBOARD 1954 MOA CONVENTION ISSUE HELPS YOU THREE TIMES!

ONCE!

Your copy of Billboard, reaching you BEFORE the MOA Convention, contains dozens of timely features and reference listings designed to help you select and operate more profitable locations.

TWICE!!

During the MOA Convention (Chicago, March 8 thru 10), The Billboard will be distributed to the convention's full attendance. You'll be able to use your copy as a who's who and where-to-find-it convention directory . . . you'll find its calendar of events helpful and time-saving.

THREE TIMES!!!

Take your Billboard back with you after the MOA Convention is over. It's your surest and best means of remembering all the happenings and news. If you can't attend the convention, and remain at home, The Billboard IS your convention-print!

DON'T MISS IT!

Dated—MARCH 6

Distribution Begins—MARCH 2

Note to Advertisers:

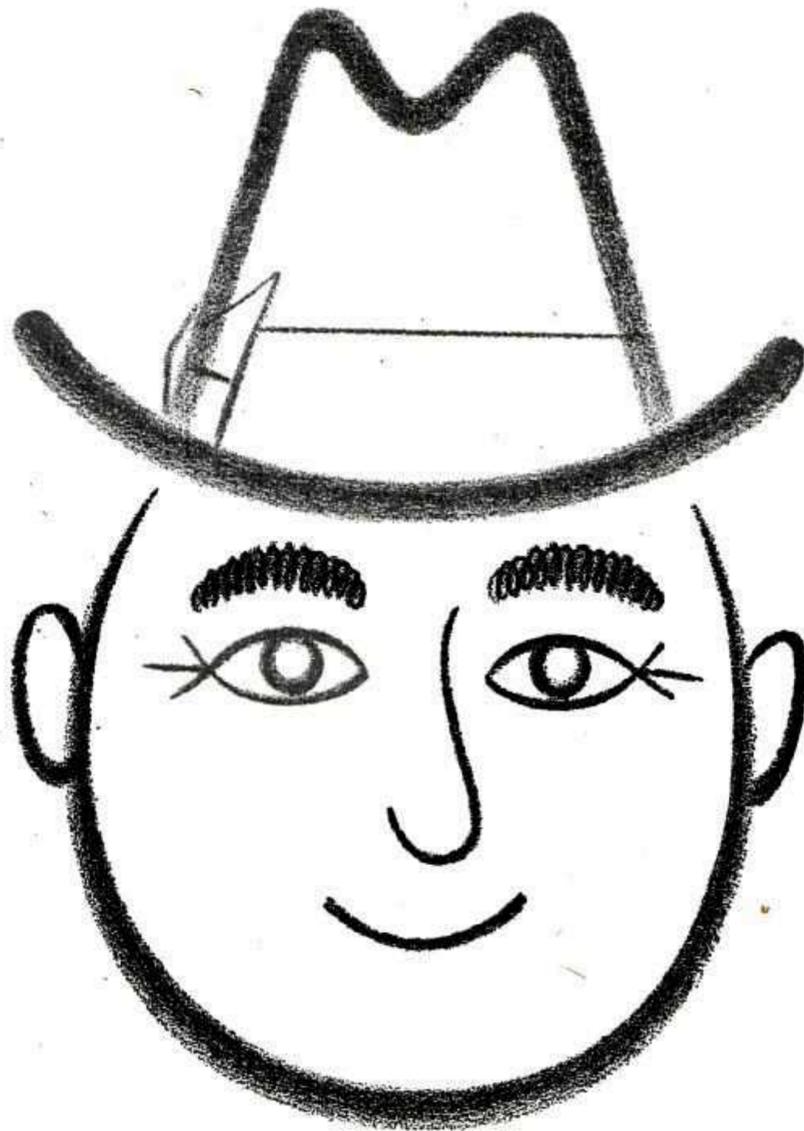
Because operators get extra value from The Billboard's MOA Convention Issue, there's lots of extra sales power for you in this first great music-record issue of 1954. Prepare some strong-selling advertising now — don't miss out!

Advertising Deadline—February 25

Contact your nearest Billboard office TODAY!

- Chicago
- New York
- Cincinnati
- St. Louis
- Hollywood





Good Public Relations for All Types of Locations

*Like fine clothes on the human body, like rich
furniture in a home, the quality of the accessory bespeaks
the quality of the possessor; commands respect, good will. Any location
can get a phenomenal boost in Public Relations simply
by installing a Model "E" by AMI.*

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Seeburg to Aid Ops, Distribs on Hi-Fi

CHICAGO, Feb. 6.—Seeburg distributors throuth the country will soon be receiving panel control speaker display boards and booklets explaining high-fidelity music systems.

C. T. McKelvy, general sales manager of the J. P. Seeburg Corporation, said that all speakers would be mounted on the board and that each would be controlled by one small push button panel.

"The arrangement should be a great advantage to both operators and distributors," McKelvy said. He explained that the greatest advantage of the unit was that it allows operators to control and listen to the different speakers.

After an operator has heard all of them, he said, he could choose the model that best fits his needs.

The control panel may be placed anywhere in a room that an operator desires. It is small, compact, and may be easily carried in one hand.

The Hi-Fi booklet explains frequency range, dynamic range, distortion, the phonograph, the select-o-matic mechanism, the record, the pickup, the stylus, the amplifier system and the speaker system.

Distributors will be instructed on installations of high-fidelity equipment. Seeburg amplifiers and speakers explain how best results may be obtained.

Juke History Used To Aid Good Will

CHICAGO, Feb. 6.—Mike Spagnola, of Automatic Phonograph Distributing Company, AMI distributors, announced this week that reprints, reviewing the history of the juke box business, from the Commerce magazine had been mailed to all his firm's customers.

Spagnola explained that he thought it was a good public relations piece and suggested that operators show the article to local newspapermen and business men with whom they do business.

"Automatic, thru the years, has developed a regular operator service in this type of mailing," Spagnola said. "Ideas and suggestions are passed on to operators about twice a month."

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16
AMI				
Model A.....	\$139.00 139.50	\$139.50 149.00	\$139.50 149.50	\$169.00 225.00
	160.00 195.00(2)	160.00 175.00 250.00	169.00 175.00	
Model B.....	229.50 275.00	229.00 275.00	229.50 275.00	229.50 300.00
	300.00	300.00	299.50	
Model C.....	275.00 279.50	279.50 280.00	279.50	279.50 325.00
	280.00 325.00	325.00(3)	325.00(2)	
Model D-40.....	399.50 425.00	399.50 425.00	399.50 425.00	399.50 450.00
	450.00	450.00(2)		
Model D-80.....	439.50 525.00	439.50 495.00	439.50 495.00	439.50 550.00
		525.00		
CHICAGO COIN				
Band Box.....	139.00			
EVANS				
Constellation 2045.....	325.00	325.00	450.00	325.00
MILLS				
Constellation.....	125.00	125.00		125.00
RISTAUCRAT				
12 Selection.....	79.00	79.00	79.00	79.00
ROCK-OLA				
Fire Ball 45 RPM.....	469.50 475.00	475.00	475.00 550.00	495.00
46.....		125.00	125.00	
47.....		165.00	165.00	
48.....		250.00	250.00	
1422.....	79.00 99.50	79.00 99.50	79.00	79.00
	104.00	104.00		
1426.....	99.00 119.00	99.00 119.00	99.00	99.00
1428.....			195.00	
1432.....	295.00	295.00		
1434.....	395.00(2)	395.00(2)	395.00	395.00
52-50.....				449.50
1947.....	125.00			
1948.....	250.00			
SEEBURG				
Hideaway.....	125.00	125.00		125.00
M 100 A 78 RPM.....	450.00 474.50	450.00 475.00	449.00 450.00	495.00
	475.00 495.00	495.00	495.00(3)	
M 100 B 45 RPM.....			500.00	
			595.00(2)	
M 100 C.....			695.00	
146.....	95.00 99.50	95.00 99.50	74.50 79.50	109.50 135.00
	135.00	135.00	99.50	
H 146 Hideaway.....			50.00 74.50	
H 146 M Hideaway.....	79.50	79.00	79.00	79.00
H 148 Hideaway.....			185.00	90.00 109.50
				185.00
H 246 Hideaway.....			75.00	
47.....	99.50	99.50		
146 M.....	79.00 115.00	79.00 115.00	99.00	79.00 99.00
146 S.....	115.00	115.00		79.00
147.....	109.50 125.00	109.50 125.00	75.00 79.50	109.50 129.50
	165.00	165.00	89.50 109.50	150.00
147 M.....	109.00 135.00	109.00 135.00	129.00	99.00 129.00
147 S.....	135.00	135.00		99.00
148.....	150.00 195.00	150.00 195.00	99.50	195.00
148 M.....	195.00	195.00		164.00
148 ML.....	159.50 215.00	159.50 215.00	159.50	159.50 179.00
148 SL.....	159.00	159.00	159.00	159.00
1946 Hideaway.....	89.50	89.50	75.00	89.50
1947.....			89.50	
1947 Hideaway.....	99.50	99.50	99.50	
1948 Hideaway.....	109.50 165.00	109.50	109.50	
WILLIAMS				
Music Mile.....			25.00	
WURLITZER				
Colonial.....			25.00	
700.....	50.00	50.00		59.00
750.....	89.00	89.00		59.00
800.....				59.00
850.....				59.00
1015.....	97.50 99.00	99.00 99.50	94.50 99.00	125.00 129.50
	99.50 125.00	125.00(2)	99.50(2) 100.00	150.00
	150.00	150.00	125.00(3)	
			150.00	
1017 Hideaway.....			99.50	
1080.....	89.50 119.00	89.50 119.00	89.50 100.00	89.00 125.00(2)
	125.00	125.00	125.00 150.00	
1100.....	189.50 215.00	189.50 215.00	189.50 194.50	275.00
	219.00 250.00	219.00 250.00	219.00 229.00	
		275.00	250.00(3)	
1217.....			300.00	
1250.....	249.50 260.00	249.50 260.00	249.50 275.00	295.00 319.00
	295.00	295.00 325.00	325.00(2)	
1400.....	429.50	429.50	429.50 495.00	429.50
			550.00	

Everybody's LITTLE Sweetheart!

...The World's SMALLEST multi-selection phonograph
...The Original Phonograph with 120 selections

ROCK-OLA Comet 120 Selections

only 29 7/8 inches wide

MODEL 1546 Drive Case with 120 Selections

MODEL 1430

ROCK-OLA MANUFACTURING CORPORATION
600 North Dearborn Street - Chicago 21, Illinois

How Was Your Timing on . . .

"I GET SO LONELY"

THE FOUR KNIGHTS
CAPITOL 2654

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 title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

JANUARY
20, 1954

Title Strips
Ready for Top
Juke Profits

JANUARY
20, 1954

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		

ESTABLISHED MUSIC DISTRIBUTOR OFFERS THESE BARGAINS

AMI PHONOGRAPHS—USED

MODEL D80.....\$495.00

MODEL D40..... 425.00

MODEL C..... 350.00

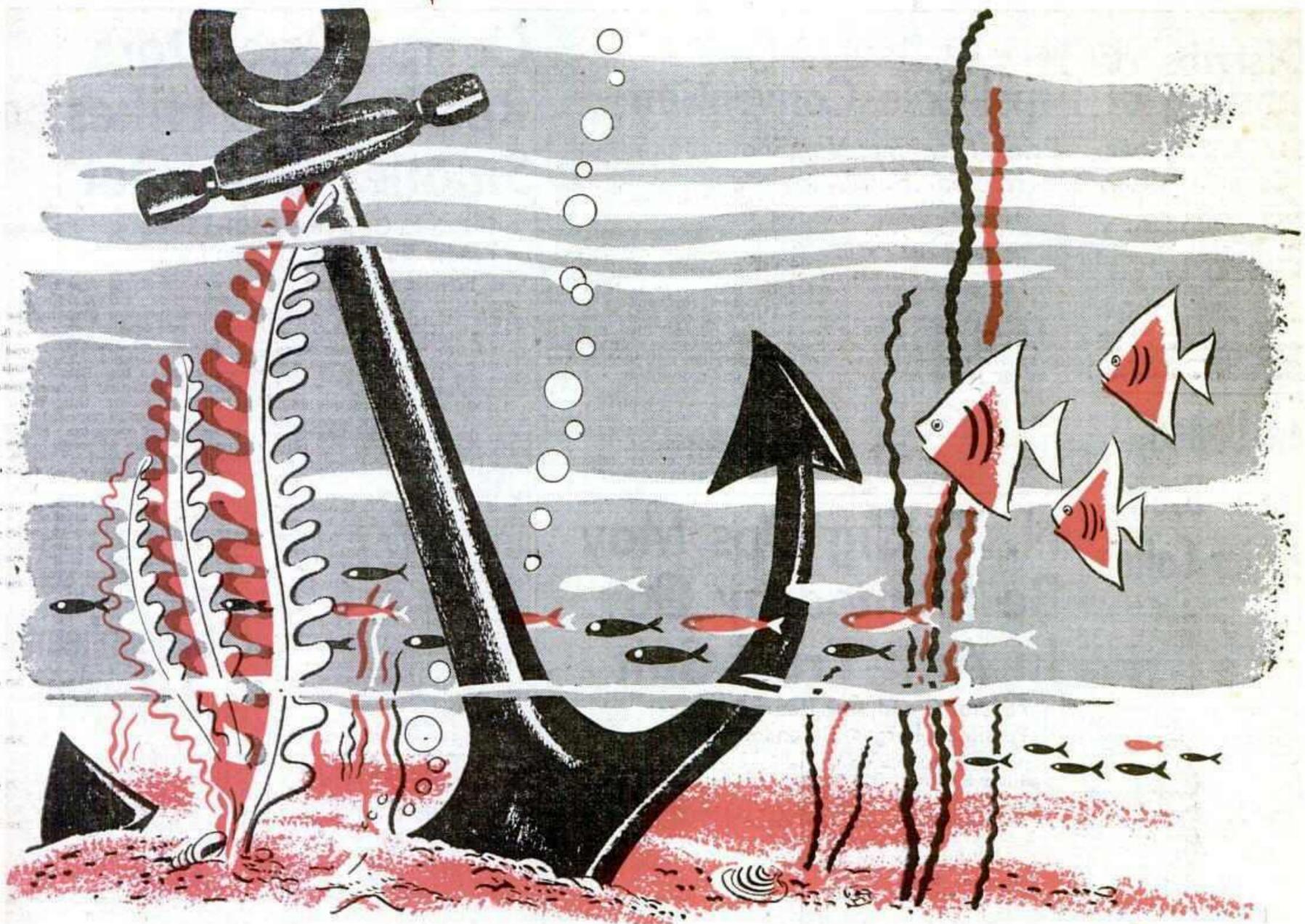
MODEL A..... 175.00

All Equipment Checked by Expert Mechanics and Properly Crated.

W. B. DISTRIBUTORS, INC.
1012 Market St. St. Louis, Mo.

INSURANCE ALL RISK JUKE BOXES

BROADWAY BROKERS CORP.
150 Broadway, New York 38
REctor 2-2195



ANCHORED

IN YOUR BEST LOCATIONS

Once you have placed a 1500 Wurlitzer on location, it's anchored there. Patrons like its beauty. Its intermix feature assures the ability to play all the top hits—whatever size is available. Its Hi-Fidelity tonal range gets all the music from every record. Net result? Better take means a better shake for all concerned.

The

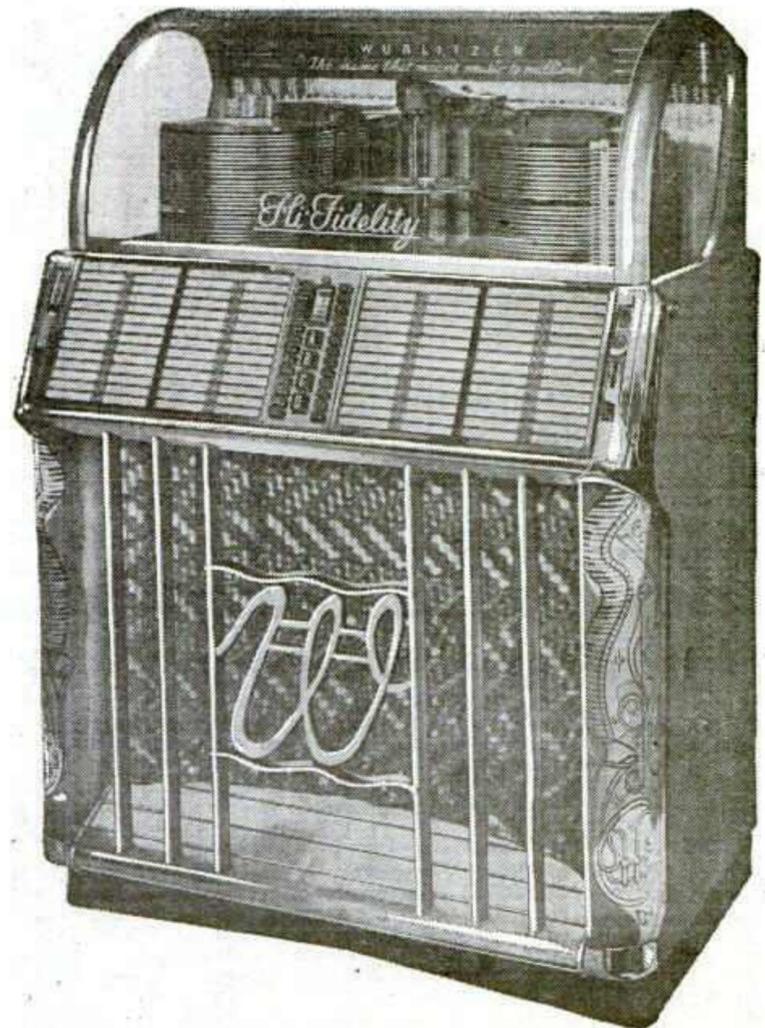
SEE YOUR WURLITZER
DISTRIBUTOR

Wurlitzer

FIFTEEN HUNDRED A



Going great in limited space locations. The 48-selection Wurlitzer 1650 playing all 45s and the 1600 playing either 7 or 10 inch records—both with built-in volume level control.



The Rudolph Wurlitzer Company • North Tonawanda, New York

Heavy Emphasis to Be Placed on Vending at Pepsi-Cola Convention

Mills to Preem 3-Drink Machine; Vending School Talks Set; Stress on Sirup Sales

NEW ORLEANS, Feb. 6.—The four-day annual convention of the Pepsi-Cola Company, which gets underway here tomorrow (7), will be attended by more than 300 Pepsi bottlers from the 48 States. While the Jung Hotel will be convention headquarters, the business sessions will be held aboard a Mississippi River boat, the S. S. President.

Considerable emphasis will be

placed on vending. A three-drink bottle vender, made by Mills, will be featured in the equipment department exhibit.

According to Pepsi-Cola officials, the unit dispenses 50 per cent Pepsi and 25 per cent of two other flavors. The vender can accommodate 6, 8, 10 or 12-ounce bottles. Engineers will be on hand to explain the unit.

Set for the convention agenda is discussion of a vending school, which will tour the nation during 1954 on a schedule to be determined by regional managers.

Heavy stress will be placed on sirup sales, as Don Kendall, vice-president for the national accounts

and fountain sales department, reports to the convention Tuesday (9).

Paul Little, manager of the cup vending division, will be on hand during exhibit hours to discuss all phases of cup vending, including third party operations and financing plans. Five different types of cup venders, all currently in operation, will be displayed.

Contest Aids

Pepsi officials attribute the firm's Cool-a-Spot contest, a sales incentive program, as being partly responsible for the increase in vender distribution.

Vender and cooler sales and

(Continued on page 91)

New United Vender Brews Regular Coffee

DETROIT, Feb. 6.—A new 480-cup automatic-brewing coffee vender, using a standard grind, the second of its kind ever to be developed, was announced this week by David J. Ross, president of United Industries.

A contract just signed with the Gold Prize Coffee Company, Inc., Chicago, gives United the right to use that firm's patented automatic brewing principles of its Urn-O-Matic.

United's coin-operated coffee vender, called the Coffee-Teria, utilizes the patented features of the Urn-O-Matic and is designed especially for coin operation. The Urn-O-Matic, in use over seven years, is a non-coin-operated automatic coffeemaker used by hotels, restaurants and institutions.

(Continued on page 91)

Malloy Joins Lyons; NAMA Adds Jennison

CHICAGO, Feb. 6.—National Automatic Merchandising Association this week announced the resignation of H. F. (Pete) Malloy and the appointment of Raymond E. Jennison, who will take over some of Malloy's work with the association.

Malloy resigned from NAMA to become sales manager of Lyon Industries, New York, cup drink machine manufacturing company. He had been with the association for three years, serving as secretary to NAMA's exhibit sales committee, regional and area activities committee, directory sales committee, operating account committee and the employer-employee relations committee.

Jennison's initial duties include the regional and area activities committee and exhibit sales.

The new NAMA staff member

(Continued on page 89)

N. Y. Cig Ops May Be Named by Gov. In Anti-Trust Suit

Federal Grand Jury Hears Evidence; Possible Charges, Defendants Secret

NEW YORK, Feb. 6.—A federal grand jury is currently sitting in New York to hear evidence about possible violations of the Sherman Anti-Trust Act by several New York cigarette operators, it was learned this week.

How far the grand jury has progressed in its hearings, who the defendants will be if an indictment is returned, and what specific counts they will be charged with, cannot be disclosed. As grand juries conduct their hearings in secret, and as any disclosure of these hearings could prejudice a petit jury case, no announcement of charges or defendants will be made until such time as an indictment is returned—if it is.

This much is known, however. Last July several New York operators were served with subpoenas to furnish certain documents to the Anti-Trust Division of the Justice Department. The subpoenas have been complied with.

Usual Procedure

According to the attorney for some of the operators who were subpoenaed, the usual procedure in the cases of this nature is this:

The Department of Justice receives a complaint from a member of an industry, a customer who deals with the industry, or a consumer, charging that a firm or firms in the industry are engaging in unfair practices.

The Justice Department then checks its files on the firms involved and orders either a preliminary grand jury investigation, or has the investigation conducted by the Federal Bureau of Investigation of the Anti-Trust Division.

Subpoenas Issued

The firms named in the charges are then asked to co-operate by

answering questions and furnishing records. The material is studied, and if the evidence warrants it, subpoenas are issued for certain documents, generally the corporate history, agreements and labor relations of the firms, and, in the case of a trade association, its membership.

The next step is the convening of the grand jury, consisting of 23 members. The grand jury hears witnesses, studies evidence, and makes a recommendation to the U. S. Attorney. It can recommend that the charges be dropped, that the case be tried before a petit jury, or that a civil suit be instigated.

In the last-named recommendation, the alleged offenders are

(Continued on page 90)

Lehigh Makes Bid In Cracker Market

Keystone Tests Hav-A-Snack Vender on 50 Locations; Unit Boosts Beverage Sales

EASTON, Pa., Feb. 6.—Lehigh Foundries, Inc., here will make its first serious bid in the cracker vending market with the introduction of the Hav-A-Snack unit, which may be attached to the side of milk, coffee, soup or drink venders.

No price has been set for the vender, which has a 90-package capacity with two columns and two shift columns. Dimensions are 7 3/16 inches wide, 10 1/2 inches deep and 36 1/2 inches high. The machine is set for a nickel vend and comes equipped with a slug rejector. It may be attached to a larger vender with four bolts, with

units available for either the left or right sides of the machine. Color selection includes grey, green, gold, maroon or red.

Actually, this is not Lehigh's first experience with supplementary vending equipment. Last summer the firm began production on the Ad-A-Unit, a flat pack, two-selection cigarette vender, designed to fit on the side of standard-sized cigarette machines. At the same time, an Ad-A-Unit model designed for cracker vend-

(Continued on page 91)

NATD Sets Opening Day Confab Program

NEW YORK, Feb. 6.—Business sessions, brunch meetings and an evening of entertainment will highlight activities at the opening day of the National Association of Tobacco Distributors' 22d annual convention, which gets underway March 28 at the Palmer House, Chicago. The convention ends April 2.

NATD headquarters here said the convention will open at 11 a.m. with brunch meetings of the NATD membership committee and of the NATD Young Executives Division officers. Haskell Naigles, the Rosenbaum Company, Kingston, N. Y., will be chairman of the former, and Henry Gunst Jr., YED president and vice-president of Cliff Weil, Inc., Rich-

mond, Va., will be chairman of the latter.

After the noon luncheon meeting of NATD officers and directors, the first business session gets underway at 2 p.m., with Geoffrey A. Oelsner, Rothenberg & Schloss Cigar Company, Kansas City, Mo., in charge of the "Wholesale Management Review" discussion.

Haring Presentation

A presentation will be made to Dr. Albert Haring, professor of marketing, Indiana University. Dr. Haring will speak on special incentive compensation plans, fringe benefits and the method of explaining business economics to employees.

At 3:15 p.m., John Griffin, the

(Continued on page 90)

Coffee Operators Ready Price Hikes; Smaller Cups Out

Switch to Odd-Cent Costly; Some Ponder Dime Cup, Opinion Mixed

By ROBERT DIETMEIER

CHICAGO, Feb. 6.—Faced with steadily climbing coffee prices, vending operators this week examined two possible tactics open to them—hike prices or vend less coffee per cup—and found both weighted with problems.

But higher prices—mainly odd-cent prices—definitely seemed to be in the offing, according to a survey of operators by The Billboard (The Billboard, February 6).

Major suppliers of coffee to operators indicated that price boosts would be the best ultimate solution. Opinions of the big machine manufacturers were mixed: one hailed the "big jump" (nickel to dime), another investigated 6-oz. cups.

One Chicago operation, Automatic Merchandising Company, which presently offers a 6-oz. cup for a nickel, surveyed location owners and, according to Roy Schillhaas, found that most owners leaned to a 7-cent price. Bernard Kiley, of Airport Vending Service, declared that shipments of penny refunders had tripled in the last 30 days, and that the

firm was already 60 days behind in deliveries, indicating that many operators are planning to switch to odd-cent prices.

Still Nickel Operation

However, Herbert Chadwick, vice-president, the Bert Mills Corporation, said that a check of 44 machine orders this week showed that over 50 per cent still specified nickel operation. Exact figures: 28 of the 44 were to be set for nickel operation, 16 for 10-cent operation. Chadwick said this showed that to date high coffee prices have not changed the ratio of nickel mechanism orders, which have been running a little over 50 per cent in favor of the nickel price.

Airport Vending last week re-

(Continued on page 89)

R. Guggenheim Head of NABV Mrs.' Comm.

CHICAGO, Feb. 6.—Bernard K. Bitterman, president of the National Association of Bulk Vendors, announced the appointment this week of Robert Guggenheim, Karl Guggenheim, Inc., New York, as chairman of the group's Manufacturers' Committee for the 1953-'54 term.

Guggenheim and his committee will co-ordinate 1954 convention ideas of the charm and equipment manufacturers.

NABV, for the first time since it was formed in 1949, will hold its annual convention and exhibit this year at a time and city different from that of the National Automatic Merchandising Association. The NABV meet will be held July 9-11 at the Edgewater Beach Hotel, Chicago.

Minute Maid Has Record 1st Quart.

NEW YORK, Feb. 6.—The best first quarter business in its history, with sales 30 per cent greater and profits substantially larger than the 1952 quarter, was reported by Minute Maid Corporation for the three-month period ending January 31.

Speaking at the company's meeting here Tuesday (5), President John M. Fox said that if the present sales trend continues, "we will have another record year, with sales between \$40,000,000 and \$50,000,000 for the fiscal year ending October 31, 1954."

Last year's sales were \$36,374,743, the highest on record for the firm. Net profit for the year, ended October 31, 1953, was \$1,111,214.

CIG VENDING: A SPECIALTY

How One Op Combats Location Ownership

PASADENA, Feb. 6.—In addition to the use of location contracts to help combat the sale of cigarette venders to location owners (The Billboard, January 30), individual operators have found it profitable practice to stress the "specialty business" angle in vender operation.

Such a successful campaign is currently being waged by Arch Riddell's Harmony Cigarette Service, Inc., here. Harmony, which puts out "Smoke Ring," a regular printed pamphlet which is mailed to its locations, calls attention to the advantages of operator-installed equipment in its latest issue.

One page of the four-page pamphlet is devoted to the drawbacks of self-operation. It states:

"Here is what you are up against when you own a machine:

"First, you have to buy it . . . pay out a lot of cash or sign mortgage papers and make monthly payments after making a good down payment.

"Then you have to set it up and learn how to run it.

"You have to be a fairly good mechanic and get the special tools needed to take care of it . . . or else pay the high hour costs of a trained vending machine mechanic when adjustments have to

(Continued on page 92)

PM, B&H Deal Is Completed

NEW YORK, Feb. 6.—With the last formality out of the way, the acquisition of Benson & Hedges as a subsidiary of Philip Morris & Company Ltd., Inc., this week became a fact.

The Guaranty Trust Company of New York, exchange agent, reported that 367,829 shares of Benson & Hedges common stock has been deposited in exchange for a like number of shares of Philip Morris common stock.

The acquisition of Benson & Hedges, whose principle product is the Parliament filter-tip cigarette, gives PM an established filter-tip brand and a complete cigarette line.

Blue Jay Names Paul Berkley V-P

BROOKLYN, Feb. 6.—Blue Jay Food Products announced the appointment of Paul Berkley as vice-president in charge of sales. Berkley was formerly director of sales.

In his new post, Berkley will stress vending sales of Blue Jay cookie products. Variety and quality will be the keynote of the firm's stepped-up sales activity, it was stated.

MANDELL GUARANTEED USED MACHINES

N.W. DeLux 1/2 & 5/8 Comb.	\$13.95
N.W. #33 1/2 Porc.	7.95
N.W. #33 1/2 Porc. B.G.	7.95
Master 1/2 Bulk Porc.	7.45
Master 5/8 Bulk Porc.	7.95
Master 1/2 & 5/8 Bulk Porc.	7.95
Columbus 1/2 Bulk	7.45
Silver King 1/2 B.G. or Mds.	7.45
Silver King 5/8	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1/2 B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendor's Mix	.75
Pistachio Nuts, Sheik	.55
Cashew Whole	.55
Cashew Splits	.50
Peanuts, Jumbo	.38
Spanish	.28
Mixed Nuts, 5 lbs. vac. pk.	.55
Almonds 480 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.35
M & M	.44
Assorted Fruit Chams, 100 ct.	.42
Rain Bio Ball Gum, all sizes, 200 lb. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.44
Wrigley's Gum, all flavors, 100 ct.	.47
Suchard's Chocolate, 200 ct.	1.20
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Chams. 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 4-6467

PENNY-NICKEL COMBINATION
Model H.M.S. by VICTOR
6 Venders in One
Production Feb. 15
See Your Nearest VICTOR Distributor

Karl Guggenheim's amazing new action charm MYSTIC ACTION MAZE



\$19.00 per thousand F.O.B. N. Y.

Kids will have hours of fun and excitement with this truly action charm. A real game where the little ball goes 'round and 'round and vending machine profits go up. What a combination! Made of styrene plastic and in assorted colors, this little "maze" charm is sure to amaze everyone!

Get the Ball Rolling Now!
Order from your distributor

Guggenheim Inc.
31 UNION SQUARE, NEW YORK 3, N. Y.

PENNY-NICKEL COMBINATION
Model H.M.S. by VICTOR
6 Venders in One
Production Feb. 15
See Your Nearest VICTOR Distributor

Java Ops Prep Price Hikes

Continued from page 88

ported scrapping nickel equipment, setting the new cup price at 8 cents and increasing 7-cent machines to the same price.

Most Chicago operators agreed general supply costs had jumped 20 per cent in the last year; one reported that in the last three years his costs have risen 47 per cent.

One large Chicago operator favored 10-cent operation, arguing that costs of converting machines from a nickel to an odd-cent operation were great and that it raises other costs: maintenance, service, handling. Conversion costs: \$35 to \$50 a machine for switching from 5-cent to odd-cent; \$1 a machine for changing from one odd-cent to another; \$3 a machine from nickel to dime.

No Smaller Cups

Operators seeking an answer in vending 6-oz. cups for the same price as the regular 7 1/4 oz. cups were stymied. The Bert Mills Corporation's plan to use conversion gears in its cup mechanisms to permit the use of smaller 6-oz. cups (while still making nickel and dime operation available) was shelved.

Herbert Chadwick announced this week that the Lily-Tulip Cup Corporation (whose cup mechanism Mills uses) told Mills Thursday (4) that it could not promise delivery of conversion gears for at least four months—and even then not in quantity.

Cup manufacturers do not make the 6-oz. cup available in a quantity necessary to supply any large switch by operators to the smaller size. Lily-Tulip makes the 6-oz. cup, but practically all output is going to juice operators, and Lily does not plan higher production.

The Dixie Cup Company is expanding its smaller-cup output, but only moderately, and certainly does not have enough to offer a supply solution. The Maryland Cup Company does not make the 6-oz. size.

Three Government Probes

At the risk of stepping on each other's toes, three separate federal government probes entered their preliminary stages in the investigation of rising coffee prices. The Federal Trade Commission, a Senate Banking subcommittee and the Senate Agriculture Committee with Senator Aiken (R., Vt.) as chairman, all dug into the economics of high coffee prices. Aiken predicted his group would vote to put coffee trading under Commodity Exchange Authority regulation. Gustavo Lobo Jr., president of the New York Coffee and Sugar Exchange, declared: "We are of the firm conviction that the situation for the American consumer would be in nowise im-

PENNY-NICKEL COMBINATION
Model H.M.S. by VICTOR
6 Venders in One
Production Feb. 15
See Your Nearest VICTOR Distributor

persistent hoarseness or cough

...is the sixth of the seven commonest danger signals that may mean cancer...but should always mean a visit to your doctor.

The other six danger signals are— 1 Any sore that does not heal 2 A lump or thickening, in the breast or elsewhere 3 Unusual bleeding or discharge 4 Any change in a wart or mole 5 Persistent indigestion or difficulty in swallowing 6 (above) 7 Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society

proved by including coffee under the CEA."

Both the FTC and the Senate banking group concentrated their study on the New York Coffee and Sugar Exchange and the chief coffee roasters. Edward Howrey, FTC chairman, said that he hoped his investigation would be wound up in about a month. Glenn Beall (R., Md.), chairman of the banking subcommittee, said that his group would start hearings Monday (8).

A 20-cent Increase

Adm. Edwin B. Dexter, public relations director of the Pan-American Coffee Bureau, indicated that the price increases put on a cup of coffee by various outlets was not justified by the actual price increase of the green coffee. Dexter declared that green Brazilian coffee has increased 20 cents—from around 55 cents to 75 cents recently—certainly not enough to justify price jumps of a nickel a cup or even a few cents a cup. According to Dexter, the price of coffee has increased 33 1/2 per cent in the past year, compared with lard, which has increased 95 per cent, and cocoa which has increased 60 per cent.

Dexter stated that there would be little relief in price for some time to come, chiefly because of the long growing time. A drought in Brazil two years ago and last year a frost—which killed 481 million trees or one out of five in Brazil—was one of the chief reasons for the high price, he stated. The other was due to increased coffee consumption in this country, as well as in European countries, he said.

U. S. coffee consumption has risen from 12 1/2 million bags annually just before World War II to about 20 1/2 million bags annually since 1946. Europe has increased its consumption from about 5 million bags in 1946 to about 10 million last year, he added.

Malloy Joins

Continued from page 88

was graduated in business administration from South Dakota State College and spent a year doing graduate work in economics and business administration at the University of South Dakota. He was with the Kellogg Company for two years, then joined the John Deere Plow Company where for five years he worked in that firm's sales, sales promotion and advertising departments.

Jennison joined the Army in 1941 and remained in service until January of this year when he resigned his commission to go with NAMA. In the Army he attended the command and general staff college at Fort Leavenworth, Kan., and was attached to the U. S. embassies in Paris and London, with the rank of lieutenant colonel.

Peter Paul Votes 50c Quarterly Dividend

NAUGATUCK, Conn., Feb. 6.—The board of directors of Peter Paul, Inc., declared a regular quarterly dividend of 50 cents a share, payable March 10 to stockholders of record at the close of business February 10.

PENNY-NICKEL COMBINATION
Model H.M.S. by VICTOR
6 Venders in One
Production Feb. 15
See Your Nearest VICTOR Distributor

Stockholder Meet

CHICAGO, Feb. 6.—The Automatic Canteen Company of America will hold its annual stockholders meeting February 16, Nathaniel Leverone, chairman of the board, announced. The meeting will be held in a private conference room in the Merchants and Manufacturers Club on the second floor of the Merchandise Mart.

Directors to be nominated for election at the meeting are Leverone, Arnold M. Johnson, vice-chairman; Arthur S. Bowes, Chicago marketing consultant; W. E. Clegg, partner of Hurd, Clegg & Company, Champaign, Ill.; Arthur Friedlund, partner Friedlund, Levin & Friedlund, Chicago law firm; E. F. Hinkle, president, Automatic Canteen; Walter Jasper, manager, Otis Estate, Chicago.

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 Vendors	\$18.95
N. W. 49ers, 1/2 or 5/8	12.50
N. W. Natl. Postage Service	69.00
New N.W. 33, 39, 40 porc.	6.95
Acorns, 14	8.50
Silver Kings, 54	7.50
Gettlieb Grippers	24.50

Write for complete list of supplies.
BADGER SALES CO., INC.
2251 W. Pico Blvd., Los Angeles 5, Calif.

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.

Northwestern

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., 148 cap.	75.00
Model E, 8 cols., 240 cap.	85.00
Model A, 6 cols., 180 cap.	87.50
Model 500, 9 cols., 350 cap.	95.00

ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap.	\$ 85.00
Imperial, 8 cols., 240 cap.	95.00
Royal, 8 cols., 320 cap.	100.00
President, 10 cols., 475 cap.	135.00
Crusader, 10 cols., 475 cap.	155.00

CANDY MACHINES

Rowe Candy Machine, 120 Bar Cap., 8 cols.	\$ 85.00
DuGrenier Candyman, 72 Bar Cap.	49.50
Uneeda Candy, No Base, 102 Cap.	65.00
Stoner Candy Machine, Pre-War 8 cols., 160 Cap.	135.00

SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—

WRITE FOR INFORMATION

Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.
1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

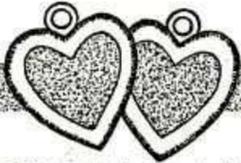
Guaranteed Deal... For Reliable Specialty Salesmen

NO PROMOTION!!!

COMPLETE LINE OF VENDING MACHINES
GUM • HOT NUTS
PEANUTS • CANDY BAR

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.

**Pretty, Pretty Item
FLUORESCENT
HEART CHARM**



This fluorescent plastic material is beautiful. It has superb clarity, while at the same time the colors are iridescent and changeable. Every time you look at it—it seems to change color.

\$5.00 per 1,000
f.o.b.
Jamaica, N. Y.

Or: At Your Distributor

The trend in Charms is toward **QUALITY AND BEAUTY.**

Make it Nicer—Make it Better. That's how to make Charms—and that's what these **FLUORESCENT HEART CHARMS** are—**FASCINATING.**

This is a Charm with **LIFE** to it—alive in the machines and lively in demand.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 2, L. I., N. Y.

**PENNY-NICKEL
COMBINATION**

Model H M S
by VICTOR

6 Vendors in One
Production Feb. 15
See Your Nearest VICTOR Distributor

RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!



6 Col. GUM VENDOR
With 600 pieces of assorted Adams Gum
ONLY \$17.25 EA.



MASTER 1c NOVELTY VENDORS
LIKE NEW
Porcelain finish, screw type lock top & bottom.
SPECIAL \$6.95 EA.



Silver King Hunter Ball Gum Vendor
Amusement Game
SPECIAL... \$19.50



ATLAS 5c ALMOND TRAY VENDOR
Special Deal 1 Mach. & 5 lbs. of Almonds (700 Count)
\$10.95



NORTH-WESTERN Model 33 1c Ball Gum
BRAND NEW!
1 machine with 10 lbs. of ball gum and 100 prize balls Complete
\$11.95



SILVER KING 1c or 5c Bulk completely re-conditioned
\$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



It's a **dynaMITE!**
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 Tridgett Rd.
(Phone Orchard 1-7725), Cleveland 11, O.
Also vends NUTS and CANDY. Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!



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) 805

Name

Address

City..... Zone..... State.....

Occupation

N. Y. Cig Ops

Continued from page 88

not subject to fine or jail, but are enjoined from participating in the alleged unfair practices, if they lose the suit.

Two Sections

There are two possible sections of the Sherman Anti-Trust Act under which an indictment may be returned—one covers illegal restraint of trade and the other covers a combination in monopoly, or in the attempted monopoly.

It is believed that the grand jury is considering evidence on the former count, under which there are four possible reasons for indictment.

They are: (1) Price fixing by competitors, (2) allocating of customers by competitors, (3) allocating of territories by competitors, and (4) any attempt by members of an industry to boycott other segments of the industry.

NATD Opening

Continued from page 88

Joseph P. Manning Company, Boston, will have the chair at the "Credit and Financial Relationships" session. A presentation will be made to Francis X. Whelan, credit manager, the American Tobacco Company. Whelan will discuss credit and financial relationships of the distributor.

From 5 p.m. until 7 p.m., the NATD Young Executives Division will be guests of Philip Morris & Company, Ltd., Inc., at a reception in the Crystal Room.

At 8:15 p.m., the P. Lorillard Company holds its "Lorillard Night of Stars" at the Grand Ballroom.

**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 Feb. 6	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16
Acorn 1c	\$8.50			
Acorn Tab Gum (10 col.)	21.95			
Adams Gum Vendor (6 col.)	17.25			
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	8.50
Ajax, (8 col.)	125.00	125.00	125.00	
Apex Electric (8 Col.)				125.00
Baby Grand, 1c (Victor)				9.50
Coca-Cola Bottle Vendor	145.00			
C-B Electros	150.00	150.00	149.50	150.00
Cole-Spa 600	795.00	795.00		
Columbus 1c	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 10c	210.00	210.00	210.00	210.00
DuGrenier Candyman	49.50	49.50	49.50	
DuGrenier S (7 col.)				85.00
DuGrenier Champion (9 col.)	125.00	125.00	125.00	125.00(2)
DuGrenier Model W (9 col.)	95.00(2)	95.00(2)	95.00(2)	95.00(2)
	115.00	125.00	115.00	125.00
Eastern Electric Cigarette Vendor, 25c	150.00			149.50
Exhibit Card Vendor, 1c	15.00	15.00	15.00	15.00
Hawkeye Hot Popcorn	55.00	55.00	55.00	55.00
Hershey 1c (2 col.)	6.50	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 Vendor	125.00	125.00	125.00	125.00
Lehigh PX (8 col.)				119.50
Marion Scale	89.50	89.50	25.00	89.50
Master 1c 5c	7.45	7.95	7.95	7.95
Master 1c	6.95	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 Candy (6 col.)	69.50	69.50	69.50	69.50
National Candy (9 col.)	95.00	95.00	95.00	95.00
National 930	130.00(2)	130.00(2)	130.00(2)	130.00(2)
National 950	145.00(2)	145.00(2)	145.00(2)	145.00(2)
National Electric Cigarette Machine	75.00	75.00	75.00	
Northwestern 33 Ball Gum	7.95	5.50	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	17.35	12.50	12.50
Northwestern 49, 5c	12.50	17.35	12.50	12.50
Northwestern Stamp	69.00(2)	69.00(2)	69.00	69.00
Northwestern Tab Gum	18.95	18.95	18.95	18.95
Pencil or Ball Pen Vendor			49.50	
Pop Corn Sez	65.00	49.50	65.00	49.50
Pop-N-Hot Popcorn	65.00	65.00	65.00	39.50
PX (8 col.)	145.00	145.00	145.00	145.00
PX (10 col.)	145.00	145.00	145.00	145.00
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
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	150.00	135.00	135.00
	155.00(2)	155.00(2)	155.00(2)	155.00(2)
Rowe Royal (8 col.)	100.00	100.00	100.00	89.50
Rowe Royal (10 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	7.50
Silver King	8.50	13.95	8.50	8.50
Silver King Ball Gum Vendor	19.50			
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mds.	7.45	8.50	7.45	8.50
Silver King, 5c	7.45	7.50	7.45	7.50
		8.50	8.50	8.50
		50.00	50.00	50.00
Siros Brush Up	135.00	135.00	135.00	130.00
Stoner Candy (8 col.)				160.00
Super Vend Selective Drink Vendor, 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 (9 col.)	125.00	125.00	125.00	125.00
Uneeda Model E (5 col.)	65.00	65.00	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 E (9 col.)	95.00	110.00	95.00	110.00
	135.00	135.00	135.00	135.00
Uneeda Model 500 (11 col.)			100.00	110.00
Uneeda Model 500 (15 col.)	100.00	100.00	100.00	100.00
Uneeda Monarch (6 col.)			49.50	87.50
U-Select-It	49.50	49.50	49.50	49.50
Watling Fortune Scale			85.00	
Watling Guesser Scale			85.00	

VICTOR'S TOPPER **VICTOR'S HALF CABINET**
(Available in glass at same Price)

\$12.00 **\$13.50**
100 OR MORE MACHINES

\$12.50 **\$14.25**
LESS THAN 100 MACHINES

We stock the complete line of Victor vendors. All machines packed and sold 4 to 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 merchandise list.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-3358

**Greatest Time-Saving
PENNY WEIGHING
SCALE**

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINT-OF-USE
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

**PENNY-NICKEL
COMBINATION**

Model H M S
by VICTOR

6 Vendors in One
Production Feb. 15
See Your Nearest VICTOR Distributor

VICTOR'S TOPPER **VICTOR'S HALF CABINET**

\$12.00 **\$13.50**
100 OR MORE MACHINES

\$12.50 **\$14.25**
LESS THAN 100 MACHINES

1/3 Deposit on all orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

**WANTED TO BUY
OLD OR NEW
SHIPMAN 3-COLUMN
CANDY VENDORS**

Please quote price, condition and number you have.

SEND SALES
1637 So. Lacienege Blvd.
Los Angeles 35, Calif.

**PENNY-NICKEL
COMBINATION**

Model H M S
by VICTOR

6 Vendors in One
Production Feb. 15
See Your Nearest VICTOR Distributor

**Cobb Sells Vending
Co. to Former Mgr.**

MONTGOMERY, Ala., Feb. 6.—Cobb Candy Vendors, Inc., was sold to Glenn A. Smith, a former manager, J. Paul Cobb announced this week. The firm's name was changed to Capital Vending Service.

**PENNY-NICKEL
COMBINATION**

Model H M S
by VICTOR

6 Vendors in One
Production Feb. 15
See Your Nearest VICTOR Distributor

We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢
Complete Sample Kit

also teeth • Silver tipped pellets • Ship-in-a-bottle Light bulb • Cameo rings • Record albums
IMMEDIATE DELIVERY

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

PENNY-NICKEL COMBINATION

Model H.M.S. by **VICTOR**

6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

The Latest...
for Rocket Machine Operators!
A Charm! A Game!
They Wear It! They Play It!

TIC-TAC-TOE

\$16.00 per M.
F.O.B. N.Y.

Comes in two-toned colors, complete 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

SALES MAKER!

oak's
NEW
Rainbow
10-selector VENDOR

Precision-built! Aluminum! Colorful columns, in red, gold and blue.

Empire Coin Machine Exchange
012 Milwaukee Ave. • Chicago 22, Ill.

PENNY-NICKEL COMBINATION

Model H.M.S. by **VICTOR**

6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

New United
• Continued from page 88

It makes three gallons or 60 cups of coffee in one brew.

While prices and full details were not announced, it is known that United plans to begin quantity production as soon as manufacturing facilities are selected. So far only one prototype vender has been produced.

The Coffee-Teria, under development for two years, is completely automatic. Standard ground coffee is brewed automatically by means of a pressure principle. The machine "knows" when to brew another pot of coffee and goes into action without any manual control being used. Eight separate brew pots hold the total machine capacity of 480 cups. Capacity for each brew can be set at 30, 45 or 60 cups. The brewing process does not begin until the water has been brought to the proper temperature.

Six to eight minutes elapse between brews. After the last cup of one pot is dispensed, the machine starts brewing the next pot. During this period, the machine will not accept a coin, and a small sign automatically lights up informing patrons that "Coffee is now brewing. Please wait."

To insure fresh coffee in the early morning, the vender can be set to discharge the remainder of the coffee of the preceding day at a given hour in the morning, using time switch controls. It then starts brewing a fresh pot. On days locations might be closed, such as Saturdays, Sundays or holidays, the machine can be set to hold remaining coffee to avoid unnecessary waste.

A special pump keeps the coffee in constant circulation, preventing the coffee oil from separating from the coffee and eliminating "sludge" found in the bottom of a cup when coffee is allowed to stand a few hours in a machine.

Ross, owner of United, has been in the light metal manufacturing and sales fields for a number of years and invented the new machine based on Urn-O-Matic patents. He organized United several years ago to develop a coffee vender using the instant-coffee principle and later decided to make a self-brewing vender.

The first coffee machine developed that featured a regular brewed drink, using a standard grind instead of concentrates, was designed by the Square Manufacturing Company of Chicago, subsidiary of the ABC Vending Corporation. Berlo Vending, also an ABC subsidiary, placed six in operation in Philadelphia last spring. That machine had a 600-cup capacity, made fresh coffee after 50 cups were vended. It was to be made available only to ABC and its subsidiary controlled routes.

IN STOCK VICTOR'S

NEW Deluxe Model BABY GRAND CHICLE TREETS VENDOR

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

BALL & VENDING GUMS
BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Clor-a-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-a-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.

These **LOW** prices F.O.B. factory
150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

Lehigh Makes
• Continued from page 88

ing was announced but it was not marketed.

Field Tested

The Hav-A-Snak has been field tested on 50 locations in Eastern Pennsylvania by Raymond F. Snyder, head of the Keystone Automatic Milk Sales, Bethlehem, Pa. Snyder, one of the largest food operators in the area, cooperated with Lehigh in the development of the cracker vender used in the test.

Snyder reports that, with the installation of the Hav-A-Snak, beverage sales showed substantial increases. He said that one of the primary reasons for the development of the unit was to create an additional source of revenue to defray the cost of servicing drink machines.

He pointed out that the Hav-A-Snak units were serviced by adding a few minutes on to the time required at each beverage stop, without adding much to the overhead cost.

Beverage Sales

Snyder said that altho the units were tested as a means of developing the cracker market, their most important effect has been to increase beverage sales. He explained that this principle of selling by association and suggestion is practiced both orally and visually in many retail fields.

"can't pass up an ACORN"

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.

oak
MANUFACTURING COMPANY

11421 KNIGHTSBRIDGE AVE.
CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2538 MISSION STREET • PITTSBURGH 3, PA.

PENNY-NICKEL COMBINATION

Model H.M.S. by **VICTOR**

6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

Heavy Emphasis
• Continued from page 88

placements during the 1953 Cool-a-Spot contest topped the previous year. More than 5,000 units were placed on location. The company sponsors the contest to encourage the development of sound vending programs thruout the country by rewarding route salesmen for the placement of venders.

The contest, which starts April 1 and ends September 30, will be in operation this year.

Showboat Party

The convention begins tomorrow night with a showboat party aboard the S. S. President, with Mayor DeLesseps Morrison of New Orleans welcoming the delegates Monday morning (8).

Herbert L. Barnett, executive vice-president, will deliver the keynote address. He will review 1953 sales and discuss the sales and advertising picture for 1954. Other Monday speakers will be D. Mitchell Cox, vice-president, and Benjamin U. Dugas, director of sales training, who will discuss plans for the sales promotion department, and Richard H. Burgess, vice-president, who speaks on the bottle sales situation.

Highlight of Tuesday's (9) session will be a talk on national accounts and fountain sales by Donald M. Kendall, vice-president. William B. Forsythe, vice-president, will give his views on the export business, and Clifford A. Riddle, vice-president, will discuss the bottle sales situation.

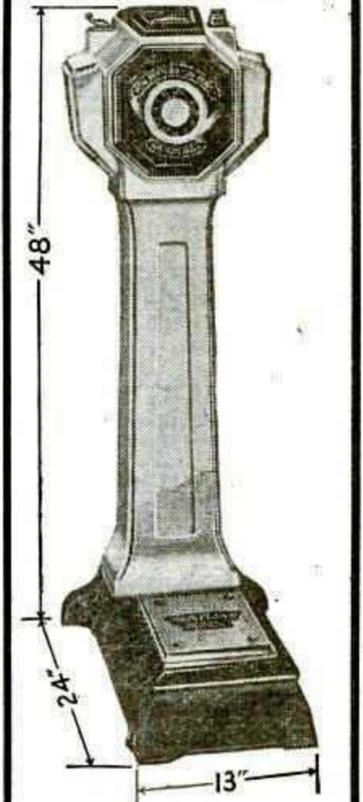
An advertising forum will be headed by Stirling W. Wheeler, advertising director; John Toigo, account executive with the Biow Company, and Charles Derrick, display manager.

On the final day's (10) program, Herbert L. Barnett, vice-president, talks on product control; Stephen J. Gullo, vice-president, discusses product control; Henry E. McGovern speaks about equipment, and Milward W. Martin, vice-president and secretary, presents volume awards to bottlers. President Alfred N. Steele addresses the convention before adjournment.

Burgess Gets New Pepsi-Cola Berth

NEW YORK, Feb. 6.—Richard H. Burgess this week was elected vice-president in charge of domestic sales by the Pepsi-Cola Company.

Vice-president in charge of bottle sales since 1950, he joined Pepsi-Cola in 1949 as assistant to Alfred N. Steele, then executive vice-president and now president of the company.



\$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 1-2773
Cable Address: WATLINGITE, Chicago

PENNY-NICKEL COMBINATION

Model H.M.S. by **VICTOR**

6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

Buy the New Victor HMS Penny-Nickel Vendor on Torr Time Payment Plan

Price **\$16.95** each (packed 4 per case)

TIME PAYMENT PLAN in lots of 8 or more, 24 weeks to pay. **SMALL DOWN PAYMENT.**

8 HMS Vendors @ \$16.95 ea.	\$135.60
Finance charge 75¢ ea.	6.00
	\$141.60
1 Check with order	\$ 21.60
24 Post-dated weekly checks of \$5.00 each	\$120.00
	\$141.60

When ordering, specify vending wheel desired. Write for credit application and full details.

ROY TORR — LANSDOWNE, PA.
Giving friendly service and liberal financing since 1910

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) **80¢**

Name

Address

City..... Zone.... State.....

Occupation

Coinmen You Know

Chicago

Jimmy Martin, head of James H. Martin, Inc., left to tour the Southern States on a sales campaign for his own candy machine, Martin's Little Candy Store, and the DuGrenier cigarette vender line he distributes.

Bill Stockdale, Continental Coin Devices, reported his firm has started production on a three-model line of service-type coin changers. They return nickel, dimes and nickel and pennies respectively. Continental also markets a penny refunder, used mainly in conjunction with coffee and bottle machines.

Adolph Theis, president of Silver-King Corporation, says the S-K bulk vender line is now going out under the straight firm-label-only plan, instead of to individual firms for marketing under their own trade names. The Coan coffee machines are also perking along the production lines at the Aurora, Ill., plant.

Detroit

Philip Ciaramitaro, operator of Sam's Music, established by his late father, **Sam Ciaramitaro**, is planning to exchange nuptial vows February 14 with **Jennie Palazzo** at the Holy Family Church.

Lou Nemes, operator of Music Systems, has just returned from a business trip to the West Coast, touching such interesting spots as Hollywood and Los Vegas.

Estelle Gorczyca has just opened a new automatic laundry, the Link Launderette, on the West Side. Formerly in the laundry operating business in Indiana,

Miss Gorczyca is now operating a 20-machine place.

Hartford, Conn.

Daniel J. Leary has taken control of the Diamond Ginger Ale Company, Waterbury. He was elected president of the company at a stockholders meeting, receiving 11,737 votes.

K. Campbell Dalglish has been elected president of Pitney-Bowes of Canada, Ltd., succeeding **Walter W. Wheeler Jr.**, who becomes chairman of the board. Wheeler is president of the parent company, Pitney-Bowes, Inc., of Stamford, manufacturers of postage stamp and tax-stamping and special business machines.

Eric H. Johnson and **Carl J. Anderson**, of Undine Beverage Company, Higganum, were in New York on business.

New York

Morris Kurvitz, K Enterprises, joined the Associated Amusement Machine Operators of New York.

Sam Taran, Miami operator, was in New York this week.

Miami

Brooke Distributors have acquired the Coral record line. Owner **Mannie Brookmire** has had Decca also for nearly a year. . . . **Doris Shapiro**, AMOA secretary, and hubby **Raoul**, of Supreme Distributors, returned from a motor trip to Tampa and St. Petersburg.

Mrs. Gene Garcia was in town on a record-buying spree. She and her husband, **Oscar**, operate one of the largest and oldest juke box routes in Key West. Mrs. Garcia reports that collections are about at the same level as a year ago, altho opening of the new dog track at Key West appears to be cutting into play. The track operates during January, February and March.

The Garcias follow The Billboard disk charts faithfully, making it a practice to place the top 20 records on every box.

Disk Jockey **Uncle Martin**, who also doubles as a hillbilly and folk song artist on Deluxe records, was observed rounding up disks for his man: deejay shows. He works on three radio stations (WWPB, WINZ and WKAT) and one television station (WTVJ).

His latest Deluxe recording is "What It Was, Was Football."

Washington

Marvin Novak, King record distributor, is recovering from a bout with arthritis. . . . **Harry Goldberg**, H & G Vending Company, makes periodic trips to Key West where he calls on **Al Borenson**, who operates juke, pins and shuffle alleys, and **B. E. Sweeting**, who operates venders of all types. Goldberg says he is selling plenty of PX cigarette machines thruout the State.

Washington

Jack A. Spitzer, who operates in nearby Virginia, says his business is steady. **Norman Hayter**, manager of the local Dr. Pepper-Tru Ade Distributing Company, is pleased that sales are constantly increasing.

Westway Vending, headed by **Sid Lotenberg**, is enjoying an increasing volume of collections. Sid reports recent installations of pastry machines have been well received. Ice cream sales have hit the usual seasonal slump, he adds, but coffee sales have more than made up the decline.

James Bowen, manager of Kwik Kafé of Washington, says his firm is enjoying one of its best months, due to the cold weather. The counter model coffee vender, recently installed in many restaurants on an experimental basis, has proved quite successful for Kwik Kafé, he asserted.

Twin Cities

Don Hazelwood, Aitkin, Minn., coinman, is the envy of his fellow operators. Don is on a round-the-world trip by airplane as the guest of the president of Trans-Oceanic Airways. He has a summer lodge near Aitkin and he and Hazelwood became fast friends in recent years. When the round-the-world trip plan came up, the airway executive invited Don and the local banker to accompany him. The tour will take about three weeks.

Arnold Golden, head of the Minneapolis office of Sandler Distributing Company, and the firm's new Minnesota-Dakotas salesman, **Jack DeVore**, have all they want of sub-zero weather. The two made a swing thru the State a week ago and got stuck in 25-below-zero weather in Wheaton, Minn. They had to sit it out for two days before being able to return home.

Tanned and relaxed, **Herb Sandell**, head of the wholesale record department at Lieberman Music Company, Minneapolis, is back home from his Caribbean voyage and talking about a wonderful time he and his wife enjoyed. He swung right back into action, however, to find operator demands heavy for Coral's new **Don Cornell**, "Hold Me," Dot's, **The Hilltoppers**, "From the Vine Came the Grapes," and London's **Johnston Brothers**, "The Creep."

Reed Whipple, of Milwaukee, field representative for Wurlitzer phonos, spent a week in the territory meeting operators in company with **Harold Harter**, of the Sandler Distributing Company. . . . Coinmen jammed the stag party given last Thursday for **Danny Heilicher**, of Advance Music Company, who married **Phyllis Solomon**.

A new comer in the coin operating business in St. Paul is **Alexander Jordan**, of the Rhythm Nook. He is one of the few Negroes in this area to go into the industry and already has opened up a number of music stops for his route.

Tom Crosby, coinmen from Faribault, Minn., is vacationing in California. . . . **Harold Lieberman**, Lieberman Music, reports business holding up well, and spoke highly of the activity of new games from Exhibit, Bally and Chicago Coin. . . . **Bob Wenzel**, of Automatic Games, Inc., St. Paul, reports he is being kept plenty busy these days with demands from operators.

Mr. and Mrs. Gordon Stout, Pierre, S. D., came to the Twin Cities on a combination of business and pleasure this week. . . . **Pete Vanderhyde** and his son-in-law and daughter, **Mr. and Mrs. Lawrence Sanford**, of Dodge Center, Minn., were in town this week

Cig Vending

Continued from page 88

be made (and there will be). You will be out of the cigarette business if your machine fails.

"You have to check it every day, and replace the packs that have been sold, sometimes oftener because many machines have a small capacity.

"Take your losses on slugs, foreign coins and machine 'leakage' (that's when a few packs vend free . . . and it does happen).

"Keep close account on your cigarette inventory, have ample supplies on hand to service your machine, and watch both your machine and your stockroom to prevent losses by theft or otherwise.

"Pay sales taxes, personal property taxes, machine licenses, etc. "Increase your insurance . . . fire insurance on your machine and personal liability, etc.

"Be prepared to be without a machine when it needs repainting or overhauling.

" . . . And don't forget depreciation. Machines lose their value like your automobile does . . . plenty fast"

What Is Cig Mach.?

Pinpointing the value of operator-placed equipment, the Harmony story continues by asking and answering the pertinent question:

"What is a cigarette vending machine?"

"It is . . . a complicated mechanical device that must have constant attention.

"Its prime purpose is to serve your customers.

"It is a method of preventing losses to you, such as pilfering and 'on the cuff' sales.

"It must be attractive and look right in your place.

"Like your telephone pay station, it's a specialized instrument which must always work when your customer wants it."

Seize Bells in St. John

ST. JOHN, N. B., Feb. 6.—With bell operations permitted here for over a year, a change in police attitude was followed by raids made simultaneously on six clubs.

Seizures of equipment were made under laws covering gambling, the police said. It was reported that the clubs would be served with a summons to answer charges of keeping gambling machines.

Coin Video Operation

TOPEKA, Kan., Feb. 6. — Topeka Tel-A-Vue, Inc., here was incorporated this week. The firm will operate coin video sets in hotels and motels. Incorporators are **Max G. Falkenstein** and **John C. Landon**, both of radio station WREN, and **Robert J. Bacon**. Authorized capitalization is \$1,000.

Oakland Pin Ordinance

OAKLAND, Calif., Feb. 6.—The Oakland City Council voted this week to restrict pinball machines within 300 feet of schools. The same ordinance also limits the playing of pinball games by only those 18 years or older.

picking up supplies for their routes. . . . It isn't often a Twin Cities operator brings his wife along when he goes shopping, but **Arnold Tessmer**, of St. Paul, did that this week when he took his missus along when he went buying music.

Andy Benna, Ironwood, Mich., was in this area visiting distributors. . . . **Al Klammer**, of St. Paul, was buying parts. . . . **Len Bischel**, St. Paul operator, was adding music to his route with recent new purchases. . . . **Dick Henderson**, Willmar, Minn., came to town to buy music and games. . . . **Ben Kragtorp**, of Tracy, Minn., bought music on his trip here. . . . Shoppers included **Jim Stansfield**, of Winona, Minn.; **A. M. Westby**, Mitchell, S. D., and **Jack Harrison**, Crosby, Minn. . . . **Sol Budick**, cigarette machine man in Minneapolis, is planning a Miami vacation with his wife in late March.

STORE, 30 x 64, A-1 LOCATION
Good for Kiddie Rides & other amusements. Bus stop on Main Street, Rockaway Park, 200 ft. from boardwalk & ocean.
Only Store Available in This Amusement Area.
Steam Heated—Year Round
JACOB GOLDBERG
P. O. Box 64 Rockaway Park, N. Y.
NEPTUNE 4-4350

Conat Named Zipper Distrib

NEW YORK, Feb. 6.—Nat Cohn, head of Conat Sales here, announced this week that his firm has been named exclusive Eastern distributor for Zipper, a new five ball roll-down game to be unveiled soon by Binks Industries, Chicago. The game is 12 inches wide, 17 inches high and 9 inches deep.

Cohn also revealed that **Sam Taran**, Miami, has been named distributor for Florida, Mexico and Cuba for the Riteway 3-D Theater. He said that Taran visited him in New York this week and placed a large order of the machines.



HI-MAN
DESIGNED FOR BARS, CIGAR STANDS.
PENNY PLAY ONLY—IS LEGAL.
Size 11x12, weight 4 lbs. Will not get out of order. No coin chute. Insert coin all across top.
Provides free amusement. After scoring, lever returns coins to player, except those contributed for use of machine. Gets a steady play. Will pay for itself in no time. Now being used by many music operators.
Price \$21.50
\$5.00 deposit, Balance C.O.D.
Prompt shipment
Novel Engineering Co.
439 Douglas Ave., Redwood City, Calif.

COUNTER GAMES
A.B.T. Challenger, new . . . \$55.00
A.B.T. Skill Gun, new . . . \$5.00
Art Shows Shipments, new . . . \$9.50
Kicker & Catcher, new . . . \$5.00
Touchdown, new . . . \$7.50
Stamp Machines, 3 col., new . . . \$9.50
Bat-A-Ball Jr. . . . \$19.50
Mercury Counter Grip . . . \$5.00
Microscope, complete with sign and reel, counter or with stand . . . \$22.50
Pop-Up . . . \$5.00
Pikes Peak . . . \$5.00
Target King or Hunter . . . \$5.00
Complete Line of Parts and Supplies. Large Illustrated Catalog FREE.
MIREMUNY'S
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912

SPECIAL OF THE WEEK!
Shoot-the-Bears..
\$164.50 each
PURVEYOR
DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

KIDDIE RIDES
ATOMIC JETS—Brand New—in original crates—sold for \$895 . . . while they last . . . \$450 ea.
BIG BRONCO HORSES—Rebuilt. \$450 ea.
We guarantee you cannot buy better rides for less money!
ELMER MOORE
P. O. Box 6021 Knoxville, Tenn.
Phone: 2-7131

a lump
or
thickening
...in the breast or elsewhere — is the second of the seven commonest danger signals that may mean cancer... but should always mean a visit to your doctor.
The other six danger signals are— 1 Any sore that does not heal 2 (above) 3 Unusual bleeding or discharge 4 Any change in a wart or mole 5 Persistent indigestion or difficulty in swallowing 6 Persistent hoarseness or cough 7 Any change in normal bowel habits.
For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.
American Cancer Society

Available NOW!
PETE the RABBIT
Makes Kiddie Ride Profits "Jump" for Easter Time!
EXHIBIT SUPPLY
4218-30 W. Lake St. Chicago 24, Ill.

NEW LOW, LOW PRICE!
BERT LANE
MUSICAL MERRY-GO-ROUND
COIN BOX ON CENTER POST
... nothing sticks out.
New model . . . same Bert Lane quality
NEW Fiberglass horses
NEW galloping ride
ABSOLUTELY noiseless
NEW self contained coasters
SAFE No overhang—no squeeze
SPECIAL restacking 12-record player
TOP ride—TOP demand everywhere
Smaller Floor Space
... only 42" Diameter
THE BERT LANE CO., Inc.
372 N. E. 61st ST. MIAMI, FLORIDA PHONE 84-2635

RECONDITIONED SHUFFLE GAMES
Chicago Triple Score Write Un. Clover . . . \$345 Un. DeLuxe . . . \$155
Un. Imperial . . . 195 Un. Official . . . 175 Un. 6 Play, F/7-10 . . . 145
Un. Classic . . . \$375 Un. 10th Fr. Super . . . 225 Un. 5 Play, F/7-10 . . . 125
Un. Olympic . . . 345 Un. 10th Fr. Star . . . 275 Un. 4 Play, F/7-10 . . . 110
HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS WRITE
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
CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc.
2257-59 N. Lincoln, Chicago 14, Ill
Lincoln 9-3996-7-8
SPECIAL! EXHIBIT'S
PETE THE RABBIT—WRITE
Write for New 1954 Price List

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16
ABC (United).....	\$69.00 115.00	\$75.00 115.00	\$75.00 115.00	\$75.00 99.00
Across-the-Board (United).....		75.00		
All Baba (United).....	115.00			
All Star Basketball (Gottlieb).....		115.00	115.00	115.00
Aquasade (United).....	39.00 59.50	39.00 59.50	39.00 59.50	59.50
Arizona (United).....	79.50	79.50	45.00 79.50	79.50
Atlantic City (Bally).....	165.00 175.00	175.00 185.00	150.00 175.00	175.00(2)
	179.50	195.00(2)	185.00(2)	185.00 195.00
	185.00(2)	225.00(3)	195.00(3)	225.00 245.00
	195.00(2)	245.00	200.00	260.00
	225.00(2)		225.00(3)	
	245.00		245.00	
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Basketball Champ (Chicago Coin).....	175.00 275.00	175.00 275.00	175.00 275.00	195.00 275.00
Battling Practice.....	89.50	89.50	89.50 95.00	89.50
Beach Club (Bally).....	360.00 375.00	360.00 375.00	300.00 350.00	360.00 375.00
	395.00(2)	395.00(3)	360.00	395.00(2)
			375.00(2)	410.00
			395.00(3)	
Beauty (Bally).....	295.00 299.50	325.00(4)	275.00 295.00	269.50 310.00
	325.00(3)	350.00	300.00 324.50	325.00(2)
	350.00		325.00(5)	350.00(2)
			350.00	
Be Bop (Exhibit).....	65.00 84.50	65.00 84.00	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....			100.00	
Big Top (Genco).....	54.50	54.50	45.00 54.50	54.50
Bolera (United).....			110.00 115.00	
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	69.50	69.50	45.00(2) 69.50	69.50
Bright Lights (Bally).....	90.00 110.00	110.00	95.00 110.00	79.50 95.00
	125.00 135.00	125.00(2)	125.00(2)	125.00 135.00
	150.00	135.00 150.00	135.00 150.00	150.00(2)
Bright Spot (Bally).....	115.00 145.00	115.00 150.00	115.00 145.00	175.00(3)
	175.00(3)	175.00(3)	150.00(3)	
			175.00(3)	
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Cabana (United).....	295.00(2)	295.00(2)	200.00 275.00	275.00 295.00
	300.00 375.00	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).....	59.50	59.50	40.00 59.50	59.50
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00 45.00	35.00
Champion (Bally).....	89.50	89.50	89.50	19.50 75.00
				89.50
Chinatown (Gottlieb).....	159.50 160.00	150.00 159.50	145.00 150.00	145.00 160.00
		160.00	160.00	
Circus (Exhibit).....	175.00		45.00	
Circus (United).....	225.00	225.00(2)	225.00(2)	195.00
		245.00	245.00	225.00(2)
			245.00	14.95 79.50
Citation (Bally).....	79.50	79.50	79.50	
College Daze (Gottlieb).....			45.00	
Coney Island (Bally).....	95.00 119.50	119.50 129.50	90.00 119.50	125.00(2)
	129.50 135.00	150.00	130.00 145.00	175.00(2)
	175.00(2)	175.00(2)	150.00(2)	190.00
			175.00(2)	
			200.00	
Control Tower (Williams).....	109.50	109.50	109.50	
Coronation (Gottlieb).....	165.00	165.00	165.00	
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	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	49.50	49.50	49.50
Dew-Ditty (Williams).....			45.00	
Double Action.....	89.00	89.00	75.00 89.00	89.00
Double Feature (Gottlieb).....	65.00	65.00	45.00 65.00	65.00
Double Shuffle (Gottlieb).....	55.00 89.50	89.50	40.00 55.00	89.50
Dreamy (Williams).....			89.50	
Dude Ranch (Bally).....	389.50	425.00(3)	425.00(3)	425.00
	425.00(2)		450.00	
	465.00			
Eight Ball (Williams).....	119.50	119.50	119.50	119.50
Fairway.....		160.00	165.00	165.00
Fighting Irish (Chicago Coin).....	75.00	75.00	45.00 75.00	75.00
Five Star (Universal).....	85.00	75.00 85.00	75.00 85.00	75.00
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....			150.00	
Football (Chicago Coin).....	35.00	65.00	45.00 65.00	65.00
400 (Genco).....	69.50	65.00 69.50	95.00 99.50	75.00 95.00
			95.00	99.50
Four Coners (Williams).....		115.00	125.00	75.00 115.00
Four Horsemen (Gottlieb).....	109.50	109.50	109.50	109.50
Four Stars (Gottlieb).....			85.00 115.00	
Freshie (Williams).....			45.00	
Frotic (Bally).....	175.00 179.50	175.00 185.00	175.00(2)	185.00 189.50
	185.00(2)	200.00 245.00	195.00 200.00	195.00 200.00
	200.00	250.00(2)	200.00(3)	250.00 265.00
	250.00(2)	265.00	245.00	285.00
	265.00		250.00(3)	
			265.00	
		60.00	65.00	
Georgia (Williams).....	89.50	89.50	89.50	89.50
Gem (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Gene Trotter (Gottlieb).....	135.00	135.00	135.00	135.00
Get Cup (Bally).....	59.50	59.50	59.50	55.00 59.50
Get Nugget (Genco).....	115.00 268.50	85.00 100.00	100.00 110.00	110.00 125.00
		110.00 125.00	125.00	
		269.50		
Gold Award (Chicago Coin).....	35.00	35.00	35.00 45.00	35.00
Gold (Gottlieb).....	175.00	175.00 195.00	175.00	195.00
Go-Lucky (Gottlieb).....	129.50 149.50	129.50 149.50	129.50	129.50
Hot Time (Genco).....	65.00	65.00	45.00 65.00	65.00
			65.00	65.00
Imperial.....	75.00	75.00	75.00	75.00
Y Run (Gottlieb).....	140.00	140.00	85.00 140.00	140.00



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	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16
Holiday (Chicago Coin).....			45.00	75.00
Holiday (Keeney).....		125.00	125.00	
Hong Kong (Williams).....				95.00
Horseshoes.....			49.50	49.50
Humpy-Dumpy (Gottlieb).....	49.50	49.50	49.50	49.50
Jockey (Williams).....	120.00	120.00	65.00 120.00	120.00
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Judy (Exhibit).....			94.50	94.50
Jumping Jack (Genco).....		100.00(2)	100.00(2)	100.00 110.00
		110.00	110.00	
Just 21 (Gottlieb).....	59.50	59.50	45.00 59.50	59.50
K. C. Jones (Gottlieb).....	89.50	89.50	89.50	89.50
King Arthur (Gottlieb).....	65.00	65.00	65.00	65.00
King Pin (Chicago Coin).....	115.00 124.50	115.00 124.50	115.00 124.50	115.00 124.50
		125.00	125.00	
Knock Out (Gottlieb).....	69.00 89.50	69.00 89.50	25.00 69.00	69.00 89.50
			89.50	
Leader (United).....	90.00 115.00	115.00 135.00	115.00 135.00	115.00 125.00
Lite-a-Line (Keeney).....	40.00 69.00	75.00	75.00(2)	45.00
Long Beach (Williams).....	125.00	125.00	125.00	125.00
Lucky Inning (Williams).....	84.50	84.50	84.50	84.50
Majors of '49 (Chicago Coin).....	45.00	45.00	45.00(2)	
Marble Queen (Gottlieb).....		210.00		220.00
Maryland (Williams).....	49.00	49.00	49.00	49.00
Mermaid.....	125.00	125.00	125.00	125.00
Masterful Man (Gottlieb).....	129.50	129.50	129.50	129.50 199.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nevada (United).....			45.00	
Niagara (Gottlieb).....	145.00	145.00	85.00 140.00	119.50 145.00
			145.00	
Oklahoma (United).....	69.50	69.50	69.50	69.50
One, Two, Three (Genco).....	45.00 49.50	45.00 49.50	45.00(2) 49.50	45.00 49.50
Palm Beach (Bally).....	189.50	195.00	175.00	185.00 189.50
	195.00(2)	235.00(3)	195.00(3)	235.00 285.00
	235.00(2)		200.00 225.00	
			235.00(3)	
Pin Bowler (Chicago Coin).....	99.50	99.50		99.50
Playland (Exhibit).....	55.00		55.00	
Playtime (Exhibit).....	45.00	45.00	45.00	45.00
Puddin' Head (Genco).....	39.00 54.50	39.00 54.00	39.00 54.50	39.00 54.50
Quarterback (Williams).....	22.50 65.00	50.00 65.00	50.00 65.00	69.00 75.00
Quartette (Gottlieb).....	190.00			119.50
Queen of Hearts.....		160.00	125.00 165.00	165.00
Quintette.....		160.00 190.00	165.00 190.00	165.00 190.00
Rag Mop (Williams).....	99.50	99.50	99.50	99.50
Ramona (United).....	39.00	39.00	39.00	39.00
Red Shoes (United).....	89.50	89.50	89.50	89.50
Rockette (Gottlieb).....	85.00 94.50	85.00 94.50	85.00 94.50	85.00 94.50
Rodeo.....		225.00	225.00	250.00
Rose Bowl (Gottlieb).....	135.00	135.00	135.00	135.00
Saratoga.....	49.50	49.50	49.50	49.50
Screwball (Genco)				

• Arcade Equipment

	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16
Ace Bomber (Mutoscope)...	195.00	195.00	\$195.00	\$125.00
Air Football.....		499.50	499.50	195.00
Air Hockey.....		499.50	449.50	195.00
All Stars (Williams).....		499.50	59.50	195.00
Astroscope Fortune.....	125.00			
Astroscope 10c.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)...			250.00	125.00
Atomic Jet Space Ship.....			245.00	125.00
Automobile Ride.....			45.00	69.00
Baseball (Bally).....	79.50	79.50	79.50	79.50
Baseball (Scientific).....	160.00	275.00	165.00	275.00
Bat-a-Score (Evans).....	475.00	500.00	475.00	500.00
Big Bronco (Exhibit).....			449.50	475.00
Big Inning (Bally).....	140.00	150.00	150.00	150.00
Blow Ball (Kirk).....		125.00		
Bolascare (Evans).....	185.00	185.00	185.00	185.00
Bolascare (Supreme).....		95.00	95.00	95.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin)...	200.00			
Candied Camera.....	125.00	125.00	125.00	125.00
Challenger (ABT).....	25.00	29.50	29.50	14.50
Champion Horse (Bally).....	445.00	500.00	445.00	500.00
Chicken Sam (Seeburg).....	69.50	75.00	75.00	105.00
Choo Choo Train.....	105.00	105.00	105.00	105.00
Cupid's Wheel.....	495.00	495.00	495.00	495.00
Dale Gun (Exhibit).....	49.50	55.00	49.50	55.00
Defender (Bally).....	65.00	69.50	65.00	69.50
Derby, 4 Player (Chicago Coin)...	125.00	125.00	125.00	125.00
Duck Hunter (Silver King)...	150.00	150.00	175.00	150.00
Egyptian Mummy (Exhibit)...	195.00(2)	195.00	195.00	195.00
Fiach Hockey (Coinex).....		20.00		
Field Goal (Scientific).....	145.00	75.00	75.00	75.00
Flying Saucer (Meteor).....	175.00	175.00(2)	175.00	175.00
Flying Saucers (Mutoscope)...				350.00
Foot Ease, Sc.....	125.00	125.00	125.00	125.00
Gay Voice Recorder (Wilco).....	75.00	195.00	110.00	119.50
Geetee (Chicago Coin).....	119.50	125.00	119.50	125.00
Gripper (Mercury).....	185.00	18.50	18.50	18.50
Gun Range with Rifles (ABT)	650.00	650.00	650.00	650.00
Gun Patrol (Exhibit).....	165.00	165.00	195.00	195.00
Gypsy Palmist.....	195.00(2)	100.00		
Heavy Hitter (Bally).....	35.00	45.00	35.00	35.00
Hit-a-Homer.....		20.00		
Hockey (Chicago Coin).....	55.00	75.00	55.00	75.00
Hot Rod Racer.....	250.00			
Jack Rabbit.....	99.50	99.50	99.50	99.50
Jet Gun (Exhibit).....	164.00	164.00	175.00	175.00
Kisometer (Exhibit).....	195.00	195.00	195.00	195.00
Lite League.....	99.50	99.50	100.00	99.50
Midget Movies.....	185.00(2)	185.00	295.00	185.00
Midget Skie Ball (Chicago Coin)...	295.00	165.00		
Midget Racer.....			250.00	395.00
Miss America Boat (Lane)...	375.00	375.00	375.00(2)	395.00
Musical Merry-Go-Round.....			595.00	
Mystic Eye (Exhibit).....	145.00			
Mystic Pen.....	125.00			
Ocean Liner (Scientific).....	475.00	475.00	375.00	475.00
Panoram (Mills).....	250.00	275.00	275.00	275.00
Pea Wee.....	18.00			
Photomatic (Mutoscope).....	35.00	195.00(early)	195.00(early)	250.00
Pistol Pete (Chicago Coin)...	75.00	99.50	75.00	75.00
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00	185.00	195.00
Pokerino (Scientific).....		85.00	85.00	85.00
Pokerino Jr. (Scientific).....		75.00	75.00	75.00
Pool Table (Edelco).....	75.00	75.00	75.00	125.00
Pop Up.....	18.00	18.50	18.50	18.50
Quizzer.....	95.00	95.00(2)	95.00	95.00
Radiogram (Exhibit).....	145.00			
Rapid Fire (Bally).....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Rifle Range Ray Gun.....	75.00	75.00	75.00	95.00
Rocket (Nylco).....			400.00	
Rocket Patrol.....	149.00			
Rocket Ship (Meteor).....	250.00	250.00	185.00	250.00
Rudolph the Red-Nose Reindeer (Exhibit).....	395.00	395.00	395.00	395.00
Selectoscope (Williams).....	125.00		349.50	349.00
Set Shot.....		45.00	45.00	45.00
Shipman Art Show.....	45.00	49.50	45.00	45.00
Shoot the Bear (Seeburg).....	149.50	179.50	149.50	179.50
Show Boat (United).....	129.50	149.50	125.00	129.50
Silver Bullets (Exhibit).....		149.50		
Silver Gloves (Mutoscope)...	195.00	195.00	195.00	195.00
Six Shooter (Exhibit).....	125.00	144.00	125.00	150.00
Skie Ball (Evans).....		95.00	95.00	95.00
Skie Ball (Wurlitzer).....	95.00	95.00	150.00	95.00
Skull Gun (ABT).....	25.00	25.00	25.00	25.00
Sky Fighter (Mutoscope).....	125.00	195.00	125.00	195.00
Sky Pilot.....			125.00	125.00
Solar Horoscope.....	110.00			
Space Gun (Exhibit).....	149.50	169.50	164.50	169.50
Space Invader (Exhibit).....	185.00	225.00	225.00	225.00
Space Ranger (Deco).....	164.00	195.00	184.00	210.00
Space Patrol (Exhibit).....			400.00	
Space Ship (Bally).....	350.00	495.00	350.00	350.00
Spark Plug (Williams).....			575.00	
Star Series (Williams).....	139.50	50.00	139.50	50.00
Submarine Gun (Keeney).....	110.00	120.00	139.50	120.00
Super Bomber (Evans).....	175.00	210.00	175.00	210.00
Super Jet (Chicago Coin).....	475.00	495.00	475.00	475.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	115.00	169.00	115.00	125.00
Ten Strike (Evans).....	75.00	75.00	115.00	125.00
13-Way Athletic Scale (Mercury).....	79.50	79.50	79.50	79.50
Tommy Gun.....			125.00	
Tommy Gun Deluxe (Evans)...		95.00	95.00	95.00
Upright Baseball.....			75.00	
Voice-a-Graph (Mutoscope)...	425.00	525.00	425.00	525.00
Western Baseball.....	595.00	550.00	525.00	525.00
Whee-pee (Mystic).....	125.00	85.00	85.00	85.00

Heavy Night Baseball Sked Irks Coin Ops

NEW YORK, Feb. 6. — Game and juke box operators in cities, which field American League baseball clubs generally, take a dim view at the heavy schedule of night games set for 1954.

All told, 215 contests will be played after dark, which means many hours of silence for tavern juke boxes from 8:30 to about 11 p.m., when takes are usually heavy.

It also means that players of coin-operated games will be watching the video screen—or they will be discouraged from playing by bar-stationed ball fans.

East Hit Hard

As the American League consists of five Eastern and three Western clubs, and as one Western team, Detroit, plays only 14 home night games, East Coast operators will be hardest hit by the new schedule.

Washington makes the heaviest contribution to the night schedule, with 45 games under the lights. Baltimore is second with 38 games. Only Boston and Detroit adhere to their original 14-game quota, while New York will play 16 games under the arcs.

Ohio Curbs Bingo Games In Taverns

COLUMBUS, Feb. 6.—Ohio locations with State liquor permits were told this week they must remove coin-operated bingo games from their premises unless the games are operating in towns where local ordinances specifically permit them.

The order came Thursday (4) from the State Liquor Control Board, which estimated that some 4,000 bingo games were operating in Ohio taverns.

Anthony Rutkowski, liquor director, said his agents would pick up the games on sight after the taverns have had "a reasonable time" to remove them.

The ruling came after testimony in two test cases where bingo games were found on liquor permit premises. No representatives of the coin machine industry were reported at the hearing.

Token Dispenser To Get N. Y. Test

NEW YORK, Feb. 6.—In an attempt to relieve congestion at subway fare booths, the New York Transit Authority will test two token-dispensing machines, with installation set for June.

The Johnson Fare Box Company, Chicago, has been granted 120 days by the authority to build the machines to its specifications. Cost will be \$625 each.

The two experimental dispensers will be installed on the sides of a change booth in the Grand Central Station stop of the I.R.T. subway—the busiest station on the transit lines.

Only one 15-cent token may be obtained from the machine at a time, and only a dime and a nickel will work. Each machine will contain 500 tokens.

Transit officials say that if the dispensers prove effective they will order more.

New United SHUFFLE ALLEYS CHIEF and LEADER

Spot Light \$109.50
 Coney Island 129.50
 Atlantic City 195.00
 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 99.50
 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

• Shuffle Games

	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16
Bank Board (American).....			\$129.50	
Big League Bowler, 4 player (Keeney).....	85.00	85.00	85.00	\$115.00
Bowl-a-Ball (Chicago Coin)...	195.00	200.00w/p	200.00w/p	250.00
Bowl-a-Matic (Universal)....	345.00	345.00		
Bowling Alley (Chicago Coin)...	59.50	59.50	35.00	59.50
Bowling Alley, 6 player (Chicago Coin).....	95.00	185.00	125.00	110.00
Bowling Champ (Keeney).....				50.00
Carnival Bowler (Keeney)...	350.00	325.00	350.00	350.00
Cascade Shuffle Alley, 6 player (United).....	294.00	294.00	325.00(2)	325.00
Classic Shuffle Alley, 6 player (United).....	325.00(2)	325.00(2)	325.00(2)	350.00
Cleaver Shuffle Alley, 6 player (United).....	364.00w/p	364.00w/p		
Club Bowler, 10 player (Keeney).....	360.00	375.00	375.00	360.00
Crown Bowler (Chicago Coin)...	375.00(2)	385.00(2)	385.00(2)	385.00(2)
De Luxe League Bowler (Keeney).....	395.00	395.00	395.00(2)	395.00(2)
Domino Bowler (Keeney).....	245.00	350.00	350.00	335.00
Double Bowler (Keeney).....	350.00	355.00	335.00	335.00
Double Header (Williams)...	350.00	355.00	355.00	355.00
Double Score Bowler 10th Frame (Chicago Coin)...	115.00	150.00	150.00(2)	150.00(2)
Eight Player Shuffle.....	350.00	350.00	350.00	350.00
Five Player Shuffle Alley (United).....	365.00	375.00	365.00	375.00
Four Way Bowler (Keeney)...	74.00w/p	75.00	84.00w/p	90.00w/p
Four Player Shuffle Alley (United).....	75.00	90.00	90.00w/p	89.00
	116.00	115.00	100.00	100.00
	125.00	110.00	110.00	125.00(2)
	135.00(2)	130.00	110.00w/p	135.00(2)
		135.00(2)	135.00(2)	139.00
Four Way Bowler (Keeney)...			135.00(3)	
Four Player Shuffle Alley (United).....	75.00	95.00	74.00w/p	75.00w/p
	100.00	110.00	75.00w/p	95.00
	115.00	119.50	115.00(2)	100.00w/p
			119.50	119.50
Hi-Score Bowler (Universal)...				75.00
Hi-Score, 6 Player (Chicago Coin).....	105.00w/p	105.00w/p	105.00w/p	145.00
	135.00w/p	135.00w/p	135.00w/p	159.50
	159.50	159.50	145.00	159.50
High Score League Bowler (Keeney).....	125.00	125.00	125.00	155.00
Hook Bowler (Bally).....	39.50		50.00	50.00
Imperial Shuffle Alley (United).....			415.00	415.00
League Bowler, 4 player (Keeney).....	45.00	99.50	45.00	99.50
Manhattan Shuffle Alley (United).....	224.00	189.00	224.00	75.00
	294.00w/p	274.00w/p	294.00w/p	
Matched 4 player (Keeney)...			210.00	210.00
Matched Bowler, 6 player (Chicago Coin).....	165.00	194.00	195.00w/p	195.00w/p
	275.00	275.00	275.00	195.00
Official Shuffle Alley, 4 player (United).....	155.00	195.00	175.00	210.00
	215.00	215.00	215.00(2)	210.00
Olympics Shuffle Alley (United).....	345.00	350.00	350.00	355.00
	365.00	385.00	365.00	385.00
		390.00w/p	390.00w/p	390.00
Royal Shuffle Alley (United)...	424.00	425.00	424.00	355.00
Shuffle Alley Deluxe, 6 player (United).....	114.00	114.00	115.00	115.00
	115.00(2)	115.00w/p	115.00w/p	125.00
	155.00	165.00	135.00	145.00
	175.00(2)	175.00(2)	165.00	165.00
	189.00w/p	194.00w/p	175.00(3)	175.00(3)
Shuffle Alley Express, 2 player (United).....	59.50	59.50	59.50	59.50
Shuffle Alley, 6 player (Keeney).....	119.50	125.00	119.50	125.00
	135.00	125.00(2)	220.00	155.00
Shuffle Alley, 6 player (United).....	94.00w/p	94.00w/p	125.00(3)	125.00
	100.00(2)	150.00(2)	125.00w/p	155.00
	145.00	150.00	150.00	155.00
Shuffle-Cade, 2 Player (United).....			69.50	69.50
Shuffle Line (Bally).....		49.50	49.50	65.00
Shuffle Target (Genco).....			75.00	75.00
Shuffle Tournament, 4 Way (United).....				89.50
Shuffle Tournament (Universal).....				89.50
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	59.50
Six Player 10th Frame (United).....		225.00	225.00	240.00(2)
		240.00w/p	240.00w/p	295.00
Skie Alley (United).....	65.00	65.00	65.00	65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	225.00	245.00	240.00	225.00
	250.00	249.00	245.00(2)	245.00(2)
			249.50	250.00
			255.00	265.00
Star 10 Frame, 6 player (United).....	250.00	275.00	295.00(2)	245.00
	295.00	295.00	275.00	285.00
Super Deluxe League Bowler (Keeney).....	165.00	145.00	165.00	165.00
		175.00	165.00	175.00
Super Matched Bowler, 6 player (Chicago Coin)...				

Meet Al Hanlin

When Al Hanlin was in knee pants, he accompanied his father, the late Saul Hanlin, on the route. And later Hanlin, who is now only 33, was given about 20 machines to check on Saturdays and after school. The route was profitable and the money he received for his work helped to pay for his education at the University of California. He was graduated with a



AL HANLIN

Bachelor of Arts degree in economics in 1941. Industrial engineering was his goal.

Young Hanlin's father came to Los Angeles in 1913 and entered the salesboard business after a train accident in his senior year in medical school prevented him from attaining his goal. The father's operation was spread between Los Angeles and San Francisco, and in the latter city he was at one time the largest buyer of guns for salesboard prizes.

Saul Hanlin extended his operation to include amusement games and phonographs. A man to make the best of things, he switched to penny machines during the depression when even nickels were hard to get.

Takes Over Route

Young Hanlin finished UCLA in 1941 and returned

to school to take post graduate work in industrial engineering. This was interrupted in 1942 when he went into the Army, where he served until 1946. During the time that he was in the service and in 1944, his father passed away. Young Hanlin's uncle, Abe, took over the operation and handled it for a year or two. He retired following a heart attack and Al took over the business.

Albert James Hanlin was born in Los Angeles 33 years ago. While still young, he is a veteran in the field. Today he has music machines in metropolitan Los Angeles, the San Fernando Valley and the Ojai Valley. Phonographs account for 60 per cent of his operation and 20 per cent each for kiddie rides and games.

Hanlin devotes full time to his business, failing to take off the time that he would like for a round of golf. His office, he says, has never been completed for the reason that Hanlin believes that a fine office is not necessary for a good operation. He follows thru on this, remaining in the field practically all of the time. His headquarters are shared with three other operators and they look after one another's emergency calls.

Joins Civic Groups

Hanlin believes in association with civic groups and is a member of the Los Angeles Junior Chamber of Commerce as well as the American Legion. He is also one of the charter members of the California Music Guild of Los Angeles, which was recently organized.

His college work in economics has taught him to analyze the field. He does not have any illusions about the business and shapes his route on the basis of sound thinking. He is a bachelor, living at home with his mother.

Making Co-Operation Work

Continued from page 84

particularly concerning the industry.

"Music and games are tied closely to the future of bars," he said recently. "According to a survey, there is some fear that the neighborhood bar is on the way out. I hope it will take a long time. We may see fewer locations, but those left will be better ones."

"Competition will be fiercer. It is my contention that anything that operates with a coin is legitimate. In a general operation such as I have, putting all of the equipment in a spot will make it a profitable location instead of a marginal one."

Hanlin keeps the records for his route in a section separate from that of the operation of his games and kiddie rides. His purpose in doing this is to keep people from handling them. He has found that while most people are careful, there are others who are not.

When it comes to buying records, he purchases from the major companies weekly. This assures him of potential hits while they are on the way up. Hanlin also listens to disk jockey shows to see what they are plugging. He says he can usually tell from first hearing whether to cover half his boxes with a tune. So far his ear has done well by him for Hanlin has picked the big ones at the right time.

For his own radio listening pleasure, Hanlin tunes in a local station that features classical, semi-classical and show tunes.

Hanlin does not approve of a set commission being in force across the board on a route. "An operator should get enough for each machine to carry it and allow a profit," is the way this operator puts this matter.

And on location rentals, he has this to say, "Rentals are dangerous. They were started to get money from weak locations. If a strong location finds out you are offering such a deal, there is trouble."

While Hanlin is not alarmed by the survey report that neighborhood bars are decreasing, he does see a future for kiddie rides. His view is that they "are good from one angle in particular. They are placed in supermarkets, and regardless of general conditions there will always be a new crop of kids."

It is also his contention that an operator should convince the location that he has the best equipment that his spot will handle. He points this out as a general policy. He admits, too, that any operator can hold a spot with new equipment. The thing to do is to keep the older machines working.

During the past months, Hanlin, like other operators in COMO, has been changing his phonographs to 10-cent play. He has about 90 per cent of the 100 selector boxes on a dime. He had some trouble along the route. When he walked into one place after the first week, there was much complaining that no one had played the juke box during the intervening time. Upon checking the machine's take, he found that the average \$40 take had been upped to \$60.

At another location he talked and talked in an effort to get the owner to let him put the machine on a dime. There was refusal after refusal, and Hanlin had just above given up the idea. But the owner approached him one day and asked what the competitive bar down the street was operating on. He was told that the machine there was on a dime. "Put mine on a dime, too," the bar owner ordered. "If that bunch of cheap skates that go there can pay it, I know my customers will."

Neither of these two spots would go back to a nickel phonograph operation now — and Hanlin wouldn't switch to another industry.

Bender Group

Continued from page 83

record a magazine article which alleged that a tenth of last year's billion-dollar vending machine take wound up in the hands of a syndicate of "mobsters." Hoffman also made it clear that he is miffed at his committee's vote to hand over the investigations to the Bender group, and said that his committee had "slapped me down" in spite of the fact that they were "apparently unable to find any fault" with the way in which a group he headed conducted hearings on labor racketeering last year. Hoffman assured the legislators that he will continue his efforts to make public any extortion by union leaders, even as an "ex officio" member of the investigating group.

The Bender subcommittee held no hearings this week, but hopes to schedule meetings next week to confab with Attorney General Herbert Brownell and Commerce Secretary Sinclair Weeks.

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Seeburg 146	\$44.50
Wurl. 750E	29.50
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United & Player F. Top	85.00
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1 inch equals 14 agate lines.

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A-1 Cigarette and Candy Machines. \$25 up; other vending machines, \$5 up; what have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago 18, Ill.

Help Wanted

Bright Lights, \$50; Coney Islands, \$85; Jumpin' Jack or Gold Nuggets, \$75; Keeney Cigarette Machines. write. Frank Guerrini, Burnham, Pa.

Parts, Supplies & Services

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 1-1448.

3-D Pin-Up Slides—All originals; no dupes; complete with full releases on all models; \$75 per hundred; special prices in quantity lots. Kondreck Studio, 185 Stephens St., Belleville 9, N. J.

Routes for Sale

Florida route; latest victrolas and amusement equipment; established 18 yrs.; down payment \$20,000, balance 5%. Box 685, The Billboard, Chicago 1, Ill.

Cigarette Machines, quarter operation Unneeda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Staffer 9-Column Cookie Machine, \$30; DuGrenier S, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Cigarette Machines—Unneeda A, 9 col., 1 king-size, 25¢ operation, good finish, \$47; DuGrenier S, 7 col., refinished, 25¢ operation, \$32; National 6-30, refinished, 25¢, \$27; Eastern Electric, 8 col., refinished, all coin, \$99.50. Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.

For Sale—Approximately 135 Pulver 14 tab gum machines, as is, \$199.50 for lot. Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.

For Sale—One Voice-a-Graph Mutoscope recording machine, 35¢ slot; on location; clean, perfect condition; will sell cheap. Contact E. T. Carter, 905 1/2 High St., Portsmouth, Va. Telephone 97941.

Pokerino, completely rebuilt, with coin chute inside; natural finish; only \$95 each. James Travis, 204 N. 3d St., Millville, N. J.

Ten Mills Panorams, excellent condition, like new; wallboxes, transformers; reasonable. Davidson, 83 Pinewood, Albany, N. Y.

45 used coin operated radios; now on location, some almost new, some old, \$10 each; write for honest information Pete Bingham, Florence, Ala.

\$2000 for entire lot 16 Standard Shuffleboards, new and used; Rock-Ola, American, National; 5 Electric Scoreboards, Lights, Adjusters, etc. Harry Stewart, Box 623, New Bern, N. C.

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Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

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United SHOWBOAT
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Late Used
GOTTLIEB 5-BALLS

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Bally PALM SPRINGS
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"First-Conditioned"

BALLY

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Yacht Club 295
Beach Club 395
Beauty 325
Palm Beach 335
Frolics 250
Atlantic City 225
Coney Island 175
Spotlight 145
Bright Spot 175
Bright Lights 125

Joker \$ 95
Dble. Feature 89
Rockettes 85
Triplets 80
Knockout 80
King Arthur. 65
Dble. Shuffle. 65

UNITED

Utah \$ 59
Aquacade 39
Carolina 39
Ramona 39

Stardust \$ 39
Baby Face 39
A.J. WILLIAMS
Sweepstakes \$195
Shoo! Moon 120
Jalopy 120
Shoo-Shoo 95
Maryland 49
Gizmo 35

CHICAGO COIN

King Pin \$115
Fighting Irish. 75
Football 65

Thing \$ 45
Mats of 41 35
Grand Award. 35
Trinidad 35
Catalina 35
Thrill 35

GENCO

Springtime \$ 89
South Pacific. 69
Tri-Score 69
Carnel Caravan 69
Harvest Time 65
1-2-3 45
Puddinhead 39
Screwball 35

EXHIBIT

Shantytown \$ 85
Beboop 65
Playtime 45

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5 PLAYER 118
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BOWLER 85

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10th FRAME DBLE. \$365
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CIGARETTE VENDERS FACTORY REBUILT—LIKE NEW—25c Operation—King Size Cols.

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Natl. 9-30's, 9 Col. 145
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Rowe Presidents, 10 Col. 155
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5 BALLS

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Quintette 190
Coronation 165
Chinatown 160
Skill Pool 150
Wild West 145
Niagara 145
Hit 'n' Run 140
Globe Trotter 135
Rose Bowl 125
Mermaid 125
All Str. Bsktbl. 115

Joker \$ 95
Dble. Feature 89
Rockettes 85
Triplets 80
Knockout 80
King Arthur. 65
Dble. Shuffle. 65

UNITED

Utah \$ 59
Aquacade 39
Carolina 39
Ramona 39

Stardust \$ 39
Baby Face 39
A.J. WILLIAMS
Sweepstakes \$195
Shoo! Moon 120
Jalopy 120
Shoo-Shoo 95
Maryland 49
Gizmo 35

CHICAGO COIN

King Pin \$115
Fighting Irish. 75
Football 65

Thing \$ 45
Mats of 41 35
Grand Award. 35
Trinidad 35
Catalina 35
Thrill 35

GENCO

Springtime \$ 89
South Pacific. 69
Tri-Score 69
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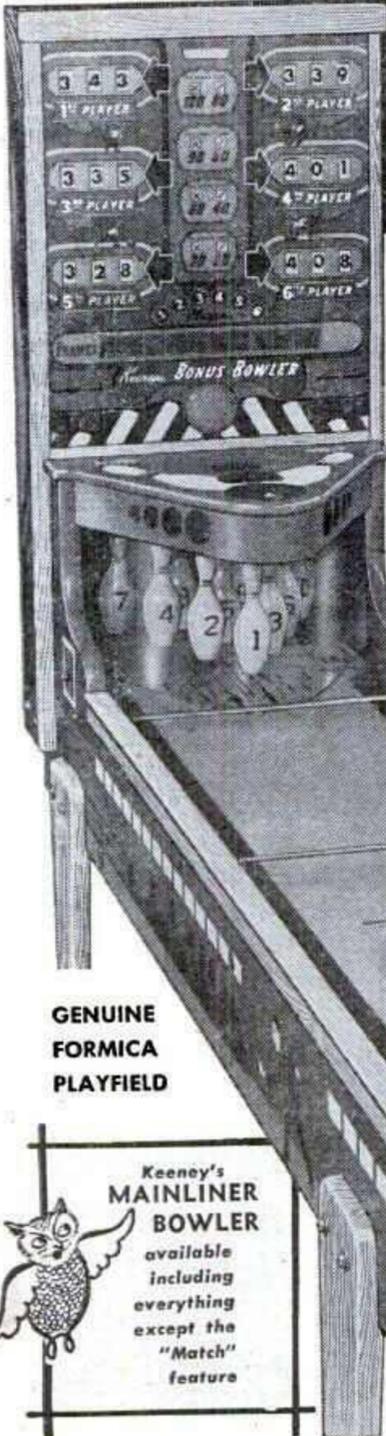
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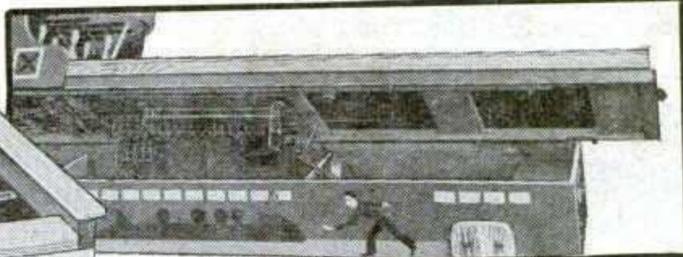
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CORRECTION!

Due to a typographical error in our previous advertisement on **SADDLE & TURF** copy incorrectly appeared as '5c or 1c Play.' It should have read: **5c OR 10c PLAY**

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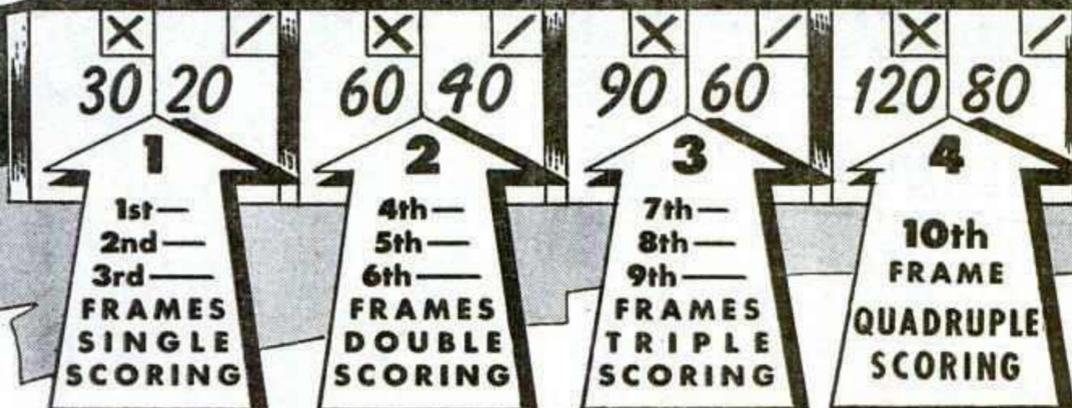
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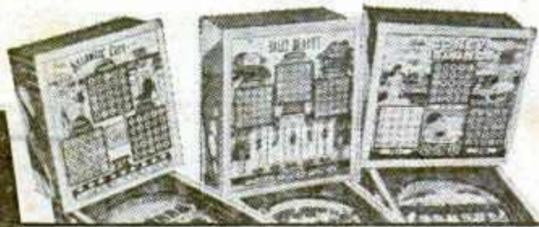
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Boost 3-in-line to 4-in-line Score if hit when lit

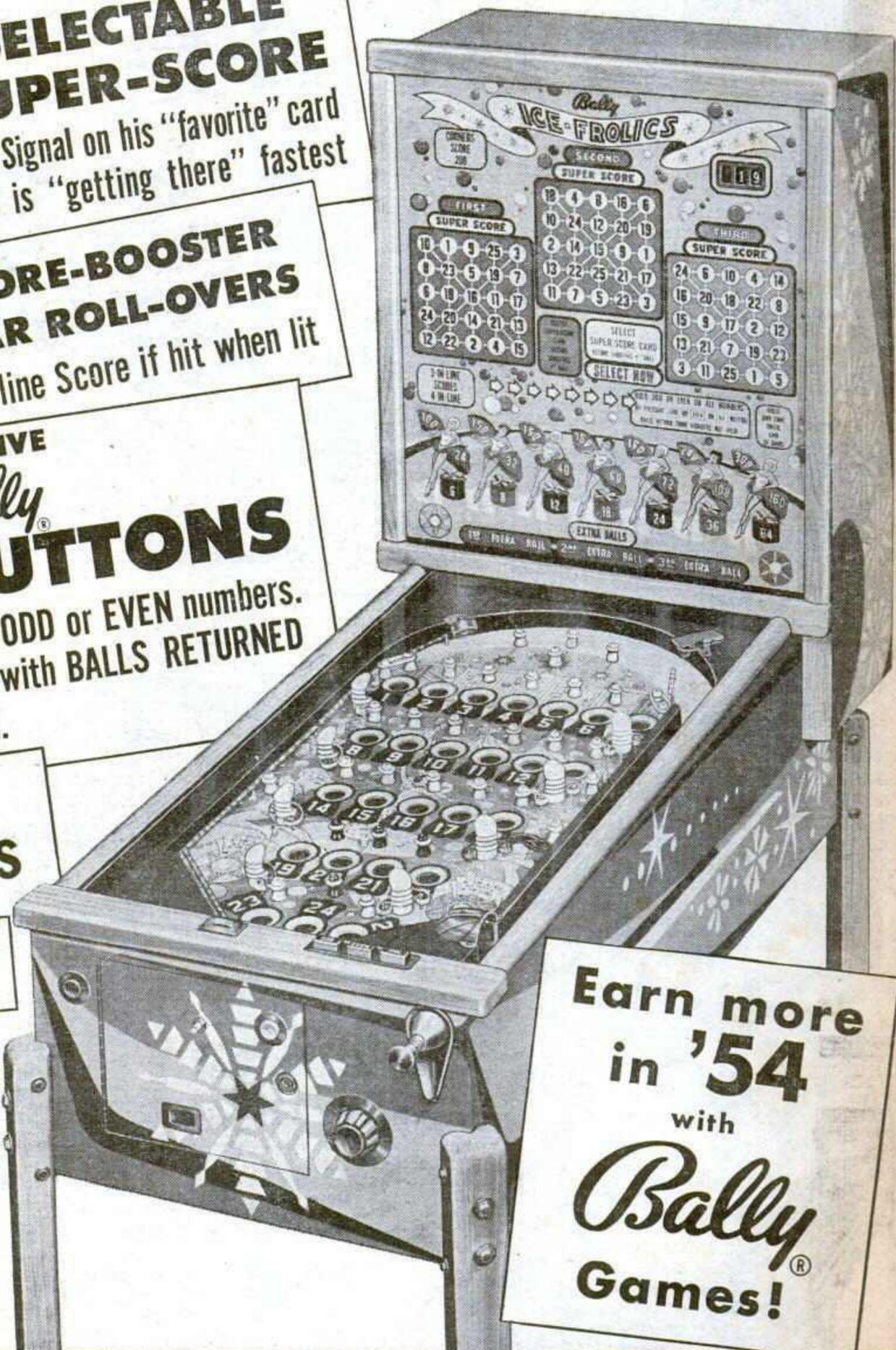
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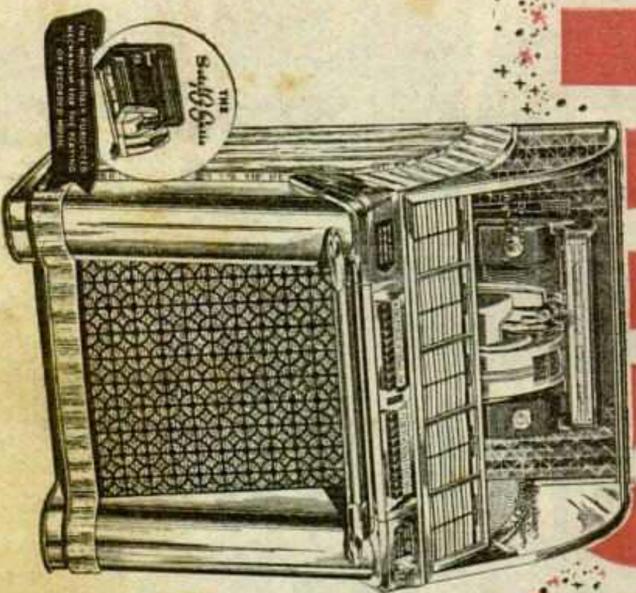


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