

The Billboard

JANUARY 31, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Coin Steeds, Space Ships Head Toward \$20,000,000

Artist Rep Org Joins Variety Guild Battle

Supports Union's Boycott Request On Unfair Offices

NEW YORK, Jan. 24.—Artists' Representatives' Association came into the battle between Chicago bookers and AGVA this week when the Association notified all its members not to do business with people marked unfair by the talent union.

ARA agents include the William Morris Agency, Music Corporation of America, General Artists Corporation and most of the larger independents. ARA members control most of the big-

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Bigger Commie Probes Slated

WASHINGTON, Jan. 24.—Vastly expanded investigations of subversiveness in the entertainment industry are shaping up in preparations by three different congressional committees. The House Committee on Un-American Activities, under chairmanship of Rep. Harold H. Velde (R., Ill.), will continue the inquiry into Communism in the entertainment world, with particular emphasis on the TV-radio industry, as soon as a priority probe into educational institutions is completed. However, the entertainment industry is earmarked for priority attention by a Senate Internal Security Committee.

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D. C. FAVORS TELE

Major Moves Invite Heavy Medium Use

By BEN ATLAS
WASHINGTON, Jan. 24.—TV faces a larger role than ever im-

mediately ahead in government and politics, punctuated by these latest major developments: (1) President Dwight D. Eisenhower's avowed willingness to let TV and radio for the first time in history cover his news conferences ever so often; (2) quiet preparations by several cabinet officials to use TV to get their ideas across to the people either by panel shows in which the cabinet officials will appear or in individual "fireside talks"; (3) introduction of a new resolution by Rep. Jacob K. Javits (R.-Lib., N. Y.) to open House proceedings as well as committee hearings to TV and radio coverage, and (4) TV's own increased impetus as the result of the stronger footing it gained from its unprecedentedly wide presidential in-

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GODFREY'S DISK DRIVE

Talks La Rosa's 'Wander' Right Into Hit Class

NEW YORK, Jan. 24.—The power of Arthur Godfrey as a super salesman, a power which the Columbia Broadcasting System star has proved for countless sponsors, has been demonstrated again via the striking success of the first waxing of warbler Julius La Rosa on the new Cadence label.

This week, only fourteen days after the release of the La Rosa cutting, the first for the label as well as the singer, the diskery has shipped over 100,000 disks to distributors, claims back orders of over 100,000 more, and has placed

an order for the pressing of 400,000 disks with Capitol Records' custom division here.

Thru Godfrey's plugging the young chanter has stirred up more excitement with his Cadence release than any other singer since Al Martino hit with his BBS waxing of "Here in My Heart."

Heavy Schedule

Godfrey's radio and TV push of the young singer has been going on for the past seven or eight months. Godfrey, of course, has one of the heaviest radio and TV schedules in the business, and he

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Coin-Operated Rides Earn Ops \$12,792,000

25 Firms Touch \$6 Million on Ride Sales in 4-Year Growth in Stores, Etc.

By DICK SCHREIBER

CHICAGO, Jan. 24.—The relatively new and burgeoning coin-operated kiddie ride industry is well on its way toward being a \$20,000,000 a year enterprise and is still growing. Tho still in its infancy, having been first launched as an experiment in a department store here in 1949, sales of some 25 manufacturers to operators have already hit about \$6,970,000. Now on location are 8,200 assorted rides, each ranging in price from

\$700 to \$1,000, or averaging about \$850, for a \$6,970,000 total. Of these, 7,000 are horses, with the others made up of rocket ships, boats, reindeers, etc., and each of the rides is realizing in consumer trade an average of \$30 a week. For the 8,200 rides, this comes to a \$246,000 weekly aggregate total, or \$12,792,000 for the year.

From the original department store experiment, the industry has spread out rapidly into variety stores, drug and grocery stores, five and dimes, and theater lobbies, as well as the amusement parks and arcades for which the rides were originally intended.

Entertain and Sell

The rides do two jobs, separately or simultaneously: They give the kiddies something to do while mom is shopping.

They help sell thousands of dollars of such merchandise as cow-

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Copyright Storm Hovers Over Bulk of Cohan's Songs

By PAUL ACKERMAN

NEW YORK, Jan. 24.—Attorneys for the estate of the late George M. Cohan are now negotiating with publisher Jerry

Vogel, relative to the disposition of the bulk of the Cohan copyrights. Vogel for years has been administering most of the important Cohan copyrights, including "It's a Grand Old Flag," "Mary," etc. The Cohan estate's attorneys, O'Brien, Driscoll & Raftery, late this week admitted that negotiations with Vogel were proceeding; that they were in an incomplete stage. The firm of attorneys stated that a new corporation had been formed, titled George M. Cohan Music Publishing Company, Inc., and that this corporation owned all of the Cohan copyrights. O'Brien, Driscoll & Raftery were loathe to give any details as to the nature of the negotiations being worked out with Vogel, but all reports were to the effect that they wished to assemble in the new Cohan publishing firm all of Cohan's compositions—estimated at between 300 and 350.

O'Brien, Driscoll & Raftery—who in the past have also acted as attorneys for Jerry Vogel—stated that they had sent a letter to the American Society of Com-

posers, Authors and Publishers, Music Publishers Protective Association and Songwriters Protective Association, affirming that control of Cohan's songs were vested in the George M. Cohan Music Publishing Company, Inc.

Jerry (the old songs are the best songs) Vogel, when contacted this week, stated, "I am okay. I'll continue to administer the rights I have had for 20 years." Vogel said that the Cohan estate "has all the renewals since Cohan died . . . and I have all the renewals which came up before he died." George M. Cohan died in 1942.

Queried as to just what rights he had, Vogel said, "I have the rights to print, sell and exploit the songs." Asked whether this included mechanicals, synchronizations and performances, Vogel answered affirmatively. Questions

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Chicago Group Sues AGVA

CHICAGO, Jan. 24.—The Chicago Cafe Owners' Association joined the newly named Entertainment Managers' Association of the Midwest, Inc., to bring pressure against the American Guild of Variety Artists and its officers by filing a complaint with the National Labor Relations Board, and making criminal charges with the U. S. Attorney's office in the Chicago district.

In addition, CCOA plans to file a \$500,000 civil suit against the union charging damages and coercion.

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Sports Do About-Face; Seek TV to Stem Loss

By SAM CHASE

NEW YORK, Jan. 24.—Despite recurring charges by sports promoters that television hurts their gate receipts, indications were mounting this week that in at least three sports, additional deals are being sought for network video coverage. With sports in general suffering slack gates except for high quality events, the moguls of big league baseball, basketball and boxing are doing an about-face and turning to TV to seek much-needed revenue to bail them out.

Perhaps the most interesting potential deal on the fire is that by which major league baseball would get daily national TV network coverage for the first time next season. At least two networks currently are engaged in deep discussions with the diamond impresarios, seeking to iron

out the wrinkles before opening day, in mid-April. The plan is to lens day games only, blacking out cities in which major or minor league games are going on simultaneously.

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LUCY'S BABY GIVES SPIKE ROUGH NIGHT

OKLAHOMA CITY, Jan. 24.—Rather typical of the effect of the Monday (19) "I Love Lucy" Columbia Broadcasting System TV network show had on many other facets of show business is the experience of Spike Jones and his "Musical Depreciation Revue" here on that night.

The Jones troupe has played the Municipal Auditorium here each season for many years and never failed to draw less than an \$11,000 gross. On the night Lucy's baby was born, both on the show and in real life, the Jones troupe drew a relatively feeble \$7,225.

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PROFITS Under Your Own Name!

That's right! Sell under your own name this amazing, new, ready-mixed type-writer ribbon reviver and watch your profits grow! Want free details? Just write to the address you'll find in this week's Billboard classified pages.

And here's another way to increase your profits. Try running your name, along with what you have to sell, in one of Billboard's three "fast-action" weekly classified departments. Or if you're looking for any of dozens of items and services at bargain rates, don't miss the music, coin machine and general classified pages every week in The Billboard!

What Do You Want to Buy or Sell?

Turn now to pages 38, 60, 94.

FCC Issues 12 CP's for Tele; Total Now 208

WASHINGTON, Jan. 24.—Twelve new television grants were issued Friday (23) by the Federal Communications Commission to swell the number of post-freeze construction permits to 208, including 11 non-commercial educational TV stations. Five of the new CP's are for VHF stations and seven for UHF stations. Total TV station authorizations reached the 316 mark this week.

Included in the new group of CP's is Wyoming's first TV station authorization, which went to Frontier Broadcasting Company, Cheyenne, to operate on VHF Channel 5. Only two States, New Hampshire and Vermont, remain without TV grants.

New CP's were issued yesterday to Regional Television Corporation, Northampton, Mass., UHF Channel 36; Granite City Broadcasting Company, St. Cloud, Minn., VHF Channel 7; Empire Coil Company, Inc., Kansas City, Mo., UHF Channel 25; Greer & Greer, Santa Fe, N. M., VHF Channel 2; James Broadcasting Company, Inc., Jamestown, N. Y., UHF Channel 58; Kingston Broadcasting Corporation, Kingston, N. Y., UHF Channel 66; Lake Erie Broadcasting Company, Sandusky, O., UHF Channel 42; Greenville Television Company, Greenville, S. C., UHF Channel 23; Wichita Falls Television, Inc., Wichita Falls, Tex., VHF Channel 6; KVOS, Inc., Bellingham, Wash., VHF Channel 12, and Bartell Television Corporation, Madison, Wis., UHF Channel 3.

Texas tops the 48 States with 29 TV station grants, an FCC tabulation reveals. Tying for second place are New York and Pennsylvania with 28 CP's each. Third place is occupied by Ohio, with 23, while California boasts 19, Michigan 16 and Illinois 12.

BULLSEYE

One-Shot Buy Leads to Long Term Deal

NEW YORK, Jan. 24.—A one-shot buy on January 14 made a network radio convert out of the Belltone Hearing Aid firm. As a result, it just signed a long-term web contract with the American Broadcasting Company. Belltone picked up the "Life Begins at Eighty" show for a single outing, and results were so good that after another single on February 4, it will return on the show for 49 weeks more beginning February 18.

The program airs in the 8:30-9 p.m. Wednesday slot via ABC, using 108 stations. The deal was set by Charles P. Ayres, vice-president for radio for the network, with the Olian & Bronner ad agency.

'Today' May Become Yesterday Tomorrow

NEW YORK, Jan. 24.—Recurring rumors that the National Broadcasting Company is getting ready to drop its 7-9 a.m. TV show "Today" were given partial substance this week, via a report that the web is conducting a hush-hush survey of its affiliates and owned-and-operated outlets to determine what effect the show's demise would have on local station revenue. If stations don't register too violent a protest, the network indicates it would like to move up its first web offering to around 10 a.m.

Ironically, the Dave Garroway program started off its second year of telecasting this month with 10 times as much sponsored

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Broadcasters, DJ's Plagued By New Law

NEW YORK, Jan. 24.—The new amendment to the U. S. copyright laws covering recording and performing rights of literary works, which was effective January 1, is already having an ulcerous effect on broadcasters in general and deejays in particular. The amendment in effect places the same performance restrictions on the airing of material taken in whole or part from magazines, newspapers, lectures, sermons, poems, books or any other non-dramatic literary work as now exists on the performance of musical and dramatic works on the air.

Since no central clearing house has ever been set up for the per-

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Baseball, Basketball, Boxing Seek TV \$ to Bail 'Em Out

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taneously. This would shut out few minor league cities, since those teams mainly play their games at night.

No Conflict

The web coverage deal would also exclude airing of the tilts in the originating city, inasmuch as nearly all major league teams have their own local TV deals, with which the network airings would not conflict.

Details now being worked out include which teams will participate, how the take will be cut up and sponsor restrictions. It's expected the plan will be tried on a one-year basis, to see how satisfied all parties concerned will be.

The deal, if it is completed, is expected to bring a big piece of change to the diamond merchants which, when added to local TV revenue, will certainly mean the difference between profit and loss for the year to several clubs.

On the pro basketball front, the National Basketball Association, altho no longer a fledgling loop, nevertheless finds some of its top teams in financial straits.

Thus, the Minneapolis Lakers and the Syracuse Chiefs, both perennial powers, have turned to hiring name acts and bands to entertain between halves as an attendance lure (see story in Music department this issue).

The league has entered into negotiations with the Du Mont web for coverage of Saturday afternoon tilts for the remainder of the season, and is understood to have demanded a rights fee of \$7,500 per game. If the web is unable to sell the package to a single sponsor, it may seek to co-op the tilts.

Pug Picture

The boxing picture also is showing amplified coverage, what with the Ridgewood Grove

Arena matches, featuring top-name boxers, teeing off via American Broadcasting Company on a co-op basis Tuesdays, 9-10:30 p.m., starting February 17. The deal was set originally for local TV for WJZ-TV, New York, by station manager Paul Mowrey, and the web then decided to pick it up on a co-op basis.

Piel's Beer is bankrolling the middle half hour in New York, with another bankroller reported on the verge of signing for the other two 30-minute periods. Cost in New York is \$2,000 per half hour.

This is the second new series of fights to be aired via ABC-TV, with a new Saturday night boxing bill about to be sponsored by Bayuk cigars on the web.

Romm May Get MCA TV Spot

NEW YORK, Jan. 24.—Harry Romm this week seemed likely to be shifted into the television department of Music Corporation of America. Romm, who currently is on vacation, is due to give at least part of his time to TV, when he returns in about two weeks. He has been booking acts into theaters for MCA, and there is a good chance that he may continue some of this activity as well.

The move follows the resignation of Bobby Sanford from MCA's TV department after about nine years with the agency. Sanford has not yet revealed his plans.

Lewin May Head H-G AM-TV Dept.

NEW YORK, Jan. 24.—Reports this week were that Chuck Lewin would take over as head of radio and TV at Hirschon-Garfield.

He would replace Robert Lewine, who becomes Eastern TV programming chief of the American Broadcasting Company.

committees. Those rules borrow heavily from recommendations already made by the committee on the Bill of Rights of the Association of the Bar of the City of New York.

NEW HEFT FOR VIDEO

Developments in DC Point Up Medium's Growing Role

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augural coverage (see separate story in TV-Radio section).

The new administration, apparently more TV-minded than any in history, is ready to give fullest encouragement to the new medium. Strong significance is at-

Gordon Baking Signs 'Rootie'

NEW YORK, Jan. 24.—Gordon Baking this week signed to sponsor the Wednesday and Friday segments of the "Rootie Kazootie" kidstrip via WJZ-TV, New York. Weston Biscuits already sponsors the Thursday outing of the show, which is in the 6-6:15 p.m. slot. High initial ratings not only has brought the bankrollers, but has encouraged the station to add more mop-up stanzas in this time block in a period when late afternoon kidstrips have become scarce in this city.

"Rootie, which switched over from WNBT after the biggest expenditure yet made by WJZ-TV for a local stanza, about \$2,500 weekly, turned in a snappy 7.9 Pulse rating for the five week days starting January 5. As a result, Station Manager Paul Mowrey now is considering adding a strip titled "Magic Lady," featuring Skipper Dawes, a prominent name in Philadelphia. Show would get the 5:45-6 time around mid-February.

tached to the announcement this week by President Eisenhower's press-TV-radio secretary, James C. Hagerty, that the President is studying feasibility of putting the welcome mat out to TV and radio perhaps once monthly to one of the weekly news conference. White House thinking currently is that TV's once-a-month role may be varied: it may be a straight look-in on a news conference, or it might be coverage of an individual talk by President Eisenhower from the White House, or it might be a panel discussion by the President with appropriate cabinet members. The White House is uncommitted to a once-a-month program of this nature, nor is there any assurance that the practice would be continued if started, inasmuch as there is no certainty that a televised presidential news conference will definitely be practical. Questions already raised along the Potomac are: Will there be too much offensive mugging by newsmen? Will the conferences take on an inquisitorial tone offensive to viewers? Will the President find it impractical?

Whatever the answers may be, the administration is not expected to be swerved from its determination to make greater use of the new medium. That is reflected in the unchronicled plans of several of the cabinet members to explore

TV and possibly work out occasional programs, depending on availability of time on any of the networks and whether the webs would be willing to work out such an arrangement.

Representative Javits' resolution for TV-radio coverage of Congress is broader than one which was scrapped in House Rules Committee last session. In introducing his latest bill, he cited the President's announced intention to allow TV and radio at news conferences. Javits also cited "the beneficial experience of television coverage of the presidential campaign" and "the already established radio and television coverage of United Nations Security Council and Assembly debates" as confirming "the need for modernizing our congressional procedure to keep abreast of modern technology." Javits also hailed the "vast coverage of the inauguration proceedings making them available to half the population of the United States and especially to millions of school children over a nationwide hook-up of 118 stations." Javits' bill provides for a code of rules for witnesses at hearings of committees and sub-

Jarvis Back As KFWB Jock

HOLLYWOOD, Jan. 24.—Veteran platter spinner Al Jarvis returns to KFWB, the station where he got his start as a disk jockey almost two decades ago. Jarvis signed a long-term deal with KFWB Owner-Manager Harry Maizlish and will kick off his first show on the station February 22. He will fill the 9:30 a.m. to 12:30 p.m. time slot across the board. He will retain his TV series on Station KECA-TV.

Jarvis left KFWB seven years ago to switch his "Original Make Believe Ballroom" to Station KLAC. When the latter outlet acquired a TV sister station, Jarvis became the first local top name personality to helm his own show on the station. Last year Jarvis again moved, and this time to the American Broadcasting Company's owned-operated stations, KECA and KECA-TV. Altho never confirmed by the web, Jarvis' plans then were aimed at networking his wares. Both his radio and TV shows, however, remained local despite the stations' web affiliation.

When Jarvis originally departed

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Gridders Gird for JD Joust on AM-TV

WASHINGTON, Jan. 24.—Justice Department's first major test case under new Attorney General Herbert Brownell Jr. will come into the spotlight Monday (26) when the anti-trust division's case against the National Football League is up for trial in Philadelphia. The action, initiated by the government in 1951, and charging the league and its members with restricting radio and TV coverage of its games, is considered one of the touchiest of some 140 anti-trust cases which the incoming administration inherited from the Truman regime.

The Philadelphia trial, which will be watched by the entire TV-radio industry and the sports world, may have widespread repercussions. Among the repercussions is the possibility that a complaint may be lodged against the National Collegiate Athletic Association, which recently voted overwhelmingly to continue its practice of restricting televising of football games (The Billboard, January 17).

A second case affecting TV-radio which Brownell inherited is the anti-trust suit against 20th Century-Fox Films Corporation and other film producers and dis-

tributors. Justice claims that they combined to keep TV stations from using 16mm. feature films. The hearing has been set for June 16.

Still awaiting disposition by the anti-trust division is a complaint brought by the American Society of Composers, Authors and Publishers against Broadcast Music, Inc. ASCAP charges that BMI's ties with the broadcast industry amount to monopoly and discriminate against ASCAP (The Billboard, January 24).

Meanwhile, one of the last acts of James P. McGranery as attorney general was to drop on the eve of the inauguration a grand jury investigation of the TV-radio manufacturing industry. McGranery announced that the jury, sitting in New York, had turned up nothing to warrant criminal action, but that subpoenaed documents were being studied and the possibility of a civil anti-trust suit remained. Originally justice sought to learn whether manufacturers had attempted to retard the development of color TV, among other things. Virtually all of the leading makers of radio and TV sets were involved in the probe.

EARLY ABC-PARA RULING BY FCC

Last-Minute Clinker Tossed By Tobey Not Expected to Prevent Decision

WASHINGTON, Jan. 24.—The Federal Communications Commission may possibly issue a final verdict in the American Broadcasting Company-United Paramount Theaters, Inc., merger next week despite a bill introduced Thursday (22) by Sen. Charles W. Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, obviously intended to hit the theater-film-network coalescence. The Tobey bill proposes to amend the communications act so as to deny licensing federal anti-trust offenders. Since neither UPT nor ABC has ever been convicted of anti-trust violation, the bill does not apply directly. Whether FCC will come out next week or immediately later with its green light was uncertain at press time, but it was known that the majority view was drafted. A separate opinion is expected from Commissioner Edward Webster, while Commissioner Frieda S. Henneck is long known to have been readying a strong dissent.

The Tobey bill, ostensibly timed to make the FCC sit up and take notice before okaying the merger, is not getting much enthusiasm from some of his committee cohorts, but the bill may get a hearing later this session in connection with Tobey's avowed determination to investigate the field of film-theater TV-network relationships. The measure is directly aimed at Paramount Pictures Corporation, which is not a

party to the merger and which, under FCC hearing examiner Leo Resnick's findings in connection with the merger, had been found in the process of conforming to a consent decree requiring Paramount to divorce itself from film distributors. The divorcement produced UPT.

The Tobey bill would authorize the FCC to refuse a station license to a person found guilty of "monopolizing or attempting to monopolize the production, distribution or exhibition of any form of entertainment." Exceptions can be made by the FCC in those cases where there has been no anti-trust violation for the five-year period preceding the application for a broadcast or TV station license; where there is no probability that monopolistic practices can be practiced in connection with broadcast operations, and where the applicant does not "possess the power to substantially restrict the availability of such entertainment for broadcast."

The senator emphasizes in the legislation that it is against the public interest to "permit entertainment by radio and television broadcasting to be dominated by any persons who have violated the anti-trust laws in connection with any other form of entertainment."

Agreement entered into by producers, distributors and exhibitors of entertainment to monopolize and restrict the availability of such entertainment for radio and TV broadcasts "necessarily deprive the public of full enjoyment and the use of broadcast facilities," Tobey contends.

NO NEWS

UHF Outlet Claims Bias By Papers

ATLANTIC CITY, Jan. 24. — In the January 17 issue of The Billboard it was reported that some of the new UHF stations were finding the local press reluctant to publicize the new channels, and that WFGP-TV here, in particular, was having a hard time with the Press Union papers. Also confirming the fact that Press Union refuses to carry any program listings for WFGP-TV, Fred Weber of that station this week took exception to the statement that "Press Union carried many stories hailing the arrival of the station there last month."

"Their stories" he writes, "were identical with their policy not to provide listings. The only time we received mention was when we had building complications and original transmitter difficulties. Then they played up the false theory that our UHF was interfering with outside VHF signals."

Weber also denies the Press Union's statement that they have only received five requests for listings of WFGP-TV. The newspaper said they'd run listings if there was "sufficient demand by subscribers." According to Weber, "over 995 signed postal cards requesting WFGP-TV listings were mailed by local residents to Press Union. There have also been substantial phone calls to our station and to the paper without effect."

AT&T, WU Square Off In Theater TV Hearing

WASHINGTON, Jan. 24.—On the eve of resumption Monday (26) of Federal Communication Commission hearings on theater TV, battle lines tightened between American Telephone & Telegraph Company and Western Union as movie and theater interests threw their support, at least tentatively, to WU. Motion Picture Association of America, thru its legalists, Welch, Mott & Morgan, of Washington, and Fly, Shuebruk & Blume, of New York, and National Exhibitors' Theater Television Committee, thru Cohn & Marks of Washington, urged the Federal Communications Commission to grant WU's request that the commission determine whether it is "necessary or desirable in the public interest" to provide theater TV service on a common carrier basis, and if so, to establish physical connections between theater TV service channels, specifically between WU and AT&T (The Billboard, January 24).

If the FCC votes for common carrier transmission, inter-connection of the facilities of common carriers engaged in furnishing theater TV and transmission services "would obviously expedite the development of a theater TV service," MPA and NETTC jointly contend.

AT&T undoubtedly will oppose the WU petition since it is now alone in the intercity video field as a result of a recent FCC decision to withhold approval of a WU-AT&T link-up, sought by WU.

NETTC and MPA will be lead-off witnesses as the theater TV hearings resume. AT&T will follow. Then will come Radio Corporation of America, WU and

the American Petroleum Institute. Cross-examination, rebuttal and other testimony to follow will absorb at least 28 days of hearings stretched over a period of possibly four or five months.

Ding Dong Gets Two Sponsors

NEW YORK, Jan. 24. — The National Broadcasting Company's new morning moppet TV strip, "Ding Dong School," this week picked up its first two sponsors. General Mills has bought into the 10-10:30 a.m. strip by picking up the Friday editions, starting March 6. Scott Paper signed for the Thursday outing.

Tatham-Laird is the General Mills agency. J. Walter Thompson, Chicago, placed the Scott business.

50 'Dialing' Suit Is Filed

BRIDGEPORT, Conn., Jan. 24. —Denise Keller, radio producer in this city, has filed a suit for \$50,000 against Bruff W. Olin, former owner of WAAB, Worcester, Mass., and George Wilson, present owner of that station. She charges that the two men have allegedly "pirated" her copyrighted radio program "Dialing for Dough."

Miss Keller claims that she originated the program in 1944, when she was associated with WICC here, and Olin was at that time program director of WNAB, a rival station here. The "Dialing for Dough" show has been on WAAB, Worcester, since August, 1952. The case will be tried before a jury in U. S. Federal Court, Boston.

Studio 1 May Alternate

NEW YORK, Jan. 24 — Westinghouse this week was reportedly considering cutting to alternate weeks its sponsorship of "Studio One," after the end of its current cycle on the Columbia Broadcasting System TV network in order to buy another half-hour show with the money saved.

The show is serviced by McCann Erickson, but the two other agencies which represent the sponsor, Fuller, Smith & Ross and Ketchum, McLeod & Grove, have continually been pitching new programs at Westinghouse.

Nescafe Buys Into CBS 'Power Plan'

NEW YORK, Jan. 24.—Nescafe this week became the third and final client to buy into the Columbia Broadcasting System's "power plan" on its radio network. Procter & Gamble and Brylcreem are already sponsoring the first two-thirds of the package.

The three CBS shows which comprise the "power plan" are "The FBI in Peace and War," "Meet Millie" and "Mr. Keen." They are on Wednesdays, Thursdays and Fridays, respectively, at 8 p.m.

NEWS CAPSULES—COAST TO COAST

Chesterfield Ad Claims Challenged; Como to Headline Feb. 'All-Star' Seg

WASHINGTON, Jan. 26.—Liggett & Myers Tobacco Company, heavy TV-radio advertiser, was challenged by the Federal Trade Commission today (26) for its advertised claims that Chesterfield cigarettes are "always milder," "taster tasting," "cooler smoking" and leave no unpleasant after-taste. Case is scheduled to open March 24 in New York before FTC hearing examiner William L. Pack.

COMO GETS SHOT AT 'ALL-STAR' SHOW . . .

HOLLYWOOD, Jan. 24.—Perry Como will head his first "All-Star" show February 14. Program will originate from New York. Guests will include Paulette Goddard, Ben Blue and Patti Page. Joseph Santly, who mugs the Georgie Jessel and Jimmy Durante "All-Star" shows, will direct the Como seg. Vocalist had guested on several "All-Star" shows in the past, but this marks his debut as headliner. Como will be filling an open date on the "All-Star" talent line-up.

WGN-TV ASKS EQUAL BREAK IN CRIME PROBE . . .

CHICAGO—WGN-TV has petitioned the Chicago City Council for the same access and privileges given to newspapers in covering the forthcoming crime hearings of the council. An 18-month fight to get radio and TV facilities into council proceedings has been led by Bill Ray, WNBQ news director,

and Chuck Wiley, of WBBM. They have had little success.

WGN-TV wants to cover the local crime hearings a la Kefauver. Installations would offer neither inconvenience nor interference with the normal process of the hearings, said Frank Schreiber, manager of WGN, Inc.

JAMES D. SHOUSE PREXY OF CINCY C. OF C. . . .

CINCINNATI.—James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation and vice-president, director and member of the executive committee of the Avco Manufacturing Corporation, was elected president of the Cincinnati Chamber of Commerce at the organization's 114th annual meeting last week. Shouse is also a member of the boards of the University of Cincinnati, the Cincinnati College of Music and the Cincinnati College of Pharmacy. He is also chairman of the executive committee of the Cincinnati Summer Opera Association and a member of the board of The Cincinnati Enquirer, as well as a board member of the Central Trust Company, Cincinnati. Until the past year he served on the board of the National Association of Radio & Television Broadcasters.

CBS COMPLETES SPOT SALES SWITCH . . .

NEW YORK — The Columbia Broadcasting System completed separation of its radio and television spot sales division this week when it named George (Buck) Hurst and Edward Larkin as respective heads of CBS Radio Spot Sales and CBS-TV Spot Sales of its Los Angeles office. CBS Spot Sales had previously split radio and TV in New York, Chicago, San Francisco, Detroit and Memphis. The network also appointed Bert West head of CBS Radio Spot Sales in its San Francisco office. He replaces Hugh Stump, who goes to Chicago to function as an account executive in CBS Radio Spot Sales there. West has already acquired two new account men in San Francisco, Jack Donahue and Tom Swafford.

STAFF SHIFTS AT KAGRAN CORP . . .

NEW YORK—Kagran Corporation made five new staff appoint-

ments this week. Milton Kayle is executive assistant, Murray Benson, promotion director; Edward Justin, office manager; with Noah Jacobs in charge of sales and new package development, and Phyllis Adams as production supervisor of "Author Meets the Critics." Jerry Coopersmith has been switched to the writing staff. Kagan has taken additional office space in the Park Chambers Hotel. Meanwhile, Kagan's "Howdy Doody" radio version got a renewal from International Show, which is beginning its second year of sponsorship in the first 15 minutes of the NBC 9-10 a.m. Saturday show.

NEW SPONSOR FOR 'DINNER DATE' . . .

NEW YORK—United Cigar this week bought half sponsorship of "Dinner Date," hour program on WOR-TV Tuesday and Thursdays. Agency is Product Advertising.

NARTB BUCKS FCC ON TV AUX. STATIONS . . .

WASHINGTON—The National Association of Radio and Television Broadcasters last week took issue with the Federal Communications Commission's proposed rules governing TV auxiliary broadcast stations, and came up with three counter-proposals of its own. NARTB requested a hearing should the alternatives be in-

(Continued on page 46)

Bigger Commie Probes Slated

• Continued from page 1

curity Subcommittee. There may be a slight delay in getting under way pending the formal organization of the group, the official election of Sen. William E. Jenner (R., Ind.) to the chairmanship, and approval of a \$150,000 appropriation for the probe.

Sen. Joseph R. McCarthy (R., Wis.), who heads the Senate's permanent investigating committee, will direct an entertainment industry probe, but is expected to defer this until the Federal Communications Commission has been thoroughly examined. A total appropriation of \$200,000 has been approved for the upper house's major investigating subcommittee to carry on its activities. The unit had \$100,000 to spend last year.

Concentration on ferreting out Reds in radio and TV was explained by Rep. Donald L. Jackson (R., Calif.), a member of the Velde committee, who said that previous investigations of the motion picture industry had driven Hollywood Communists and fellow travelers to take posts in radio and TV. The committee on Un-American Activities plans to ask for \$300,000 to finance investigations into the executive branch of the government and defense industries, as well as into entertainment and education. The group had \$285,000 last year.

The Jenner subcommittee contemplates no change from the original plan outlined by subcommittee counsel Richard Arends, calling for investigation of the Voice of America, the FCC, the advertising industry and other fields related to TV-radio.

Delaware **TOPS** all U. S. in 1951 Average Income*

WDEL
AM • FM • TV
Wilmington, Del.

TOPS all stations in this richest market.

Let it sell your product effectively, economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

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

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in ST. LOUIS

(451,000 TV Sets;* Panel Size 200)

... According to Videodex Reports

Table of TV show ratings for St. Louis, including sections for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday, with columns for show name, network, time, and rating.

NEXT WEEK Videodex and Pulse Studies of BUFFALO

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

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

Share of Total Audience Radio vs. TV in St. Louis

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

Table showing share of total audience for radio vs. TV by day and time slot (7 P.M. to Midnight, 6 A.M. to 6 P.M., 6 A.M. to Midnight).

Advertisement for WJW NBC Affiliate in Detroit, owned and operated by The Detroit News, National Representative The George P. Hollingbery Co.

Advertisement for 67,000 Active Buyers, read The Billboard classified columns each week.

Top 5 Radio Shows Each Day of the Week in ST. LOUIS

(502,448 Radio Families*)

... According to Pulse Reports

Table of radio show ratings for St. Louis, including sections for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday, with columns for show name, network, time, and rating.

*Based on U. S. Census Radio Ownership 1950 and Sales Management 1952 estimate of families in the St. Louis metropolitan area including Saint Charles, Saint Louis City, Saint Louis Co., Madison (Ill.), Saint Clair (Ill.).

Sponsors Back Commercial Producers in SAG Hassle

ANA Letter Warns Against Yielding; First Time Bankroller Takes Stand

NEW YORK, Jan. 24. — The leading sponsors of the nation, thru the Association of National Advertisers, have thrown their support behind the producers of TV film commercials in the stalemated negotiations with the Screen Actors' Guild, whose members currently are on strike. This is the first time in memory that the bankrollers, either individually or thru ANA, have taken an open position in a broadcast industry dispute. Sponsors, of course, have been deeply interested in other labor disputes in the past, especially those involv-

ing talent, but painstakingly avoided becoming a part.

Actually, it is this stance by ANA, in the form of a letter sent not only to every ANA member but to every national advertiser, which has made the producer negotiators stand firm against the SAG. Up to the point of the ANA's entry into the picture, it was feared that the national advertisers would not go along with producers on an unlimited delay on film commercial production, because these plugs are vital to continued video sponsorship, and the negotiators anticipated sponsor pressure to settle.

The ANA letter places the nation's top advertisers squarely behind the producer negotiators, however, and is reported to urge holding firm for "an equitable settlement" while warning against weakness and capitulation.

Maintain Position

Following the first letter, follow-up ANA memos are understood to have been prepared for circulation, to maintain the current hard position. Representatives of ANA as well as the American Association of Advertising Agencies sit in on negotiations as observers, and take part

in the industry caucus which is held once or twice weekly.

The feeling of the big advertisers who comprise ANA is that the conditions of settlement of the current strike will constitute a significant milestone in the TV film business. The basis of settlement, they feel, will set a precedent, not only in terms of labor relations, but in TV film costs generally. Already, one major advertising topper said, the medium is becoming so expensive that costs are becoming prohibitive, and the small advertiser may be forced out altogether.

The latest SAG demands were cited by an ANA member as an example. These are said to be for \$700 per actor on a TV film commercial, this fee to allow for unlimited use of the film. No SAG source would comment on these figures. With an average of four actors used per film, said the ANA source, the talent cost alone is nearly \$3,000. Production costs come to about another \$3,000, making the bill for a one-minute plug run from \$6,000 to \$7,000. This cannot easily be amortized, he said, especially over a 13-week campaign.

Meanwhile, negotiations progressed no further this week.

LONE STAR

Texas to Get 1st Crack at Dobie Series

HOUSTON, Jan. 24.—Texans are currently applying their "everything's bigger and better in the Lone Star State" theory to the TV film field. The signing of J. Frank Dobie, Southwestern folklorist for a new video series here has the venture being hailed as "Texas-written, Texas-produced and Television Films, Inc., here will make the show available to other States—after Texas has seen it of course."

Dobie, former University of Texas professor has turned over TV rights to all his published works and will also appear in the half-hour series. Robert Arch Green, who wrote radio's "Lone Ranger" and "The Gabby Hayes Show," will adapt the Dobie material for TV. Shooting begins here shortly. Meanwhile Richy's current all-Texas film package, "Betsy and the Magic Key," is ready for release to stations across the country. The Jameson Film Company, Dallas, is turning out three of the 15-minute films every week.

Menjou Film Markets Add 3, Total 60

NEW YORK, Jan. 24. — Ziv Television this week sold its Adolphe Menjou TV film series, "Favorite Story," in three more markets, making 60 markets in which the program is sold to date. New sales were made to WNBW-TV, Washington, for sponsorship by U. S. Metal Products Company; WPTZ-TV, Philadelphia, for sponsorship by Montgomery Coffee and Land-O-Lakes Creameries, and in the Nashville market, for General Electric Supply Company.

Adolphe Menjou arrived in Manhattan this week to confer with Ziv execs on present and future exploitation plans for the series, which premiered here this month over WNBT for Schaefer Beer.

WOR-TV Gets 35 TV Films

NEW YORK, Jan. 24.—WOR-TV, here, this week acquired 35 films, one a package of 10 and the other a package of 25, from two different firms. The package of 10 was leased from TV Exploitation and were made between 1947 and 1950. They feature such names as Charles Ruggles, Peggy Ann Garner, Gene Raymond and Mischa Auer.

The 25 are English feature pictures leased from TV Movies. These films were made between 1947 and 1951 and star such British actors as Michael Wilding, Clive Brook and Robert Morley. Milford Fenster negotiated the deal for the station.

NEW SERIES

Screen Gems Launches Syndicate Operation

NEW YORK, Jan. 24.—Screen Gems launched its syndication operation this week with completion of a contract to distribute a 15-minute quizzer starring Bill Cullen. The show is entitled "Professor Yes and No," and was produced by Alan Trench for Tragborn Productions of Pittsburgh, Pa. It is based on a mail-pull gimmick. There are 26 segments in the series. John Mitchell, who heads up Screen Gems' syndication end, hinted he was on the verge of signing up several more series.

OFFICIAL ADDS NEW KID SHOW . . .

NEW YORK — Official Films this week added another 15-minute series to its roster of syndication products. It's a kid show entitled "The Magic Lady and Boko," and features a midget.

Leftwich to Shoot 'World Scout' Pic

NEW YORK, Jan. 24.—"Sandy Wright, World Scout," a new dramatic-adventure TV film series, will be produced here shortly by Ed Leftwich in co-operation with the Boy and Girl Scouts of America.

Writing chores will be handled by Sid Edelstein. Leftwich is producer-director for "Bride and Groom" and "Live Like a Millionaire."

There are 13 in the series, produced by Telemount Productions headed by Henry Donovan.

TELENEWS MARKETS 'FOR WOMEN ONLY' . . .

NEW YORK — Telenews Productions was last week set to begin pitching its new women's show, "For Women Only." A new 15-minute segment will be released every week, each one containing several separate features which may be integrated into stations' live programs. Telenews describes the show as "the first TV film counterpart of the popular women's magazines." "For Women Only" is being produced by Telenews fem editor, Leona Carney, and has Amy Sedell as femsee.

REID RAY CO. WAS OMITTED

NEW YORK, Jan. 24. — Reid Ray Television Productions, Inc., was erroneously omitted from the list of TV film program producers in the January 17 issue of The Billboard. Reid Ray headquarters are at 2269 Ford Parkway, St. Paul 1, Minn.; phone, Emerson 1393. It also has offices in Hollywood and Chicago. The firm is currently producing "The Sporting Chance" and "Sports Album of Fame."

THIRD RE-RUN BEST

Seg Triples Pulse Rate of First Two

NEW YORK, Jan. 24.—In a striking example of the re-run potential of old TV film series, "Hollywood Half Hour," a consolidated TV property, chalked up a 15 rating during the first week of its third Manhattan run, according to Pulse survey figures for the week beginning January 5. The rating was practically triple that scored by the series in the first and second re-runs here in 1951.

The program, re-titled "Demitasse Tales," started its third run here over WCBS-TV on Tuesday, January 6, from 10:30 to 11 p.m. under the sponsorship of Medaglia D'Oro Coffee, alternating with another TV film series, "Jeweler's Showcase." The series pulled 15 during its first quarter-hour and 14.3 during its second, as compared to 5 for WNBT's live Bob and Ray "Embassy Club" (10:30-10:45 p.m.), followed by 5.3 for Bob Considine (10:45-11 p.m.), 3.3 for WJZ-TV's "The Name's the Same," and 1.3 for

WABD's "Week In Review." Closest competitor was non-network station WPIX with 11 for boxing.

"Hollywood Half Hour" (then titled "Bigelow Theater") was aired here in the fall of 1951 for the first time over WABD on Thursdays from 10 to 10:30 p.m., under the sponsorship of Bigelow Carpets. Pulse ratings for 1951 gave the series 5 in October; 5.6 in November, and 5.3 in December when it started its second run. November, 1951, Pulse ratings for opposition shows in the same time spot gave "Racket Squad," WCBS-TV, 18, and "Martin Kane," 12.8.

Firm to Guard U. S. TV Rights Of Italy Filmmers

NEW YORK, Jan. 24. — In a move to protect American TV rights of Italian movie producers, Italian Film Export, Spa., here is readying a plan whereby the organization will keep a close check on all TV screenings. The trade association will make up special packages of Italian features and generally supervise distribution of films in this country. However, the actual distribution to TV stations will be handled thru U. S. TV film distributors here selected by the association's TV department head, Ralph Serpi.

In addition to providing better legal protection for Italian movie firms, the organization will also promote the Italian film industry in general, the aim being to popularize Italian movies with TV and movie audiences in the United States. At the same time Italian Film Export hopes to arrange co-producer deals between Italian and American film outfits and promote the use of film production facilities in Italy by American producers abroad.

Italian Film Export represents all of the major Italian film companies, including Cinex, the Italian government outfit; Amat; Rizzoli (Dear Film); Panaria; Titanus; Ponti-de-Laurentis, and Lux Films. The last named is the largest in Europe. Products which will be made available to TV stations here include such prize-winning flickers as "Shoeshine" and "Paisan."

QUICK TAKES

New York

Harry K. McWilliams has been appointed Screen Gems' advertising and public relations director. For the past eight years, McWilliams has been exploitation manager of Columbia Pictures. . . . New York based execs of MCA-TV were last week on the West Coast for conferences with Revue Productions personnel. . . . Bernie Prockter went to the West Coast last week to start filming of the vignettes that will be integrated into the "Quick as a Flash" quizzer that goes on the American Broadcasting Company for Thor Washing Machine Company. . . . Leonard Feldman is latest addition to the sales staff of Official Films. . . . Richard de Rochemont was in Champaign, Ill., last week for a seminar on the use of film in educational TV, conducted by the University of Illinois. . . . Lake-side Television Company is handling the TV distribution of a package of 100 miscellaneous subjects owned by Library Films.

Hollywood

Family Films Television has been signed by the Lutheran Church-Missouri Synod to produce the second group of 26 half-hour stanzas in "This Is the Life."

Syndicate 'Showcase' In New Market Areas

HOLLYWOOD, Jan. 24. — Stu Reynolds will syndicate the films produced for "Jeweler's Showcase" in those markets where "Showcase" is not shown. Hamilton Watch sponsors "Showcase" on an alternate-week basis in 24 markets, leaving the remaining TV cities free to purchase the identical series. Series will be known as "The Sovereign Theater" and will be

made available for regional and local sponsorship in early March. Reason for the delay is to enable Reynolds' production firm to build up a sufficient backlog of product to permit series to be sold on a weekly basis rather than follow Hamilton's alternating week schedule.

Reynolds' firm, Sovereign Productions, is continuing to produce new films in the "Jeweler's Showcase" series and currently has 19 scripts for future productions in the writing stage. In addition, Sovereign is producing six films for General Electric to be used as a replacement for the Fred Waring show when Waring takes a six-week leave to go on a p.-a. tour. Half dozen G-E films feature star names. It takes over the Waring Columbia Broadcasting System Sunday nighttime slot starting February 1.

Reynolds sold the series to G-E for first and second-run rights. Following initial run this February and March, Sovereign will produce an additional seven half-hours in the series. G-E will use the 13-week series as a summer replacement for the Waring show, alternating new product with second-run films. Sovereign is also producing 10 half-hours for Du Pont. Series of 20 Du Pont "Cavalcade of America" film were awarded 10 each to Jack Chertok and the Sovereign firm. Gil Ralston and Arthur Ripley are producing the "Showcase" G-E and "Cavalcade" films for Sovereign.

The Deadline for Entries in

THE BILLBOARD'S FIFTEENTH ANNUAL

RADIO & TELEVISION PROMOTION COMPETITION

has been extended to midnight
Saturday, February 7, 1953

Send your entries to:

Promotion Competition, The Billboard, 1564 Broadway, New York 36, N. Y.

Don't miss this opportunity to promote your 1952 promotion!

EXPLOITATION TECHNIQUE

Expert Cites Value of Song Plugs to TV Film

By LYLE ENGEL
(Film Music Exploitation Consultant)

The recently announced release of Columbia Record No. 39937, on which Desi Arnaz sings "I Love Lucy," would seem to indicate that the aggressive, progressive production unit which created America's number one TV show, is leading the way in another important facet of show business operations. I mean, of course, utilizing a song or songs as powerful exploitation devices for a filmed TV program or series.

Certainly Desi's disk of the theme song from the "Lucy" series can do nothing but help maintain and enhance the incredibly high ratings this show is presently getting.

It is rather amazing to me, as one who for 18 years has dealt intimately with the exploitation of music from the movies, that producers of TV film shows or series haven't utilized the promotional values of music to any extent in their programs.

The theatrical film producers, of course, have long been aware of, and have successfully utilized, music as exploitation. M-G-M, with its Robbins-Feist-Miller music publishing combine and its M-G-M Record Company, has long since derived not only millions of dollars worth of exploitation for their pictures via songs and disks, but has actually earned substantial profits from these enterprises. In the same manner, Warner Brothers and Paramount have wisely utilized the tremendous exploitation values inherent in popular music.

The television producer who builds his music exploitation department now is strengthening his future position. He will be able to pre-sell his properties. He can launch a new series with the extra help of millions of people who have developed an "awareness" of the program thru its music exploitation. This tendency to be more interested in watching the program, because they are more "familiar" with it, can be developed. Producers of TV films can't overlook music exploitation. It gives them the means of developing new music properties in addition to its obvious exploitation values. Your show may be the springboard for new hit songs. The movies have frequently done it. Why not TV?

SHOWCASING

Plan Use of Pilot Pix As Full Series

NEW YORK, Jan. 24. — If it does not succeed in placing its pilots of "Impulse" and the Joe E. Brown show in network dramatic series, Official Films plans to include the two shows in a series of 13 pilots, which it will endeavor to sell, possibly as a summer placement. Tentative title of the series is "Preview Theater."

Official believes it can come up with about half the dramatic stanzas required. It is on the lookout for half a dozen more.

Goldwyn Gets PSI's Reiner

NEW YORK, Jan. 24.—Manny Reiner next week steps out of his post as sales veepee of PSI-TV, Inc. He will join Samuel Goldwyn Productions as foreign manager. Reiner has been with PSI for seven months. His departure is on an amicable basis. No successor has as yet been selected for the sales post.

Before joining PSI-TV, Reiner was sales manager for Louis G. Cowan, Inc., for two years. He has over 17 years experience in the motion picture business with Warner Brothers, M-G-M, Monogram, Paramount and David O. Selznick.

Guild, UTP Contend For Snader Films

HOLLYWOOD, Jan. 24. — At week's end, Guild Films and United Television Programs remained the leading contenders for the sales-distribution rights to 14 Korda feature films and 39 "Dick Tracy" half hours in the bidding for the properties conducted by Samuel Rosenbaum. Latter is serving as arbitrator in the entangled legal disputes between Lou Snader and his partners in the Snader Telescriptions firm, Al and Henry Bisno, and Sam Markovich. Last week Rosenbaum awarded ownership rights to the 756 telecriptions to Ben Frye's Studio Films and distribution rights to United Television Programs, ruling as valid the contract concluded earlier between Frye and the Bisnos.

Second phase of the proceedings remains Rosenbaum's decision as to who should be awarded the rights to the Korda films and the "Tracy" series produced by the Snader firm. Rosenbaum opened hearings on Thursday (22) with Guild and UTP emerging as leading contenders for the properties.

Guild Prexy Reub Kaufman's bid offered a \$150,000 annual guarantee for five years with Guild Films distributing both the Korda and "Tracy" films for 27½ per cent of the take. UTP offered Rosenbaum a choice of two deals. Firm bid \$300,000 in cash for outright ownership of the properties, or \$150,000 annual guarantee at

30 per cent distribution fee. In both the UTP and Guild bids, in the event income from sales in any given year does not reach the \$150,000 mark, the distribution firm must either make up the difference or the contract is automatically voided.

Other bids included an offer sent by Eli Landau, Inc., of New York, who expressed willingness to pay a \$50,000 advance plus a \$100,000 yearly guarantee. Jack Broder, of Hollywood, offered a \$100,000 advance plus \$100,000 guarantee annually. Robert Maxwell Associates was the sole firm bidding for the foreign rights to the "Tracy" series, and therefore is expected to win the award for foreign sales. He offered to stand all dubbing costs and conversion of the products for foreign use and will then split 50-50 on all incoming revenue.

Rosenbaum said it was impossible to reach a decision at this time as to the manner in which disposition of these properties can be conducted. He denied reports that Guild and UTP were the leading contenders for the rights to the films, stating that he still is awaiting offers from other bidders. He refused to disclose the identity of the bidders. It was later learned that New York's Sterling Films was considering offering a bid.

Whole picture was further confused when G. K. Palmer, who first produced the "Tracy" films for Snader, claimed he would sue if the "Tracy" films were sold outright. Legal hassle between Palmer and Snader was settled out of court last March, but Palmer claimed he has basis for further action.

Rosenbaum said complications in ownership of these properties will have to be settled first before he can dispose of them. As it stands now, he said, he does not know whether he has the right to award them to any bidder. Tangled rights to the properties is clouding the issue. In conducting this phase of the hearings, Rosenbaum is simultaneously accepting bids while attempting to clear the ownership rights to the properties he is trying to sell.

Korda and "Tracy" films are owned by Snader Telescriptions Corporation, Snader Telescriptions Sales, Inc., and general partnership called Snader Distributing Company (composed of Al Bisno, Sam Markovich and Lou Snader) and two limited partnerships, BSM Telescriptions and Bisno Telefilm Sales. General partnership firm also includes a number of investors. Licensing of the Korda and "Tracy" films have to be cleared by British Lion Films, owner of the Kordas, and the "Tracy" series rights will have to be traced back to the Chicago-Tribune syndicate to determine whether the original licensing agreements would hold valid in the new set-up.

Rosenbaum said: "I'm not yet prepared to say that the legal rights to make the kind of a deal that's being talked about are so clear that I'm prepared to authorize them (the sellers) to make a contract. Also, several bids were received this afternoon, but I'm holding them."

Consolidated Closes Deals

NEW YORK, Jan. 24.—Consolidated TV Sales here this week chalked up a flock of new TV film sales. "Front Page Detective" was picked up by WJTV, Jackson, Miss., and WHBF-TV, Rock Island, Ill., for sponsorship in latter market by Tri-City Radio Supply Company. "Crusader Rabbit" was sold to KPRC-TV, Houston; KDUB-TV, Lubbock, Tex., and WKAB-TV, Mobile, Ala. "Public Prosecutor" was bought by WSLV-TV, Roanoke, Va., and KDUB, Lubbock.

At the same time, Consolidated closed deals with KWAB-TV, Mobile, Ala.; KGNC-TV, Amarillo, Tex., and KOLN-TV, Lincoln, Neb., for the distribution outfit's complete catalog, including the above three series plus "Paradise Island," "TV Closeups," "Going Places With George," "Ringside With the Rasslers," "Hollywood Half Hour" and "Jackson and Jill."

PLAN VIDPIX AS HOME MOVIES

NEW YORK, Jan. 24.—In a turn-about move to bring TV films literally into the parlor, Library Films, Inc., is setting up a new service whereby current TV film series will be made available for purchase by home movie fans. Move was prompted by fact that TV stations across the country report that TV set owners want to buy films shown on the screen for their home movie projectors. Service is also designed to give home projector owners in non-TV areas a chance to view heretofore unavailable TV film shows.

Library has lined up more than 150 flickers which have been aired on TV, including the Hal Roach comedy package, "Laugh Time," currently aired daily over the Columbia Broadcasting System's TV web. Films will be offered as 8-mm., 16-mm. silent, and 16-mm. sound. Library is negotiating with several TV film outfits here and expects to augment their present picture listings with new TV films shortly.

Esty Agency, Others, Plunge Deeper Into Own Film Production Plans

NEW YORK, Jan. 24.—Further development of the expansion of advertising agencies into the TV film field was seen here this week by several new moves, headed by the reported decision of the William Esty firm to syndicate its "Man Against Crime" series in markets where it is not now sponsored by Reynolds Tobacco. Simultaneously, Young & Rubicam is reported readying a move into production, with Benton & Bowles also taking a long look in

this direction. TV film activities previously had been undertaken by other major ad agencies here, including William Weintraub and the Biow Agency.

The new Esty syndication move apparently is geared for an early start. The agency is understood to have invited major TV film distribution outfits here to submit bids for distribution rights to the series. Offers to date are said to range from straight percentage deals to guarantees.

Esty has a lease on the old Edison Studios in the Bronx, where "Man Against Crime" is shot. The firm carries the entire studio production crew on regular salary as agency staffers. It's understood that Esty is planning also to shoot its own commercials there shortly. In addition, the agency is mulling over the possibilities of filming 16-mm. test commercials for clients. Spots would be shot in the rough at low cost, to test audience reaction prior to filming spots for actual telecasting. Plan is similar to film commercial test plan unveiled here recently by the Schwerin research outfit.

Altho Y.&R. recently has been handling production on TV film commercials for clients, the agency's hiring this month of Peter Levathes, ex-TV director and short subjects sales head for 20th Century-Fox, is seen by some traders as the signal for Y.&R.'s all-out expansion into production on TV film shows. In line with this, Y.&R. is said to be looking around for studio space available on long-term lease.

Benton & Bowles has no immediate plans for entering the TV film production field, but is understood to be watching the activities of the other agencies with great interest, preparatory to possibly setting up its own film operation at a later date this year.

TV FILM PURCHASES

The National Broadcasting Company TV Film Division has sold "Douglas Fairbanks Jr. Presents" in 35 markets to date. The three latest sales of the half-hour dramatic series are to Borden Milk Delivery thru Young & Rubicam of San Francisco for showing in Fresno, Calif.; to KFMB-TV, San Diego, Calif., and to the Sunshine Breweries thru Castner Associates for showing via WHUM-TV, Reading, Pa.

NBC has also syndicated "The Life of Riley," starring William Bendix, into three more markets: WKY-TV, Oklahoma City; WENR-TV, Chicago, and to Glavin and Sherwood Associates for Seattle.

For WNR-TV, the American Broadcasting Company also bought NBC's "The Lilli Palmer Show" and "Dangerous Assignment." KFMB-TV, San Diego, Calif., also bought these two shows, as well as NBC's daily news package. "Dangerous Assignment" was also recently sold to WHUM-TV, Reading, Pa.

Latest sales of NBC's "News Review of the Week" were to WMBR-TV, Jacksonville, Fla., for sponsorship by Duval Jewelry, to WALA-TV, Mobile, Ala. for sponsorship by Sam Joy Laundry thru the Lewis Agency, and to WFMV-TV, Greensboro, N. C.

The Telenews daily news films along with the INS daily services have been sold to KOPO-TV, Tucson; WKBN-TV, Youngstown, O., and WHUM-TV, Reading, Pa. Weisfield Jewelers bought the Telenews weekly review for KHQ-TV, Spokane, and optioned it for Yakima, Wash., when TV comes on there. Weisfield already sponsors the show in Seattle. KOLN-TV, Lincoln, Neb., which already subscribes to Telenews daily, has now also signed up for the weekly review and "This Week in Sports."

The Vitapix package of West-erns starring Johnny Mack Brown and Whip Wilson was this week sold to KSD-TV, St. Louis.

The FIRST name in outstanding television production

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6, Ohio
New York Hollywood

Write for information on Available ZIV PROGRAMS

Advertising Knowmanship Plus Hollywood Showmanship

your only single source for:

- PACKAGED TV SHOWS
- CUSTOM TV COMMERCIALS
- ANIMATED TV SPOTS
- SYNDICATED TV SPOTS

Kling Studios

TV Film Shows
a la Kling

This One

HCL6-W98-RA46

CHICAGO • 601 NORTH FAIRBANKS COURT • DE 7-0400
NEW YORK • affiliated with Thompson Associates • 51 East 51st Street • EL 5-7336
DETROIT • 1928 Guardian Building • WO 1-2500
HOLLYWOOD • (Ray Patin Productions) • 6650 Sunset Blvd. • HU 2-1147

Legitimate Reviews

THE BAT

(Opened Tuesday, January 20)

National Theater

A melo by Mary Roberts Rinehart and Avery Hopwood. Staged by Jonathan Seymour. Settings by Ralph Alswang. Costumes by Alice Gibson. General manager, Ben Boyar. Stage manager, George Greenberg. Press representatives, Nat and Irvin Dorfman. Presented by James Withers Elliott.

Dire Doings

For the record, (although it seems by this time that about everybody ought to be familiar with "The Bat's" last flight), the Rinehart-Hopwood conceit concerns a particularly turbulent night in the rented house of the above-mentioned spinster from which the Bat, a sinister fellow, indeed, is attempting to scare her, so that he can get his fingers on the ditto stolen loot in the ditto secret room.

James Withers Elliott, back in the producing business after a 21-year absence, has given the revival a fine framing. The cast is good thrust, with Shepperd Strudwick giving a solid performance as the slippery villain, and Harry Bannister making the spinning medico properly devious.

(Continued on page 42)

MID-SUMMER

(Opened Wednesday, January 21)

Vanderbilt Theater

A drama by Vina Delmar. Staged by Paul Crabtree. Setting by Howard Bay. Costumes by E. G. Harp. General manager, Nick Holde. Stage manager, Eddie Risten. Press representative, Saul Richman. Presented by Paul Crabtree and Frank J. Hale.

Warm Interlude

"Mid-Summer's" locale is a shabby New York hotel room (circa 1907). Its tenants are a young school teacher who has quit her classroom for a fling at writing for vaudeville; his inarticulate, but straight-thinking wife, who wants him back at a job calling for a home and stability, and their precocious, moppet daughter. Just when her hopes are about to be fulfilled, the ham in him really breaks loose and he wins a vaudeville tryout.

Excellent Cast

Geraldine Page is close to perfection as the wife. In fact, it is hard to think of any of our current crop of actresses who could bring a similar conviction to the part. It is one of the most effortlessly magnetic performances in years, and a Broadway debut which is an absolute stand-out.

THE CRUCIBLE

(Opened Thursday, January 22)

Martin Beck Theater

A drama by Arthur Miller. Staged by Jed Harris. Settings by Boris Aronson. Costumes by E. G. Harp. General manager, S. M. Handelman. Stage manager, Leonard Patrick. Press representatives, James Proctor and Ken Dunskey. Presented by Kermit Bloomgarden.

The theme of Arthur Miller's new play is based on bigotry and mass hysteria. Whether or not his clinical investigation of an historical witch-hunt in Salem, Mass. (circa 1692), projects present day analogies is something for the individual customer to decide for himself. The point is that Miller is obviously angered by bigotry and mass hysteria, and the catastrophic results that can derive therefrom, and has arraigned it in terms of telling drama.

Vicious Story

Briefly, it is a tale of a prank by rebellious children against the current rigid moral code which snowballs it into a holocaust of persecution and hate. The children claim to be bewitched and are only too readily believed by superstitiously smug law and clergy. Their charges of witchcraft fill the jails, and the noose is the penalty for anyone who will not admit his error.

Everything Top

Kermit Bloomgarden has given the production the best of everything. Boris Aronson's sets have a rugged period simplicity that is enormously effective, and Edith Lutyn's costuming could have stepped from pages of colonial wood cuts. Jed Harris earns another set of laurels for the best staging chore so far this season.

ON BORROWED TIME

(Opened Thursday, January 22)

Wilbur Theater, Boston

A comedy by Paul Osborn. Directed by Demetrios Vilan. General Manager, Paul Vroom. Stage manager, Herman Shapiro. Set by Gus Schneider. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Richard W. Krakour and Ralph Hale in association with William G. Coston Jr.

"On Borrowed Time" will join "The Children's Hour" on The Stem to sound one of the finest moments of the theater of the '30's again.

Expertly played by a cast headed by Victor Moore, Leo G. Carroll and Beulah Bondi, the gentle fable about death treed by a kindly old codger seems as fresh and beguiling as ever.

Demetrios Vilan has staged the work at a pace that works to its climaxes in a fluid manner. Most of the gestures are understated, but when there is a purely farcical piece of business he insinuates it across. The result is a poignant job in which laughter is always on the verge of tears.

Victor Moore is remarkably appealing as Gramps. The timbre of his voice, his bumping gestures, his projection of the atmosphere of innocent age are all integrated into a performance of pure delight.

"Time" is of the essence of showmanship and professional work in every department for commercial and critical success.

THE FIFTH SEASON

(Opened Friday, January 23)

Cort Theater

A comedy by Sylvia Regan. Staged by Gregory Ratoff. Setting by Sam Leve. Costumes supervised by Edythe Gilford. General manager, Jesse Long. Stage manager, Nicholas Saunders. Press representatives, Bernard Simon, Frances S. George, Kondolf and Sherman S. Krellberg.

The news about "The Fifth Season" is the Broadway debut of Menasha Skulnik. For a good many years, a lot of people, including this reporter who had no idea what Mr. Skulnik was talking about, have shunned the singer, and he is a great comedian.

Quite Palatable

In fact, he is so beguiling as to make Sylvia Regan's farce-comedy about the garment business seem quite palatable. As the practical but sentimental half of a turbulently insecure dress manufacturing partnership, he injects an amazing warmth and reality into a script that is as obviously tailored as the dresses its models exhibit.

"The Fifth Season," on midtown Seventh Avenue is, of course, the "off season," and Miss Regan has concocted a little yarn about a dress firm continuously in the red. A young partner, the go-getter, snares a solid customer.

TV FILM REVIEW

China Smith

TV FILM—Reviewed at special screening. Running time 30 minutes. Producer, Bernard Tabakin. Director this show, Robert Aldrich. Other directors, Arthur Pierson and Ed Mann. Writer, Robert Dennis. Cast: Dan Duryea, Myrna Dell, Douglas Dumbrille, Marion Carr. Distributor, PSI-TV, 221 West 57th Street, New York.

A stout, middle-aged man, wearing a pith helmet and spectacles, and clutching a brief case, is seen sitting in a transport plane high in the sky. The man is obviously feeling very ill. The hostess asks if she can help him. The man waves her away.

With this teaser opens the 17th installment of "China Smith." The plot gimmick in this is that the man who jumped—or was pushed—was carrying an essential geographic map to the British-Malayan Oil Company in Singapore.

Action Stuffed

A rapid-fire series of plot twists, gun play, intermittent suspense, hard-boiled sea and local color add up to an action-stuffed half hour for adult audiences. Duryea carried off the lead role with a light Irish brogue and an air of irresponsibility and nonchalance. He gives a most acceptable characterization of a guy to whom trouble comes easily.

The Inauguration

Continued from page 9

with the President. The Mutual Broadcasting System turned in a competent job of reporting aided by Frank Singiser's perceptive commentary.

The Ball

The inauguration ball must have been an outstanding treat for female viewers. They were given comprehensive descriptions of the clothes worn by the female guests, both on radio and on TV. On video, the standard picture was of a stunningly-clothed dancing throng that later, because of the crush, couldn't even do that.

The newscasters and commentators did their usual thoro and rewarding job. Outstanding perhaps were NBC-TV's Ben Grauer, Merrill Muller and Dave Garroway, 35-TV's Cronkite, Edward R. Murrow and Ron Cochran; ABC-TV's Martin Agronsky, Leo Cherne and Gunnar Back. On radio, the staccato-voiced Walter Winchell dominated the announcing for ABC, and Robert Trout did a like job for CBS.

Sponsor Line-Up

The radio and TV networks were well-represented by sponsors. The Willys-Overland commercial on NBC-TV-AM was hard and consistent selling, as was Packard's on CBS-AM and TV. General Motors took care of the bill on NBC-AM-TV and in addition to its plugging, had a line commercial in the number of Cadillacs used in the parade. Beacon Wax, the sponsor on Du Mont, pushed its products mercilessly.

Leon Morse.

SINGER Excellent job on leading 50,000-watt radio and television operation. PHOTOS IN MILLIONS... 900 GAGS FOR \$1... LOUIS TANNEN

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"I think this is one of the biggest reasons that we have enjoyed what success we have attained in our 10 years in business, and I would certainly not be very smart to do anything to destroy this following for the sake of one hit record.

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It is also to be noted that Vogel has been administering the copyrights, collecting royalties, and disbursing a portion to the Cohan estate—and these activities, according to some observers, could be construed as lending validity to any claim he might make. As against this, another exec pointed out that Vogel administered the copyrights only by sufferance—that is, thru permission of the attorneys.

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Broadcast Music has recently been making some successful stabs at the music-in-movie business. One of the firm's top copyrights, "Because of You," was placed in a film and last week Stearns acquired "Song From Moulin Rouge (Where Is Your Heart)" from the new Jose Ferrer film.

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Ed Sullivan to 'Toast' Disk Industry on Feb. 15 Stanza

NEW YORK, Jan. 24. — Ed Sullivan will present an hour-long "Salute to the Disk Industry" on his TV "Toast of the Town" on Sunday, February 15. This TV stanza, first to present a comprehensive history of the disk industry, has been set by the Record Industry Association of America as part of a national institutional campaign.

The stanza will be a capsule chronicle of the disk business, presenting some of the old-timers who made the big hits 25 years ago and many of the stars who are making them today. What is more important, from the viewpoint of RIAA, is that the emcee will come thru with a real pitch to sell records. He will demonstrate the ease of attaching an inextinguishable three-speed player to a TV set and will spill about the value of recorded music in the home.

The talent lineup for the TV

seg has not been set, but a partial listing includes Jimmy Boyd, Mollie Bee and Sugar Chile Robinson, representing the youngsters of the record business, a filmed scene from Bing Crosby's flick "Going My Way," Gene Autry, and a sequence from "Ahmahl and the Night Visitors." It is understood that a number of top-selling warblers and thrushes will be on the show as well.

The old-timers' bit, which will feature the old Edison phonograph and cylinders, will be spotlight stars like Vincent Lopez, the Silver-Masked Tenor, Will Oakland, Gene Austin, Helen Kane, and others. This is expected to stir a lot of nostalgia.

The RIAA is helping to line up the talent. Effects of the telecast will be carefully watched by the organization to see the effect on disk sales in TV areas.

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Julie Stearns Off for Coast

NEW YORK, Jan. 24. — Julie Stearns, professional manager of Broadcast Music, which is a Broadcast Music, Inc. subsidiary, leaves for a three-week trip to the West Coast to huddle with independent film execs regarding music deals.

Broadcast Music has recently been making some successful stabs at the music-in-movie business. One of the firm's top copyrights, "Because of You," was placed in a film and last week Stearns acquired "Song From Moulin Rouge (Where Is Your Heart)" from the new Jose Ferrer film.

Ed Sullivan to 'Toast' Disk Industry on Feb. 15 Stanza

NEW YORK, Jan. 24. — Ed Sullivan will present an hour-long "Salute to the Disk Industry" on his TV "Toast of the Town" on Sunday, February 15. This TV stanza, first to present a comprehensive history of the disk industry, has been set by the Record Industry Association of America as part of a national institutional campaign.

The stanza will be a capsule chronicle of the disk business, presenting some of the old-timers who made the big hits 25 years ago and many of the stars who are making them today. What is more important, from the viewpoint of RIAA, is that the emcee will come thru with a real pitch to sell records. He will demonstrate the ease of attaching an inexpensive three-speed player to a TV set, and will spiel about the value of recorded music in the home.

The talent lineup for the TV

seg has not been set, but a partial listing includes Jimmy Boyd, Mollie Bee and Sugar Chile Robinson, representing the youngsters of the record business, a filmed scene from Bing Crosby's flick "Going My Way," Gene Autry, and a sequence from "Ahmahl and the Night Visitors." It is understood that a number of top-selling warblers and thrushes will be on the show as well.

The old-timers' bit, which will feature the old Edison phonograph and cylinders, will spotlight stars like Vincent Lopez, the Silver-Masked Tenor, Will Oakland, Gene Austin, Helen Kane, and others. This is expected to stir a lot of nostalgia.

The RIAA is helping to line up the talent. Effects of the telecast will be carefully watched by the organization to see the effect on disk sales in TV areas.

Music Catalog Project Moves Nearer Reality

NEW YORK, Jan. 24.—The ambitious Library of Congress project to list all music published in the United States in a comprehensive cumulated catalog has moved a step further toward actual launching. The tome, when published, would be made available to all in the industry.

The committee of publishers set up to spur the program has been informed by a Library spokesman that a pilot project was run to determine the best sources for the necessary information. The preliminary study also sought to outline a method for assembling it into the most useful form. An effort was also made to estimate the money needed for the project; it may take several years to complete and would require a substantial government appropriation.

In a letter to Guy Freeman, chairman of the committee set up by the Music Publishers' Association, Library of Congress executive Virginia Cunningham said that three major problems still await solution before work on the catalog could actually begin. These are, the type of information to be carried with each work listed, the indexes the catalog should contain, and the chronological periods to be covered. An extensive survey will be made this year to try and come up with the answers.

Ork Booking New Fixture Of Cage Tilts

NEW YORK, Jan. 24.—Ork bookings between halves of basketball games are liable to become standard procedure. This week the Billy May ork was slotted by General Artists Corporation into the Syracuse Auditorium, to play before, during the half, and after the Syracuse Nationals game on Sunday, March 8. This is the second time that the team has booked an ork into the auditorium to help swell attendance figures. Last month the Ralph Flanagan ork played a very successful engagement at the arena.

One ballroom operator, hearing that the Syracuse Nationals are using strong orks to improve attendance when the team meets a weak five, told his booking agency that he was going to book a strong basketball team to help draw customers each time I book a weak band.

One trader remarked: "Next thing you know, they'll be fixing bands instead of teams."

Canada Board Weighs Tariffs

TORONTO, Jan. 24.—Explaining the functions of the Copyright Appeal Board, Mr. Justice Thorson, chairman of the board, said that its main objective was to set "a fair and equitable" rate of tariff for performing rights of music in Canada.

Currently before the board awaiting its decision is an application by the Composers, Authors and Publishers' Association of Canada, Ltd., for a percentage tariff of the commercial revenue of the Canadian radio stations.

His Lordship, in the city to hear cases which come before the Exchequer Court of Canada, said that the further applications by CAPAC for other tariffs, such as that concerning wired music, will be heard sometime in February, altho he was unable to say what date. It is possible, he said, that these would be heard in February, altho most of the applications have been heard in Ottawa.

Only Board

He pointed out that no country in the world has such a tariff fixing body as the Copyright Appeal Board. He said he understood that the United Kingdom was studying the board's operation with a view toward setting up a similar body.

Reviewing the decisions of the board, his Lordship said that in (Continued on page 41)

Since discussions on the project between the MPA committee and the Library of Congress began almost two years ago, other industry organizations have been informed of the plan.

All have expressed their feeling that a complete music catalog would be an invaluable reference aid. Among these industry groups are the American Society of Composers, Authors and Publishers, Broadcast Music, Inc., the Songwriters' Protective Association, the Music Publishers' Protective Association and SESAC.

Lorry Raine Exclusively On Okeh Now

HOLLYWOOD, Jan. 24.—Lorry Raine, one of the few major thrushes to achieve national recognition via her own diskings, is inking an exclusive pact with Okeh, the Columbia Records subsidiary, currently making an all-out drive in the pop field. Label, via Danny Kessler, a.&r. domo, acquires a number of already-produced masters of the thrush, as well as recording rights, with plans to wax her in the East. Miss Raine plans an Eastern tour, being set up by Joe Glaser, of Associated Booking Corporation, who is now in Hollywood for confabs with Bob Phillips, West Coast manager of ABC.

Deal with Okeh was recommended by the waxery of Harry Rosen, Philadelphia distributor for the Columbia sub, who caught a Philly disk show, "WFIL Bandwagon," conducted by Bob Horn. One of singer's acetates was previewed on show, "Love Me Tonight," coupled with "Five A. M." and got a 90 rating by the kids who vote the verdict with Horn.

Career of the thrush is extraordinary in view of the fact that to date Miss Raine has never had an orthodox recording contract. All her released records, on Coral, Decca and London, were from masters made for promotional activity via the disk jockeys. A number of her sides, including her best selling waxing, on London, "Strangers," were produced in Chicago at Universal Recording by Bill Putnam, under sponsorship of Tim Gayle, artist's publicity agent-manager.

Another unusual aspect is that masters taken by Okeh were not made under license of Gayle or his direction, but on a loan-out of the vocalist, on the basis of which she will receive 50 per cent of royalties after production costs.

Orient Jaunt For Cugat Ork

HOLLYWOOD, Jan. 24.—Xavier Cugat leaves the U. S. February 1 with a 20-piece ork, plus a group of nine entertainers, for about eight weeks in the Orient. First stop will be Manila, capital of the Philippines, where he'll start a five-week junket as part of the Philippines Exposition. He'll do a two-hour concert and dance nightly thru the islands, after which he'll do a tentative week in Tokyo and Hong Kong. The entire junket is being promoted by MCA thru Ted Lewin, Japanese talent promoter, who yearly brings a troupe of U. S. performers into the Japanese mainland for eight weeks of locations and one-nighters. Cugat is receiving \$20,000 weekly, with \$120,000 already put in escrow, along with round-trip transportation via air for the entire troupe. In addition, Cugat will play five or six concerts outdoors for Lewin in the Hawaiian Islands.

The Cugat junket is the first Oriental big-band tour for a private promoter in many years. Cugat's show troupe includes the Step Brothers, the McQuaid Twins, the Barrancos and Ora San Juan, sister of film star Olga San Juan, who replaces Abbe Lane with Cugat. Miss Lane has inked a Universal pic pact and will be in Hollywood making her first film during the tour. Miss San Juan was set with Cugat by Hal Gordon, of the Lew and Leslie Grade office, here.

BANG-UP IDEA

Battle Effects Back Up New Cap Warbler

HOLLYWOOD, Jan. 24.—Capitol debuted a new singer, Jack Powers, this week, doing a pair of sides sans any accompaniment except for the sounds of ricocheting bullets and booming cannons. The unusual diskings of "I'll Be Seeing You" and "From a Foxhole" stems from an idea by the 29-year-old ex-Massachusetts G.I., who came to Capitol with the idea of cutting the disks, against a battledrop background. On both disks, Powers opens chatting with a G.I. fighting mate in a Korean foxhole and then segues into his vocals sans musical backing. Powers, who served in World War II, spent some time in England in the last war working with Bert Ambrose's band.

Capitol also inked waxing pacts this week with Timmy Rogers, Negro comedian and songwriter, and Jimmy Work, ex-Decca country singer.

Valando and Laurel Firms Add Perrin

NEW YORK, Jan. 24.—Tommy Valando this week appointed vet musician Jack Perrin as general professional manager of his Laurel and Valando music firms. The appointment was made, according to Valando, to help spark increased activity in the firms.

Prior to this position, Perrin has been active in the music publishing business for a number of years. At Hill & Range he helped organize the firm's first efforts at exploiting country tunes in the pop field. More recently, he organized Ivy Music and later became affiliated with Chappell as half owner of Ivy and Sunflower Music.

Mike Sukin continues as topper of Valando's Broadcast Music, Inc firm, Sunbeam Music.

Jump Williams Release Dates

NEW YORK, Jan. 24.—In addition to all the other things that are happening to the late Hank Williams waxings and tunes (see separate story), two record companies got into a hassle on release dates on Williams' latest work this week. The tunes are "Kaw-Liga" and "My Cheatin' Heart," and the two diskeries are Columbia and M-G-M.

The story is rather involved but this is what seems to have taken place. M-G-M had originally skedded the Hank Williams slice (Continued on page 41)

STOUT HAND FROM SHOWBIZ

Trade Wins Plaudits for Part in Inaugural Whirl

WASHINGTON, Jan. 24.—Show business emerged with major honors from this week's spectacular festivities celebrating President Dwight D. Eisenhower's inauguration. Almost around the clock from last Sunday (18) into Wednesday morning (21), the entertainment world was in the vanguard of the nation's salute here to the new administration which, in turn, gave an official salute to show business. Despite some tough snafus that sometimes cramped their style but which might have wrecked the performance of less seasoned professionals, the galaxy of 1,022 entertainment stars who paraded their talents before inaugural-celebrating audiences of unprecedented size gave a spectacular performance.

Music was show business' dominant note as name bands and soloists shuttled between two widely separated inaugural balls Tuesday far into the following morning. Most breathtaking feat, tho, was Monday night's twin

Nelson 10G Verdict Is Upheld in Suit vs. Mills

ALBANY, N. Y., Jan. 24.—The Court of Appeals here this week affirmed the judgment of the Appellate Division in the action of Nelson versus Mills. The affirmation of the decision, which grants the plaintiffs \$10,000 damages, is interpreted by many traders as having crystallized an important legal principle, namely: no publisher can now acquire a tune similar in title to one he already has, and then push one tune and not the other. Heretofore, it has been common practice for a publisher to acquire two songs simi-

lar in title or content, and work on one only.

The action was started in 1949 by plaintiffs Ed Nelson, Jimmy Dupre and Harry Pease (now deceased), writers of the tune, "Red Roses for My Blue Baby." Mills Music had acquired this in 1944. In 1949 Mills acquired the Tepper-Brodsky tune, "Red Roses for a Blue Lady." According to Mills, the first-named song was a stiff.

The Appellate Division of the Supreme Court held that while the defendant had no duty to promote the plaintiff's song, it was obliged to deal with the plaintiff in good faith. Inasmuch as Mills subsequently acquired and promoted the second tune, the court inferred that this action was not in good faith and gave a decision in favor of plaintiff.

The decision stated that the fact that the same publisher published both songs was significant. According to Abner Greenberg, attorney for the plaintiffs, the case establishes the principle of ethical dealing between publisher and writer—just as does the standard Songwriters Protective Association contract form.

Legalists are interested in whether the case had aspects of unfair competition and/or infringement. According to Theodore Kupferman, of the Mills legal talent, the plaintiffs first tried to base their claim on unfair competition, stemming from the similarity of titles. But the Appellate Division, on its own pointed to the similarity of content, which would give the case the aspect of an infringement suit.

AFM Board in Meet Wind-Up

NEW YORK, Jan. 24.—Executive board of the American Federation of Musicians is expected to wind up its deliberations Tuesday (27). Chief items up for deliberation, and perhaps for action, have to do with the appointment of a man to the post of Hollywood film studio rep, and the matter of the merger of the two Hollywood locals, white and Negro.

The post of Hollywood studio rep became vacant recently with the death of Chet Gillette. It is considered urgent to name a successor who is not only conversant with theater product, but also TV film product.

With regard to the long-contemplated merger of the two locals, John TeGroen, chief of Local 47, Hollywood, arrived in New York earlier to discuss the matter with the AFM chiefs. Among problems inherent in the merger situation are the legal entanglements surrounding the ownership of property of the Negro local, and the problem of the contractual rights of the present officers.

Decca Issues 5 New Jazz Sets

NEW YORK, Jan. 24.—Decca Records will release five new jazz albums next week in a major addition to its growing catalog of package wax in the field. The sets will be made available in all three speeds.

One of the albums contains recordings of a 1949 Gene Norman-Charlie Ventura concert, and features Norman and the Charlie Ventura septet. Another 1949 concert waxing contains performances by the Castle Jazz Band, Kid Ory's Creole Band, Charlie Lavere's Chicago Loopers and Pete Daily's Chicagoans. There are also two albums by the Lawson-Haggart combo and a collection of sides cut in England. The latter, tagged the "British Festival of Jazz Concert," was recorded in London's Royal Festival Hall in 1951, and features English bands.

Decca currently has more than 20 jazz albums in its active catalog. Top sellers include three sets by Louis Armstrong and one by Lionel Hampton. (Continued on page 41)

Boston Pops in Fast Start on National Tour

NEW YORK, Jan. 24.—Results of the first three concerts of the Boston Pops tour ork under the baton of Arthur Fiedler indicate that the first national tour of 30 cities by the ork will be extremely successful. The tour opened on Tuesday (20) at Troy, N. Y., and drew a capacity crowd of 5,000. Estimated gross was \$9,700. The following night at Amherst, Mass., 4,800 admissions were collected, for the largest concert crowd the small college town has ever had. Tho the crowd at White Plains, N. Y., a night later totaled only 2,500 in a 3,800-seat auditorium, it nevertheless was the largest concert audience pulled in years in that area.

The tour is being booked by Columbia Artists Corporation, and is being merchandised heavily to (Continued on page 41)

Opry' Troupe Set for Korea

HOLLYWOOD, Jan. 24.—The first of what may be a series of WSM, Nashville, "Grand Ole Opry" entertainers to make a month swing thru the Orient's armed forces installations hops off March 1 from the U. S. for Hawaii, Wake Island, Tokyo and Korea.

Group will include Hank Snow and his four Rainbow Ranch Boys, Ernest Tubb and his three Texas Troubadours and Lou Childre, with Bill McDaniel, WSM flack, and Hubert Long, Snow's mentor, also on the trip. They'll spend 10 days at the first three stops, with the last 20 days in Korea. There's an outside chance that the Army may okay the trip for Pvt. Faron Young also.

Troupe will be working gratis, with the Army furnishing transportation and meals. Tour was originally set by Connie B. Gay, Arlington, Va., d.j., and country music promoter, who will make the trip as emcee.

In-Pouring of Tributes To Williams Continues

NEW YORK, Jan. 24. — The sudden surge in the public's demand for records, sheet music and pictures of Hank Williams, who died suddenly on New Year's Day continues unabated (The Billboard, January 17). If anything, the action is even greater.

The consumer demand for all of Williams' disks is still building to the point that practically all M-G-M distributors are back-ordered on the factory. The extent of the orders is not known, M-G-M has cut its next scheduled release from 12 to six records in order to try to catch up with the situation. It is also reported authoritatively that the orders for Williams' merchandise, coupled with heavy demand for several other M-G-M disks, are heavy enough to cover the normal production output of the label's Bloomfield, N. J., plant thru the month of April. Needless to say, the pressing plant is working around the clock.

In sheet music the story is the same, according to Fred and Wes Rose of Acuff-Rose, publishers of Williams' tunes. There are two folios of Williams' songs available. The normal sales on each of these was about 700 copies a month. In the last three weeks, 5,000 of each have been sold.

Air Lanes Flooded

Disk jockeys, according to all reports, are, in many cases, increasing their play of the singer's disks. Many country jockeys are block-programming his records in as much as two-hour segments; others are playing one of his records in each 15-minute period. In Troy, N. Y., Dave Denney, of WPTR, started a March of Dimes drive on Tuesday (20). Any one sending in a contribution of any amount receives a picture of Williams. The first 100 who send in contributions of \$25 or more will receive a white label copy of Williams' new release, "Kaw-Liga" and "Your Cheatin' Heart." In the opinion of many, these are Williams' greatest tunes. Denney's first mail after the kick-off totaled 500 contributions.

Consumer requests for pictures of Williams from M-G-M passed the 3,000 mark this week. This is in addition to quantity orders from distributors. The load was so heavy that the diskery has had to farm out the handling of requests to an outside concern.

Tribute Records

Tributes to Hank Williams in one form or another are beginning to show up on the market. King was first with "The Death of Hank Williams," written and sung by Jack Cardwell, a childhood chum of Williams. Checks made thruout the South and elsewhere this week have shown very strong immediate action on the record. RCA Victor is releasing a Johnnie and Jack tune called "Hank Williams Will Live Forever (In People's Hearts)." The writers and the publisher, Hill & Range, are contributing all royalties on

the record and sheet music to the Hank Williams Memorial Fund. Republic has issued "Tribute to Hank Williams," a narration by Joe Rumore.

M-G-M plans two memorial albums. One, "The Hank Williams Memorial Album" will carry the now-famous "Letter to Williams" from Frank Walker on the liner notes. The other album will be "Hank Williams as Luke the Drifter." All tunes in both of these albums have been previously released as singles.

Mitchell Signs For Film Role

NEW YORK, Jan. 24.—Singer Guy Mitchell has been signed by Paramount Pictures to his first screen role.

The Columbia recording artist will have a featured part in a new, as yet untitled, technicolor production starring John Wayne and Rhonda Fleming. Shooting on the picture starts March 2.

Brandom Rise Amazes Trade

NEW YORK, Jan. 24.—Traders are shaking their heads in wonderment over the phenomenal success of little Brandom Music, a Chicago publishing firm headed by Lew Douglas and Roy Rodde. Formed after their collaboration on writing "Why Don't You Believe Me" with King Lane, the firm has had three successive hits. Two of them are currently on the Honor Roll of Hits, "Why Don't You Believe Me" and "Have You Heard." The former was the country's biggest song for a number of weeks. Both of these tunes were disk-clicks via Joni James.

Brandom also has "Pretend" which has been parlayed into a solid disk seller via the Ralph Marterie and Dan Belloc instrumental versions on Mercury and Dot, respectively. The tune now has a lyric, and vocal records, led by King Cole are now showing on the market.

ASCAP Meet Set For Mar. 31 in NY

NEW YORK, Jan. 24. — The general annual membership meeting of the American Society of Composers, Authors and Publishers has been scheduled for March 31. The West Coast contingent will hold its meeting February 25 in Hollywood. Meetings will hear reports from all officers.

The Society's annual meeting of the board is scheduled for April.

Bandbox Battles Birdland in Fight for N. Y. Jazz Trade

NEW YORK, Jan. 24. — The street really started swinging this week, in more ways than one, with the intense competition for the jazz trade between the Bandbox, the plush new bistro, and Birdland, one of Broadway's older jazz spots. The first Bandbox show was a solid one, featuring the driving rhythms of the "Jazz at the Philharmonic" Trio, with Flip Phillips, Buddy Rich and Hank Jones; the Gene Krupa-Charlie Ventura-Teddy Napoleon Trio, and the Oscar Peterson group with Ray Brown and Barney Kessell. Charlie Shavers was featured with Peterson and Rafael Font's mambo ork.

The plush, well-handled set-up of the Bandbox, with 1,110 seating capacity, formed a fine backdrop for the listenable and cool music dished out by the talent line-up. The JATP group topped the bill, with Phillips doing a solid job on sax and Rich demonstrating again that he is one of the top drummers around today.

The trio's rocking renditions of a group of standards almost raised the roof. Ventura and Krupa stood out with their musicianship, and Peterson, making his first appearance on Broad-

way, impressed with his fine 88 work, tho his stint was rather lengthy. In all, it's a good, solid jazz show at the Bandbox, and the customers enjoyed every moment of it. The crowd was a good one, made up of many well-dressed teen-agers and in-their-twenties crowd, plus a good sprinkling of trade folk.

Prospects

The future bookings at the Bandbox and the Birdland indicate that citizens of the town as well as visitors are in for some exciting musical shows. After the current show finishes, the Duke Ellington crew and the Art Tatum Trio are set for the room, plus the Joe Loco band. The Harry James ork is understood to be booked in for two weeks, starting February 27. At the Birdland, the big news is that Stan Kenton will play the room for the first time starting May 23 for two weeks. The current show at the Bandbox is running about \$8,500 per week, and the Ellington ork, Tatum Trio and Joe Loco ork booking will run about the same. Birdland is upping its talent nut to bring in strong attractions.

Bob Rolontz.



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NEW ROLE

Petrillo As Info Bureau At Inaugural

WASHINGTON, Jan. 24.—James C. Petrillo, American Federation of Musicians' president, had his most enjoyable moments on the Presidential inaugural floor the other night when he decided to act as a one-man "information bureau" to inaugural guests who were continually losing things or getting themselves lost. Petrillo decided to adopt the role after he observed that folks kept approaching Paul J. Schwarz, local AFM president, for information, apparently because Schwarz was wearing an official inaugural reception badge. Petrillo hurriedly borrowed an identical badge and went into the act.

Incidentally, Petrillo's AFM picked up the tab for all musicians playing in the festivities. Although the band leaders offered the services of their units free to the in-

Jan. Nov. '52 Music Sales 9% Under '51

WASHINGTON, Jan. 24.—Sheet music, instrument and phono disk sales last November were 7 per cent below November, 1951, sales, while January thru November sales were down 9 per cent from the previous year's level, the Federal Reserve System reported this week.

The trend was reflected also in radio, phonograph and TV set sales, which during November were 19 per cent under the November, 1951, mark, with sales for the first 11 months of 1952 off 22 per cent, a sampling of major department stores revealed.

augural committee, the players had to be paid. Total bill was estimated at \$40,000 by union officials. Besides providing the music, the musicians' union entered a float in the parade at an estimated cost of \$4,500. On the gold and white float was a 20-piece band. Theme was "Music, the Universal Language of Peace and Good Will."



- STRONG WAXING** ★ **HALF A HEART** (Weiss & Barry) (Non-exclusive BMI) — Jane Pickens (Vic.) comes to the fore in a most unusual performance. Billboard calls it "a lovely waxing . . . shows off her warm, intimate style, with the four voices bringing back memories of the Pickens Sisters . . . could rack up attention with enough exposure." Variety concurs.
- EXCITING IMPORT** ★ **MADALENA** (Rex)—A Brazilian import that's given an exciting instrumental treatment by Henri Rene (Vic.) Variety reports: "a tasteful side with a catchy theme." Cash Box rates it "B" and ". . . fast moving instrumental . . . the results are outstanding."
- "FINE SIDE"** ★ **I'M CRYING FOR YOU** (Pee Jay) — Cash Box credits Ziggy Lane (Jubilee) with "a fine side" and rates it "B." Billboard reports: "Chanter hands the romantic weeper a strong reading to good backing."
- "DISK OF THE WEEK"** ★ **AMOR** (Peer)—"Dick of the Week" honors from Cash Box go to Vic Damone (Mer.) for "a sensational recording of a beautiful standard that looks like a natural for the best seller list . . . gonna be tremendous." Billboard calls it "excellent."
- "SLEEPERS"** ★ **SAD** (Eastern) ★ **DO I WORRY** (Melody Lane) — "A polished job of chanting," is the Cash Box verdict of Bart Stewart's (Seger) first wax effort. Disk wins "Sleeper of the Week" designation.
- "BEST BUY"** ★ **I'LL GO ALONE** (Acuff-Rose)—Webb Pierce (Dec.) is living up to Billboard's earlier "record to watch" prediction. Now a "BEST BUY," in view of strong activity from Chicago, West Coast and Cincinnati.
- CLASS ETCHING** ★ **UNTIL ETERNITY** (Algonquin) — Billy Eckstine (MGM) turns out "one of his best etchings in recent months," says Billboard. "Could be a biggie for Bill," reports Cash Box. Tune is a romantic ballad done with top class.
- "FINE ITEM"** ★ **AFTER MIDNIGHT** (Frederick) — Billboard considers Ralph Marterie's (Mer.) latest instrumental a "new record to watch." Review calls it "a fine item reminiscent of the days of swing bands."

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Music as Written

TUESDAY PUB DAY AT DECCA . . .

Publishers' day at Decca Records is now Tuesday. Publishers submitting tunes for wax consideration are to set appointments thru Jimmy Hilliard's office.

ARTIST PHOTOS ON DECCA PKGS. . . .

Deejay copies of Decca's new platters by Ziggy Talent and Bob Craig were sent out in two-color envelopes carrying photos of the chanters and detailed biographies. The diskery will use the medium from time to time to introduce newly-acquired talent to platter spinners.

VICTOR BUYS ARMEN DISK . . .

Kay Armen's disking of "Smokey Mountain Lullaby," cut by the thrush as an indie venture, has been bought by RCA Victor and has been skedded for early release. Tune is owned by the publishing firm of Tobias & Lewis.

NAMM CONFAB SET FOR CHI . . .

CHICAGO, Jan. 24.—The 1953 convention and trade show of the National Association of Music Merchants will be held at the Palmer House here July 13-16.

Exhibitors will receive a trade show prospectus in the middle of February, with complete details about space applications.

LEWIS DONATES TAPE RECORDER . . .

Robert Q. Lewis last week presented Ellie Di Resta, of Boston, a tape recorder. Reason for the gift was that Lewis was in Boston recently and was requested by Miss Di Resta, who conducts a closed circuit deejay show over WBVA to the new Veterans' Hospital every Friday night, to appear on the program.

Lewis was unable to remain for the show and suggested a taped interview, but no recorder was available. A week later, a recorder arrived from Lewis with a note saying that other artists passing thru Boston might not be able to stay for a live interview. Miss Di Resta is assistant to Jerry Flato, of Boston Record Distributors.

New York

All of singer Jerry Vale's personal appearances had to be suddenly cancelled by General Artists Corporation last week when the Columbia warbler underwent a sudden appendicitis operation. Vale is now recovering rapidly at Union Hospital here. . . . Bob Manning, new Capitol singer, is booked by the William Morris Agency and not Music Corporation of America as previously reported. . . . Eydie Gorme, Coral disk artist, now at the Gay Haven in Detroit, has been booked into Ciro's in Miami after her coming stint at the Pittsburgh Copa. The thrush will

Henry Hudson, of WLEE, Richmond, Va., is auditioning tapes and looking over applications for a live wire deejay who can also handle announcing and newscasting chores.

Publisher Ivan Mogull, just back from a month on the West Coast, has formed Harvard Music, a Broadcast Music, Inc. affiliate. . . . The De Marco Sisters have four guest shots skedded on the Kate Smith video show in February, plus a spot on the Red

'Blacksmith' Suit Kayoed

HOLLYWOOD, Jan. 24.—The declaratory relief suit, filed May 5, 1952, by Ken Watkins, of Lynda Music against Jack Holmes, songwriter, and Hill & Range Songs, was kayoed this week when Judge William M. Byrne, of Federal District Court here, ruled in favor of the defendants. The judge granted a default judgment against Watkins because he had failed to appear at two different times at which depositions were to be taken.

Watkins originally sought \$10,000 damages and asked that he be given all rights to the song, "Blacksmith Blues." Watkins alleged that June 27, 1949, he had signed an agreement with Holmes for a song, "Happy Payday." He alleged that the song was later given a different set of lyrics and was published by Hill & Range.

Buttons show. . . . The McGuire Sisters, new Coral artists, have been signed to appear three times weekly on the Arthur Godfrey show. . . . Betty Clooney, recent Coral pactee, goes on the road February 11, when her first disk on the label is released. . . . Brunswick Records is readying a follow-up to its "Jazztime, U.S.A." album. The new set will feature Eddie Haywood, in addition to other jazzsters. . . . Roy Wells, cleffer of "Lonely Wine," has formed his own publishing firm, Ritewell Music. First tune in the firm is "She Looked Down From Her Window," just recorded by Jack Smith on Coral.

Cincinnati

Al Morgan, acrobatic pianist, now on the staff at WLW and WLW-TV, spent the past week in St. Elizabeth Hospital, Covington, Ky., after collapsing at the Greater Cincinnati Airport Monday night (19) following his return from a week-end jaunt to Miami. Physicians blamed overexertion. . . . Rosemary Clooney due here Wednesday and Thursday (28-29) in connection with the world premiere of her film, "The Stars Are Singing," to be held at nearby Maysville, Ky. She will make several appearances over WLW and WLW-TV during her stay in town. . . . Dick Noel, former singer with Ray Anthony and for the last two years a feature at WLW and WLW-TV here, resigned last week when he and Crosley officials failed to reach a salary agreement. He will continue indefinitely at Beverly Hills Country Club, Newport, Ky., where he has been serving as singing emcee the last several weeks.

Indianapolis

Ross W. Christena and Kay Keiser, local bookers, are attempting a new approach to the convention-type show with a package to be premiered at the Murat Theater here March 4. They also have Ken Griffin's combo opening January 29 at Jack Ensley's Jaguar Room here. On January 16, Christena set Hoagy Carmichael into Indiana University, Bloomington, for a concert date in conjunction with a campus beauty contest.

Ciro's, Books Anthony Band

HOLLYWOOD, Jan. 24.—The local location band picture, which has been progressively picking up during the past four months, since the new Statler Hotel started bidding for names, got another hypo this week when Herman Hover, op of Ciro's, announced inking of Ray Anthony's ork to open a two-weeker, starting June 5. Anthony has been a standard name for at least one stop per year at the Palladium. Anthony booking into Ciro's is the first ork Hover has played as a featured attraction at the Strip boite since Freddy Martin's band worked there about three years ago. Booking is interesting, too, in that it further indicates the shortage of top names available. The 14-day stay will get top trade attention, for, if successful, not only Hover, but nitery ops from all over the country will be encouraged to try a name band occasionally.

Augie Tozzi, new talent skedder for the Coconut Grove of the Ambassador Hotel, has inked Ray Noble's band for its first public location stop in years, starting March 4, for five weeks, with Benny Strong's band in for three weeks, teeing off April 8.

Ship Books 3 Davis Orks

NEW YORK, Jan. 24.—The S. S. America sailed for Europe this week with a complement of three orchestras, all booked by society orkster-contractor Meyer Davis. It's the second United States Line ship he has outfitted with three combos, an unusual number to be carried by an American ship.

First class passengers on the America are entertained by an eight-piece ork, second class by five pieces, with a mere four musicians catering to the terp needs of third class voyagers. Davis currently books about 50 orks of all sizes in dates around the country, in addition to playing the classier engagements himself.

LADDER OF Best Sellers FROM



Popular

STEVE LAWRENCE
TANGO OF ROSES
HOW MANY STARS HAVE TO SHINE
15208 and 45-15208

RUBY WRIGHT
HOT DOG RAG
LEAVE IT ALONE
15208 and 45-15208

Folk/Western

JACK CARDWELL
THE DEATH OF HANK WILLIAMS TO ARMS
1172 and 45-1172

YORK BROS.
SO FULL OF TEARS
BABY, I'M LOST WITH-OUT YOU
1156 and 45-1156

TENNESSEE TANGO
RIVER OF TEARS
1135 and 45-1135

HAWKSHAW HAWKINS
BETTY LORRAINE
TANGLED HEART
1154 and 45-1154

BOB NEWMAN
SWEET ORCHARD VINE
STRANGE LOVE
1155 and 45-1155

CHARLEY GORE & RUBY WRIGHT
'TIL I WALTZ AGAIN WITH YOU
WHEN I GAVE YOU MY LOVE
1169 and 45-1169

Rhythm/Blues

TINY BRADSHAW
SOFT
FRANCE
4577 and 45-4577

ROY BROWN
TRAVLIN' MAN
HURRY, HURRY, BABY
4602 and 45-4602

ULU REED
MY STORY
LET ME BUY YOUR LOVE
4578 and 45-4578

WYNONIE HARRIS
BRING IT BACK
BAD NEWS, BABY
'THERE'LL BE NO ROCKIN' TONIGHT!
4593 and 45-4593

EARL BOSTIC
YOU GO TO MY HEAD
THE HOUR OF PARTING
4586 and 45-4586

Federal

JILLY WARD AND HIS DOMINOES
THE BELLS
PEDAL PUSHPIN PAPA
12114 and 45-12114
I'D BE SATISFIED
NO ROOM
12105 and 45-12105
HAVE MERCY, BABY
DEEP SEA BLUES
12068 and 45-12068

LITTLE WILLIE LITTLEFIELD
K. C. LOVIN'
PLEADING AT MIDNIGHT
12110 and 45-12110

BIG JAY McNEELEY
EARTHQUAKE
PENTHOUSE SERENADE
12111 and 45-12111

DISTRIBUTED BY
King and Federal RECORDS INC.
1540 Brewster Ave. Cincinnati 14, Ohio

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

Everybody knows about the shrewd guess Lucille Ball and Desi Arnaz made about their baby, and how it turned out right. But there's more news on the way. Desi

has a fine, lively song called "There's a Brand New Baby (At Our House)" which he recorded for us a few days before the big event. Paul Weston is at the director's stand, and it's a nice exuberant record, just what you'd expect from a proud papa with a touch of Latin blood. On the other side you'll find "I Love Lucy," which should be self-explanatory for everyone, being the theme of the Arnaz' television show. Lace into this one and watch what happens. "Lucy" is just about everyone's favorite, and here's a song about her with tune, timeliness and taste.

There's another disc I'd like to talk about a little—one from my department, but something you ought to listen to, just the same. This one is called "Anna Russell Sings?" and I clock it at about one laugh every twenty seconds. Anyone who can't get a chuckle out of this job should go be examined. Anna Russell is a lady who gives recitals around the country and makes occasional television appearances besides, and what she does to classical singers you'll have to hear for yourself. All I know is, I would hate to be giving a song recital and look down from the platform to see Anna Russell in the audience. No matter where you catch her—on TV, in recital or on records, she's one of the funniest women around. Not only that, she's turned out one of the best-selling records in a very long time—everyone's lapping it up. My advice, men is get with it fast.

Mitch



EARLY BIRD
I'LL STAY IN THE HOUSE
39927 • 4-39927

New Folk Releases

GEORGE MORGAN
A LOVER'S QUARREL
MOST OF ALL
21070 • 4-21070

FRED KIRBY
WHEN THE DEVIL SENDS HIS CALLING CARD
THE CROSSROADS TO ETERNITY
21066-s • 4-21066-s

International

FRANKIE YANKOVIC and His Yanks
SO LONG, DARLIN'
FALL IN LOVE
10104 • 4-10104

New Pop Albums

SWEETHEARTS

Take Me in Your Arms • Tenderly • For You • The Sweetest Story Ever Told • Hello, Young Lovers • Moonlight and Roses • I Love You Truly • We Kiss in a Shadow

MARION MARLOWE and FRANK PARKER

Orchestra under the direction of Archie Bleyer

"Lp" CL 6241 • 45 Set B-311

SKATING TIME

Jealous • The Lamplighter's Serenade • Shepherd Serenade • Twelfth Street Rag • St. Louis Blues • Sentimental Journey • Marie • Gimme a Little Kiss

KEN GRIFFIN at the organ

"Lp" CL 6237 • 45 Set B-327

New Pop Releases

DORIS DAY with PAUL WESTON
YOU HAVE MY SYMPATHY
THE SECOND STAR TO THE RIGHT
39913 • 4-39913

SARAH VAUGHAN with PERCY FAITH
A LOVER'S QUARREL
I CONFESS
39932 • 4-39932

DESI ARNAZ with PAUL WESTON
THERE'S A BRAND NEW BABY
I LOVE LUCY
39937 • 4-39937

LU ANN SIMMS with PERCY FAITH
MOVING AWAY
THE BEST TIME
39928 • 4-39928

TRIO LOS PANCHOS
MARY CIELO
YA ME VOY
39916 • 4-39916

Best Sellers

Based on actual sales reports for week ending January 23

DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND MINE 39906 • 4-39906
JO STAFFORD
KEEP IT A SECRET
ONCE TO EVERY HEART
39891 • 4-39891
GUY MITCHELL
SHE WEARS RED FEATHERS
PRETTY LITTLE BLACK-EYED SUSIE
39909 • 4-39909
JOHNNIE RAY
I'M GONNA WALK AND TALK WITH MY LORD
THE TOUCH OF GOD'S HAND 39908 • 4-39908

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
39903 • 4-39903
JO STAFFORD
A FOOL SUCH AS I JUST BECAUSE YOU'RE YOU
39930 • 4-39930
TONY BENNETT
CONGRATULATIONS TO SOMEONE TAKE ME
39910 • 4-39910
ROSEMARY CLOONEY and HARRY JAMES
YOU'LL NEVER KNOW THE CONTINENTAL
39905 • 4-39905

CARL SMITH
MY LONELY HEART
MY RUNNIN' WILD
THAT'S THE KIND OF LOVE I'M LOOKING FOR 21051 • 4-21051
ROSEMARY CLOONEY and GEORGE MORGAN
WITHERED ROSES
YOU LOVE ME JUST ENOUGH TO HURT ME 21071 • 4-21071
JO STAFFORD
JAMBALAYA
EARLY AUTUMN
39838 • 4-39838
**SARAH VAUGHAN
A LOVER'S QUARREL
I CONFESS
39932 • 4-39932

** way up on the chart the week it's announced—watch this one!

COLUMBIA RECORDS

"Columbia," "Masterworks," "Okoh" Trade Marks Reg. U. S. Pat. Off. Maracas Registrars

Deejays Must Be Careful

Continued from page 3
 formance of literary works in radio, many stations have already run afoul of the new law, with ad lib deejays and Mr.-Mrs. teams of the informal "the other day I was reading in a magazine" school heading the list of first offenders. WCBS here reportedly was among those fined \$100 this month for "accidental infringement" of the law. Deliberate violation of literary copyrights of course will carry a much stiffer fee not to mention the threat of private lawsuits.

Dangers

The situation could easily get out of hand, and, in line with this, Broadcast Music, Inc., Prexy Carl Haverlin, and Bill Kaland, program director of local indie WNEW, are huddling on a plan to have a licensing organization (similar to BMI and ASCAP) set up to handle the problem as soon as possible.

Altho WNEW has always obtained literary clearances on its scripted shows as a courtesy, Kaland said the big problem will be keeping tabs on the ad lib deejays' casual references to cartoon captions, anecdotal material, etc. First step for the licensing organization, he said, should be to obtain blanket clearance from all magazines. Some magazines, the Woman's Home Companion for one, have already issued such clearances.

Jarvis Back As KFJB Jock

Continued from page 3
 from KFJB, he was replaced by Martin Block, who was introed to local listeners with a huge promotional campaign. When the Block substitution didn't work out, KFJB staged an audition for seven leading platter spinners across the country. It rented the Coconut Grove for an evening and invited ad agency execs and press reps to the event. After being wined and dined, contestants for the job were beamed in live from various sectors of the country. Chicago's Bill Anson got the most votes and therefore was picked as Block's successor. Anson is still with the station.

New Diskery Is Rumored

NEW YORK, Jan. 24.—The on-again-off-again story of a possible move by Chappell Music to set up a diskery to wax the publisher's songs took a new turn this week.

Trade talk was to the effect that Chappell would issue stock for a diskery "larger than Decca." Max Dreyfus, head of the publishing firm could not be reached for comment.

Winterhalter Pact

Continued from page 13
 a.&r. staffer, (2) arranging-conducting fees, and (3) a minimum guarantee against a 5 per cent royalty as an artist. The Winterhalter has had a fairly consistent string of solid-selling disks, it wasn't until the end of 1952 that his earnings as an artist swung over into the black. This was due to extremely high recording session (musicians, etc.) costs being charged against his royalties.

One element of the contract still in discussion is the question of whether Winterhalter should continue to have all session costs charged against his contract as in the past, or whether such costs should be split between him and the company when sales on each individual record reach a given figure. It is considered unlikely that the company will pick up any part of these costs, since most latter day contracts between diskeries and talent provide for charging session costs against the artists' royalties.

The deal was negotiated between Manie Sacks, new head of the RCA Victor record division, Dave Kapp, Howard Letts, Larry Kanaga, and Pat Kennedy for the company, and Winterhalter represented by his personal manager, Milton Ebbins.

Music Publishers' Record Scoreboard

Sides in Current Release

... Week Ending January 24

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

PUBLISHERS	TUNE	ARTIST AND LABEL
Acuff-Rose Group —Acuff-Rose	Your Flyin' Days Are Through.....	Jimmie Skinner, Cap (F)
	Help Me Find My Broken Heart.....	Jimmie Skinner, Cap (F)
	Hit and Run Lover.....	Eddie Kirk, RCA (F)
	I'll Go On Alone.....	Eddy Howard, Mer (p)
	No Help Wanted.....	Rusty Draper, Mer (F)
	I Was a Fool.....	Bill Bailey, Mer (F)
	Texarkana Baby.....	Rusty Draper, Mer (F)
	John Henry.....	Bill Bailey, Mer (F)
	On a Raft.....	Frances Faye, Cap (p)
	There's a Brand New Baby.....	Desi Arnaz, Col (p)
	Big Wind.....	Al (Tenor Sax) King, M-G-M (F)
	Royal Crown Blues.....	Al (Tenor Sax) King, M-G-M (F)
	You Ain't Had No Blues.....	Millie Bosman, M-G-M (F)
	Dream Street.....	Millie Bosman, M-G-M (F)
	You're Mine.....	The Crickets, M-G-M (F)
	Milk and Gin.....	The Crickets, M-G-M (F)
	Fat Mama Blues.....	Beulah Bryant, M-G-M (F)
	Bed Bug Blues.....	Beulah Bryant, M-G-M (F)
	Get Ready With Those Tears.....	Lee Bell, RCA (F)
	Beatin' Out the Boogie.....	Lee Bell, RCA (F)
	Dew-Dey-Dewy Day.....	Tiny Hill, Mer (p)
	Pretend.....	Nat (King) Cole, Cap (p)
	Have You Heard.....	Russ Morgan, Dec (p)
	Tell Me You're Mine.....	Russ Morgan, Dec (p)
	You're a Heartbreaker.....	Ray Anthony, Cap (p)
	My Last Affair.....	Frances Faye, Cap (p)
	How Do You Speak to an Angel.....	Gordon MacRae, Cap (p)
	The Thrill Is Gone.....	Jerry Wald, Dec (p)
	The Best Time.....	Lu Ann Simms, Col (p)
	Ain't It a Shame.....	Lightening Hopkins, Mer (F)
	Crazy 'Bout My Baby.....	Lightening Hopkins, Mer (F)
	The Second Star to the Right.....	Doris Day, Col (p)
	Silly Heart.....	Dorothy Collins, Dec (p)
	Let Me Know.....	Bobby Williamson, RCA (F)
	Bummin' Around.....	Bobby Williamson, RCA (F)
	Congratulations to Someone.....	Gordon MacRae, Cap (p)
	Rachel.....	Al Martino, Cap (p)
	St. Louis Blues.....	Ted Weems, Mer (p)
	Roll-Em Dice.....	Roy Hogsed, Cap (F)
	Tattle-Tale Moon.....	Cousin Herb Henson, Cap (F)
	Most of All.....	George Morgan, Col (F)
	I Want to Live a Little.....	Hank Penny, RCA (F)
	Ain't a Bump in the Road.....	Roy Hogsed, Cap (F)
	Moving Away.....	Lu Ann Simms, Col (p)
	One Lonely Night.....	Al Martino, Cap (p)
	Deed I Do.....	Lynn Franklin, Mer (p)
	Bouncing Heart.....	Cousin Herb Henson, Cap (F)
	A Lover's Quarrel.....	George Morgan, Col (F)
	Lonesome and Sorry.....	Bernie Green, RCA (p)
	Don't Worry 'Bout Me.....	Lynn Franklin, Mer (p)
	The Things I Might Have Been.....	Sue Thompson, Mer (p)
	I Hear the Music Now.....	Peggy Lee, Dec (p)
	Old-Fashioned Love.....	Ted Weems, Mer (p)
	This Is a Very Special Day.....	Peggy Lee, Dec (p)
	Would You Like to Take a Walk.....	Ella Fitzgerald-Louis Armstrong, Dec (p)
	Now I Lay Me Down to Dream.....	Eddy Howard, Mer (p)
	I Confess.....	Perry Como, RCA (p)
	Many Happy Returns of the Day.....	Dick Krueger, RCA (p)
	I'm Alone Because I Love You.....	Dick Krueger, RCA (p)
	I'm Alone Because I Love You.....	Tiny Hill, Mer (p)
	A Fool.....	Trudy Richards, Dec (p)
	You Have My Sympathy.....	Doris Day, Col (p)
	Knockin' On the Door.....	Rex Allen, Dec (F)
	Why, My Darlin' Why.....	Rex Allen, Dec (F)
	Long-Distance Telephone Call.....	Luis Arcaraz, RCA (p)
	Who Walks in When I Walk Out.....	Ella Fitzgerald-Louis Armstrong, Dec (p)
	Don't Let Your Eyes Go Shopping.....	Nat (King) Cole, Cap (p)
	Small World.....	Dorothy Collins, Dec (p)
	You Belong to Me.....	Luis Arcaraz, RCA (F)
	Take Care, My Love.....	Sue Thompson, Mer (p)
	Linger Awhile.....	Bernie Green, RCA (p)
	I'm Sorry I Made You Cry.....	Jerry Cooper, Mer (p)
	I Love Lucy.....	Desi Arnaz, Col (p)
	Go 'Way From My Window.....	Trudy Richards, Dec (p)
	That's My Weakness Now.....	Hank Penny, RCA (F)
	Have You Ever Been Lonely.....	Jerry Cooper, Mer (p)
	Love Me Not Just a Little.....	Ziggy Talent, Dec (p)
	Wild Horses.....	Ray Anthony, Cap (p)
	Wild Horses.....	Perry Como, RCA (p)
	Terramoto.....	Jerry Wald, Dec (p)
	Five Star President.....	Eddie Kirk, RCA (F)
	I'm Wired for Lovin'.....	Ziggy Talent, Dec (p)

Total Sides for Week Released by Each Label

(*These totals do not include P. D. Tunes)

... Week Ending January 24

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	10	6	—
COLUMBIA	6	2	—
DECCA	14	4	—
MERCURY	12	4	2
M-G-M	8	0	8
RCA	8	8	—

Total Number of Sides Released by Each Label

(*These totals do not include P. D. Tunes)

... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	40	18	—
COLUMBIA	20	14	—
DECCA	49	14	6
MERCURY	20	4	2
M-G-M	44	16	18
RCA	34	28	14

Great Songs!
"WITHOUT MY LOVER"
 (Bolero Goucher)
 Recorded by MITCH MILLER
BYE, BYE BLUES
 Recorded by...
 LES PAUL MARY FORD
 ABC MUSIC CORP. BOURNE, INC.
 799 7th Ave. N. Y. 19, N. Y.

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

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

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

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

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

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

COMING UP FAST!
HOLD ME, THRILL ME, KISS ME
 RECORDED BY
 • KAREN CHANDLER... Coral
 • ROBERTA LEE with JERRY GRAY'S Orch... Decca
 MILLS MUSIC, INC. 1619 BROADWAY, NEW YORK 19, N. Y.

AD MEN of every kind ENDORSE
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 6892
BEYOND THE BORDER
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A Solid Ballad Hit!
SAY IT WITH YOUR HEART
 LEO FEIST, INC.

A GREAT RECORD
SUE THOMPSON
 singing
"THE THINGS I MIGHT HAVE BEEN"
 b/w "TAKE CARE MY LOVE"
 MERCURY RECORD #70084

SHERM FELLER and BUD BREES
 (WLAW—Boston) (WPEN—Phila.)
PICK
APRIL FOOL
 PEGGY ANN ELLIS—Charles 7-11 PAT TERRY—Derby 813
 HARTLEY MUSIC CO., INC. (ASCAP)

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SINGING STAR of the LOUISIANA HAYRIDE
FOLK SINGING SENSATION OF 1952.

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8180
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'All That I'm Asking Is Sympathy'

Backed with

'HOW CAN I TELL'



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One of the
Great
Spiritual
Standards

SHADRACK

and

THE THRILL IS GONE

An all-time
smash from
"George
White's
Scandals"

with GORDON JENKINS and His Orchestra

Decca 28547 (78 rpm)
and 9-28547 (45 rpm)



America's Fastest Selling Records



Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. SIDE BY SIDE NOAH!	K. Starr 2334
2. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
3. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
4. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316
5. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
6. HOW STRANGE	N. Cole 2309
7. THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECK	Y. Yorgesson 2335
8. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
9. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
10. PRETEND DON'T LET YOUR EYES GO SHOPPING	N. Cole 2346
11. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
12. ON THE TRAIL STREET SCENE	R. Anthony 2327
13. I BELIEVE THE GHOST OF A ROSE	J. Froman 2332
14. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
15. BUNNY HOP BLOW, MAN, BLOW!	R. Anthony 2251
16. A CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE	G. MacKenzie & H. O'Connell 2266
17. YOU CAN DO IT I JUST CAN'T REMEMBER THE WORDS	H. O'Connell 2324

LATEST RELEASE

NO. 353

PRETEND DON'T LET YOUR EYES GO SHOPPING (For Your Heart)	Nat "King" Cole 2346
ON A RAFT MY LAST AFFAIR	Frances Faye 2347
TATTLE-TALE MOON BOUNCING HEART	Cousin Herb Henson 2348
YOU'RE A HEARTBREAKER WILD HORSES	Ray Anthony 2349
AIN'T A BUMP IN THE ROAD ROLL-EM DICE	Roy Hogsed 2350
YOUR FLYIN' DAYS ARE THROUGH HELP ME FIND MY BROKEN HEART	Jimmie Skinner 2351

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. I DON'T KNOW SWEET TEMPTATION	T. Ernie 2338
2. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
3. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
4. SATISFIED HIDE ME ROCK OF AGES	M. Carson 1900
5. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
6. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE	M. Carson 2342
7. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
8. HIGH NOON GO ON! GET OUT!	T. Ritter 2120
9. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
10. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
11. BAYOU BABY KNEE DEEP IN TROUBLE	M. Travis 2336
12. GONE NOW AND THEN	T. Preston 2298
13. WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	H. Thompson 1942
14. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson 2252
15. THAT'S ME WITHOUT YOU COOL, COLD AND COLDER	S. James 2259

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

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



is sensational

when

AL MARTINO

sings!

coupled with

"ONE LONELY NIGHT"

it's his **BIGGEST** Capitol record!

No. 2253



with a Hit-Making Rendition on



and

"HOW DO YOU SPEAK TO AN ANGEL"

Orchestra conducted by FRANK DE VOL

on Capitol Record No. 2352

Skeets McDonald

Scores Again!

"LET ME KNOW"

and

"I'M SORRY TO SAY I'M SORRY"

Capitol Record No. 2326

2 COUNTRY HITS GONE "POP"

**'I'LL
GO ON
ALONE'**

BY THE GREAT
**EDDY
HOWARD**

MERCURY 70072 • 70072X45



**'NO HELP
WANTED'**

BY THE NEW
PERSONALITY
**RUSTY
DRAPER**

MERCURY 70077 • 70077X45



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

The Billboard's Music Popularity Charts

Favorite Tunes

... for Week Ending January 24

Best Selling Sheet Music

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

This Week		Last Week	Chart
1.	DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	1	8
2.	KEEP IT A SECRET (R)—Shapiro-Bernstein.....	3	7
3.	TILL I WALTZ AGAIN WITH YOU (R)—Village.....	7	5
4.	WHY DON'T YOU BELIEVE ME? (R)—Brandom.....	2	10
5.	OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	6	5
6.	GLOW WORM (R)—E. B. Marks.....	4	15
7.	BECAUSE YOU'RE MINE (R) (F)—Feist.....	5	18
8.	LADY OF SPAIN (R)—Sam Fox.....	8	11
9.	YOU BELONG TO ME (R)—Ridgeway.....	9	23
10.	TELL ME YOU'RE MINE (R)—Capri Music.....	11	2
11.	I WENT TO YOUR WEDDING (R)—St. Louis.....	10	21
12.	MY BABY'S COMING HOME (R)—Roxbury.....	14	5
13.	HOLD ME, THRILL ME, KISS ME (R)—Mills.....	15	2
14.	TAKES TWO TO TANGO (R)—Harman.....	12	11
15.	HEART AND SOUL (R)—Famous.....	—	3

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

A Fool Such As I (R)—Robbins—ASCAP	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
April in Portugal (R)—Chappell—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Because You're Mine (R)—Feist—ASCAP	Second Star to the Right (R) (F)—Disney—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Somewhere Along the Way (R)—United—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Till I Waltz Again With You (R)—Village—BMI
Glow Worm (R)—Marks—BMI	To See You (R)—Burvan—ASCAP
Heart and Soul (R)—Famous—ASCAP	Veradero (R)—Meridian—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Walkin' My Baby Back Home (R)—De Sylva, Brown & Henderson—ASCAP
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
Hush-a-Bye (R)—Remick—ASCAP	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
I'm Never Satisfied (R)—Simon House—BMI	Wish You Were Here (R)—Chappell—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	You Belong to Me (R)—Ridgeway—BMI
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	You'll Never Know (R)—Bregman, Vocco & Conn—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Yours (R)—Marks—BMI
My Baby's Coming Home (R)—Roxbury—ASCAP	
Open Up Your Heart (R)—Longridge—ASCAP	

Top 10 in Television

Because Your Mine (R)—Feist—ASCAP	Keep It a Secret (R)—Shapiro-Bernstein—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Lady of Spain (R)—Sam Fox—ASCAP
Glow Worm (R)—Marks—BMI	No Two People (R)—Chappell—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
I'm Never Satisfied (R)—Simon House—BMI	Why Don't You Believe Me? (R)—Brandom—ASCAP

England's Top Twenty

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

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



BEST SELLERS

*DENOTES AVAILABLE ON 45 RPM

1. **TELL ME YOU'RE MINE**
THE GAYLORDS **MERCURY 70067***
2. **THE DOGGIE IN THE WINDOW**
PATTI PAGE **MERCURY 70070***
3. **PRETEND**
RALPH MARGERIE **MERCURY 70045***
4. **SUGAR ★ AMOR**
VIC DAMONE **MERCURY 70054***
5. **IT'S WORTH ANY PRICE**
EDDY HOWARD **MERCURY 70015***
6. **NO HELP WANTED**
RUSTY DRAPER **MERCURY 70077***
7. **WHY DON'T YOU BELIEVE ME**
PATTI PAGE **MERCURY 70025***
8. **I'LL GO ON ALONE**
EDDY HOWARD **MERCURY 70072***
9. **GAMBLERS BLUES**
DINAH WASHINGTON **MERCURY 70046***
10. **ROCK ME ALL NIGHT LONG**
RAVENS **MERCURY 70060***
11. **LEAN BABY**
ILLINOIS JACQUET **MERCURY 89021***
12. **PORT OF RICO**
ILLINOIS JACQUET **MERCURY 89001***
13. **ONCE IN A LIFETIME ★ CAN'T I**
RICHARD HAYES **MERCURY 70068***
14. **NO HELP WANTED**
THE CARLISLES **MERCURY 70028***
15. **GONE**
BOBBY WAYNE **MERCURY 70074***
16. **DON'T FALL IN LOVE**
KIP HALE **MERCURY 70073***
17. **THE KNOCKIN' SONG**
LOLA AMECHE **MERCURY 70059***

45' EXTENDED PLAYING MERCURY RECORDS

- EP-1-3000 **XAVIER CUGAT**
HERE'S CUGAT
GREEN EYES • WALTER WINCHELL RHUMBA
BRAZIL • LINDA MUJER
- EP-1-3001 **FRANKIE LAINE**
MUSIC MAESTRO PLEASE
SEPTEMBER IN THE RAIN • MUSIC MAESTRO PLEASE
SLEEPY OLD RIVER • AIN'T THAT JUST LIKE A WOMAN
- EP-1-3002 **JERRY MURAD'S HARMONICATS**
HARMONICA HITS
PEG O' MY HEART • THE SARDAR MARCH
HARMONICATS BOOGIE • THE PETITE WALTZ
- EP-1-3003 **JACK FINA**
KEYBOARD CLASSICS
NOW AND FOREVER • CHANGO • DREAM SONATA
KITTEN ON THE KEYS
- EP-1-3004 **VIC DAMONE**
TAKE ME IN YOUR ARMS
TAKE ME IN YOUR ARMS • IF • MAMA
MY TRULY, TRULY FAIR
- EP-1-3005 **JAN AUGUST**
PIANO POETRY
CZARDAS • WUNDERBAR
DOWN BY THE OLD MILL STREAM • MA BELLE
- EP-1-3006 **JERRY MURAD'S HARMONICATS**
HARMONICA CLASSICS
BEWITCHED • I'LL GET BY • LA PALOMA
AFTER YOU'VE GONE
- EP-1-3007 **XAVIER CUGAT**
DANCE WITH CUGAT
BLUE TANGO • SIBONEY • BABALU • CHIU CHIU
- EP-1-3008 **PATTI PAGE**
THE TENNESSEE WALTZ
THE TENNESSEE WALTZ • AND SO TO SLEEP AGAIN
COME WHAT MAY • DOWN THE TRAIL OF ACHING HEARTS
- EP-1-3009 **SOPHIE TUCKER**
CABARET DAYS
MARGIE • NOBODY LOVES A FAT GIRL • WAITING FOR
THE ROBERT E. LEE • SOME OF THESE DAYS
- EP-1-3010 **FRANKIE LAINE**
PRESENTING FRANKIE LAINE
TWO LOVES HAVE I • I MAY BE WRONG
ALL OF ME • OLD FASHIONED LOVE
- EP-1-3011 **EDDY HOWARD**
PRESENTING EDDY HOWARD
RAGTIME COWBOY JOE • MY ADOBE HACIENDA
BLUE TAIL FLY • JUST BECAUSE
- EP-1-3012 **VIC DAMONE**
PRESENTING VIC DAMONE
I HAVE BUT ONE HEART • YOU'RE BREAKING MY HEART
WHY WAS I BORN • MY BOLERO
- EP-1-3013 **TONY MARTIN**
PRESENTING TONY MARTIN
I DON'T KNOW WHY • AS YOU DESIRE ME
IF I LOVE AGAIN • YEARS AND YEARS AGO
- EP-1-3014 **PATTI PAGE**
PRESENTING PATTI PAGE
CONFESS • WITH MY EYES WIDE OPEN
WHISPERING • ALL MY LOVE
- EP-1-3015 **EDDY HOWARD**
PRESENTING EDDY HOWARD
THE GIRL THAT I MARRY • CARELESS
ONCE IN A WHILE • MY LAST GOODBYE
- EP-1-3016 **FRANKIE LAINE**
PRESENTING FRANKIE LAINE
DON'T CRY LITTLE CHILDREN • LUCKY OLD SUN
BY THE LIGHT OF THE STARS • MULE TRAIN
- EP-1-3017 **JAN AUGUST**
PRESENTING JAN AUGUST
MISIRLOU • OYE NEGRA • MALAGUENA • JALOUSIE
- EP-1-3018 **TONY MARTIN**
PRESENTING TONY MARTIN
I'LL SEE YOU IN MY DREAMS • THAT OLD BLACK MAGIC
TO EACH HIS OWN • AS TIME GOES BY
- EP-1-3019 **JACK FINA**
PIANO DANCE CLASSICS
GRIEG CONCERTO • BUMBLE GOOGIE
INTERMEZZO • RAVEL'S PAVANE
- EP-1-3020 **EDDY HOWARD**
SELECTED SONG FAVORITES
TO EACH HIS OWN • THE RICKETY RICKSHAW MAN
MY BLUE HEAVEN • MISSOURI WALTZ
- EP-1-3021 **FRANKIE LAINE**
FRANKIE LAINE FAVORITES
BUT BEAUTIFUL • THAT'S MY DESIRE
WE WILL BE TOGETHER AGAIN • SHINE
- EP-1-3022 **JAN AUGUST**
MORE JAN AUGUST FAVORITES
DANCING IN THE DARK • SEPTEMBER SONG
NOLA • NIGHT AND DAY
- EP-1-3023 **DINAH WASHINGTON**
PRESENTING DINAH WASHINGTON
IT ISN'T FAIR • I WANNA BE LOVED
I CAN'T GET STARTED WITH YOU • HOW DEEP IS THE OCEAN
- EP-1-3024 **JERRY BYRD • DANNY KUAANA**
NANI HAWAII
LITTLE LANI JO • BE MINE, SWEETHEART, BE MINE
I REGRET TO SAY ALOHA • MAUI CHIMES
- EP-1-3026 **ALFRED NEWMAN**
FAMOUS ARIAS FROM THE OPERAS
UN BEL DI VEDREMO ("MADAM BUTTERFLY")
CELESTE AIDA ("AIDA") • OVERTURE ("CARMEN")
BARCAROLLE ("TALES OF HOFFMAN")
- EP-1-3027 **JAN AUGUST**
THE EXOTIC PIANO SOLOS OF JAN AUGUST
BABALU • BESAME MUCHO
TANGO OF THE ROSES • MY SHAWL
- EP-1-3029 **HERB JEFFRIES**
MAGENTA MOODS
FLAMINGO • SOLITUDE
ALL OF ME • BASIN STREET BLUES
- EP-1-3030 **ALFRED NEWMAN**
MUSIC TO REMEMBER
NONE BUT THE LONELY HEART
HOW GREEN WAS MY VALLEY
DRINK TO ME ONLY WITH THINE EYES • INTERMEZZO
- EP-1-3031 **ALFRED NEWMAN**
HIT MUSICAL FAVORITES
YOUNGER THAN SPRINGTIME • SEPTEMBER IN THE RAIN
A FOGGY DAY • I ONLY HAVE EYES FOR YOU
- EP-1-3032 **JAN AUGUST**
SHIMMERING WALTZES
I WONDER WHO'S KISSING HER NOW • BEAUTIFUL OHIO
ALICE BLUE GOWN • THREE O'CLOCK IN THE MORNING
- EP-1-3033 **RALPH MARGERIE**
MARGERIE MOODS
CASTLE ROCK • SEPTEMBER SONG
BEAUTIFUL OHIO • ONCE IN A WHILE
- EP-1-3034 **PATTI PAGE**
FOLK SONG FAVORITES
LEANIN' ON THE OLD TOP RAIL
TUMBLING TUMBLEWEEDS • DETOUR
WHO'S GONNA SHOE MY PRETTY LITTLE FEET

12 Great Olympian LP Classics



Moussorgsky-Ravel. PICTURES AT AN EXHIBITION. Rafael Kubelik conducting The Chicago Symphony Orchestra—MG 50000.

Bartok. MUSIC FOR STRINGS, PERCUSSION AND CELESTA. Block. CONCERTO GROSSO. Rafael Kubelik conducting The Chicago Symphony Orchestra—MG 50001.

Dvorak. Symphony No. 5 ("From the New World"). Rafael Kubelik conducting The Chicago Symphony Orchestra—MG 50002.

Tchaikovsky. SYMPHONY No. 4 IN F MINOR. Rafael Kubelik conducting The Chicago Symphony Orchestra—MG 50003.

Borodin. SYMPHONY No. 2 IN B MINOR. Stravinsky. FIRE BIRD-BALLET SUITE. Antal Dorati conducting The Minneapolis Symphony Orchestra—MG 50004.

Berlioz. ROMAN CARNIVAL OVERTURE. Ravel. PAVANE POUR UNE INFANTE DEFUNTE, ALBORADA DEL GRACIOSO. Debussy. THREE NOCTURNES-NUAGES, FETES, SIRENES. Antal Dorati conducting The Minneapolis Symphony Orchestra—MG 50005.

Tchaikovsky. SYMPHONY No. 6 IN B MINOR ("Pathetique"). Rafael Kubelik conducting The Chicago Symphony Orchestra—MG 50006.

Brahms. SYMPHONY No. 1 IN C MINOR. Rafael Kubelik conducting The Chicago Symphony Orchestra—MG 50007.

Tchaikovsky. SYMPHONY No. 5 IN E MINOR. Antal Dorati conducting The Minneapolis Symphony Orchestra—MG 50008.

Rimsky-Korsakov. SCHEHERAZADE, Symphonic Suite, Op. 35. Antal Dorati conducting The Minneapolis Symphony Orchestra—MG 50009.

Mendelssohn. SYMPHONY No. 4 ("Italian"). Mozart. SYMPHONY No. 40 IN G MINOR. Antal Dorati conducting The Minneapolis Symphony Orchestra—MG 50010.

Respighi. THE PINES OF ROME; THE FOUNTAINS OF ROME. Antal Dorati conducting The Minneapolis Symphony Orchestra—MG 50011.

AMERICA'S FINEST CHILDREN'S RECORDS

- MC1 Old Mother Goose
- MC2 Mother Goose Parade
- MC3 Nursery Favorites
- MC4 Songs For Singing
- MC5 Songs For Playing
- MC6 Merry Melodies
- MC7 Tunes For Tots
- MC8 Tunes For Wee Folks
- MC9 Folk Songs Of Our Land
- MC10 Folk Songs Of Other Lands
- MC11 Hansel And Gretel
- MC12 The Shoe Maker And The Elves
- MC13 Peter And The Wolf
- MC14 Billy Goats Gruff
- MC15 Great Music For Young Folks
- MC16 Songs For Sleepyheads
- MC17 Soldier Songs
- MC18 Songs Of Our Patriots
- MC19 Hillbilly And Play Party Songs
- MC20 Campfire Songs
- MC21 Old Father Gander
- MC22 New Mother Goose
- MC23 When The Circus Comes To Town
- MC24 The Hare And The Tortoise



The Billboard Music Popularity Chart

... for Week Ending January 24

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

NAT (KING) COLE- NELSON RIDDLE ORK Pretend ... 90
CAPITOL 2346-Cole may have his biggest record since "Too Young" with this wonderful version of the lovely tune, the first with lyrics.

Don't Let Your Eyes Go Shopping (For Your Heart) Here's another smooth job by Cole on a pretty ballad, performed in medium tempo the first chorus, and then sung up-tempo on the second.

JIMMY BOYD Early Bird ... 86
COLUMBIA 39927 - Jimmy Boyd, whose Christmas dishing was the biggest record of 1952, opens the new year auspiciously with a bright performance of a cute new ditty.

I'll Stay in the House... 83 Here's another cute disk by the kid-singer. It's a lively novelty about a youngster who believes in eating, and the warbler sings it with spirit.

VAUGHN MONROE Lonely Eyes ... 82
V 20-5145-It's been some time since Monroe had a big one, but he has an etching here that has a good chance of happening.

Small World... 79 Another good effort, with the ork and chorus backing the chanter - orkster ably. Monroe fans will want this too and the commercial potential is solid.

PEGGY LEE-GORDON JENKINS ORK I Hear the Music Now ... 79
DECCA 28565-Sentimental ditty featured in the upcoming flicks, "The Jazz Singer," is sung with nostalgic sweetness by Miss Lee.

GORDON MACRAE-FRANK DE VOL ORK How Do You Speak to an Angel? ... 79
CAPITOL 2352 - MacRae hands the ballad from the musical "Hazel Flagg" one of his best performances in a long time.

RAY ANTHONY ORK-JO ANN GREER Wild Horses ... 76
CAPITOL 2349 - Folk-based melody many will recognize is reworked into a bubbling ditty about the irresistible forces of romance.

TRUDY RICHARDS-ELLIOT LAWRENCE ORK Go Way From My Window ... 77
DECCA 28564-Trudy Richards does a good job on the bluesy new ballad, selling the effort in r.&b. style.

BIBI JOHNS ORK I Could Never Be Ashamed of You... 76
V 20-5146-Bibi Johns does a very warm job on the lovely Hank Williams oldie.

FRANCES FAYE My Last Affair ... 75
CAPITOL 2347 - Admirers of Miss Faye, her special talents and her special material, will like this side.

NEW RECORDS TO WATCH

Popular

FRANKIE LAINE I Believe Your Cheatin' Heart-Columbia 39938-Two fine efforts by Laine that stack up strongly.

EDDY HOWARD I'll Go On Alone - Mercury 70072 - Pop cover of the hillbilly tune which Marty Robbins and, more recently, Webb Pierce have done so well with.

BING CROSBY-FRED WARING ORK Hush-A-Bye-Decca 28581-A very warm reading by Bing, his best in recent months, that could re-ignite consumer interest.

EILEEN BARTON Pretend-Coral 60927-First female version of the tune which is already an instrumental hit.

JONI JAMES Your Cheatin' Heart I'll Be Waiting for You-M-G-M 11426-See "This Week's Best Buys."

Children's

MEL BLANC Tweet and Toot-Capitol 3155-Another in the Mel Blanc series, this time about two different sounds, one high and one low.

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys.

Rhythm & Blues

"Hurry, Hurry, Baby" on King 4602 was listed with the incorrect artist in this feature last week. Correct artist is Roy Brown.

AMOS MILBURN Let Me Go Home Whiskey-Aladdin 3164-A very good Milburn disk that should stir up a lot of action for the keyboard wizard.

DANNY OVERBEA Train, Train, Train-Checker 768-A medium-tempo blues with a powerful beat projected by the ork and a strong vocal by Overbea.

LINDA HAYES Yes I Know-Hollywood 244-See "This Week's Best Buys."

Country & Western

HANK WILLIAMS Kaw-Liga Your Cheatin' Heart-M-G-M 11416-See "This Week's Best Buys."

SLIM WHITMAN All That I'm Asking Is Sympathy-Imperial 412-Another solid performance by Whitman using his identifying style of the steel in an echo chamber.

Country & Western

JACK CARDWELL The Death of Hank Williams ... 80
KING 1172-Jack Cardwell, friend of the late Hank Williams, tells in song the story of the latter's death.

ERNEST TUBB Dear Judge ... 85
DECCA 28550-The divorce has been granted but the son appeals for his parents to make up.

SLIM WILLET Let Me Know ... 85
FOUR STAR 1625-Slim Willet, who authored "Don't Let the Stars Get in Your Eyes," has a tune of similar construction and flavor in "Let Me Know."

TOMMY SOSEBEE The I Waltz Again With You ... 80
CORAL 60916-High-riding pop ditty gets a powerful intro to the country market.

CHARLIE GORE-RUBY WRIGHT The I Waltz Again With You ... 78
KING 1169 - The tune moving up steadily in the pop field receives a pleasant vocal from Gore and Wright.

MADDOX BROS. & ROSE Hangover Blues ... 76
DECCA 28551-These country swingers bring a distinctive reading to this blues novelty.

MEL BLANC Tweet and Toot ... 84
CAPITOL 3155 - Cute ditty about two kinds of sounds, high and low, bounces along merrily.

MEL BLANC-ARTHUR Q. BRYAN Daffy Duck's Feathered Friend (Part 1 & 2) ... 77
CAPITOL 3147-The familiar movie cartoon bird's feathered friend is of the stuffed variety.

RUFFE DAVIS Old McDonald Had a Farm ... 76
CAPITOL 3141 - Appropriately hokey rendition of the rural classic should get a great reception from the kids.

DON WILSON-DAVE CAVANAUGH ORK Little Songs for Little People (Part 1 & 2) ... 74
CAPITOL 3151 - Thirteen familiar nursery ditties are sung with warm simplicity by Wilson to smooth orking under the direction of Dave Cavanaugh.

Rhythm & Blues

RUTH BROWN (Mama) He Treats Your Daughter Mean ... 84
ATLANTIC 986 - Ruth Brown may have another big one here with this infectious blues effort.

R. B. BLUES Ruth tells a sad story about her man on this bluesy waxing.

RAY CHARLES ORK Jumpin' in the Mornin' ... 80
ATLANTIC 984-Ray Charles has a wild one here and he hands the driving opus a solid, uninhibited performance.

The Sun's Gonna Shine Again... 78 A moody blues is sung with feeling by Charles and the ork points up the dolefulness of the tune with an effective backing.

JIMMY WITHERSPOON Slow Your Speed ... 79
MODERN 895-Sound advice and a word of caution is shouted by Jimmy Witherspoon in this effective slicing. Blues is delivered strongly and should win active support in the market.

Baby, Baby... 77 The ork really swings out behind the chanter for another strong hunk of wax.

SMOKEY HOGG River Hip Mama ... 78
MODERN 896-Tune is a straight blues structurally; but it receives a most interesting treatment in the backing, with percussion instruments beating out a lively pattern.

Too Late Old Man... 75 This blues swings right along. Hogg and the ork give a relaxed performance, full of mood, rhythm and good sound.

ROSCOE GORDON Just In From Texas ... 78
RPM 379 - Gordon sock across a solid reading of a joyful item with a penetrating hand-clap beat.

I'm in Love... 74 Conventional blues is shouted convincingly by Gordon, for okay contrast to flip.

THE BLUE BELLES The Story of a Fool ... 78
ATLANTIC 987 - The Blue Belles, new group on the label, with a sound like a female Clovers, do an effective job with this blues bouncer.

Cancel the Call... 73 The gals sound sweet and spiritual-like on this pretty ballad, singing it pleasantly. Side may get jock spins.

BEN BURTON Lovers Blues ... 77
MODERN 894 - Blues is given a strong ride in a big-city manner by the ork, with the chanter contributing a short but effective turn.

LITTLE SON WILLIS Operator Blues ... 76
SWING TIME 304-Here's a good effort for the Southern market. Willis hands the down home blues a strong reading and the rhythm backing is hefty.

(Continued on page 39)

Sacred

MARTHA CARSON There's a Higher Power ... 82
CAPITOL 2342 - Hand-clap opus is sung with great persuasion by Miss Carson with the assistance of a responsive "congregation."

Inspiration From Above... 78 A quieter rendition by the songstress, but characterized by the same sincerity shown in the flip.

MADDOX BROS. & ROSE I Just Steal Away and Pray... 79
FOUR STAR 1626 - Tuneful opus about the healing power of prayer is harmonized effectively by the trio to strummy string backing.

I'd Rather Have Jesus... 78 The message here is that material riches is of secondary importance. Another fine job by the Maddox Brothers & Rose.

Hot Jazz

ANNIE ROSS-TEACHO WILTSHIRE ORK Twisted ... 82
PRESTIGE 794-Here is Annie Ross' bop vocal follow-up to "Moody Mood for Love" and it could be a big one in both the r.&b. and jazz fields.

Anne's Lament... 78 Both the pop and jazz jocks should go for this side. Annie Ross chants and scat sings the melody of this rhythmic effort in fine style.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

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

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

(Continued on page 41)

RIDGEWAY MUSIC, INC.

1952 Achievements

Citation of Achievement
1952

presented by
BROADCAST MUSIC, INC.

to
Ridgeway Music

in recognition of the great national popularity
attained by
"You Belong To Me"



W. P. Marshall
PRESIDENT

Citation of Achievement
1952

presented by
BROADCAST MUSIC, INC.

to
Ridgeway Music

in recognition of the great national popularity
attained by
"Slow Poke"



W. P. Marshall
PRESIDENT

WESTERN UNION 1220
W. P. MARSHALL, President

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at the point of destination.

LA293 PC093
P.SIA242 DL PD=SI NEW YORK NY 7 137P=
1953 JAN 7 PM 145
RIDGEWAY MUSIC INC=
6087 SUNSET BLVD HOLLYWOOD CALIF=
WE ARE HAPPY TO INFORM YOU THAT THE RADIO AND TV EDITORS OF THE NATION HAVE SELECTED YOUR SONG "YOU BELONG TO ME" AS THE TOP RADIO SONG HIT OF 1952 IN THE ANNUAL POLL CONDUCTED BY RADIO AND TV DAILY. PLEASE CONVEY TO CHARLIE ADAMS, PEE WEE KING AND REDD STEWART OUR SINCERE CONGRATULATIONS ON THIS FOR PRODUCING SUCH AN OUTSTANDING HIT TUNE=
FRANK BURKE EDITOR RADIO TV DAILY=

Our Sincere THANKS to Everyone who made all this possible.

*Pee Wee King
Redd Stewart
Charlie Adams*

Our 1st For 1953

'TAKE CARE MY LOVE'

(Written by Pee Wee King, Redd Stewart and Chilton Price)

MARGARET WHITING

CAPITOL 2331

SUE THOMPSON

MERCURY 70084

RIDGEWAY MUSIC, INC.
CHARLIE ADAMS
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent: KEYS MUSIC, Inc., 146 W. 54th Street, New York 19, N. Y.

The Billboard Music Popularity Charts . . . for Week Ending January 24

THIS WEEK'S BEST BUYS

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

Popular

WILD HORSES—Perry Como—RCA Victor 20-5152
Disk is still being received in some areas, where it has been on sale during the week, the action has been strong. In the East the initial reaction has been very good. All indications are for another very big one for Mr. Como. A previous "New Record to Watch." Flip is "I Confess."

YOUR CHEATIN' HEART
I'LL BE WAITING FOR YOU—Joni James—M-G-M 11426
Disk is just now shipping, and thus no activity can be reported. The combination, however, stacks up as a natural for the thrush. She's riding her second consecutive big hit. "Your Cheatin' Heart" is a powerful ballad by the late Hank Williams, one of his best, which she projects with a real tear in her voice. Musically, it's her strongest offering to date, and sales could easily follow the same pattern.

DOWNHEARTED
HOW DO YOU SPEAK TO AN ANGEL?—Eddie Fisher—RCA Victor 20-5137
Delivery to all areas is just being completed. Here again, the activity on the disk has been fast in the East Coast points getting first crack at the disk. All reported action is on "Downhearted." It is already on the Philadelphia chart. Strong re-orders with the label. A previous "New Record to Watch."

ANYWHERE I WANDER
THIS IS HEAVEN—Julius La Rosa—Cadence 1230
Action has been tremendous according to almost every report received about the disk. Already on Pittsburgh and Boston charts. Thus far it has not been received by a good part of the country. In the areas where it has been shipped, label appears to be up against a real problem of being able to fill orders. Sudden and tremendous activity of record can be attributed to Arthur Godfrey's heavy radio-TV plugging for his singing protege. It stacks up as the first big pop hit made by TV. Lone dissenting report came from New York where operators were treating it gingerly but retail reports were strong. A "New Record to Watch" last week.

MY DEVOTION
I'LL NEVER SMILE AGAIN—Four Aces—Decca 28391
This is the third disk out of the group's best-selling album Label is behind it solidly as a single now, and strong action is building retail-wise. Similar activity is found in most one-stop reports. A few one-stops reported some difficulty in starting action because it has been previously available as a single and their operators are not viewing it as a new item.

NEW JUKE BOX SATURDAY NIGHT
RUNNIN' WILD—Modernaires—Coral 60899
On Cincinnati territorial. Action is good to strong in Philadelphia, Buffalo and Chicago. The demand is good operator-wise in Boston but there is a shortage of 45's so buying there is light. Looks like a good profitable item—for boxes particularly. A previous "New Record to Watch."

Country & Western

KAW-LIGA
YOUR CHEATIN' HEART—Hank Williams—M-G-M 11416
Few records have ever been released with the tremendous sales potential of this one. With public interest in the writer-artist at a new high, any new record by Hank would be a cinch for heavy action. This disk, however, couples two superlative tunes and performances. Tunes are, of course, penned by Williams. These factors could make this his biggest record ever.

LET ME KNOW—Skeets McDonald—Capitol 2326
LET ME KNOW—Slim Willet—Four Star 1625
Following their dual success on "Don't Let the Stars Get in Your Eyes," the two are back at it again on another Willet tune. Reports show that the McDonald version is stronger in the East and Carolinas. Willet has it in Texas, Cincinnati, Chicago and St. Louis. Best recommendation is for dealers and operators to follow their buying pattern on "Don't Let the Stars Get in Your Eyes." Some, of course, will be able to handle both versions profitably. Both disks previously listed as "New Records to Watch."

THE DEATH OF HANK WILLIAMS—Jack Cardwell—King 1172
Action during the week has been very strong in the Carolinas and around Nashville as well Buffalo.

Rhythm & Blues

(MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown—Atlantic 986
Practically all early reports point "Mama" up as a potentially big smash. Philadelphia and Chicago reported it took off immediately. New York and Buffalo reported good activity. The Carolina report stated much heavier initial action than on her last disk. A previous "New Record to Watch." Flip is "R. B. Blues."

YES I KNOW—Linda Hayes—Hollywood 244
The answer to "I Don't Know" is patterned by the thrush to the Willie Mabon original. Has already hit the Los Angeles chart and shows signs of breaking big in Chicago, New York and the Carolinas. Flip is "Sister Anne."

LEAN BABY
COOL RAGE—Illinois Jacquet—Mercury 89021
A strong follow-up to "Port of Rico." Good to strong action in L. A., Chicago, Cincinnati and St. Louis. Most areas reporting favoring "Lean Baby." New York leaning to "Cool Rage."

Late Reports on Recent "Best Buys"

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

Popular

IN THE MOOD
Johnny Maddox—Dot 15045
On national juke box list for first time.

STOLEN WALTZ
Sunny Gale—RCA Victor 20-5103
On national juke box list for first time. Flip "Teardrops on My Pillow" continues to move up the chart.

SIDE BY SIDE
Kay Starr—Capitol 2334
On best-seller list for first time in 16th place. On a number of territorial charts with flip showing in Washington.

DOGGIE IN THE WINDOW
Patti Page—Mercury 70070
Hit best-seller list for first time.

I WENT TO YOUR WEDDING
Spike Jones—RCA Victor 20-5107
Sneaked into last place on best-seller chart this week.

I DON'T KNOW
Buddy Morrow Ork—RCA Victor 20-5117
Coming up retail chart strongly. Number 16 on deejay list this week. On Pittsburgh and Detroit territorial charts. Picked by deejays and dealers this week.
(Continued on page 41)

Country & Western

I DON'T KNOW
Tennessee Ernie—Capitol 2338
Picked by dealers, operators and deejays. On Nashville chart. Reported strong in Cincinnati and Philadelphia with some pop operator action. Chicago and Carolinas say good.

NO HELP WANTED
Carlisles—Mercury 70028
On best-seller chart this week for first time.

I'LL GO ON ALONE
THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
On deejay chart for first time. Strong in Eastern Pennsylvania and the Carolinas. Good in Cincinnati, Chicago and St. Louis.

THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051
On national juke box chart for first time. Good to strong in Chicago area and good reports from other Midwest points.

Rhythm & Blues

I BELIEVE
Elmore James—Meteor 5000
Moving very well. On Cincinnati, Chicago, St. Louis and New York charts.

CROSS MY HEART
Johnny Ace—Duke 107
A solid smash. Hit both on the best-seller and juke box charts this week. On six territorial charts.

HEY, MRS. JONES
Jimmy Forrest—United 130
Moving extremely well now. On both national charts for the week. On Charlotte, Philadelphia and L. A. charts.

THE BEAT
Gene Ammons—United 137
Reported as strong in Cincinnati, Chicago and St. Louis. Good in L. A.

TELL ME PRETTY BABY
Lloyd Price—Specialty 452
On juke box chart this week. Good reports from New York, Chicago, Cincinnati, St. Louis. Strong in L. A.

Coming Up in the Trade

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

The Dealers Pick

Popular

1. ANYWHERE I WANDER
Julius La Rosa—Cadence 1230
2. MY JEALOUS EYES
Patti Page—Mercury 70070
3. I DON'T KNOW
Buddy Morrow Ork—RCA Victor 20-5117
4. CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910
5. OH, HAPPY DAY
Dick Todd—Decca 28506
6. NO MOOI! AT ALL
Ames Brothers—Coral 60870
7. CHLOE
Louis Armstrong—Decca 28524
8. IF IT WERE UP TO ME
Eddie Fisher—RCA Victor 20-5106

Country & Western

1. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
2. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
3. LET ME KNOW
Slim Willet—4 Star 1625
4. LET ME KNOW
Skeets McDonald—Capitol 2326
5. I DON'T KNOW
Tennessee Ernie—Capitol 2338
6. I'LL GO ON ALONE
Webb Pierce—Decca 28534
7. PLEASE, BELIEVE
George Morgan—Columbia 21052
8. YOU'RE UNDER ARREST
Ray Price—Columbia 21053

Rhythm & Blues

1. I BELIEVE
Elmore James—Meteor 5000
2. I DARE YOU, BABY
Percy Mayfield—Specialty 451
3. NOBODY LOVES ME
Fats Domino—Imperial 5220
4. YES, I KNOW
Linda Hayes—Hollywood 244
5. LEAN BABY
Illinois Jacquet—Mercury 89021

The Disk Jockeys Pick

Popular

1. RACHEL
Artie Wayne—Kem 2718
2. I DON'T KNOW
Buddy Morrow Ork—RCA Victor 20-5117
3. SHE WEARS RED FEATHERS
Guy Mitchell-Mitch Miller—Columbia 39909
4. MY JEALOUS EYES
Patti Page—Mercury 70070
5. PRETEND
Nat (King) Cole—Capitol 2346
6. CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910
7. NINA NEVER KNEW
Sauter-Finegan Ork—RCA Victor 20-5065
8. A FOOL SUCH AS I
Jo Stafford—Columbia 39930
9. I'LL ALWAYS LOVE YOU SOME
Buddy Greco—Coral 60904

Country & Western

1. THE THINGS I MIGHT HAVE BEEN
Wade Ray—RCA Victor 20-5091
2. I DON'T KNOW
Tennessee Ernie—Capitol 2338
3. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
4. LET ME KNOW
Skeets McDonald—Capitol 2326
5. WHAT WERE YOU DOING?
Jim Reeves—Abbot 115
6. PLEASE, BELIEVE
George Morgan—Columbia 21052
7. DEATH OF HANK WILLIAMS
Jack Cardwell—King 1172
8. LET ME KNOW
Slim Willet—4 Star 1625

The Operators Pick

Popular

1. RACHEL
Artie Wayne—Kem 2718
2. STRANGE
Nat (King) Cole—Capitol 2309
3. SAY IT WITH YOUR HEART
Bob Carroll—Derby 814
4. SHE WEARS RED FEATHERS
Guy Mitchell-Mitch Miller—Columbia 39909
5. FULL TIME JOB
Doris Day-Johnnie Ray—Columbia 39898
6. CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910
7. LIES
Perry Como—RCA Victor 20-5064
8. PRETEND
Nat (King) Cole—Capitol 2346

Country & Western

1. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
2. PLEASE, BELIEVE
George Morgan—Columbia 21052
3. YOU'RE UNDER ARREST
Ray Price—Columbia 21053
4. MY LONELY HEART IS RUNNING WILD
Carl Smith—Columbia 21051
6. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534

Rhythm & Blues

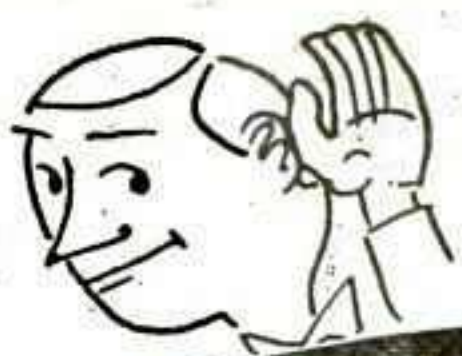
1. STILL IN LOVE
Joe Turner—Atlantic 982
2. COOL GOOFIN'
Rudy Ferguson—Prestige 798
3. NOBODY LOVES ME
Fats Domino—Imperial 5220
4. LIVING LIKE A KING
Memphis Slim—Peacock 1602

D. J.'S
ARE LISTENING

OPERATORS
ARE LISTENING

RECORDS
DEALERS
ARE LISTENING

EVERYONE IS
LISTENING TO ...



FRAN WARREN

Singing...

EVERYONE KNEW BUT ME

and

UNLESS YOU'RE NEAR ME
MGM 11412 (78 rpm) • K-11412 (45 rpm)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Yes, MGM means Mighty Good Music



The Billboard Music Popularity Charts

. . . for Week Ending January 24

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1.		10	DON'T LET THE STARS GET IN YOUR EYES	P. Como
2.	3.	8	TILL I WALTZ AGAIN WITH YOU	T. Brewer
3.	2.	16	WHY DON'T YOU BELIEVE ME?	J. James
4.	6.	7	TELL ME YOU'RE MINE	Gaylords
5.	5.	19	GLOW WORM	Mills Brothers
6.	4.	9	OH HAPPY DAY	D. Howard
7.	9.	5	HAVE YOU HEARD?	J. James
8.	7.	12	KEEP IT A SECRET	J. Stafford
9.	10.	7	HOLD ME, THRILL ME, KISS ME	K. Chandler
10.	8.	18	IT'S IN THE BOOK PARTS I and II	J. Standley
11.	—	1	OH HAPPY DAY	Four Knights
12.	12.	3	EVEN NOW	E. Fisher-H. Winterhalter
13.	13.	2	OH HAPPY DAY	L. Welk
14.	17.	2	HOT TODDY	R. Flanagan
14.	19.	5	BYE-BYE BLUES	L. Paul-M. Ford
16.	—	1	SIDE BY SIDE	K. Starr
17.	15.	3	MISTER TAP TOE	Doris Day
18.	15.	5	MY BABY'S COMING HOME	L. Paul-M. Ford
19.	—	1	DOGGIE IN THE WINDOW	P. Page
20.	—	1	I WENT TO YOUR WEDDING	S. Jones

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist
1.	1.	8	DON'T LET THE STARS GET IN YOUR EYES	P. Como
2.	2.	15	WHY DON'T YOU BELIEVE ME?	J. James
3.	3.	8	TILL I WALTZ AGAIN WITH YOU	T. Brewer
4.	4.	17	GLOW WORM	Mills Brothers
5.	5.	13	KEEP IT A SECRET	J. Stafford
6.	6.	5	HAVE YOU HEARD?	J. James
7.	10.	4	TELL ME YOU'RE MINE	Gaylords
8.	8.	4	OH HAPPY DAY	D. Howard
9.	7.	10	WHY DON'T YOU BELIEVE ME?	P. Page
10.	12.	2	EVEN NOW	E. Fisher-H. Winterhalter
11.	9.	5	BYE-BYE BLUES	L. Paul-M. Ford
12.	13.	2	TEARDROPS ON MY PILLOW	S. Gale
13.	14.	3	HOLD ME, THRILL ME, KISS ME	K. Chandler
14.	11.	8	MY BABY'S COMING HOME	L. Paul-M. Ford
15.	19.	2	MISTER TAP TOE	Doris Day
16.	14.	4	I'M JUST A POOR BACHELOR	F. Laine
17.	—	1	IN THE MOOD	J. Maddox
18.	—	1	DON'T LET THE STARS GET IN YOUR EYES	G. MacKenzie
18.	—	1	MUST I CRY AGAIN	Hilltoppers
18.	—	1	STOLEN WALTZ	S. Gale

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1.	1.	9	DON'T LET THE STARS GET IN YOUR EYES	P. Como
2.	2.	14	WHY DON'T YOU BELIEVE ME?	J. James
3.	3.	7	TILL I WALTZ AGAIN WITH YOU	T. Brewer
4.	4.	5	HAVE YOU HEARD?	J. James
5.	6.	11	KEEP IT A SECRET	J. Stafford
6.	5.	19	GLOW WORM	Mills Brothers
7.	15.	3	EVEN NOW	E. Fisher-H. Winterhalter
8.	20.	3	HOT TODDY	R. Flanagan
9.	13.	7	OH HAPPY DAY	D. Howard
10.	7.	4	TELL ME YOU'RE MINE	Gaylords
10.	11.	3	MISTER TAP TOE	Doris Day
12.	9.	2	OH HAPPY DAY	L. Welk
13.	10.	2	OH HAPPY DAY	Four Knights
14.	12.	4	PRETEND	R. Marterie
15.	—	3	MY BABY'S COMING HOME	L. Paul-M. Ford
16.	16.	9	WHY DON'T YOU BELIEVE ME?	P. Page
16.	—	1	I DON'T KNOW	B. Morrow
18.	8.	5	BYE-BYE BLUES	L. Paul-M. Ford
19.	—	1	SHE WEARS RED FEATHERS	G. Mitchell-M. Miller
20.	—	1	STRANGE	Nat (King) Cole

Best Selling Popular Albums

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

This Week	Last Week	Weeks on Chart	Title
33 1/3 R.P.M.			
1.	1.	10	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2
2.	2.	4	STARS AND STRIPES FOREVER
3.	3.	14	BECAUSE YOU'RE MINE
4.	4.	7	BYE, BYE BLUES
5.	5.	3	HANS CHRISTIAN ANDERSEN
6.	6.	9	LIBERACE AT THE PIANO
7.	7.	12	I'M IN THE MOOD FOR LOVE
8.	8.	3	MUSIC FOR LOVERS ONLY
9.	9.	17	MERRY WIDOW
10.	10.	4	FOUR ACES
45 R.P.M.			
1.	1.	15	I'M IN THE MOOD FOR LOVE
2.	2.	4	STARS AND STRIPES FOREVER
3.	3.	7	BYE, BYE BLUES
4.	4.	1	HANS CHRISTIAN ANDERSEN
5.	5.	13	BECAUSE YOU'RE MINE
6.	6.	12	FOUR ACES
7.	7.	23	SHOW BOAT
8.	8.	3	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2
9.	9.	4	HOLLYWOOD'S BEST
10.	10.	20	LIBERACE AT THE PIANO

Best Selling Children's Records

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

This Week	Last Week	Weeks on Chart	Title
1.	1.	21	ROBIN HOOD (2)
2.	2.	21	BOZO HAS A PARTY (2)
3.	3.	19	TWEET, TWEET, TWEETY (1)
4.	4.	90	LITTLE ENGINE THAT COULD (2)
4.	5.	199	BOZO AT THE CIRCUS (2)
6.	6.	18	LONE RANGER VOL. I
7.	7.	12	TRAIN TO THE ZOO (1)
7.	8.	84	PETER AND THE WOLF (2)
9.	9.	59	BOZO ON THE FARM (2)
9.	10.	154	CINDERELLA (2)
11.	11.	60	SNOW WHITE AND THE SEVEN DWARFS (2)
12.	12.	18	NOISY EATER (1)
12.	13.	8	BOZO UNDER THE SEA (2)
14.	14.	7	IT'S HOWDY DOODY TIME (1)
15.	15.	14	LONE RANGER VOL. IV
15.	16.	12	NURSERY RHYMES (1)

9 Hits in a row and NOW...

EDDIE FISHER

DOWN-HEARTED

HOW DO YOU SPEAK TO AN ANGEL



RCA VICTOR 20/47-5137

Already RCA Victor's #2 Best Seller

GOING STRONG

RCA VICTOR'S BEST SELLERS

Based on actual sales reports for week ending January 23.

	78	45
DON'T LET THE STARS GET IN YOUR EYES/LIES Perry Como20-5064 (47-5064)*		
DOWNHEARTED/HOW DO YOU SPEAK TO AN ANGEL Eddie Fisher20-5137 (47-5137)*		
WILD HORSES/I CONFESS Perry Como20-5152 (47-5152)*		
EVEN NOW/IF IT WERE UP TO ME Eddie Fisher20-5106 (47-5106)*		
HOT TODDY/SERENADE Ralph Flanagan20-5095 (47-5095)*		
I DON'T KNOW/HEY MRS. JONES Buddy Morrow20-5117 (47-5117)*		
CONDEMNED WITHOUT TRIAL/EDDY'S SONG Eddy Arnold20-5108 (47-5108)*		
TEARDROPS ON MY PILLOW/STOLEN WALTZ Sunny Gale20-5103 (47-5103)*		

	78	45
BLUE VIOLINS/FANDANGO Hugo Winterhalter20-4997 (47-4997)*		
LADY OF SPAIN/OUTSIDE OF HEAVEN Eddie Fisher20-4953 (47-4953)*		
I WENT TO YOUR WEDDING/I'LL NEVER WORK THERE ANY MORE Spike Jones20-5107 (47-5107)*		
A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN' Hank Snow20-5034 (47-5034)*		
BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING Mario Lanza10-3914 (49-3914)*		
LONELY EYES/ISN'T IT A SMALL WORLD Vaughn Monroe20-5145 (47-5145)*		
YOU'RE SO DANGEROUS/THE GHOST OF A ROSE Tony Martin20-5116 (47-5116)*		

*45 rpm cat. nos.

TOO MUCH MONEY

Our walking and talking A and R man strolled in the other day with a big grin and a new necktie and said, "Downhearted."

"You don't look it," we said. "I'm not," he told us. "DOWNHEARTED is the new recording by Eddie Fisher. It is going to make us rich!"

We leaned back in our solid gold chair and yawned. "Look," we said, "we're rich already. After all, Eddie Fisher has had nine big hit records in a row. Perry Como has just sold over a million on DON'T LET THE STARS GET IN YOUR EYES. Sunny Gale is causing a sensation with TEARDROPS ON MY PILLOW and STOLEN WALTZ. Vaughn Monroe's recording of LONELY EYES will make mil—"

"I know all that," interrupted the A and R man. "But I think Eddie Fisher's disking of DOWNHEARTED and HOW DO YOU SPEAK TO AN ANGEL is going to be his tenth consecutive hit on RCA Victor." "No doubt about that," we agreed, throwing a few old hundred dollar bills into the wastepaper basket to keep them from cluttering up the desk. "DOWNHEARTED is a perfect song for Eddie, and HOW DO YOU SPEAK TO AN ANGEL is the best ballad we've heard in months. But there's that money problem. Where are we going to put all that dough when we get it?"

"Well," said the A and R man, "I got ten empty wallets for Christmas and you can count on my full cooperation. Just one other thing though."

"What's that?" we asked. "Gimme a drag on that before you throw it away."

P.S. We're not really overloaded with money, but RCA Victor business IS great right now, and we'd like to thank everybody who helped to make it that way.

THIS WEEK'S NEW RELEASES

Release #53-5 Ships Coast to Coast, Jan. 30

POPULAR	78	45
WILD HORSES I CONFESS Perry Como with Hugo Winterhalter and His Orch.20-5152 (47-5152)*		
LONESOME AND SORRY LINGER AWHILE Bernie Green and His Orch.20-4716 (47-4716)*		
MANY HAPPY RETURNS OF THE DAY I'M ALONE BECAUSE I LOVE YOU Dick Krueger with Orch.20-5153 (47-5153)*		
ESSIG POLKA THE HAPPY DUTCHMAN POLKA Six Fat Dutchmen under direction of H. Loeffelmacher20-5151 (47-5151)*		
YOU BELONG TO ME LONG-DISTANCE TELEPHONE CALL Luis Arcaez and His Orch.20-5154 (47-5154)*		
SACRED		
IT TOOK A MIRACLE IF YOU BELIEVE Jimmy Carroll and Earl Wrightson.. 20-5147 (47-5147)*		

COUNTRY-WESTERN	78	45
GET READY WITH THOSE TEARS BEATIN' OUT THE BOOGIE (On the Mississippi Mud) Lee Bell20-5148 (47-5148)*		
FIVE STAR PRESIDENT HIT AND RUN LOVER Eddie Kirk20-5149 (47-5149)*		
LET ME KNOW BUMMIN' AROUND Bobby Williamson20-5158 (47-5158)*		
THAT'S MY WEAKNESS NOW I WANT TO LIVE A LITTLE Hank Penny20-5150 (47-5150)*		
CHILDREN'S		
NEVER SMILE AT A CROCODILE YOU CAN FLY! YOU CAN FLY! YOU CAN FLY! (Both from Walt Disney's "Peter Pan") Hugo Winterhalter and His Orch.Y-463 WY-463*		

ALBUMS	45	33
SONG HITS FROM "PETER PAN" Hugo Winterhalter and His Orch.(EPA-407)* (LPM-3101)**		
SONG HITS FROM "HANS CHRISTIAN ANDERSEN" Hugo Winterhalter and His Orch.(EPA-408)* (LPM-3101)**		
AROUND THE WORLD IN JAZZ—Sweden Arne Domnerus and His Orch. (Recorded in Sweden)(EPBT-3032)* (LPT-3032)**		
AROUND THE WORLD IN JAZZ—Italy Roman New Orleans Jazz Band (Recorded in Italy)(EPBT-3033)* (LPT-3033)**		
AROUND THE WORLD IN JAZZ—England Buddy Featherstonhaugh and the Radio Rhythm Club Sextet (Recorded in England)(EPBT-3034)* (LPT-3034)** Harry Hayes and His Band (Recorded in England)		

*45 rpm cat. nos.

**33 1/3 rpm cat. nos.

COMING UP

TIPS

WILD HORSES I CONFESS

Perry Como ...20-5152 (47-5152)*

LIES

Perry Como ..20-5064 (47-5064)*
Operators Pick, Billboard, January 24th.

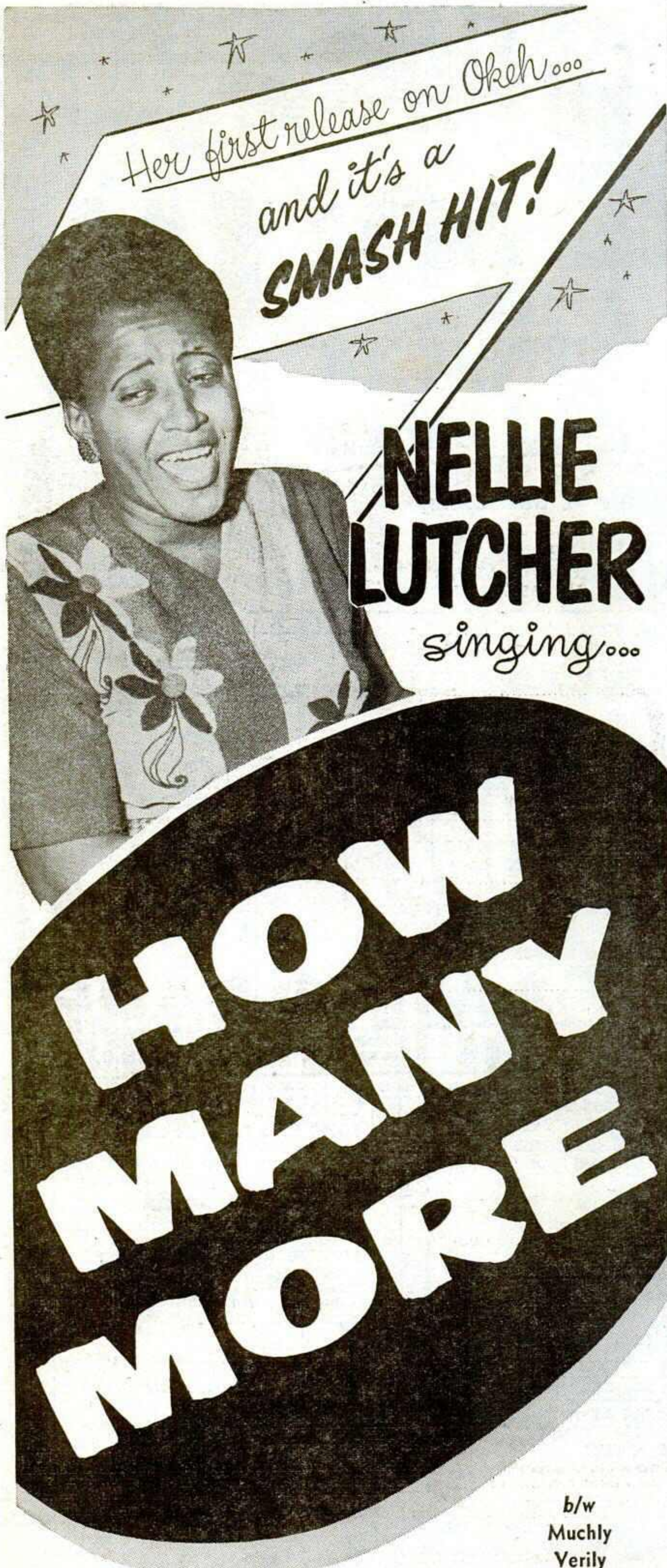
BLOCK BUSTER

Boots Brown..20-5110 (47-5110)*
Best Buys, Billboard, January 24th.

I DON'T KNOW

Buddy Morrow 20-5117 (47-5117)*
Disk Jockeys Pick, Billboard, January 24th.





Here first release on Okeh...
and it's a
SMASH HIT!

NELLE LUTCHER
singing...

HOW MANY MORE

b/w
Muchly
Verily

The Billboard's Music Popularity Charts

Territorial Best

This Week's Territorial Best Sellers to Watch

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

- | | | |
|-----------------------------|--|---|
| St. Louis... | SIDE BY SIDE | K. Starr, Capitol 2334 |
| | ... SAY YOU'LL WAIT FOR ME | A. Martino, Capitol 2185 |
| | ... IN THE MOOD | J. Maddox, Dot 15045 |
| Cincinnati... | MUST I CRY AGAIN | Hilltoppers, Dot 15034 |
| | ... DOGGIE IN THE WINDOW | P. Page, Mercury 70070 |
| | ... NEW JUKE BOX SATURDAY NIGHT | Modernaires, Coral 60899 |
| Atlanta... | DOGGIE IN THE WINDOW | P. Page, Mercury 70070 |
| Pittsburgh... | ANYWHERE I WANDER | J. La Rosa, Cadence 1230 |
| | ... SIDE BY SIDE | K. Starr, Capitol 2334 |
| Boston... | DOGGIE IN THE WINDOW | P. Page, Mercury 70070 |
| | ... ANYWHERE I WANDER | J. LaRosa, Cadence 1230 |
| Detroit... | DOGGIE IN THE WINDOW | P. Page, Mercury 70070 |
| Seattle... | SIDE BY SIDE | K. Starr, Capitol 2334 |
| Washington, D. C.... | MY JEALOUS EYES | P. Page, Mercury 70070 |
| Philadelphia... | DOWNHEARTED | E. Fisher & H. Winterhalter, Victor 20-5137 |
| | ... SIDE BY SIDE | K. Starr, Capitol 2334 |

Territorial Best Sellers

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

New York

1. **Don't Let the Stars Get in Your Eyes**
P. Como, Victor
2. **Why Don't You Believe Me?**
J. James, M-G-M
3. **Tell Me You're Mine**
Gaylords, Mercury
4. **Till I Waltz Again With You**
T. Brewer, Coral
5. **Glow Worm**
Mills Brothers, Decca
6. **Hold Me, Thrill Me, Kiss Me**
K. Chandler, Coral
7. **Keep It a Secret**
J. Stafford, Columbia
8. **Oh, Happy Day**
D. Howard, Essex
9. **It's in the Book**
J. Standley, Capitol
10. **My Baby's Coming Home**
L. Paul-M. Ford, Capitol

Chicago

1. **Don't Let the Stars Get in Your Eyes**
P. Como, Victor
2. **Till I Waltz Again With You**
T. Brewer, Coral
3. **Tell Me You're Mine**
Gaylords, Mercury
4. **Have You Heard**
J. James, M-G-M
5. **Hold Me, Thrill Me, Kiss Me**
K. Chandler, Coral
6. **Blue Violins**
H. Winterhalter, Victor
7. **Why Don't You Believe Me?**
J. James, M-G-M
8. **It's in the Book**
J. Standley, Capitol
9. **Keep It a Secret**
J. Stafford, Columbia
10. **Mister Tap Toe**
Doris Day, Columbia

Los Angeles

1. **Don't Let the Stars Get in Your Eyes**
P. Como, Victor
2. **Why Don't You Believe Me?**
J. James, M-G-M
3. **Till I Waltz Again With You**
T. Brewer, Coral
4. **Glow Worm**
Mills Brothers, Decca
5. **Oh, Happy Day**
L. Welk, Coral
6. **Oh, Happy Day**
Four Knights, Capitol
7. **Have You Heard**
J. James, M-G-M

8. **Hot Toddy**
R. Flanagan, Victor
9. **Lady of Spain**
E. Fisher-H. Winterhalter, Victor
10. **Keep It a Secret**
J. Stafford, Columbia

Washington, D. C.

1. **Don't Let the Stars Get in Your Eyes**
P. Como, Victor
2. **Even Now**
E. Fisher-H. Winterhalter, Victor
3. **Till I Waltz Again With You**
T. Brewer, Coral
4. **Why Don't You Believe Me?**
J. James, M-G-M
5. **Oh, Happy Day**
D. Howard, Essex
6. **Have You Heard**
J. James, M-G-M
7. **Keep It a Secret**
J. Stafford, Columbia
8. **Tell Me You're Mine**
Gaylords, Mercury
9. **My Jealous Eyes**
P. Page, Mercury
10. **Fool Such As I**
T. Edwards, M-G-M

Boston

1. **Don't Let the Stars Get in Your Eyes**
P. Como, Victor
2. **Tell Me You're Mine**
Gaylords, Victor
3. **Why Don't You Believe Me?**
J. James, M-G-M
4. **Till I Waltz Again With You**
T. Brewer, Coral
5. **It's in the Book**
J. Standley, Capitol
6. **Have You Heard**
J. James, M-G-M
7. **Congratulations to Someone**
T. Bennett, Columbia
8. **Doggie in the Window**
P. Page, Mercury
9. **My Baby's Coming Home**
L. Paul-M. Ford, Capitol
10. **Anywhere I Wander**
J. La Rosa, Cadence

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Trade-Mark "Columbia" Masterworks, O.K.
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Okeh 6935
4-6935

... for Week Ending January 24

Sellers (Popular)

Pittsburgh

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Tell Me You're Mine
Gaylords, Mercury
3. Till I Waltz Again With You
T. Brewer, Coral
4. Have You Heard?
J. James, M-G-M
5. Bye, Bye Blues
L. Paul-M. Ford, Capitol
6. Why Don't You Believe Me?
J. James, M-G-M
7. Anywhere I Wander
J. LaRosa, Cadence
8. I Don't Know
B. Morrow, Victor
9. Side By Side
K. Starr, Capitol

Detroit

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Tell Me You're Mine
Gaylords, Mercury
3. Till I Waltz Again With You
T. Brewer, Coral
4. Hot Toddy
R. Flanagan, Victor
5. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
6. I Don't Know
B. Morrow, Victor
7. Doggie in the Window
P. Page, Mercury
8. Oh, Happy Day
D. Howard, Essex
9. No Moon at All
Ames Brothers, Coral
10. Strange
Nat (King) Cole, Capitol

St. Louis

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Oh, Happy Day
D. Howard, Essex
4. Have You Heard?
J. James, M-G-M
5. Side By Side
K. Starr, Capitol
6. Say You'll Wait for Me
A. Martino, Capitol
7. Bye, Bye Blues
L. Paul-M. Ford, Capitol
8. In the Mood
J. Maddox, Dot
9. Tell Me You're Mine
Gaylords, Mercury
10. Say It With Your Heart
B. Carroll, Derby

Dallas-Ft. Worth

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Why Don't You Believe Me?
J. James, M-G-M
4. Oh, Happy Day
D. Howard, Essex
5. Keep It a Secret
J. Stafford, Columbia

Seattle

1. Oh, Happy Day
Four Knights, Capitol
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Till I Waltz Again With You
T. Brewer, Coral
4. Glow Worm
Mills Brothers, Decca
5. Why Don't You Believe Me?
J. James, M-G-M
6. Side By Side
K. Starr, Capitol
7. Mister Tap Toe
Doris Day, Columbia

Atlanta

1. Why Don't You Believe Me?
J. James, M-G-M
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Oh, Happy Day
Four Knights, Capitol
4. Glow Worm
Mills Brothers, Decca
5. Doggie in the Window
P. Page, Mercury
6. Till I Waltz Again With You
T. Brewer, Coral
7. It's in the Book
J. Standley, Capitol
8. Lady of Spain
E. Fisher-H. Winterhalter, Victor
9. Because You're Mine
M. Lanza, Victor
10. Fool Such As I
T. Edwards, M-G-M

Denver

1. Till I Waltz Again With You
T. Brewer, Coral
2. Glow Worm
Mills Brothers, Decca
3. Oh, Happy Day
L. Welk, Coral
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Why Don't You Believe Me?
J. James, M-G-M

Cincinnati

1. Till I Waltz Again With You
T. Brewer, Coral
2. Tell Me You're Mine
Gaylords, Mercury
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Oh, Happy Day
D. Howard, Essex
5. Keep It a Secret
J. Stafford, Columbia
6. Must I Cry Again?
Hilltoppers, Dot
7. Why Don't You Believe Me?
J. James, M-G-M
8. Pretend
R. Marterie, Mercury
9. Doggie in the Window
P. Page, Mercury
10. New Juke Box Saturday Night
Modernaires, Coral

Philadelphia

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Oh, Happy Day
D. Howard, Essex
4. Tell Me You're Mine
Gaylords, Mercury
5. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
6. Why Don't You Believe Me?
J. James, M-G-M
7. Have You Heard?
J. James, M-G-M
8. Downhearted
E. Fisher-H. Winterhalter, Victor
9. Hot Toddy
R. Flanagan, Victor
10. Side By Side
K. Starr, Capitol

New Orleans

1. Till I Waltz Again With You
T. Brewer, Coral
2. Oh, Happy Day
D. Howard, Essex
3. Have You Heard
J. James, M-G-M
4. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
5. Don't Let the Stars Get in Your Eyes
G. MacKenzie, Capitol
6. Congratulations to Someone
T. Bennett, Columbia

her biggest yet...

MOLLY BEE



Singing

NOBODY'S LONESOME FOR ME

b/w HONKY-TONK MOUNTAIN

Capitol #2339





PRETEND

and

TOO PROUD TO CRY

by

Eileen Barton

with Orchestra conducted by JACK PLEIS

Coral 60927 (78 rpm)
and 9-60927 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company



LAWRENCE WELK



76th

Consecutive Week at the ARAGON BALLROOM Santa Monica, Calif. featuring Roberta Linn



TOP in Friday's TV Shows Los Angeles Area—KTLA

Latest Release "YOUR MOTHER & MINE" vocal, Roberta Linn "OH HAPPY DAY" vocal, Larry Hooper



The critics—The D. J.'s
The public acclaim

"HOLD ME"
as sung by
FRANCES FARWELL
with Ed Kay Ensemble
"A great discovery"
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The Billboard's Music Popularity Charts

Classical Records

... for Week Ending January 24

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throught the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week on Chart	
		Week	Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Peerce, N. Scott, R. Shaw Chorale; NBC Sym- phony Ork, A. Toscanini, Conductor... V(33)LM-6009	1	16
2.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer Col(33)SL-166	2	17
3.	VERDI: IL TRAVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw Chorale, RCA Victor Ork V(33)LM-6008	3	6
4.	ANNA RUSSELL SINGS—A. Russell, H. Dworkin, piano Col(33)LM-4594	4	4
5.	BERLIOZ: HAROLD IN ITALY—W. Primrose, Sir Thomas Beecham, Conductor, Royal Philharmonic Ork Col(33)ML-4542	4	21
45 R.P.M.			
1.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2— A. Rubinstein, NBC Symphony Ork... V(45)WDM-1075	1	9
2.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, Conductor, Philadelphia Ork..... V(45)WDM-1020	1	9
2.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, Conductor..... V(45)WDM-1147	3	12
2.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork, V. Golschmann, Conductor..... V(45)WDM-1028	2	58
5.	ROSSINI: WILLIAM TELL OVERTURE—NBC Sym- phony Ork, A. Toscanini, Conductor.. V(45)WDM-605	—	22

JUBILEE FOR '53 WITH SMASHES

Stealing the Nation's Plays **DICK THOMAS**
Original JUBILEE Record Smash

"RAINDROPS"

and

"STOLEN WALTZ"

Jubilee 6026; 45x6026

Will Tug at Your Heartstrings

GINNY GIBSON

singing the new Ballad Hit

"IF THE END OF THE WORLD CAME TONIGHT"

by the writers of "TOO YOUNG" and "A-YOU'RE ADORABLE"

b/w

"Ain't It Great To Be Crazy?"

Jubilee 6027; 45x6027

Jubilee RECORD CO. INC.
315 WEST 47TH STREET NEW YORK, N.Y.

VOX JOX

By GENE PLOTNIK

Chatter

Ray Bateman has been promoted to public relations director of WLOW, Norfolk, in addition to his late evening disk show. . . . Bill Hill, formerly with WTVH, Peoria, Ill., has introduced an all-night record show on KSTT, Davenport, Ia., entitled "Night Owl." . . . Lee and Lorraine Ellis have moved their "Coffee" show from WSPR, Springfield, Mass., to WINZ, Miami. . . . Little Bill Phillips, WBAX, Wilkes-Barre, Pa., has raised over \$23,000 for 17-year-old Betty Petroski, who was seri-

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 31, 1948

1. Ballerina
2. How Soon
3. Serenade of the Bells
4. Golden Earrings
5. I'll Dance at Your Wedding
6. Too Fat Polka
7. I'm Looking Over a Four Leaf Clover
8. Now Is the Hour
9. Near You
10. Beg Your Pardon

JANUARY 30, 1943

1. There Are Such Things
2. I Had the Craziest Dream
3. Why Don't You Fall in Love With Me?
4. Moonlight Becomes You
5. Why Don't You Do Right?
6. I've Heard That Song Before
7. When the Lights Go On Again
8. For Me and My Gal
9. Brazil

ously injured in a truck accident there. The girl ended up with a broken back, three broken ribs and her right leg broken in three places. Phillips is trying to get diskeries and

artists to help get the kid back on her feet with phone calls, records, autographed pictures, letters or even visits. . . . Noreen Dornbrock has been upped to music director of WKBN and WKBN-TV, Youngstown, O. . . . Columbia Records has renewed its sponsorship of Jim Butler's "Records 'till Dawn" via KMOX, St. Louis. . . . Bud Shurian, WARE, Ware, Mass., was promoted to music director of that station. . . . Tom Edwards, WERE, Cleveland, is currently pitching his Picture pac No. 6 to his listeners. Edwards turns the 4 cents profit per pack over to charity. Deejays interested in picture pac deals are invited to consult Edwards. . . . Clarence Hamann, WJMR, New Orleans, is still wondering what ever happened to Riley Shepard. . . . Bob King, WMBD, Peoria, Ill., wonders if his two-hour session this Saturday is the first deejay show ever to originate from a blood center. . . . Johnny Morris has taken over the "Record Shop," two-hour afternoon show on WLOL, Minneapolis.

Comments

Deke Miles, WRFD, Worthington, O., says Johnny Long's "The Light of My Life" on Mercury definitely merits spinning. . . . Franklin Bresee, KFVD, Los Angeles: "Ralph Flanagan's new timed transcriptions are the best thing that have happened to jocks in a long time. . . . Other bands would be smart to hop on the wagon." . . . Jay Giles, WSOY, Decatur, Ill.: "Joni James' "Wishing Ring" has really been getting swell audience reaction in our area." . . . Phil McLean, WERE, Cleveland: "How soon are majors going to 'cover' Slim Willet's newest 'Let Me Know'?" . . . Joe Ryan, WALL, Middletown, N. Y.: "Reissue of 'This Is No Laughing Matter' is overdue."

DEALER DOINGS

By BOB FRANCIS

Suggestions

Robert Philburn, of Grunewald's School of Music, New Orleans, thinks that with all the literature sent out by the record companies, somebody might take time out to publish a throw-away booklet for customers explaining three-speed differences—i.e., how it is accomplished; benefits of 45 spinning over 78; detailed explanation of just what is microgroove, and any other little details that "tend to send salespeople out of their minds when they have to be repeated all day long." The time saved in explanation, he thinks, could be used to sell a lot more merchandise. . . . Richards Music Company, Safford, Ariz., advises that '52 business was terrific all year long, with holidays especially fine. New EP 45 albums go like hotcakes, with customers liking the notion of saving money on the new packages. Richards comes up with the suggestion that The Billboard publish a separate hit parade for Christmas platters. . . . Again on the promotional literature beam, M. Merki, of Merky Music Store, San Francisco, would like manufacturers to supply more ad material to be used as stuffers in record delivery bags. Such material, however, should plug current popular disks and not try to promote unknown platters. . . . Clay McDaniel, House of Music, Southampton, N. Y., would like manufacturers to concentrate on fewer releases. "Too many new ones are half-heartedly and inadequately promoted." He also deprecates production curtailment of real dance band music for dancing.

Good Business

"Just concluded very successful season," writes Aaron Applebaum, of Bergenfield Music, Bergenfield, N. J., and all my competitors had equally fine results. . . . "The local

platter business is rosy," says Adrian's Record Shop, Hutchinson, Kan. "Business in December was bigger in '52 than '51. The Christmas rush showed an increase of 18 per cent over last holiday sales." . . . December pick-up started late for R. L. Ferguson, Memphis, but his holiday returns were 25 per cent ahead of previous December.

Kay Miller, Home Appliance Store, Subanville, Calif., passes on a good gimmick. When a request for an album by a particular artist can't be filled, she suggests singles by that artist and gives the customer a storage album for free. She says the idea has panned out just fine financially. . . . Manuella Gogel, Grand Silver Stores, Allentown, Pa., makes active weekly use of The Billboard's top listings. Tacks them up for ready customer reference. Says buyers often forget some special platter they had in mind, and this is a real refresher course for sales. . . . Having a restaurant as well as a record shop, Richard Meriz, of Marietta, Pa., keeps a juke box. "I put six to eight new releases on it," he says, "and take off the ones that drag their feet after a couple of weeks. Customers try the late releases and if they click, a sale is usually in it." . . . "Success of the Harry James-Rosemary Clooney "You'll Never Know" has prompted me to have a sale and promotion of all old James favorites that are still in stock," writes Gordon Murphy, of Murphy's Jewelry Store, Gouverneur, N. Y. Some of the oldies like "I'll Get By," "Easy," "If I Loved You," "Ain't Misbehavin'" and "Memphis in June" have "caught on fine during the first few days of the sale."


3 Great Hits!

1

SPECIAL RELEASE
WE PROUDLY PRESENT THE
Original
**Tribute To...
HANK
WILLIAMS**

Narrated by **JOE RUMORE**
with **J.T. ADAMS**
AND THE MEN OF TEXAS
Written By Jimmy Rule

REP. 100*



2

A tremendous Spiritual...
EDNA GALMON COOK
**"WALK THROUGH
THE VALLEY"**
B/W "NOBODY TO DEPEND UPON"
REP. 7019*

3

HOT

"CARAVAN"
B/W "I'M CONFESSIN"
MARTIN and BROWN
REP. 7015*

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**A GREAT TRIBUTE TO A
GREAT ARTIST ON A
GREAT RECORD**

**"HANK WILLIAMS
WILL LIVE
FOREVER"
(IN PEOPLE'S HEARTS)**

PLUS A TOP COUNTRY BALLAD

**"JUST FOR
TONIGHT"**

RCA #20/47 5164

**JOHNNIE
and
JACK**



and their **TENNESSEE MOUNTAIN BOYS**

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

TOP C&W RECORDS

... for Week Ending January 24

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. EDDY'S SONG—E. Arnold.....	6	2
Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI		
2. JAMBALAYA—Hank Williams.....	2	24
Window Shopping—M-G-M(78)11283; (45)K-11283—BMI		
3. I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams.....	1	5
I Could Never Be Ashamed of You— M-G-M(78)11366; (45)K-11366—ASCAP		
4. DON'T LET THE STARS GET IN YOUR EYES— Slim Willet.....	3	13
Hadacol Corners—Four Star(78)1614; (45)45-1614—BMI		
5. KEEP IT A SECRET—S. Whitman.....	5	6
My Heart Is Broken in Three—Imperial 8169—ASCAP		
6. BACK STREET AFFAIR—W. Pierce.....	7	17
I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI		
6. GAL WHO INVENTED KISSING—Hank Snow.....	4	8
Fool Such As I—V(78)20-5034; (45)47-5034—ASCAP		
8. NO HELP WANTED—Carlises.....	—	1
That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI		
9. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald.....	10	13
Big Family Trouble—Cap(78)2216; (45)F-2216—BMI		
10. MIDNIGHT—Red Foley.....	8	11
Deep Blues—Dec(78)28420; (45)9-28420—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. NO HELP WANTED—Carlises.....	9	4
Mercury(78)70028; (45)70028X45—BMI		
2. GOIN' STEADY—F. Young.....	10	3
Cap(78)2299; (45)F-2299—BMI		
3. BACK STREET AFFAIR—W. Pierce.....	4	17
Dec(78)28369; (45)9-28369—BMI		
4. DON'T LET THE STARS GET IN YOUR EYES— S. Willet.....	5	19
Four Star 1614—BMI		
5. JAMBALAYA—Hank Williams.....	2	25
M-G-M(78)11283; (45)K-11283—BMI		
6. I'LL GO ON ALONE—M. Robbins.....	1	7
Col(78)21022; (45)4-21022—BMI		
7. KEEP IT A SECRET—Slim Whitman.....	2	19
Imperial(78)8169; (45)45X8169—ASCAP		
8. I'LL GO ON ALONE—W. Pierce.....	—	1
Dec(78)28534; (45)9-28534—BMI		
9. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald.....	7	13
Cap(78)2216; (45)F-2216—BMI		
10. I'LL NEVER GET OUT OF THIS WORLD ALIVE— H. Williams.....	—	1
M-G-M(78)11366; (45)K-11366—ASCAP		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. BACK STREET AFFAIR—W. Pierce.....	1	18
Dec(78)28369; (45)9-28369—BMI		
2. I LET THE STARS GET IN MY EYES—G. Hill.....	6	4
Dec(78)28473; (45)9-28473—BMI		
3. KEEP IT A SECRET—S. Whitman.....	4	9
Imperial(78)8169; (45)45X8169—ASCAP		
4. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald.....	2	13
Cap(78)2216; (45)F-2216—BMI		
5. JAMBALAYA—Hank Williams.....	2	22
M-G-M(78)11283; (45)K-11283—BMI		
6. MIDNIGHT—Red Foley.....	5	8
Dec(78)28420; (45)9-28420—BMI		
7. I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams.....	8	4
M-G-M(78)11366; (45)K-11366—ASCAP		
8. DON'T LET THE STARS GET IN YOUR EYES— S. Willet.....	7	7
Four Star(78)1614; (45)45-1614—BMI		
9. THAT'S THE KIND OF LOVE I'M LOOKING FOR— Carl Smith.....	—	1
Col(78)21051; (45)4-21051—BMI		
10. GAL WHO INVENTED KISSING—H. Snow.....	10	3
V(78)20-5034; (45)47-5034—ASCAP		
10. DON'T LET THE STARS GET IN YOUR EYES— R. Price.....	—	8
Col(78)21025; (45)4-21025—BMI		

THIS IS IT ...

Richtone

RIGHTONE

for the unknown

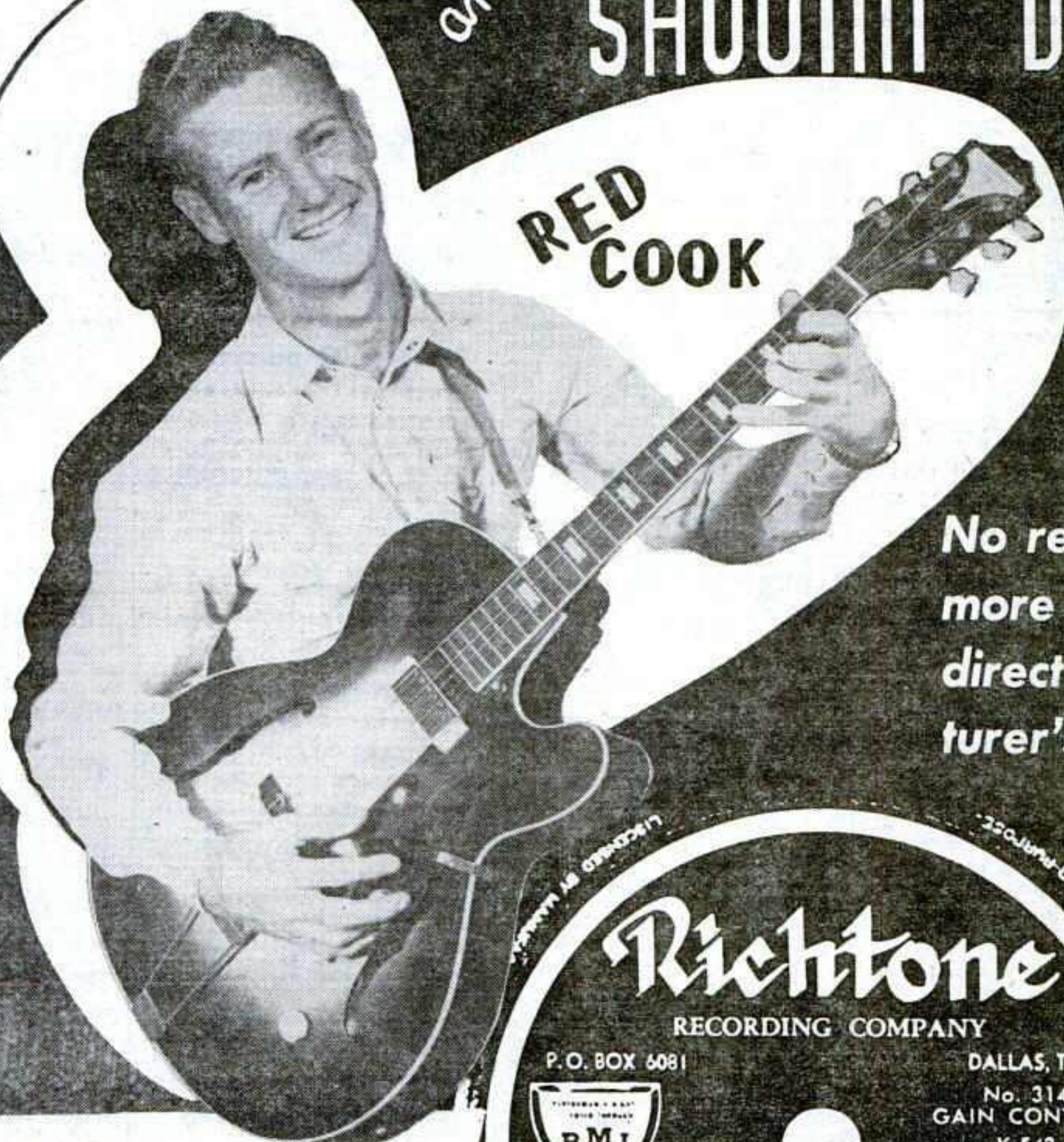
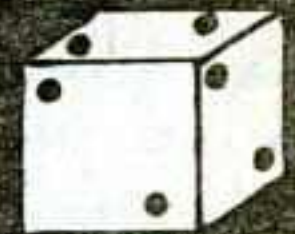
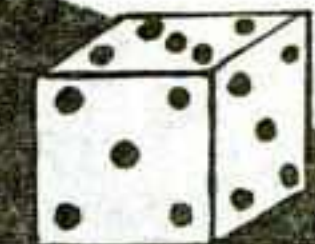
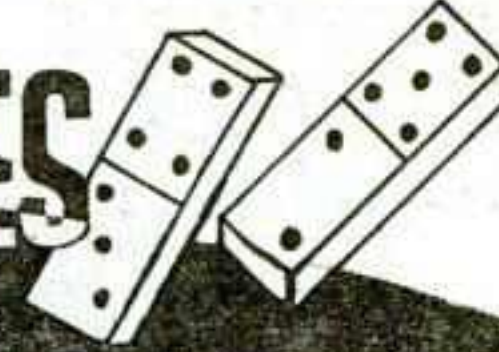
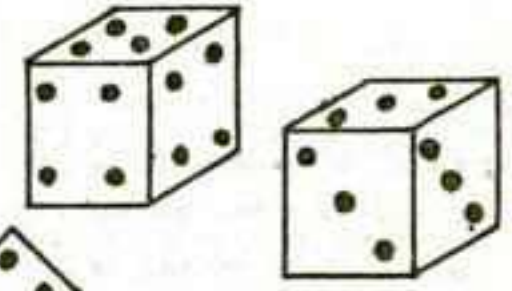
Throws another

PLAYIN' DOMINOES

natural

and

SHOOTIN' DICE



RED COOK

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The Billboard's Music Popularity Charts

... for Week Ending January 24

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1	1	7	I DON'T KNOW —W. Mabon Worry Blues—Chess 1531—BMI
2	5	2	BABY, DON'T DO IT —Five Royals Take All of Me—Apollo 443—BMI
3	7	2	I'M GONE —Shirley & Lee Sweethearts—Aladdin(78)3153; (45)45-3153—BMI
4	3	4	SOFT —Tiny Bradshaw Strange—King(78)4577; (45)45-4577—BMI
5	—	1	CROSS MY HEART —J. Ace Angel—Duke 107—BMI
6	7	4	THE BELLS —Dominoes Pedal Pushing Papa—Federal 12114—BMI
7	3	7	SAD HOURS —Little Walter Mean Old World—Checker 764—BMI
8	—	2	HEY, MRS. JONES —J. Forrest Blue Groove—United 130—BMI
9	8	8	I PLAYED THE FOOL —Clovers Hey, Miss Fannie—Atlantic 977—BMI
10	9	2	DREAM GIRL —Jesse & Marvin Daddy Loves Baby—Specialty 447—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Record
1	1	8	I DON'T KNOW —W. Mabon Chess 1531—BMI
2	2	2	DREAM GIRL —Jesse & Marvin Specialty 447—BMI
3	—	1	HEY, MRS. JONES —J. Forrest United 130—BMI
4	6	2	THE BELLS —Dominoes Federal(78)12114; (45)45-12114—BMI
4	6	7	I'M GONE —Shirley & Lee Aladdin(78)3153; (45)45-3153—BMI
6	6	4	SOFT —Tiny Bradshaw King(78)4577; (45)45-4577—BMI
7	9	2	BABY, DON'T DO IT —Five Royals Apollo 443—BMI
8	—	1	TELL ME, PRETTY BAC —L. Price Specialty 452—BMI
9	3	5	GABBIN' BLUES —Big Maybelle Okch(78)6931; (45)4-6931—BMI
10	—	1	CROSS MY HEART —J. Ace Duke 107—BMI

Record Reviews

Rhythm & Blues

Continued from page 26

JOE MORRIS BLUES CAVALCADE
That's What Makes My Baby Fat75
ATLANTIC 985 — Fay Scruggs and Joe Morris duet neatly on this novelty platter, selling the melodic ditty brightly. Ork rocks smoothly behind the pair. Should garner spins.
I'm Goin' to Leave You...72
Thrush Fay Scruggs shows off a warm voice on this okay blues item, while the Morris ork spins out a listenable backing. Thrush has an attractive voice and bears watching.

LIGHTNING HOPKINS
Candy Kitchen74
RPM 378—Southern blues on a sad theme is chanted convincingly to excellent piano support.
Another Fool in Town...74
Steel guitars provide the mournful background to another Southern weeper, as Hopkins laments his lack of education. Platter should be in for some regional attention.

JIMMY NELSON ORK
Right Around the Corner74
RPM 377—A jazzy novelty receives an effective reading from Nelson over a warm beat by the ork.
Little Miss Teasin' Brown...72
Okay chant by the ork leader on a routine blues effort, with smooth band support.

PAUL GAYTEN
Don't Worry Me65
OKEH 6934 — Paul Gayten and LaVerne Smith team up on a routine novelty. Neither the arrangement nor the ork work gives the pair the support they could use.
Yes You Do—Yes You Do...63
Gayten shouts his way with spirit thru a hand-clapper but the material is only so-so. Ork gang vocal and beat is weak.

ANNIE LAURIE
Give Me Half a Chance60
OKEH 6933—With less echo and less screeching brass, the thrush, who sings well, could have had a nice platter here. Even as it is she comes off well, but she can't overcome the recording characteristics.
Stop Talkin' and Start Walkin'...55
Recorded in what sounds like a double echo chamber, and surrounded by too much brass, Annie Laurie has a tough time even being heard on this platter.

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Recorded in Hollywood label has rushed out a dinking by thrush Linda Hayes titled "Yes, I Know" (What You're Putting Down) the long-awaited reply to the smash Willie Mabon slicing of "I Don't Know" on Chess, which has swept the r.&b. field and invaded the pop market as well. The RIH disk is the same tune as the original Chess waxings and the thrush tells her man the score. (Disk is picked in this issue as an r.&b. "Best Buys.")

Willie Mabon leaves on a tour of the South the latter part of February. On February 7 he starts a week's engagement at the Riviera Club in St. Louis with thrush Bette McLaurin. Mabon's stand at the Apollo Theater in New York was one of the most successful for the house in a long time. . . . Billy Shaw, head of Shaw Artists, returned to New York after a visit to the firm's West Coast offices.

Ruth Brown opened at the Apollo Theater, New York, Friday (22) for a week's engagement. Others on the bill are the Tiny Bradshaw ork with Tiny Kennedy and the Milt Buckner trio. Ruth leaves with the next Billy Eckstine - Count Basie package, which tees off in Greensboro, N. C., on February 27. The unit will tour for six weeks thru the South on one-nighters. . . . The Clovers, Atlantic Records artists, go into the Earle Theater, Philadelphia, on February 5, the Howard, Washington, on February 13, and then to New York to cut some new sides.

M-G-M Records will release its second set of r.&b. sides next week, featuring the Al King ork, Millie Bosman, the Cricket, and Beulah Bryant. . . . The Al Grey All-Stars, with Clarence Gate-mouth Brown, are doing a string of one-nighters thru the Southwest. . . . Marie Adams will join the Arthur Prysock package for one-nighter treks. . . . B. B. King, with the Bill Harvey ork, is on one-nighters thru the South. . . . Johnny Ace has formed an ork and will soon be on one-nighters.

Hollywood

Percy Mayfield (Specialty) is back at work after a five-month convalescence from a serious auto accident. Ben Waller, Los Angeles agent, has him working Coast dates. . . . Jesse Belvin (Recorded in Hollywood) is doing his first personals for Waller thru New Mexico, Arizona and Texas. . . . B. B. King (RPM) has inked a new three-year pact with the Bihari brothers. He is now touring Texas. . . . The Mesner Brothers are starting to do pop versions of their Aladdin r.&b. hits with Ike Carpenters' band.

Hill & Range Gets 'Hot Toddy' Rights

NEW YORK, Jan. 24.—Hill & Range has been given the selling rights to the tune "Hot Toddy," which as an instrumental is showing up as Ralph Flanagan's top-selling disk to date.

The copyright is controlled by Coachella Music, a firm owned by Flanagan and Herb Hendler. Lyrics have just been written by Hendler.



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and
I CRIED FOR YOU
DINAH WASHINGTON
70046
CAN'T STAND NO MORE
and
TEAR DOWN THE SKY
WINI BROWN
70062

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vocal by Dolly Houston
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Hocus-Pocus

By BILL SACHS

MORE dope on drink magic comes via postal from **Milbourne Christopher** in New York. "I have an American playbill of **Andrew Macallister**," typewrites Mil, "dated February 17, 1854, featuring his *Infernal Teapot*. Brandy, ink, etc., was poured in it, stirred together, and then he poured out hot tea, coffee, milk, etc. In **Will Goldston's** *Latest Conjuring*, published in 1905, he describes, on page 88, a magic kettle from which various drinks are poured. There is also a diagram of the kettle. **Chris Charlton** was performing the magic kettle in England in 1904, according to **Jay Palmer's** article in the December, 1951, issue of *Sphinx*." Reporting on his own activity, Christopher says that the March issue of *Man's Day*, on the newsstands January 26, carries his own story on the history of magic bullet-catching trick, the result of long years of research. On January 23, Christopher repeated for the umpteenth time on the **Garry Moore** CBS-TV show. Last weekend he did his tricks in some advertising tie-ins to promote Amazo pudding. Logical, eh? . . . **Jean Hugard** will be given the International Brotherhood of Magicians' Star of Magic Award late this month. . . . **Dominique**, French pickpocket magician, is in his seventh month at the French Casino, New York. . . . **Lucille and Eddie Roberts**, who hold the long-run record (10 weeks) at the Mount Royal Hotel, Montreal, are back in the Canadian metropolis for a three-week stand at **Ruby Foo's**. . . . **The Amazing Dr. Maurice (Morris Cohen)** is displaying his nifties in the Aladdin Room of the plush new Hotel Algiers, Miami Beach, Fla. . . . **Mad Mogie** has switched from his mental act to a new magic turn using a live lion. . . . **The Johnstones, George and Betty**, have been held a second week at the **Chez Paree**, Chicago. . . . **Russell T. Warner**, known professionally as **Jack Russell**, magician and manufacturer of magic tricks and novelties, died recently at his home in Allegan, Mich. He was a member of the Society of American Magicians and toured for a number of years with dramatic stock and rep troupes before settling in Allegan. . . . **Bill Baird** postals an S.O.S. from San Juan.

Puerto Rico: "Am at the Caribe Hilton here. Haven't met a single local magician as yet. Wish I could find one to show me around."

BILL NEFF suffered some anxious moments recently when his heavily loaded truck, en route from Erie, Pa., to Akron, swerved off the road to miss a car which had crashed into a bridge. After hasty repairs, the Neff truck was able to make it to Akron in time for the scheduled opening at the Colonial Theater there. Neff's "Madhouse of Mystery," now playing Shea theaters, is set for the Palace, Rockford, Ill., February 6-8. . . . **Mandrake and Company** are current at the Mayflower Hotel, Akron. . . . **Lyle and Company** are regaling 'em with their nifties at the Veterans' Club, Erie Pa. . . . **Fabian the Magician**, after many years on the road as a performer, has settled permanently in Chicago, where he is operating a magic repair and manufacturing business known as **Fabian Enterprises, Inc.** His decision to settle in the Windy City was brought about largely by the illness of his daughter, who recently underwent heart surgery at Children's Memorial Hospital there. Another influence was his personal manager, **Phil Lamplin**, who recently joined the William Morris Agency in Chi and who urged Fabian to make his headquarters there. His initial effort in the magic sales line is being put on a British novelty, a self-smoking cigarette, which Fabian says he has improved upon. . . . **Dell O'Dell's** television stanza over KTLA, Los Angeles, has been upped from 15 minutes a week to a half an hour. . . . **Ray Amy**, still touring the Southland with his five-people mystery unit, writes from New Orleans: "In Jennings, La., recently, I day and dated with **George and Marie Crotser**, veterans in the magic business, who are playing schools. We cut up jackpots until 4:30 a.m. and I was invited to dinner at their house trailer. George bills himself as the one-armed magician and what he does with one arm is amazing. His levitation is the best I have ever seen, and that's for sure." The Crotser, incidentally, also enjoyed a visit with **Mal and Maxine Lippincott** recently while passing thru Shreveport, La. . . . **The Randolphs** conclude a two-weeker Thursday (29) at Beverly Hills Country Club, Newport, Ky.

Roxy Skaters Strike Looms

NEW YORK, Jan. 24. — The possibility of a strike among the ice skaters at the Roxy loomed this week. Skaters claimed they were doing four shows a day plus rehearsals before the first show and rehearsals after the last show. The extra hours they put in, they claimed, was "inhuman" and causing illness.

Dick Dickson, Charles Skouras' representative at the Roxy, denied any strike possibility. "We are negotiating in good faith," he said. He also said relations between the West Coast division of the American Guild of Variety Artists and Skouras have always been pleasant and saw no reason why they couldn't be the same here.

AGVA admitted negotiations were going on but in "an extremely sketchy manner." Union officials said they have found it difficult to get Roxy people to sit down and talk.

Roxy's contract with AGVA covering the skaters expires February 1.

7G Fire Loss At Colisimo's

CHICAGO, Jan. 24.—Fire of undetermined origin Thursday (22) caused estimated \$7,500 damage to the building which formerly housed Colisimo's theater restaurant here.

The bistro, which reportedly was to reopen soon under new management, has been shuttered since the '30's. During its 20-year operation, the nitery featured many name artists.

Caught Again

LA VIE EN ROSE, NEW YORK: Joni James, working her first class New York spot, has acquired considerable poise since first caught at Leon and Eddie's some months ago. The gal had a promising voice at that time. Her record rep with M-G-M Records has since put her in the big money, with her "Why Don't You Believe Me?" being chiefly responsible.

But if the girl can sing (and she can) her chatter at the show caught doesn't bode her any good. When Miss James sticks to straight singing, her appeal is genuine and undeniable. But when she goes into talk, whatever spell she cast thru straight singing is dispelled. She has a patronizing air that frequently verges on the insulting. Until she learns how to handle an audience graciously (even hecklers pay tabs), she'll find her climb in the personal appearance field hampered.

BLUE ANGEL, NEW YORK: Harry Belafonte, who missed last week when he was out with a bad throat, is back again and doing as big a job as ever. The tall, slim lad's progress is amazing. As a sight song-seller of folk items, there are few around that have that intensity and the fire that he now projects so well. His routine consists of folk songs (oddly enough even the chi-chi crowd here is familiar with his RCA Victor recordings) and amusing calypso items. When he finished on the night caught, he was forced back for a beg-off.

girl in the world.

Joe Sully, who resigned from Music Corporation of America, has joined Joe Glazer's Associated Booking. He'll be Glazer's immediate assistant, booking all fields.

Chicago

George Bond, formerly with the Len Fisher office, has been named head of the act department of the Eddie Slight Agency. Bond will handle all theater, cafe and club date act bookings. . . . Filling in while **Deejay Jack Eigan** vacations from his **Chez** show, which is aired from the **Chez Paree**, are **Fran Allison**, **Dorsey Connors**, **Mr. and Mrs. Herbie Mintz**, **Russ and Sylvia Davis**, **Chet Roble**, **Jeri Southern**, **Tony and Dorothy Weitzel**, **Franklin McCormack**, **Mr. and Mrs. Irv Kupcinet**, **Johnny Desmond**, **Janet Kern**, **Barbara Moro** and **Mary Hartline**.

Burlesque Bits

By UNO

Arabella Andre on January 19 signed a bill of sale whereby she came into possession of the La Conga Club in the International Settlement of San Francisco. The price was 10G, and a remodeling job will take another 10. . . . **Manager Harry Oakene** of the Hudson, Union City, N. J., has two campaigns under way to hypo biz. One for the week of February 8 will be an International Feature Parade, flashing three top foreign-born strip names, **Amy Fong**, **Naomi** and **Vi Vickers**. The other, for the week of February 22, labeled "Inter-city Chorus Contest," will bring in chorine champ strips from Pittsburgh and Philadelphia to compete with the Hudson's ace, **Ora May**. For March 8 an extra added attraction will be **Peaches**. For January 18 it was **Francine**. . . . **Jack Hayes**, former comic, is now operating a small nitery, the Prop Room, three miles out of Columbus, O., where he will welcome all performers. . . . **Gus Flaig**, producer and stage manager at the Gayety, Baltimore, has signed a contract to furnish scripts for a comedy program with a local TV station starting in April. . . . **Helen Barry**, wife of **Ben Hamilton**, house singer at the Hudson, Union City, N. J., extends thanks to the entire personnel of the Empire, Newark, N. J., for the large floral piece sent to her at the Lutheran Hospital, New York, where she is recuperating from illness. . . . **Tamara**, who is **Connie O'Meara** in private life, a resident of Kiegsville, Tex., and whose nationality is Irish-English, is a first time strip-talker on the Hirst Circuit, just six months in the biz, a graduate from the parade girl ranks at the President-Follies, San Francisco. . . . **Delilah Wilde** re-

turned to New York last week to do club dates while taking up vocals and dramatics.

Jessica Rogers and **Sally Sweet** opened on the Kane Circuit January 30 thru **Dave Cohn**, whose other bookings include **Gloria Marlowe**, the Casino, Boston, February 2 and the Gayety, Baltimore, February 8; **Naomi**, Hudson, Union City, N. J., February 8, and **Ann Arbor**, Empire, Newark, N. J., February 13. January 26 openings include **Tina Christine**, El Morocco, Johnston, R. I.; **Melba**, B&B Cafe, Johnston, R. I.; **Cris Jergens**, Chanticleer Club, Baltimore; **Naomi**, Old Town Hall, Hartford, Conn.; **Jackie Whelan** and **Gaby DeLys**, Wayne Room, Washington; **Sheila Lind**, Club 14, Wilmington, Del., and **Vicki Guy**, Waldrops Club, Brentwood, Md. January 27 openings are **Jerrina**, Belli's Club, Springfield, Mass., and **Huntress**, Hi-Way Casino, Northwestport, Mass. . . . **Ti-Zoune Sr.**, former comic, doubles with his act at the Casa-Loma cabaret, Montreal, and a half-hour radio show over the local CKVL station. . . . **Miles Murphy** replaced **Lou Lewis** at the Clover, Baltimore, as Lewis joins a Hirst unit. . . . **Patti Barnell**, former chorine protegee of **Arabella Andre** is top feature at the Club 150, San Francisco. "A terrific buy for the circuits," writes Miss Andre. . . . **Suey Welch**, co-owner with **Bob Biggs** of the New Follies, Los Angeles, threw a testimonial dinner for **Lili St. Cyr** at the local Sportsmen's Club after show time on December 29. Among those present were **Ginger DuVal**, **Johnny Maloney**, **Harry Clexx**, **Harry Meyers**, **Melodie Lane**, **Nona Carver**, **Sylvia (Sugar) Kane**, **Bon Bonne**, **Leon DeVoe**, **Louisa**, **Ginger O'Dare**, **Bob Winkler** and the **Dancing DuPonts**. . . . The new producer at the Empire, Newark, N. J., is **Elna Laun** who succeeded **Paul Brandeaux**, still laid up at the local St. Michaels Hospital with both legs in a cast as the result of a fall backstage. Chorus captain **Dotty Lewis** is back after three days' treatment for torn leg ligaments. Featured dancer in the line-up is **Sandra Day**. . . . **Jack Coyle**, straight man, was transferred to the **Mickey (Go-Go) Jones-Herbie Barris-Lifty Lewis** unit during the week in St. Louis. . . . **Blaze Fury (Lucia Parks)**, now in Herman Kiefer Hospital, Detroit, is expected to be able to return home for convalescence by summer, her husband, **Tommy Timlin**, reports.

Packed Palace

Continued from page 12

charge by a **Betty Hutton** was lacking. In fact there were walkouts during **Kaye's** last few minutes. In fairness to **Kaye**, however, he had improved on his preem night performance considerably when caught on a subsequent night. There are no more walkouts. In fact the audience can't get enough of him.

But if the mob came to see **Kaye**—and they're still coming, judging from the daily box office lines—the rest of the show didn't deserve the casual brush it got from the dailies.

The bill started with the **Piero Brothers**. Their always fine juggling and small comedy bits began the proceedings in up-tempo style for good mitts. The **Dunhills**, who've been travelling with **Kaye** cross-country, were excellent in their tandem and solo hoofology. Their challenge stuff was particularly good. The three lads had two spots. In the first half they worked as an act; in the second half two of them joined **Kaye** for comedy and straight challenge terps.

Marquis and His Family, handled by **Eugene Detro** (**Marquis** is the name of the biggest monkey) were genuinely funny. **Detro** uses four chimps dressed up as the father, a girl, a boy and a baby. Their human-like actions were a natural for solid reactions.

Fran Warren tho visibly nervous in the next spot, got over it as she went along. The girl can sing; she's proved it often. But a routine consisting of almost straight ballads, including a down tempo number for a walk-off, isn't calculated to create excitement. With a re-routing of her numbers, **Miss Warran** can make it in any fast company.

Darvas and Julia, who closed the first half of the bill, were easily the cream so far. Working on full stage in a lush set dominated by a crystal chandelier, their acro-terps, appearance and showmanship were superb. **Julia's** breath-taking flying splits drew tremendous responses. They've been wonderful in cafes. They're great in a theater. There aren't many acts that can follow them. They were called back for five bows, which is an eagle on the Palace course.

The music couldn't have been improved upon. **Sammy Prager's** piano backing of **Danny Kaye** was masterful. **Jo Lombardi's** ork was equally good; particularly outstanding was the lad on the drums.



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Extra Added

New York

Jack E. Leonard heads for Hollywood on a 10-week deal to make pictures for Warner Brothers. His first will star **Jane Powell** and **Gordon MacRae**. . . . **The Kean Sisters**, current at the **Copa**, will be kept over for the **Johnnie Ray** show, with 100 per cent billing. . . . **Julie Oshins** is now playing the **Sam Levine** role on Broadway in "Guys and Dolls."

Herb Kenney, ex-Ink Spots, slugged his personal manager, who promptly swore out a warrant charging assault and battery.

Jonas Silverstone, American Guild of Variety Artists national counsel, planes to London with **Peter Lorre** to set up a picture deal. . . . **Doretta Morrow** is getting married to **Byron Palmer**, 20th Century player, next May.

Anne Jeffreys and **Robert Sterling**, her husband, will show their act at the Waldorf-Astoria when they open in the Empire Room, February 4. . . . The **Warwick Hotel** has a new talent policy—a new act every two weeks.

Joel Grey, who just closed at **Ciro's**, Miami Beach, will go back February 12. . . . **Matt Dubey** and **Harold Karr**, who wrote the musical score for the current **Copa** show, have been signed by the club for the next three shows. . . . **Jim Witteried**, Parisian agent, is now submitting **Miss Monde** for a U. S. tour. **Witteried** modestly claims the gal "has been selected and elected the most beautiful

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15-YEAR REVIEW

RSROA Rise Parallels Progress in Skating

DETROIT, Jan. 24.—The 15-year history of the Roller Skating Rink Operators' Association has been paralleled by the steady progress of roller skating in both quality and quantity of public acceptance. The best barometer is the steady advance of skating from a rank of 37th among participant sports in 1937 to a present ranking of first, based upon admission figures, according to Fred A. Martin, RSROA president.

The present likewise appears to be a period of healthy growth, not merely a peak, with most rinks across the country enjoying good business, aside from a few locations which have special adverse local conditions.

Emphasis on Family

"Recreation for the Whole Family" is the slogan of skating being given nationwide promotion by the RSROA this year—emphasizing the widespread participation of adults in skating, as well as the youngsters who once had the field largely to themselves. This shift toward family enjoyment of skating has typified the career of the organization. Improved quality of rink operation, better physical accommodations, and increased enjoyment for skaters and spectators alike have been characteristic of rink business since 1937—evidenced by the newer rinks built in recent years, small as well as large units, and by the improvement programs in older buildings.

Skating remains primarily a recreation for the younger age groups, as any sport necessarily must, and has been widely recognized for its substantial contribution toward diminishing problems of juvenile delinquency. In contrast, skating two or three decades ago was a neglected field, with individual rinks often enjoying unenviable community relations. But rinks today are commonly co-operating closely in many enterprises with schools, churches and similar organizations. The wider participation by the whole family in skating, the objective of the present campaign, is expected to enhance further the standing and contribution of skating rinks in their own communities.

Organization of a national body of rink operators, with a management and organization flexible enough to meet changing needs of the field and of affiliated organizations over the years, has been a significant factor in this remarkable growth of the sport. Formal organization was dated April 2, 1937, following a national speed competition at Arena Gardens, Detroit, in which only five States were represented. Rink men felt that an organization of their own was needed, and it was set up as a Michigan non-profit corporation. Headquarters were provided in the Arena building where they have remained since. From a desk drawer and a small file, this has grown into the extensive suite of offices and vast filing system housed in the present modern headquarters—symbolic of the growth of the organization.

17 Start Association

There were 17 rink men in the original 1937 meeting—and that original treasury balance was \$17. Of that pioneer group, at least seven are still around: William Carpenter, operator of Town Hall Rink, Scranton, Pa.; Victor J.

Brown, New Dreamland Arena, Newark, N. J., and an honorary member of the Board of Control; Rodney R. Peters, also honorary member of the board; Fred A. Martin, president; Alfred W. Kish, operating several Ohio rinks; Earl J. Dunn, operator of Mount Clemens (Mich.) Arena, and Mary Shuman, Sandusky, O., now an inactive member. Martin served as secretary-treasurer of the organization, in direct charge of the central office until a couple of years ago when he "retired," to be recalled to service last year as president. His post as secretary-treasurer was, meanwhile, taken over by his son, Robert D. Martin, who had served a long apprenticeship in the organization and in the operation of Arena Gardens.

Perhaps one of the most important factors in establishing the present position of RSROA was early recognition of the needs for standards in skating. Leading figures in the sport were called upon to contribute their experience toward the establishment of standards, and a large series of publications in the field, covering every phase of roller skating, has resulted. These standards are improved and modernized regularly, keeping pace with skating developments.

Rules, Tests, Awards

The elaborate system of rules, tests and awards developed by RSROA is recognized today as one of the finest in any field of sport—and is a very precise one, as those unfamiliar with the field commonly fail to realize. Standards established for granting awards for proficiency in skating are now recognized as among the most difficult and exacting in sports. This has meant, also, the development of a field of qualified judges meeting rigid qualifications themselves.

Skating News, official RSROA organ, is a well-edited publication for skaters which serves its field admirably. Coming out 10 times a year on coated paper, it is liberal in the use of art work, and regularly lists all member rinks.

From the public standpoint, the organization of competitions in all fields of skating, including figure and skate dancing, is perhaps the most spectacular association accomplishment. This has been a gradual growth from sporadic and partial local competitions into a system of established State events, followed by regional meets, and capped by the annual American Championships. The latter has developed into something so large that few rinks in the country are equipped to handle the event. In early RSROA days rink men talked of their dreams of big new rinks which would bring a new era into skating. Today they are a reality with the establishment of such rinks as the RollerCade at Cleveland.

The 1952 championships drew 579 competing skaters out of a possible eligibility field of 765 regional winners—a high percentage of actual participation for the 63 titles awarded. These skaters represented the leaders in a national field of 25,000 registered competitors. Spectator attendance at the meet was estimated at 38,000, one of the largest attendance figures for an American meet recorded by any organized amateur sport.

A huge amount of sometimes tedious detail work is necessary to keep this organization functioning smoothly, handled by the staff at the Detroit office under the direction of the officers. The governing body is the Board of Control, which normally holds a mid-term meeting in December, in addition to the national convention meeting held in connection with the American Championships, usually in June or July.

Drivin' Round The Drive-Ins

AL GOODYEAR, well known in the motion picture industry and formerly with Motion Picture Advertising Service, is building the Del Air Drive-In near Dagsboro, Dela. Formal opening is planned for Easter. . . . D. O. GREGORY, theater owner at Beulah, Mich., and L. O. GRIF-FIN, who has theaters at Manton and Lake City, Mich., are partners in the construction of a new unnamed drive-in, to be located on U. S. Highway 31 near Beulah. Spot is expected to open in the spring. . . . ARTHUR LANDSMAN has moved the offices of the Statewide Drive-In Theaters, San Antonio, from the Majestic Bldg. to the Alamo Drive-In Theater.

tion with the American Championships, usually in June or July.

Not Only Trade Group

The present high standing of the RSROA in its field is probably due in large measure to the recognition by its leaders that it should function as more than a simple trade association. In that capacity, it would have been concerned chiefly with the problems of rink management and successful operation. These are necessarily fundamental to the other activities and aims of the group, and have been given due recognition in the organization program. The RSROA today has enrolled some 300 of the country's leading rinks. Attention to the principles of successful and profitable operation, in turn, has created the framework for the allied activities. In turn, the great emphasis placed upon the skater, who is actually the rink customer, has meant continued good business for rinks. Essentially, the RSROA policy appears to have succeeded because rink men have aimed to see how much they could do to make skating enjoyable for their customers.

Affiliated groups have played an important part in the operation of the RSROA, including the Society of Roller Skating Teachers of America and the American Council of Amateur Roller Skating Judges.

In its earlier days, roller skating appeared to be a little-known adjunct of ice skating, which had led the field in public attention as well as in emphasis in recognized sports circles. Since 1944, the RSROA has been independent in this connection, withdrawing from affiliation with wider sports groups, and establishing roller skating, the one of the youngest of the sports, as a major one in its own right.

Technical Developments

Technical developments have a part in this history. RSROA has co-operated with manufacturers in allied fields in research and development of new skating surfaces and improvements in skates and equipment. Much new equipment is of the precision type, helping in turn to raise the standards of modern skating.

Institutional co-operation with worthy causes, from the local rink level to the national scale, has long played an important part in RSROA policy. Especially notable for years has been work in co-operation with infantile paralysis campaigns, as well as Red Cross, cancer, cerebral palsy and other groups. This has not only been an important contribution to the community by skating, but has led to wider realization of the new standing that skating has achieved.

Fifteen years of RSROA work, paralleling the advance of skating to its present top position, has led from the unorganized and often sub-standard rink operation of the '30's—to be excused largely by the necessary after-effects of the great depression—to today's model operation, typified in 10,164 individual proficiency tests passed by skaters in the last fiscal year, the almost commonplace development of stars for such great shows as "Skating Vanities" from the ranks of RSROA amateurs, the very acceptance of such shows—unthinkable 15 years ago—by the public, and the solid recognition and coverage of roller skating by press, radio and television today.

Roadshow Rep

EDDIE JACKSON, of the Ringling-Barnum circus' advance car No. 1, writes that he attended Bailey's All-Star Minstrels premier in Fort Myers, Fla., January 5. "The traditional '11:45' parade and two performances drew big crowds, with many of the patrons seeing a genuine minstrel offering for the first time," Jackson says. "The show, under management of Happy Kellems, who also is producer, boasts ace minstrel talent, lavish costuming and streamlined equipment. It clicks from its opening to its finale, 'Showboat Time in Dixie.' Featured end men include Kellems, Slim (Deacon) Williams, Danny Evans, Claude West, Terry McCusker and Colonel Caspar, diminutive blackface comic. Band and orchestra is under direction of Gus Schultz. Among the musicians is Tony Ramirez, who has spent 25 years with the Merle Evans band. Vocals are directed by Ernest McLain, with the dancing contingent under direction of Billy Armond. Mr. and Mrs. Si Rubens own the show, with Marshall Green as company manager. Showfolk on hand for the opening included Hi Brown, Bobby Burns, members of Rogers Bros., Circus and Amy DeGraff, former aerialist, who is living in retirement in Fort Myers. . . . Diamond Tooth Billy Arnte, veteran minstrel, and rep-roadshow performer, is wintering at his home in Columbia, S. C., and organizing a minstrel show to play Carolina spots. Opening is slated for the spring. Unit will be known as Carolina Follies No. 3. Billy says that his recently completed book, an autobiography titled "From the Log Cabin to the Mansion," will be published about the middle of February.

but does take a few outside stands. . . . "It was good to read of the old days of rep and roadshows in recent issues," pens Gordon Rochfeld from Minneapolis. "I was with Lincoln Carter's Fast Mail show part of one season. I was on the advance and the show did fine business. It was a one-day stand show. I was with several 10-20-30 shows and they are of interest to me. I'd like to see the minstrel show return but as for small tent shows they are finished. People have heard too much radio and seen too much television to stand for the shows the small tenters have put on in recent years. Talent comes too high for them. There are several old-timers who do okay with amateur promotions in the Minneapolis area and some of their efforts are all to the good."

Non-Pro Competish For Philly Rollery

PHILADELPHIA, Jan. 24.—Holy Apostles Chapel in suburban Penn Wynne last week resumed its every-other-Friday schedule of roller skating parties. Young people and grown-ups have been invited to come to the parish house and skate on the smooth concrete floor.

Sessions will be held Friday afternoons from 3:30 to 5 for children under 12 and from 7:30 to 9:30 for those of high school age. Sessions last year brought as many as 75 youngsters one day to the "roller skating church."

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Will start casting in February for the 1953 season. . . . 41st annual tour. Can use Musicians, all instruments, must be able to read and cut it; young shapely experienced Chorus Girls, one more Comedian, exotic Dancers, Adagio Dance Team, Shake Dancer, Male and Female Vocalists; Variety and Novelty Acts, single or teams, including Skater, Acrobatic, Contortion, Juggler, etc.; strong Specialty Acts for concert. Want full time experienced combination office porter, ticket taker and careful chauffeur for passenger bus and management cars. Boosters, winheads, needlers, moochers, agitators, syndicators, trouble makers and sissies do not answer. Long pleasant season to right people. Good pay every day. We do not cut salaries during or near end of season. If you were with it and for it last season, write your intentions and give your address. Don't make a mistake and go out a week or two early with some outfit and expect to be with this, THE BIG ONE later. The Rabbitfoot Co. is the Ringling of the minstrel shows. Address all replies (no collect wires) to Erle Hendren, Capitol Amusements, Inc., Box 100, Erwin, Tennessee.

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Property Managed and Equipped With the
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The Final Curtain

COULTER—Douglas, 52, National Broadcasting Company executive TV producer and veteran radio executive, January 21 in Scarsdale, N. Y. In 1925 he joined the radio department of N. W. Ayer & Son, Inc., of which he later became vice-president in charge of radio. He was credited with introducing the first variety and mystery shows to be carried by a network; also the "Everyready Hour," one of the first hour-long programs. Among those who made their radio debuts in shows supervised by Coulter were Will Rogers, Eddie Cantor, Jack Benny, Joe Cook, Ben Bernie, Jascha Heifetz and the Mills Brothers. In April, 1936, he joined the Columbia Broadcasting System as head of programming. In 1946, he left to become vice-president of the radio department of Foote, Cone & Belding, Inc. He joined NBC in May, 1950, where his television credits included "Broadway Open House," "Musical Comedy Time," "Sound-Off Time" and, his latest, the "Hall of Fame" series, starring Sarah Churchill. Surviving are his widow, Nancy and a son, Douglas Jr.

DELBIDGE—Loren, 74, tenor singer, formerly with the old Wheeler & Wilson Band, Bridgeport, Conn., in that city January 15 after a illness. He also had appeared with a number of other bands until his retirement 15 years ago. Burial in Mountain Grove Cemetery, Bridgeport, January 19.

DENNERT—Mrs. Anna, 81, mother of the late Arthur Dennert, who operated the Club Alexandria, Newport, Ky., January 20 at her home in Newport. Survived by a son, three daughters, a sister and five brothers. Requiem high mass, January 24 at Corpus Christi Church, Newport, and burial in St. Stephens Cemetery, Fort Thomas, Ky.

De SEGUROLA—Andreas, 79, opera singer, voice teacher and film actor, January 22 in Barcelona, Spain. Born in Valencia of an ancient noble family, Count De Segurula made his operatic debut with the Metropolitan Opera Company in 1901, following a successful singing career in Europe. From 1906 to 1920, he sang basso roles regularly in the company which included Enrico Caruso. In the late 1920's he went to Hollywood and appeared in a number of films with such stars as Gloria Swanson, John Barrymore and Grace Moore. His major credits included "One Night of Love" and "One Hundred Men and a Girl." In the latter, he appeared with Deanna Durbin, whose voice Count De Segurula was credited with developing. For some years he was under contract to Universal Studios as the young singer's coach. In the spring of 1951, he left Beverly Hills, after some 20 years, to return to his native Spain.

ENGLISH—William A., 62, former lunch stand operator in outdoor show business and for the past 25 years a knife sharpener and glass cutter pitchman, January 9 in St. Joseph's Hospital, Lancaster, Pa., of lymphatic leukemia. He was a native of Baltimore, the son of the late William A. and Augusta Ellis English, and resided in Lancaster for the past 15 years. He was a member of the Fraternal Order of Eagles. Survived by his widow, Martha; a son, Ronald, Philadelphia; three stepchildren, Mrs. William K. Higgins and Mrs. Harry Flory, both of Lancaster, and Robert K. Shue, New York; a brother, Robert, Philadelphia, and three sisters, Blanche English and Mrs. William Wilde, both of Philadelphia, and Ethel English, New York.

GLASER—Charles W., 83, former producer of radio, automobile, trailer and outdoor sports shows, January 22 in his Berwyn, Ill., home. He is survived by his widow, Edith.

MCDONALD, Irene (Mrs. Elmer), 47, in St. Anthony Hospital, St. Louis, January 4. Services at the Wacker-Heldner Funeral Chapel and interment in Sunset Burial Park, St. Louis.

MACK—Nila, original and only producer of "Let's Pretend," Columbia Broadcasting System children's program, January 20 in New York. A stage, vaudeville and radio actress, Miss Mack started the "Pretend" program 22 years ago. She has previously been an actress with the Alla Nazimova repertory company and on Radio Guild programs for CBS.

MANNERING—Mary, 76, one of the bright stars of the Broadway stage around the turn of the century, January 21 in Los Angeles. She was the former wife of James K. Hackett, a matinee idol of the same period. A native of England, she made her London stage debut at 16, under her own name, Florence Friend. After a succession of starring roles, she was seen by Daniel Proman who, in 1898, engaged her for his Lyceum Theater in New York. Using the name Mary Mannerling, she became an important star, with many roles on Broadway and on the road, including "Trelawney of the Wells." She became Mrs. Hackett in 1901, and they toured together in several Shakespearean works and in "The Prisoner of Zenda" and "Rupert of Hentzau." Her final appearance was as Domine in "The Garden of Allah," in 1910, at New York's Century Theater. She was divorced from Mr. Hackett the same year. The following year she was wed to Frederick Wadsworth, head of the Detroit Motor Boat Company, who died in 1927. Surviving are a daughter, granddaughter and three grandsons.

MATAUSCH—Frank (Otari), was at Sarasota, Fla., Saturday (17). He was a circus performer and had worked in the Otari flying act. Survivors include his widow, known professionally as Francine Volante, an aerialist.

MAY—Helen K., 85, former character actress, December 30 in a Denver nursing home. In the past she played character roles in theaters and also appeared as a lecturer and entertainer with chautauquas.

MYERS—George, 61, circus equestrian director, in York, Pa., January 17. He had been with Seils-Flo, Centry, 101 Ranch and other shows. (Details in Circus section.)

ORTON—Mamie, wife of Miles Orton, former owner of Orton Bros. Circus, January 17 in a Dexter, Ia., hospital after an illness of 18 months. Survived by her husband; six daughters, one of whom is Gracie, of the high act of Ricardo and Gracie Orton, and two sons. Services January 21 at Adel, Ia.

RANDOLPH—William, 60, veteran outdoor showman, January 19 of pneumonia in a Tampa hospital. Interment was in Showman's Rest of the Greater Tampa Showman's Association. Pall bearers included C. J. McDonner, Harry Rubin, Harry Brod, Harry (Irish) Gaughn, James Baker and Earl Maddox.

RUTHERFORD—Bert, 81, who spent most of his life in show business, December 27 in Herman Hospital, Houston, after a long illness. He was a close friend of G. W. Christy, mayor of South Houston, Tex., and had lived with the Christy family since the closing of Christy Bros. Circus. Burial December 29 in the Christy plot in Forest Lawn Cemetery, Houston.

SHANKLAND—Richard, 49, stage and TV actor, January 18 in New York of leukemia. His widow, Jeanette Reese, actress, and five brothers survive. Burial in Argonia, Kan.

Marriages

CONNOR-CARR— Joe Connor, night club singer, and Emily Carr, dancer, January 1 in Philadelphia.

DALTON-PORTER— Jack Dalton, executive secretary of Show Folks of America, San Francisco, and Charlotte Porter, SPA first vice-president, December 12.

DEVENNEY-LETTERIELLO— Edward J. Devenney, merchandising director of WFIL and WFIL-TV, Philadelphia, and Mary C. Letteriello, January 24 in Upper Darby, Pa.

DEXTER-LEE— Actor Bradford Dexter and Peggy Lee, singer, January 4 in Los Angeles.

DUNLAP-BUNDY— E. B. (Ted) Dunlap, carnival electrician and concessionaire, and Eloise Bundy, January 20 in Pascagoula, Miss.

GRAY-FLETCHER— Otto Gray, Stillwater, Okla., whose Oklahoma Cowboys' troupe was one of the first of such units to play radio stations, and Elsie Fletcher, Springdale, Ark., recently.

HARRIS-WHEATLEY— Jerry Harris, president of Cadillac Music Publishers, Detroit, and Jane Wheatley, January 3 in Detroit.

JEFFRIES-DUNN— Allan Jeffries and Elaine Dunn, January 15 in New York. Bride is a featured dancer in "Pal Joey."

MAUTNER-GOLDBERG— Norman W. Mautner, head of the Mautner advertising agency, and Helen Goldberg, who does television commercial spots, under the monicker of Helen Gilbert, in Milwaukee.

MURRAY-DONNELLY— Edward G. Murray, television film buyer for WPTZ, Philadelphia, and Merrile Roberta Donnelly, January 24 in Philadelphia.

PAXTON-BELL— Charles E. Paxton, son of Pat W. Paxton, candy butcher the past season with Irvin C. Miller's Brown-Skin Models on the Gooding Shows, and Dottie Bell, of Louisville, December 4.

ROGER-JOHNSON— Ted Roger, orchestra leader, to Annett Johnson at Corpus Christi, Tex., January 1.

SHARAR—Homer A., 47, father of Homer R. Sharar, formerly a female impersonator known as Roberta Roberts on the Dodson World's Fair Shows and now a restaurant operator in San Antonio, recently in Trenton, Pa.

SKELTON—H. B., 40, owner-operator of Panhandle (Tex.) Drive-In Theater, recently in an airplane crash near Amarillo, Tex. Survived by three brothers, Joe, Max and Byron, who are also in the theater business.

THOMAS—Earl H., 67, who spent 47 years in show business, January 6 in Osteopathic Hospital, Amarillo, Tex. Years ago he did a bicycle act on the Pantages and Orpheum vaude circuits and for the past 15 years operated "Ezra's Farm," a mechanical show. Survived by his widow and a son, Durham, Joplin, Mo.

THRASHER—Allen W., 51, advertising director of the First National Bank, Cincinnati, and prior to that an account executive with the Ralph H. Jones agency, Cincinnati, January 16 of a heart attack at his home in that city. He was well known in the radio and TV fields. Years ago he did radio work in Pittsburgh. Survived by his widow and mother.

TOY—Benjamin, 68, retired theatrical producer, January 14 at his home in Wildwood, N. J. He was owner, manager and producer of the Toy Musical Comedy Company. He took the Musical Toys, the team of Fay and Fox and others on major theatrical circuits across the country. He was a member of the American Federation of Musicians and the International Theatrical Union. Surviving are his widow, Ethel, and a brother and two sisters. Services January 17 in Wildwood and burial there.

WARE—Charles B., 62, owner-operator of Ware's Crystal Pool, Somerton, Pa., January 18 at his home in Feasterville, Pa. He built the pool and operated it until its sale in 1939. Surviving are his widow, Mary, a daughter and a brother. Services January 21 in Philadelphia and burial in Sunset Memorial Park there.

WOOD—Arthur, 77, conductor, composer and well-known London theatrical figure, January 18 in London. He wrote orchestral works and musical comedy scores as well as serving as musical director for many London stagings. His career covered a period of 34 years.

Births

ARNEZ— A son to Mr. and Mrs. Desi Arnez January 19 in Hollywood. Mother is Lucille Ball, actress; father is the former orchestra leader and now co-star with his wife on the "I Love Lucy" TV show.

HARTLEY— A daughter, Marguerite Louise, to Mr. and Mrs. Harold Hartley, Long Hill, Conn., in Bridgeport, Conn., December 30. Hartley is an orchestra leader and President of Local 63, American Federation of Musicians, Bridgeport.

SMUKLER— To Mr. and Mrs. Jack Smukler, a son, Dwight Jack, January 20 in Detroit. Parents are known professionally as Uncle Cy and Aunt Sarah, and the Original Michigan Rubes.

CHOUNARD— To Mr. and Mrs. Vincent J. Chounard, a daughter, Cheryl Irene, January 8 in Detroit. Father is proprietor of the Advance Novelty Company, and former partner in the Chounard Bros. Shows.

SUGAR— A son, Ronald Jay, January 20 in Baptist Hospital, Pensacola, Fla., to Mr. and Mrs. Bob Sugar, carnival people.

GRAHAM— A daughter, Janice Kay, to Mr. and Mrs. Bob Graham January 18 in Philadelphia. Father is an announcer on WPTZ, Philadelphia. Mother is the former Ginny Brown, former Miss Greater Philadelphia and a TV personality in that city.

REVLING— A daughter, Roberta Alexis, January 19 to Mr. and Mrs. Kenny Revling in Tampa. Father is a talker and front manager for Leon Claxton's "Harlem in Havana" on the Royal American Shows.

London Dispatch

Continued from page 2

you strike a mortal blow at an industry already reeling under the onslaught of TV. Which leads to the second reason—cinema interests in this country claim they depend on Hollywood's products.

Sir Laurence Olivier and Vivien Leigh announced a few weeks ago that they planned to act in a revival of Sir James Barrie's "The Admirable Crichton" for the Coronation. Now they have come across a piece they like better—Lesley Storm's "Favonia," which they say they are considering in its place.

NEWS CAPULE

Contest Chester Ads; Como for 'All-Star'

Continued from page 4

acceptable to the FCC. While concurring with the commission that there is a great need for additional channels for the use of TV booster stations, NARTB argued that FCC's proposal to obtain the additional channels by narrowing present widths in the 7000mc. and the 2000 mc. bands is "neither desirable nor feasible at this time."

GENERAL BRONZE IN VIDEO BUY . . .

NEW YORK—General Bronze made its entry into broadcast sponsorship this week by picking up the WNBT, New York, and WPTZ, Philadelphia, co-op tab on "American Forum of the Air," starting March 15. Show airs via NBC-TV, 2:30-3 p.m. Sundays. Wildrick & Miller is the agency.

CBS TO CONTINUE 'LET'S PRETEND' . . .

NEW YORK—The Columbia Broadcasting System's radio network this week decided to continue to broadcast "Let's Pretend" despite the death of its originator, Nila Mack. The program has been on so long that there is a considerable library of scripts to select material from. Jean Hight, who has been with the web, will take over direction of the show.

Paris Peek

Continued from page 2

forces, returns to Paris with three plays, to be presented at the Theater Lanery. . . . French music halls are going thru a tempest of enthusiasm over a recent new law which has reduced the variety houses tax to 25 per cent. Up until now they paid an astronomical figure of 47 per cent. The outcome of such a high tariff was the continual closing of the smaller music halls—from 23 in 1936 to seven at present. One of the most visible signs of the recent detaxation is the planned re-openings of the Theater Moncey, the Petit Casino and the Follies Belleville, at the moment being used for film houses.

PARIS "PAL JOEY" NEGOTIATED . . .

Next April, into the Theater Empire will probably go "Pal Joey" if New York negotiations succeed. Roland Petit will debut in the role of Joey as a singer as well as dancer, with either Ginger Rogers or Arletty playing the Vivian Segal role. The director will be American Jose Ferrer. . . . June Richmond stars in the new show at the Casino de Paris, "Terrific Revue," which Henri Varna has composed. . . . Josephine Baker is due back on the Paris stage in March. . . . Carmen Amaya is on tour in the South of France before she leaves France for world wide engagements, probably to take all of five years before she will return. . . . The Edith Piaf-Jacques Pills show at the Marigny is definitely set for April 21.

Pierre Brasseur, on tour with a Sartre play, has set up one of the busiest schedules for anyone in Paris. He will direct the new Marcel Pagnol play, "Judas," at the Theater Sarah Bernhardt; play Rasputin in a pic by Jean Delaney, possibly opposite Marlene Dietrich; direct and write a film in which Simone Signoret and Yves Montand are set to star, and play in as well as direct Shakespeare's "Henry V." . . . Jacques Duval's hit, "Tonight at Samarcande," is scheduled for a Broadway presentation with Anne Vernon and Claude Dauphin in the principal roles. . . . For his farewell to the Comedie Francaise, Director General Touchard has scheduled Armand Salacrou's "Story of a Laugh." . . . Marcel Archard is busy writing two plays. One is for Madeline Renaud and Jean Louis Barrault, the other, a lyric comedy titled "Corsican." . . . Sacha Guitry is scripting his 127th play, "Pale Blue Blood," for spring presentation, the tale about a blood transfusion in a family of "noble blood."

The network is making a financial arrangement with Miss Mack's estate.

GREGORY T. LINCOLN ON CROSBLEY N. Y. SALES . . .

CINCINNATI—Gregory T. Lincoln has been appointed to the Crosley Broadcasting Corporation's New York sales office handling television accounts. Lincoln has been affiliated with WPIX, New York, and prior to that was business representative in Copenhagen for the Danish TV Company.

WESTINGHOUSE SETS TV OFFENSIVE . . .

NEW YORK—Westinghouse will mount a high-powered TV offensive to introduce its new line of white goods, March 2. The advertiser will use its three shows on the Columbia Broadcasting System's TV network. They will provide coverage Monday (Studio One), Tuesday and Thursday (Freedom Rings), daytime and Friday (the 15-minute Betty Furness show) of that week. Westinghouse will also take about 20 pages of ads in the "Saturday Evening Post."

PHILLIPS HEADS GROUP HOLDING FCC PURSE . . .

WASHINGTON—House Subcommittee on Appropriations for Independent Offices, which holds pursestrings of the Federal Communications Commission, is headed by Rep. John Phillips (R., Calif.) Others on the subcommittee are Reps. Norris Cotton (R., N. H.), Sidney R. Yates (R., Ill.), Albert Thomas (R., Tex.), Edgar A. Jonas (R., Ill.), George W. Andrews (D., Ala.) and Otto Krueger (R., N. D.).

The newly organized House Subcommittee on State, Justice and Commerce Department, which has jurisdiction over the State Department's Voice of America, is headed by Rep. Cliff Cleverger (R., O.), who has sharply criticized waste and inefficiency of the Voice. Also on the subcommittee are Reps. John J. Rooney (D., N. Y.), who was chairman of the subcommittee when the House was under Democratic control; Frederick R. Coudert Jr. (R., N. Y.), Paul Brown (D., Ga.), Sam Coon (R., Ore.), Prince H. Preston Jr. (D., Ga.) and Robert L. F. Sikes (D., Fla.).

EDUCATORS WARNED TO SNAG TV CHANNELS . . .

WASHINGTON—Chairman Paul A. Walker, of the Federal Communications Commission, last week urged educators to "throw everything you have" into the fight to retain choice TV channels for educational telecasting. In an address before the Joint Committee on Educational Television in New York, Walker reminded the group that after June 2 commercial stations will vie for the balance of 242 TV channels reserved by the FCC expressly for educational TV, and warned "The sands of time are running fast." Only 11 educational TV authorizations have been granted to date, and not a single educational TV station is on the air.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Gregory T. Lincoln has joined the New York office of Crosley Broadcasting to handle TV accounts. . . . Ned Hullinger will be a regional manager when he joins the ABC station relations department in New York. . . . Marshall McNeill has quit as moderator of Du Mont's "Meet the Boss" because of the press of his job as head of Scripps-Howard Washington bureau. Bob Sullivan of the New York Daily News replaces him. . . . Chris Whitting, head of Du Mont Network, was bedded this week with the flu. . . . George Dietrich has been named Eastern sales manager for NBC radio spot sales. . . . Frederick Polangin will supervise the TV-radio division of the Westinghouse account for Fuller, Smith & Ross. . . . George Foley this week hired Dick Linkroom to supervise production of "Freedom Rings" for Westinghouse on CBS-TV, and Maurice MacMurray for KNX, Los Angeles, and the Columbia Pacific Network. . . . Two scripts by Charles Mann will be used to open the afternoon and evening "Mono-Drama Theater" on Du Mont.

GONE TO HER JUST REWARD

IRENE McDONALD

Beloved Wife, Sweetheart and Partner of **Elmer McDonald III**

Theatrical Producer

ST. LOUIS, MO.

May She Guide Me From Above As She Did On Earth.

Thanks To All Performers And Friends For Their Efforts To Comfort Me

IN LOVING MEMORY OF OUR BEST FRIEND AND PARTNER **W. T. (TRUSTY) McCULLY**

Who passed away Feb. 1, 1950

A shadow rests upon our home, We miss your smiling face, Where'er we look, where'er we roam We see your vacant place, You always followed friendliness in every step you'd take And did some worthy deed each day For someone else's sake, You made this world so colorful As the BEST PARTNER we ever knew, We shall forever more be grateful For the friend we had in you, Your Pat—Ella, Tom, Juana, Grabo and Hedda Henderson.

In loving memory of the grandest little trouper in the world **TERRY KING**

Born Nov. 12, 1918

Passed away Jan. 29, 1949.

FAY MARCOTTI

INAUGURATION

Ike, GOP See Circus Bulls, Unus, Roper

WASHINGTON, Jan. 24. — Circus stars were among the top hits in this week's festivities marking the inauguration of President Dwight D. Eisenhower. The celebrated elephant, Burma, and two others all from Mills Bros. Circus, were major attractions in the inaugural parade Tuesday (20). Monte Montana, California cowboy who gained fame as the man who lassoed the President, formerly was with Al G. Barnes Circus.

Unus, finger stand performer formerly with Ringling-Barnum and recently with other circuses, brought down the house in an act dedicated to the circus world at the inaugural festival twin shows on Monday (19). He performed at both Uline Arena and Loew's Capitol Theater, drawing prolonged applause from the vast audiences which included some of the leading officials of the new administration. Photographers went for the photogenic act and the audience called for more after the 20-minute routine.

Burma Brings Cheers

Burma, official GOP mascot since last summer, brought heavy cheers along the line of march. An enthusiastic ovation came from the dignitary-packed White House reviewing stand. Hugo Schmitt, Mills' elephant superintendent, was in charge of the bull, and Jack Mills, co-owner of the show, walked alongside. The elephant carried banners identifying it as mascot and as an entry from Ohio. Title of the show was omitted.

Burma's buddies, Lena and Jenny, brought up the rear of the parade. They passed the White House at 7 p.m., four hours and 39 minutes after the

(Continued on page 52)

Texas Fairs Move to Alter Meeting Dates

BAYTOWN, Tex., Jan. 24.—In an effort to eliminate the annual conflict of State fair association meeting dates in the Southwest, a constitutional amendment is being mailed to all members of the Texas Association of Fairs & Expositions to be balloted on at their convention January 29-31 at the Baker Hotel, Dallas. The amendment proposes that the TAFE begin its annual convention the fifth Thursday of each year.

President Maurice Turner, Huntsville, appointed a special bylaws committee of Nelson A. McElroy, Baytown, chairman, and Karl Schwartz and Bob Hammond to study the problem and recommend a solution.

Based on conferences with other States' fair association heads, the amendment would make Texas follow Oklahoma and Arkansas follow Texas each year, according to McElroy. A calendar projection also showing where the 3-day convention will fall, if it starts the fifth Thursday, in each of the next 10 years is being mailed to each TAFE member before the convention.

Popcorn Mfrs. Set Feb. 5 Meet

PHILADELPHIA, Jan. 24. — National Association of Popcorn Manufacturers will hold its regional meeting here February 5 at 2601 Parkway, Lawrence W. Goldmeier, president of Poppers Supply Company, Inc., this city, announced. Goldmeier is chairman of the confab.

POWERS SALUTES MILLS BULL ACT

AKRON, Jan. 24. — Murray Powers, of the Akron-Beacon Journal, who recently authored The Billboard article stating that circuses were losing their public relations knack, this week made a deep bow to Mills Bros. Circus for its tie-in with the Inaugural Parade Tuesday (20).

"It has been years since there was a stunt that was so sustained and built up as this," Powers observed. "Jack Mills got a wad of publicity, not only for his own show but for all circuses. As he says of his star performers, Jack 'deserves a big hand for a good stunt.'"

W. Canada A Cirk Inks Royal Am., Barnes-Carruthers

Seven Offices Pitch for Grandstand Award; Ft. Williams Pacts Royal Am.

WINNIPEG, Jan. 24. — The Royal American Shows and the Barnes-Carruthers Theatrical Enterprises this week were awarded the 1953 Western Canada "A" Fairs' carnival and grandstand contracts respectively at the annual circuit meeting in the Fort Garry Hotel.

Competition for the midway was provided by J. C. McCaffery of the Amusement Company of America. Those who made presentations for the grandstand contract were Fred H. Kressman, Barnes-Carruthers rep; George Flint, Boyle Woolfolk Agency; Joe Hughes, George A. Hamid and Sons; Ernie Young of the Chicago agency bearing his name; Charlie Zemater, Charles Zemater Theatrical Agency; Irving Grossman of the Irving Grossman-Gus Sun Agency, and L. N. Fleckles, Fleckles Agency.

The attractions committee held a marathon meeting Tuesday (20) before awarding the grandstand contract. The session started early in the morning and terminated a few minutes past midnight, during which time the committee members listened to seven presentations.

Heavy schedules faced the delegates as the circuit meeting opened Monday (20). Sitting in on the meetings were representatives of the Canadian Lakehead Exhibition, Fort William, Ont., an associate member of the circuit which embraces Calgary, Brandon, Edmonton, Saskatoon and Regina.

Muir in Chair

The Canadian Lakehead fair also contracted the Royal American Shows for their midway.

William Muir, Edmonton, presided in the absence of President George Edworthy, Calgary, who was prevented from attending because of illness.

The Western Canada Class B circuit met at the same time, with delegates representing the 14 member fairs—Lethbridge, Estevan, Weyburn, Moose Jaw, Portage La Prairie, Carman, Yorkton, Melfort, Lloydminster, Red Deer, Vegreville, Vermillion, Prince Albert, and North Battleford.

Other carnival reps, exhibition suppliers, attraction agents, and

BUY FIREWORKS ON CIRK BASIS, INK INTERSTATE

WINNIPEG, Jan. 24.—For the first time the Western Canadian "A" Fair Circuit this week decided to contract fireworks on a circuit basis and awarded the contract to Interstate Fireworks Company, repped by Joe Godin. Others who made bids were Frank Duffield of Thearle-Duffield Fireworks, and Bill Hand, of Hand Fireworks.

Huron Fair Probe Starts; 1953 Contracts Get Okays

HURON, S. D., Jan. 24.—Attraction contracts previously tentatively awarded for the 1953 South Dakota State Fair were given formal approval here Monday and Tuesday (20-21) at the fair board's annual reorganization meeting.

The action was taken by two members of the three-man board a few days before the opening Friday (20) of an investigation by a State Legislature committee of the past operations of the State fair. A report by this committee is not expected until about February 10.

Contracts confirmed were: Grandstand to Barnes-Carruthers Theatrical Enterprises; thrill show to Aut Swenson's Thrillcade; auto racing to Frank Winkley, and midway to the 20th Century Shows.

James Ramey, of Wanblee, and Adophy Nelson, Canton, were the two members who acted. Both are appointees of Gov. Sigurd Anderson. The third member, Luther Johnson, whose term was due to expire December 31, did not attend following Governor Anderson's failure to clarify his status. Early in January the new governor said Johnson was "still a board member" and promised further clarification but none has been forthcoming.

Selection of a new State fair secretary to succeed Phil Rensvold, whose dismissal touched off the controversy last fall, will be delayed until after the legislative investigation. Three candidates for the post were interviewed by the board this week.

Sweeney-White To Run Races At K. C. Spot

CHICAGO, Jan. 24.—National Speedways, Inc. (Al Sweeney-Gaylord White), this week announced they had signed an exclusive contract with Riverside Stadium, Kansas City, Mo., to operate all speed events there during the '53 season.

W. E. (Bill) Preston, manager of the American Royal Livestock Show, who has been named trustee and general manager of the stadium by the courts, closed with the auto race organization.

It is planned to run the first of the weekly events on May 15, according to Sweeney. On the program will be IMCA big car and late model stock car races, AMA motorcycle speed events and hot rod races. Several thrill show performances also are slated for the spot.

Seating capacity of the permanent stands is 8,000 but plans are to add bleachers to up the total to 19,000.

Col. Jack Reilly On Clinic Program

Authority on Special Events to Lead Discussion on Gate-Building Features

CHICAGO, Jan. 24.—Col. Jack Reilly, outstanding authority on special events at world's fairs and other large-scale exhibitions and outdoor festivals will be one of the discussion leaders at the Publicity-Advertising-Promotion Clinics for Fairs to be held Monday and Tuesday, February 23-24, at the Hotel Sherman here under the sponsorship of The Billboard.

Reilly was in charge of special events at the New York World's Fair, Chicago's A Century of Progress, Chicago's Railroad fairs and the Centennial of Engineering here.

Managed Big Spec

Among his many achievements was the establishment of the annual July 4 American Legion program at Soldier Field here. Reilly not only was the prime mover in introducing that event but he managed it for the first five years, building it into one of the largest one-day events in the nation. Each year the one-night show pulls more than 60,000 persons.

Reilly also headed up the revival of the now-thriving Arizona State Fair.

Headed Major Drives

In addition to his work in the field of special event promotion and management of outdoor spec-

tales, Reilly has directed many major drives. Most recent of these was the Illinois Civilian Defense Program, for which he was the publicity director.

Reilly for the past few years has been serving as administrative assistant of Chicago's Museum of Science and Industry, the director of which is Maj. Lennox Lohr, internationally renowned for his management of Chicago's A Century of Progress, the New York World's Fair and Chicago's Railroad fairs as well as for his management of the museum.

Reilly will be the discussion leader on special events at the Publicity-Advertising-Promotion Clinic for Fairs. His subject will be, "Special Events Breathe New Life into Fairs and Build Their Attendance."

Ricks, Speer to Lead

Included among other discussion leaders will be Thad Ricks, publicity director of the State Fair of Texas, Dallas, and Ray Speer, publicity director of the Minnesota State Fair, St. Paul.

The two-day workshop for fair publicity directors will cover every phase of advertising, publicizing and promoting fairs. There will be no charge for enrollment. Publicity directors planning to attend are asked to advise the Outdoor Editor, The

Billboard, 188 West Randolph Street, Chicago, at their earliest possible convenience.

Already many of the top publicity men of the country and Canada have indicated that they will attend and participate in the discussions.

Edgar Bergen To Headline Winnipeg Fair

Red River Exhibition Expands Facilities; Eye Permanent Site

WINNIPEG, Jan. 24.—Edgar Bergen and Charlie McCarthy will be the headliners at the Red River Exhibition here June 6-13, exhibition officials announced this week.

The early announcement, reflecting the generally moved-up preparations for the annual event, was seen as another indication that the exhibition would be expanded considerably over last year, when the event was held for the first time.

The Granite Curling Rink will be pressed into use as an added exhibition building. Osborne Stadium and the Amphitheatre again will be used and a street between the stadium and a curling rink will be closed off to provide more space.

Key execs said that the expansion of the downtown site would lead, according to their plans, to a new site with permanent buildings in 1954, the site to be adjacent to a 15,000-capacity stadium now under construction.

The Kinsmen Club, sponsor of the exhibition, has enlisted the aid of other Winnipeg service clubs and is generally withdrawing its members as sole directors.

Crafts to Host PCSA at Fair

LOS ANGELES, Jan. 24. — Orville N. Crafts, owner-operator of Crafts 20 Big Exposition and Fiesta shows, will again be host to the Pacific Coast Showmen's Association and Ladies Auxiliary at the National Orange Show in San Bernardino. Crafts' shows will be featured on the midway there. The showman has entertained the club on this date for the past several years.

Altho no date has been set for the event, it likely will be Tuesday, March 24. The Orange Show opens Thursday, March 18, for 11 days.

Sam Dolman, chairman of the PCSA committee, said there would be no caravan as in past years. Two members of the committee will be placed at one of the entrances to pass out ribbons to the visiting members. Entrance by pass will be from 11 a.m. until 2 p.m.

Crafts will host the group at lunch. That night a "Show within a Show" will be staged with the funds being earmarked for the sick and relief and cemetery funds.

Billboard, 188 West Randolph Street, Chicago, at their earliest possible convenience.

Already many of the top publicity men of the country and Canada have indicated that they will attend and participate in the discussions.

Brisk Contracting, Optimism at Detroit

DETROIT, Jan. 24.—Optimism over the 1953 outlook for Michigan fairs was voiced at the 68th annual convention of the Michigan Association of Fairs here Sunday-Tuesday (18-20) at the Hotel Fort Shelby. This feeling was reflected in the brisk contracting reported by carnival reps, attraction bookers and suppliers.

Awareness of the need for stepped-up public relations moved the association to push ways of obtaining home-town coverage of fair meetings and of association committee activities. Dick Frederick, public relations director of the Michigan State Fair, was pressed into service to assist in this program.

To Draft New Bylaws
Incorporation of the association during the next year was voted. A committee headed by Clarence Harnden, of Saginaw, was authorized to draft a set of proposed bylaws. In line with up-dating the organizational set-up, delegates voted that only persons active as officers of member fairs for at least three years be eligible for office.

Shifting of the annual Fair School, hitherto held at Lansing, to an unselected Northern Michigan town was approved. Proposals to divide the school into two units, one to meet in the Southern and one in the Northern part of the State, were voted down. Retiring President Irving L. Pratt pointed out that the up-State fairs are, in a form of reciprocity, agreeing to the long-standing tradition of holding the annual convention at Detroit, despite its location in a corner of the State.

Acts to Avoid Conflicts
Liaison work to schedule the annual convention in the future to avoid conflicting dates with other fair conventions in other States was approved in another resolution.

Aid of the Michigan Department of Agriculture in securing publicity for the State association as well as for the activities of member fairs was requested in another resolution.

Elect Parish Prexy
H. D. (Dee) Parish, secretary of the Midland County Fair, Midland, was elected president to succeed Pratt, interrupting the usual advancement of officers thru the five vice-presidencies. Elected as vice-presidents, in order, were: Joy O. Davis, Mason; Roy H. Brigham, Marshall; John Minnema, Traverse City; Moxey Mulrone, Saginaw; and Sherman Reed, Kalamazoo.

Harry B. Kelley of Hillsdale was re-elected secretary.

treasurer, a post he has held for two decades.

Delegates heard Rose Sarlow, secretary of the Ionia Free Fair and a past president of the association, describe the success of a parade at her fair. She stressed a parade's value in advertising the fair and building attendance. A variety of entries are necessary, she insisted, suggesting the use of farm machinery, antique cars and bicycles, bands, and floats. Advance planning is necessary for the band participation, since schools are closed in fair time, she counseled.

Reports on Gate Tax
Clarence Harnden, a past president of the International Association of Fairs and Expositions (IAFE), reported on the activity of that body, and presented his analysis and interpretation of the admission tax applications at fairs.

The necessity of leadership was stressed by Clarence Bolander, in charge of fairs for the Michigan *(Continued on page 54)*

Extra Events Aid Danville Build Income

DANVILLE, Va., Jan. 24.—Events staged apart from the actual operation of the Danville Fair have become increasingly important to that operation, Curtis L. Finch, president, reported here this week.

The 1952 event got an extra heavy dose of bad weather with rain washing out the earning capacity on several occasions. With heavy operating expenses fixed and no opportunity to recoup possible losses for at least another year, Finch said extra curricular activities had virtually become a necessity.

The grounds are used for a weekly stock sale which he runs. Although there is no connection here with show business, the other events staged fit the crowd-attracting pattern. They include barn dances and some athletic events. A roller skating rink was recently added and this, Finch says, is doing well.

The multiple events make the plant well known to potential patrons for miles around with the result that when fair week comes everyone knows exactly how to reach the grounds.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50
LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.
Set Numbered Ping Pong Balls, \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100 1.25
Middleweight Cards, 5 1/2 x 7 1/4, White Green, Red, Salmon, Yellow. Per 100 2.00
3,000 Small, Thin "Browale" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M 2.50
Scalloped Edge, Green only, M 2.00
Smaller Size, 3/4" diam., Red or Green Plastics, M 1.50
Adv. Display Posters, size 24x36, Ea.15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin, Transparent Plastic Markers, Brown, 1/4-inch, Per M 1.00
Featherweight Thin Bingo Sheets, Size 5 1/2 x 7, very large numerals 5 colors, loose, not tabbed, M 2.25
Round white N.J. Cardboard Markers, 2 sizes; 1/4 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. 85
Capitol Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100¢.
Send for illustrated circular for 160.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.
J. M. SIMMONS & CO.
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Five Sizes Boxes — Complete Line of Supplies — Midway Marvel Candy Floss Machine — Snowflake Snow Cones — All Makes Ice Shavers — Star Popcorn Machines — Cotton Candy Cones — Candy Apples Equipment & Supplies — Fresh Roasted Peanuts — Attractive Circus Bags — Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA 231 N. Second St. Philadelphia 6, Pa.
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For Lasting Beauty and Protection

Showmen know that they can depend on R-E Finishes and Hardcote for easy application, for a long "brilliant" life, for low cost maintenance. Complete line of primers and finish coats.

Send for latest color cards today!



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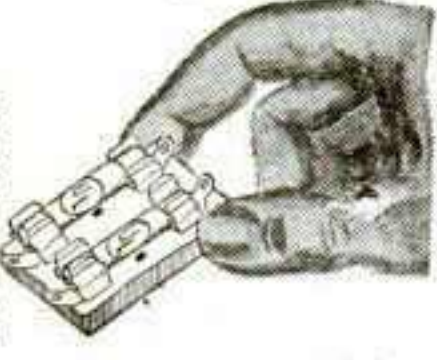
BEST FLOSS MACHINES ON THE MARKET

Watch Concession's Weekly Ad

WE'LL PROVE IT!

Reason ONE of a DOZEN!

This fuse box (illustrated) means SAFETY with Concession Model 120 Candy Floss Machines. A 5 amp. fuse protects the motor and a 12 amp. fuse protects the ribbons, or heating elements. This easy-to-get-at fuse set-up protects the Model 120 at all times from power line overloads. A 120 is cheaper from the start, since you don't need a voltage booster for regulation and you don't get the burn-outs with this fuse arrangement. When you want a winner . . . don't get a beginner . . . buy from Concession Supply.



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BUYING A NEW FLOSS MACHINE!



Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machine headaches are eliminated with the Whirlwind—there is no other machine even close to it when it comes to production, ease of operation and freedom from breakdowns. You will buy the Whirlwind some day, so why not buy it first and save money. Remember—it is guaranteed to please you or you get your money back.

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SUMMER THEATRE AND CABINS FOR SALE

Located on three acres of land bounded by two trout streams. Theatre is fully equipped, of concrete construction, includes projection room, 35 mm. machines, 16 mm., stage, etc. Seats 450. Eight (8) new concrete cabins, each containing large sitting room, with wood-burning fireplaces, 2 or 3 bedrooms, bath, kitchen, etc. All attractively situated in the Pocono Mountains, 5 miles from Camp Tannin and Camp Unity. Within an area of 10 miles there are 100 resort hotels which are open from May until the end of September. For further description, prices and terms write, wire or phone:

HAROLD AUTEN
BUSHKILL, PIKE COUNTY, PENNA.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

1952 FIRST PRIZE WINNER, MOST MERITORIOUS NEW DEVICE, N.A.A.P.P.B., CHICAGO CONVENTION

The Famous TOONERVILLE TROLLEY

HOP ABOARD! IT'S A PROVEN WINNER!

GET THE FACTS
WRITE FOR FREE COLORFUL BOOKLET!

S. B. Ramagosa, a first time exhibitor and prize winner with his Toonerville Trolley, a device which utilizes the Pretzel track and mechanical equipment, had the greatest number of sales ever achieved for any single device at the show.
—The Billboard
Dec. 16

- ★ Steel and heavy gauge aluminum construction throughout.
- ★ Power unit supplied us by one of the country's oldest and largest ride manufacturers.
- ★ Adaptable to any size location.
- ★ Large passenger capacity.
- ★ Beautifully decorated on treated aluminum for long outdoor durability.
- ★ Fully licensed and copyrighted for your added protection.

See It in Action! FLORIDA STATE FAIR (TAMPA) FEBRUARY 3 TO 14

WRITE!
WIRE!
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CARLL and RAMAGOSA, Inc.
CASINO ARCADE PARK Ph. 2-2407
WILDWOOD BY THE SEA, NEW JERSEY

Complete: Ready to go! PRICE INCLUDES: CAR, 100 Ft. TRACK, STARTING SWITCHES. **\$2,175**

Introducing . . . "FARPLY"
Horses for Kiddie Rides
NEW TYPE, REINFORCED THROUT
 Made entirely of Select, Weather-Proofed Wood with All Laminated, 35 Ply, Cross-banded construction.

LEGS WILL NOT CRACK OR SPLIT!



Overall Size: 35" L, 24" H, 6 3/4" W.
READILY MOUNTED

Horses come equipped with a full depth hole in front of saddle for rod suspension mounting. Also equipped with a pocket in underside for underneath mounting.

PRIMED . . . \$31.50 EACH Sent Via Express Collect
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Four Color Styles Available. Also may be had in larger and smaller sizes. Send for FREE BULLETIN NO. 5-3.

COLADONATO BROS.
 Dept. F6A Hazleton, Pa.

RUBBER CHICKEN CIRCUIT
Eastern Fair Fetes Score Big Success

RICHMOND, Va., Jan. 24.—Banquets staged at many of the Eastern fair meetings this year were a big success. The North Carolina fun session was particularly notable. Revived only last year after a long lapse, it had a paid attendance of 308, plus 40 or more non-paying guests made up largely of State officials. Chairman Norman Y. Chambliss and Dr. A. H. Fleming were applauded for their efforts.

Dr. Fleming was also applauded, and "ragged a bit," to use his own words, as news of his recent fatherhood was announced. Believed by many to be an octogenarian, altho he is non-committal on this point, the Louisburg fair operator last week became the father of a son, Arthur H. III. The doctor, who very much enjoyed the homage paid him, said he didn't think he rated all of the acclaim. "After all, there is only 34 years difference between the ages of the new baby and my last son. And if you say it real fast it doesn't sound like much."

The doctor stayed thru the meeting and then left Saturday (17) to bring his wife, Mary, home from the hospital. Mary has a long acquaintance with all of the fair people and most of the showmen who played North Carolina.

decline, however, since he was booked solid.

The Pennsylvania banquet, as usual, was the biggest on the Eastern circuit. The acts which worked the lengthy show, and the bookers who presented them, were the Marie Shaw Dancers, the Chordsmen, the O'Connor Twins, Ray Parker, ventriloquist, and Ming Sing Troupe, George A. Hamid & Son; George Larch, wire and juggling; International Rollos, skating; Paul Acosta, accordionist; Gloria French, vocalist, and Jean Jannis, acrobatic balancing, Cooke & Rose; Arabella, folk, Gus Sun; Oley Valley Hoedowners, Nunnemarker Artist Bureau, and Mabelle Seiger and the Sons of the Plains, Mel Sober. Bill Behney filled in as company manager.

Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, and Howard M. Singmaster, president of the Allentown Fair, headed for Florida after concluding contract negotiations in Allentown. Frank Bergen, WOM general manager, attended the Pennsylvania meeting for the first time in several years.

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ROCK-O-PLANE
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NEW KIDDIE RIDES!

- PONY & CART RIDE
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1953

The most complete machine shop in the South building SUNSHINE RIDES. Quickest set-up. Operated by anyone. SUNSHINE RIDES are ready for spring or immediate delivery. Complete sets of rides for any amusement place, Sunshine Electric Choo Choo, Whirler, Electric Boat, Kiddie Wheel, Bucking Horses, commutators for all rides. We buy and sell used rides. Send for literature today. Repairing and building for others LOST — Black, woolly Monkey, does a roll-over for food. \$25 reward.

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SMITH AND SMITH
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BUY

a Garbrick Wheel for 1953. Ford industrial power equipped. Also one Wheel used one season. We also manufacture Chair Swings and Kiddie Merry-Go-Round with jumping horses.

GARBICK ENGINEERING
 Centre Hall, Pa.

Travel Tough

Highway travel from Raleigh to Richmond, normally easy, was a bit of a nightmare Saturday (17) as showfolks headed for the Virginia meeting. No one got away early enough to beat a 600-vehicle army convoy that was spread out over 75 miles of highway. The enforced delays added hours to the trip. Agent Bob Conto, driving an Irish Horan Hell Driver automobile containing a sound system, kept soldiers entertained (?) for many miles reciting a recruiting spiel designed to spur enlistments for the Marines.

A number of showfolks attended the annual dinner of the Circus Saitns and Sinners in Richmond Saturday night (17). Among them were Mr. and Mrs. Frank Bergen, of the World of Mirth Shows; James E. Strates, of the James E. Strates Shows, and Mr. and Mrs. John Marks and Art Lewis, of the Marks Shows. L. T. (Pete) Christian, who has a wide acquaintance among the traveling brethren and whose Richmond funeral home is the clearing house for many hundreds of pieces of mail addressed to showpeople, and Mrs. Christian were also on hand.

The Ernie Young booking agency, Chicago, was represented at the Eastern meetings for the first time by Lenny Smith, of New York. Besides the Hamid forces, other bookers represented included Harry Cooke, of Cooke & Rose, and Frank Mellville. Harry Cooke, with his novelty giveaway gimmicks, found acquiring an audience comparatively easy.

Load of Paper

Louis Rosenberg, of Triangle Poster Printing Company, was traveling with a truckload of paper to advertise his fair and show clients and indeed everyone else who needed lobby recognition. At each spot where lobby displays were allowed, it was an all-night job to get things in shape.

Norman Y. Chambliss, operator of three North Carolina fairs, offered Frank Bergen, general manager of the World of Mirth Shows, \$1,000 in cash if he would agree to play his fairs. Bergen had to

ON THE RISE
Commercial Exhibits Cited At Neb. Meet

LINCOLN, Neb., Jan. 24.—Commercial exhibits are assuming an ever-increasing importance both to fairs and exhibitors, delegates to the annual convention of the Nebraska Association of County Fair Managers here this week were told by H. C. McClellan, association secretary.

Several delegates, speaking from the convention floor, supported McClellan in his views. They cited their own experience, reporting that their commercial exhibit buildings had proved a sound investment as well as a source of strong interest to fair patrons and a powerful sales-room for exhibitors.

Mossbank, Sask., Elects

MOSSBANK, Sask., Jan. 24.—George Connor was re-elected president of the Lake Johnson-Sutton Agricultural Society here. T. A. B. Waddell is vice-president and Mrs. F. N. McKinnon secretary-treasurer.

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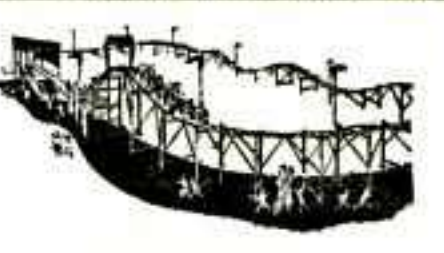
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 Eccentric wheel under ponies gives this "flat" ride plenty of action. Buggies and ponies are brilliantly decorated. Fluid Drive.



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Midway Confab

Before leaving for Florida fairs, Jack Kellow, Palmerton, Pa., purchased two Chevrolet trucks from the Hamm Chevrolet Company, Leighton, Pa., one to be used for a frozen custard unit and one for a Girl Show front. Assisting him with preparations were Steve Russell, Manuel Muniz and Bill Eumuchs.

Victor Ferguson, of the Down River Shows, trekked to the Michigan Association of Fairs meet at Detroit by train returning Wednesday (21) to his home in Poplarville, where his wife was a victim of the flu. Ferguson has a tung oil plantation and is also a cattle raiser near Poplarville.

Mrs. Bud Birchman recently took delivery on a 36-foot house trailer, a Christmas gift from her husband, the superintendent of rides and trucks on the Royal Midwest Shows.

C. A. (Curly) Vernon, owner of United Exposition Shows, reports he has completed a new home for his elephant, Cross-Country Babe, at his Bryan, Tex. ranch. The structure is a concrete block building, 24 by 24 feet, with a 10-foot high ceiling. It also contains a hay loft and living quarters for the bull's trainer, Jimmy Odell.

E. B. (Ted) Dunlap, electrician and concessions op on F. O. Poole's Gladstone Shows, and his bride, the former Eloise Bundy, are honeymooning in Gulfport, Miss. Marriage took place Tuesday (20) in Pascagoula, Miss.

Fred Meyers, for the past nine years general agent with Jack B. Moore's Modern Shows, has resigned and plans on joining another show in that same capacity in the near future. Harold Eutah, concession manager on the American Beauty Show, is currently enjoying a long vacation trip thru Mexico. He plans on returning to the show's winter quarters in Perryville, Mo., about February 1.

Mr. and Mrs. Ray Oakes, Lyons, Ill., games manufacturer, will celebrate their wedding anniversary in Florida January 30. The Oakes will also take in the Florida State Fair, Tampa, during their trip.

Mrs. Mildred Miller, of the W. G. Wade Shows, returned to Tampa following the recent Michigan fair convention to rejoin her husband, Fred, at the City Trailer Parker where they will remain thru the winter months.

Bob & Ida Amusement Company will open May 2 in the vicinity of Bridgeport, Conn., and play the New England States and New York State, carrying 7 rides, 4 shows and about 40 concessions. Mr. and Mrs. Bengel, operators, wintering in Tampa, have been daily visitors at the M & M Grill in Sulphur Springs, gathering place of many showfolks. Work in quarters starts April 1. All trucks will be painted orange and red. Mr. and Mrs. Bengel leave for Connecticut soon to arrange the spring opening.

Saul Elkins, who directed the two-reel short for Warner Bros. on the Royal American Shows several seasons back, is working on a TV series using that show as a background.

Nina Uttrup, formerly with the Art Lewis Shows, is ill at her home, 142 East 33d Street, New York City, and would like to read letters from friends. . . . Carlton Coe is en route to San Antonio following a vacation in Mexico City. . . . Vernon and Mae Barnes are at their home in Barry, Ill., recovering from a recent bout with the flu.

Jack Lampton, circus and carnival showman, is now operator of the Caravan Trailer Park on Jackson Pike, just outside of Columbus, O. . . . Gettus and Garnet Pugh, Lancaster, O., and Clare and L. Pearce, La Grange, O., well-known concession folk, tossed their annual shindig for fair managers and show friends at the Deshler-Wallick Hotel, Columbus, O., during the recent Ohio Fair Managers' Association convention. Among those who participated of their hospitality were Herbie and Aletha Arnold, Joe Gaskill, Doris and Jimmy Chickarello, Tommy Thomas, Jimmy Murray, Foster Archer, Jim Curtis, Jake and Doris Goutermout, Buck and Mary Saunders, Chloe Gooding, Ray and Kathleen Gooding, Ray and Eva Riffle, Alvin and Betty Christy, Betty and Edna Hollahan, Garland Flowers, Guy and Stella Van Zille, Henry Miller, Pete Kohli, Dean Manor, Marion Myers, Don and Carrie Stewart, Mr. and Mrs. Russell Mopps, Sam Generallo, Marjorie Hardin, Iva Hardin, Nolan and Leitha Stuckey, Jack and Van Lampton, Tommy Knapp, Donald Pense, Mr. and Mrs. Frank Montague, Johnny Cochran, Maurice Murray, Dick and Dot Richards, Lloyd Holt, Frank Gilbert, Jim and Mary Griner, Georgia Kilpatrick, Glenn Williams, Roger Duncan, Mary Louise Brown, Max K. Smith, Roger and Irenda Work, Eddie J. Engle and Jack Sweetman.

Rebi Del Mar, Latin singer of the Tropicana Revue, has followed Sally Rand into the Mounds Club, East St. Louis, Ill., for a month's engagement. . . . Mr. and Mrs. Bill Smith, cookhouse operators, are wintering at their home in Burkburnett, Tex. Visitors have included Benny Allen, the Fat Smiths, Sam and Alma McCurtion and Joe Star, of the Oklahoma Exposition Shows. . . . Pauline LaPage gave a birthday party for Billy Logsdon January 16 in Beaumont, Tex. Guests included Zora Blaire, Billy Bell, Helen and Jiggs Prenchek, Linda Lopez, Jenny Farmer, Gee Gee Pepper and Maude Vaughn. . . . The Hot Springs Sentinel-Record of January 18 contained a full page of pictures of show women wintering in that city who are members of the Ladies' Auxiliary, Hot Springs Showmen's Association. Pictured were Mrs. Billie Burnett Owens, Mrs. Marion Shuford, Mrs. J. W. (Patty) Conklin, Mrs. Caroline Holt, Mrs. Vivian Zimdars, Mrs. Pearl Weydt, Mrs. Vivian Wilcox and Mrs. Mildred Wilson.

Tatham Plans New Operation

SPRINGFIELD, Ill., Jan. 24.—Bill Tatham, owner of the show bearing his name, announced the org will go out this year with a combination carnival-circus operation and play on streets under auspices. Tatham, who was here this week for the fair meetings, said he had already signed several towns where he will operate the combo.

The show will be on a stage and include around 10 acts, he said. In addition, org will carry 7 rides and 4 back-end units thru Illinois, Wisconsin, Tennessee, and Missouri and Mississippi. Dates set include the Melford, Bloomington and Moline, Ill., fairs and the Sullivan, Ill., July 4 celebration. Show will also play the Toluca, Ill., Italian Celebration and the Lacon, Ill., Old Settler's Day.

In addition to his show, Tatham announced plans to go into the TV film producing business. He has already purchased camera equipment and expects to set up business in either Plant City or Winter Haven, Fla.

MIGHTY MIDWAY



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WANT FOR 1953 SEASON

<p>CONCESSIONS Legitimate Concessions of all kinds. Will sell exclusive on Custard, French Fries, Photos, Range Galleries.</p>	<p>HELP Foremen for Merry-Co-Round, Twin Wheels, Tilt-A-Whirl, Chairplane, Spitfire, Kiddie Rides, Caterpillar, etc. Must be experienced and drive semi, top salaries and bonus.</p>	<p>FOR SALE Bingo, 24x36 ft. Complete. Will book same on show. (Low Weinstein, contact.)</p>
<p>RIDES Will book, buy or lease Octopus or others not conflicting.</p>	<p>WANT SECRETARY who understands all tax forms (Bill Whitmore, contact).</p>	
<p>SHOWS Have beautiful Panel Wagon Fronts for Minstrel and Girl Revue. Want Managers who can furnish girls and wardrobe. Will book Monkey or Animal Show or others not conflicting.</p>		

WINTER QUARTERS NOW OPEN—TRAVIS FIELD AIRPORT, SAVANNAH, GA. SHOW OPENS FIRST WEEK IN MARCH—SAVANNAH, GA., DOWNTOWN LOCATION.

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Wild Life, Jig Show, Unborn, Crime, Operator for new Funhouse (must drive semi). Le-Ola can place for Side Show Working Acts. Ticket Sellers, General Help.

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Foreman for Ferris Wheels, Chairplane, Octopus, Spitfire, Dipper, also Second Men for all Rides. Must drive semi. Arthur McBroom, contact; W. R. Fritts, write at once; McGary, write; Buster Morgan, write.

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Information wanted concerning Walter Napieralla, formerly of Elmira, N. Y., who disappeared about 1907 at age 17. He is believed to have joined a circus, carnival or road show. Anyone having knowledge of the whereabouts at any time of Walter Napieralla, or of his death, please contact the undersigned. If Walter Napieralla is living and reads or hears of this notice, he is requested to communicate with the undersigned. He has an interest in the estates of a deceased brother and sister. (Signed) Attorney Thomas J. Flynn, 415 East Water Street, Elmira, New York.

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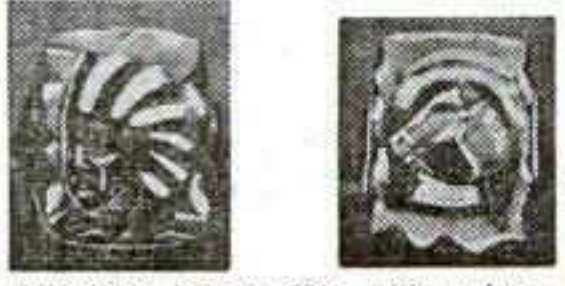
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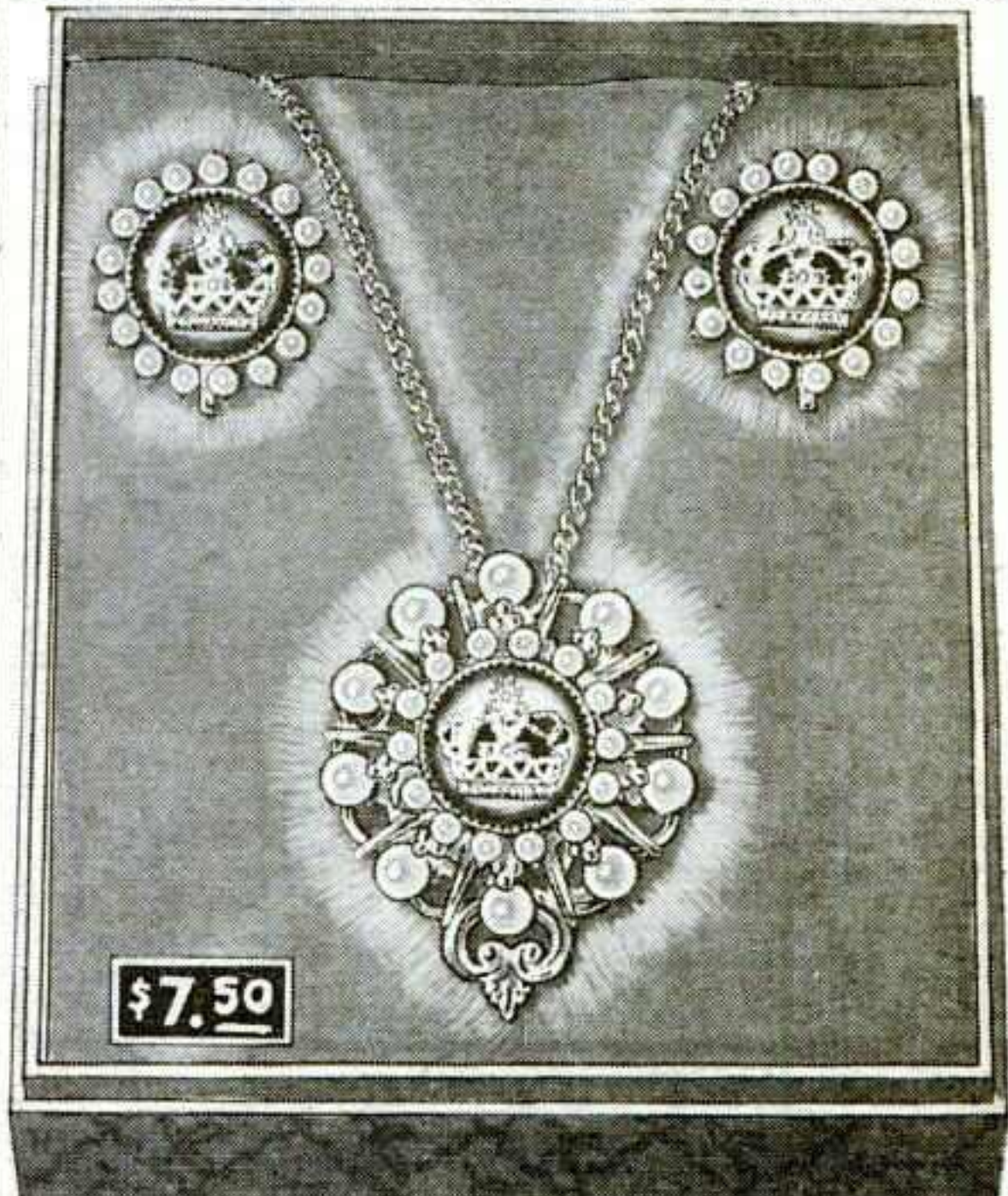
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554, FELLOWS! BE THE LIFE OF A PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS—45 COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5 ONLY, NO POSTAL C.O.D.'S!

REGINALD SALES
210-BB Fifth Ave. New York 10, N. Y.

Pipes for Pitchmen
By BILL BAKER

SAM WARD continues to work glass cutters and knife sharpeners to good returns at his Phoenix, Ariz., location.

PHIL CULLIVAN... the Fudge King, is spending the winter working out of his home town, Lynn, Mass.

ANYONE WORK... the Eisenhower-Nixon inauguration ceremonies in Washington?

HENRY H. VARNER... pipes that he enjoys reading the writings of Tom Kennedy. He says, however, that he'd also like to see more pipes in this corner from Dave Rose.

BOB SMITH... the old globe trotter, is in Kingsland, Ga., preparing to take the road again in the spring. He rolled into the Georgia city last week following a vacation in Florida.

BIG AL WILSON... blasts from Miami that Jack Anthony recently returned from Cuba with a shipment of monkeys, which Wilson will work in West Palm Beach, Fla.

BEN (HORSEBACK) MEYERS... cards from West Palm Beach, Fla., that he's located at the Farmers' Market there with tripe and keister. He's working slow-motion style featuring flukem, gummy and transferine.

J. T. RICKETTS... still doing his Doctor Weather-spoon med-man comedy turn at company meetings and clubs out of his native Akron to good returns, took a day off to visit

friends at the recent Ohio Fair Managers' Association meeting in Columbus, O.

P. J. MANNING... is in Detroit, mulling the prospects of launching a needle threader layout for the road.

Penny Fairmen
Continued from page 54

good results by constantly changing managers.

Raps Free Gate

There is no justification for a free gate, Kingman said. Many fairs charge too low a price on their outside gate, he added. All events should charge enough to command respect since something for nothing is usually deemed to be valueless, he concluded.

Miles Horst, commissioner of agriculture, said that city people would be attracted to events which were doing a job of pleasing the rural folks. A pageant made up of hundreds of children from thruout the State formed one of the best features at the annual Pennsylvania Farm Show sponsored by his department, and cost nothing, he said. Altho the Farm Show has never spent a dollar on publicity, it is one of the best publicized events in the State, Horst said.

An open forum, conducted by George H. Hamid in the absence of Stanley Giles, Reading, who was ill; Paul Esterley, Reading, and Kingman, was given over largely to the problems associated with passes and the securing of farm machinery displays. As expected, no ready solution to the pass problem was forthcoming, altho the story of the elimination of free ducats this past year at the Allentown Fair was listened to with much interest. Considerable animosity was engendered at Allentown thru the move, but it is hoped that this will be overcome in time.

A number of fairs admitted to allowing farm machinery suppliers to stage their exhibits without charge. Several others charge, and of these a few told of being boycotted when they first exacted a fee, but said that after a year or so the exhibitors were back in.

Other speakers included Claude R. Robins, mayor; Al Ahrens, of the United States Trotting Association; Art Lewis, manager of the John H. Marks Shows; Dr. H. S. Brunner, Mrs. Elsie Traver and W. F. Johnson, representing agricultural interests.

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- 50¢ greeting cards, 7¢ box
- \$10.00 men's toiletry sets, 60¢ set
- \$17.50 talking dolls at \$7.00
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UTILITY DURAWEAR CO.
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Continued from page 54

N. D. Confab

in its fight to abolish the Federal amusement tax on grandstand admissions.

Representatives from carnivals, attractions and show supply firms on hand included:

Don Ackerman, Don Ackerman Sound Service; Fred H. Kressmann, Rube Liebman and Sam L. Levy Jr., Barnes-Carruthers Theatrical Enterprises; Ernie Young, Ernie Young Agency; Sunny Berne, Boyle Woolfolk Agency; Carl Marlo Show Productions; Gladys Williams, Williams and Lee; Irving Grossman and Mr. and Mrs. Buck Steele, Irving Grossman Agency; Leo Overland, Tournament of Thrills; Aut Swenson, Swenson Thrillcade; E. L. Smith, Stars of Dakotas; Al Martin and Art Signor, 20th Century Shows; Mr. and Mrs. William T. Collins, William T. Collins Shows; Mr. and Mrs. Charles Carroll, Veterans' United Shows; Ben Brune, Black Hills Rodeo; Art Briese, Thearle-Duffield Fireworks, Inc.; Bill Linderman, Regalia Manufacturing Company; Bob Rich, Rich Bros. Fireworks; Hal Garvin, Hal E. Garvin Entertainment Service; Frank Winkley, Auto Racing, Inc.; Bill Ehr, Northwest Booking Agency; B. Nelson, Arrowhead Fireworks, and reps from the Tri-State Harness Association and the Wirth Shows.

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1—14" 8 pl. Compass Saw Blade
1—12" 8 pl. Compass Saw Blade
1—10" 8 pl. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with a select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets
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Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen
No Less Sold

5 WAY CABINET SAW SET
1 10" keyhole saw, 1 12" compass saw, 1 15" pruning saw, 1 12" mitre back saw, 1 16" panel saw. Packed 6 to carton—no less sold. \$1.35 per set.

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2 1/2 inches \$1.80 Dz.	3 1/2 inches \$2.40 Dz.	4 1/2 inches \$3.75 Dz.	5 1/2 inches \$4.60 Dz.	6 1/2 inches \$8.40 Dz.	8 1/2 inches \$15.00 Dz.	10 inches \$19.20 Dz.
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On Everything You Order!

Household Appliances—Power Tools—Silverware—Jewelry—Watches
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OVER 400 FAST SELLING ITEMS FOR ALL YOUR NEEDS—

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- 100% Virgin Wool 2-color double bed size comforter—a \$22.95 retailer at \$6.00 ea. (Write for quantity prices.)
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- Large size Chrome Bells tank vacuum cleaner with attachments—a \$89.00 retailer at \$30.50.
- Fully automatic, mirror finish chrome pop-up toaster—\$24.95 retailer at \$9.85.
- Spun glass fishing rods—\$9.95 retailer at \$1.90 each.
- Benrus—Helbros Clinton Watches, 17 jewels, \$14.00 and up.
- Continental—Geneva 15 jewel shock-proof—waterproof—stainless steel bands—boxed; \$9.50 each.

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 You can make MORE money selling our PERFECTED ART NEEDLES
 Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
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 91 Snappy Numbers in Full Color!
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 Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.
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There Are Big Profits in Decals when you deal direct with manufacturer!
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 611 Manhattan Ave., Brooklyn 22, N. Y.

Virginia Plans Reorganization
 • Continued from page 54
 was named a director at large. Curtis C. Finch, Danville, was re-elected president.
Name 4 Veepees
 Four vice-presidents were named. J. A. Mitchell, general manager of the Atlantic Rural Exposition, Richmond, was the only one to be re-elected. The others are John H. Fallwell, Roanoke, for the Southwest circuit; Garland E. Moss, Chase City, for the Piedmont, and Harry O. Swan, Nokesville, for the Northern circuit. Mitchell represents the Eastern circuit.
 The apparent complete reorganization of the group had been engineered quietly. President Finch appointed a committee to rewrite the bylaws with a report due in the spring. The four vice-presidents have been entrusted with engineering the over-all plan of reorganization. If a sufficient number of West Virginia fairs should join the Virginia group, it is possible that a change in the name of the association may be considered.
 George A. Hamid Sr., New York booking agent who has been attending meetings of the group virtually from its inception, told those in attendance that interest in the association was both lacking and lost. He placed the blame squarely on the fair men and urged that they inject new life into the organization before it was too late.
Beauty Contest Outlined
 J. L. Rice, publicity director, Atlantic Rural Exposition, proposed that a number of county events stage a beauty contest with the finals slated to be held at the Richmond event. A Florida vacation for the winner and her escort was tentatively set as the grand prize.
 Each participating fair, it was pointed out, would benefit from the publicity while the costs of staging the contests would be very low. Representatives of eight fairs present agreed to participate in the plan. Others will join in, it is believed.
 Other fair men present suggested that the general plan be extended to include other events that could be set up in contest form. Since the Richmond event is known as the "Official State Fair of Virginia" it is the natural place at which to stage finals.
 Hamid also urged member groups to join the International Association of Fairs and Expositions. He reminded those present that many fairs had benefited from the elimination of federal taxes on gate admissions secured thru the efforts of the IAFE. He said fairs could show their appreciation and aid the association in its fight to secure additional benefits by contributing financial assistance thru membership.
 President Finch, operator of the Danville Fair, said that he had improved the entrance to his event by grouping kiddie rides in that area. This also served to eliminate the common complaint that the moppet units were often sandwiched in between major rides, a location that resulted in considerable loss of patronage.
 Norman Y. Chambliss, a leading member of the North Carolina Association of Agricultural Fairs, urged the Virginia group to seek State supervision as an initial step toward improving their enterprises. He outlined the gains that had been made in his home State.

Mitchell Speaks
 J. A. Mitchell warned that an annual either had to get better or get worse. He said many operators had made the mistake of building up a solid reputation and then laying down on the job, allowing their reputation to carry them. Operating in this manner meant losing ground, he said, pointing out that attempting to regain a lost reputation added up to the toughest job of all. You have to stick with the policy of making fairs bigger and better or "go bust," Mitchell said.
 James E. Strates, operator of the shows bearing his name, said that carnivals had kept pace with the progress made by fairs. Curtis Finch labeled the traveling shows a necessity to fair operations. A lot of young folks would not attend if it weren't for the lure of the carnival attractions, he said.
 The banquet was well attended. Bentley F. Barr, Danville secretary, was toastmaster. Talent was furnished by George A. Hamid & Son, Cook & Rose and the Hetzer agencies.

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 The ideal gift item—an all-round best seller!
 The SHRINE comes in gleaming pearloid plastic in beautiful colors. Stands 7 1/2" high by 4 1/2" wide. Front panel swings around to open and reveal the finely detailed ROSARY which has double capped imported crystal beads in assorted colors, with large crucifix.
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3-PIECE PEN SET
 WITH METAL CAPS AND CLIPS.
 Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed 57.50 tag comes with set.
 \$4.00 per dz.
 \$42.00 per gr.

LATEST CREATION
 Checked be-bop hat, with pompon, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.
 \$4.00 PER DOZ. \$45.00 PER GROSS
LATEST SENSATION
 New Monkey with Rubber Ball that opens its arms and legs.
 \$2.50 Doz. \$24.00 Gr.

HARRIS TOPS THE FIELD
 with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl head necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.
 \$12.00 Doz.
 Minimum 4 Sets, \$6.00.
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GUARANTEE
 Pearlized Crucifix very beautiful 6" x 12" Beautifully boxed Gold Metallic Finish
\$6.00 Doz.

New Retractable BALL POINT PEN
 The new sensational, retractable Ball Point Pen with no-smeary ink. Carded. Bankers approved, guaranteed, leak proof—large ink supply.
SPECIAL \$4.50 Per Doz. \$51.00 Gross

Mechanical Donkey
 Terrific Number—spins its tail, walks and shakes its head. About 4" long.
 \$21.00 GROSS \$2.00 DOZ.
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 The boys are cleaning up with this donkey.

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 With Magnified Lord's Prayer on Center of Cross.
 Each Cross in a beautiful box.
\$4.50 Dozen

LARGE PEARL-HANDLED PISTOL LIGHTER
SPECIAL \$6.00 Doz.

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET
 Consists of 4 card holders, secret pocket and Billfold all in one.
\$3.75 doz. \$42.00 gr.

Sensational Item
 Pearlized Crucifix very beautiful 6" x 12" Beautifully boxed Gold Metallic Finish
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 Smallest lighter in the world. For Ladies and Men. Beautiful chrome finish.
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SPECIAL INFLATED RUBBER ANIMAL TOYS
 Large Rubber Horses, with Saddle \$6.00 Doz.
 Large Rubber Elephants 4.50 Doz.
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 Inflated Rubber Monkeys 3.00 Doz.
 Inflated Rubber Squawking Monkeys 3.50 Doz.

Mechanical Hopping Fur Squirrel
 Each in a box as they run
\$2.00 Doz. \$18.00 Gross

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 5-piece Jewelry Sets by L'Amour of Fifth Ave. in Plush Gift Boxes. Beautiful cut stones consisting of earrings, necklace, brooch pin and bracelet. Complete with price tags, guaranteed, gold plated, Hamilton finish. Assorted styles to the dozen.
 Minimum order 4 Sets.
\$2.50 Each Set \$24.00 Per Dozen

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The Billboard

Presents

A Special Section Devoted to

COIN-OPERATED KIDDIE RIDES

CONTENTS

TRY SUBURBAN SHOPPING CENTERS

New suburbs are springing up around every major city, with well-planned shopping centers which are natural outlets for all types of kiddie ride equipment.

See Page 67

WHERE THE KIDDIES RIDE

A picture spread showing typical kiddie ride outlets and installations, from supermarkets to some of the major department stores.

See Page 69

KIDDIE RIDES REPLACE FOUNTAIN AT BROOKLYN NEWBERRY STORE

When a big dime store tosses out its soda fountain in favor of a kiddie ride installation, you know it must be good business.

See Page 71

TRIGGER PROVES MERCHANDISING TIE-INS PAY OFF

The inside story of how Roy Rogers Enterprises found plus business with coin horses.

See Page 75

HOW TO OPERATE A KIDDIE RIDE BUSINESS

The managers of a national operating company give tips from practical experience.

See Page 76

DIRECTORY OF KIDDIE RIDE MANUFACTURERS

A "who's who" of the kiddie ride manufacturing trade, complete with details of the products each makes.

See Page 79

HOW TO BUILD KIDDIE RIDE GROSS

Smart merchandising tips which show how an operator can boost kiddie ride gross with the right props.

See Page 80

HOW KIDDIE RIDES BECAME BIG BUSINESS

From Missouri to Macy's in 22 years. That's the history of the kiddie ride business.

See Page 81

A BUSINESS IS BORN

TWENTY-TWO years ago, a small-town Missourian put a coin chute on a mechanical horse he had built for his youngsters. He didn't know it then, but he was laying the groundwork for 1953's fastest-growing business--a rare combination of wholesome fun and clever merchandising.

Rocket ships, cows, flying saucers, boats, cars and many other types of coin-operated kiddie rides have followed the horse. And with the horse they delight millions of kiddies in department stores, variety stores, supermarkets, suburban shopping centers and countless other outlets.

In addition to entertaining the youngsters, these rides are spurring the sales of a wide variety of merchandise from cowboy suits and hats to the kind of paraphernalia designers imagine "space-men" use.

The horse the Missourian built has since become big business.



QUALITY EQUIPMENT MEANS MORE PROFITS

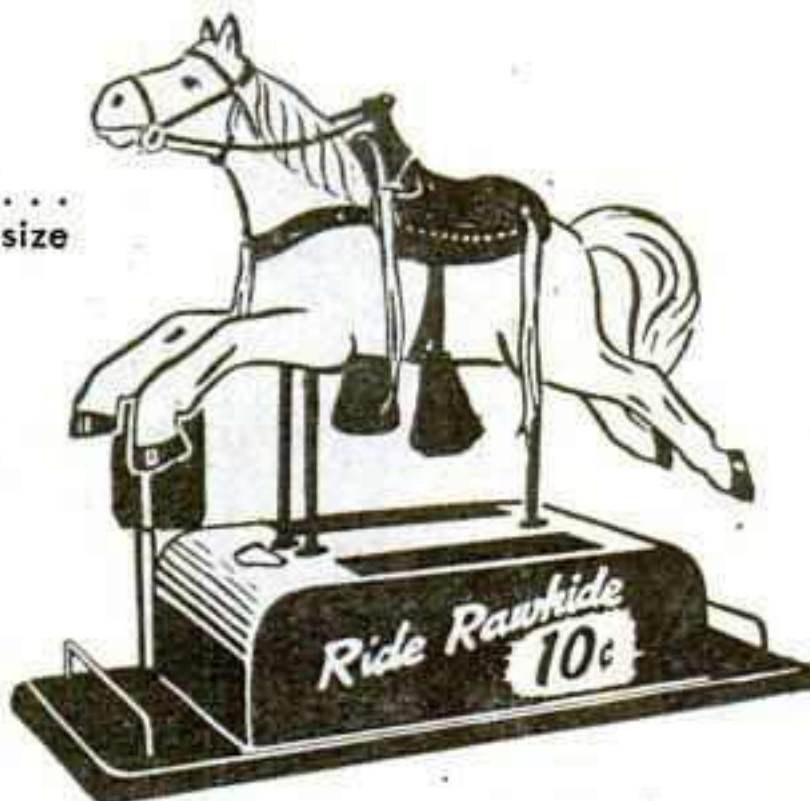
The Only COMPLETE Line... Engineered To Fit ALL Locations!



"When I'm a good boy, Mom lets me ride EL TORO THE BULL..."



"I LIKE RAWHIDE... it's just the right size for me..."



"It's just like being a real cowboy when I ride BIG BRONCO..."



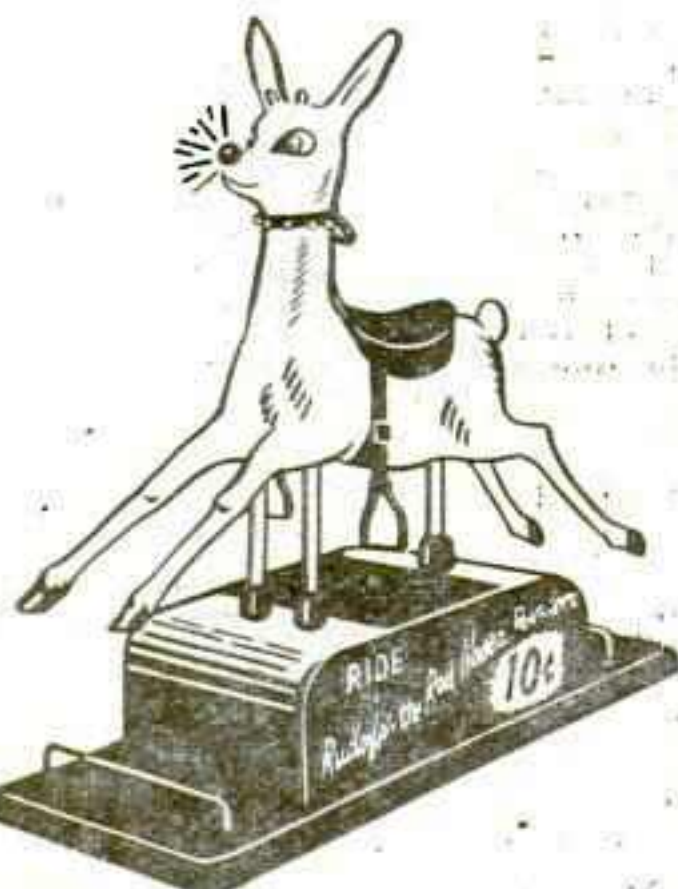
"I'm too small to ride El Toro, so I ride on FERDY THE BULL..."



"PETE THE RABBIT is my favorite ride..."



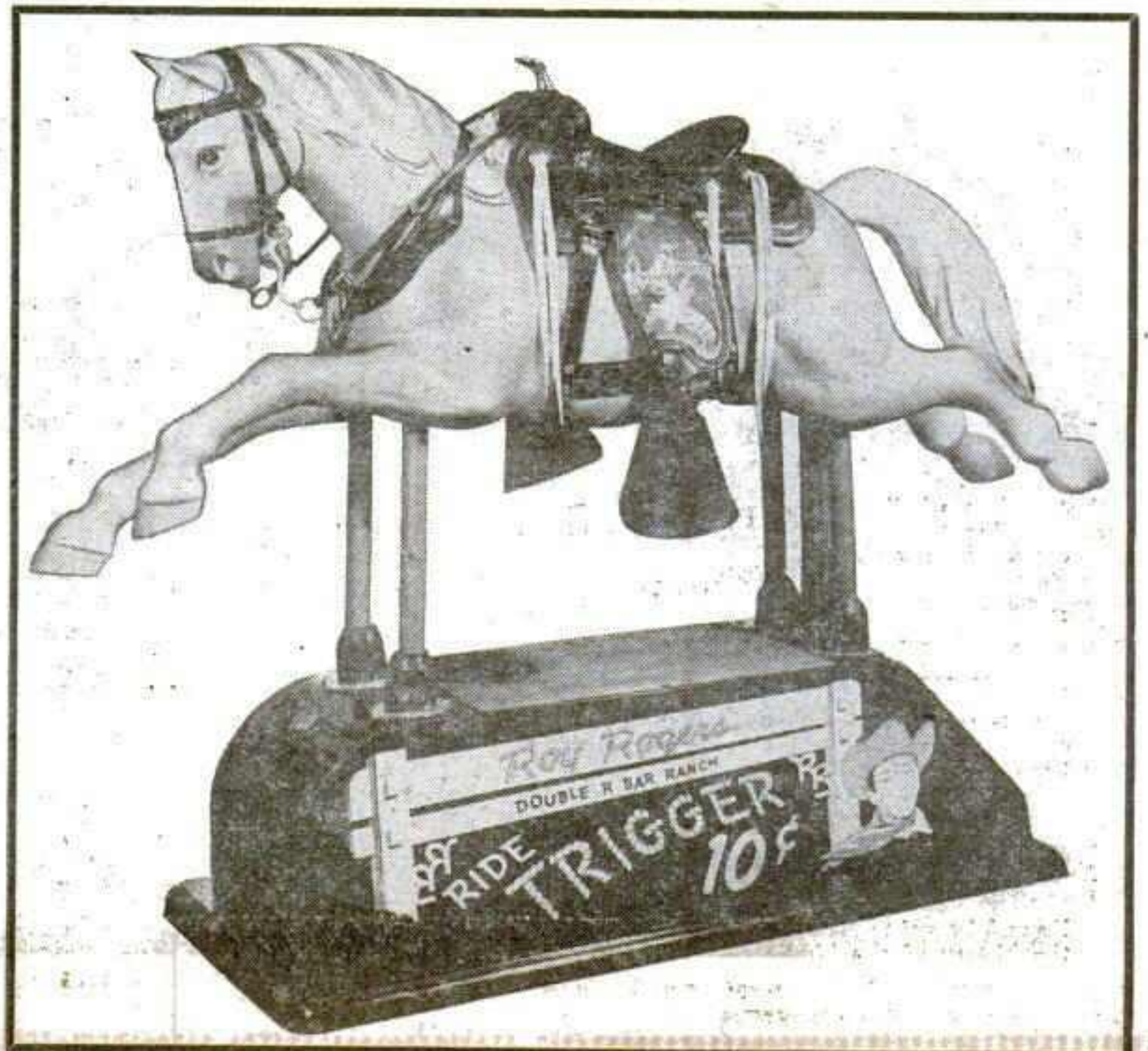
"I'm a real space man when I ride in SPACE PATROL..."



"I love to watch his red nose blink when I'm riding on RUDOLPH THE RED-NOSED REINDEER."



"I shot 10 space men today with SPACE GUN... it's real keen!"

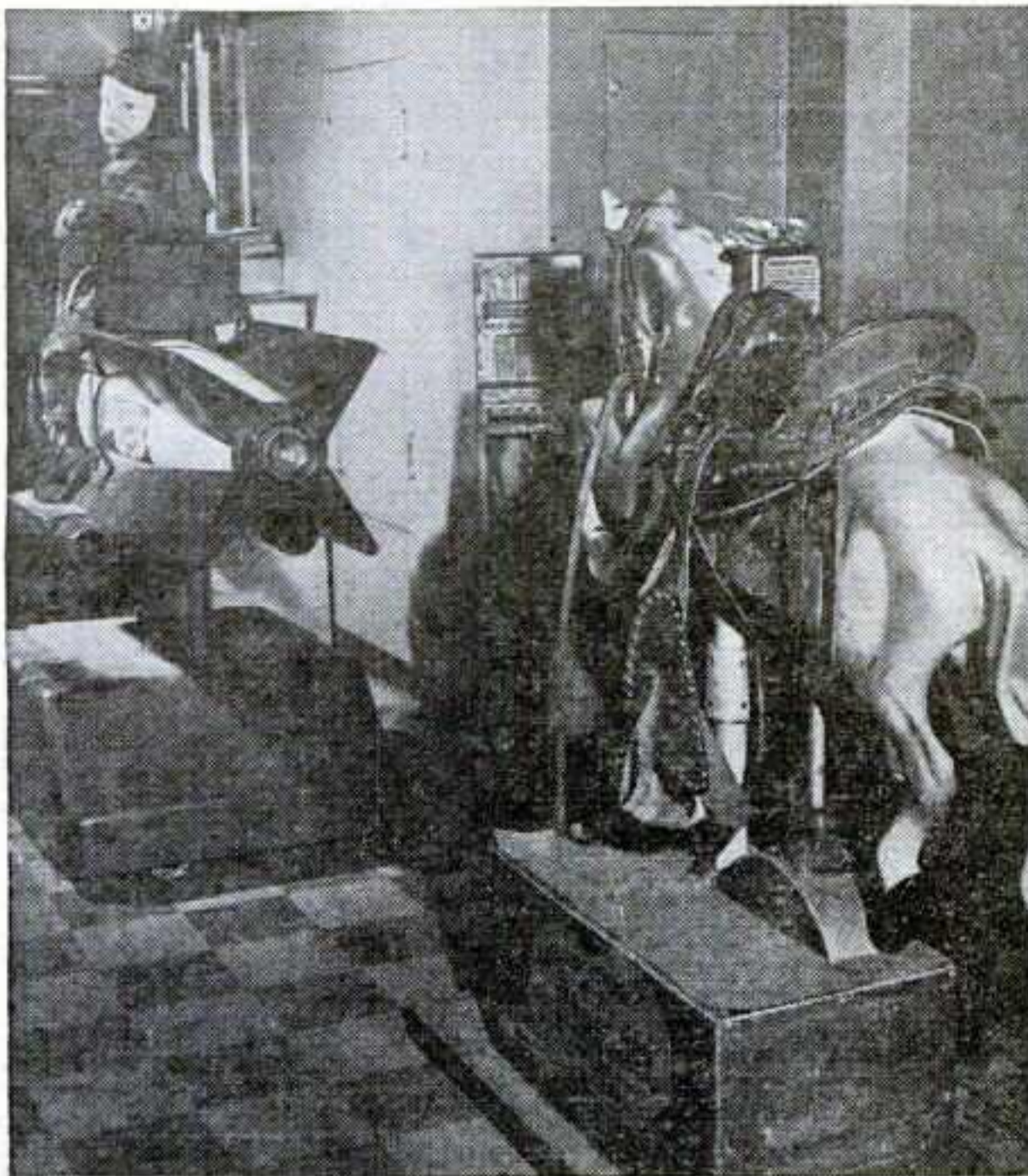


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EXHIBIT SUPPLY
 4218-30 W. Lake St. Chicago 24, Ill.

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Try Suburban Shopping Centers

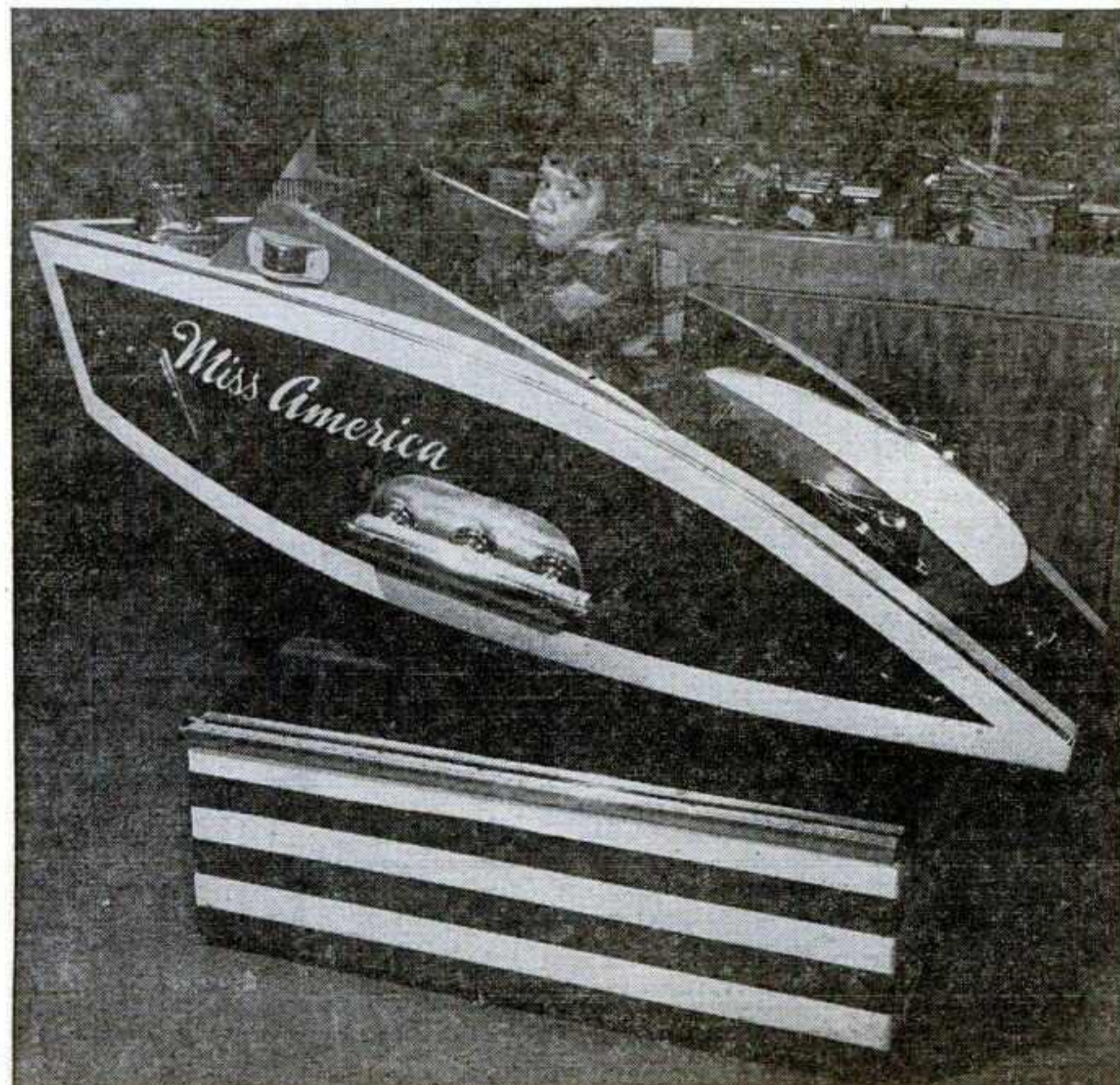
By Fred Amann



A feature of the shopping center location is that it can handle several types of rides. The variety seems to stimulate business on each of the rides.



World famous Park Forest, a new suburb 30 miles from Chicago, is proving a ride operator's dream. Almost every dwelling is owned or rented by young couples with growing families.



Shopping centers are tailor-made for the new rides. Thus far the bigger ones have been able to accommodate the wares of more than one operator.

COIN-OPERATED kiddie rides are establishing themselves as a permanent part of the business scene in one of America's newest communities where 40 per cent of the population consists of youngsters 14 years of age and under.

The community, Park Forest, Illinois, tho only a little over 2½ years old already has more than 19,500 citizens of which approximately 7,800 are moppets and 27 per cent are pre-school age.

The installation of horse, rocket, boat and auto rides in Park Forest's ultra-modern shopping center is but one example of the successful use of such equipment in what is the country's newest development: the growth of the shopping center which is a part of the great trend toward decentralization that has been sweeping the nation in recent years.

In Park Forest, as in other retail shop ride installations merchants benefit from the added traffic and longer stays in their stores by parents and youngsters as a result of the kiddie rides. Commissions, too, add up to important bill-paying and overhead-reducing dollars and cents returns.

New Location Fields

With similar multi-million dollar shopping centers springing up over the country from Flushing, N. Y., and Seattle, to San Francisco and Palo Alto, Calif., operators are offered new location fields never before tapped.

But for the Park Forest story itself. When the big air-conditioned dime-to-dollar S. S. Kresge Company store was being designed, coin-operated horses were beginning their gallop to popularity. Kresge officials, who encourage the installation of coin kiddie rides thru their 700 stores, instructed the architect to allow special space for coin ride placement in the main front show windows. The result: Two rides, a horse and a rocket, are presently drawing such a high weekly average business that the manager, Frank Harvey, ordered a third ride installed—an auto racer—scheduled for placement next week.

"The horse was the first ride placed, and proved to be so popular we requested the rocket addition," Harvey said. During the first week following its installation, the number of riders was limited only by the time re-

quired to complete each ride cycle. Upwards of \$125 was grossed during each of several succeeding weeks on the rocket ride alone.

Kids, Ride, Parents Rest

A bench with room for four or five adults runs along the window behind the rides. This encourages parents, who may like to relax after shopping, to sit comfortably while their youngsters enjoy one or both of the rides.

Harvey emphasized that the presence of the rides encouraged mothers to shop longer, and to enter the store more frequently to satisfy their children's desire to ride the equipment. It was not uncommon, he observed, for parents to give their youngsters several dimes for the rides so they could shop by themselves.

When the third ride is installed, Harvey stated, a dress display rack will be moved to another part of the store to make room. The ride, as indicated by management, is considered a better window item because it will draw more children, consistently, and thru them their parents. Both as a direct and an indirect means of realizing greater dollar grosses, coin kiddie rides are a long-range answer, Harvey believes.

Boat in Drugstore

In the near-by Park Forest Drugstore, one of the Rexall chain, another coin-ride is drawing top honors. A speed boat ride, it has drawn over 100 youngsters daily since its installation January 10.

Drugstore manager, Omar Stone, admitted the ride caused some serious problems in repositioning self-service sundry counters, but the effort and results were worth it, he indicated. Located in about the center of the store, the boat ride is credited with increasing traffic (and sales) thru the self-service department.

Rexall, like the Kresge Company, has adopted a company policy which encourages coin-operated kiddie rides in their various stores. Placement of the ride in the Park Forest store, Stone revealed, followed instructions from the main office.

The question: Do kiddie rides actually draw more patronage to a particular location? is best answered by this typical incident:

An excited little girl, after riding the horse and rocket in Kresge's, was heard eagerly "instructing" her mother upon leaving the store, "Let's go to the drugstore now where I can ride the boat."

MAJOR SHOPPING CENTERS

Center	Town (In or Near)	Date Opened	Estimated Annual Sales Volume	No. of Parking Spaces
Park Forest	Chicago	1951	\$62,000,000	85 3,000
Fresh Meadows	Flushing, N. Y.	1948	N.A.	31 1,000
Northgate	Seattle	1950	N.A.	80 4,000
Lakewood	Los Angeles	1951	80,000,000	40 12,000
Shoppers' World	Framingham, Mass.	1951	N.A.	53 6,000
Westlake	San Francisco	1951	34,000,000	75 3,200
Broadway	San Francisco	1951	15,000,000	38 1,800
Lincoln Village	Chicago	1951	12,000,000	29 1,349
Stonestown	San Francisco	1952	50,000,000	48 4,000
Evergreen Park	Chicago	1952	40,000,000	75 3,000
Metropolitan	Wilmington, Del.	1952	N.A.	48 3,000
Lincoln Plaza	Shrewsbury, Mass.	1953	N.A.	53 6,000
(Unnamed)	Philadelphia	1953	N.A.	N.A. 1,000
Hillsdale	San Mateo, Calif.	1957	N.A.	75 3,000
Old Orchard	Skokie, Ill	1957	N.A.	N.A. 6,000
(Unnamed)	Detroit	1957	N.A.	70 6,000
(Unnamed)	Minneapolis	1957	N.A.	75 5,000
(Unnamed)	Minneapolis	1957	N.A.	75 5,000
(Unnamed)	St. Louis	1957	N.A.	60 3,000
Southdale	Minneapolis	1957	N.A.	75 3,000
Stanford Univ.	Palo Alto, Calif.	1957	N.A.	N.A. 6,000

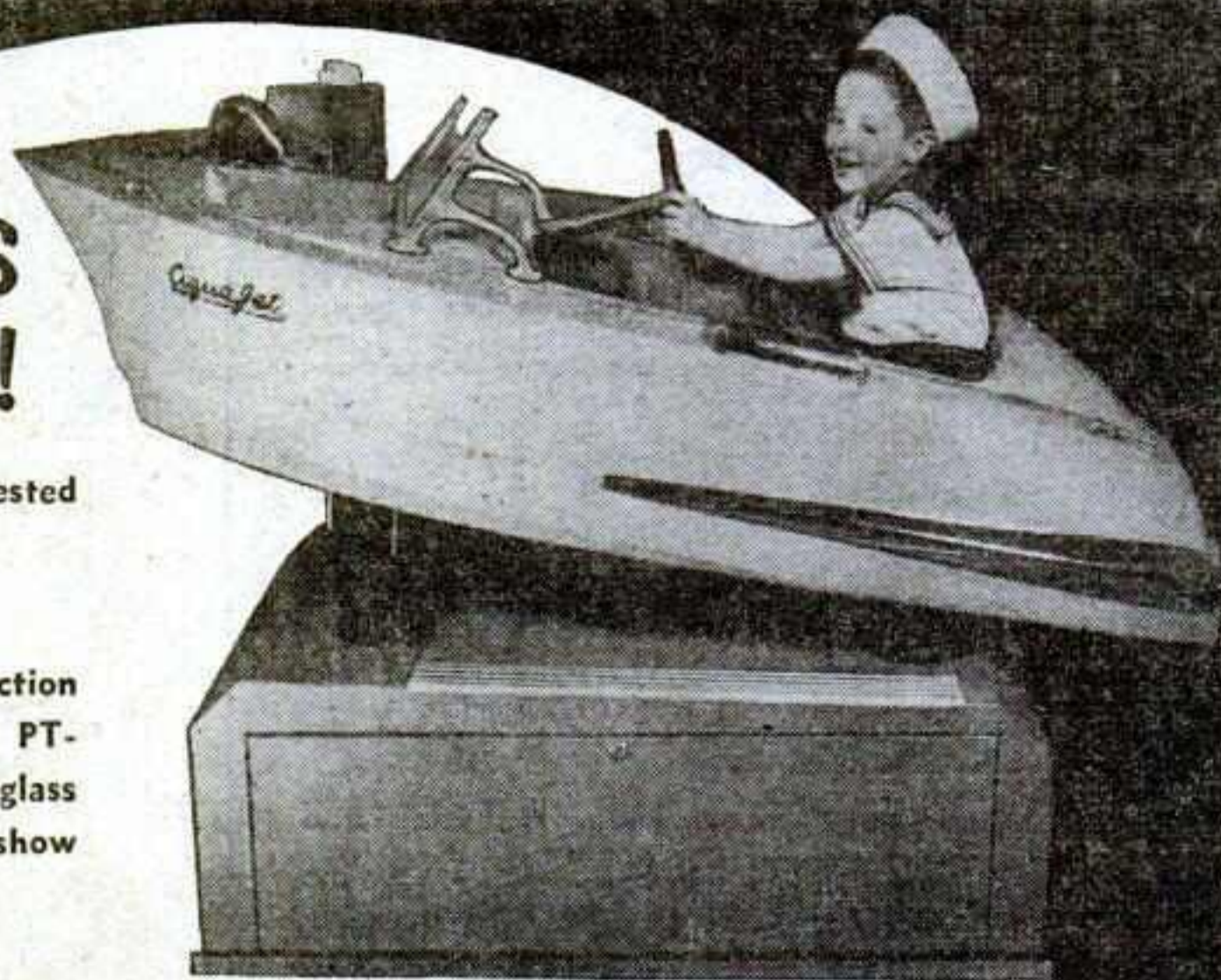
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AQUA JET IS THE PRIDE OF OUR FLEET!

- Realistic swift boat-ride sensation
- Designed for absolute safety and comfort
- Exciting **STREAM-STYLED** hull is of glistening multi-colored plastic with mar-proof finish and has continuous flare lines for real rakish look
- Roomy midship cockpit has upholstered vinyl plastic seat with foam rubber cushion and is large enough to seat an adult

- Polished speed-steerer has cast-off and fog-horn button which child operates
- ¼" Plexi windshield supported by polished chrome brackets that function as boarding handles
- Boarding step plates on deck
- Jet lights in stern—harbor and running lights adorn deck
- Low slung so child can get in and out unaided
- Metal base cabinet—with colorfully screened ocean scenes
- Handsome realistic electronic marine instrument panel with dials and gauges that actually work
- Motor and gear box **UNCONDITIONALLY GUARANTEED FOR A FULL YEAR**—electrical parts for 90 days
- National coin rejector

Length 69"—Width 29"—300 lbs. (Appx.)
Standard 110 V AC Current

The new AQUA JET PT BOAT is built to the well-known Conat-Nasco standards of sound engineering that assure superb service-free performance, under all location conditions! The entire electrical mechanism is on Jones Plugs.

and

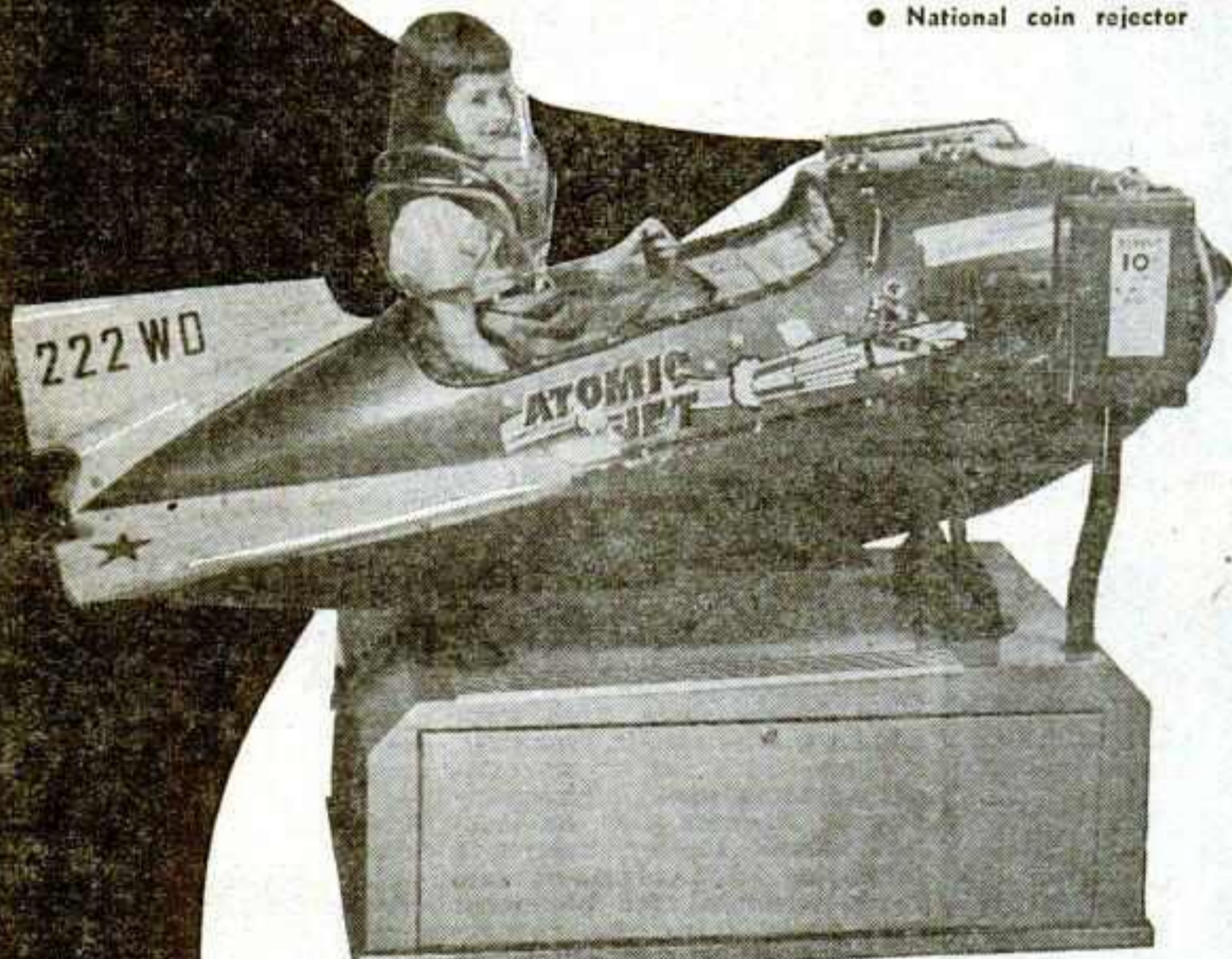
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ATOMIC JET

Drawing more play—earning more money than any ride ever developed—an operator's dream!

ATOMIC JET produces more profits because it has the greatest collection of special features ever assembled in a single ride!

- Full flight sensation created by jet-powered air blast
- Lights in tail and nose, crystal lights in dash, flicker and flash
- Atomic ray guns flash red rays
- Twin "enemy" planes revealed in Rada-scope scanner on dash
- Appropriate sound effects—rat-tat-tat of guns and air whistle
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- All doors hinged and open with keys
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Base 24"x48" — Overall length 72" — Height 45". 350 lbs. (Appx.) Standard 110 V. AC Current.

One look at ATOMIC JET and you know why it's a real practical money maker, that's a proven traffic stopper on any location!

- Motor and gear box **UNCONDITIONALLY GUARANTEED FOR A FULL YEAR**—electrical parts for 90 days
- Entire mechanism is on Jones Plugs and thumb screws
- National Coin Rejector

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IMMEDIATE DELIVERY!

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ATOMIC JET AND AQUA JET ARE RECOMMENDED BY LEADING DEPARTMENT AND CHAIN STORE BUYING OFFICES, SUCH AS KIRBY, BLOCK & FISCHER; ARKWRIGHT, INC., AND INDEPENDENT RETAILERS SYNDICATE, INC., AS PROVEN MONEY-MAKING THRILLERS ON TOP CHAIN AND DEPARTMENT STORE LOCATIONS. SEE YOUR NEAREST DISTRIBUTOR FOR COMPLETE INFORMATION!



So far operators have found kiddies will ride wherever the units are in operation. This kiddie area is in the rear of a drugstore and is equipped with several comforts for moppets' parents.

Where The Kiddies Ride

A pictorial roundup of some of the top outlets for kiddie rides, plus ideas for installing the equipment.



Supermarket locations are proving steady play builders. Management personnel finds they please youngsters, give parents time to shop.



Variety stores always have been a favorite with moppets. Operators found them coin ride natural from beginning.



Department stores turned out to be the sleeper locations. Many owners felt the rides did not belong at first but changed their minds quickly.



Many locations could not find space for rides a year ago, but now will move counters if necessary. Operators like to place rides near phones, steps.



Space is where you find it for the kiddie rides. This location made a special indoor corral of its gift merchandise for a horse.

ATOMIC SPACE RANGER



soars on air for
SKY-HIGH PROFITS
 Demanded
 by leading
 chains and
 retailers!

Its new, exclusive and revolutionary PNEUMATIC PRINCIPLE makes ATOMIC SPACE RANGER the big money-making sensation! Here's the only space ride that actually rises on a column of air to give the most breath-taking and realistic "Zoom Jet" flight sensation in the world!

Fabulously successful in many F. W. WOOLWORTH, S. S. KRESGE, W. T. GRANT, J. J. NEWBERRY, H. L. GREEN, G. C. MURPHY and McCRODY stores — and other leading department stores, chain stores and super markets!



Its 6 Different Ride Movements Controlled by Pilot

assure terrific repeat business.

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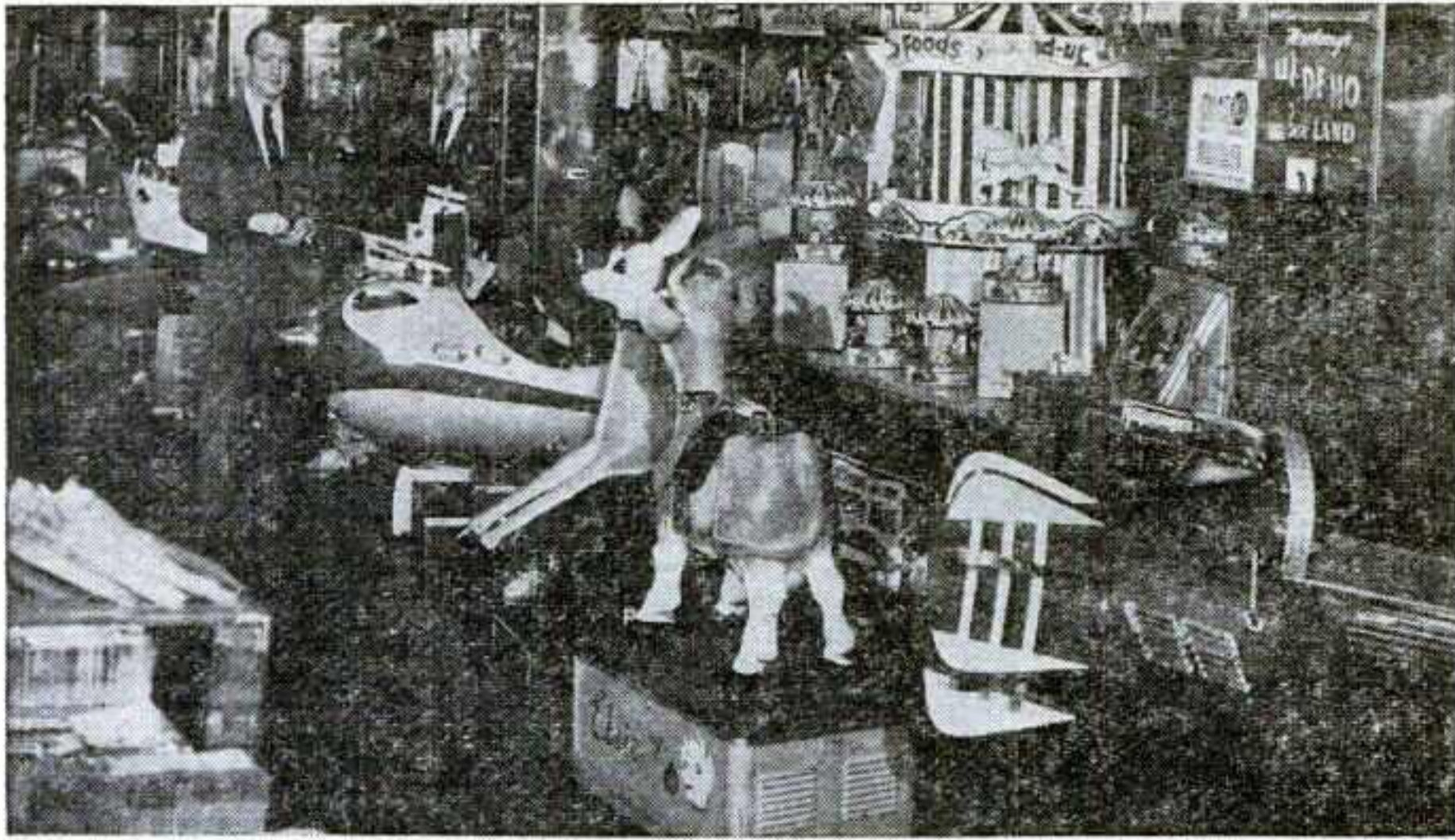
947 LEHIGH AVENUE
 UNION, N. J. ELIZABETH 5-4200

DIVISION OF DRUM EQUIPMENT CORP.

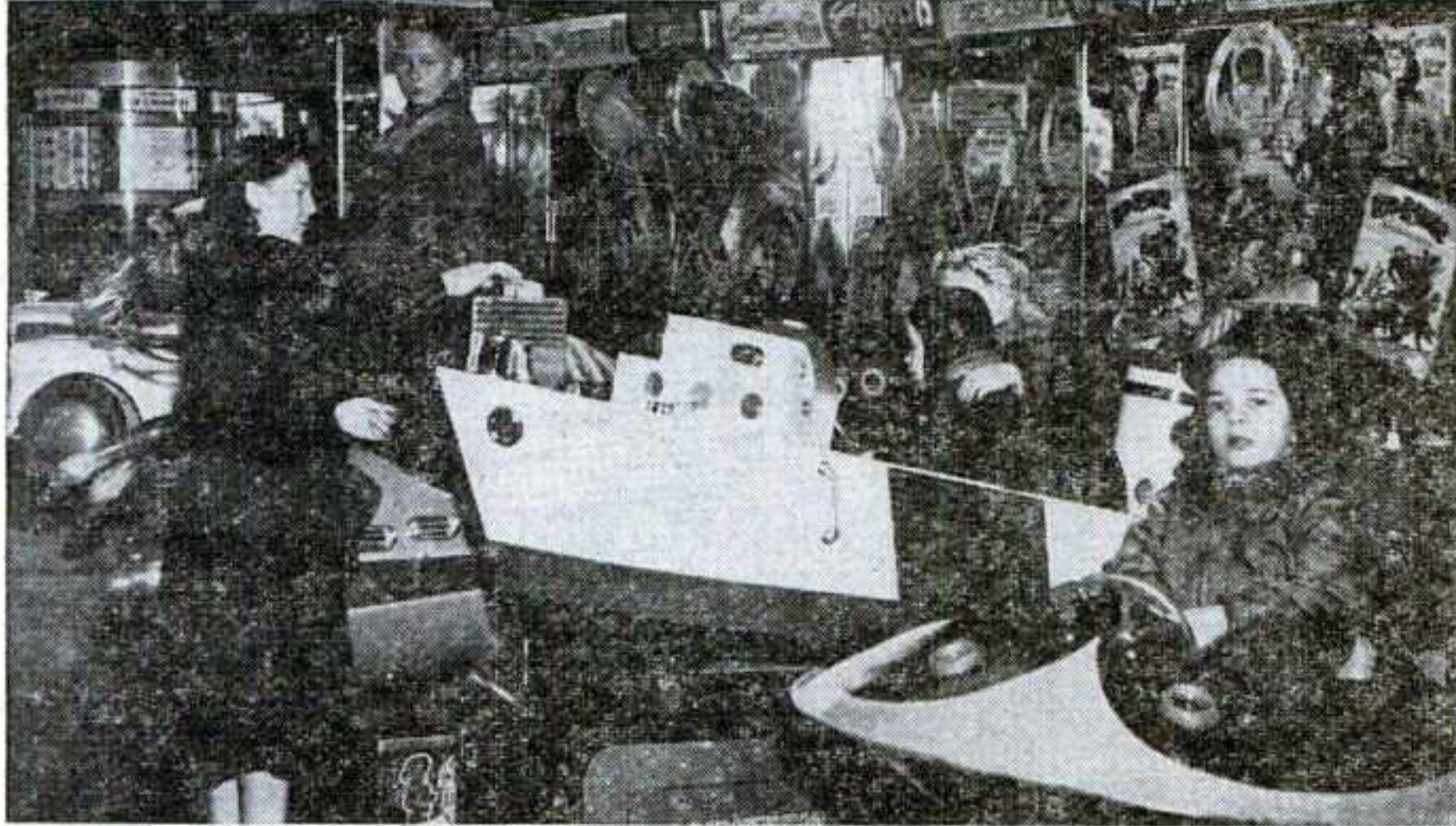
ATOMIC SPACE RANGER is operated by national organizations completely equipped to service you throughout the country. Write today for full information.

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 947 Lehigh Avenue, Union, N. J.
 Gentlemen: Please send me full information about ATOMIC SPACE RANGER.

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 City _____ Zone _____ State _____
 Phone _____



How much will the rides earn? These statistics are just coming of age. But when a key unit of a large national variety chain replaces its fountain with a kiddie area it's time to revise the ride earning potential upwards.



Currently the belief is that the horse will always be the backbone of the coin ride industry. But initial use of boat, plane and other animal rides shows all are good dime grabbers. A likely solution appears to be use of horse plus entirely different ride in same location.

Kiddie Rides Replace Fountain at Brooklyn Newberry Store

By Aaron Sternfield

SODA fountains usually have little to do with Kiddielands, but one of the largest Kiddieland operations in the New York area came about because a soda fountain wasn't doing too well.

It all started last May at the J. J. Newberry 5-and-10-cent store in Brooklyn's Greenpoint section. Manager Mike Ryman had a couple of horse rides, operated by Lane Marvey from nearby Mineola, on location, and the gross was amazingly high.

E. A. Newberry, one of the chain's executives, was in the Greenpoint store making the inspection rounds and listening to Manager Ryman's enthusiastic report of the progress of the coin-operated rides. The books showed the gross at the soda fountain was off, while the rides, foot for foot of floor space, were the biggest money-makers in the store.

That afternoon Ryman got a phone call from Newberry. His instructions were to rip out the soda fountain equipment—all \$16,000 worth of it—and put in kiddie rides.

Ryman got in touch with a Long Island manufacturing firm, Reyes Cerenuda, a mold-making concern, and asked the partners to build a Rocket Ride for installation on the location. Reyes and Cerenuda would operate the equipment and the location would take a commission.

A ride was constructed from the belly tank of an airplane—it grossed \$146 the first week. Within two weeks, four rides were on location. Now there are 14. The battery includes four Rocket, four Horses, one Elsie the Cow, one Flying Saucer, one Rudolph the Red-Nosed Reindeer, one Boat Ride and two Autos. In addition, there are Midget Movies, a Photomat, identification tab machine and a card vending machine. All

told, nearly \$12,000 worth of Kiddieland equipment is represented.

Ryman believes he can get the best service and the latest equipment by having a half dozen competing firms place equipment in the Kiddieland. Hence such operators as Al Simon, Runyon Sales, Capitol Projector, Carousel and ABC Vending service the location.

Average weekly gross runs about \$375, but during December the weekly grosses ranged between \$800 and \$900. Friday afternoons and all day Saturdays are the best times.

The ride doing the greatest volume is the Flying Saucer, which did \$58 its first week of operation, jumped to \$101 its second week and has come close every week thereafter.

A strong second is Scientific's Boat Ride, while the Reindeer and the Cow are tied for third. Most of the customers are toddlers in the 3 to 7-year range, and most of the rides have gentle motions and are low, affording easy access.

Service doesn't present much of a problem—with service calls averaging less than one a week. Ryman is somewhat of a mechanic, and he insists that operators explain the functioning of each machine thoroly before it is installed. He maintains that when a location has to wait for a serviceman to put a ride in order, everyone loses. He is now somewhat of an expert on coin mechanisms, particularly National Rectifiers and Robco.

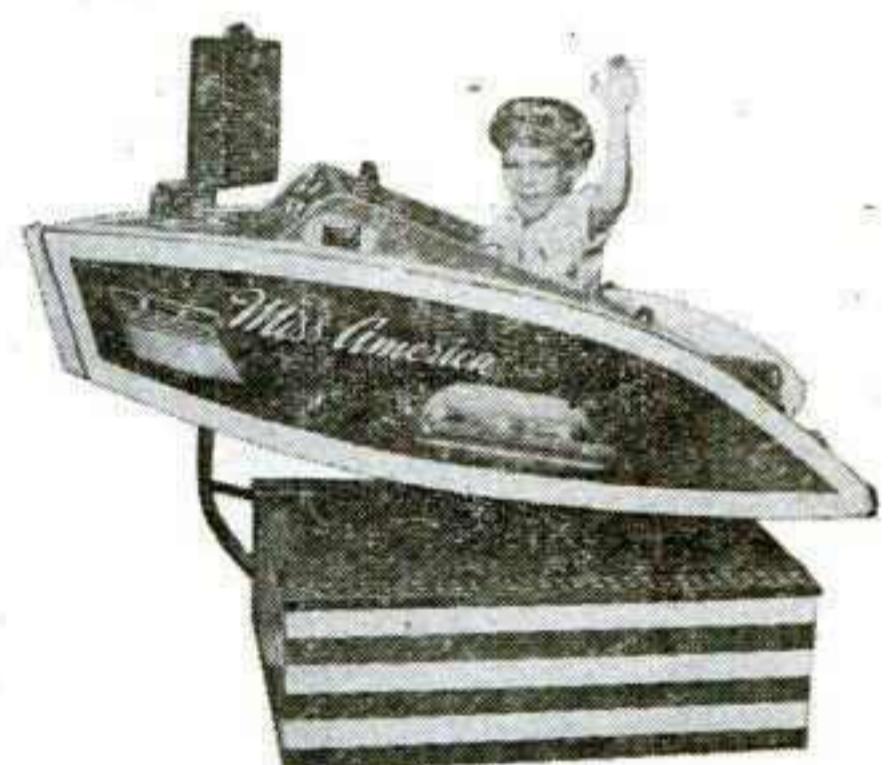
The battery of rides occupies about a 60-foot frontage near the store's entrance. An awning, provided by the operators who chipped in at Ryman's behest, covers the battery. Fluorescent lights and a "Hi-De-Ho Playland" sign are the location's contribution.

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G. C. MURPHY
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THE LARGEST RETAIL CHAINS IN AMERICA PROVE:
these coin-operated kiddie rides
—INSTALLED FREE—
are big "plus" profit business!



We install, service and maintain these fully automatic kiddie rides at NO COST TO YOU. They're a thrilling action attraction—they pull more traffic—earn a greater net-per-foot than most merchandise in your store—without investment, risk or personnel. We carry complete liability insurance.



Our organization is national. We're the oldest, most efficient operating concessionaires in the country. Contact the office nearest you for complete information at no obligation. (Licensed in the State of Virginia.)



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Ride THE CHAMPION

TRADE MARK REGISTERED

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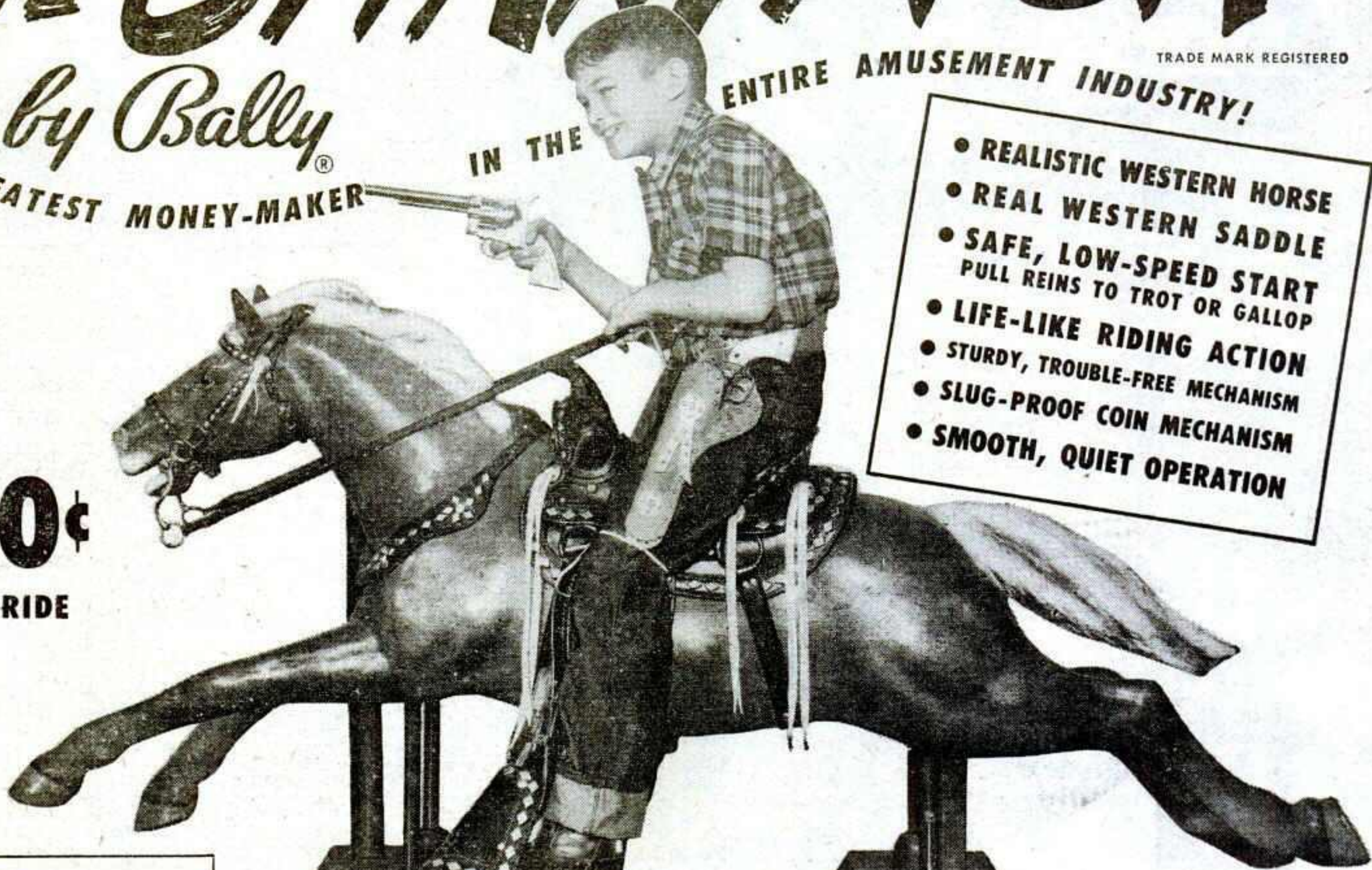
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PULL REINS TO TROT OR GALLOP
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10¢

A RIDE



RETRACTABLE CASTERS

FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

RIDE THE CHAMPION 10¢

REQUIRES ONLY
24 IN. BY 49 IN.
FLOOR SPACE
110 VOLT
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THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

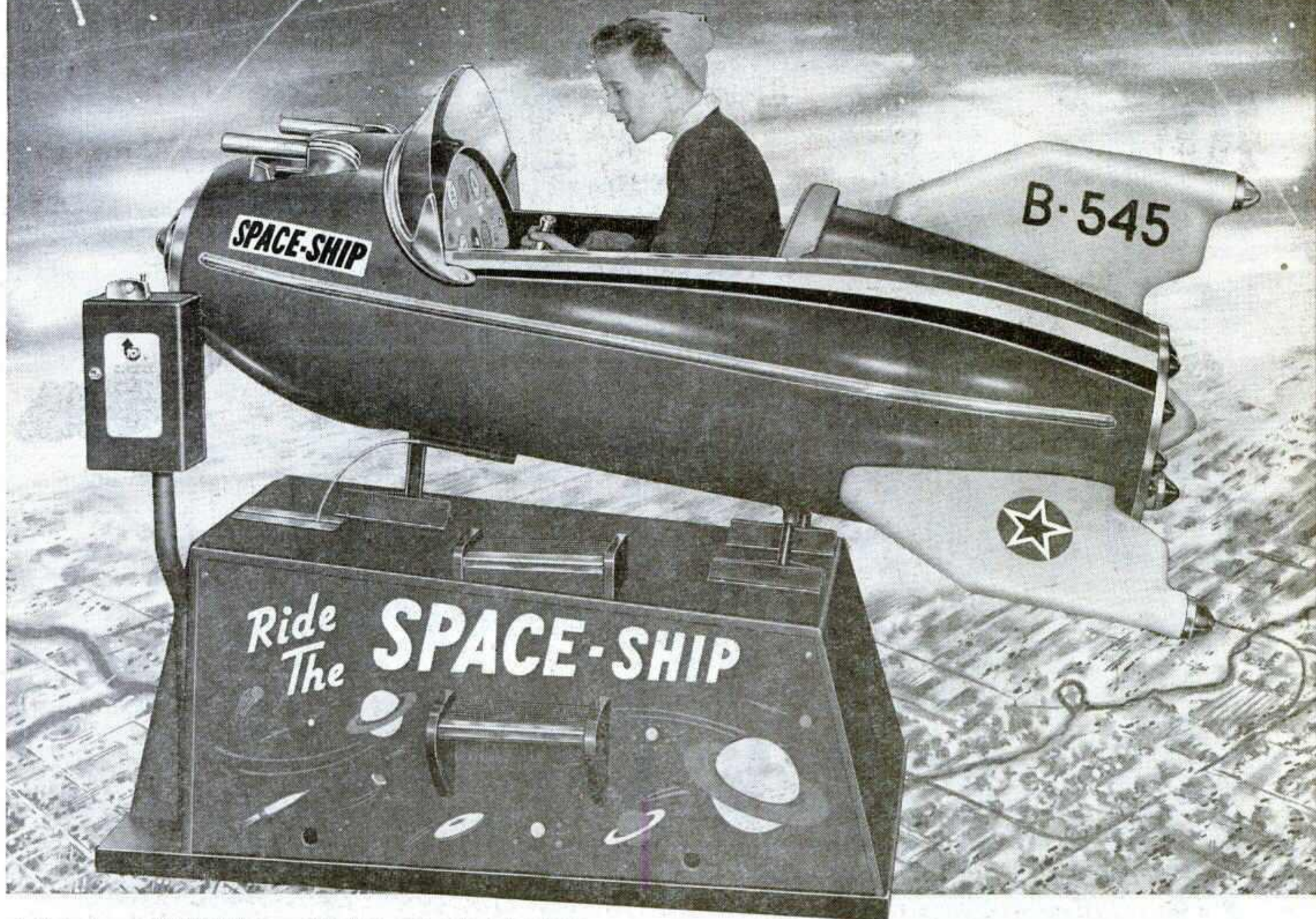
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SPACE-SHIP
opposite page

FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS

Bally **SPACE-SHIP**

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

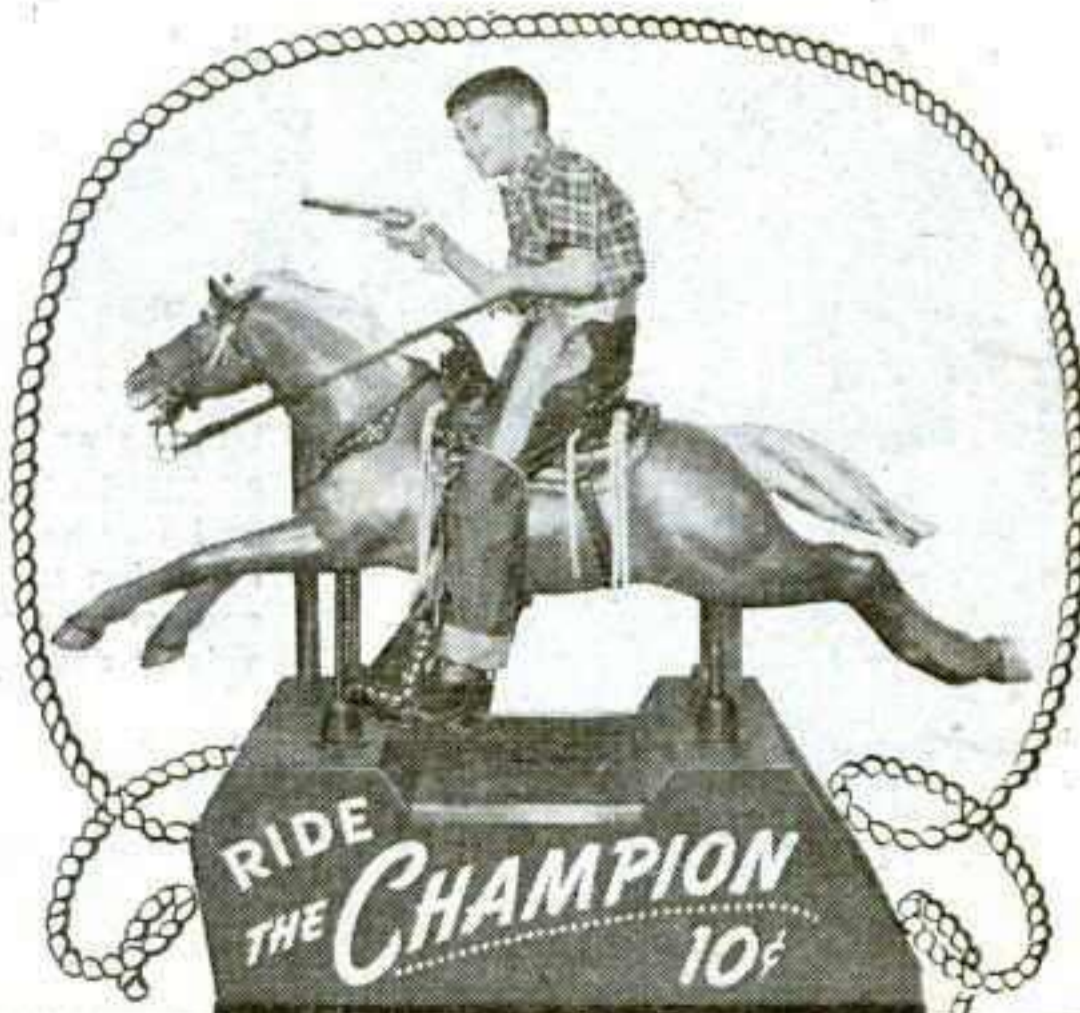


- ★ Exclusive new Thrill-Action . . . ship dives, dips, rolls and swings
- ★ Variable speed controlled by pilot ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
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- ★ Positively Safe ★ Sturdy Construction ★ Simple Mechanism ★ National Rejector

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NOW AVAILABLE SEE YOUR DISTRIBUTOR

See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter in battle . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.



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METEOR FLYING SAUCER

The first and only one of its kind! The eyes of youngsters really pop when they see this ride!

SENSATIONAL 3-WAY RIDE MOVEMENT

—Simultaneously moves smoothly back and forth—up and down—and around in counter-clockwise direction!

RUGGED—The Flying Saucer is built of auto-body steel, with steel base.

ATTRACTIVE—Startling "futuristic" shape attracts immediate attention! Colorful and dramatically designed. Constant flashing lights attract play.

SAFE—Roomy cockpit seat richly and heavily upholstered. A safe and comfortable ride. Hull low slung, any child can get in and out unaided.

SPECIFICATIONS

Overall length 52"—
Width 42"—Height
38"—Weight approx.
272 lbs. 10c National
Rejector.



Get the Best---METEOR PT-BOAT

There's nothing like a boat ride for steady consistent revenue!

SPEEDBOAT MOVEMENT

—Exciting sensation of scooting over and through waves at top speed—combined with bucking motion. Realistic sound of high-power marine engine.

RUGGED

—Practically indestructible! Entire hull is of one-piece Fibreglass reinforced plastic—has impact strength of 20,000 lbs.! Heavy gauge steel base. Abrasion and scuff-proof Hammertone finish. Trouble-free famous Meteor mechanism.

ATTRACTIVE

—Authentic replica of a U. S. PT-Boat, built to scale! Chrome trim—elaborate superstructure—full complement of marine lights constantly

flashing to attract play. Large spotlight. Machine gun on bow. Steering wheel that turns. Fog horn and marine whistle. Finished in simulated mahogany planking on hull—handsome yellow topsides—contrast waterline and green bottom.

SAFE

—Roomy upholstered cockpit—low slung—child can easily get in and out without assistance.

SPECIFICATIONS

Length 67"—Width
29"—Height 42"—
Weight approx. 240
lbs. 10c National Re-
jector.



METEOR RIDES ARE YOUR BEST BUY—PRODUCE BIGGEST PROFITS!

All have terrific Eye, Player and Location appeal. They pull extra business into any location. All are thoroughly location tested. Simple, rugged, well designed mechanisms and bodies guarantee trouble-free operation at absolute minimum cost. Heavy motors integrated with gear boxes—no belts. Completely equipped with ball and roller bearing. Simple electrical systems for Motors, Sound Effects and Lights. For multiple unit locations—a popular trend—add METEOR RIDES for Added Profits!

METEOR ROCKET The Original—Still the Best.



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Gentlemen: Please send me full particulars about Meteor's FLYING SAUCER, PT-BOAT, and other outstanding kiddie rides.

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For full particulars fill out and MAIL TODAY!

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IMMEDIATE DELIVERY! -- FINANCE PLAN!

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Trigger Proves Merchandise Tie-Ins Pay Off In Extra Volume, More Sales

By SAM ABBOTT

MECCHANICAL horse operators who are "riding" Trigger, Exhibit Supply Company's product, are in for a long-range merchandise program with Roy Rogers and Dale Evans items, according to Lary Kent, general manager of Roy Rogers Enterprises in Hollywood.

Licensed only several months ago, the coin-operated namesake of the famous film horse has increased character products sales in department stores, opened new doors and upped grosses for operators.

It was only last June that the Enterprise licensed Exhibit to turn out Trigger horse rides. Tabulations on sales for 1952 will not be available until the end of this month. Naturally, Kent cannot trace a definite part of the year's income, estimated to be the highest in the history of the company, to the horses.

"Altho I cannot lay a special part of that increase to the horse, we do know the stores that have used the horse have found it stimulated interest in the Roy Rogers corral. And, of course, if the parents were along, it made it easier to sell the parents the Rogers' merchandise," Kent explained.

Location Most Important

Kent believes the mechanical horse has to be properly located for high gross and to sell Roy Rogers and/or Dale Evans merchandise. He recommends that Trigger be placed in the Western section, which is often a Roy Rogers or Double R Bar Ranch department. The items to be sold are offered by 58 licensees with an average of three numbers per manufacturer. The lines include wearing apparel and the toy and novelty products. One company, Kent declared, has seven items which are manufactured under the Roy Rogers name. These are ranch sets, rodeo sets. He added that two important items were guns and holsters. In addition to these there are blue jeans, cowboy suits, hats and accessories that go with the Western garb. From a money value point, clothing produces the biggest revenue. Last year, however, was the biggest year for holsters and guns.

The mechanical horses have gone far in producing this revenue, Kent states.

"The horse puts the kid in the mood of wanting the merchandise and wanting to be a cowboy," Kent said. "Like all kids, he has ridden a broomstick in his imita-

tion battle with Indians. The Trigger mechanical horse comes as close to the real thing as possible. According to Roy, who should know, the horse has an authentic trot and gallop. And the kid is able to gallop by pulling harder on the reins.

Safety Angle

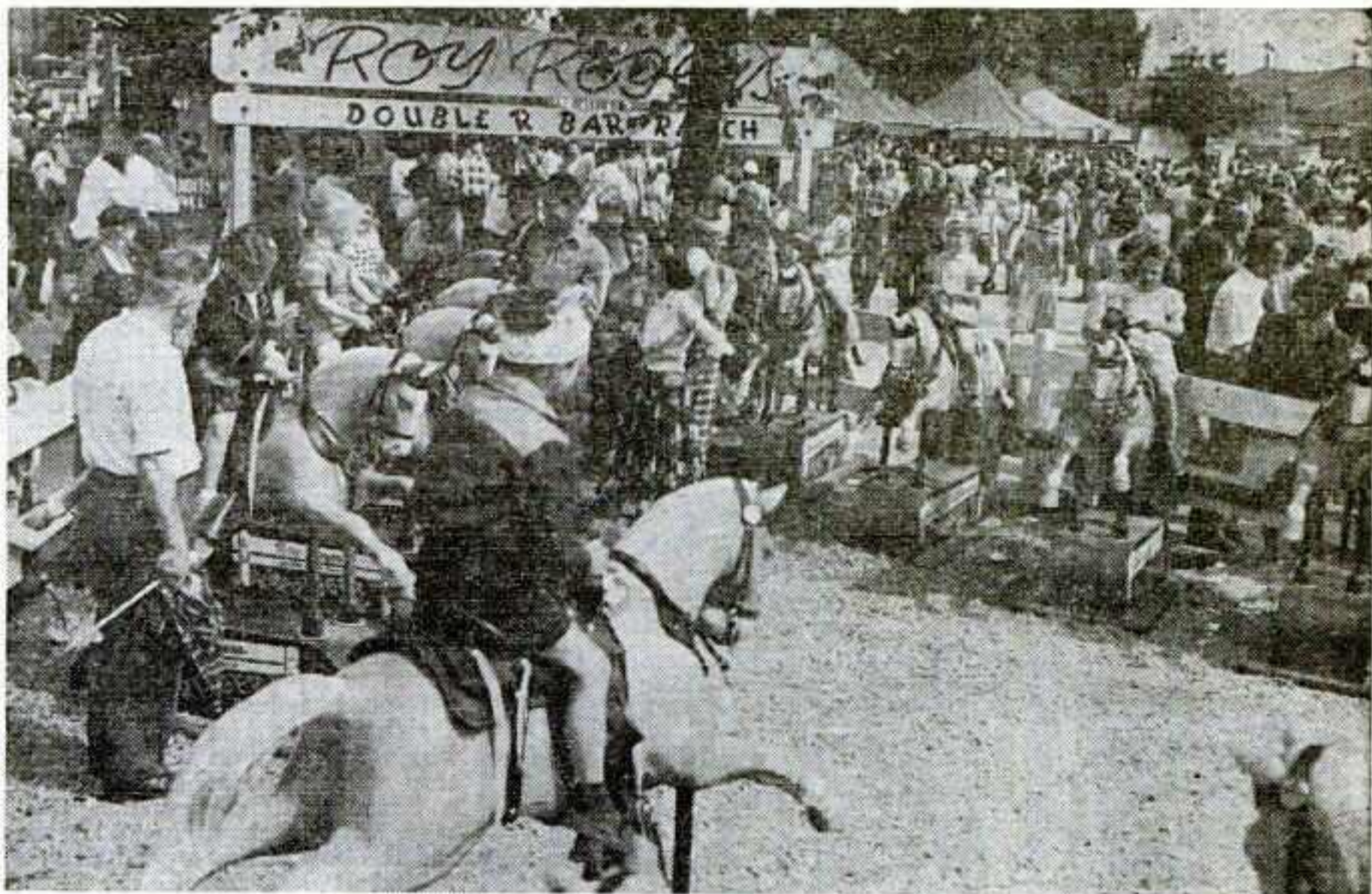
"We tested a number of horses before we would consider a license. We took into consideration the safety angle and the durability of the item as well as its low maintenance. We did not want a lot of broken down or poor looking Triggers around the country. We also were careful and conservative about going into the licensing of the Trigger ride."

The Trigger mechanical horse has opened the door for many operators. Roy Rogers Enterprises has a number of the top department stores handling the line. One such store on the West Coast was so successful this past Christmas in promoting the items with the horse that it had a complete sellout by December 24.

Kent points out, too, that four Sears stores in Chicago ran a test, using the horse as part of the promotion. Until this time, the policy had been against coin-operated devices. While no figures are available on this experiment, it is understood that it was most successful. It was only in connection with the merchandise promotion that Sears would let down the bars to mechanical horses. Sears as well as the store on the West Coast accepted the ride only as a merchandising tool and not because of its entertainment or money-making values.

Personal Appearances Help

The sale of Roy Rogers' items, like the gross on the mechanical horses, has been increased by appearances of "The King of the Cowboys" both personally and in films. From the personal appearance angle, the items were in increased demand in New York during Rogers' stay at Madison Square Garden. As the star has a 20-city tour starting in April, the chances are good that horse operators in those spots can expect to see filled coin boxes. Last year when Rogers played the Houston Fat Stock Show in Texas, a licensee would not believe an order that was received for 8,000 hats. The Hollywood office was called to see if the figure was in error, thinking all the time that someone had added an extra zero.



The simulated ranch style corrals at carnivals and related outdoor locations have offered operators good opportunity to use multiple units. Even in conventional installations two horses will each earn more than a single unit.



Not only has the horse proven a good bread winner on his own but stores have found he aids the sale of children's clothes, especially with a Western motif.

stars and has to be actively merchandised like any other item in any field. We are plowing back into the program a very big percentage of our royalties because we're shooting for a long-term set-up. We hope to establish the fact that any item bearing Roy Rogers' name is the best in value in standard and authentic Western merchandise rather than being a character promotion. To that extent we have reduced the amount of character identification. For example, our soft lines carry only the label of Roy Rogers Double R Bar Ranch, authentic Western wear.

"We have insisted and succeeded in making our merchandise a competitive value and in many cases better merchandise. In other words, the customer does not pay a premium for the names of Roy Rogers and Dale Evans. We are trying to give them the best and to actually guarantee the product rather than ask a premium for the name. This makes the name, the guarantor of the value. And that's what we've done for example in the toy and novelty lines as well as others."

Kent emphasizes the fact that items bearing the Roy Rogers or Dale Evans label are new designs, made especially to bear the names of these two stars. He pointed out that no item is listed to which a label or decal has been attached to make it a product of this kind. Roy Rogers Enterprises has tried to develop new, original items.

"We have a hobby horse, for example, that bears Trigger's name and is produced as Trigger," he said. All this business is one of long-term thinking built around the desire to create confidence with the department store buyer and the consumer. The retail buyer is not taking a chance on the character promotion as such but is rather buying a real Western line. With this accomplished, the consumer comes back because he has bought a good product in buying the Roy Rogers line."

Traffic Builder

Kent believes that the mechanical horses are proving the answer to many department managers and divisions in stores. It is his contention that these men are looking for something with which to flag down the customer—and attract him or her to their section. Once in that department, the problem is to keep up their interest.

"When a youngster sees Trigger in the boys' wear section, it's going to make the parent cognizant of these items," Kent said. "Actually it not only sells Roy Rogers merchandise but it helps the whole boys' wear department, which is the thing we want to do. When this is accomplished, we get our share of the business."

In connection with promotion next fall, Kent is working out a "Back to School" program in which the mechanical horse will play an important part. Prizes will be awarded and the kid qualifying as a top Roy Rogers ranch hand will receive a gold statuette of Trigger. It is also contemplated to give, in some of the larger markets, one of Bullet's pups. Bullet, in the event one is not up on Roy Rogers lore, is the dog in the films. The puppy will be pedigreed with American Kennel Club papers. Where the contest is used, it is expected that the operators will also come in for increased grosses.

In the years Rogers has played in films, Trigger has come into his own as a star. And Kent considers that manufacture and operation of the Trigger horses beneficial to his firm.

"Promotional Medium"

"It is certainly an excellent promotional medium for us for it keeps the youngsters cognizant of, naturally, Roy Rogers. Altho the horse gets the break, it has proved out well. I think the great role that Trigger had in "Son of Pale Face" substantiates my stand. He actually stole the picture from Roy, Bob Hope and Jane Russell. And the last issue of Trigger's own comic book out-

sold several of the top cowboy comics with a sale of 149,000, which indicates that Trigger is pretty strong on his own."

The merchandising of Roy Rogers items started about 12 years ago when a company issued comic books on the life of the famous cowboy star. Later some of the manufacturers issued clothing items, including sweat shirts, T-shirts, and cowboy and playsuits. Roy Rogers Enterprises launched a full-grown merchandising program in 1947 and has been big business since that time. In 1950, total sales of Roy Rogers and/or Dale Evans items totaled over \$21,000,000. In 1951 there was about a 9 per cent decrease in volume caused, Kent believes, by business conditions and the temporary over-saturation at this point on Western merchandise. Stores had over-bought and ended up overstocked. Altho figures for 1952 are not yet tabulated, Kent is confident that it will exceed 1950, the biggest year in the firm's history.

Kent added that during 1952 an unprecedented amount was spent on promotion. Enterprises plans to continue to spend large sums.

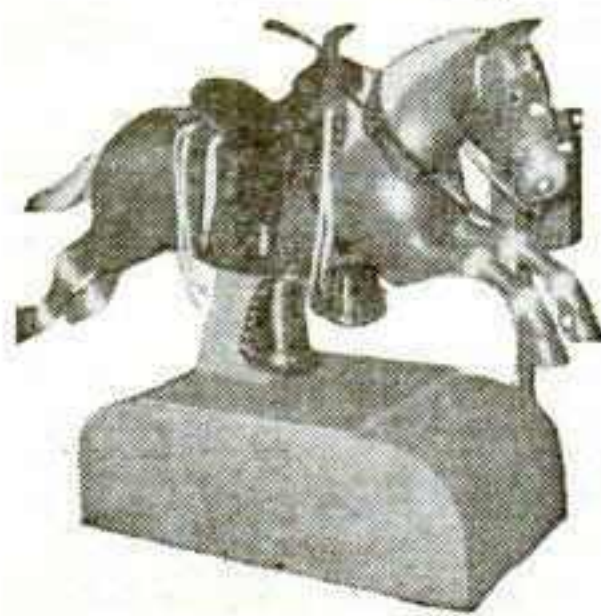
Long-Term Program

"We believe that character merchandising," declared Kent, "can no longer have a free ride for the



The merchandising value of the horse and other rides has several ramifications. A key one is his traffic building ability.

SANDY—a money-maker!



Small investment . . . pay-as-you-collected finance plan

For REAL profits, place SANDY in department, variety and drug stores, super markets, theatre lobbies, etc. The kids really go for the lively action . . . and merchants welcome the extra traffic that results. It's a terrific tie-in with Western theme store promotions.

SANDY brings in tremendous revenue for a small investment because it's priced much lower than you would expect. You can obtain this coin-operated bonanza for only 25% down . . . the balance on our easy payment plan.

We help you secure locations and guarantee SANDY for a full year. SEND FOR COMPLETE INFORMATION TO:

UNITED TOOL & ENGINEERING CO.

COLCHESTER, ILLINOIS

How To Operate A Kiddie Ride Business

By TOM McDONOUGH



Carousel likes to do business with supermarkets. This youngster attended chain-store opening in Chicago, met TV's Claude Kirchner.

in Ohio

AJET

and

AJET

the Big MONEY MAKING Twins

to make More Money Quicker . . .

See these fabulous kiddies rides for yourself. CONTINUOUS DEMONSTRATIONS IN OUR OFFICES OR BY TRAILER TRUCK ANY PLACE IN THE STATE TO YOUR PLACE OF BUSINESS OR HOME BY

Small-Frye Devices, Inc.

Phone: Walnut 4697 592 Binns Ave., Columbus 4, Ohio

THE problem of how to handle the kiddie ride operating business, which thus far seems to have stymied some experienced coinmen, proved no drawback to an organization which has been in the ride field only a year and a half. The firm is Carousel Industries, Inc., Chicago, with locations in 46 States, and the key to this amazing route is that it was formulated along chain-store lines by two men whose entire background has been in the chain-store business.

The Carousel partners are Irvin M. Brodsky and Arthur Gold. Until comparatively few years ago both men were affiliated with the nationally known variety chain, Neisner Brothers, Inc. With this far-flung organization, Brodsky and Gold traveled extensively, thus becoming well acquainted with business people in small and large cities in all sections of the country. Some years ago the pair

established their own variety chain in Chicago and soon built it up to a point where it was a strong competitor to the major chains in some neighborhoods.

There was little doubt that the Brodsky-Gold chain was going places on its own, the partners were not content to be in this business alone, and 18 months ago, having already witnessed the earning power of the horse in their own and other variety store locations, decided to operate some of the mechanical steeds. When Brodsky and Gold mutually agree on a new venture there apparently is little to deter them.

Start With Horses

When Brodsky and Gold purchased their first 10 horses in the fall of 1951 they had no locations, tho they were convinced that placing them would not be a problem. Their enthusiasm following the placement of six of the 10 units was so great that they immediately were in the market for another 20 horses. Since this was a time when production of horses was comparatively small it was no mean feat for the newcomers to have their order filled, but they finally persuaded a manufacturer that they had to have the second order right away.

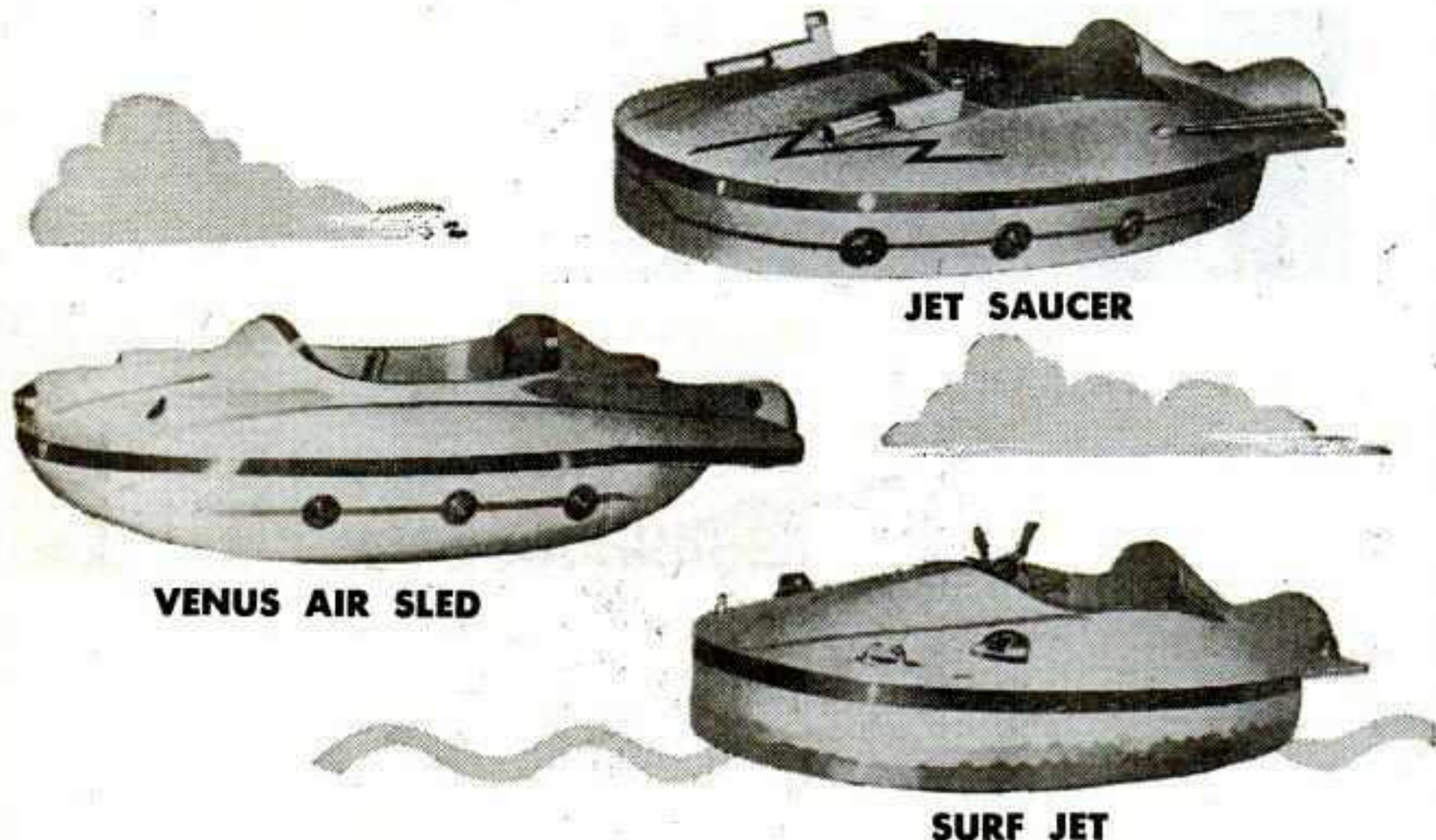
Carousel has expanded by a combination of sound chain business tactics, the quickly gained reputation of Brodsky and Gold for forthright negotiating with location or chain officials, prompt service and their knowledge of department and variety store practices. Each of these four assets has been a key factor in the rapid growth of Carousel, but the service and understanding of chain-store psychology, Brodsky and Gold feel, have been the biggest factors.

The Carousel principals were convinced from the outset that the soundness of the horse ride as a logical national operation was in its inherent trouble-free performance. For if service calls were to come in on a regular basis, there could be little if any profit from such wide-flung operation. Carousel handles its service in a variety of ways, depending on the situation—remoteness of location, distance from its regular serviceman, type of malfunction and other factors. Since the firm thoroughly checks all these factors prior to making an installation, Carousel generally has in mind how to handle the service call in advance.

On a typical call 1,500 miles from Carousel's Chicago head-

PERK UP YOUR LOCATIONS

With These 3 Body Changes



Complete unit with stainless steel trim and fittings. MARS-PATENTED finish with flashing lights. Ready to plug in to any horse or rocket ride—½ hour change-over on average machine—only 2 wires to connect. Genuine MARS reinforced plastic body.

FULLY GUARANTEED

Distributors write

\$239.⁵⁰

COMPLETE WITH ELECTRICAL UNIT



Operators find new location openings are of solid promotional value to the industry. Cowboy Bob Atcher compares his steed with coin version at store premiere.

Announcing our new line of kiddie rides with the immediate delivery of

★ PALOMINO ★

Sensational new two-speed pony at a Startlingly LOW COST!

We have eliminated 43 component parts usually used in the manufacture of other horses! PALOMINO has an aluminum body, steel base and many other amazing features. It is as near fool-proof as possible, guaranteed mechanically perfect and sold on a MONEY BACK GUARANTEE!

In addition to PALOMINO we will have two other new rides ready in the next 30 days.

WRITE—WIRE—PHONE

KIDDIE RIDES AMUSEMENT CO.

612 10th Ave., New York 36, N. Y. Phone: Circle 6-8464

manufacturing CO.

1111 E. Elizabeth Ave.
Linden, New Jersey
Elizabeth 4-1020

quarters in a major city there is a better than even chance the service will be handled by a local operating firm. If the unit has to be taken off location to await shipment of a key part or several hours of work, another horse is put on location in the interim. But one thing is a must with Brodsky and Gold. All calls are handled with dispatch and there are no instances where equipment stands inoperative on location, not only losing revenue for the firm and the location but also disappointing the youngsters who make the business what it is.

Before Carousel will install one of their units—in the past several months they have added rocket-type planes, speed boats and most new type coin-operated kiddie rides—they study the potential of the location. The yardsticks they now use were determined only after an intense trial and error period.

For one thing, the location must have a fairly constant number of youngsters dropping in with their parents. In most variety stores such as Woolworth, Kresge, Grant and Neisner this problem is practically solved in advance and the large toy sections in most of them indicate moppet attendance. However, it is possible that a chain store could be exceptionally busy and still have little traffic from the younger set. This would be a location to avoid since it takes thousands of rides to get back the initial investment plus location commission and service expenses.

Two Big Problems

Two of the biggest problems in the ride business, Carousel has found, are turning down a location which has asked for equipment and pulling a unit from an unprofitable location. In both instances it takes an honest approach to the situation and the listing of logical reasons why the ride unit should not be placed or should be withdrawn. Brodsky pointed out that in every case so far the situation has ended amicably but he personally never liked the experience.

have come about by inquiry from one chain to another on how it was making out in the ride business and could the second chain recommend a reliable operating firm. Since Carousel has built its routes on a good reputation, the old customer usually puts in a plug for the ride operators. When an inquiry of this type reaches Carousel and Brodsky and Gold indicate their wide background in the variety-store business, the deal is virtually set.

One thing which Carousel has followed from its origin is a location contract. The Carousel owners feel that the ride investment is large enough to warrant some guarantees to them. Their contracts are simple and fair, they feel, and therefore if the location owner or the chain executive is not willing to sign a contract there is little reason to risk their rides. In their opinion respect for the

contract indicates a respect for the store toward their equipment.

Carousel has locations in department stores, supermarkets (both independent and chain), drugstores and variety stores. In virtually every instance they have made it a point to promote the location's rides even the early investigation indicated that the location was a natural. Despite the steady success of the company, it has never stopped experimenting with new ride possibilities and as its reputation has grown, many manufacturers have been proud to have Carousel try out its new rides and offer suggestions for improvement and even the feasibility of a new product.

Carousel's owners are naturally partial to the horse as the key ride both now and in the years to come. They reason that almost any child would rather ride a horse than any other animal or boat or plane ride. But they can see possibilities of some of the other rides and wish to set up their own estimates of these newer units only after a long test period.

As things now stand, Brodsky and Gold feel there will be times when a switching of rides in locations where there is but a single unit might spur business. They have also had good reports in places which have added a new ride and kept the horse too. Still another fact gained from their statistics shows that in locations which can accommodate two horses will register better average receipts on each unit than if a single horse were in the location.

Big Job Ahead

Both believe the ride business is just coming into its real expansion period. They feel that locations with kiddie units are a comparatively small percentage of those which could handle them. The time will take care of some of these problems, Brodsky and Gold feel that it will be necessary to do plenty of spade work, in getting across the story of profits to be made by the chain or the independent location thru rides. They also feel strongly that the rides are traffic builders and therefore bring extra business to the store over the long run.

Probably the best example of the progress made by Carousel in 18 months of existence is that Brodsky and Gold have gradually sold units of the variety chain they formed since leaving Neisner to go on their own. The ride business they stepped into as a sideline to their variety chain has reached proportions large enough to warrant their full time in the ride field. It may appear an odd twist, but Brodsky and Gold look upon their new business as a chain operation. Not only do they feel they are bringing a valuable service to the chain and independent stores thruout the country but adding a wholesome fun to the lines of many thousands of youngsters.



KIDDIE RIDES at the LOW, LOWER, LOWEST PRICE EVER!

A Small Investment... consistent big profits... A genuine, immediate money maker!

Phone me — Leo Willens — PLaza 7-8725
Reverse Charges — We pay all phone costs

Rugged, dependable, will last for years. The really low price guarantees you'll make more money right away. An extra special feature — Interchangeable bodies. In addition to the horse and steer, you can add a swan, a bunny and many others. All have trouble-free mechanism, simple construction, a National Rejector 10¢ coin chute and a guarantee. Dimensions: Height—48", Length—48", Base—18" x 37", Weight—200 lbs. Send your order in today or...

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Reverse Charges...
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CAPITOL PROJECTOR CORP.

556 West 52nd St., New York 36, N. Y., PLaza 7-8725

B & R Novelty Corp., 1805 First Avenue, New York 28, N. Y., ATwater 9-0480
For Canada: Roxy Specialty Inc., 703 Notre Dame St., W. Montreal, Can., UNiversity 6-4901, Moe Fine



HERE! THE OUTSTANDING MONEY MAKERS

ATOMIC and AQUA JET

THE SENSATIONAL NEW TWINS OF THE KIDDIE WORLD — they'll make MORE money for you!

Be convinced — see them for yourself —

CONTINUOUS DEMONSTRATIONS AT
INTERNATIONAL AMUSEMENT CO.
SCOTT-CROSSE COMPANY
1423 Spring Garden St., Philadelphia 30, Pa.
Branch: 906 Capouse Ave., Scranton, Pa.
Rittenhouse 6-7712

in Upstate N. Y.



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the Big MONEY MAKING Twins

to make More Money Quicker...
See these fabulous kiddie rides for yourself.
CONTINUOUS DEMONSTRATIONS AT
BILOTTA DISTRIBUTING CO.
224 N. Main St., Newark, N. Y. Phone: 598
1120 Bway., Albany, N. Y. Phone: 625041

in Michigan



A^{TOMIC}J^{ET} and A^{QUA}J^{ET}
the Big MONEY MAKING Twins

to make More Money Quicker...
See these fabulous kiddie rides for yourself.
CONTINUOUS DEMONSTRATIONS AT
BRILLIANT MUSIC CO.
19963 Livernois Avenue
Detroit, Michigan

Coin Steeds, Space Ships Head Toward \$20,000,000

Continued from page 1

boy suits, hats, holsters or equipment a youngster imagines he's likely to need on a trip to outer space.

Coin-operated kiddie rides—that is the name manufacturers have generally agreed upon—are not new except as big business and as a merchandising tool dear to the hearts of store managers.

The horse, forerunner of the Rocket Ship and the rest, dates back to 1931 and a Missouri inventor-builder, Otto Hahs, owner of Hahs Machine Works in Sikeston, Mo., built a mechanical horse for his own youngsters. It quickly became such a favorite with the town's moppets that he decided to put a coin chute and timer on it and build a commercial model.

Big Break in '49

Hahs was successful in selling the horse to traveling arcades and to some of the nation's top amusement parks. It was on the grounds of both the Chicago and New York world's fairs. But Hahs' big break came when Exhibit Supply Company, Chicago, approached him in 1949 to build experimental models.

Exhibit's experiments, all of them in amusement parks and arcades, were successful enough to encourage the firm to begin production. Exhibit's early promotion of the horse suggested department stores might be outlets for the ride, but no one came forward quickly with a department-store contract.

Kiddie rides, of course, were no strangers to department-store management. For many years department store toy sections used trains, ferris wheels, boats and other coin and non-coin-operated rides to attract youngsters to the toy section and keep them there by amusing them. But the rides were seasonal. They came in before Christmas and left before New Year's.

A 22-year-old Chicagoan named Matty Carbone was responsible for the first horse installation in

Chicago's Goldblatt and Weibold department stores. He sold children's wear managers the idea of using horses to bring in the youngsters (and their parents) and the idea proved the horse's tremendous ability as a traffic builder.

7,000 Horses Out Now

Grosses in the first horse installations were often in excess of \$100 per horse weekly. From 25 to 40 per cent of this amount was paid as commission rental to the store in which the ride was located. Not only do the horses and other rides build traffic for the store, they pay weekly dividends in cash.

Some indication of the promise this new business holds is the fact that Walter E. Heller Company, conservative, experienced financing institution with years of background in coin-operated equipment, has undertaken to finance purchases of horses built by Exhibit and by the Bally Manufacturing Company, Chicago.

Heller spokesmen shy away from public quotes, but executives of the organization privately believe the kiddie ride business has barely scratched the surface.

Facts Show Potential

Statistics bear out the contention that the market is still largely unexplored. The industry has yet to produce its 10,000th coin-operated kiddie ride, but there are 14,119 supermarkets alone which do a business in excess of \$300,000 annually. Add on 55,796 drug stores, 2,580 department stores and 20,210 variety (including dime) stores, and the total is impressive without beginning to exhaust the list of potential sites.

Potential riders present no problem either. U. S. Census Bureau reports show there are 13,199,686 youngsters between the ages of 5 and 9, and 11,119,266 aged 10 to 14. The bureau predicts the number of 5 to 9-year-olds will increase to 17,439,000 by 1955 and the number of 10 to 14-year-olds to 13,956,000.

Many of the present and potential outlets for the kiddie rides will support a battery of rockets, boats, horses and other animals.

Typical of what can be done is the J. J. Newberry store in Brooklyn's Greenpoint section. The store manager tore out a losing soda fountain to make way for a \$12,000 battery of kiddie rides installed by several different operating companies. The set-up proved so successful, Manager Mike Ryman plans enlarging the section from its present 14 rides. The department grosses approximately \$400 weekly.

No small factor in the future of the kiddie ride business is the growth of suburban shopping centers. These centers are surrounded by home owners who have larger-than-average families, and when most of the families go shopping they take the children.

Merchandising Impact

The merchandising impact of kiddie rides is obvious. First to recognize its value was Roy Rogers Enterprises which licensed Exhibit to build a replica of Rogers' horse, Trigger. Larry Kent, general manager of Enterprises, attributes increased sale of Rogers' cowboy equipment to the presence

of-mechanical Triggers in department stores across the nation.

Similar promotions are coming along involving the TV show Space Patrol and at least one large food company—which sponsors another prominent cowboy—is investigating the impact on cereal sales of horses located in supermarkets.

News of the boom in kiddie rides brought investors running from such diverse occupations as variety store management to coal dealers, all of them eager to set up companies to own, operate and service kiddie rides. Several of these companies, like Carousel, Inc., Chicago, now are installing kiddie rides on a national basis.

The boom likewise attracted a bumper crop of manufacturers, most of them solid and substantial, but a few obviously not in the running for long. This influx of would-be manufacturers naturally worries the substantial companies, not only for the obvious competitive reasons but for fear that cheaply constructed rides might slow down the expansion they feel certain is coming.

Rides Safe, Made Well

By and large, however, the rides are made well, built to last and to give the kids a thrilling experience without the risk of falls or spills.

At first manufacturers were concerned that their creations had more novelty than lasting value. But continuing high grosses from horses which haven't moved out of a six-square-foot space in two years indicate these fears were groundless.

Right now the companies who build the rides are experimenting to determine the best operating cycle for the equipment. Every test thus far favors a cycle of from 1 to 1½ minutes—long enough to satisfy and perhaps encourage an additional ride or two, but not long enough to bore.

One manufacturer of kiddie rides summed up the outlook this way: "Our business depends on the kid's imagination. Do you think the little ones will ever run out of it?"

2 Exciting Rides
2 Great Money Makers

for the Operator
for the Location

CHILDREN LOVE ELSIE*



The Famous Borden Cow
54" x 30"
Cabinet
20" x 36"

and LIGHTNING*
TOO



The Best Horse For The Money
60" x 56"
Cabinet
20" x 36"

LOCATIONS
We can arrange to have an operator make immediate installation in your establishment... just drop us a line.

Phone — Wire — Today
For Outstanding Deals On Both

Manufactured by
KINGSLEY CORP.
HAROLD LEVY
160 John Street, Brooklyn 1, N. Y. • ULster 5-5061

*The original — not to be confused with the horse made by another manufacturer.

WANTED
1 or 100
Used Kiddie-Rides
Horses—Rockets—Boats


Price and condition 1st letter

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Billboard—1564 B'way
N. Y. C. 36

LYN BROWN CO.
Exhibit Supply Western Factory
Representative
1909 West Pico Blvd., Los Angeles, Calif.

Use The Billboard classified pages for RESULTS!

RUGGED, SIMPLE CONSTRUCTION
MAKES OUR RIDES
THE OPERATORS' DREAM



BUILT LOW
EASY FOR
CHILDREN TO GET
IN AND OUT!

Our units sell at a low, low price!

We also manufacture Stationary and Truck-Mounted Kiddie Rides
WELD-BUILT BODY CO.
5903 PRESTON COURT
BROOKLYN 34, N. Y.
CLoverdale 8-0593

AUDITED PAID CIRCULATION
ABC
CIRCULATION

THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers... AND IT'S AN AUDITED PAID CIRCULATION.

Directory of Kiddie Ride Manufacturers

AMUSEMENTS, INC.
530 Main St., Clinton, Mass.
Founded: 1952

Personnel
W. T. Snyder, president and treasurer; R. C. Graham, vice-president and sales manager; J. T. Regan, secretary.

Manufacturing Facilities
Company leases its manufacturing plant.

Equipment in Production
Rocket
Trade name: The Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Glass reinforced plastic. Material and construction of the base: Metal. List price: Manufacturer failed to answer.

B & R NOVELTY CORP.
1805 First Ave., New York 28, N. Y.
Founded: 1947
Predecessor Company: Harlem Chromium Plating Co.

Personnel
Fred Rafanello, president and treasurer; Katherine Rafanello, vice-president.

Manufacturing Facilities
Company leases its manufacturing plant.

Equipment in Production
Steer
Trade name: Small Steer. Price at which ride operates: Manufacturer failed to answer. Material and construction of the body: Plastic fiber. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Steer
Trade name: Big Steer. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Racing car
Trade name: Racing Car. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Horse (big)
Trade name: Galloping Beauty. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Horse (small)
Trade name: Palomino. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed

with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Rocket
Trade name: Rocket Ship. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Rabbit
Trade name: Rabbit. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Duck
Trade name: Duck. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

BALLY MANUFACTURING CO.
2640 Belmont Ave., Chicago, Ill.
Founded: 1932

Personnel
Ray T. Moloney, president; H. B. Jones, vice-president; A. J. Renn, treasurer; J. D. Yates, secretary; Jack Nelson, sales manager.

Manufacturing Facilities
Company owns its own manufacturing plant.

Equipment in Production
Horse
Trade name: The Champion. Price at which ride operates: 10 cents. Material and construction of the body: Polyester plastic. Material and construction of the base: Laminated wood. List price: \$1,195.

Rocket
Trade name: Space-Ship. Price at which ride operates: 10 cents. Material and construction of the body: Laminated wood. Material and construction of the base: Laminated wood. List price: \$1,165.

BEAUTY HORSE SALES CO.
River Edge, N. J.
Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

CAPITOL PROJECTOR CORP.
556 W. 52d St., New York, N. Y.

Manufacturer failed to respond to questionnaire. Billboard files

(Continued on page 82)

You get all the 3 ESSENTIALS immediately for a prosperous going business . . .

- 1 FINEST, MOST SUCCESSFUL CHAIN-APPROVED RIDES!
- 2 TOP LOCATIONS IN YOUR TERRITORY!
Secured for you by our men at no cost!
- 3 SERVICE ARRANGEMENTS
We arrange for complete servicing of your rides—anywhere in the U.S.A.—by a NATIONAL SERVICE SYSTEM ON A CONTRACT BASIS! All you do is collect the profits!

OUR RIDES ARE NOW IN THESE TOP CHAINS

F. W. Woolworth—W. T. Grant—
S. S. Kresge—G. C. Murphy—
H. L. Green—J. J. Newberry—
McCroly—McClellan and other leading department stores, super markets, and chains.

Start making REAL MONEY now!
Write TODAY for full particulars!


in No. Texas



A^{TOMIC}J^{ET} and A^{QUA}J^{ET}
the Big MONEY MAKING Twins

to make More Money Quicker...
See these fabulous kiddie rides for yourself.
CONTINUOUS DEMONSTRATIONS AT
State Music Distributors, Inc.
3100 Main St., Dallas, Texas
Phone: Riverside 6455


in Quebec City



A^{TOMIC}J^{ET} and A^{QUA}J^{ET}
the Big MONEY MAKING Twins

to make More Money Quicker...
See these fabulous kiddie rides for yourself.
CONTINUOUS DEMONSTRATIONS AT
J. M. LEVER
7 St. Stanislas Street
Quebec, Que., Canada

in So. Texas



A^{TOMIC}J^{ET} and A^{QUA}J^{ET}
the Big MONEY MAKING Twins

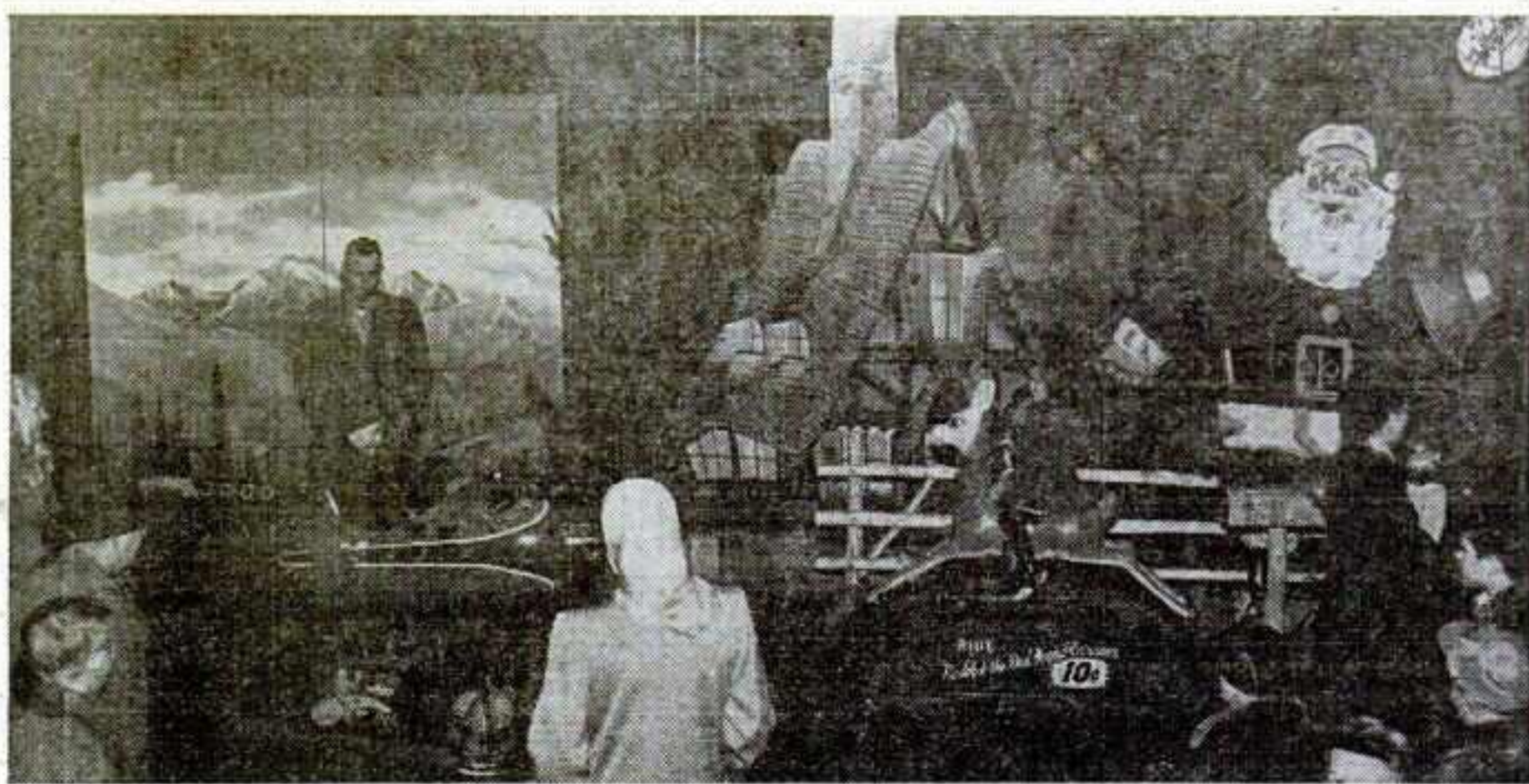
to make More Money Quicker...
See these fabulous kiddie rides for yourself.
CONTINUOUS DEMONSTRATIONS AT
KIDDIE RIDES
432 N. Main, San Antonio, Texas. Phone: Fannin 7521
2612 Fannin, Houston, Texas. Phone: Capitol 6363

in So. Calif.



A^{TOMIC}J^{ET} and A^{QUA}J^{ET}
the Big MONEY MAKING Twins

to make More Money Quicker...
See these fabulous kiddie rides for yourself.
CONTINUOUS DEMONSTRATIONS AT
AUTOMATIC ENTERPRISES
2321 W. Pico Blvd.
Los Angeles, Calif.



Northgate Kiddieland, Seattle, Wash., flashes its line-up of coin-operated rides with background props and scenery to heighten the illusions for youngsters. Ranch house and corral sets the scene for the horse rides.

How to Build Kiddie Ride Gross With Good Background and Props

By Tom Parkinson

OPERATOR of the Kiddieland at one of the largest suburban shopping centers in the nation has developed merchandising of coin-operated kiddie rides to the same high level which has made non-coin kiddie parks a big business.

He is Vernon L. Spalinger, owner of the Kiddieland at Northgate, shopping center in suburban Seattle. His bank of coin-operated rides did well enough during the past Christmas shopping season for him to credit these devices with much of the over-all increase scored by his lay-out.

Active in the carnival and amusement park field before swinging to the relatively new Kiddieland branch, this operator has taken the same step with coin rides that put Kiddielands into the win column.

For decades, ride men have spotted amusement devices on vacant lots and pitched to juvenile trade. Nothing spectacular happened until they began flashing their layouts with lights, scenery, kid-sized props and such trimmings as tunnels for the trains and corrals for the ponies.

Spalinger has added the same type of refinements and sales inducements to his coin-operated rides.

Central Location

His Kiddieland is in a central building of the shopping center. While roofed, the structure is open on three sides. It contains a full complement of standard kiddie devices such as a Miniature Train, Merry-Go-Round, Mix-Up, Rocket, Auto and Boat rides, all in kiddie scale. A kiddie fire truck works on the shopping center sidewalks. The operation—with accent on promotion—is tied closely to that of the entire shopping area and the merchandising plans of stores there.

Spalinger added coin-operated kiddie rides shortly after they began appearing on the market. Now he has a half dozen and he's planning to increase the number. Counting himself as a pioneer in the field, he states he learned quickly that two coin rides will more than double the gross of a single installation.

Upon adding coin-controlled devices, he determined their use in light of his basic show-business

experience. He was with the Evergreen carnival and Jantzen Beach amusement park as well as other organizations as a ride operator. The kid spot in general and coin rides in particular reflect showmanship, which might be called merchandising in other businesses.

"Background and props have a lot to do with profitable operation of rides," he relates. "In every instance we use something of this type."

Thus his horse rides are not merely parked besides a wall and left to draw as best they can. Spalinger has surrounded the horses with a rustic corral, added bales of hay and the front of a ranch barn. Saddles, bridles and other props are included, and over the gate is a sign bearing the name of the "ranch." The background sells the ride.

For his reindeer ride, Spalinger installed a large Santa Claus figure, a number of Christmas trees, Santa Claus' house and a rural mail box for letters to Saint Nick. Youngsters find plenty to hype their imagination and augment the illusion.

His jet rocket layout is backed by a painting of mountains and clouds, both suggesting altitude to young pilots, who quickly take the hint and see themselves soaring high—high enough to insist on repeat rides.

Completing the assortment is a battery of mirrors placed so that children may see themselves aboard the ride. These, however, had to be eliminated during the busy Christmas season because of the size of the crowd around each device.

Visual aids are augmented by sound effects. Some of these are designed for use in connection with a particular ride, but more often they are intended to create a sense of excitement thruout the Kiddieland. Locomotive bells, thunder sheets, sleigh bells and large triangles are sounded at intervals. However, Spalinger warns that over-use of these can nullify the benefits.

This application to coin rides is an extension of the principles followed in connection with his other rides, and principles found beneficial by Kiddieland operators in general. Many of the same ideas could be adapted to single ma-

chine locations of coin-operated rides.

Spalinger's Kiddieland operates 10 months of the year, closing after Christmas. This spring he plans to open with an assemblage of 10 coin rides. More will be added, he states, as they are developed and placed on the market.

Development, in his view, is a wide-open field. Spalinger predicts that new and clever ideas will be perfected in the next year or two. He is convinced that coin-box rides are here to stay.

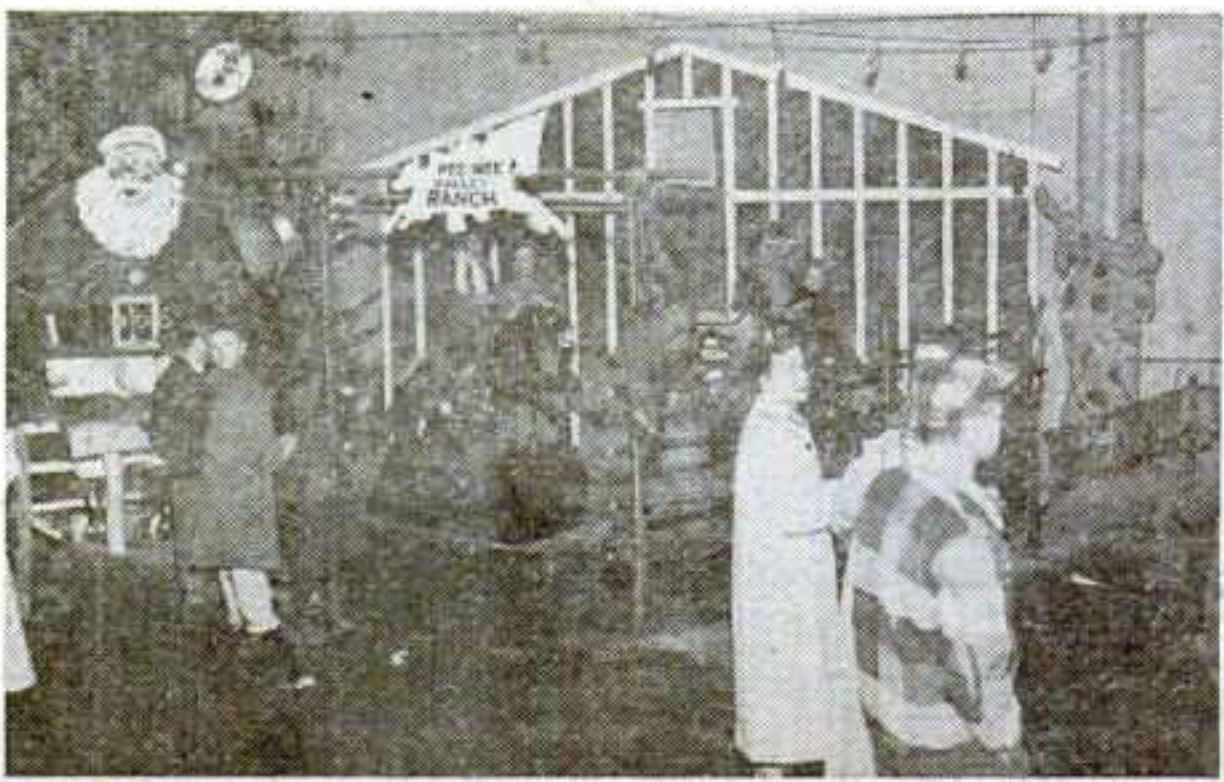
The current structural picture, he believes, leaves room for improvement. Spalinger knows the performance demanded of ride equipment. He not only uses factory-built kiddie rides but also is among the few operators who have been able to build their own rides with success. Familiar with the engineering and design requirements, Spalinger believes that while some of the present coin-operated rides are well built, "others should be eliminated entirely."

He recommends a greater degree of standardization of parts be established. A lack of greasing facilities is highly apparent on all machines, he states. And he complains that electrical parts on some models are of the "cheapest grade." Spalinger calls for better quality upholstery and painting on coin-operated rides. To succeed with Kiddieland operators in the outdoor field, coin rides must be built to the same standards as first class carnival and park rides, he believes. Wear and tear resulting from long hours of capacity business require top materials, he points out.

Points Up Trend

Spalinger's operation represents not only a pioneer coin ride location under management trained in show business but also one of the earliest combination of a Kiddieland with a shopping center. Trend toward such combinations is nationwide.

Metropolitan merchants already are familiar with kiddie rides thru use of them in their stores, particularly in holiday periods. Now, as they move to super shopping areas in the suburbs, many are counting full-scale Kiddielands in their basic plans. Spalinger is showing that coin-operated rides can play a profitable part in this development.



Background for a jet rocket ride shows clouds and mountains. Reindeer device is backed by Santa Claus and Christmas trees. Vernon L. Spalinger, operator of the Kiddieland, advocates props and scenery to increase appeal of coin-operated rides.

NON COIN-OPERATED KIDDIE RIDES

Requiring a space of only 30'x30'. For Store, Drive-In, Kiddieland and other locations.

- Kiddie Auto Ride
- Kiddie Boat Ride
- Kiddie Buggy Ride
- Kiddie Jeep Ride
- Kiddie Merry-Go-Round
- Kiddie Tank Ride
- Sky Fighter
- Little Dipper (requires 50' x 100')

See these rides illustrated on Page 49.
Write for Complete Details

ALLAN HERSCHELL COMPANY, Inc.
N. Tonawanda, N. Y.
World's largest manufacturer of amusement rides

How Kiddie Rides Became Big Business

MANY individuals and firms in the coin-operated kiddie ride industry look upon it as a newly created field. While it is only now coming into its own as a profitable business for thousands, its origin goes back to 1931 tho for all purposes it was on a small scale until 20 years later.

In 1931, Otto Hahs, head of the then but locally known Hahs Machine Works, in Sikeston, Mo., built a mechanical horse for his youngsters and their playmates. Hahs immediately saw the possibilities of the horse as a commercial venture and he soon was working on a unit adaptable for coin-operation. Ready for public location, the commercial horse proved an instant hit in the area around Sikeston and the Missourian was ready for added tests following the completion of several units thru the end of 1931 and early 1932.

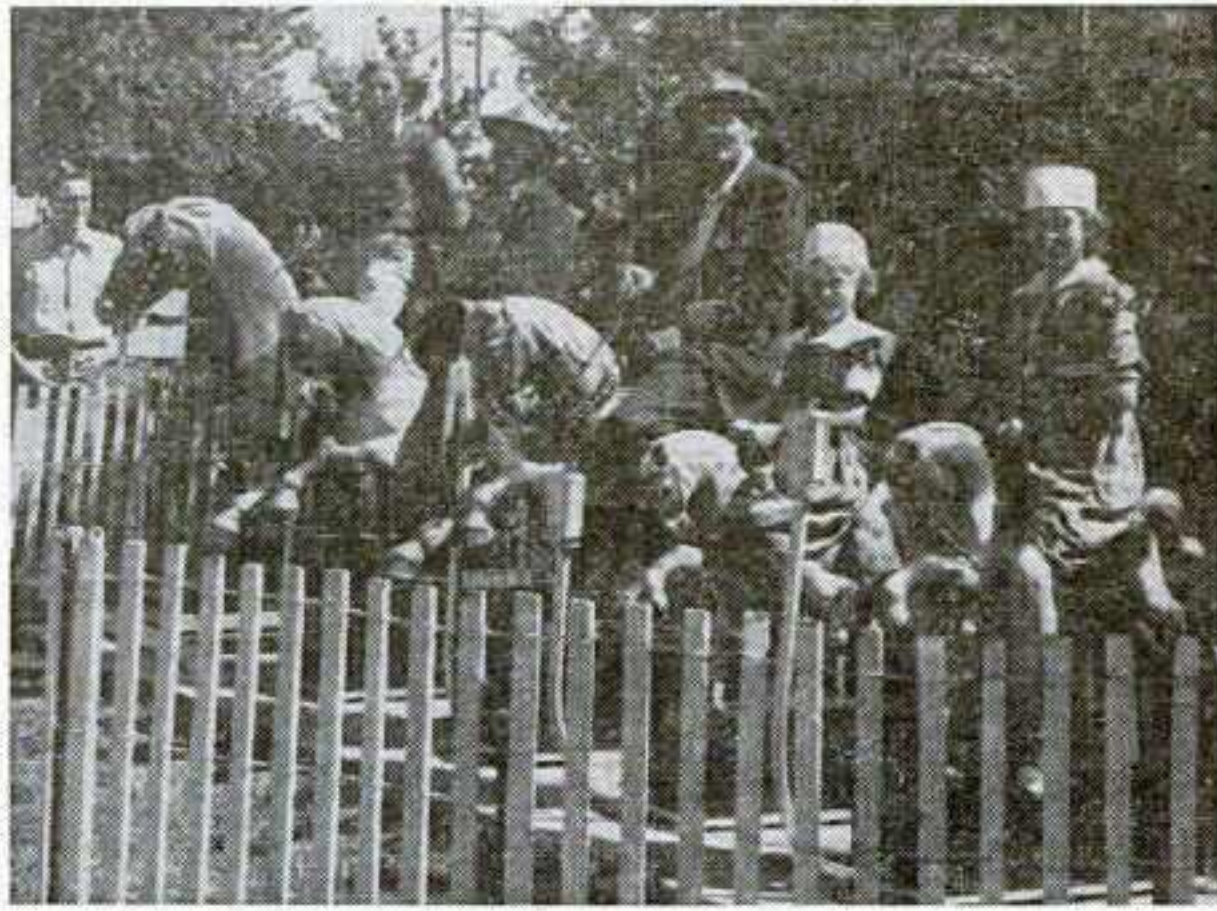
About the time Hahs was building his horse for the free play of the Sikeston moppets, the Link Aviation Trainer Sales Corporation, New York, was introducing a plane ride called the Pilot-Maker to the nation's locations—tho strictly for amusement park and carnival type spots. This was a comparatively complicated ride for a youngster and most of the patrons turned out to be adults. While the success of the Link coin-operated ride was modest because of its basic appeal to grown ups, it went on to become a historical trainer for Army, Navy and Marine Corps pilots in the late '30s and still plays an important part in the schooling of combat pilots. Currently, Link has its factory in Binghamton, N. Y., and is headed by Ed Link.

When Hahs took his coin-operated horses to the 1932 convention of the National Association of Amusement Parks (in later years the trade group expanded and is now known as the National Association of Amusement Parks, Pools and Beaches) it was more of an experimental showing but the results were more successful than he had dreamed. His horses won an award as the best new piece of equipment. National publicity resulting from the 1932 convention brought him several orders and some were sold to Playland, the well known amusement park at Rye, N. Y. At the 1933-34 Chicago sponsored World's Fair and later the 1939-40 New York World's Fair, Hahs had horse concessions that proved a success.

Despite this run of artistic and financial success, the horse ride business appeared to go into a period of oblivion for the following decade. Several, who remember the early horses, have offered logical reasons such as World War II and difficulty in procuring materials, but the facts indicate that no one seemed willing to carry the promotional ball. The horse ride was an inexpensive operating proposition in its early days and like today never seemed to wear out. The best proof of this is that Hahs' original horses are still on location and some are even in the original place.

The next big step in the kiddie ride development came in 1949 when Harry Julius, of the Tampa Amusement Company and who for many years has been affiliated with Royal American Shows, collared Frank Mencuri, sales manager of Exhibit Supply, and showed him a cast iron mechanical horse made by Hahs. Mencuri immediately became enthusiastic and had visions of the horse becoming a key unit in the modern Arcades and amusement parks. Mencuri visited Hahs in Sikeston and commissioned him to build some experimental horses and a master model. The model made was Pony Express and went on to open new horizons for the coin horses. Following the success of the initial experiments, Hahs came to Chicago and signed a royalty agreement with Exhibit Supply.

In the early part of 1950, the horse ride was still considered an Arcade piece and no one seemed ready to consider its basic mer-



Otto Hahs (center) is credited with building the first coin-operated horse rides 22 years ago. His four companions are testing early Exhibit models.

chandising appeal. As might be supposed, this phase was hit upon by accident. A new Kresge dime store was opening up in Sioux City, Ia., and the store's manager noticed a reference to coin-operated horses in a special issue of The Billboard. He decided to contact a horse manufacturer advertising in that issue, Exhibit Supply, and have one placed on location in the store for the opening week. Naturally, this promotion was handled on a free ride basis but an enterprising photographer in Sioux City started taking pictures of the kids with the store's permission and began selling the snapshots. Approximately, half of the parents requested the photos and the experiment proved successful.

Later when the store placed the horse on coin-operation, the ride receipts were so high and the lines so long that another concession was set up near the ride and included guns, cowboy outfits and related items which were sold readily. Tho this was an isolated instance, the experience proved to Exhibit Supply that a whole new era for the coin horse was getting under way. Not long after, Matty Carbone with a lot of enthusiasm influenced the Goldblatt and Weiboldt department stores, Chicago, that horse units were solid items to attract youngsters to their children's departments. Prior to Carbone's move others, including some experienced operators, had toyed with this idea but never went thru with a program.

The department stores' acceptance of the horse as a trade puller proved one of the key developments of the ride's future and convinced most ride manufacturers that the horse could be useful in chain stores, supermarkets, drug stores and other retail outlets. The potential for operators, too, was obvious. It was then that the much needed promotion of the rides was

launched and led to tie-ins with cowboy, movie, radio and TV stars such as the Lone Ranger, Gene Autry and Roy Rogers. While most operators still feel the horse will remain the big draw down thru the years, the rides coming out now featuring jet planes, speed boats, hot rod cars, a wide variety of animals

such as Elsie the Cow, Rudolph the Red-Nosed Reindeer, etc., will always have a profitable place on location. The first ride, other than the animal type, to prove a big draw was the space or rocket ride. These have been in production for almost a year and are just building a substantial following.

in Florida

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and

the Big MONEY MAKING Twins

to make More Money Quicker . . .

See these fabulous kiddie rides for yourself.

CONTINUOUS DEMONSTRATIONS AT

BUSH DISTRIBUTING CO.

286 N. W. 29th St., Miami, Fla.
60 Riverside Ave., Jacksonville, Fla.

CLOSE-OUT!

THERE ARE NO MORE!

Brand New!

34 Single Speed Rocket Patrols **\$495.00** EA.

9 2-Speed Rocket Patrols **\$545.00** EA.

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WRITE FOR SPECIAL PRICES!

USED EQUIPMENT—EXTRA FINE CONDITION!

4 Single Speed Rocket Patrols \$395.00 Ea.

2 Thunderbolt Horses 300.00 Ea.

1 Luna Ride 350.00

1/3 dep., bal. c.o.d., f.o.b. N. Y.

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KIDDIE RIDES AMUSEMENT CO.

612 10TH AVENUE, NEW YORK 36, N. Y. PHONE: CIRCLE 6-8464

★ MILLION DOLLAR RIDES FOR YOUR MILLION DOLLAR SPOTS

Worth waiting for, because they're *Scientific's*

SPACE SHIP

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SCIENTIFIC MACHINE CORP.

79 Clifton Place • Brooklyn 38, New York

NEvins 8-2115-6 • NEvins 8-2809

Two wonderful rides . . . superb in quality and performance . . . up to the high standards which have made Scientific a byword in the industry for 23 years.

WATCH FOR ANNOUNCEMENT ON DELIVERY DATE

Ride Manufacturers

Continued from page 79

show the company manufactures kiddie rides.

CONAT SALES CO., INC.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

"DECO" DIVISION OF DRUM EQUIPMENT CORP.

947 Lehigh Ave., Union, N. J. Founded: 1945

Personnel

Robert Lee Kaye, president; Harry E. Pearl, sales manager.

Manufacturing Facilities

Company owns and leases its manufacturing plants.

Equipment in Production

Rocket Trade name: Atomic Space Ranger. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$1,095.

EXHIBIT SUPPLY CO.

4218-30 W. Lake St., Chicago 24, Ill. Founded: 1901

Personnel

Ford SeBastian, executive vice-president; A. A. Ehler, treasurer; C. B. Palmer, secretary; Frank J. Mencuri, sales manager.

Manufacturing Facilities

Company owns its own manufacturing plant.

Equipment in Production

Horse Trade name: Big Bronco. Price at which ride operates: 10 cents.

Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$997.50.

Horse

Trade name: Roy Rogers' Trigger. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$1,047.50.

Rocket ship

Trade name: Space Patrol Scout Ship. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$997.50.

Horse (small)

Trade name: Rawhide. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$725.

Reindeer (small)

Trade name: Rudolph the Red-Nosed Reindeer. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters.

Rabbit (small)

Trade name: Pete the Rabbit. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$725.

Bull (small)

Trade name: Ferdy the Bull. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$725.

Bull

Trade name: El Toro the Bull. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$997.50.

FADCO MANUFACTURING CO., INC.

7309 State Rd., Philadelphia, Pa. Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

KIDDIE-RIDE SALES CO.

612 10th Ave., New York, N. Y. Founded: 1952

Personnel

Harry Berger, president.

Manufacturing Facilities

Company leases its manufacturing plant; also has equipment built on contract.

Equipment in Production

Horse

Trade name: Palomino. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Steel. List price: \$695.

Rocket

Trade name: Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Steel. List price: \$695.

KING AMUSEMENT CO.

82 Orchard St., Mount Clemens, Mich. Founded: 1936

Personnel

W. O. King, president, treasurer and sales manager.

Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production

Horse

Trade name: Ridem Cowboy. Price at which ride operates: 10c. Material and construction of the body: Fiber glass. Material and construction of the base: Steel. List price: \$675.

Automobile

Trade name: Leaping Lena. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Material and construction of the base: Steel. List price: \$675.

Boat

Trade name: Little Chug Chug. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Material and construction of the base: Steel. List price: \$675.

Train

Trade name: Little Choo Choo. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Material and construction of the base: Steel. List price: \$675.

KING-PIN EQUIPMENT CO.

826 Mills St., Kalamazoo, Mich. Founded: 1931

Personnel

J. R. Pieters, owner; Joe T. Aulton, sales manager.

Manufacturing Facilities

Company has its equipment built on contract by King Amusement.

Equipment in Production

Automobile

Trade name: Hot-Rod. Price at which ride operates: 10 cents. Material and construction of the body: Molded fiber glass. Material and construction of the base: Wood. List price \$565.

KINGSLEY CORP.

160 John St., Brooklyn 1, N. Y. Founded 1950

Personnel

Harold Levy, president; Michael M. Savitt, vice-president and sales manager.

Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production

Horse

Trade name: Lightning. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Waterproof plywood. List price: \$695.

Cow

Trade name: "Elsie" the Borden Cow. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Waterproof plywood. List price: \$695.

Company presently tooling to manufacture a Speed Boat and a Rocket Ship. Delivery on new units will be approximately 30 days. Further details were not given.

THE BERT LANE CO., INC.

372 N. E. 61st St., Miami, Fla. Founded: 1952

Personnel

Bert Lane, president; Justin J. Goldsmith, vice-president and sales manager; Charles Temple, secretary.

Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production

Speed boat

Trade name: Miss America Speed Boat. Price at which ride operates: 10 cents. Material and construction of the body: Marine plywood over ash frames, waterproof. Material and construction of the base: Marine plywood over ash frames, waterproof. List price: \$895.

Rocket

Trade name: Star-Flight Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Material and construction of the base: Marine plywood over ash frames, waterproof. List price: \$895.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

MEMPHIS METAL MANUFACTURING CO., INC.

795 Tanglewood, Memphis, Tenn. Founded: 1945

Personnel

R. S. Mason, president; W. B. Mason, vice-president and treasurer.

Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production

Horse

Trade name: Crusader the Mechanical Wonder Horse. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum, 1/4-inch casting. Material and construction of the base: 2-inch plywood. List price: \$965.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

MERRY-GO-ROUND SALES, INC.

1507 N. 33d St., Philadelphia, Pa. Founded: 1931

Personnel

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

Equipment in Production

Rocket

Trade name: Atomic Jet. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$995.

Boat

Trade name: Aqua Jet. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass, with mar-resistant finish. Material and construction of the base: Metal. List price: \$1,095.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

SCIENTIFIC MACHINE CORP.

79 Clifton Place, Brooklyn 38, N. Y. Founded: 1931

METEOR MACHINE CORP.

319 Hinsdale St., Brooklyn 7, N. Y. Founded: 1948

Personnel

John Hess, president; Charles Reyes, chairman of the board of directors; Max Himmelbaum, treasurer and secretary; Al Blendow, sales manager.

Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production

Rocket

Trade name: Meteor Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Automobile body steel. Material and construction of the base: Steel. List price: \$795.

Flying Saucer

Trade name: Meteor Flying Saucer. Price at which ride operates: 10 cents. Material and construction of the body: Automobile body steel. Material and construction of the base: Steel. List price: \$840.

Boat

Trade name: Meteor PT-Boat. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass reinforced plastic. Material and construction of the base: Steel. List price: \$795.

Horse

Trade name: Meteor Pony Boy. Price at which ride operates: 10 cents. Material and construction of the body: Cast aluminum. Material and construction of the base: Steel. List price: \$575.

RANGE RIDER CO.

419 E. 14th Terrace, Kansas City, Mo. Founded: 1952

Personnel

E. B. White, president and sales manager.

Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production

Horse

Trade name: Range Rider. Price at which ride operates: 10 cents. Material and construction of the body: Non-ferrous metal. Material and construction of the base: Plywood. List price: \$775.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

ROYAL ENGINEERING CO.

550 W. Beach Ave., Inglewood 3, Calif. Founded: 1948

Personnel

Predecessor Company: Royal Shuffleboard Co.

Equipment in Production

Space ship (rocket)

Trade name: Space Rider. Price at which ride operates: 10 cents. Material and construction of the body: Plywood. Material and construction of the base: Plywood. List price: \$895.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

RICHMOND PRODUCTS

1776 Broadway, New York, N. Y. Founded: 1948

Personnel

Predecessor Company: Royal Shuffleboard Co.

Equipment in Production

Hobby horse

Trade name: Royal Mustang. Price at which ride operates: 10 cents. Material and construction of the body: Wood. Material and construction of the base: Wood. List price: \$729.50.

Predecessor Company: Royal Shuffleboard Co.

NATE SCHNELLER, INC.

222 W. Diamond St., Philadelphia 22, Pa. Founded: 1949

Personnel

Predecessor Company: Nate Schneller Co.

Equipment in Production

Rocket

Trade name: Atomic Jet. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$995.

Predecessor Company: Nate Schneller Co.

Equipment in Production

Rocket

Trade name: Crusader the Mechanical Wonder Horse. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum, 1/4-inch casting. Material and construction of the base: 2-inch plywood. List price: \$965.

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

SCIENTIFIC MACHINE CORP.

79 Clifton Place, Brooklyn 38, N. Y. Founded: 1931

Personnel

Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

Equipment in Production

Rocket

Trade name: Atomic Jet. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$995.

NATIONWIDE OPERATION OF KIDDIE RIDES

Presently on Location With Rockets, Boats, Horses, Choo-Choo Trains and Other Devices in Leading:

VARIETY CHAINS
SUPER MARKETS
SHOPPING CENTERS
DRUG STORE CHAINS
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★ HIGH EARNING PERCENTAGE
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★ ALL TAX AND LICENSE CHARGES PAID
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735 SO. BROOK ST., LOUISVILLE, KY. WABASH 5839

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We represent the top manufacturers and stock the finest kiddie rides in the nation, including . . .

Bally Champion Horse
Bally Space Ship
and many, many more.

Write for Details and FREE Circulars

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET
Branch: 906 Copouse Avenue, Scranton, Pa.

SCOTT-CROSSE COMPANY

PHILADELPHIA 30, PA.

The COWPONY

TOPS IN PERFORMANCE — TOP MONEY MAKER
THE ARISTOCRAT OF THE MECHANICAL HORSES


OUTSTANDING FEATURES

Life-Like Western Pony	No Belts or Pulleys
Real All-Leather Western Saddle	Sealed in Bronze Worm Gear Operating Mechanism
True-to-Life Action	Retractable Casters
Smooth, Quiet Operation	Easy to Mount
Precision-Built Throughout	Overall height from floor to saddle seat 38"
All Metal Construction	All electrical parts and wire UL approved
Solid Cast Aluminum Horse	
National Coin Receptor	

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SOME CHOICE DISTRIBUTOR TERRITORY STILL OPEN

H. E. EWART CO.

Manufacturer
707 E. Greenleaf NEW 1-0808; NEV 6-1976 Compton, Calif. 43"x24" 110 Volt AC



R-M Bows Four New Models at Confab

Mallmann, Burke, Banking and Business Notables Speak at General Sessions

PHILADELPHIA, Jan. 24.—The introduction of four new drink machines was the highlight of the fifth annual national convention of Rudd - Melikian, Inc. (15-16).

Over 300 persons attended the sessions and saw the unveiling of the new machines. One of the units is a juice dispenser which serves a choice of three fresh juices, another is a dual unit serving Kwik - Kafe coffee and a choice of any three carbonated beverages. A third model, for institutional use, is not coin-operated, it is a push-button-operated coffee dispensing counter unit. The fourth machine, soon to go into production, is a three-flavor dispenser of cold drinks.

Session Subjects

The meeting sessions were chaired by K. Cyrus Melikian. The welcoming address, on behalf of the Philadelphia Chamber of Commerce, was given by Gen. Hugh B. Hester. "The Business Outlook for 1953" was the subject of a talk by John H. Bunting, research associate of the Federal Reserve Bank.

J & M Vending Buys Modern Vendrinks Co.

MIAMI, Jan. 24. — J & M Vending Company took another step this week in its expansion program by buying out Modern Vendrinks Company of Miami, active in the cup drink field here since 1935.

Mort Simon, J & M partner and general manager, announced that the purchase involved 57 cup drink venders, one coffee machine, inventory, and all of the firm's equipment except office

(Continued on page 87)

See New Record For NAMA Meet

CHICAGO, Jan. 24.—John Pero III, Pero Associates, New York, exhibit sales committee chairman of the 1953 National Automatic Merchandising Association convention, stated this week that the meet will feature the largest display of venders and allied products under one roof. He said attendance during the August 23-26 meeting at the Conrad-Hilton Hotel is expected to set a new record.

The 1952 NAMA convention attracted attendance over 500 per cent greater than the association's

(Continued on page 87)

'Vending Machine Inside' New Lorillard Promotion

NEW YORK, Jan. 24. — The latest effort of the P. Lorillard Company to boost sales of Old Golds and Embassy cigarettes thru vending machines may prove a stimulus to the cigarette vending industry as a whole.

Lorillard's plan, as outlined by Ed Primus, sales promotion executive, is to distribute decals to locations for placement on doors and windows where they may be seen by the passer-by. The buff and red decals, 7½ by 10 inches, read "Vending Machine Inside." The message is flanked by pictures of Old Gold and Embassy packs.

As the purchaser leaves the location, he sees the reverse side of the decal which reads, "Thank You, Call Again."

Tips on sanitary maintenance of dispensers were given by Dr. W. L. Mallmann, professor of bacteriology, Michigan State College. A special representative of the Connecticut General Life Insurance Company gave details on a group health and accident policy.

Other speakers described how to sell and service installations which are dealer-operated and those owned by the location. William Burke, of the Minute Maid Corporation, spoke on the juice.

Mass Production Set for Bus Gum Venders

Extend Test Use In Public Vehicles; Mull Sale Program

NEWARK, N. J., Jan. 24.—Mass production of penny tab gum and candy vending machines for installation on busses, will get underway within two weeks, Ben Golob, head of Transportation Venders, Inc., announced this week.

The venders were tested on two busses of the Yonkers Railroad Company (The Billboard, January 24). Golob said that results were satisfactory and that eventually the venders would be installed on all 55 busses of the fleet. Ten venders were installed on each bus.

Meanwhile, Golob said the venders are also being tested on busses in a New England city. The machines, installed next to the windows, vend 50 pieces of penny gum or chocolate. They are serviced in the bus company's garage where each bus may be handled in less than 10 minutes.

Deal Pending

Golob said that a deal was pending with one of the nation's major bus lines for a test installation on 67 busses, with 10

(Continued on page 87)

FTC Files Anti-Trust Violation Against FCM

LAKELAND, Fla., Jan. 24. — Following Federal Trade Commission charges last week that it had engaged in activities violating anti-trust laws, the Florida Citrus Mutual took immediate action to file a formal answer to the complaint. Robert W. Rutledge, FCM general manager, stated that the organization's 6,771 grower members are prepared to back an all-out fight against the charge and take the

Philip Morris King-Size Entry Poses New Operator Questions

Higher Price No Problem for Pennied Packs; See Profit Hassle on Others

By AARON STERNFIELD

NEW YORK, Jan. 24. — Cigarette operators weren't too certain this week how the new king-size Philip Morris cigarette would affect the vending picture. The jumbo PM's, announced Wednesday (21) by Alfred E. Lyon, chairman of the board, will sell for a cent or possibly two more than the standard-size PM pack at the retail level, and this penny or two will pose problems for the operators.

Most machines in the New York area vend at 25 cents a pack. This means that either the operator or the location makes a cent a pack less on king-size PM's than they do on other brands, or they may split the cent.

In machines which dispense pennied packs, the problem is lessened. By inserting a cent less change in king-size PM's, the price differential is taken care of. This procedure has worked out well with the long Chesterfields, which hit the market last June.

No Problem

The actual conversion of a regular-size to a king-size column isn't considered a major problem. Most vending machines can be converted on location in a matter of minutes.

The consensus among operators is that if the new PM's catch on, and if carrying them means doing so at a profit, they will do so. But they aren't going to "load

up" until they see how the public takes to the latest entry in the king-size field.

Meanwhile, Lyon said that an advertising drive is now getting underway. It will include 501 newspapers covering every U. S. market, trade papers, magazines, radio and TV, to achieve fast national distribution of the new product.

Public Announcement

The first public announcement will be made Monday night (26) on the "I Love Lucy" video show to an estimated audience of more than 40,000,000, Lyon said. He added that this would be followed by a heavy barrage of newspaper advertisements.

Packaging changes mark the addition of the king-size PM to the firm's line. A red pull-tab will facilitate the removal of the top of the cellophane around the package. The package itself has also been revised to make the front and rear panels identical, each featuring only the company name and crest.

A series of regional meetings with the company's entire sales force, with briefing on the plans for the introduction of the king-size cigarette, was concluded by Lyon Tuesday (20).

Secret Move

Under strict secrecy, special labor forces, assigned to the project, are isolated in sections of Philip Morris' Louisville factory and are working overtime to build up the inventory. Shipments were

CANDY CEILINGS TO STAY

OPS Rules Price Relief Unjustified at Present

WASHINGTON, Jan. 24.—The Office of Price Stabilization last week turned down a request made last June by the Confectionery Industry Advisory Committee to suspend price ceiling regulations. However, while rejecting immediate decontrol of the candy industry, OPS left the door open for such action in the future.

The advisory committee, made up of leading candy manufactur-

ers, had originally submitted its recommendation for price relief June 20. After a survey of the pricing situation in the confectionery industry, OPS ruled that the relationship between price ceilings and actual manufacturers' prices did not justify issuance of price relief.

In refusing to grant new ceilings, OPS declared: "Data submitted by the (candy) industry revealed a difference of only 4.7 per cent between the selling prices and Ceiling Price Regulation 22 ceiling prices for all categories of candy. In one category, 63.5 per cent of the sales volume was reported at less than 2 per cent below ceiling, and the over-all weighted average percentage of selling prices to ceiling prices was 97.6 per cent."

"Under our suspension standards, a commodity must be selling materially below ceilings and we must have a clear-cut technique for reimposing controls if the need arises."

"It is clear from this data that the difference between selling and ceiling prices of confectionery products is small. There is practically no margin between the present level of confectionery prices and the level at which the agency would be forced to reimpose ceilings."

"If confectionery ceilings were suspended now, the likelihood of reimposition within a very short time would be great."

Evaders in Chi Hit Cig License

CHICAGO, Jan. 24.—The City Council's crime committee crack-down last week on 2,000 taverns without cigarette licenses extended this week to 10,000 places of business of all types.

According to the committee, there are about that many retailers selling cigarettes without licenses. Food stores, restaurants, and other places moving large quantities of smokes will be investigated.

A check of the Loop area by police alone revealed that 96 of 400 taverns and restaurants were unlicensed. It was estimated that

(Continued on page 87)

Lyon Readies L. A. Branch

LOS ANGELES, Jan. 24.—Lyon Industries, Inc., will open a factory branch here about February 1 to serve the West. William Keener will be in charge. A complete line of Lyon machines and parts will be carried.

Keener has been in vending machine field for 14 years and served four years with Davidson Bros., one of the city's largest vending machine operators. Associated with Keener will be Bernard Roach, who will handle floor sales and the parts department, and Mrs. Roach as secretary.

made to the 50 Philip Morris warehouses under code designations until the company was ready to announce the move Wednesday.

By Wednesday morning, every PM dealer in the nation had a supply of king-size PM's in stock.

Lyon said that no test campaigns had preceded the national distribution and that efforts to boost the new pack would depend on the results of a survey now in progress.

Heyman Patents New Instant Coffee Process

Liquid Concentrate May Be Canned; to License Production

NEW YORK, Jan. 24. — Dr. Wilbert A. Heyman, coffee chemist and president of Heyman Processes Corporation, announced a new patented instant coffee process this week. It consists of brewing the coffee within a sealed container designed for sale to the consumer. Coffee is placed in the container, oxygen free water added and the oxygen above the coffee is removed; the container is then sealed and subjected to a sterilization process so that the coffee retains its natural aroma and flavor. Refrigeration is not required.

Heyman stated the patents cover 21 claims, including variations in the process and products. One variation uses whole roasted beans; another uses concentrate. In others, the product is a ready-to-drink beverage which may be heated or chilled. Carbonated coffee is possible by adding carbonated instead of plain water when the product is manufactured.

While coffee cannot be canned in ordinary tin cans, Heyman pointed out that the American Can Company had developed a new coating which enables the use of cans for packing the new concentrate. He said the addition of one to two teaspoons of the canned coffee concentrate is sufficient for a single average size cup of boiling water.

Heyman stated that licenses to use the new processes will be made available to reputable firms throughout the world.

Danish Cig Vender Thieves Rounded Up

COPENHAGEN, Denmark, Jan. 24.—Police last week completed a round-up of a band of 42 thieves, ranging in age from 16 to 22 years, who were implicated in at least 154 robberies, the majority of which consisted of the looting of cigarette vending machines.

Since the round-up, there has been an almost complete let-up in pilfering from coin-operated machines in this city. A recent increase in the price of cigarettes was responsible for the big upswing in the robbery of smoke venders, but the temptation has been lessened since many machines have been adjusted to handle only the 10-cigarette size packs, which means there is only about half the merchandise value and cash in each machine.

Principal reason for the large number of cigarette vending machines on sidewalk locations is the fact that all stores selling smokes close at 6 p.m. and are closed

(Continued on page 87)

COMPLETE CONVERSION UNITS TO ALL KING SIZE FOR ALL TYPES OF MACHINES

- DuGRENIER "S"
- DuGRENIER "V"
- DuGRENIER "W"
- NATIONAL 9-30
- NATIONAL 9-50
- U-NEED-A-PAK "A"*
- U-NEED-A-PAK "E"*

Matches will operate with all our models except the National 9-50

*King Size Conversions for the U-Need-A-Pak "A" and "E" models are available for either half or all of the columns.

WRITE-WIRE-PHONE FOR DETAILS

Central Vending Machine

SERVICE COMPANY
3967 Parrish Street Philadelphia, Pa.
Phone: Evergreen 6-4244 or Baring 2-8710

VICTOR . . . The Operator's Choice for Better Vending . . .



1 to 23	ea.	\$14.20
24 to 67	ea.	14.00
48 to 99	ea.	13.75
100 or more	ea.	13.20

All Machines packed and sold 4 to the case.

ARTHUR GRAEFF
3121 Strathmoor
Toledo 14, Ohio

Precision-Built for PROTECTION & PROFITS!



ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weights less than 7 lbs.

IMPROVED!

SILVER-STREAK

BRUSH HOUSING & BALL GUM WHEEL



MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest:
M. J. Abelson, Gen. Sales Mgr.
2033 Fifth Ave., Pittsburgh
Phone: AT 1-6478
Pacific Coast Distributor:
OPERATORS VENDING
MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
Foreign rate, one year, \$6.00. 931

Name

Address

City..... Zone..... State.....

Occupation

Letter to The Editor

With regard to Mr. Sternfield's article in the January 10 issue of The Billboard, titled "Operator of 600-Machine Route May Expect Profit of \$14,000," I have some comments.

Dear Sir:

First, gross income per machine established at \$14.50 every time it empties; \$1.75 for ball gum, \$3 for charms and \$3 for commission gives a cost figure of \$7.75 or a gross profit of \$6.75.

Quote from article: "If each machine were to empty between two and three times a year, the take would be about \$40 per machine per year. This would give the operator an annual gross income of \$24,000. Figuring an operating cost of \$200 a week, total annual expenses would be \$10,000, leaving a net profit of \$14,000."

Since when is two-and-a-half times \$6.75 equal to \$40?

Let's say the machine empties four times a year—four times \$6.75 is \$27 gross profit per machine per year. With 600 machines, the gross profit figure would be \$16,200. Now subtract your figure of \$10,000 a year operating costs and this leaves a net profit of \$6,200 a year.

If the writer of the article was wrong, let's print a correction before every Tom, Dick and Harry goes out and buys 600 ball gum machines.

If I'm wrong, please explain it to me. If 6000 machines will net \$14,000 on a \$12,000 investment, please let me know where to buy 600 machines—quick.

Sincerely,
Gene Meek

Reader Meek has a point; the annual net profit quoted in the article does not reckon with maintenance, depreciation, insurance and auto costs. While the existence of such additional overhead was mentioned in the story, it should have been emphasized and an average deduction covering such costs subtracted from the \$14,000 "net income."

Actually, this would amount to an additional \$1,100 to \$1,500 per year, depending upon the operation.

Quoted first year net income also should have stressed that it did not include the \$12,000 investment among operating expenses; Meek assumed it did.

Meek uses \$6.75 net profit per empty-out as the basis for arriving at the gross sales per machine per year. The article stated the take (gross sales) would be \$40 annually.

Citing \$27 as the gross profit (sales) per machine per year Meeks states \$16,700 is the gross profit (sales) from which he subtracts the \$10,000 operating expenses again after they were first taken from the over-all gross profit.

Lunch-O-Mat Gross

NEW YORK, Jan. 24.—Lawrence Reiss, Statler Lunch-O-Mat exec, this week said that the latest weekly average gross for the 10 Lunch-O-Mats in the New York area is \$205 per machine.

CANADIAN OPERATORS!



We are the Canadian distributors for OAK'S

ACORN

VENDOR

The finest in the vending industry. We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

INTERNATIONAL VENDING CO., LTD.
940 Gerrard St. East Toronto, Ont. Hargrave 2179
501 Gladstone Ottawa, Ont. Ottawa 3-5782

EXPERIENCED VENDING MACHINE REPRESENTATIVES

To sell nationally advertised Candy, Cigarette and Gum Machines. Territory available: Kansas, Missouri, Nebraska, Potential earnings unlimited. Must have car. Sell to established operators. Give full details on past experience in first letter. Replies held confidential.

Our men know of this ad
BOX 598
c/o The Billboard Pub. Co.
188 W. Randolph Chicago 1, Ill.

Canteen 1st Quarter Gross \$10 1/2 Million

CHICAGO, Jan. 24.—Automatic Canteen Company of America sales for the 12 weeks ended December 20, comprising the first quarter of the current fiscal year, totaled \$10,688,900. For the like period in 1951, sales were \$9,537,149.

Net income after federal taxes for the first quarter of the current fiscal year was \$197,993, compared with \$171,527 a year earlier.

Canteen declared a 25-cent dividend on common stock and a 22 1/2-cent dividend on preferred shares payable March 2 to stockholders of record February 16.

Cigarette Service Robbed of \$6,000

MIAMI, Jan. 24.—Burglars stole \$6,000 from a safe Wednesday (14) at Cigarette Service Inc., second largest vending company in the area.

Manager Howard C. Martin told detectives he discovered the robbery when he opened the plant at 8 a.m. The safe was pried open by the burglars who broke thru the roof.

The company changed hands only two weeks ago when two New Yorkers, Joe Spinelli and Joe Amato, purchased it for a reported \$340,000, part of payment which consisted of their Liberty Cigarette Service operation in New York (The Billboard, January 10).

Eppy Sets Policy On Charms Mixes

NEW YORK, Jan. 24.—Samuel Eppy & Company, Inc., Jamaica, N. Y., charm manufacturer, announced the firm's new policy on the sales of charm mixes. All new metal-plated charms manufactured by the Long Island firm will be added to the mixes.

The current metal-plated mix includes loving cups, horseshoes, lucky stars, four-leaf clovers, heart charms, boxing gloves, footballs, baseballs, bowling pins, skulls, funny faces, comic strips, series No. 2, series No. 70 and rings.

Cost is \$5 per thousand copper-plated; \$5.50 per thousand silver-plated, and \$5.25 per thousand half copper-half silver.

VICTOR'S TOPPER DELUXE HALF-CABINET STYLE



Also Available
• VICTOR'S Topper Deluxe Globe Style
• VICTOR'S Baby Grand Deluxe
Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted.

1 to 23	ea.	\$14.25
24 to 47	ea.	\$13.25
48 to 99	ea.	13.00
100 or more	ea.	12.75

All machines packed and sold 4 to the case.
Write for our complete charm and merchandise list. Price subject to change without notice.
Pioneer Vending Service
590 Albany Avenue Brooklyn 3, N. Y.
Phone: PResident 4-5358

NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

- Playing Cards
- Silver Tipped Bullets
- New Cameos
- Compasses
- Photo Lockets
- Photo and Jewel Rings

Ours is the first and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

PENNY KING CO.
2538 Mission Street Pittsburgh 3, Penna.

We are roasters and salters of Nut Meats

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Wrigley's Gum
- Squash Seeds
- Red Skins
- Almonds
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Stands
- Brackets
- Scales
- Charms
- Globes
- Parts

Northwestern "49"
1-24 \$17.25 ea.
25-99 17.15 ea.
100 or more 16.95 ea.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

VICTOR'S Topper Deluxe Half-Cabinet Style

Machines will buy themselves with my time payment plan

Better price today for price and terms on the number of machines you can use

Roy Torr
Lansdowne, Pa.
Giving friendly service and liberal terms since 1910.

FOR SALE ESTABLISHED VENDING ROUTE

160 Stoner Candy Machines, 150 on location

- 70 1¢ Tab Gum Vend Machines
- 42 1¢ Ball Gum Machines
- 60 1¢ Peanut Machines
- 40 5¢ Cashew Machines
- 8 Hot Popcorn Machines

Contact
Ralph A. Wance
Wance Food Products
2104 Fairgrove Ave. Hamilton, Ohio

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

VICTOR . . . For Profitable Trouble-Free Operation . . .



1 to 23	ea.	\$14.20
24 to 47	ea.	14.00
48 to 99	ea.	13.75
100 or more	ea.	13.20

All machines packed and sold 4 to the case.

Le BLANC VENDING CO.
P. O. Box 324 Breaux Bridge, La.

VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Baby Grand Deluxe



\$14.25 EA. \$13.25 ea. (100 or more)

All machines packed and sold 4 to the case.

On either cash or liberal terms by
ROY TORR
Lansdowne, Pa.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3
Advance Model D Ball Gum		\$7.45		\$7.45
Ajax Hot Nut, 5c	\$39.50	39.50		
Almond Vendors, 5c	4.95	4.95		
Asco Hot Nut, 5c	15.00	15.00		
Bantam, 5c	10.00	10.00		
Columbus, 1c	8.00	8.00		
Columbus, 5c	8.50	8.50		
DuGrenier Candyman	62.50	62.50	\$62.50	62.50
DuGrenier Challenger, 5c (3 col.)	22.50		22.50	
DuGrenier Challenger (7 col.)	125.00	125.00	125.00	125.00
DuGrenier Model S (7 col.)			79.50	79.50
DuGrenier Model W	85.00	85.00	85.00	85.00
DuGrenier (11 col.) 25c conversion			125.00	
Eastern Electric C-8	150.00	150.00	150.00	150.00
Exhibit Card Vendor, 1c	15.00	15.00		
Esquire 1c	6.95		6.95	
Foot Ease (Exhibit)	85.00	85.00	85.00	85.00
Humpty Dumpty Scale			125.00	
Jewel King 5c	6.95	6.95		
Jolly Ice Cream Vendor	625.00			
Keeney (9 col.) Elec.	185.00	185.00	185.00	185.00
Kwik Shon Shine Machine	54.50	54.50	54.50	
Lehigh PX 25c	149.50			
Marion Scale	89.50	89.50	89.50	89.50
Master, 1c	8.50	8.50		
Master 5c	7.45	7.45	7.45	7.45
Model V 1c Cabinet	9.50	9.50		
Model V 1c Globe	8.95	8.95		
National Candy 618	90.00	90.00	90.00	90.00
National 750	95.00	85.00 95.00	85.00 95.00	95.00
National 930	95.00 130.00	89.50 95.00 130.00	89.50 95.00 130.00	95.00 130.00
National 950	145.00	89.50 145.00	89.50 145.00	145.00
National Candy 918			110.00	110.00
N. Y. Stamp	22.50			
Northwestern 33 Ball Gum	7.50(2)	7.45 7.50(2)	7.50	7.45 7.50
Northwestern Deluxe 1c and 5c	13.95 15.00	13.95 15.00	13.95	13.95
Northwestern Model 39, 1c		8.50		
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.50	69.50	69.50	69.50
Popperette	125.00			
Rowe Diplomat Electric	185.00	185.00	185.00	185.00
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe President (10 col.)	100.00 155.00	100.00 155.00	100.00 155.00	100.00 155.00
Rowe Royal (8 col.)	130.00	130.00	130.00	130.00
Rowe Royal (10 col.)	140.00	140.00	140.00	140.00
Sanitary Napkins 10c	22.50	22.50	22.50	22.50
Shipman Stamp, 1c & 3c	22.50			
Shipman 3-Way Stamp Vendor	39.50	39.50	39.50	
Silver King, 1c or 5c	7.45	7.45	7.45	8.50
Silver King Hot Nut, 5c	15.00	15.00		
Silver King Hunter	19.50 22.50	22.50	22.50	22.50
Siros Brush-Up	50.00	50.00	50.00	50.00
Stewart-McGuire 25c conversion			99.50	
Topper	10.50			
Uneeda Model E (6 col.)			50.00	
Uneeda Model E (8 col.)	80.00	80.00		
Uneeda Model E (9 col.)	80.00	80.00	80.00	80.00
Uneeda Model E (12 col.)	80.00	80.00		
Uneeda Model, 500 (7 col.)	95.00	95.00		
Uneeda Model, 500 (9 col.)	135.00	95.00 135.00	135.00	135.00
Uneeda (15 col.) Model 500	115.00	115.00	115.00	115.00
Uneeda Monarch (6 col.)	75.00	75.00	75.00	75.00
Uneeda Monarch (8 col.)	90.00 95.00	90.00 95.00	90.00 95.00	95.00
Uneeda Monarch (10 col.)	110.00	110.00	110.00	110.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	50.00	49.50 50.00	49.50 50.00	49.50 50.00

5¢ Chlorophyll Tray Vendor...

ATLAS BANTAM



★(Vends chlorophyll ball gum or chlorophyll chicle tabs, that new magic green stuff) ... green as a new dollar bill ... with just about as much customer-appeal! The Bantam is a gleaming, chrome-like vendor that will not only catch the customer's eye, but will make a hit with the location owner when you approach him on placement. With tray it can be slid along bar tops ... placed next to a cash register, it gets the odd coins. It's small enough to fit into any nook where there's traffic.

... and for profits, you can't beat the Bantam.

★(Vends two chlorophyll balls of gum or four chlorophyll chicle tabs for a nickel! Just figure that out! ... and when you do, you'll know you're sure with Atlas' Bantam!

Also vends almonds, pistachios and nuts

Salesmen and Distributors—Write NOW

ATLAS EST. 1925 MANUFACTURING AND SALES CORP.
12220 TRISKETT RD., DEPT. 123 CLEVELAND 11, OHIO

PERFECTLY RECONDITIONED!

LEHIGH PX

400 Pack Capacity
25c Operation
King Size



\$149.50

Jewel King, 5c Bulk, 2 Comp. 56.95
N.W. Model 39, 1c Bulk 8.50
N.W. Model 33 Ball Gum 7.50
N.W. DeLuxe 1c & 5c Comb. 15.00
Master 1c Bulk 8.50
Columbus 1c Bulk 8.00
Columbus 5c Bulk 8.50
Model V 1c Globe 8.95
Model V 1c Cabinet 9.50
Asco Hot Nut 5c Bulk 15.00
Silver King Hot Nut 5c Bulk 15.00
Ajax Hot Nut 5c Bulk, 3 Comp. & Stand 39.50
Bantam, 5c Tray 10.00
Almond Vendor, 5c Tray 4.95
Exhibit Card Vendor, 1c 15.00
Toppers 10.50
New Adams Gum Vendor 17.50
Shipman Stamp, 1c & 3c 22.50
N. Y. Stamp, 1c & 3c 22.50
Advance Stamp, 5c (New) 10.00

COUNTER AMUSE. MACHINES
Hit-A-Homer, 1c \$19.50
Pop-Up, 1c 19.50
Kicker & Catcher 22.50
Silver King Hunters 19.50
Robbins Bingo 22.50

★ NEW AND RECONDITIONED VENDORS
★ PARTS, SUPPLIES, ACCESSORIES
★ BALL GUM, CHARMS, NUTS
★ EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

VICTOR... For Trouble-Free Operation

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style VICTOR'S Baby Grand Deluxe



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

GARDNER & LOSE, INC.
2611 Hale Avenue Louisville, Ky.

SILVER QUARTER OPERATION KING SIZE INCLUDED! CIGARETTE MACHINES



Uneeda Model 500, 7 col., 250 cap., or 9 col., 350 cap. \$95.00
National Model 930—9 col., 270 cap. 95.00
DuGrenier Model W—9 col., 308 cap. 85.00
Rowe Imperial—8 col., 240 cap. 85.00
Uneeda Model E—8 or 9 or 12 col., up to 300 cap. 80.00

CANDY VENDORS

U-SELECT-IT, LATE WALL MODEL—74 CAP. \$ 45.00
DuGrenier Candyman with Base—72 cap. 62.50
National Model 618 with Base—108 cap. 90.00

UNEEDA MONARCH
6 Cols., 380 Pk. Cap. \$75.00
8 Cols., 510 Pk. Cap. \$90.00

Any column can be used for king size or standard size vending as desired.

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Un-conditionally Guaranteed Trade Prices. 1/3 Dep. Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

The word to the "wise" is...

GUGGENHEIM for **CHARMS**

SEND FOR PRICE LIST



33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

GENUINE DuGRENIER KING-SIZE CONVERSIONS

7 Column 'S' Machine \$16.50
7 Column 'V'-'VD'-'K' Machine 17.50
9 Column 'W' Machine 19.50
11 Column Champion Machine 25.50

F.O.B. Haverhill, Mass.
Write, Wire or Call
Phone: Everglade 4-6500
JAMES H. MARTIN 2614 W. North Ave., Chicago 47, Ill.

For Beauty and Durability—It's Victor

VICTOR'S Baby Grand Deluxe VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

STANDARD SPECIALTY CO.
5115 E. 14th Oakland 1, Calif.

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY

see page 3 for rates

BRAND NEW LUCKY BOY VENDORS

\$9.75 Each Model 1/2 or 5/8

Lots of 5 \$9.50 Ea.
Lots of 10 \$9.25 Ea.
Lots of 25 \$9.00 Ea.

For 140-170-210 Gum and Charms, Nuts and Chicle Chews. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, KY.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity . . . holds over 500 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location.

THE NORTHWESTERN CORPORATION
899 S. ARMSTRONG STREET
MORRIS, ILLINOIS

2 Wyo. Cities Set New Vender And Tax Laws

CHEYENNE, Wyo., Jan. 24.—A new vending machine licensing ordinance to go into effect here is believed by city officials to provide "more equitable distribution of taxes" than the law it replaces.

The new ordinance sets up the following schedule of annual fees per unit: Penny machines \$1; all units vending at a nickel, \$5; over a nickel and up to a quarter, \$10; all equipment over a quarter, \$25. All venders handling more than three types of merchandise, any vending price, \$25. Soft drink venders, nickel and dime, \$5.

Operators must supply the city clerk with descriptions of venders to be licensed and the location of each installation. A license stamp must be affixed to each machine. Venders may not be moved or installed at any other location without city council approval.

In Rock City, Wyo., the city council recently voted out a per machine tax for vender operators. A straight occupational tax of \$37.50 per operator replaces the former ordinance.

The Rock City move follows the taxing trend in many municipalities. The over-all route or occupational levy is considered a fairer form of taxation for the operator by the National Automatic Merchandising Association, which advocates it as a more realistic tax solution on the operational level.

Szold General Director

NEW YORK, Jan. 24.—Harold J. Szold this week was elected to the board of directors of the General Cigar Company. He is a partner of Lehman Brothers, which has been represented on the board of General Cigar since its organization in 1906.

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Tobacco Growing

The Agriculture Department last week jacked up the announced 1953 1,234,000,000 pound national marketing quota for flue-cured tobacco to 1,294,000,000 pounds to offset the amount by which last year's crop fell below production goals and to meet domestic and export demand.

Prospective demand for the tobacco was described as "good" by Agriculture, which anticipated that domestic demand would approach 900,000,000 pounds while foreign demand would be around 425,000,000 pounds. The yield, based on the supposition that farmers will plant 98 per cent of the allotted acreage as usual, will "total 1,300,000,000 to 1,325,000,000 pounds," according to the government.

Candy Bar \$ Value Off

Dollar value of candy bars sold by 400 large manufacturers in the first 11 months of 1952 dropped 5 per cent below sales the corresponding period in 1951, the Census Bureau announced last week. Total confectionery and chocolate sales for the 11-month period in 1952 were 1 per cent less

than the January-November, 1951 total.

Dollar value of wholesalers sales of all types of candy last November was \$101,012, 9 per cent below sales the previous November. The candy manufacturers reporting to the Census Bureau accounted for 87 per cent of the total dollar value of confectionery and chocolate sales in 1950.

Sugar Quotas Rise

Puerto Rican and Cuban beet sugar import quotas have been increased 40,000 short tons, raw value, because the 1,560,000 ton marketing or U. S. domestic beet sugar failed to equal the quota for 1952, the Agriculture Department announced last week. Cuba was granted 30,191 tons of the total increase, which must be sent to the U. S. from sugar already in port, according to the department.

Puerto Rican Sugar

Puerto Rican sugar production quota from the 1952-'53 crop has been increased 900,000 tons from the determination set last July, to a total 1,190,000 tons, the Agriculture Department announced last week. The total production will be 5.7 per cent less than the average of the last five crops, and 13.3 per cent less than 1951-'52's record crop of 1,372,000 tons, according to the department.

Suchard Markets New Vender Item

LITITZ, Pa., Jan. 24.—John Wood, vice-president and sales manager of the Wilbur-Suchard Chocolate Company, Inc., announced this week production of a new 10-cent item for the vending trade.

The package consists of eight squares of Suchard's Milk Chocolate. Other Suchard products sold thru vending machines are the 1-cent Tabs and the 10-cent bars.

Tenn. Bill Seeks Cig Tax Reduction

NASHVILLE, Jan. 24.—Rep. James N. Hardin has introduced a bill in the State Legislature to reduce Tennessee's cigarette tax from 5 cents to 3 cents a pack.

Hardin declared that the "present high rate is encouraging bootlegging of cigarettes from neighboring States and is causing a heavy loss in State revenues."

Dissolve Pennbrook

PHILADELPHIA, Jan. 24.—The Pennbrook Vending Company, Inc., following a vote by shareholders, is being dissolved.

The vending operation, set up as a subsidiary, will be absorbed by the parent firm, Penn Brook Milk Company. Latter will continue to place and service the milk machines. Pennbrook operated more than 40 machines.

VICTOR . . . Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style
1 to 23 . . . @ \$14.20 ea.
24 to 47 . . . @ \$14.00 ea.
48 to 99 . . . @ \$13.75 ea.
100 or more . . . @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe



\$14.25 ea.
\$13.25 ea. 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 . . . @ \$14.20 ea.
24 to 47 . . . @ \$14.00 ea.
48 to 99 . . . @ \$13.75 ea.
100 or more . . . @ \$13.20 ea.



All machines packed and sold 4 to the case.
J. ROSENFELD CO.
3218 Olive St., St. Louis 3, Missouri

You HAVE to SEE THIS . . . to APPRECIATE it ALL-INCLUSIVE METAL-PLATED CHARM MIX

EVERYTHING WE MAKE, which is Metal-Plated in Copper and Silver, comprises our ALL-INCLUSIVE MIX. "PLUS"—plus EVERY NEW METAL-PLATED CHARM that we shall manufacture in the future. THOSE, TOO, WILL GO RIGHT INTO this mix. We shall never stop enriching, enlarging, expanding this mix. Our purpose is to make it truly up-to-the-last-minute ALL-INCLUSIVE, everything current "plus" everything new.

As of TODAY, the following CHARMS are included:
Loving Cups, Horseshoe-Lucky Stars, Four-Leaf Clovers, Heart Charms, Crosses, Boxing Gloves, Footballs, Baseballs, Bowling Pins, Skulls, Funny Faces, Comic Strip Charms, Series #2, Series #70, Rings.

Copper-Plated . . . \$5.00 per 1,000
Silver-Plated . . . 5.50 per 1,000
Half Copper;
Half Silver . . . 5.25 per 1,000

f.o.b. Jamaica, N. Y.
Or: At Your Distributor.

You have to SEE THIS to know it. Words do not do it Justice. It's GOT EVERYTHING and the VALUE is remarkable.

Nothing would please us more than to receive your order, just so you can see what is being offered. Money back if not 100% fully satisfied.

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Jamaica 2, N. Y.

HELP YOURSELF TO MORE VENDING PROFITS

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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City Zone State
Occupation

1 to 23 . . . \$14.20
24 to 47 . . . 14.00
48 to 99 . . . 13.75
100 or more . . 13.20 ea.

\$14.25 ea. 100 or more

All machines packed and sold 4 to the case.

GRAFF VENDING MACHINE & SUPPLY CO.
2841 W. Davis Street Dallas, Texas

30 DAY MONEY BACK TRIAL

Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.



GUARANTEED USED MACHINES
DELUXE 1/2 and 5/8 Combination . . . \$13.95
MODEL 33 BALL GUM, Porcelain, 1/2 7.45
MASTER 5/8 7.45

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen 74	VIRGINIA PEANUTS 28	BALL GUM, All Sizes (200 Lbs. Min.), Prepaid, Per Lb. . . . \$.28
ZENOBIA PISTACHIO Fancy Sheik 52	SPANISH PEANUTS 28	ADAMS GUM, All Flavors, 100 Count . . . 42
PISTACHIO 4-STAR 74	ALMONDS, 488 Count 5 Lb. Vac'm Packed . . . 85	WRIGLEY'S GUM, All Flavors, 100 Count . . . 47
PISTACHIO Vendors MIX 45	ITALIAN CHICK PEAS, Roasted and Salted 25	SUCHARD CHOCOLATE, 200 Count . . . 1.20
PISTACHIO 3-STAR 52	RAINBOW PEANUTS 28	HERSHEY'S CHOCOLATE, 200 Count . . . 1.30
CASHEW, Whole 47	BOSTON BAKED BEANS 28	LATE, Minimum Order, 25 Boxes M & M 40
CASHEW, Butts 40	LICORICE LOZENGES 25	
FILBERTS 58	M & M 40	
MIXED NUTS 25		
JELLY BEANS 58		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

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IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!

New CHAMPION BULK VENDOR

- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE

CHAMPION VENDORS SUPPLY CO.
EASILY THE BEST
1119 EAST HOUSTON ST. • SAN ANTONIO, TEXAS

Ball Gum or Merchandise Wheel

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You
Want more information? Write today to

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Factory Distributor Of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
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Buy VICTOR for Better Bulk Vending

VICTOR'S Topper Deluxe Globe Style	VICTOR'S Baby Grand Deluxe	VICTOR'S Topper Deluxe Half-Cabinet Style
1 to 23 . . . \$14.20 24 to 47 . . . 14.00 48 to 99 . . . 13.75 100 or more . . 13.20 ea.	\$13.25 ea. 100 or more	100 or more @ 13.20 Each 1 to 23 . . . @ \$14.20 24 to 47 . . . @ \$14.00 48 to 99 . . . @ \$13.75

All machines packed and sold 4 to the case.

GRAFF VENDING MACHINE & SUPPLY CO.
2841 W. Davis Street Dallas, Texas

CHARMS

New JET SERIES

120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

- Plastic\$2.15 M
- Copper 3.60 M
- Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots.

\$6.00 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.
COMPLETE LINE OF CHARMS
SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.
220 Broadway, New York 7

GOING LIKE WILDFIRE!

COMIC STRIPS

SERIES No. 1
The nation's famous comic strips in full color. Eye-catching, appealing—the children love 'em! **\$10.50 per M**

SERIES No. 2
Individual comic characters in full color designed as an "Old Maid" card game. **\$10.00 per M**

SERIES No. 3
Movie, Western and Television stars in full color—200 different personalities. **\$10.00 per M**

All above strips delivered folded and banded ready for vending.

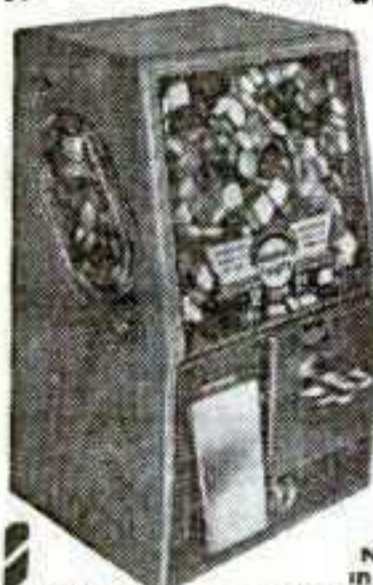
Unfolded and Unbanded Strips at \$1.50 Less per M.

OAK SALES CO.

2033 FIFTH AVENUE
PITTSBURGH, PENNSYLVANIA
PHONE: ATLantic 1-6478

VICTOR

1c—BABY GRAND—5c
\$13.00 each 4 to case
\$12.00 each 100 or more
\$15.95 each Sample filled with gum



Now Stocked in Kansas City
Victor Topper Deluxe Half Cabinet \$14.20
Victor Topper Deluxe with glass globe 14.20
Bernard K. Bitterman
4709 E. 27, Kansas City 1, Mo.

"BIG PROFITS!"

From the Complete CHEWING GUM LINE!

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!

Half of Standard Brand Prices

All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 300 & 240 pieces per lb. Priced 36c lb. Chiclé type 31c lb. Bub-L type.

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4th & Mt. Pleasant • Newark 4, N. J.

READY FOR DELIVERY NOW!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISE
Featuring the new **Silver Streak** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

J & M Vending

Continued from page 83

machines. Modern Vendrinks' owner Leon Hersh will be associated with J & M.

Established four years ago, J & M made steady progress in the vending field, operating from Florida southward to Puerto Rico and including Cuba, Haiti and, recently, the Dominican Republic.

In Florida the company operates cup o' milk, ice cream, candy, and coffee venders; in the Caribbean area, gum and charms. In the past couple of years J & M has taken over a number of vending operations in Greater Miami, including Vending Corporation of America and Coffee-matic Service.

Partners in J & M, besides Simon, include Joe Cotton, Jacksonville branch manager; Fred Nagel, office manager, and George Gordon, collector.

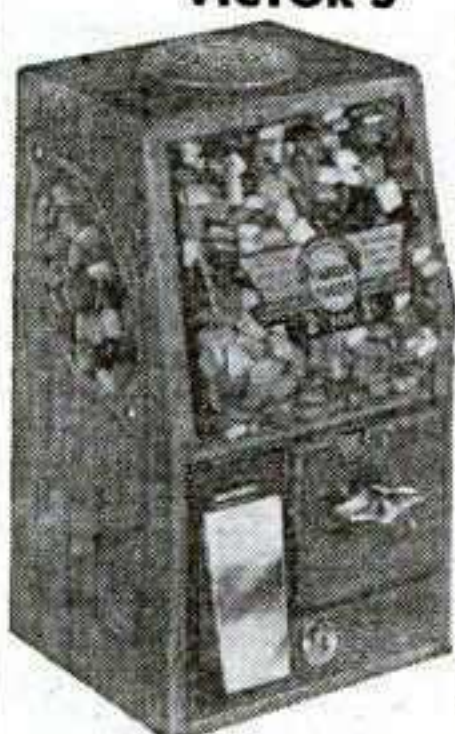
New Record

Continued from page 83

first combination convention exhibit in 1947, Pero declared.

He stated that every prospective exhibitor of record throughout the country will receive an application for exhibit space on a single day, January 26. For potential exhibitors who do not receive such an application, information may be obtained from NAMA's headquarters at 7 South Dearborn Street, Pero said.

VICTOR'S



DELUXE MODEL BABY GRAND \$14.25
Ea. less than 100
\$13.25
Ea. 100 or more
Available with 1c or 5c slot.

Write for lowest prices on gum and charms

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IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLÉ TREATS VENDOR

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VICTOR... The Choice of Operators ...



VICTOR'S Topper Deluxe Half-Cabinet Style	VICTOR'S Baby Grand Deluxe	VICTOR'S Topper Deluxe Globe Style
1 to 23... @ \$14.20	1 to 23... @ \$14.20	1 to 23... @ \$14.20
24 to 47... @ 14.00	24 to 47... @ 14.00	24 to 47... @ 14.00
48 to 99... @ 13.75	48 to 99... @ 13.75	48 to 99... @ 13.75
100 or more... @ 13.20	100 or more... @ 13.20	100 or more... @ 13.20

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., N. W. Grand Rapids 3, Mich.

Anti-Trust

Continued from page 83

taken to finance the purchase and operation of citrus juice concentrate venders and dispensers, earmarking \$9,000,000 for such backing over a three-year period. The first \$1,000,000 has already been made available for such promotion (The Billboard, January 10).

City Industry Aid

In its answer to the FTC charge, Mutual declared: "All activities of FCM since its creation... have been lawful and legitimate efforts... to aid in relieving a depressed industry by mitigating recognized evils in marketing conditions and promoting and fostering fair and unimpaired competitive opportunities for citrus fruit growers and handlers alike."

FCM was organized in 1948 to help an industry rapidly going bankrupt, Rutledge declared. Oranges and grapefruit were selling far below growing cost. Last season, by comparison, the Florida orange grower sold his product for an average of 76 cents a box on the tree, while it cost him 57 cents a box to grow it.

FCM officials stated that the orange grower is faring reasonably well at present. His crop is smaller than is needed to supply the fresh fruit and cannery outlets, plus the tremendous demands by makers of frozen concentrate. Latter, FCM noted, has had the "most phenomenal acceptance by the public of any food item in history."

Mass Production

Continued from page 83

to 12 venders on each vehicle. The line has more than 3,000 busses in its fleet.

An operator for 25 years in the Northern New Jersey, St. Louis and Minneapolis-St. Paul areas, Golob branched into the manufacturing end about 18 months ago. Initially, he turned out hand models of penny tab venders for test operation.

Current plans call for Transportation Vendors to operate all its units thru the firm's subsidiary, Vendex, which is headed by Paul Berkley. The operating firm leases the locations from the transportation companies.

No definite policy has been set as to whether the firm will sell the units outright, either to operators or to the transportation companies, or will operate the units on a commission basis.

Hit Cig License

Continued from page 83

at least 2,300 of the city's 8,000 taverns sold cigarettes "under the counter" to evade the \$120 yearly city license fee.

City Collector William Prendergast, moving to eliminate the evasions, ordered police and license inspectors to "clean up" the situation. It was pointed out that merchants have had over three weeks since December 31 in which to obtain current licenses.

An amendment to the Agriculture Act of 1949 to provide for a minimum price support for the 1953 crop of peanuts at 90 per cent of parity was proposed by Rep. Victor Wickersham (D., Okla.).

NY Sales Execs to Have Vending Day

NEW YORK, Jan. 24.—"Automatic Merchandising—America's Fourth Salesman," will be the theme of the luncheon meeting of the New York Sales Executives Club, February 17. The luncheon will be in the Rough Rider Room of the Hotel Roosevelt.

Principal speaker will be Robert Z. Greene, president of the Rowe Manufacturing Company. Plans call for four other automatic merchandising executives to talk. Models of various manufacturers' vending machines will be on display.

Cig Vender

Continued from page 83

over the week-end and holidays. A limited choice of cigarettes and cigars are handled in restaurants and cafes, but sold, at normal price, to customers only. As a service to travelers, the tobacco booth in the city's central railway station operates every day until midnight, as do booths in Tivoli Park during the summer. The station also has cigarette vending machines.

"Smokeshop Lo-Boy"
THE NATION'S FINEST CIGARETTE VENDOR!
486 PACK CAPACITY
Tear Out and Mail This Ad for Details
AUTOMATIC PRODUCTS CO.
250 W. 57th St., New York 19, N. Y. Plaza 7-3123

PEARL KNIVES
For Vending Machines
2.98 per gross—freight prepaid.
Write for free samples and quantity price discounts.
OHIO GUM CO.
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put PROFITS in your pocket with PICTURES

Auto Photo STUDIO
develops 700% Gross Profit!

- Professional Pictures—sharp focus, clear finish!
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- All Automatic—easy servicing for operator!
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Write today, to Auto-Photo, for your brochure—
"Picture Yourself in the Money"
Contact Auto Photo Co. for distributor nearest you

Auto Photo Company
DEPT. 103 • 1444 SOUTH SAN PEDRO STREET
LOS ANGELES 15, CALIFORNIA

4 poses 25¢ ... less than 3¢ cost per strip!

VICTOR... Tops in Bulk Vending

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S Baby Grand Deluxe

All machines packed and sold 4 to the case.

1 to 23 @	\$14.20 Ea.
24 to 47 @	14.00 Ea.
48 to 99 @	13.75 Ea.
100 or more @	13.20 Ea.

\$14.25 EA.
\$13.25 EA.
100 or more

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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

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Name

Address

City..... Zone.... State.....

Occupation

Major Eastern Markets Mull Dime Play; Wash. 1/3 Converted

N. J. Music Guild May Switch, But Nickel Play to Continue Indefinitely in N. Y.

By IS HOROWITZ

NEW YORK, Jan. 24. — Major juke box markets in the East, which have left dime-play experimentation to operators in other territories, are showing the first significant signs of abandoning their traditional conservatism.

Washington already is one-third converted to 10 cents and has mapped a switch-over program that will see all phonographs in the nation's capital operating at the new price standard in another 10 weeks. At a meeting Thursday (22) of the board of directors of the Music Guild of New Jersey, serious consideration was given

for the first time to converting equipment operated by MGNJ members in that State.

In New York, on the other hand, maintenance of the nickel price peg seems assured for an indefinite period. Operators in this city, who cumulatively control more than 10,000 phonographs, are still reluctant to tamper with a price structure that has returned route incomes well above the national averages.

Spearheads Move

Conversion to 10 cents began in Washington about six weeks ago, shortly after the Office of Price Stabilization removed price ceilings on juke play. Spearheading the move was Hirsh De La Viez, head of the 750-machine route, Hirsh Coin Machine Corporation, and an executive of the Washington Music Guild.

Association members operate about 75 per cent of the city's 2,800 coin phonographs. But non-association operators also are reported joining the conversion parade.

Income on converted machines has jumped about 38 per cent above nickel-play averages, according to De La Viez. The estimated drop in per disk play is somewhat over 25 per cent, but many juke patrons seem to be buying their music at the "bargain" three-for-a-quarter rate.

Definite Play

Conversion is being accomplished according to a definite plan. De La Viez's method is to mark off a three or four-block square area for attention at a time, inform operators of competing locations of his intentions. He then sends his servicemen in to tackle the job.

The mechanical problems experienced by Washington operators switching to the new rate are more severe than would be encountered in many other areas.

The city is known in the trade as a "remote town" and most every location boasts a healthy crop of wall boxes, each of which must be converted individually. Conversion cost per wall box is estimated at \$2.50, with most phonographs capable of being switched over at negligible cost, about 75 cents a unit, according to De La Viez.

Patrons are said to be accepting the new price structure gracefully and few beefs have reached the attention of operators. Location owners, however, have shown some resistance, that disappears only when they are assured that competing spots will also get the dime treatment.

Steinberg Report

At Thursday's meeting of the MGNJ, Dick Steinberg, executive director, delivered a report on the situation in dime play areas to the association's board members. The report, which indicated successful conversion to the new price had taken place in several other territories, was made at the request of MGNJ President Sam Waldor.

A proposal to survey the situation as it affects Northern New Jersey was viewed favorably by the board. It is expected that the association will designate one town within its jurisdiction as a test area and conduct a thoro trial at the higher price.

Texas Group Holds First Annual Fete

AUSTIN, Tex., Jan. 24. — The Central Texas Music Operators' Association, Inc., held a New Year's party January 6 to celebrate its first anniversary. Guests of honor were Bud Nikols and A. C. Schwartz, both of Seeburg. Nikols made a speech on the occasion.

Officers were elected and an operator's creed was adopted. The new officers are Joe Daywood, president; Pete Martinez, secretary; and Eddie Schatz, vice-president.

Schatz, spokesman for the association, explained the motivation back of the group: "The association is dedicated to better relationship between operators and location owners, distributors, and allied concerns. We are endeavoring to bring the music trade to a higher plane in Austin. In the one year we have been in operation, great strides have been made to erase some of the stigma which was associated with the music trade."

Unfair Practices
"By eliminating unfair trade practices here in Austin, we have enabled operators to sleep peacefully for the first time in ages. Without the association here there wouldn't be any music at all. Our buying practices are changed now and we are enjoying a better prosperity than we have previously known."

The party was held at Lung's Chinese Kitchen and the members and their guests were served in a specially prepared Chinese night club decor.

TV SHOW GETS JUKE AS PROP

CHICAGO, Jan. 24. — James E. McNulty, of Rock-Ola Manufacturing Company, announced the installation of a Fireball 120 as a prop on the set of "Hawkins Falls" on NBC's WNBQ-TV.

"Hawkins Falls" is an outstanding example of Chicago's style of television. It is one of the few shows which originated here. The Fireball is displayed in a drug store set on the daily show.

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:

NAMM CONFAB SET. The 1953 convention and trade show of the National Association of Music Merchants will be held at the Palmer House, Chicago, July 13-16 (Music department).

RCA SIGNS WINTERHALTER. Hugo Winterhalter will sign a three-year pact with RCA Victor Records (Music department).

JUSTICE DEPARTMENT DELVES IN C-S, GOODY CASE. The issue in the fair trade case may be the supremacy of federal over State law (Music department).

WILLIAMS DISKS RIDE HIGH. The public's demand for disks of the singer and composer who died recently continues unabated (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Demand for Better Service Increases

Operators With Good Facilities And Trained Men Sure to Prosper

CHICAGO, Jan. 24.—Good service and proper service facilities are fast becoming one of the prime factors in the success of a music machine operator. Machines taken off location for repairs lose money for both the operator and the location owner.

A careful planning of routine maintenance will alleviate the moving of machines off locations except during off-days. A machine that has received the proper care and service will seldom need prolonged repairs or be taken off location.

Preventive Maintenance

There are many general rules which may be remembered to prolong the life of the machine and the quality of its output. An important one is regular preventive maintenance. All routemen should be familiar with the few simple points in the machine which require slight adjustments and all routemen should take time to clean the necessary components of the machine. A clean glass adds to the amount of attention paid to the box and makes it more attractive. If a title strip has been in the box for some time and is becoming discolored, it should be removed and replaced with a new one. If a patron has to strain his eyes to read the title, it stands to

reason he will not exert himself to play the record.

Promptness is another vital factor. When a location reports damage or malfunction it serves the operator well to move quickly in effecting repairs. The location owner will think better of the operator, and the operator stands a better chance of keeping the location.

The routeman should always carry a supply of replacement globes in order to keep the box well lighted. Other items that can be replaced with a minimum of effort should also be available. Operators should not go overboard on inventory of replacement items unless they have the storage facilities.

On-location repairs and adjustments should be done as unobtrusively as possible. If it is necessary to repair the box while a group of customers might be in the immediate area, it might be advisable for the routeman to utilize his truck or car to keep out of the way. Of course he should never discomfort himself to the extent that it might impair his work. He should always do a complete and thoro job. Machines should be cleaned thoroughly and any mess incurred should be removed.

(Continued on page 91)

N. J. Guild Sets Election Date

NEWARK, N. J., Jan. 24.—At the annual election meeting of the Music Guild of New Jersey Thursday (29) at the Essex House here, the names of all present office holders are expected to be put up for re-election. However, the association will by-pass previous practice and ask for all nominations from the floor. For the first time there will be no nominating committee to offer a prepared slate for consideration.

Incumbents include Sam Waldor, president; Jules Rusoff, secretary; Harold Chasen, treasurer, and board members Frank Alge, Harry Goldman, B. J. McFarland and Herman Halperin. The post of vice-president, formerly occupied by Humbert Betti, has been vacant for most of the past year. Betti, a veteran operator, has retired from active route management.

ILLINOIS OP HITS 5-CENT JUKE PLAY

Claims Operators on Nickel Plan Can't Match His Take

CHICAGO, Jan. 24.—Louis Casola, Mid-West Distributing Company, of Rockford, Ill., challenged backers of nickel play to a comparison of weekly net profits in an open letter to Illinois operators. The letter, he said, was a means of explaining his stand on dime play and also his contention that the operator is better off under the hiked play price.

His letter follows:
Gentlemen:

"This is an open letter to all operators.

"We have been operating 10-cent juke boxes and amusement machines for two years this month, and I want to make a challenge to the 5-cent operators to compare their net share per

week with mine. We averaged, on over 300 boxes, \$12.23 this last week, and I am willing to let any qualified operator see my books.

Real Advantages

"Can any 5-cent operator show a profit any where near this? I say they can't. Also our service calls are way down from what they were when we operated on 5 cents, and our hit tunes are lasting longer. We no longer have to check wall box spots as often, due to certain boxes filling up.

"Some operators say, 'Oh, they won't pay a dime in our territory.' I say, 'People are the same all over the country, and if they will pay a dime in our territory, they will pay it any where.' Other operators say, 'I'd like to change to 10-cent play, but the other operators would steal my spots.' Sure, they will if you don't go to each operator and get an agreement not to change locations or bother the other operators for a six-month trial period. It's just like securing 40 per cent more locations without spending extra money to buy more equipment, extra records, accessories, and man power to service them.

Change or Fail

"Think it over and either change to 10-cent play or stay on a short profit, and eventually have to sell out to a more aggressive and better business man.

"Yours for better profit,
"Louis Casola."

Casola has long been a proponent of 10-cent play. In recent months he has made several speeches explaining his stand before operator groups in Milwaukee and Madison, Wisconsin.

MIAMI'S OPS DONATE JUKE TO SCHOOL

MIAMI, Jan. 24. — The Amusement Machine Operators Association recently received a request from the principal of Auburndale Elementary School for a re-conditioned juke box. The association has been donating machines to worthwhile organizations.

The principal's letter was read at the regular AMOA monthly meeting, January 15 and as usual, there was no lack of offers.

President Ted Bush of Bush Distributing Company offered to supply the machine, and Jack Lipsiner, local operator, agreed to service it.

Central Texas Org Adopts New Creed

AUSTIN, Tex., Jan. 24.—Here is the creed adopted by the Central Texas Music Operators' Association, Inc., at its first anniversary gathering January 6:

1. To respect my profession, my own business and myself. To be honest and fair with my business associates as I expect them to be honest and fair with me. To think of my business with loyalty, speak of it with praise, and act always as a trustworthy custodian of its good name. To be a man whose word carries weight in my chosen field; to be a booster, not a knocker; a pusher, not a kicker; a motor, not a clog.

2. To base my expectations of reward on a solid foundation of service rendered; to be willing to pay the price of success in honest efforts. To look upon my work as opportunity, to be seized with joy and make the most of it, and not as painful drudgery to be reluctantly endured.

3. To remember that success lies within myself, in my own brain, my own ambition, my own courage and determination. To expect difficulties and force my way thru them; to turn hard experience into capital for future struggles.

4. To believe in the Central Texas Music Operators' Association, Inc., and my fellow operators, heart and soul; to carry an air of optimism into the presence of my location owners; to dispel ill temper with cheerfulness, kill doubts with strong convictions and reduce active friction with an agreeable personality.

5. To make a study of my business to know my profession in every detail from the ground up; to mix brains with effort and use system and method in my operating. To find time to do everything needful by never letting time find me doing nothing. To hoard days as a miser hoards dollars; make every hour bring me dividends in earnings, increased knowledge or healthful recreation.

6. Finally, to take a good trip on the joy of life; to play the game like a gentleman; to fight against nothing so hard as my own weakness, and to endeavor to grow as an operator and as a man with passage of every day of time. THIS IS MY CREED.

NO MORE TIME ON HIS HANDS

CHICAGO, Jan. 24.—President David C. Rockola, of the Rock-Ola Manufacturing Corporation, recently presented Mildred Jenkins and Andrew Kraig with gold wrist watches in recognition of their 15 years of loyal service with his organization.

Miss Jenkins is employed as a clerk in the payroll accounting department and Kraig is a mechanical assembler in the phonograph division.

Unfortunately, Kraig was held up and robbed of his watch three days later.

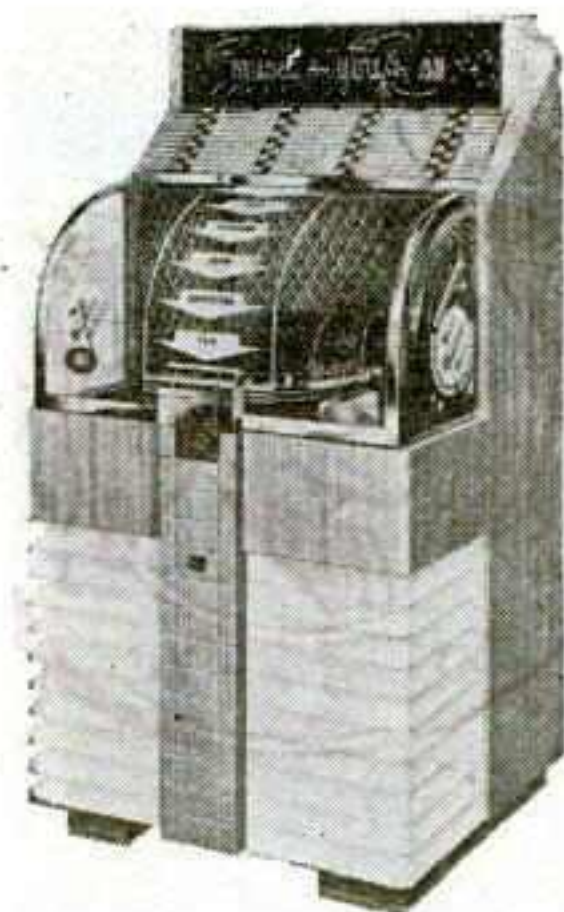
SHOWMANSHIP



An alert operator caters to the preferences of patrons and locations with the music they prefer. He builds business with seasonal tunes. His title strips are neat, clean and legible. He uses posters, table cards and other promotion novelties to keep everyone in the location music-conscious.

Sure sign of a successful merchant is the showmanship with which he sells his goods and services. Operators rely on the dramatic flair, the color and motion, the eye and ear appeal of the Model "D" to capture attention and sell more music. What's more, they hold the patronage their showmanship develops with AMI equipment that can be relied upon to give continuous dependable performance.

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



AMI Incorporated

GENERAL OFFICES AND FACTORY:
1800 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Here's How Wurlitzer's Low Pressure Tone Arm Plus the 2 Mil Zenith Cobra Stylus

SAVE YOU MONEY

YOU GET

1000

MORE PLAYS PER RECORD THAN FROM ANY OTHER STYLUS OR NEEDLE

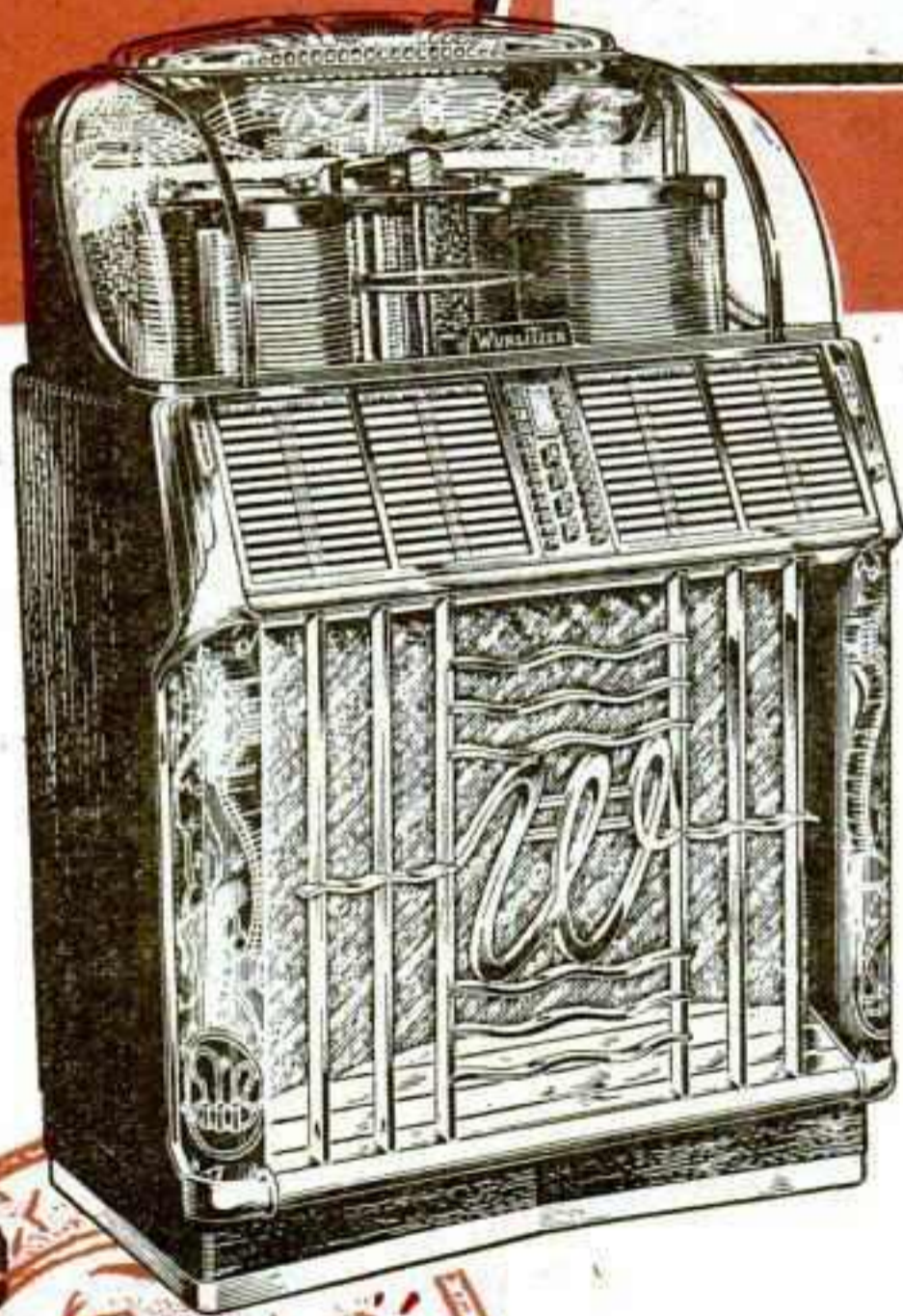
YOU GET

THOUSANDS

MORE PLAYS PER STYLUS THAN FROM ANY OTHER TYPE OF PICK-UP

2 MIL STYLUS RIDES FREELY ON SHOULDER OF 45 RPM FINE GROOVE RECORD

2 MIL STYLUS ON 78 RPM RECORD IS STILL SUPPORTED BY SIDEWALLS—NEVER RIDES THE BOTTOM OF THE GROOVE



Make More Money with

Wurlitzer
Fifteen Hundreds

FINER TONE—GREATER FIDELITY

Actual tests prove that with Wurlitzer's 12 gram pressure tone arms, the Zenith Cobra Stylus has the finest compliance and the freest action of any pick-up made. Correct compliance means freedom from binding and skidding. No distortion. Minimum surface noise. At least 1000 more plays per record than is possible from any other stylus or needle without audibly impaired fidelity... plus... many thousand more plays per stylus.

You gain in tone and fidelity—you save money through this exclusive Wurlitzer Fifteen Hundred feature.

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard. Issues indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related factors.

	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3
AIREON				
Coronet		\$35.00		
Fiesta		40.00		
400	\$65.00			
AMI				
Hideaway	295.00			
Model A	260.00 295.00	249.50 260.00	\$239.00 260.00	\$239.00 360.00
Model B	325.00 350.00	269.50 295.00	350.00	350.00
Model C	360.00 395.00	349.50 360.00	360.00 450.00	360.00 450.00
	425.00	450.00		
	450.00(2)			
Model C	445.00(2)	399.50 449.00	460.00 475.00	360.00 475.00
	449.00 460.00	460.00 469.50		
	475.00(2)	475.00(2)		
CHICAGO COIN				
Band Box			125.00	125.00
EVANS				
Constellation	379.50-395.00			
52		395.00		
MILLS				
Constellation	149.50 150.00			
PACKARD				
Manhattan 76	79.50 89.00	79.50 89.00	79.50 89.00	79.50 89.00
Model 7	49.00 79.00	49.00 99.00	49.00	49.00
	109.50	135.00		
ROCK-OLA				
Rocket 50-51	395.00			
39-40	39.50	39.50		
1422	89.00 94.00	85.00 89.00	89.00 150.00	89.00 150.00
	94.50 99.50	94.00 145.00		
	150.00			
1426	129.50 175.00		175.00	175.00
1428 Blonde			295.00	295.00
1434	529.00			
1932	395.00 439.00	419.00 439.00	419.00 445.00	419.00 445.00
	445.00			
SEEBURG				
Classic		49.00	49.00	49.00
Commander		69.00		
Envoy		49.00	49.00	49.00
H-146 Hideaway	89.00			
H-146 M Hideaway	75.00	75.00	94.50	94.50
H-148 M Hideaway	199.00	199.00	229.00	229.00
Hightone		49.00	49.00	49.00
Low Boy		35.00		
M-100 B 45 RPM	775.00	850.00		
M-100-A 78 RPM	649.00 649.50	649.50 650.00	669.00 695.00	695.00
	650.00 695.00	669.00		
Major		49.00 59.50	49.00	49.00
146	129.50 150.00	119.50 129.50	150.00	150.00
		145.00		
146 Hideaway	150.00		150.00	150.00
146 M	125.00 129.00	125.00 129.00	129.00	129.00
146 S	125.00 129.00	125.00 129.00	129.00 140.00	129.00 140.00
147	175.00	139.50	175.00	149.00 175.00
147 M	140.00 149.00	140.00 149.00	140.00 149.00	140.00
147 S	140.00			
148 M	195.00	195.00	195.00	195.00
148 Blonde	275.00		275.00	275.00
148 Hideaway	195.00		195.00	195.00(2)
148 ML	240.00	240.00	240.00	240.00
148 ML Blonde	239.50	239.50 249.00		
148 SL	219.00	219.00	219.00	219.00
1941 Hideaway	49.00			
1946	149.50			
1946 Hideaway	89.50	89.5: 149.50		
1947 M	169.50	169.50		
1948 Hideaway			195.00	
1950 Hideaway			49.00	49.00
8800 RC		65.00		

Gnarro Named 'Mr. 45'

CHICAGO, Jan. 24. — Bob Gnarro, ABC Music Service Corporation, was dubbed "Mr. 45" by his friends at the first annual Sponsor Night held by the Automatic Phonograph Bowling League.

"Mr. 45" received the distinction with slight apprehension due to the popularity of the disks and their availability. He still prefers being called Bob.

Up Demand for Better Service

• Continued from page 88

Operator should never leave a location until he has tested the machine. Many repairmen have gotten to the point where they think they know it all. They have their ideas as to what is causing the malfunction, replace it and leave, only to find out that something else was wrong. Coming back a second time to

fix a machine leaves doubt in the location owner's mind as to the caliber of the operator and his men.

Many operators hire men who specialize in amplifier repairs and sound system wiring. Never allow them to revise the amplifier circuits unless the revision is authorized by the manufacturer. Many of these amplifier men change a circuit completely and later when the man leaves the operator's employ, the new man can't figure out what was done to the machine and consequently many amplifiers must be junked. If the machines are kept the way they were originally put together, any man following the manufacturer's wiring diagrams will be able to do a good job of repair.

A caution to be heeded by all repair men is never try to bridge a fuse holder with tin foil, a piece of wire, or anything except a fuse. A machine can be made to work that way. But the next time the mechanic makes his rounds he may find anything from a burned out coil to a burned out location.

WILLIAMS					
Music Mite	79.50	35.00	99.50	99.50	
WURLITZER					
500 K		59.00			
700	39.50	39.50			
750	49.50 95.00	49.50	95.00	95.00	95.00
750 E		79.00			
900		39.50			
1015	139.00 169.00	125.00(2)	139.00 175.00	139.00 175.00	139.00 175.00
	175.00(2)	139.00 149.50	150.00 175.00		
1017 Hideaway	99.50 115.00	99.50	150.00	150.00	150.00
	150.00				
1080	119.50 125.00	125.00 129.50	125.00 150.00	125.00 150.00	125.00 150.00
	150.00 179.50				
1100	269.00 289.00	275.00 289.00	289.00 300.00	300.00 315.00	300.00 315.00
	325.00(2)	299.00 329.50	315.00		
	349.50				
1200			395.00	395.00	395.00
1250	369.00 399.00	369.00 399.00	399.00 475.00	399.00 475.00	399.00 475.00
	399.50 429.50	445.00 450.00			
	450.00 475.00				

Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Smart, modern cabinetry ranks high among the many reasons why locations take to Evans' Phonographs. Created to attract, rather than overwhelm, Evans' Phonographs present an artful, working blend of design factors—trim, compact lines—beauty-retaining materials—appealing color—smoothly "actionized" lighting. Impressive without bulk, an Evans' Phonograph enlivens a drab location interior or fits naturally into any "plus" decor!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

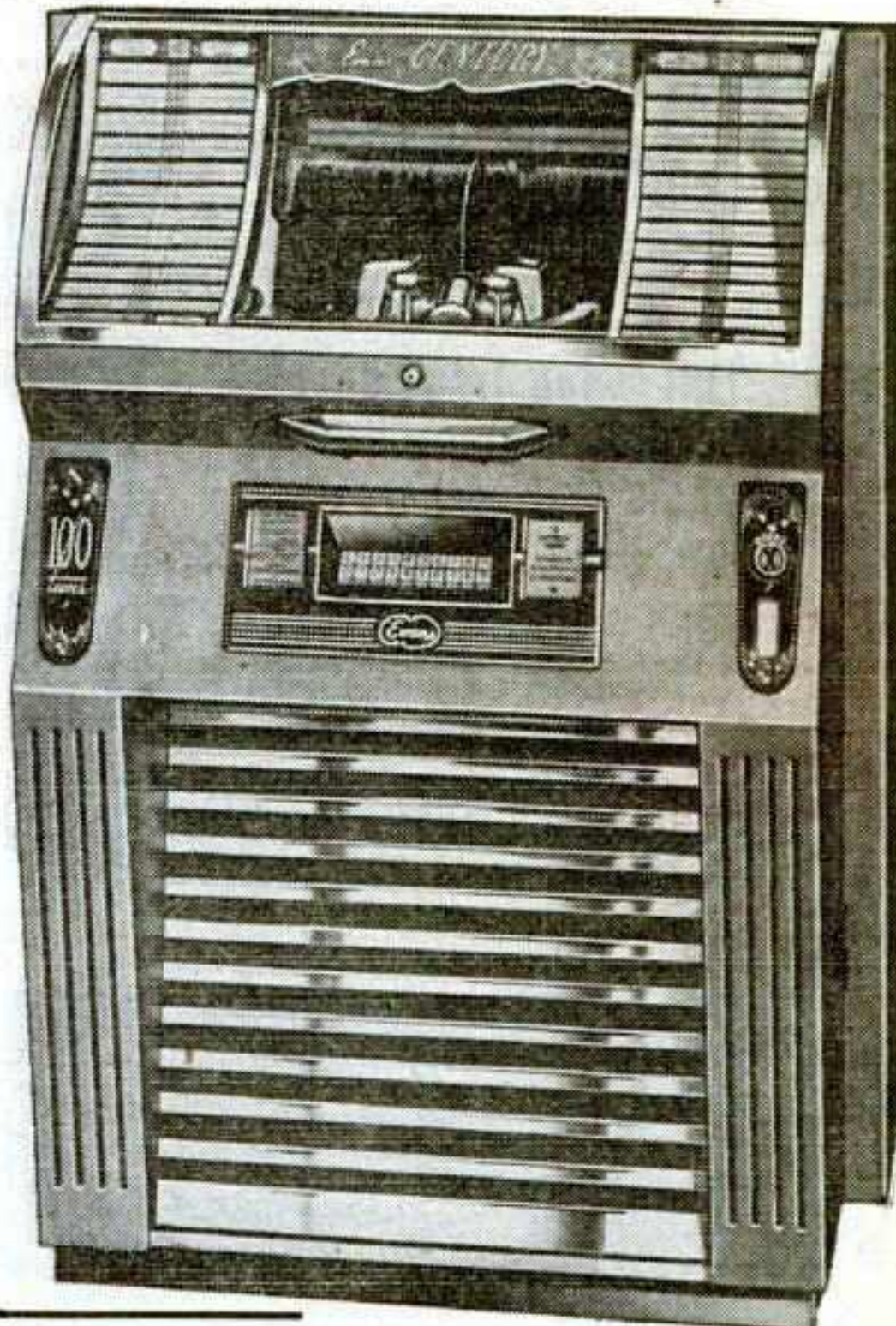
100-SELECTION CENTURY

50 RECORDS 45 RPM

and

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM



OPERATORS! Ask your distributor for the new Full-Color Brochure on Evans' Century or write Factory direct.

H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois

How Was Your Timing on . . .

"IN THE MOOD"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Yermie Stern, 2 E. 45th St., New York 17

I'm interested in timing my record buying with Billboard's BEST BUYS. Please send—without charge or obligation—a sample of your title strips which are supplied day and date with publication of BEST BUYS in Billboard

Name _____

Address _____

Spotted as a Billboard BEST BUY

JANUARY 6

Title Strips Ready for Top Juke Profits

JANUARY 6

Mail This Coupon Today for FREE Sample and Information!



Confidentially... they're TOPS!

because they're from **MUSIC SYSTEMS** BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location

Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG 148SL\$219.00

147M 149.00

Hideaways 146M or S 129.00

H148M\$199.00

H146M 75.00

ROCK-OLA 1432 (50 Selections)\$419.00

AMI Model C 449.00

WURLITZER 1015 139.00

WURLITZER 1100 289.00

WURLITZER 1250 369.00

PACKARD Manhattan 89.00

ROCK-OLA 1422 89.00

Wall Boxes

3W7-L56\$34.50

(5-10-25¢ 3 wire)

3W2-L56 12.50

(5¢ 3 wire)

W1-L56 5.00

(5¢ wireless)

W6-L56 29.50

(5-10-25¢ wireless)

Packard Chrome Wall Boxes 5.00

Export Inquiries invited.

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

The ROCK-OLA *FireBall* Model 1436 phonograph has 3-WAY service accessibility



Top

Front

Back

Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.

Full-swing front door eliminates groping around panels and corners... allows front or back access.

Large removable rear panel gives quick access to mechanism at back of machine.

The Only Phonograph with 120 SELECTIONS

* Available in 2 models for either 78 RPM or 45 RPM records



See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

- BAILIE DISTRIBUTING CO.**
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BINCO MUSIC DISTRIBUTING CO.**
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE
525 S. High St., Columbus, Ohio

- DAYTON MUSIC SALES**
815 St. Paul Ave., Dayton 10, Ohio
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- IDEAL NOVELTY COMPANY**
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

- UNI-CON DISTRIBUTING CO.**
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

- A. M. & F. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY
2919 N. Fourth Street
Albuquerque, New Mexico

- BOYLE AMUSEMENT COMPANY**
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK**
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement" **ROCK-OLA MANUFACTURING CORPORATION**
800 North Kedzie Avenue • Chicago 51, Illinois

CANDY SALES PUNCHED OUT

MILES CITY, Mont., Jan. 24.—The ruling last year by the State Supreme Court that the operation of punchboards constitutes a lottery and were therefore illegal has had a marked effect on candy sales by many jobbers in Montana.

Emil Knutson, head of A. E. Flager Company, Miles City, jobber, said his sales of candy to recreation parlors, drugstores, bars, cigar stores and related locations went down immediately and are far below a year ago.

BASEBALL A LA COIN

Dipping Diamond Gate May Prove Boon to Coin Trade

NEW YORK, Jan. 24.—The declining attendances at major league ball parks may open a new avenue for the coin machine industry if Horace Stoneham, president of the New York Giants, has his way.

In an interview this week, Stoneham said TV was creating a lot of new baseball fans, and that these probably wouldn't object "to pay something for the

privilege of having the games brought into their living rooms or to places of entertainment.

Stoneham favors "something like a juke box or a coin machine attachment which would be a direct deal with the club putting on the game."

Stoneham Plan

Under Stoneham's plan, the home viewer would get an attachment on his present set which would enable him to select certain programs. For a stipulated fee he would have access to the channel on which the event was being transmitted. A similar plan has been advanced by the National Collegiate Athletic Association as the answer to college football television.

The plan could conceivably be of interest to operators who handle restaurant and tavern locations if the club would work out a three-way deal between the location, operator and the ball club.

NO INSURANCE

Canadian Firm Loses \$25,000 In Night Fire

SYDNEY, N. S., Jan. 24.—A fire of undetermined origin in the middle of the night gutted the building housing the C. B. Novelty Company, destroying coin machines and related supplies. The firm is headed by Hugh Monaghan, who estimated the loss at \$25,000. There was no insurance on the building or its contents.

When the firefighters reached the scene the building was virtually filled with flames. They concentrated on keeping the fire from spreading to other buildings near by.

Monaghan's company specializes in juke box and pinball distribution and caters to Cape Breton Island operators.

Columbia Play Outlook Improves

COLUMBIA, S. C., Jan. 24.—Rumors that nearby Fort Jackson will soon be training another infantry division has improved the coin machine play outlook in this area. Official sources, however, still have refused any information altho talk has been rampant for some time.

Coin operators who run the city's five Arcades and music and vending machines, depend heavily upon Jackson for business. Several have found the fort itself to be the best routes for their venders.

Alta. Court Rules Gaming Seizure Okay

CALGARY, Alta., Jan. 24.—All gaming machines with a coin chute are slot machines under the Alberta Slot Machine Act and can be seized on a magistrate's order, the Court of Appeals has ruled.

The judgment was handed down here in an action in which Alberta Vending Machines, Ltd., appealed a decision of Justice W. G. Egbert which awarded \$1,734 to Regent Vending Machines, Ltd.

The appeal was upheld by the court and Justice Egbert's decision was reversed. The court held that any coin machine, even if a game of skill, was liable to seizure under the act.

The case arose out of the seizure of bell machines by the police. Regent Machines sought in the court action the recovery of the purchase price of the machines from Alberta Vending Machines, Ltd.

If the machines were legal, it was set forth, then the firm was capable of ownership and Alberta Vending Machines should pay for them. If illegal, the company was not capable of ownership, and hence not responsible for payment for the machines.

Justice Egbert ruled the machines were not slot machines under the act, and ordered the Alberta Vending Machines company to make payment. Alberta Vending Machines appealed on the grounds the machines were covered by the slot machine act.

DISTRIB ASSN. HOLDS FLORIDA WINTER MEET

MIAMI, Jan. 24.—The National Coin Machine Distributors' Association held its mid-winter meeting here this week. This marked beginning of the second year in office of group's executives, re-elected at the annual session held in Chicago, December 8.

Among the key topics discussed at a series of closed meetings were association progress in the past year, legislative problems which have developed in recent months in various areas, new equipment, and tentative plans for the year.

Officers of NCMDA are Joe Ash, Philadelphia, president; Harold Leiberman, Minneapolis, vice-president; Irv Blumenthal, Baltimore, secretary, and J. D. Lazar, Pittsburgh, treasurer.

Chain, Dept. Store Biz Boosts Riteway Volume

NEW YORK, Jan. 24.—Chain and department store operations account for a large share of the volume of Riteway sales here in its Atomic Jet and Aqua Jet, according to Nat Conn, Riteway topper.

New York buying offices for chain and department stores throughout the nation, including Kirby, Block & Fischer; Arkwright, Inc., and Industrial Retailers Syndicate, Inc., have placed the rides on their recommended lists, and are buying them for chain and department store operation.

Among the chain and department stores which have Riteway rides on location are Macy's (four stores in the New York area), the Wanamaker chain, Gimbel's in Philadelphia; Pomeroy's in Reading, Pittsville and Pottstown, Pa.; Sears, Roebuck and the People's Drug chain in Washington, the Owl Drug chain in Los Angeles, Hess in Allentown, Pa.; Harvey's in Nashville, Pfeifer's in Little Rock, Leonard's in Fort Worth, Lazarus in Columbus, O.; the Neisner chain thruout the nation, and Goldblatt's, Weiboldt's and the Fair in Chicago.

Canadian Location

Canadian locations include the Simpson stores thruout the dominion, Woodward's in Vancouver, B. C., and Pollack's, Quebec City. Other Riteway rides are on location in Belgium, Holland and South America.

Cohn said that Riteway will soon come out with a small horse ride, Trixie, which will sell for less than \$300.

PLANE SERVICE

Fla. Op Firm Finds Wings Aid Receipts

MIAMI, Jan. 24.—Bill Turner, Florida Amusement Company, Homestead, believes there's nothing like an airplane to expedite the handling of service calls and at the same time improve collections.

Since 1933 he has operated music, shuffleboards and alleys in an area extending from South Miami to the Florida keys, and frequently finds it necessary to travel long distances in response to out-of-order calls.

To solve this problem, Turner recently acquired a two-seater Cub plane. Since he and his route manager, Frank Deershay, both hold pilot licenses it's a simple matter to hop into the plane and service a balky machine in a matter of minutes.

Part of the Florida Amusement route lies in the lush Redland farming section. Already, says Turner, large numbers of migratory workers from Puerto Rico and the Bahamas are being imported to harvest the bumper crop of tomatoes and beans. As a result, he looks for stepped-up collections in the coming months.

Exhibit Hikes Gun Production

CHICAGO, Jan. 24.—Exhibit Supply has increased its output of Space Gun, Frank Mencuri, sales manager, announced.

Space Gun features a wing type, ball and socket pistol. Object of the game is to make hits on three-dimensional simulated space men. It is 56 inches high, 31 3/4 inches long and 20 1/2 inches wide. On location it requires 4 1/2 square feet. The shipping weight is 160 pounds.

Among the operator features of the gun unit are its adjustable motor and black lighted targets. Space Gun was introduced at the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Calendar for Coinmen

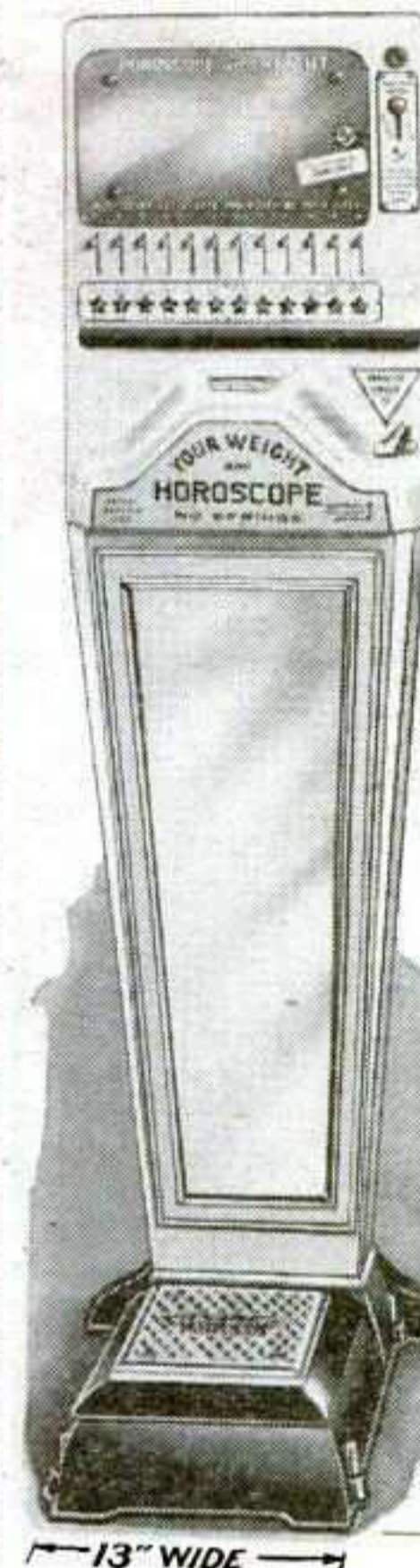
January 26—Milwaukee County Phonograph Operators' Association, special meeting, Eagles Club, Milwaukee.

January 27—Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.

February 9—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.

February 12—Music Operators of Northern Illinois, monthly meeting, Pjacks Restaurant, Chicago.

THIS IS NEWS!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT
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REDD'S KIDDIE RIDES ARE ALL GUARANTEED!

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- METEOR SPACE SHIPS
- BOAT RIDES, HORSES
- AUTOMOBILE RIDES

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IMPORTERS, ATTENTION . . .

WE HAVE JUST PURCHASED THE COMPLETE INVENTORY FROM ONE OF AMERICA'S LEADING DISTRIBUTORS

WE HAVE AVAILABLE—NOW . . .
OVER 500 VERY DESIRABLE PIN GAMES
MORE THAN 200 LATE MODEL PHONOGRAPHS
PLUS ARCADE EQUIPMENT, ALLEYS, ETC.

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Roy Rogers **TRIGGER**

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MIREMUNVES
577 Tenth Ave. (at 42nd St.)
New York 18, N.Y. BRyont 9-6677
40 YEARS SERVICE • EST. 1912

\$380??
See Market Place,
Page 94

Coinmen You Know

Chicago

Richard Cole, vice-president of Cole Products Corporation, reported the firm's prize trophy won at the recent convention of the National Association of Amusement Parks, Pools and Beaches was received this week engraved with the Cole name. The plaque was a first prize for the most meritorious exhibit of equipment on the display floor. Cole stated his company plans to unveil some new automatic merchandising products in the near future, supplementing its soft drink and coffee equipment.

Bob Alexander, Alexander Postage Stamp Service, is continuing to expand his stamp machine and combination scale-vender operation. Ball-Gum, Inc., reports activity in its Canadian subsidiary is keeping well up on top. Sterling Douglas, sales manager, feels the Canadian move was appreciated by Maple Leaf operators.

Messrs. Gechtman and Pressner, of Knickerbocker Industries, New York, export sales representatives, were visitors at the Rock-Ola plant last week. They were pleased with the enthusiastic reception given the Fireball 120 photograph in their territory, and are anticipating a substantial increase in sales during 1953.

The Automatic Phonograph Operators' bowling league held a Sponsor Night at its Monday (19) bowling session. The affair was a howling success, with the sponsors and spectators making more noise than the bowlers.

J. Schultz and his girl Friday, Margaret Kraft, had a whale of a time as their team, Decca Records, walked away with three wins. Schultz offered a prize of \$5 to any man on his team who would come thru

with a score of 200 or better. Mary Gillette, Gillette Distributors, was on hand for the festivities. Andy Oomens cheered his team to a three-game loss. Also on hand were Bob Gnarro, Julius Mohill, Jerry Schumann, Bert Bondioli, Nate Feinstein and Mr. 45 (see separate story). Tony Genovese, of Chicago Condenser Corporation, was among the spectators and informed his friends he was leaving for New York on business for a few days.

Coinmen present at the cocktail party given by Derby Records and Jimmy Martin, local distributor, for Bob Carroll, had a hectic evening. Carroll is the new singing sensation currently making a hit with his Derby label of "Say It With Your Heart." Among those present were Earl Kies, Apex Cigarette Service; Rudy Kitt, Suburban Music Service; Phil Holdman and Henry Oakes, of the Martin district, and the brothers, Ted, Fred and Joe, of Singer Radio. Martin and the Singers reported good action on Carroll's new disk. Larry Newton, owner of Derby Records, greeted many old friends here, especially the dj's.

Herb Perkins, Purveyor Shuffleboard, plans to leave on his South American business trip February 10. His first stop will be in Rio during the Mardi Gras. Purpose of the trip, which will be made entirely by plane, is to look up some of his newer export customers and establish additional contacts.

At First Distributors, painters wound up their work on the remodeled staff offices. Glass enclosures will complete the job. Meanwhile, business was going along at a steady pace. Wally Finke reported. One of the best moving items has been Exhibit Supply's Space Gun. Joe Kline

was enthused over used game sales. In the gift merchandise department, Mal Finke and Ben Michaels were getting ready for some new nationally known lines purchased following visits to the housewares and furniture shows in mid-January.

United Manufacturing is making a lot of new operator friends with its Show Boat in-line game, according to Billy DeSelm, sales manager. Among visitors were Dave Simon, New York, and his assistant, Bob Black. Johnny Casola made a quick trip to Birmingham to visit with his dad who was stricken recently but now is on the road to recovery. Mel Binks was the proudest man in town last week following the birth of his first grand child, a daughter. The new pappy, Don, is on the United engineering staff.

Miami

The Amusement Machine Operators' Association has received a request from the principal of Auburndale Elementary School for a reconditioned juke box. The principal's letter was read at the regular AMOA monthly meeting January 15 and, as usual, there was no lack of offers. (See separate story.)

At the AMOA meeting held in the El Comodoro Hotel in downtown Miami, Dave Engel and Hyman Cohen were admitted as members. Actually, Engel is a former member of the AMOA, having owned a music route some time ago. His purchase of a juke box route from Pat Wallester, Pat's Music Company, returned him to the fold. Cohen acquired a portion of the G & G operation at Miami Beach. Sam Horowitz, A & T Vending, believes Queen of Hearts and Cor-

(Continued on page 95)

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3
ABC (United).....	\$139.50	140.00	\$135.00	\$150.00(2)
	145.00	150.00	139.50(2)	165.00
		165.00	140.00	175.00
		175.00(2)	150.00(2)	200.00
			155.00	225.00
			175.00	225.00
Across-the-Board (United)...	225.00			
Advance Roll (Genco).....	30.00	35.00	30.00	35.00
All Baba (Gottlieb).....	34.50	49.50	34.50	49.50
Alice in Wonderland (Gottlieb)		49.50	19.00	49.50
All Star Basketball (Gottlieb).....			160.00	
Aloha.....	24.50			
Aquacade (United).....	37.50	39.00	22.00	39.00
	39.50	79.50	39.50	79.50
			115.00	
Arcadia (Williams).....	99.50	50.00	99.50	99.50
Arizona (United).....	425.00(2)	415.00	425.00(2)	425.00
Atlantic City (Bally).....	435.00(2)	425.00(4)	435.00	445.00
	450.00	435.00	450.00	450.00
Baby Face (United).....	39.50	39.00		
Banjo (Exhibit).....	29.50			
Bank-a-Ball (Gottlieb).....		40.00(2)		
Barnacle Bill (Gottlieb).....	34.50	24.50	29.50	34.50
		34.50		34.50
Basketball (Gottlieb).....	95.00	120.00	70.00	95.00
Basketball Champ (Chicago Coin).....	195.00	225.00	195.00	225.00
	250.00	250.00	185.00	195.00
	89.50	89.50	225.00	250.00
Battling Practice.....	89.50		89.50	89.50
Bazaar (Exhibit).....	24.50			
Be Bo (Exhibit).....	94.50	39.00	94.50	94.50
Bee Hop.....	49.50			
Bermuda (Chicago Coin).....	24.50			
Big Hit (Exhibit).....	169.50			
Big Top (Genco).....	49.50	59.00	49.50	59.00
	64.50	64.50		64.50
Bingo (Robbins).....	22.50			
Bingo-a-Roll.....	125.00	125.00	125.00	125.00
Bingo Rolls.....	65.00	65.00	65.00	65.00
Black Gold (Genco).....	59.50	59.50	59.50	59.50
Blue Skies (United).....	24.50			
Bolero (United).....	215.00	195.00	250.00(3)	250.00(2)
	250.00(3)	250.00(3)	275.00	275.00
Boston (Williams).....	89.50	75.00	89.50	89.50
Bowling Champ (Gottlieb)...	50.00(2)	65.00	44.50	50.00
	74.50	65.00	74.50	50.00
		74.50		74.50
Bright Lights (Bally).....	219.50	220.00	210.00(2)	175.00
	235.00	265.00	215.00	210.00
			220.00	220.00
			245.00	265.00
Bright Spot (Bally).....	315.00	295.00	310.00	315.00(2)
	325.00(2)	315.00(2)	325.00	325.00
	349.50	350.00	350.00	350.00
			175.00	
Broadway (Bally).....	34.50	59.50	19.00	34.50
Buccaneer (Gottlieb).....			44.50	59.50
			74.50	74.50
Bufo Bill (Gottlieb).....	49.50	79.50	40.00	65.00
Buttons & Bows (Gottlieb)...	65.00	69.50	65.00	69.50
			94.50	94.50
Campana (Exhibit).....	94.50	55.00	94.50	94.50
Canasta (Genco).....	49.50	89.50	30.00	39.50
			89.50	89.50
Caravan.....	24.50			195.00
Caribbean.....	49.50(3)	39.00	49.50(2)	49.50(2)
Carnival (Bally).....	24.50			20.00
Carolina (United).....	89.50	49.00	49.50	65.00
Champion (Bally).....	69.50			89.50
Champion (Chicago Coin)....			64.00	79.50
Chico (Chicago Coin).....			27.00	
Chinatown.....			215.00	195.00
Cinderella (Gottlieb).....	29.50	19.50	29.50	29.50
Citation (Bally).....	30.00	75.00	29.50	30.00
			79.50	25.00
			79.50	35.00
Cleopatra (Marvel).....	24.50			79.50
College Daze (Gottlieb).....	59.50	79.50	59.50	64.50
	85.00	89.50	85.00	89.50
Coney Island (Bally).....	325.00(2)	295.00(3)	325.00	325.00
	335.00	349.50	300.00	315.00
	350.00	350.00	325.00	335.00
			349.50	350.00
Control Tower (Williams)...	110.00	119.50	100.00	95.00
County Fair (United).....		165.00	165.00	165.00(2)
Crazy Ball (Chicago Coin)...	49.50			249.50
Cross Roads.....			195.00	160.00
Crossfire (Exhibit).....			20.00	
Cyclone (Gottlieb).....	139.50			150.00
Dallas (Williams).....	44.50	74.50	44.50	74.50
De-Icer (Williams).....	99.50	59.50	65.00	44.50
			99.50	74.50
			99.50	99.50
DeLuxe World Series (Williams).....	34.50	20.00	34.50	175.00
Dew-Wa-Ditty (Williams)...				20.00
Domino (Williams).....	75.00	79.50	42.00	34.50
Double Action.....			45.00	70.00
			59.50	
Double Feature.....	89.50	125.00	95.00	120.00
Double Shuffle (Gottlieb)....	49.50	72.50	49.50	50.00
	75.00	95.00	75.00	49.50
			75.00	75.00
Dreamy (Williams).....	99.50	99.50	99.50	85.00
El Paso (Williams).....	39.50	39.50	50.00	99.50
Fighting Irish (Chicago Coin)				39.50
Fighting Phils.....	39.50			
Five Star (Universal).....	80.00	95.00	80.00	99.50
	99.50	125.00	125.00	99.50
	145.00	145.00	125.00	145.00
Floating Power (Genco).....	44.50	44.50	44.50	44.50
Football (Chicago Coin)....	49.50	35.00		
400 (Genco).....	255.00	265.00	255.00	265.00
	275.00	295.00	295.00(2)	265.00
Four Horsemen (Gottlieb)....	110.00	139.50	75.00	250.00
		84.50	95.00	265.00
		139.50	139.50	
Four Stars (Gottlieb).....	225.00			
Freshie (Williams).....	69.50	49.00	69.50	94.50
		79.00		
Frolics (Bally).....	400.00	445.00	445.00	425.00
	450.00	450.00(2)	450.00(2)	450.00
	465.00(2)	465.00(2)	465.00	495.00
	475.00	475.00(2)		
		495.00(2)		
Futurity (Bally).....	275.00(2)	249.50	275.00	295.00
	295.00	275.00(3)	225.00	
		295.00		

THE MARKET PLACE
for the
COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
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Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

Cigarette Machine, King Size Conversions. 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation: Unneeda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Coin Radios and Television: buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Mechanic and Route Man for Seeburg Phonos, Pins and Bowlers; between 25 and 40 yrs. of age; no drinkers; good staffing salary with chance for advancement to right party; small populated territory; answer by mail and give references and qualifications. Chief Amusement Co., 100 S. Main, Lamar, Colo.

Attention, Stamp Machine Operators—Now available, direct from manufacturer. Paraffin Waxed Stamp Folders; write for free samples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla.

For Sale—Aluminum tops and targets for ABT Challengers, practically new, \$5 each. Starnes Music Machine Co., Hickory, N. C.

Packard Selector Conversion Kits for dime play, instruction, glass included; \$1.50 each, complete; thousands already in use. Alpha Co., 1025 N. Highland, Hollywood 38; Calif.

Plastics—Any pre-war Wurlitzer or Seeburg Plastic, \$3. PPD, Music Parts Co., 2929 Main St., Ocean Park, Calif.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448

ABT Challengers, \$19.50; Astrology Scales, \$25. 1/2 with order, balance C.O.D. A. W. Love, Box 3265, Knoxville, Tenn.

Alicorn Coronets, \$125; A.M.I. Model A, \$295; Watling Scales, like new, \$95; Exhibit Jet Gun, \$175; Bally Heavy Hitter, \$59.50. Miller Newark Distributing Co., 5743 Grand River Ave., Detroit 8, Mich.

Phonographs — Guaranteed A-1; Seeburg 78-100A's, \$575; Evans Constellations, \$375. Stapleton Music Co., 1740 South Ave., Springfield, Mo.

Silver Kings, clean and in good condition for Ball Gum and Charms, \$7 each; for Ball Gum or Peanuts, \$6 each. Gardner & Lose, 2611 Hale Ave., Louisville, Ky.

12 Kunkel Popcorn Vendors for \$200; also free reconditioned Gum Vendors, purchase contents only; come and get them. 114 Gates Ave., Jackson, Tenn.

38 Atlas Bantam Country Tray 5¢ Nut Vendors, spotless, chrome finish, like new, lot \$5 each; 10 Atlas Ace 1¢ Nut Vendors, like new, \$5 each; also 100 Counter Display Racks for packaged nuts and other specialty foods or candy, price \$100 lot. Heat-Seal unit for sealing cellophane bags, paper cutter, punches, staplers, etc., complete outfit, \$100. Frontier Novelty Co., 256 W. Roger Rd., Tucson, Ariz.

Wanted—Chicago Coin Band Box Miniature Mechanical Orchestra; write particulars. Baldrige, 6678 Academy, Brighton, Mich.

Wanted—Chicago Coin Bowling Alleys, blue cabinets; will pay \$20 each. Write or call Streamliner Coin, 663 N. Wells, Chicago 10, RAndolph 6-0879.

Wanted—Decals and Parts for Daval's Best Hands. 810 Hemphill St., Ft. Worth 4, Tex.

Wanted—Wurlitzer 1400, 1450; AMI Model D, Victor Toppers, Metal Typers; state condition. Ace Music Co., Waukon, Iowa.

Masters Lucky Boys Grips, Shockers, Seeburg 146 M's, Du Grenier Cigarette; priced low, may trade. Box 597, The Billboard, Chicago 1, Ill.

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how display style advertising draws your eyes toward this space? . . . This same "Reader Compelling" style can be yours for only a little more, and often for less, than regular classified style. See the order form below for complete details.

Wanted to Buy

Trade 16 Checks signed personally by President Coolidge for Ball Gum Vendors or Longbrake, 5976 Gifford, Cleveland 9, O.

Wanted—Chicago Coin Band Box Miniature Mechanical Orchestra; write particulars. Baldrige, 6678 Academy, Brighton, Mich.

Wanted—Chicago Coin Bowling Alleys, blue cabinets; will pay \$20 each. Write or call Streamliner Coin, 663 N. Wells, Chicago 10, RAndolph 6-0879.

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WATCH THIS SPACE EVERY WEEK

(This heading 8 pt. Metro Bold)

for samples of different size type available to users of display-style advertising.

Put your message across with an attention-getting display ad. See order blank for complete details.

Table listing various coin machine models and their prices across four issues: Jan. 24, Jan. 17, Jan. 10, and Jan. 3. Models include Georgia (Williams), Gin Rummy (Gottlieb), Gizmo (Williams), Glamor (Gottlieb), Globe Trotter, Gold Cup (Bally), Golden Gloves (Chicago Coin), Grand Award (Chicago Coin), Handicap, Happy Days (Gottlieb), Happy Go Lucky (Gottlieb), Harvest Time (Genco), Hayburner (Williams), Hit-a-Homer, Hits and Runs (Genco), Hit 'N' Run (Gottlieb), Hit Parade (Gottlieb), Holiday (Keeney), Hong Kong (Williams), Horseshoes (Williams), Hot Rod (Bally), Humpty Dumpty (Gottlieb), Hy-Roll (Bally), Jalopy (Williams), Jeanie (Exhibit), Jockey Special (Bally), Joker (Gottlieb), Judy (Exhibit), Just 21 (Gottlieb), King Arthur (Gottlieb), K. C. Jones (Gottlieb), King Cole (Gottlieb), King Pin (Chicago Coin), Knock Out (Gottlieb), Leader (United), Lite-a-Line (Keeney), Long Beach (Williams), Longacres, Long Beach (Williams), Lullaby Tunes (Williams), Madame Butterfly, Madison Square Garden, Maic (Exhibit), Majors (Chicago Coin), Majorette, Major League Baseball (United), Mardi Gras, Maryland (Williams), Mercury (Genco), Mermaid, Merry Widow (Genco), Minstrel Man (Gottlieb), Mountain Climber, Monterrey (United), Moon Glow (United), Niagara (Gottlieb), Nifty (Williams), Oklahoma (United), Old Faithful (Gottlieb), Olympics (Williams), One, Two, Three (Genco), Palm Beach (Bally), Paradise, Paratrooper (Williams), Photo Finish (Universal), Pin Bowler (Chicago Coin), Pinch Hitter (United), Pinky (Williams), Play Ball, Playland (Exhibit), Playtime (Exhibits), Pop Up, Pro-Score (Penser), Puddin' Head (Genco), PUNCHY (Chicago Coin), Quarterback (Williams), Quartette (Gottlieb), Rag Mop (Williams), Rainbow (Williams), Ramona, Rancho (Bally), Red Shoes (United), Rip Snorter (Genco), Rocket (Genco), Rockette, Rondevee (United), Rose Bowl, Round Up (Gottlieb), St. Louis (Williams), Sally (Chicago Coin), Saratoga, Screwball (Genco), Sea Breeze, Sea Jockeys (Williams), Select-a-Card (Gottlieb), Serenade (United), Shanghai (Chicago Coin), Shantytown (Exhibit), Sharpshooter (Gottlieb), Shoot the Moon, Shoo Shoo (Williams), Show Boat, Skill Pool (Gottlieb), Slugfest, South Pacific (Genco), Spark Plug (Williams), Special Entry (Bally), Speedway (Williams), Sportsman (Williams), Spot Bowler (Gottlieb), Spot-Lite (Bally), Springtime (Genco), Stardust (United), Stars (United), Stop and Go (Genco), Summer Time (Gottlieb), Sunshine Park (Bally), Super Hockey, Super World Series (Williams), Sweptstakes (United), Sweetheart (Williams).

Coinmen You Know

Continued from page 94

nation are two of the finest games that Gottlieb has ever turned out.

Doris Shapiro, AMOA's capable secretary, received a pleasant surprise when her three sisters arrived from New York for some Florida sunshine. They are **Mrs. Solly Abrams**, **Mrs. Phil Feinberg** and **Mrs. Archie Swickie**. Doris and hubby Raoul are showing the visitors around... AMOA business manager, **Jimmie Bonnie**, and his wife **Angie**, celebrated their 15th wedding anniversary... **Erasmus U. Ramos**, export clerk at Bush Distributing Company, caught a ray fish during an angling expedition in the Everglades with his brother-in-law, **Carlos Rodriguez**.

George Berger, serviceman at Taran Distributing Company, and his wife welcomed a new arrival recently, **George Berger Jr.** Not to be outdone, another Taran serviceman, **Scotty Daddis**, became the father of a baby girl a few days later... **Lona Lee** is the new receptionist at Taran Distributing.

Donna Shedd is battling a stubborn case of pneumonia brought on by overwork. Her husband, **Dave**, is manager of the Miami branch of Binkley Distributing Company which distributes M-G-M records in Florida... **Bill Boyle**, who turned to the hotel business after many years as a salesman for the Rudolph Wurlitzer Company, is now managing the Delmonico Hotel at Miami Beach. The welcome mat is out for coinmen from everywhere, says Boyle.

Bob Norman has become the South Florida representative for **Ron Rood**, distributor of the Rock-Ola Fireball music box in Florida. Norman dropped into the monthly meeting of the AMOA and made a talk to the operators, soliciting their business... **Joseph Meyerson, J & M Service**, has words of praise for the high quality of pinball games currently on the market.

Joe Mangone, All-Coin Amusements, was telling the boys along coin row this week that Cuba is now granting permits for conventional five-ball pin games. The stipulation is, says Mangone, that the machines must be used strictly for amusement, with free plays permitted but no knock-off buttons. Mangone is active in Cuba, besides being the exclusive Gottlieb distributor for Florida, Georgia and South Carolina.

Morris Steinberg has joined the local coin machine fraternity after selling his Sterling Amusement Company in Newark, N. J., to Stratford Vending. Besides becoming a partner of his brother, **Harry**, in Sterling Music Corporation here, Steinberg purchased a game route from **Ward Parks**, Speedy Amusement Company. It is understood that Parks, who holds a pilot license, will go to work for one of the major airlines.

Pittsburgh
Art Vowinkel, partner in Fred's Vending Service, has returned

Table listing coin machine models and prices for Pittsburgh area: Tahiti (Chicago Coin), Tampico (United), Telecard (Gottlieb), Tennessee (Williams), Texas League (Keeney), Thing (Chicago Coin), Three Feathers (Genco), 3-4-5, Three Musketeers (Gottlieb), Thrill (Chicago Coin), Touchdown (United), Trade Winds (Genco), Trigger (Exhibit), Trinidad (Chicago Coin), Triple Action (Genco), Triplets (Gottlieb), Tri-Score (Genco), Tumbleweed (Exhibit), Turf King (Bally), Tuscon (Williams), Utah (United), Watch My Line (Gottlieb), Whizz Kids (Chicago Coin), Wild West (Gottlieb), Winner (Universal Industries), Wisconsin (United), Wizard, Yank (Williams), Zingo (United).

from the service. While on Korean duty he was in Yokohama and in Tokyo five times... **Jesse L. Herron** has an organization called Freshway Citrus Products Company... **Sidney Reinwasser** recently spent eight days in Atlantic City on a business trip in connection with activities of his cousin, **Col. Michael Mendlow**.

Elmer Willetts feels that the difference between nickel and (Continued on page 96)

Kiddie Ride Mfrs.

Continued from page 82

Personnel
Max D. Levine, president. **Manufacturing Facilities**
Company owns its manufacturing plant.

Equipment in Production
Space ship
Trade name: Scientific Space Ship. Price at which ride operates: 10 cents. Material and construction of the body: Waterproof laminant. Material and construction of the base: Steel. List price: \$1,295.

Boat
Trade name: Scientific Ocean Liner. Price at which ride operates: 10 cents. Material and construction of the body: Waterproof laminant. Material and construction of the base: Steel. List price: \$1,295.

UNITED TOOL & ENGINEERING CO.
Colchester, Ill. Founded: 1952

Personnel
Lloyd E. Yetter, president; **Otis Ahern**, production manager; **C. R. Savage**, sales manager.

Manufacturing Facilities
Company leases its manufacturing plant.

Equipment in Production
Hobby horse
Trade name: Sandy. Price at which ride operates: 10 cents. Material and construction of the body: Electrically welded cast aluminum. Material and construction of the base: Steel, wood and cast iron. List price: \$750.

WELD-BUILT BODY CO., INC.
5903 Preston Ct., New York, N. Y.

Founded: 1946
Predecessor Company: Weld-Built Boat Co.

Personnel
A. Nelson, president, treasurer and sales manager; **J. Milan**, vice-president and secretary.

Manufacturing Facilities
Company owns its manufacturing plant.

Equipment in Production
Rocket
Trade name: Space Ship. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$650.

Boat
Trade name: Sea Nymph. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$650.



Where you get...
The Best
NEW and RENEWED MECHANICAL HORSES ROCKETS and SPACE SHIPS at the RIGHT PRICE
Write, wire or phone
BANNER SPECIALTY COMPANY
Endorsing Only the Best Since 1917
Home Office
199 W. Girard Ave., Phila. 23, Pa.
Branch
1508 Fifth Ave., Pittsburgh 19, Pa.

SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE



SPECIAL-PANORAMS
Guaranteed Reconditioned WRITE.

On All New Equipment WRITE FOR PRICES RECONDITIONED EQUIPMENT

Brite Lites	Atlantic City \$435.00		
Late	Spot Lite	335.00	
ABC	145.00	Frolics	465.00
Coney Island	325.00	Five Stars	95.00
Brite Spot	325.00	Genco 400	265.00
Bolero	215.00	Leader	295.00

Write for January Special Price List
"LAYT NEMEROFF" • CHARLEY PIERI

MONARCH COIN MACHINE, INC.
2257-59 N. Lincoln Ave., Chicago 14, Ill.
Phone: Lincoln 9-3996-7-8

NEW-RECONDITIONED METAL TYPER MACHINES

We Carry Complete Line of Parts in Stock

WRITE FOR PRICES

NOW!
Buy Your Aluminum Discs in Rolls of 100.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

AS NEW SEEBURG M100 BL. \$875.00
45 R.P.M.

5 BALL GAMES
HAYBURNER \$155.00
SPARK PLUGS 169.50
KING PIN 99.50

UNITED CIRCUS..... WRITE

1/3 deposit on all orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

HERE! HERE!
ROCK-OLA FIREBALL 120 PHONO-GRAPH IN CENTRAL OHIO.
10TH FRAME STAR SHUF. ALLEY
10TH FRAME SUPER SHUF. ALLEY
PROMPT DELIVERY

K'NY TEAM BOWLER—New WRITE
BALLY FROLICS—Like New \$450.00
GOTTLIEB QUEEN OF HEARTS
—New WRITE
UNITED STARS—Like New.. WRITE
GOTT. CHINATOWN—New.. WRITE
BALLY CONEY ISLAND ... \$335.00
BALLY SPOTLITE 350.00
KEENEY 4 PLAYER—Formica 295.00
MANY USED BINGO AND PIN GAMES—WRITE, WIRE, PHONE

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH COLUMBUS 15, OHIO
PHONE. ADAMS 7254

Shaffer Specials

in better quality buys

SEEBURG		WURLITZER	
M-100-A (78)	Write	1100	\$269.50
148 (Blonde)	\$219.50	1015	129.50
147	169.50	1080	119.50
146	129.50	1017 Hideaway	99.50

ROCK-OLA		POST WAR WALL BOXES	
50-51 (50 Selection) ..	\$439.50	Seeburg 5c 3 Wire	\$15.00
1428	250.00	Seeburg 5/10/25	
1426	109.50	Wireless	24.50
1422	94.50	Wurlitzer 3020	24.50
		AMI 5/10	25.00

Wurlitzer 219 & AMI Steppers \$21.50-\$25.00
 Rowe Electric Cig. Vendors 25c Head \$159.50

Terms: 25% Deposit, Balance C.O.D.
 Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio: 606 S. High Street, MAIn 5563
 Cincinnati, Ohio: 1200 Walnut Street, MAIn 6310
 Indianapolis, Ind.: 1327 Capitol Ave., Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

FOR BETTER BUYS BUY McGINNIS

YOU CAN DEPEND ON ROY FOR
 QUALITY RECONDITIONED EQUIPMENT



Double Action	\$ 75.00	Punchy	\$ 80.00
Champion (CC)	69.50	Basketball	95.00
Red Shoes	75.00	Knockouts	75.00
King Pin	110.00	Bowling Champ	50.00
Golden Gloves	79.50	Double Shuffle	72.50
Triples	94.50	Shoo-Shoo	90.00
Pinky	99.50	Hits & Runs	69.50
Nifty	99.50	United Leaders	300.00
		Keeney Holiday	\$250.00

We Shall Be Pleased To Demonstrate This New Equipment
 KEENEY ELECTRIC CIGARETTE VENDOR
 KEENEY TELEVISION • KEENEY TEAM BOWLER

ROY McGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

We Specialize in MUSIC!

SEEBURG 1-46	\$150	WURLITZER 1400	Write \$325
SEEBURG 1-46 HIDEAWAY	150	A.M.I. MODEL A	425
SEEBURG 1-47	175	A.M.I. MODEL B	450
SEEBURG 1-48 BLOND	275	A.M.I. MODEL C	495
SEEBURG M-100A	675	A.M.I. MODEL D-99	695
SEEBURG WOM (W-L-56)	40	ROCK-OLA 1422	125
SEEBURG M-100B	40	ROCK-OLA 1426	150
WURLITZER 1015	175	ROCK-OLA 1428	275
WURLITZER 1080	150	MILLS CONSTELLATION, Evans Mech.	250
WURLITZER 1250	425		

Reconditioned—Refinished! Terms: 1/3 Dep., Balance C.O.D.

FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

Cliffy Clef says:

You Can't Buy a Better Reconditioned Phonograph Anywhere!

Every Phonograph Steam-Cleaned and Ready for Location

AMI A	\$295.00	Wurlitzer 1015	\$175.00
AMI B	450.00	Wurlitzer 1100	329.50
AMI C	475.00	Wurlitzer 1250	450.00
Seeburg M100A	629.50	Evans Constellation	395.00
Seeburg M100B	775.00		

BALLY CHAMPION HORSE.....WRITE

Exchange Special
 1015 and 1100 color cylinders, \$3 per pair. Must have your old frames prepaid to us.

Coven Cart—Sled
 \$38.50 straps included write for circular

COVEN

distributing company
 3181 Elston Chicago 18, Ill.
 Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

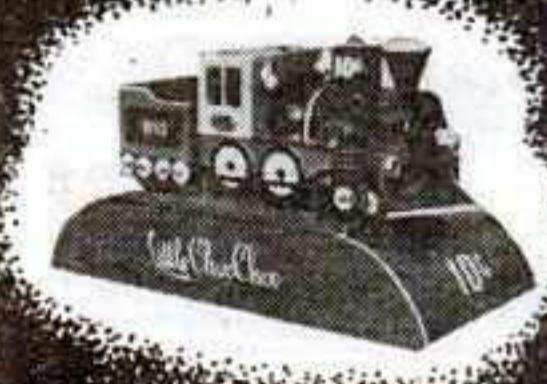
THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3
Ace Bomber (Mutoscope)	\$150.00	\$150.00	\$100.00	\$150.00
Air Raider (Keeney)	119.00	119.00	125.00	125.00(2)
Astroscope 10c	125.00	95.00	95.00	
Atomic Bomber (Mutoscope)	285.00	285.00	285.00	285.00
Bank Shuffle (American)	275.00			
Big Inning (Bally)	165.00 195.00	165.00 195.00	149.50 165.00	149.50 185.00
Bolascore (Supreme)	95.00	95.00	95.00	100.00
Bomber	89.50	55.00		
Boomerang	45.00	45.00	45.00	
Build Up (Exhibit)	24.50	19.50		
Challenger (ABT)	20.00 29.00	20.00 29.00	20.00 29.50	29.50
Chicken Sam (Seeburg)	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury)	150.00	110.00 150.00	150.00	150.00
Dale Gun (Exhibit)	34.50	34.50	34.50	34.50
	50.00 59.50	28.00 50.00	49.50 50.00	50.00 65.00(3)
	65.00(2) 75.00	65.00(2) 75.00	65.00(3) 75.00	75.00 94.50
	94.50	94.50 100.00	94.50	
	125.00	95.00	95.00	95.00
Defender (Bally)				
Deluxe Athletic Scale (Mercury)	79.50	79.50	79.50	79.50
Deluxe Photomatic (Mutoscope)			149.50	
Derby, 4 Player (Chicago Coin)	159.50	149.50	150.00	195.00(2)
	195.00(2)	195.00(2)	195.00(2)	
Drop Kick	75.00	75.00	75.00	75.00
Flac Hockey (Ginex)	150.00		150.00	150.00
Flying Saucer (Mutoscope)	59.50 85.00	59.50 85.00	75.00 85.00	85.00 119.50
Goalie (Chicago Coin)	119.50 125.00	119.50 125.00	119.50 125.00	125.00
	175.00 195.00	215.00	215.00	175.00 215.00
Gun Patrol (Exhibit)	65.00	65.00	65.00	69.50
Heavy Hitter (Bally)	65.00 75.00	59.50 65.00	65.00 75.00	65.00 75.00
Hockey (Chicago Coin)		75.00	85.00	
Irish Poker	85.00			
Jack Rabbit (Amusement Corp.)	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jet Gun (Exhibit)	225.00	250.00(2)	250.00	195.00 265.00
Jungle Joe		195.00		
Kicker & Catcher	18.50 22.50	18.50 22.50	18.50	99.50
Lite League	99.50	99.50	99.50	99.50
Love Meter (Exhibit)	39.50	39.50	39.50	39.50
Metal Typer Deluxe	195.00	195.00	195.00	195.00
Midget Movies	125.00 199.50	125.00 199.50	125.00 150.00	125.00 199.50
			199.50	
	20.00	20.00	20.00	
Model F (ABT)				150.00
Nite Bomber (Kirk)				225.00
Panorams	275.00	225.00	225.00	250.00
Photomatic (Mutoscope)	250.00	250.00	250.00	250.00
	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	625.00(late)	625.00(late)	375.00(late)	650.00(2) (late)
	650.00(late)	650.00(late)	625.00(late)	
			650.00(late)	
Pistol Pete (Chicago Coin)	75.00 129.50	55.00 75.00	70.00 75.00	95.00 129.50
		125.00 129.50	129.50	
Pitch 'Em & Bat 'Em (Scientific)	185.00	185.00	185.00	185.00
Pokerino (Scientific)		99.50 125.00	49.50 99.50	
			125.00	
Pokerino Jr. (Scientific)	99.50 125.00		79.50	
Pony Express (Exhibit)	250.00	250.00	250.00	
Pool Table (Edelco)	75.00	65.00 75.00	75.00	75.00
Punch-A-Ball (Genco)	15.00	15.00	15.00	
QT Pool Table				125.00
Quizzer	95.00	95.00	95.00	100.00
Rapid Fire (Bally)	125.00	110.00 125.00	125.00	125.00
Recordio "Wilcox-Gay"	125.00	125.00	125.00	125.00
Rifle Range Rev Gun	105.00	105.00	105.00	105.00
Set Shot Basketball (Munves)			250.00	200.00
Shipman Art Show	49.50 59.50	49.50 59.50	49.50 59.50	49.50
Shocker (Acme)	24.50	24.50	24.50	24.50
Shoot-A-Line (Exhibit)		250.00		
Shoot the Bear (Seeburg)	249.00 265.00	195.00 199.50	250.00	275.00(2)
	275.00 295.00	200.00 219.50	275.00(2)	295.00
		225.00		
		249.50(2)		
		265.00		
		275.00(2)		
		295.00		
Silver Bullet (Exhibit)	125.00	110.00 125.00	125.00 150.00	150.00
Six Shooter (Exhibit)	165.00	165.00(2)	165.00(2)	165.00(3)
Skee Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Ski Roll (Eva)	125.00	125.00	125.00	150.00
Skill Gun (ABT)	39.50	39.50	39.50	39.50
Skill Test (Groetchen)	59.50	59.50	59.50	59.50
Sky Fighter (Mutoscope)	125.00	125.00	125.00	
Standard Metal Typer	325.00	325.00	325.00	300.00 325.00
Star Series (Williams)	75.00 79.50	50.00 65.00	75.00 100.00	75.00 100.00
	100.00 139.50	75.00 97.50	139.50	139.50
		100.00 139.50		
Sub Gun (Keeney)	125.00	125.00	125.00	125.00
Target Skill (Genco)		100.00	100.00	100.00
Team Hockey (United)	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
Telexiz	100.00 139.00	85.00 139.00	139.00 169.50	139.00 169.50
	169.50	169.50		
Ten Strike (Evans)	75.00 169.50	75.00 169.50	75.00 169.50	75.00 169.50
3-Way Gripper (Gottlieb)	24.50	24.50	24.50	24.50
Torpedo (Bally)		110.00		
Undersea Raider (Bally)	95.00	95.00 145.00	90.00 95.00	95.00
Voice-o-Graph (Mutoscope)	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Western Baseball	85.00	85.00	85.00	85.00

"LITTLE CHOO-CHOO"



Designed by

World Famous Manufacturer of Amusement Rides

Sensational new coin-operated kiddie ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO.
 Mt. Clemens, Mich.

For REAL BUYS from the nation's LARGEST coin-machine STOCK

Send Today for Our Complete Price Lists

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

IN STOCK!

Bally Palm Beach	\$510
United A-B-C	150
Bally Spotlight	325
Bally Bright Light	225
Wurlitzer 1100	249
Seeburg 148-ML	249
Williams Twin Bowler	85
Williams Dreamy	49
Williams Freshie	79
Chicago Coin Punchy	69
Chicago Coin Champion	64
Exhibit Playland	44
C-8 Eastn. Elec. Cig. Vend.	139
Natr'l 9-Col. Candy Vend.	85
Rowe 8-Col. Candy Vend.	59

NEW! Bally Beauty, United Show Boat, Chicago Coin and United Shuffles, Gottlieb Queen of Hearts, Williams Disk Jockey.

Write for List of New and Reconditioned.

1/3 Deposit, Balance C.O.D.

IRV OVITZ

ACME-INTERNATIONAL

DISTRIBUTORS
 2027 N. Halsted St. Chicago 14, Ill.
 Phone: Whitehall 3-8813

Look! Bargains! Look!

WALL BOXES

Seeburg W1 L-56 Wireless Wailomatics	\$ 5.00 Ea.
Seeburg 3W2 L-56 (5c) 3-Wire Wailomatics	7.50 Ea.
Seeburg W5 2Z (5c) Wireless Wailomatics	3.00 Ea.
Seeburg W6 L-56 (5-10-25c) Wireless Wailomatics	35.00 Ea.
Wurlitzer 3020 (5-10-25c) Wailomatics (Chrome Cover)	25.00 Ea.
Wurlitzer Model 4820 (48 Selections), (Chrome Cov.)	60.00 Ea.
Packard Wall Boxes (24 Selections)	7.50 Ea.
Rock-Ola (20 Selection) Wall Boxes	7.50 Ea.
AMI (40 Selection) Wall Boxes	35.00 Ea.

W. B. Distributors, Inc.
 1012 Market Street St. Louis, Mo.

SAM SOLOMON'S BUYS

United ABC	\$139.50
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THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3
Ace Bowler (Chicago Coin)	\$79.50			
Baseball (Bally)		\$29.00		
Baseball (Genco)	79.50			
Big League Bowler (Keeney)	185.00	185.00		
Bowlette (Gottlieb)	25.00	15.00(2)	25.00(2)	
Bowling Alley (Chicago Coin)	45.00	40.00	45.00	
Bowling Alley, 6 player (Chicago Coin)	250.00w/p	265.00	265.00	245.00 319.50
	295.00	295.00w/p	295.00w/p	
Bowling Champ (Keeney)			50.00	50.00
Bowling Champ, 2 player (Keeney)		50.00	89.50	89.50
Bowling Classic (Chicago Coin)	59.50 69.50	59.50 69.50	59.50 69.50	59.50 109.50
	89.50	89.50	89.50	
Bowling Classic, 2 player (Chicago Coin)		69.50		
De Luxe League Bowler (Keeney)	245.00 265.00	245.00 265.00	245.00 265.00	265.00 275.00
	295.00	295.00	295.00	295.00
Deluxe Bowler (Williams)	39.00	39.00	39.50	
Deluxe 6 Player (Chicago Coin)			265.00	265.00w/p
Double Bowler (Keeney)	79.50 99.50	79.50 99.50	79.50 99.50	79.50 99.50
Double Header (Bally)	59.50		69.50	69.50
Double Header (Williams)	45.00(2)	45.00(2)	49.50	49.50
	49.50(2)	50.00		
Double Shuffle Alley (United)		40.00	45.00	55.00
Double Shuffle Alley Express Rebound (United)	139.50	139.50	139.50	139.50
8 Player Rebound (Genco)	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United)	199.50(2)	199.50 200.00	199.50 215.00	199.50 215.00
	200.00 220.00	215.00	225.00(2)	235.00w/p
	225.00(2)	225.00(3)	235.00w/p	240.00w/p
	225.00w/p	235.00w/p	240.00w/p	245.00
	35.00w/p	240.00w/p	245.00	
Four Player (Keeney)	95.00 195.00	95.00 125.00	195.00 225.00	195.00 295.00
	225.00 295.00	150.00 195.00	295.00	
	225.00 295.00			
Four Player Shuffle Alley (United)	185.00	194.50 195.00	220.00	220.00
	195.00(2)	200.00 220.00	125.00 145.00	125.00 149.50
Hook Bowler (Bally)	200.00 220.00	95.00 145.00	149.50	
	95.00 145.00	149.50		
League Bowler (Keeney)	125.00 135.00	115.00 125.00	115.00 125.00	115.00 139.50
	139.50	135.00 139.50	135.00 139.50	
King Pin (Keeney)	35.00	35.00		
League Bowler, 4 Player (Keeney)	139.50 159.50	99.50 139.50	139.50 195.00	195.00
		195.00		
League Bowler Super Deluxe (Keeney)	275.00	275.00	275.00	
Official Shuffle Alley (Keeney)	349.50 365.00	349.50 365.00	349.50	
Pin Lite Bowler, 2 player Rebound (Chicago Coin)		85.00		
Shuffle Alley (United)	29.00	29.00	29.00	
Shuffle Alley DeLuxe, 6 Player (United)	295.00(2)	295.00	325.00(2)	315.00w/p
	325.00 350.00	325.00(2)	350.00	325.00 350.00
		350.00		
Shuffle Alley Express (United)	35.00 45.00	35.00 45.00	35.00 45.00	35.00 49.00
	49.50	49.00	49.00	
Shuffle Alley, 2 player (Keeney)	49.50	49.50		
Shuffle Alley, 2 player (United)	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 player (United)	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney)			250.00	
Shuffle Alley, 6 player (United)	240.00	240.00 245.00	240.00 245.00	240.00 265.00
	245.00(2)	260.00w/p	265.00(2)	265.00(2)w/p
	249.50	265.00(2)	265.00(2)w/p	315.00
	260.00w/p	265.00w/p	315.00	
	265.00w/p	289.50 315.00		
Shuffle Baseball (Chicago Coin)	45.00	45.00(2)	45.00	
Shuffle Bowler (Bally)			29.00	29.00
Shuffle Horseshoe (Chicago Coin)	75.00 99.50	75.00 129.50	75.00 129.50	75.00 95.00
	129.50			129.50
Shuffle Lane (Rock-Ola)		29.00	29.00	
Shuffle Line (Bally)	95.00 105.00	95.00 105.00	95.00 105.00	95.00 105.00
	125.00(2)	125.00(2)	125.00(2)	125.00
Shuffle Slugger (United)	65.00(2)	65.00 79.50	65.00 79.50	65.00
Shuffle Target (Genco)	90.00 95.00	95.00 119.00	95.00 119.00	69.50 95.00
	99.50 100.00			
Shuffle Tournament, 4 player (Universal)		145.00	145.00	
Single Shuffle Alley Rebound (United)	50.00 75.00	50.00 89.50	50.00 89.50	50.00 89.50
	79.00 89.50	59.00 79.00	79.00	79.00
Skee Alley (United)	350.00	350.00	350.00 435.00	350.00 435.00
Star Bowler, 2 player		89.50	89.50	
Strike (Exhibit)				
Super Six Shuffle Alley (United)	350.00(2)	334.50	350.00(2)	350.00 375.00
	375.00	350.00(2)	375.00	
		375.00		
Super Twin Bowler (Universal)	39.50 69.00(2)	39.50 59.50	59.50 69.00(2)	59.50 69.00
		69.00(2)		
Trophy Bowl (Chicago Coin)	50.00 59.50	50.00 59.50	50.00 59.50	50.00 59.50
	89.50 99.50	89.50 99.50	89.50 99.50	119.50
Twin Bowler (Chicago Coin)	32.50w/p	32.50 w/p		
Twin Bowler (Universal)	49.00	40.00 49.00(2)	49.00	49.00
Twin Shuffle Alley Rebound (United)	145.00 165.00	145.00 165.00	145.00 165.00	165.00
	129.50 150.00	75.00 150.00	150.00	195.00
Twin Shuffle-Cade (United)		99.50		
2 Player Rebound (Keeney)				

Fla. Cig Tax Returns

TALLAHASSEE, Fla., Jan. 24.—Florida's nickel-a-pack cigarette tax yielded \$1,511,300 in December, up \$89,568 over the same month a year ago, it was announced by the State revenue department.

WE EXPORT

- PIN GAMES
- MUSIC MACHINE

Joe Ash

We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

We are exclusive **WURLITZER DISTRIBUTORS** in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495

'You can ALWAYS depend on Active—ALL WAYS!'

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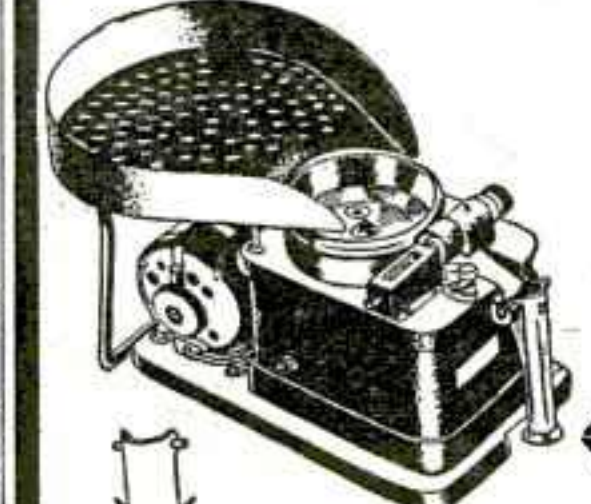
\$380??
See Market Place, Page 94



KLOPP PROVEN-TESTED COUNTING MACHINES MEAN MONEY IN THE BANK . . .

MANUAL COIN COUNTING AND PACKAGING MACHINE

Complete with reserve coin tray four metal tubes for packaging and one for bagging. Tubes are easy to change—simply remove tube in use and latch on the one you need.



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With dynamic new bonus play feature!

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- SIX PLAYER 245
- FIVE PLAYER 225
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- SKEE ALLEY 79
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CHICAGO COIN

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- BALLY
- SHUFFLE LINE \$105
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UNIVERSAL

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- BOWLER \$ 49
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WILLIAMS

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AMERICAN BANK SHOTS
Like New **SPECIAL \$285**

BINGO 5 BALLS

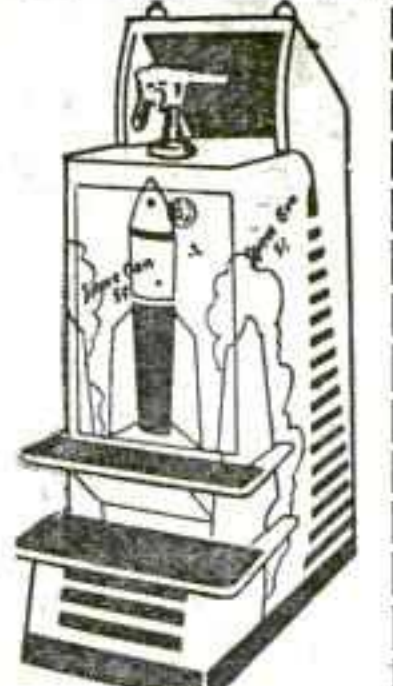
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"First-Conditioned"

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Great companion piece for rides.

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Modernize your shuffle alleys into match score games!

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- WATCH MY LINE 85
- COLLEGE DAZE 85
- 3 MUSKETEERS 85
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STRIKE on each frame good for 2 extra shots.

SPARE on each frame good for 1 extra shot.

POSSIBLE SCORE:
Up to 900 Shooting 30 Strikes in 10 Frames!

3 WAYS TO PLAY

IT'S THE SEASON!
BOWLING IS BOOMING NOW!

FASTER!

KEENEY DISTRIBUTORS ALL REPORT THAT TEAM BOWLER IS BUILDING HEAVY LEAGUE PLAY!

NEW!

2 FULL FIVE-MAN TEAMS

The only game that offers realistic bowling competition for 5-man teams!

10 TEN PLAYER TEAM BOWLER

KEENEY LITE-UP PINS

LOCATIONS ARE ASKING FOR Keeney's TEAM BOWLER for LEAGUE PLAY AND BONUS SCORING

Keeney's 10-PLAYER for 5-MAN TEAM BOWLING!

Adjustable to:
NEW BONUS PLAY

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READY WITH IMMEDIATE DELIVERY!

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SEEBURG M-100 A
with DAVIS Guarantee
\$649.00

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- CHECK THESE FEATURES—**
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		1434, 50 Record	\$529
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Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

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Bally FUTURITY	United SIX PLAYER
Bally CHAMPION HORSE	United FIVE PLAYER
Exhibit PONY EXPRESS HORSE	Keeney SIX PLAYER
Exhibit DALE GUN	Keeney BIG LEAGUE BOWLER
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(2 Player Shuffleboard Attachment)	SILVER KING PIN
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The Latest . . .

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GEORGIA	110	KING ARTHUR	95	SWEETHEART	85
FOUR STARS	225	KNOCKOUT	85	3 MUSKETEERS	110
FOUR HORSEMEN	110	OLD FAITHFUL	110	TRI-SCORE	85
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Bally CONEY ISLAND

SPOT LITE

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For 8" United Games

Can be easily installed in matter of minutes. Eliminate time and expense refinishing playfields. Comes complete with fast drying glue and instructions.

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Here is a new, tantalizing game that's REALLY DIFFERENT! Features HIGH SCORES and S-P-E-L-L AWARDS. 2 Thumper Bumpers, 2 Flippers life up at bottom for increased values! Top Roll-overs and 9 Trapholes increase scores.

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GREAT NEW 5-BALL
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✓ **1 TO 8**

- GOOD FOR ONE REPLAY and lite-up two bottom rollovers for replays.
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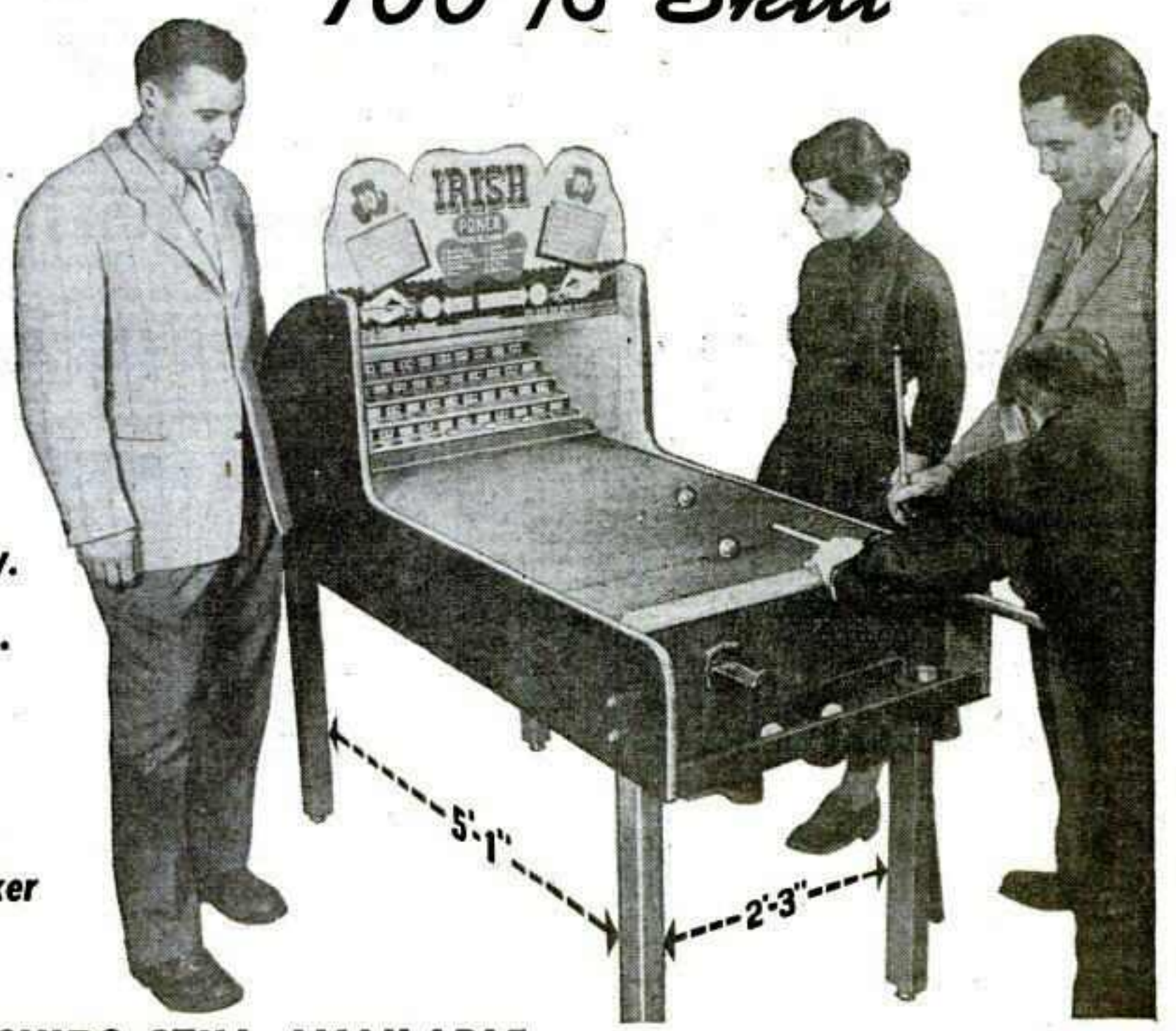


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 CREATORS OF DEPENDABLE PLAY APPEAL!
 4242 W. FILMORE ST. CHICAGO 24, ILL.

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IRISH
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100% Skill



- ♠ **Nothing to get out of order. Operates manually.**
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2 Depending on the skill with which the ball is aimed and hit, ball jumps into desired tier and pocket.

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1 to 23 @ \$14.20
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24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

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BAT-O-MAT EARNING POWER ... \$10 Per Hour!
\$1,495.00

The Super Automatic Baseball Pitching Machine

SHUFFLE GAMES

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with grip. Silk Screen playing instructions AT THE RIGHT PRICE! Complete with cement for easy installation. For all United 8 ft. games.

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Fast Wax, Cape (12) 4.50
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10th FRAME FEATURE. *plus*
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6 PLAYER BOWL-A-BALL

- PLAYERS ACTUALLY BOWL WITH A BALL—not a Puck!
- BALL REBOUND FOR FASTER PLAY!
- MATCH BOWLER—USING CHICAGO COINS
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LOCATIONS CAN NOW MEET PLAYERS' DEMANDS OPERATE Super MATCH BOWLER IN ANY OF THESE 4 WAYS!

- COMBINING MATCH BOWLER AND 10th FRAME BOWLER!
- 10th FRAME BOWLER ONLY!
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Williams
Great New 5-Ball
TWENTY GRAND
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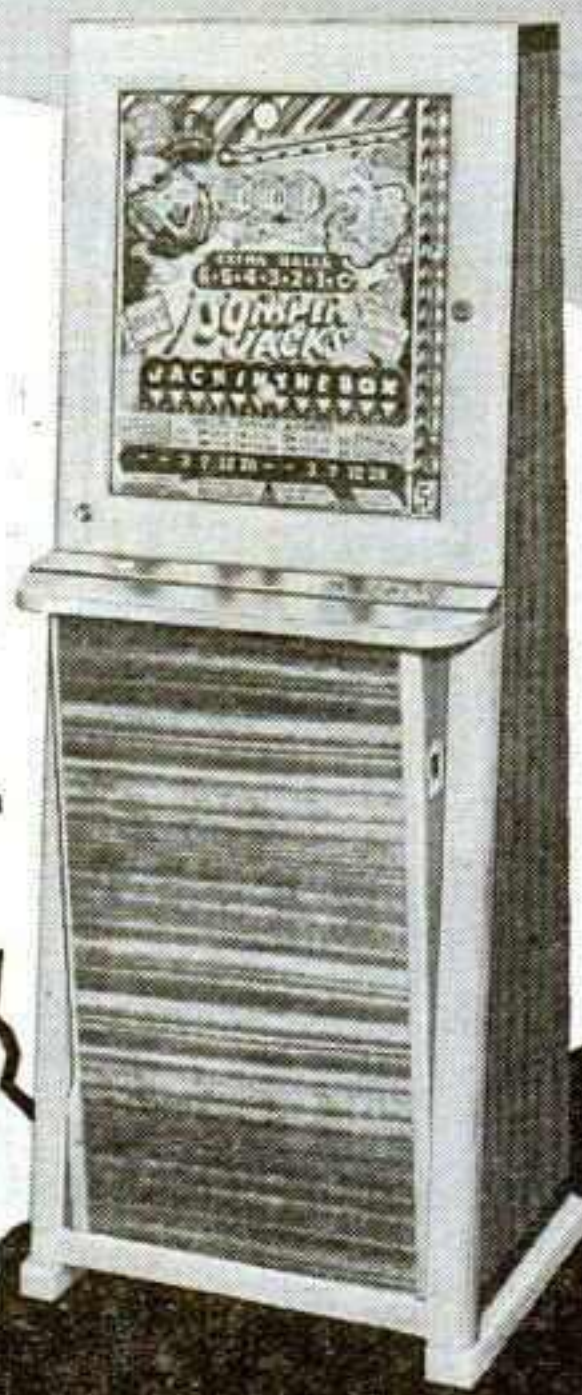
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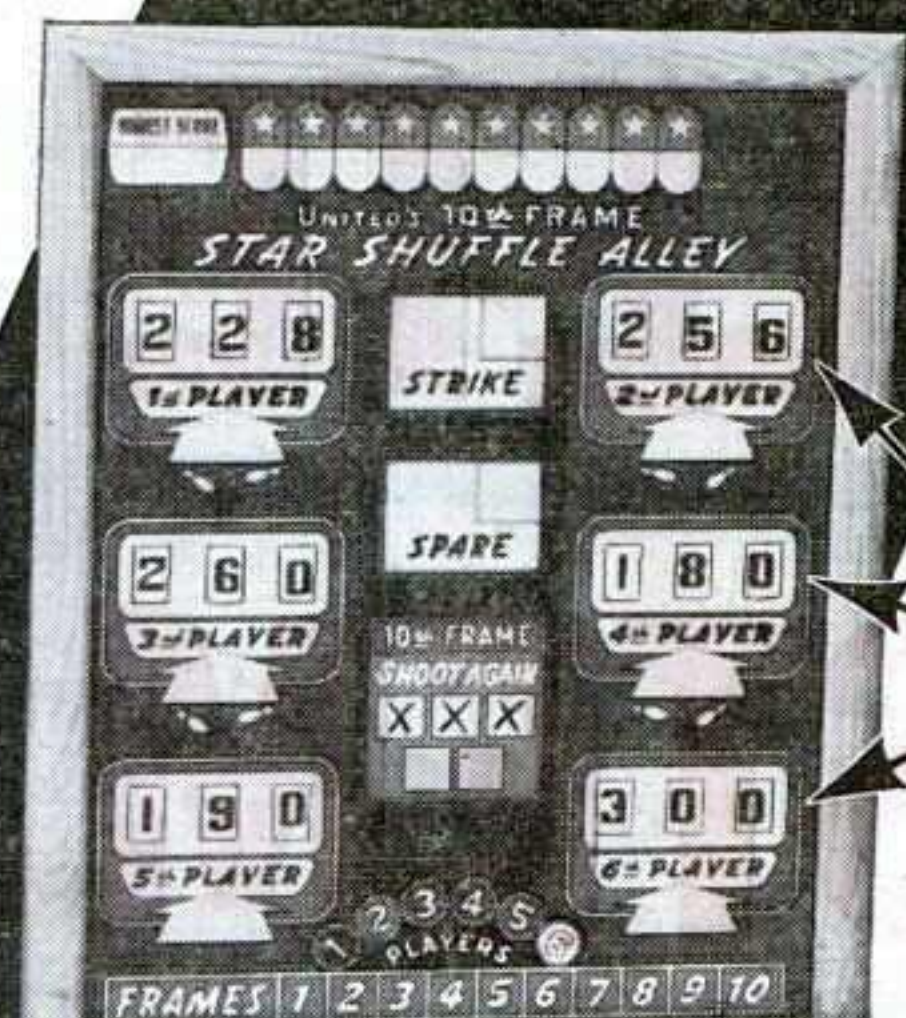
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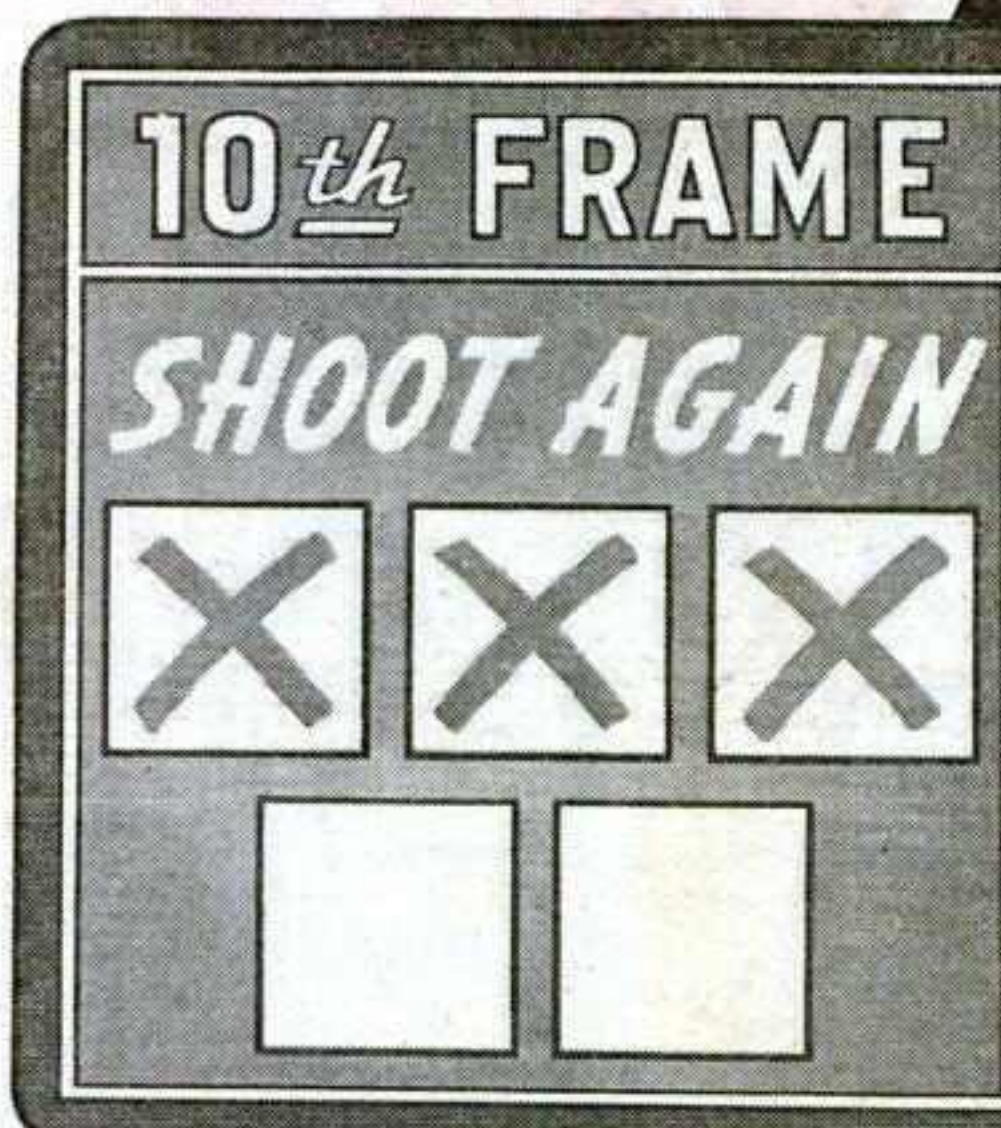
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