

# The Billboard

FEBRUARY 20, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Overhaul at All Nets Presaged By 'Lux' Shift

Drastic Changes in Programing Seen Before Next Fall

NEW YORK, Feb. 13. — The shift of the new hour version of "Lux Video Theater" in August to NBC-TV from CBS-TV (The Billboard, February 6), is regarded as the precursor of an expected programing overhaul on TV this spring and summer which is likely to be one of the most drastic the medium has undergone since its infancy.

Many stanzas now in prime evening time periods are certain to be axed before the fall for failing to produce for their bank-rollers. The rising costs of holding a TV time franchise, increased business competition, a hardening consumer market, plus the imminence of color TV have combined to convince advertisers and their agencies that they must move quickly.

The networks are likely to applaud this development, if no time cancellations ensue, for their task is to strengthen weak programing links in the battle for audiences.

A cancellation of "Medallion Theater" by Chrysler on CBS-TV is virtually certain. (See other story this issue.) Also slated to fold are ABC's Ray Bolger and "Pride of the Family," CBS' "Topper" and "My Friend Irma," NBC's "Campbell Soundstage" and Du Mont's "Man Against Crime."

Dave Garroway will probably be back for Pontiac via NBC but in a different format. And Loretta Young's film series will have until the end of this season on CBS to prove it can pull an audience.

The fate of Red Buttons under General Foods sponsorship at this moment is not decided. The advertiser reportedly wants a strong film show, and intends to increase its station line-up even more next

(Continued on page 2)

## JUVENILE DELINQUENCY

### Experts Easier on TV, Radio Than Public Is

WASHINGTON, Feb. 13.—The Senate Juvenile Delinquency Subcommittee in a report to be made public soon will unveil an analysis of views of some 2,500 experts who, it will be disclosed, are considerably less inclined to blame juvenile delinquency on the influence of radio and TV than is the general public. The subcommittee nevertheless will caution against excessive crime and sex shows.

## Billy Graham Says 'No' to Tele Offer

FORT WORTH, Feb. 13.—Billy Graham, the evangelist, has informed local friends that he has turned down an offer to appear on a daily commercial television program.

Graham was reportedly offered a five-year contract by the NBC-TV network. He would have headed a daytime show patterned after Arthur Godfrey or a breakfast club type show on which he would deliver a sermonette.

## BING AND GUY UNITED ON WAX

NEW YORK, Feb. 13. — Decca Record stalwarts Bing Crosby and Guy Lombardo are back together again on wax for the first time in 20 years. A new disk just released features the two perennials in "Young at Heart" and "I Get So Lonely." Tho the voice and orchestra are unmistakably Bing's and Guy's, the artists collaborated over a distance of some 3,000 miles. In California, Crosby dubbed his voice on a band track cut by Lombardo in New York.

## Jo Stafford TV Songs Taped

HOLLYWOOD, Feb. 13.—CBS-TV has worked up a technique for the production of the Jo Stafford show that is unprecedented on a regular basis for a big time evening stanza. Aiming to give the show more scope, movement and quality, Miss Stafford and the quartet pre-record the 7:45-8 p.m. show on tape the Tuesday afternoon before it goes on.

During the 15 minutes that it is aired, the singer and her quartet mouth the words in time to the music. This technique also has the additional virtue of allowing the singer to concentrate on movement during the show.

## REVIVAL OF 'ANYTHING GOES'

### NBC-TV to Star Ethel Merman as Test for Stronger 'Comedy Hour'

NEW YORK, Feb. 13.—NBC-TV this week moved swiftly to satisfy Colgate's demand for a stronger "Comedy Hour" by finding a legit hit, Cole Porter's "Anything Goes," to showcase the talents of Ethel Merman on the February 28 program.

The show will be under the executive supervision of Leland Hayward and produced by Jules

## Promotion Competition Shows Radio's Efforts Best in Years

BB's 16th Contest Reveals Fine Work By Big TV Outlets; Smaller Ones Lag

By SAM CHASE

NEW YORK, Feb. 13.—For the first time in three years, radio stations showed a marked improvement in their promotion efforts. This was one of the key comments of the board of judges at The Billboard's 16th Annual Radio and Television Promotion Competition, held here this week.

The judges, themselves among the top executives from the ranks of the key advertisers and ad agencies using the broadcast media, also noted consistently excellent promotion among video stations in the larger markets, but deplored the lack of creativity and slender representation of TV outlets from markets of 500,000 or under.

The judging took place Tuesday morning (9) at the Jansen Suite of the Waldorf-Astoria Hotel here. The judging panel was comprised of 21 executives, 11 from advertisers and 10 from advertising agencies. The complete list of judges appears in the Radio-Television department.

After having watched with considerable dismay a consistent fall, both in quantity and quality of promotion being done by radio

stations over the past several seasons, the resurgence by AM broadcasters during the past year was greeted as a welcome symptom of the medium's staying powers. It bolsters the general trade feeling that a healthy era for radio on a leveled-off basis may be in the offing.

Last year, one ad agency judge declared that the AM outlets had been "living high off the hog" for the preceding few years, and that the agencies do not watch-dog them on promotion as they should.

In contrast, this year comments were heard to the effect that a considerable number of radio stations have come to life, promotion-wise, with many potent campaigns represented.

Altho the general weakness of small-market TV station promotion drew comment, there also was recognition of the problems of such stations which, in many cases, are newly on the air and functioning with limited staff and resources. Nevertheless, a considerable number of new UHF outlets in small towns made excellent showings.

In general, a large body of stations entered the competition for

the first time this year. By the same token, a number of familiar outlets were missing for the first time in many competitions.

The presentations themselves this year appeared to be sounder and better organized than in other recent competitions. There was greater effort by the entrants to offer an enlarged explanation of their promotion work, with more evidence of such work and its results.

This does not necessarily mean that more elaborate presentations

(Continued on page 4)

## Playhouse Gets Tele Rights to Lardner Yarns

HOLLYWOOD, Feb. 13.—"Authors' Playhouse" has obtained exclusive TV rights to the entire literary estate of the late Ring Lardner, whose collection of short stories, in part, will be added to the list of American authors' works being filmed by the company. Producers Eugene Solow and Brewster Morgan, "Authors' Playhouse," negotiated the deal with Lardner's widow, Mrs. Ellis Lardner, with payment on a profit-sharing basis.

Production on "A Frame-Up," first of four Lardner yarns already selected by Solow and Morgan, begins March 29 at California Studios. TV adaptation is now being written by John Lardner, son of the late humorist.

The other three Lardner stories to follow are "Anniversary," "A Day With Conrad Green" and "The Maysville Minstrel." All four will be included for film syndication this year in the 39 half-hour film series "Authors' Playhouse" plans to complete by September.

Styne. The cast will include Frank Sinatra and Bert Lahr. Miss Merman starred in the original Broadway version of the show back in 1934.

NBC, following its theory that stories coupled with stars will strengthen "Comedy Hour," expects to do one such old Broadway musical each month next fall if the first outing does well. To get the vehicle, it had to make a deal with Paramount Pictures which owns the property and with Warner Bros. which owns the music.

The network is consequently beginning to set a pattern on its "Comedy Hour" for next season. The formula is to use books wherever possible with name comedy talent whose ability is established (The Billboard, February 13).

Each star will appear at most once each month in a vehicle that has been meticulously chosen, either a new book created by top writing talent, or an old musical comedy smash, or perhaps an act that has been developed over a period of time.

Donald O'Connor's upcoming "Comedy Hour" appearance is one instance of this kind of format. It was showcased at Las Vegas, Nev.

NBC-TV is also making plans to use Sid Caesar on the "Comedy Hour" next season. The present "Show of Shows" is to be entirely changed and new comedy talent employed in a new version of the show which Max Liebman will again produce.

## MUSIC CHARTS GET NEW FACE

The popularity charts and record reviews in The Billboard's Music department are presented in a new format beginning this week. For a guide to the format and new features see Page 26.

Imogene Coca will get her own show, either a situation-comedy or two sketches strung together.

Slated to be used on the "Comedy Hour" of next season also are Martha Raye, Ethel Merman, Jimmy Durante, Martin and Lewis and probably Perry Como for a few spot appearances. NBC-TV will also scour the highways and byways of Broadway and Hollywood for whatever other name talent is available for "Comedy Hour."

## Talent Agents Seek Closer Record Ties

NEW YORK, Feb. 13. — The major talent booking agencies are more actively seeking to establish a closer relationship between themselves and the record manufacturers. The ideal set-up, it seems, would be a relationship similar to that which now exists between music publishers and the record companies' artists and repertoire execs.

The most recent move in this direction was the naming of Eddie White as head of Mercury Artists Corporation's new record department. The Music Corporation of America, in addition, has for some time been talking with various a.&r. men with an eye toward hiring one to strengthen that agency's activities in the record field.

The General Artists Corporation, of all the agencies, has been most active in establishing a strong tie between itself and the various segments of the record industry — including publishers, record manufacturers, disk jockeys and juke box operators.

Behind all the renewed attention being focused on record com-

panies by the talent agencies is the desire to get a slice of the royalty money being collected by the top talent on their rosters.

In all too many instances the agencies signed the talent only after the latter had "hit" on records. As a result few of the

(Continued on page 14)

## Index

Burlesque .....	46	Merchandise .....	65
Carnival .....	59	Music .....	15
Circus .....	56	Music Charis ..	27
Class. Ads .....	65	Music Machines ..	72
Coin Mach. ....	70	Night Clubs .....	14
Coin Mach. ....	71	Parks & Pools ..	55
Market .....	71	Pipes .....	69
Drive-In Theaters	53	Radio .....	2
Fairs & Expos. ...	58	Record Reviews ..	32
Final Curtain ..	47	Rinks .....	54
Gen. Outdoor ..	48	Roadshow-Rep. ...	53
Honor Roll of ...		Routes .....	53
Hits .....	27	Television .....	2
Indoor Reviews ..	12	TV Film .....	7
Legit Routes ...	13	Vaudeville .....	14
Letter List .....	68	Vending Mach. ...	79
Magic .....	46		



## 'Lux' Switch to NBC Omens Nets' Overhaul of TV Shows

### Axe Hangs High; Drastic Line-Up Changes May Ease Client Burdens

Continued from page 1

season. Lorillard already has bought "Truth or Consequences" as summer sub for Fred Allen, who will have to find a new format to win back the time.

Programs which will probably be shifted, if not cancelled, are CBS' "Meet Mr. McNulty" and NBC's Dennis Day show. Kraft must decide whether it wishes to remain on ABC-TV with its second hour-long drama which has been having rating trouble. General Electric is another client shopping intensively. It believes that the combination of Fred Waring and "GE Theater" in the

current Sunday night 9-9:30 slot can be improved upon by substituting a name show.

The program following it, "Man Behind the Badge," has the virtue of economy, which makes it a good buy to Bristol-Myers, but CBS-TV may not sit still for it next season.

#### Good, But ...

Many of the programs named have done creditable jobs in the past but seem to have played themselves out. In this category must go "Man Against Crime," "The Web," "Irma" and "Amateur Hour."

In terms of program shifts by days NBC is likely to try a new vehicle against "I Love Lucy," Monday nights. CBS-TV is certain to program differently against "Dragnet" on Thursday nights, and Saturday nights will see great changes on both NBC and CBS.

The "Lucy" and "Dragnet" chal-

lengers are not yet selected. The Saturday night picture at both webs is still in a state of flux for the same reason.

It is too early to move yet with so much undecided on the check-board. Tuesday night naturally is still a problem for CBS, and it is impelled to come up with something new to replace Skelton, who has failed to dent Milton Berle's rating.

Consequently, the programing situation presents packagers with greater opportunities than they have had in many months. In many cases some of the replacement shows they sell for the summer will make the grade and stay on in the fall.

But they also have to contend with the opposition of packages owned by the webs, and traditionally, for very good reasons, the latter have gained the nod.

But maybe 1954 will be the year.

## Would Build Movie Stars Via TV Plan

NEW YORK, Feb. 13. — TV's much talked about marriage with the motion picture industry moved into a new bashful hand-holding stage last week with an offer by Leonard H. Goldenson, ABC-TV's prexy, to help feature film producers build up new stars by first exposing them to the public via ABC-TV dramatic shows.

Goldenson said the new plan, which he broached to the film folk during his recent West Coast visit, was greeted with interest. Idea is to give embryonic Hollywood talent a chance to build up a public following prior to their movie debuts by slotting them into supporting roles on ABC-TV dramas.

Problem of developing new film stars has been made more difficult by the demise of the B pictures, which Hollywood traditionally used for this purpose. Goldenson's plan is now being worked out with the Hollywood producers by Bob Weitman, ABC-TV programing-talent veepee, and Earl Hudson, ABC-TV West Coast topper.

## NBC-Radio Stiffens Night Sked With Lux

NEW YORK, Feb. 13.—The acquisition of the "Lux Radio Theater" from CBS-Radio by NBC-Radio is the first step in the latter network's battle to improve its commercial nighttime position. The second property being eyed by NBC is the new hour deejay show that Kraft Foods will build around Edgar Bergen.

No decision has been made as to which web will get the program, but NBC is letting out all the stops in an effort to attract the business. It is expected that the program will be slotted on Sunday nights at either network.

For CBS it would mean a further attraction for its already strong Sunday night programing picture. For NBC it would mean a strong step forward toward building up its Sunday night programing, an evening on which NBC operations veepee Ted Cott intends to slot some of the best of his new properties next season.

The CBS answer to the Lux switch will be to program a top-budget one-hour dramatic series to be titled "Hollywood Radio Theater," with names and import-

ant properties in the time period formerly occupied by Lever Brothers. The intention obviously is to retain the Lux audience by giving them the same thing.

NBC, however, will probably move "Lux Radio Theater" to Wednesday nights where it will be bulwarked by Groucho Marx and "Big Story."

## Sheraton Hotel Chain to Install Captive TV Net

NEW YORK, Feb. 13. — The Sheraton Hotel chain moved into closed circuit TV this week by completing a deal with Box Office Television, Inc. for an inter-city meeting on March 4. The session will inaugurate a new Sheraton closed circuit TV network which will be made available to commercial concerns for inter-city meetings.

Four of the Sheraton hotels—in New York, Detroit, Chicago and Boston — have already purchased RCA's PT-100 large-screen thea-

## 'BIG KILL' HITS SCRIPT SNAG

NEW YORK, Feb. 13. — CBS-TV this week put thru the "Big Kill" on a Mickey Spillane script scheduled to be aired on "Suspense," March 2. According to CBS, the mystery writer submitted two TV scripts, one introducing a new character, which Spillane hopes to develop along the lines of his private eye hero Mike Hammer. An impasse developed when CBS insisted on using the other script and Spillane held out for his new character opus. Net result: no show.

## Chrysler Set To Cancel Out 'Medallion' Seg

NEW YORK, Feb. 13.—Chrysler Motors this week reportedly was set to cancel its sponsorship of "Medallion Theater," on CBS-TV Saturdays at 10 p.m., at the expiration of its current cycle. The advertiser expects to give up both the program and the time period, but is offering its divisions first crack at both before making the cancellation final.

Dodge has already made several TV purchases, and De Soto is the sponsor of Groucho Marx on NBC-TV. Hence, the probability that the only division that may show any interest is Plymouth, which wants its own video show.

"Medallion Theater" was sponsored by all four divisions, but under forced draft, for they thought they could do better as independent entities. The drama is carried by about 150 stations. Batten, Barton, Durstine & Osborn is the agency.

## NBC-TV Sells 'Spike' to L&M For 7 Weeks

NEW YORK, Feb. 13.—Liggett & Myers this week purchased seven weeks of Spike Jones Saturdays, 8-8:30, on NBC-TV, beginning today (13). The client has an option for a 13-week cycle on Jones when the current contract lapses.

Liggett & Myers also has an option to pick up Mickey Rooney in the same time period at the expiration of its Jones sponsorship. If Jones does well, however, he will probably be retained.

Both Green Giant and Pillsbury put in an order for fall sponsorship of Rooney, but the L. & M. order gets first preference. Cunningham & Walsh is the agency.

## FCC Edict to Westinghouse

WASHINGTON, Feb. 13.—Westinghouse Broadcasting Company, Inc., was told by the Federal Communications Commission this week that the directors of its parent company, Westinghouse Electric Corporation, must unload minor interests in any other broadcast outlets to come within the FCC's recently established multiple ownership rules.

Three of the Westinghouse Electric 20-man board of directors have interests in other corporations which own all or part of a broadcast outlet, although none of the board members is a member of the Westinghouse Broadcasting board of directors.

## ABC-TV Slots 'Who's Boss?'

NEW YORK, Feb. 13.—ABC-TV this week slotted "Who's the Boss?" in the Friday night, 9:30-10 p.m., time period as a replacement for "Comeback," beginning Friday (19).

The program, which was created by Allen Kalmus, will feature Walter Kiernan as the emcee. In it, as yet unselected panelists will try to guess the famous bosses of secretaries who will appear on the show.

## Parliament to Quit Charades

NEW YORK, Feb. 13.—Parliament cigarettes is reportedly seeking on new show to replace "Pantomime Quiz," the charade show which it sponsors on the Du Mont network. The advertiser would like to go alternate weeks on one of the major networks.

Probability is that the client will stay with the current show thru the season, but buy another property for next year. Benton & Bowles is the agency.

## Solons to Get Into TV-Radio License Act; Hopper New Bill

WASHINGTON, Feb. 13.—A Senate Interstate and Foreign Commerce Committee hearing on the complex issue of TV and radio license fees appears likely to be staged before the Federal Communications Commission makes final a schedule of fees along the lines of its recent proposal (The Billboard, February 6). Sen. Edwin C. Johnson (D., Colo.), ranking minority member of the committee, this week hopped a bill which would enable FCC to set the fees, but warned at the same time that "there are many questions which must be resolved" concerning the imposition of such fees.

In a letter to FCC Chairman Rosel Hyde, Senator Johnson questioned the proposal to charge the same \$325 fee for licensing a 100-watt station as that levied on a 50,000-watt outlet, and the wis-

dom of making the same charge for a competitive TV application in a large city, which would involve expensive hearings, as for a noncompetitive application in a small town. He urged that the FCC suspend action on the fee proposal until after the committee has had a chance to stage full hearings on the issues.

Meanwhile, the first of what may be several typical comments on the FCC proposal came from attorney Joseph Brenner, Beverly Hills, Calif., who represents various TV and radio operators before the FCC. Brenner contended that no fees should be imposed, since the FCC's functions benefit the general public, which is already taxed. He suggested, however, that if the FCC introduces a schedule of fees, it be related to the value of the grant for which application is made.

## Nielsen to Do Auto Survey

CHICAGO, Feb. 13. — A. C. Nielsen Company has definitely decided to include an automobile listening measurement in its newly proposed area surveys.

In his presentations to the trade last week, Nielsen tended to discourage a regular auto measurement because the large sample required to measure auto ratings accurately would cost more than the industry would be willing to support.

The auto count to be included in the new Nielsen Station Index will merely show the total volume of auto listening by time of day, and will likely use diary entries from the regular sample homes. The Nielsen company this week was still figuring out a price schedule.

## Capitol Cuts Price Of Station Library

NEW YORK, Feb. 13.—Stations are currently being offered Capitol Records' Q Library at greatly reduced prices. The library consists of 100 standard 12-inch records, and 70 more will be added in March. It is now going for \$1.50 per disk, as against the \$400 or \$500 that was paid for the library previously.

The reduction results from a contract between Capitol and Broadcast Music, Inc., which went into effect January 1.

## CHRISTMAS

### Toy Group Has 500G To Spend

NEW YORK, Feb. 13.—Santa Claus next year is going to shell out \$500,000 for TV advertising, if Melvin Freud, president of Toy Guidance Council, has anything to say about it. To prove it, Freud is willing to talk with time salesmen right now.

Freud's certainty stems from the fact that he's planning to act as Santa Claus himself—at least so far as the TV time salesmen are concerned. His Toy Guidance Council, a public relations arm embracing the entire toy industry, is planning to spend the \$500,000 on sponsorship of local TV shows in 40 top markets during the 13-week period prior to next Christmas. Some of the money, however, will be used for production of 104 film commercials for the campaign. Producer of the film commercials, he said, has not yet been set.

The \$500,000 TV allotment is part of \$1,300,000 that the Council is planning to spend in all media, including radio, for the pre-Christmas campaign.

**The Billboard**  
The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

**Publishers**  
Roger S. Littleford Jr.  
William D. Littleford

**E. W. Evans** ..... Pres. & Treas.  
**K. Kemper** ..... Vice-Pres.  
**M. L. Reuter** ..... Vice-Pres.  
**Lawrence W. Gallo** ..... Secy.

**Editors**  
**P. S. Littleford Jr.**, Editor in Chief, New York  
**Lee Zhitto** ..... Indoor Editor, New York  
**C. R. Schreiber**, Coin Machine Editor, Chicago  
**Herb Doffen** ..... Outdoor Editor, Chicago  
**Wm. J. Sachs** ..... Editor, Cincinnati  
**Ben Atlas** ..... Chief Washington Bureau

**Managers and Divisions**  
**E. W. Evans** ..... Main Office, Cincinnati  
**K. Kemper** ..... Indoor Division, New York  
**M. L. Reuter** ..... Outdoor-Coin Machine Division, Chicago

**Offices**  
Cincinnati 22, 2169 Patterson St.  
**E. W. Evans**  
Phone: DU'nbar 6450  
New York 36, 1564 Broadway  
**W. D. Littleford**  
Phone: PL'ata 7-2900  
Chicago 1, 188 W. Randolph St.  
**Maynard L. Reuter**  
Phone: CE'ntral 6-8761  
Hollywood 28, 6000 Sunset Blvd.  
**Sam Abbott**  
Phone: HO'lywood 5-5821  
St. Louis 1, 390 Arcade Building  
**Frank B. Joerling**  
Phone: CH'esnut 6443  
Washington, 1426 G St., N.W.  
**News Bureau, Ben Atlas**

**Advertising Managers**  
Outdoor-Merchandise ..... Cincinnati  
Indoor-Merchandise ..... Cincinnati  
Coin Machine ..... Dan Collins, New York  
Coin Machine ..... Hilmer Stark, Chicago

**Circulation Department**  
**O. A. Bruns** ..... Cincinnati

Main Advertising and Circulation Offices  
2150 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends; one year, \$6.50, and Vend, the monthly magazine of automatic vending; one year, \$4.00. Vol. 60 No. 8



# Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 13.—Actor Bob Montgomery, President Eisenhower's unpaid TV-radio consultant, says his distinguished "disciple" has taken to TV more easily than mentor Montgomery himself has. The President has become "more and more relaxed" in front of the cameras, but as for Montgomery, "I'm about five times as nervous today as I was 35 years ago."

## DUCK, LADS, IT'S THOSE T-MEN AGAIN...

We found three showbiz names slashed away this week in the Internal Revenue Service's voluminous records of its latest skirmishes with taxpayers. TV songster Hazel Scott, wife of Rep. Adam C. Powell Jr., (D., N.Y.), settled a \$19,485 claim by IRS for \$10,844 on her 1945 tax. All-girl orchestra leader Phil Spitalny is scheduled to thrash out an alleged deficit of \$27,200 in his 1945 tax bill in hearings this month in New York. Actor Pat O'Brien will get a hearing in Los Angeles next month on an IRS contention that he owes a net of \$25,072 on his income from 1944 thru 1947.

## AN ACTOR'S LAMENT: "TV IS FREE"...

Latest actor to lament the effect of TV's "free box office" on the movies is Walter Abel, veteran Hollywoodite, in Washington this week for Lincoln's Birthday ceremonies. "Hollywood is a very tragic place now," said Abel. "There are about 50 actors who are making big salaries." Some 4,500 members of the Screen Actors' Guild are "scratching for a living" because of TV, said Abel, adding that he left Hollywood eight years ago for New York when he saw "the handwriting on the wall." "The movies just can't compete with a free box office."

## "IKE" LIKES HYDE IN TOP FCC JOB...

It looks like the President will keep Chairman Rosel Hyde in the FCC's No. 1 post, altho originally Commissioner John D. Doerfer was figured to move up. With Senate foes of Sen. Joseph McCarthy (R., Wis.) gathering steam to try to block Doerfer's nomination to a seven-year term this

# FCC Issues 6 TV Grants; Total at 602

WASHINGTON, Feb. 13.—The Federal Communications Commission issued six more TV grants this week, including a permit to Rep. Alvin E. O'Konski (R., Wis.). This brings total authorizations to 647, of which 539 are post-freeze grants, including 29 noncommercial, educational grants. With 45 construction permits canceled, outstanding authorizations now number 602.

In addition to the grant to Representative O'Konski, which was for Channel 16 in Wausau, Wis., this week's permits went to Valley Empire Telecasters, Channel 16, El Centro, Calif.; WOPA-TV, Inc., Channel 44, Chicago; the Tierney Company, Channel 8, Charleston, W. Va.; Radio Diablo, Inc., Channel 13, Stockton, Calif., and Elyria-Lorain Broadcasting Company, Channel 31, Elyria, O. The last-named four grants were finalizations of hearing examiners' initial decisions.

In addition, Hearing Examiner H. Gifford Irion this week issued an initial decision favoring the application of the Mobile TV Corporation for Channel 5, Mobile, Ala., over the competing application of WKRG-TV, Inc.

According to an FCC compilation this week, post-freeze applications have been filed for 1,159 commercial outlets and 45 non-commercial outlets, a total of 1,204 applications. The Commission came up with a figure of 747 "present and potential" TV stations in a total of 592 communities as of February 1. Of 547 communities with outlets authorized or on the air, 223 have stations on the air while 324 have outlets authorized. Of the 223 communities with stations on the air, 120 cities are VHF only, 71 are UHF only, and 32 are mixed. Of 324 communities with outlets authorized, 129 are VHF only, 118 are UHF only, and 77 are mixed.

summer (The Billboard, February 16), the President will probably steer clear of the controversy. FCC Chairman Hyde's term on the Commission doesn't expire until 1959, but the President in advancing him to the chairmanship last April 18 put a tentative one-year limit on his tenure in the top job. Doerfer's nomination for a new term will be sent to the Hill by the President despite the size of the recent minority vote against Commissioner Robert E. Lee who, like Doerfer, is a friend of Senator McCarthy.

## FELLOW DOESN'T LIKE GALS WITH ANGLES...

"Inga's Angle," a morning exercise program on WNBW here, aims to help women keep slim, but the station got a phone call from an irate male the other day complaining that "wimmin are gittin' too skinny." "God made 'em with narrow shoulders and broad hips," the fellow told the switchboard operator, "and you just tell Inga there ain't no sense in buckin' nature."

## WITHOUT WEB KNOWLEDGE

# Sponsors Sell Seg Portions To Ease Burdens of Cost

NEW YORK, Feb. 13.—The bid by Parker Pen to purchase alternate weeks of "Person to Person" on CBS-TV, Fridays, 10:30-11 p.m., underlines a pattern of sponsors selling an interest in their shows to other sponsors in some cases without the knowledge of the network, because they need their burden eased. Only the East is open for sponsorship of "Person to Person," because Hamm Beer has it in the Midwest and wants to stay on every week. It is sponsored on the Coast.

Several weeks ago, Block Drug did the same thing when it successfully peddled "Danger" to Nash Motors. Last year, American Tobacco sold half of "Hit Parade" to Crosley thru Batten, Barton, Durstine & Osborn. It is currently reported that the agency is trying to find another client in its stable to take over for Crosley, because neither advertiser is satisfied with the other.

BBD&O is also looking for another sponsor to move in and take over for Johnson's Wax, which would like to move out of its co-sponsorship deal for

## Haverlin to Speak At Video Seminar

WASHINGTON, Feb. 13.—Carl Haverlin, president of Broadcast Music, Inc., will be the principal speaker at the kickoff dinner of the fourth annual regional television seminar scheduled for February 26 and 27 at Baltimore, sponsors of the event announced this week. The seminar will be staged for the benefit of more than a hundred college students by Baltimore TV outlet WAAM and American University, the Johns Hopkins University, Temple University, the Universities of Maryland and North Carolina, and the U. S. Office of Education.

Theme of the seminar will be "The Local Television Station," and highlights of the meeting will include discussions of the various departments and sub-departments of TV stations by engineers, public relations and sales directors, program directors, and news and special events directors. In addition, Clair R. McCollough, of the National Association of Radio and Television Broadcasters TV Board, will discuss the outlook and responsibilities of the station executive.

## Dog Food Account Buys Galen Drake

NEW YORK, Feb. 13.—Hunt Club dog food this week became the first client to buy a quarter-hour of the Galen Drake show on CBS-Radio. The advertiser will sponsor the 10:15-10:30 a.m. segment of the show, which runs three quarters of an hour on Saturday mornings, preceding Robert Q. Lewis.

## FOR O.&O.'s

# NBC's Pooled Programing Plan May Go

NEW YORK, Feb. 13.—There is a possibility that NBC's pooled TV programing plan for its owned-and-operated stations may be scrapped by summer. Altho the project is 50 per cent sold out, some station managers are reportedly not overly enthusiastic about carrying the shows, which are fed to the NBC o.&o.s via the co-axial cable.

However, nothing definite has been decided as yet, and NBC's o.&o. chief, Charlie Denny, is continuing to push sales efforts on the shows on the air and has two new ones in the works.

At present, WNBTV-WNBC's top brass—Ham Shea, Ernest de la Ossa, Dick Pack and Max Buck—divide their time between the web's local flagship and the o.&o. project. If the pooled programing plan is scrapped, tho, the execs will then concentrate the bulk of their efforts on the local station operation.

# 58% U. S. Families Now Own TV Sets

NEW YORK, Feb. 13.—Fifty-eight per cent of the nation's families now own TV sets, with UHF ownership totaling 1,774,690, according to the latest nation-wide county-by-county survey made by A. C. Nielsen Company for CBS-TV.

The study, largest undertaken for television, contains the first national county-by-county report on UHF families. Copies of it will be in the mails to agencies and advertisers in a few days, according to CBS-TV research director Oscar Katz.

CBS-TV surveyed ownership by the counties in May, 1953, on the basis of statistical projections, but the new study is based on an actual survey of 100,000 families in 3,070 counties, as of November 1, 1953. During the six months, the number of station markets had doubled, TV counties had increased by almost 50 per cent, and UHF had its real beginning.

According to the survey, New Jersey, with 88 per cent, has the

highest penetration of the set-ownership. Montana has the lowest with 5 per cent. New York State has the greatest set-ownership with 3,712,620; followed by California with 2,809,640, and Pennsylvania with 2,276,640. Wyoming is lowest with 6,750 families.

Other states topping the million sets mark are Ohio, Illinois, Michigan, New Jersey, Massachusetts and Texas.

The geographical area with the highest penetration is the Middle Atlantic—New York, New Jersey and Pennsylvania—with 78 per cent.

# GE Would Ink Ginger Rogers For Drama Seg

NEW YORK, Feb. 13.—General Electric has expressed an interest in purchasing the Ginger Rogers show from CBS-TV. The client has had a yen for the movie actress for several years and is now interested in the new format she is expected to star in. Packaged by John Guedel, the show will go to little theaters around the country and have the amateur thespians work with her.

Should GE make the buy, it would be much later in the season, when the property would be farther along in development. It probably would be ticketed for its 9-9:30 Sunday nighttime slot where Fred Waring and the GE film theater split the bookings.

Batten, Barton, Durstine & Osborn is the agency.

# 13% of Outlets Pay for Logs

WASHINGTON, Feb. 13.—Twenty-seven per cent of TV and radio stations are being asked to pay to get their program logs published by newspapers, but 13 per cent actually pay, according to preliminary results of a survey conducted by the National Association of Radio and Television Broadcasters. The survey showed, in all, that 87 per cent of the outlets canvassed don't pay. Of this number, 14 per cent have turned to their own methods of advertising program log information.

The stations paying to get the information to the public via newspapers are either exchanging time for space or shelling out at regular advertising rates, NARTB said. The outlets using their own devices, such as direct mail and broadcast promotion, are all satisfied with the results, according to the association.

# Bill to Speed Air Operation

WASHINGTON, Feb. 13.—Legislation to prevent undue delays to holders of Federal Communications Commission construction permits in getting new TV and radio stations on the air was hopped this week by Rep. Charles A. Wolverton (R., N. J.). His measure would amend the Communications Act to give FCC the right either to affirm or to send into hearing a TV or radio grant made without a hearing, within 30 days after another party in interest files a protest.

The change was requested by FCC Chairman Rosel Hyde in a letter to House Speaker Joseph W. Martin Jr. (R., Mass.). Hyde said that the present rule, requiring that FCC designate a grant for hearing if a protesting petitioner can prove he is a party in interest, has led to unwarranted delays to some operators in getting on the air. Hyde contended that the rule change would accomplish the objective of the protest rule without allowing its use as a delaying tactic by competing outlets or applicants.

The bill was referred to the House Interstate and Foreign Commerce Committee, of which Representative Wolverton is chairman.

"Robert Montgomery Presents." Lucky Strike has the other half of this show thru the same agency.

## Offer "Topper"

On CBS-TV, Camels is offering half of "Topper" to any other interested advertisers. And Brown

and Williamson would also like to find someone to share half the costs of "My Friend Irma."

The advertisers who have turned program salesmen, however, face the risk that even if they find a client the network may not accept the deal. Each of the networks has a long waiting list of clients who obviously get preference when any openings appear in the line-up. And so, occasionally, sponsors have found co-bankrollers only to learn that the webs will not accept their playmates.

## NO TALENT

# Wm. Morris, WATV Deal Falls Thru

NEW YORK, Feb. 13.—The deal pending for the William Morris Agency to try out new TV packages on Newark, N. J. station WATV has fallen thru, due to an inability to come to terms on financial arrangements. WATV agreed to give its studio facilities free, but balked at paying a minimum fee for talent.

The Morris plan called for WATV to air the agency's new TV projects live, so they could be kinescoped for audition purposes at a cost considerably less than the agencies would pay to make a pilot film of the same show.

The advantage to WATV, of course, was that the station would be able to program big names and expensive productions. Altho WATV decided its budget wasn't equal to the talent fee, the Morris office reportedly plans to approach other local outlets here with a similar proposal.

# Ross Sees Static Ratio Of Film Vs. Live Shows

NEW YORK, Feb. 13.—The latest Ross Reports survey, comparing the amount of live and film programing both network and local carried here and in Los Angeles, was released here this week.

The Ross study shows that during the week of February 14-20, 121 and three-quarter network hours will be aired live from New York while only 22 and three-quarter hours will originate from Hollywood.

Of the network film shows, 19 and a half hours will come from New York and 15 from Hollywood, but those 15 are included in the New York tally.

Altho there has been much activity in film for the past two years, the Ross study concludes that the ratio of film to live has remained pretty steady, with film tending to replace film, rather than taking time from live airers. Breakdown of network programing on the CBS and NBC flagships here and on the Coast reveals that WCBS-TV in a cur-

rent week telecasts 65 hours of live programing and five and a half of film, while WNBTV aired 62 hours live, six and three-quarters film.

During this same period the CBS-flagship in Los Angeles, KNXT, broadcast 24 and a half hours live, 32 and three-quarters kine, six and a half hours quick kine, and 6 hours film. NBC's outlet, KNBH, ran one and three-quarters hours live, 27 and one half kine, 22 and three-quarters quick kine, and six hours film.

On a local basis, WCBS runs 15 and a quarter hours live, six and a fourth of film series, and 38 and a half feature film. WNBTV airs 39 live, eight and a half film series, and 13 feature film.

On the West Coast, 27 and a quarter live, four and a fourth film series, and 16 and three-quarters feature film. KNXT (out of 114 and a half hours) will carry 16 live, 11 and a half film series, and 15 and three-quarters feature film.



# Radio Comeback Seen in Bold New Promotion Techniques

## BB Contest Also Notes Consistent Results Among Larger TV Outlets

Continued from page 1

were the rule, however, although some obviously had entailed considerable labor.

There was a sharp decline this year in the number of "gimmick" entries which stations had submitted in other years, involving "presentations" of crated livestock, live fish and game and similar stunts of various sorts. The broadcasters seemed to have settled down to the serious business of promoting audiences and advertisers, and to doing a merchandising job for the products sold via their facilities.

The entries reflected this sober and earnest evaluation of promotion as a necessary and vital adjunct to operating a broadcast franchise in this year of torrid competition.

This 16th Annual Competition differed from its predecessors in some ways. For one thing, it was limited exclusively to radio and TV stations and had no proviso for entries from national or regional networks or from station representatives, as did last year's.

Another change split TV stations into three separate groups, according to market size, instead of grouping all video outlets together as in the medium's early days.

Gone from this year's competition were two types of promotion judged in previous years. Promotion of radio as a medium by AM outlets was eliminated because, in the opinion of the judges last year, insufficient ef-

fort was being expended on this form of promotion to warrant its continuation as a major part of the competition.

Nevertheless, ironically, the NBC radio network submitted a presentation on its work in this very field for perusal by the judges even though networks, also, were unable to enter. Operating veepee Ted Cott stated that he simply desired to inform the industry that such work still is being continued in some quarters.

Public service promotion, too, was dropped this year. In previous years too many stations sub-

mitted evidence of their perversity programming, rather than of their promotion of such programming. Finally, audience promotion and sales promotion, which were handled as a single category in past years, this time were separated in response to heavy requests from judges and stations alike.

This enabled stations to separate their promotion efforts aimed at building audiences from those directed at acquiring or holding advertisers.

The entries were on view to members of the industry all afternoon on the day of the judging.

### AM SALES WINNERS

## WNBC, WQUA; KDAL, WRFD TIE

NEW YORK, Feb. 13.—Thoro, over-all presentations captured the first-place awards in all three radio categories of the Sales Promotion division in The Billboard's 16th Annual Promotion Competition.

Among stations of 50,000 watts, WNBC, New York, was walk-away winner for a fat display of what the station described as "an endless flow of sales promotion material and ideas and techniques that captured the interest and imagination of advertisers."

In the 5,000-to-20,000-watt category, there was a tie for first place between KDAL, Duluth, Minn., repeating its victory of the last two years, and WRFD, Worthington, O. Among the small stations, WQUA, Moline, Ill., won for its year-round promotion of its shows and personalities and for a 15-minute film, "Operation Sparkle," produced by its staff for showing to advertisers.

All four winning entries were outstanding for the effectiveness of their presentations, in addition to the stories they told.

WNBC's entry, titled "From Madison Avenue to Main Street," gave a big play to the tie-ins the station makes for suburban towns in the New York vicinity. The entry gave considerable coverage to the extra merchandising services that the station gives its advertisers, including its "Chain Lightning," drugstore network, merchandising laboratory, its two spectaculars on Broadway and its loudspeaker and fireworks promotions during the summer at Rockaway Playland.

Further promotion was ob-

(Continued on page 47)

### Bill Anderson Quits WOR to Manage WNBC-TV Publicity

NEW YORK, Feb. 13.—Bill Anderson, WOR-TV publicity director, joins WNBC-WNBT March 1 as manager of the newly organized publicity department under Bob Blake. Blake, who takes over direction of publicity for both outlets at that time, will also continue as director of publicity for NBC Spot Sales and for the NBC owned-and-operated stations division.

Blake succeeds Phil Dean, who resigned as publicity chief of the NBC flagships this week to open his own public relations office. Dean joined NBC in 1948, and was exploitation manager for the network until he moved into the WNBC-WNBT post two years ago.

The new WNBC-WNBT department will be set up along the lines of the WOR-WOR-TV publicity division which Blake headed a couple of years ago, with one man responsible for radio, and another for TV, both reporting to Anderson.

John O'Keefe will continue to handle program listings for the new department. Pat Richer will move from program chief Dick Pack's office on March 1 as a new publicity staffer.

### For '54 Paper-Mate Spots in TV, Radio

HOLLYWOOD, Feb. 13.—Paper-Mate Pens will spend \$1,600,000 in TV and radio spot announcements in 1954, according to T. J. Welch, veepee of the Paper-Mate Pen Company. The huge spot outlay is in addition to the prospective sponsorship of a network program later in the year.

Decision to use radio-TV spots in addition to sponsorship of a net show was made on the basis of findings prepared by the Foote, Cone & Belding advertising agency which indicated the advantages of spot advertising in extensive coverage of the national market, in frequency, and in market flexibility.

Welch said that radio would continue to play an important role in Paper-Mate's advertising plans because of variations in TV set penetration, clearance difficulties in one-station markets, importance of car radios and proven effectiveness of Pen's 20-second jingle for station breaks.

### CBS-TV Cuts Discount Rate For Summer

NEW YORK, Feb. 13.—CBS-TV will offer its summer advertisers a 20 per cent program discount this year—10 per cent less than the web offered last year, and 15 per cent below the previous year when the discount called for 10 per cent on time and 25 per cent on program.

It is expected that NBC-TV will offer summer clients the same deal this year as last; a program discount equal to 25 per cent of its time cost and only made available to new advertisers.

Both networks have shown growing strength in holding TV sponsors thru the summer for the last couple of years. This may be a factor in CBS' decision to cut its program discount rate again. CBS didn't lose a single sponsor during the summer of 1952, and last year more than 95 per cent stayed with the web thru the dog days. NBC has had similar success.

The CBS offer is made only to sponsors on record 13 weeks prior to the summer, and to those guaranteeing 13 weeks sponsorship afterwards.

### NBC EXTRA FOR GOOD MEASURE

NEW YORK, Feb. 13.—The NBC radio network, acting "above and beyond the line of duty," submitted a presentation to The Billboard's 16th Annual Promotion Competition of its campaign to increase daytime audiences for radio. The lone network entry, which received much favorable comment from the judges, was voluntarily submitted by NBC, despite its knowledge that the network categories had been dropped from this year's competition.

Keynote of the NBC radio promotion campaign was a series of song, rhyme and straight prose announcements urging addition of another radio for kitchen listening. They were spotted on many of the network shows during December to the tune of \$352,000 worth of air time. Use of these announcements by 120 of NBC's 200 local stations, as well as on the web itself, increased the promotion impact of these plugs even further.

### Kagan Readies Jackie Robinson Transcript Series

NEW YORK, Feb. 13.—In a move to cash in on the upbeat sales trend in the radio transcription field, The Kagan Corporation is readying a new transcription package titled "Ask Jackie Robinson," a sports quiz panel show. A deal is in the works to introduce the program on WNBC here, and there is a possibility that NBC's owned and operated station division may take over syndication of the series.

If the series clicks, Kagan topper Martin Stone contemplates entering the radio transcription field on a large scale. In addition to Robinson, the new ailer will feature Kevin Kennedy as moderator and a three-man panel, including N. Y. Journal-American sports writer Caswell Adams, ace basketball player Carl Braun and a teen-age sports enthusiast. Producer-director will be Murray Benson.

Stone also plans a TV version of the radio package, using film clips of famous sports events.

### New FCC Rule Puts Limit on Pleadings

WASHINGTON, Feb. 13.—The Federal Communications Commission this week altered its rules in order to limit the number of pleadings that may be filed in its proceedings. The step was taken, said FCC, to avoid the filing of unnecessarily delaying pleadings. Under the new rules, opposition to petitions must be filed within five days after the filing of the opposition. Other pleadings may not be filed unless requested by the FCC or authorized by the motions commissioner on being shown good cause. In addition, future notices of proposed rule making will limit additional comments made after the dates specified in the proposals.

# THE WINNERS

## 16th Annual Radio-TV Promotion Competition

### AUDIENCE PROMOTION

#### RADIO

#### TELEVISION

#### 50,000-WATT STATIONS

1. **WBZ, Boston**  
Paul E. Mills, Gen. Mgr.  
John Stille, Prom. Mgr.
2. **WFAA, Dallas**  
Alex Keese, Gen. Mgr.  
Wynona Portwood, Prom. Mgr.
3. **WNBC, New York**  
Hamilton Shea, Gen. Mgr.  
Max E. Buck, Prom. Mgr.

#### 5,000 TO 20,000-WATT STATIONS

1. **KFH, Wichita, Kan.**  
Frank V. Webb, Gen. Mgr.  
Beulah Roth, Prom. Mgr.
2. **WWDC, Washington**  
Ben Strouse, Gen. Mgr.  
Irv Lichtenslein, Prom. Mgr.
3. **WUOM, Ann Arbor, Mich.**  
Waldo Abbot, Gen. Mgr.  
William Bender, Prom. Mgr.

#### 250 TO 1,000-WATT STATIONS

1. **WQUA, Moline, Ill.**  
G. LaVerne Flambo, Gen. Mgr.  
Benne Alter, Prom. Mgr.
2. **WFOJ, Milwaukee**  
Charles J. Lanphier, Gen. Mgr.  
A. La Force, Prom. Mgr.
3. **WHPE, Foley, Ala.**  
Ralph O. Howard, Gen. Mgr.  
James E. Stewart, Prom. Mgr.

#### MARKETS OF OVER 1,000,000

1. **WNBT, New York**  
Hamilton Shea, Gen. Mgr.  
Max E. Buck, Prom. Mgr.
2. **WNBC, Chicago**  
Harry C. Kopf, Gen. Mgr.  
John M. Keys, Prom. Mgr.
3. **KGUL-TV, Galveston, Tex.**  
Paul E. Taft, Gen. Mgr.  
William D. Evans Jr., Prom. Mgr.

#### MARKETS OF 500,000 TO 1,000,000

1. **WICU, Erie, Pa.**  
Ben McLaughlin, Gen. Mgr.  
Jack W. Schumacher, Prom. Mgr.
2. **WVEC, Hampton, Va.**  
Thomas P. Gorman, Gen. Mgr.  
Georgia McCarty, Prom. Mgr.
3. **WBNS, Columbus, O.**  
Richard A. Borel, Gen. Mgr.  
Barbara Haddock, Prom. Mgr.

#### MARKETS UNDER 500,000

1. **WTPA, Harrisburg, Pa.**  
David J. Bennett, Gen. Mgr.  
Gladys Swift, Prom. Mgr.
2. **WTOB, Winston-Salem, N. C.**  
John G. Johnson, Gen. Mgr.  
Avery Van Etten, Prom. Mgr.
3. **KWTY, Oklahoma City**  
Edgar T. Bell, Gen. Mgr.  
Monter Tjaden, Prom. Mgr.

### SALES PROMOTION

#### 50,000-WATT STATIONS

1. **WNBC, New York**  
Hamilton Shea, Gen. Mgr.  
Max E. Buck, Prom. Mgr.
2. **KFAB, Omaha**  
Harry Burke, Gen. Mgr.  
Don V. Shoemaker, Prom. Mgr.
3. **WJR, Detroit**  
Worth Kramer, Gen. Mgr.  
James H. Queilo, Prom. Mgr.

#### 5,000 TO 20,000-WATT STATIONS

1. **KDAL, Duluth, Minn.**  
Dillon A. Le Masurier, Gen. Mgr.  
Dale Cowie, Prom. Mgr.
1. **WRFD, Worthington, O.**  
Joe Bradshaw, Gen. Mgr.  
Phil Sheridan, Prom. Mgr.
2. **WIKK, Erie, Pa.**  
Charles Kinney, Gen. Mgr.  
Jack W. Schumacher, Prom. Mgr.
3. **WOWO, Fort Wayne, Ind.**  
Carl W. Vandagriff, Gen. Mgr.  
Hilda C. Wehrmeyer, Prom. Mgr.

#### 250 TO 1,000-WATT STATIONS

1. **WQUA, Moline, Ill.**  
G. La Verne Flambo, Gen. Mgr.  
Benne Alter, Prom. Mgr.
2. **WSNY, Schenectady, N. Y.**  
Winslow Leighton, Gen. Mgr. & Prom. Mgr.
3. **KITE, San Antonio**  
Alex A. Coe, Gen. Mgr.  
Stanley F. Nelson, Prom. Mgr.

#### MARKETS OF OVER 1,000,000

1. **WNBT, New York**  
Hamilton Shea, Gen. Mgr.  
Max E. Buck, Prom. Mgr.
2. **WLW-TV, Cincinnati**  
Robert E. Dunville, Gen. Mgr.  
Frederic Gregg, Prom. Mgr.
3. **WPTZ, Philadelphia**  
Ernest B. Loveman, Gen. Mgr.  
John J. Kelly, Prom. Mgr.

#### MARKETS OF 500,000 TO 1,000,000

1. **WICU, Erie, Pa.**  
Ben McLaughlin, Gen. Mgr.  
Jack W. Schumacher, Prom. Mgr.
2. **WLW-A, Atlanta**  
W. P. Robinson, Gen. Mgr.  
William Calvin, Prom. Mgr.
3. **WCSC, Charleston, S. C.**  
John M. Rivers, Gen. Mgr.  
Alma D. Davis, Prom. Mgr.

#### MARKETS OF UNDER 500,000

1. **WTOV, Norfolk**  
Robert E. Wasdon, Gen. Mgr.  
Tom Matthews, Prom. Mgr.
2. **KTXL, San Angelo, Tex.**  
John Kelly, Gen. Mgr.  
Kenneth E. Markel, Prom. Mgr.

### MERCHANDISING PROMOTION

#### 50,000-WATT STATIONS

1. **WNBC, New York**  
Hamilton Shea, Gen. Mgr.  
Max E. Buck, Prom. Mgr.
2. **WLW, Cincinnati**  
R. E. Dunville, Gen. Mgr.  
Dick McCarthy, Prom. Mgr.
3. **KOA, Denver**  
Don Searle, Gen. Mgr.  
Dick Harris, Prom. Mgr.
3. **WMAQ, Chicago**  
Harry C. Kopf, Gen. Mgr.  
John M. Keys, Prom. Mgr.

#### 5,000 TO 20,000-WATT STATIONS

1. **WIP, Philadelphia**  
Benedict Gimbel Jr., Gen. Mgr.  
Edward Wallis, Prom. Mgr.
1. **XL Stations**  
E. B. Craney, Gen. Mgr.
2. **WWRL, Woodside, N. Y.**  
W. H. Reuman, Gen. Mgr.  
Selvin Donneson, Prom. Mgr.
2. **WJPS, Evansville, Ind.**  
Robert J. McIntosh, Gen. Mgr.  
Charles L. Muller, Farm Director
3. **WMPJ, Memphis**  
Harold Krelstein, Gen. Mgr.  
F. B. Roper, Prom. Mgr.

#### 250 TO 1,000-WATT STATIONS

1. **KJBS, San Francisco**  
E. P. Franklin, Gen. Mgr.  
Stanley G. Breyer, Prom. Mgr.
1. **WLIB, New York**  
Harry Novik, Gen. Mgr.  
Mike Jablons, Prom. Mgr.
2. **WDFD, Flint, Mich.**  
Lester W. Lindow, Gen. Mgr.  
Don Dwyant, Prom. Mgr.
3. **WLAM, Lancaster, Pa.**  
Frank Altdorfer, Gen. Mgr.  
Bernard De Paul, Prom. Mgr.

#### MARKETS OF OVER 1,000,000

1. **WNBT, New York**  
Hamilton Shea, Gen. Mgr.  
Max E. Buck, Prom. Mgr.
2. **WLW-TV, Cincinnati**  
R. E. Dunville, Gen. Mgr.  
Frederic Gregg, Prom. Mgr.
3. **KITV, Los Angeles**  
Richard A. Moore, Gen. Mgr.  
Jack O'Mara, Prom. Mgr.
3. **WNBC, Chicago**  
Harry C. Kopf, Gen. Mgr.  
John M. Keys, Prom. Mgr.

#### MARKETS OF 500,000 TO 1,000,000

1. **WTVJ, Miami**  
Lee Ruwitch, Gen. Mgr.  
Lynn Morrow, Prom. Mgr.
2. **WBNS, Columbus, O.**  
Richard A. Borel, Gen. Mgr.  
Barbara Haddock, Prom. Mgr.
3. **WKRC, Cincinnati**  
U. A. Latham, Gen. Mgr.  
Fred Thomas, Prom. Mgr.

#### MARKETS UNDER 500,000

1. **KELO-TV, Sioux Falls, S. D.**  
Evans A. Nord, Gen. Mgr.  
Julie Wilds, Prom. Mgr.
2. **WTTY, Bloomington, Ind.**  
Robert Lemon, Gen. Mgr.  
Keith Wilson, Prom. Mgr.



## THE JUDGES FOR 16th BILLBOARD COMPETITION

NEW YORK, Feb. 13.—The 21 top advertiser and agency executives listed below comprise the board of judges at The Billboard's 16th Annual Radio and Television Promotion Competition.

Thru the year, each of them has ample opportunity to see samples of the promotion efforts of the nation's broadcasters, since evidence of such work often is directed to them. The aggregate billings represented by the sponsors and ad agencies they represent probably would run into billions of dollars.

Each of these judges voted on his first, second and third choices in at least one category. Judging of the entries took place Tuesday (9), at the Jansen Suite of the Waldorf-Astoria here.

### ADVERTISER PANEL

**PAUL E. CHANDLER**  
Kraft Foods Company

**HARRY J. DEINES**  
Westinghouse Electric Corp.

**JAMES E. HAGEN**  
United States Steel Corp.

**ROBERT LILJEN**  
Whitehall Pharmacal Co.

**STANLEY PULVER**  
Lever Brothers Co.

**ALBERT R. STEVENS**  
American Tobacco Co.

**WALTER CRAIG**  
Serutan

**RICHARD E. FORBES**  
General Electric Co.

**JOHN G. HOAGLAND**  
Campbell Soup Co.

**JAMES MACWITHEY**  
Bristol-Myers Co.

**WILLIAM M. RAMSEY**  
Procter & Gamble, Inc.

### AGENCY PANEL

**J. FRANK GILDAY**  
Cecil & Presbrey, Inc.

**LES BLUMENTHAL**  
William H. Weintraub & Co.

**DICK FEHR**  
Doherty, Clifford, Steers & Shenfield

**WILLIAM E. MATTHEWS**  
Young & Rubicam

**SYLVIA SIMMONS**  
Grey Advertising

**JOHN R. GILMAN**  
Roy S. Durstine, Inc.

**NICHOLAS E. KESELY**  
Lennen & Newell, Inc.

**JAMES MCGARRY**  
Batten, Barton, Durstine & Osborn

**ROGER PRYOR**  
Foote, Cone & Belding

**TOM SLATER**  
Ruthrauff & Ryan

## AM AUDIENCE WINNERS

# WBZ, KFH, WQUA Win Spirited Battle

NEW YORK, Feb. 13.—The Billboard's 16th Annual Promotion Competition saw a spirited battle for top honors taking place among the various radio stations promoting audiences.

Topping the 50,000-watt stations was a newcomer, WBZ, Boston, which did not even place last season. The pacemaker in the 5,000 to 20,000 station category was KFH, Wichita, Kan., and first position among smaller stations, 250-1,000 watts, was won by WQUA, Moline, Ill.

A significant factor in the victory of WBZ was undoubtedly its "Lobster Cook-Off" which attracted national press attention. The stunt began on deejay Carl de Suze's show and began to roll when Massachusetts Gov. Christian Herter invited five other New England governors to display their lobster cooking know-how.

The contest was held with much fanfare and continued to get increasing newspaper attention as the idea caught the fancy of the public. It is claimed the gimmick increased the station's audience effectiveness from 2.3 to 4.1.

### Runners-Up

Second and third place among 50,000-watt outlets were won by WFAA, Dallas, and WNBC, New York, respectively, the latter station having won first place last year.

WFAA's audience promotion campaign was distinguished by its letter contest, the subject of which was "Why I Like Radio." The 20,000 replies were used to better the station's programing and sales.

WNBC's audience drumbeating was based on its slogan, "The Community Station," and included sending stars out to outlying suburbs of the city for parades and hoopla.

Another important facet of WNBC audience promotion was its tie-ups with supermarkets and department stores with an estimated store traffic of 262,000,000. Among 50,000-watt stations, WHO, Des Moines, won an honorable mention.

### 5-20,000 Watt

The showing of KFH, Wichita, in the 5,000 to 20,000-watt class can be attributed to audience promotion that was comprehensive 12 months during the year. The accent was on promoting each program and personality on the station.

The usual promotion artillery was used—window displays, frequent personal appearances, talent tie-ins with network shows and on-the-air promotion. There were also specific programs built around local events, an extensive highway sign campaign, etc.

In the same category, WWDC, Washington, took second place, and WUOM, Ann Arbor, Mich., third. The former station used the summertime to good advantage. It used the slogan "Wherever You Go There's WWDC." The result was that it became the

(Continued on page 6)

## VIDEO SALES WINNERS

# WNBT Bests WLW Group; WICU, WTOV Win in Class

NEW YORK, Feb. 13.—WNBT, New York, edged out the WLW Ohio video group for first place among big-market TV stations in the Sales Promotion division.

In the medium-market category, WICU, Erie, Pa., was tops, with Crosley's Atlanta station, WLW-A, coming up close second. In markets of less than 500,000, WTOV, Norfolk, got the judges' nod for its "Baker's Dozen" merchandising package.

Like its radio counterpart, WNBT's sales promotion entry was a mammoth resume of its year-round work. One of the most attractive gimmicks in its extensive efforts was its promotion of the Josephine McCarthy show, for which the station sent pie plates to 1,150 prospects.

On its late-evening Steve Allen show, the station had Allen make 5,000 phone calls to Ruppert salesmen and random numbers. WNBT made a regular mailing of success stories, such as reprints of Time's write-up on its "Pet Time" show. It also played up its sale of over 9,000,000 of its cook books thru its Quality Store chain.

In addition, it demonstrated its regular sales promotion effort, including mailing pieces telling about its shows and extra services.

### WLW Group

The WLW Ohio triumvirate came up second with its multifaceted "Design Deluge" presentation. The main item was the group's campaign behind the General Mills account. Also presented was its attractive mailers to agencies and advertisers.

The stations made extensive tie-in promotions with motion picture theaters, as part of which they ran a "Draw the Man From Mars" contest for the pic, "The War of the Worlds."

Third place for TV stations in markets over 1,000,000 population wound up in a three-way tie among WPTZ, Philadelphia;

## VIDEO AUDIENCE WINNERS

# WNBT Wins Again; WICU, WTPA 1st in Other Groups

NEW YORK, Feb. 13.—With new video stations entering untapped markets and old stations intent in retaining their viewers, audience promotion activity among TV outlets was potent thruout the year, as seen by the entries in The Billboard's 16th Annual Promotion Competition.

Repeating its triumph of last year was WNBT, New York, in the over 1,000,000 population market category. Winner among stations in markets of between 500,000 and 1,000,000 people was WICU, Erie, Pa., and victor in the below 500,000 markets was WTPA, Harrisburg, Pa.

WNBT centered its promotion around several special campaigns. Its "Meet Mr. Four" (the station's channel) and its utilization of the photo-engraver strike against newspapers to get its name before the public were outstanding.

The little "Mr. 4" figure was placed on TV screens tuned into the station 50 times daily for a long period of time. During the strike against the local dailies, 100,000 copies of the "WNBT Extra" were distributed to the public in key locations.

Second place was again won by WNBQ, Chicago, and third by KGUL-TV, Galveston-Houston. The former's station's promotion work is marked by a sound approach which keeps a rapid fire of material going thruout the year.

Every aspect of promotion, both on and off the air, are utilized, including station-breaks, slides, displays, tie-ins, film trailers, etc. KGUL, which debuted on March 22, a UHF station in a previously VHF market, increased its penetration from 76.8 in May to 94.9 in December as a result of promotion.

The outlet used the town's three newspapers as the focus of its promotion, the keynote of the ads being "Don't Be a One Channel Family." Honorable mentions were voted to the WLW-TV Ohio group; WSYP-TV, Syracuse;

WNBW, Washington, and KNXT, Hollywood.

### 500,000 to 1-Mil.

WICU, the first-place winner in the 500,000 to 1,000,000 markets, is owned by the same management which owns the local paper, The Erie Dispatch. Consequently, this station used the paper to the hilt for promotion. Its blockbuster is a weekly 8 to 10-page TV section in the paper.

In the same category, second place was won by WVEC, Norfolk-Hampton, Va., and third place by WBNS, Columbus, O. Another UHF in a VHF market which went on the air during the middle of September, WVEC, the NBC-TV affiliate, accomplished a two-fold purpose—it sold both UHF and the station to the community. Such extras as a UHF hand book to servicemen were employed in addition to the usual techniques.

WBNS concentrates on comprehensive continuing promotion. Among its outstanding special drumbeating, however, were campaigns conducted for a first-run feature film series, "Armchair Theater," and for the Burns and Allen switch to a new time period which won it an award from CBS-TV.

### Under 500,000

Harrisburg, Pa., Station WTPA walked off with first place in the markets under 500,000 division on the basis of its successful drive to sell local viewers on UHF.

Utilizing extensive newspaper and direct mail promotion, the station increased UHF saturation of TV homes in Harrisburg from 53.9 per cent to 77 per cent (American Research Bureau figures) during its first six months of operation last year.

Studio tours and personal appearances by artists and station executives at local affairs played a big part in WTPA's successful audience promotion job on UHF.

Second place winner in the under 500,000 division was copped by another UHF station,

WTOB-TV, Winston-Salem, N. C. This outlet's drive to put UHF over locally was marked by all-out co-operation between local TV set retailers and the station. A "Channel 26 Sweepstakes" contest was conducted by WTOB, with tickets for the drawing available at the dealer's stores.

Third place went to KWTW, Oklahoma City, in recognition of its fine sales job on CBS' Orange Bowl game telecast from Miami. Altho the local daily newspapers refused to run a line about the fact that KWTW was even on the air, let alone carrying the Orange Bowl game, the station plugged the event so successfully that it pulled a 60.7 rating and 89.8 per cent of the Oklahoma City TV audience when the game was air on KWTW's 13th day on the air.

## Zenith-CBS Hearing Set

WASHINGTON, Feb. 13.—The Federal Communications Commission this week sent out pre-hearing letters on the competing applications of Zenith Broadcasting Corporation and CBS for Channel 2 in Chicago. The hearing resulted from a January 21 D.C. Court of Appeals decision in favor of Zenith. The court directed the FCC to reinstate Zenith's application for the channel, and to stage comparative hearings between Zenith and CBS, which is now operating WBBM-TV on the channel and which has an application for license renewal pending before the Commission.

CBS bought the station license from Balaban & Katz Corporation when the station was operating on Channel 4, but the assignment was later changed to Channel 2, for which Zenith had applied. Zenith took the case to court after the FCC had dismissed its application in giving the channel to the CBS outlet. Zenith claimed that its application had been dismissed without proper hearing.

## Stodola Heads FCC Hearing Examiners

WASHINGTON, Feb. 13.—The Federal Communications Commission this week announced the appointment of Edward T. Stodola to be chief of its office of hearing examiners. Stodola will assume his new duties on completion of certain work for the Civil Aeronautics Board, where he has been a hearing examiner since 1943.

Stodola is 45 years old. He entered federal service in 1941 as an assistant attorney for the Bituminous Coal Division, which administered the Bituminous Coal Act of 1937.

and advertisers with pertinent facts about the station. The judges did not make any third place award.

to increase sales profitably...economically reach Channel 8-land

**WGAL-TV**  
NBC • CBS • ABC • DuMont  
LANCASTER, PA

Represented by  
**MEEKER TV, Inc.**  
NEW YORK  
CHICAGO  
LOS ANGELES

Steinman Station  
Clair McCollough  
President





RADIO MERCHANDISING AWARDS

WNBC Tops 50,000 Watters; Two Other Groups Are Tied

NEW YORK, Feb. 13. — The biggest caliber merchandising guns available to radio advertisers were flashed before the judges of The Billboard's 16th Annual Promotion Competition. WNBC, New York, was judged tops in the 50,000-watt category; WIP, Philadelphia, and the Pacific Northwest Broadcasters' group of XL stations tied for first place in the 5,000 to 20,000-watt division, and KJBS, San Francisco, finished in a deadheat with WLIB, New York, in the 250 to 1,000-watt class.

WNBC, in copping first place honors among the 50,000-watt entries, reversed last year's ironic situation where WMAQ, Chicago, which had its merchandising services organized by WNBC's staff, beat out WNBC. This year's voting saw WMAQ end up in third position. Both stations, of course, are NBC o&o's.

WNBC's merchandising services, available to advertisers according to the size of their WNBC billing, is geared to get retail outlets to stock up on sponsors' products and to get consumers to purchase these products. By establishing close ties with many of the leading local food and drug-store chains and supermarkets, and by following thru with a steady stream of point of sale and other promotional material, including cookbooks, the station has put itself in a well entrenched position.

Runners-Up

Second place in the 50,000-watt category was won by the three WLW Ohio stations, entered as a unit. The WLW group put considerable emphasis, in its merchandising activities, on research, after studying consumer acceptance patterns and analyzing markets for its advertisers. The stations follow thru with a "POP" (Point of Purchase) plan, whereby it ties in on the air advertising with an extensive point of sale promotion campaign in supermarkets and drugstores.

Tied for third place in the 50,000-watt category were KOA, Denver and WMAQ. The judges awarded KOA third spot in the contest for its KOA Food League

merchandising plan, whereby a specific product is chosen each week and extensively promoted on the air, in retail outlets, via newspaper advertising and other means. WMAQ's merchandising includes personal contact with and direct mail campaigns to dealers in an effort to promote advertisers' products, while point of sale promotion material, tied in with on the air advertising, pushes the products to the public.

WGAR, Cleveland won honorable mention in this category.

5,000-20,000 Watters

WIP did a repeat performance in tying for first honors this year among the 5,000 to 20,000-watt stations, having won in last year's competition as well. Keynote of its merchandising is its "Kitchen Kapers" show, which originates in various food markets and is used as a springboard for an extensive campaign of dealer promotion thru direct mail and personal contact, and consumer promotion thru point of sale displays, newspaper tie-in advertising, contests and other methods.

WIP shared first place honors with the XL group of stations in the Northwest, whose merchandising program was designed to tie the broker, wholesaler and dealer into a high-powered promotion team to sell XL advertised merchandise. It makes use of a large number of established merchandising methods to attain its ends.

Two stations that tied for second place in this category were WWRL, Woodside, N. Y., and WJPS, Evansville, Ind. The judges chose WWRL on the basis of the job it did in aiming its merchandising at its local Negro, German and Spanish listeners. WJPS, on the other hand, won equal honors on the basis of a specific merchandising campaign to sell Ralston Purina Company's Checkerboard Feeds. Sears Roebuck tied in with the three-and-a-half-month campaign based on a live hog feeding demonstration pointing up the weight gained by a hog fed with the Purina product in comparison with that gained by a comparable hog fed other manufacturers' feed.

WMPS, Memphis, took third spot in this category for its overall merchandising services as exemplified in what it did for "Bexel," a vitamin product. Honorable mentions were given to WROW, Albany and KELO, Sioux Falls, S. D.

250-1,000 Watters

Among the low watters (250 to 1,000 watts), KJBS, San Francisco, and WLIB, New York, shared the top spot seat, beating out WFDF, Flint, Mich., which last year reigned supreme. KJBS' merchandising campaigns utilize all media—newspaper ads, point of sale material, movie trailers, billboards, Welcome Wagon groups, dealer letters, on the air plugs, etc. WLIB, with a strong Negro listenership, gained the interest of the judges for the way it directionalizes many of the established methods of merchandising toward the Negro market.

WFDF, second place winner in this category, was cited for its success in helping to launch a new cracker product in its area for the Hekman Biscuit Company. The merchandising campaign was based on the exploitation of its show, "Club Cracker Party," which originated in various food stores.

Third place winner, WLAN, Lancaster, Pa., effectively utilized many of the standard merchandising methods to help sell its sponsors' products in a small market, even going to the extent of using its own monthly publication, "The Mike," to plug sponsors' merchandise.

WJLL, Niagara Falls, was awarded an honorable mention in this category.

MULTIPLE AWARDS

NEW YORK, Feb. 13.—Perhaps the grandest sweep in all the 16 Radio-Television Promotion Competitions held under the auspices of The Billboard was scored this year by WNBC-WNBT, owned-and-operated NBC flagships in New York. With six presentations entered, the sister outlets won five first place awards and took one third place award.

Under the management of Hamilton Shea and with promotion under the direction of Max W. Buck, WNBC, among the 50,000-watt radio outlets, gained first place awards for both sales and merchandising promotion, and third place for audience promotion. Its video adjunct, WNBT, swept to first place triumphs in all three competitions among video outlets in markets of 1,000,000 or more, winning in audience, sales and merchandising.

WLW, Cincinnati, another perennial honor-winner in The Billboard's Competition, this year won three second place awards. Among 50,000-watt radio stations, WLW took second honors for merchandising promotion. In TV, with the three Ohio Crosley outlets entered as a unit in the categories for markets of 1,000,000 or over, second place honors were won both in sales and merchandising. To add to the family pride, WLW-A, Crosley's Atlanta station, also won second place in sales promotion among stations in a market of 500,000 to 1,000,000.

Chicago Stations' Awards

NBC's Chicago owned-and-operated stations, WMAQ and WNBQ, between them won four awards. On the radio side, WMAQ took third place in merchandising promotion among the 50,000 watters. In TV, competing against outlets in markets of 1,000,000 or more, WNBQ won second place in audience promotion, and tied for third places in both sales and merchandising promotion.

The Westinghouse stations were represented by three award winners this year. WBZ, Boston, won first place in audience promotion in the 50,000-watt radio group. WOWO, Fort Wayne, Ind., tied for third honors in radio sales promotion in the 5,000 to 20,000-watt group. And WPTZ, Philadelphia, tied for third place in TV sales promotion in markets of 1,000,000 or more.

WICU, Erie, Pa., and WBNS, Columbus, O., each made strong showings by taking two awards apiece, both competing with other TV outlets in markets of 500,000 to 1,000,000. WICU won two first place awards, for audience and for sales promotion. WBNS won a second place for merchandising and a third for audience promotion.

In the wee-watt radio battle, WQUA, Moline, Ill., came thru with two first place awards among the 250 to 1,000 watters. Under general manager G. LaVerne Flambo and promotion chief Benne Alter, the outlet swept honors in both audience and sales promotion.

TV MERCHANDISING

WNBT, WTVJ and KELO-TV Get Nod

NEW YORK, Feb. 13.—TV station operation, still in its infancy compared with radio's relative "gran'pappy" status, has drawn heavily on radio's experience in order to offer its advertisers the same merchandising services available from radio.

In the TV station competition for The Billboard's merchandising promotion awards, WNBT, New York, beat out the other stations located in areas boasting over 1,000,000 population, while WTVJ, Miami, took the top spot among the stations playing to a population of 500,000 to 1,000,000, and KELO-TV, Sioux Falls, S. D., did likewise for areas housing less than 500,000.

First prize winner WNBT impressed the judges with the merchandising with which it services drug and food product advertisers. A standout promotion had 9,000,000 WNBT cookbooks sold in 7,000 food stores, each book containing a four-page leaflet plugging WNBT food product advertisers.

Other WNBT merchandising services include testing surveys for new drug and food products and a telephone call service to merchandise new lines.

WLW Group

The WLW group of Ohio stations impressed the judges as worthy of second place in this category for its "Sales in Depth" program, as exemplified by the way its point of purchase merchandising activities back up its on air advertising. Key to its "POP" plan is its merchandising activities in 511 supermarkets and 204 chain drugstores.

A tie for third place in this category was scored by KTTV, Los Angeles, and WNBQ, Chicago. Main feature of KTTV's merchandising "Smash Plan" is its use of one of the station's shows, "Star Shopper," which originates in different key food stores, as a springboard for extensive merchandising activities.

WNBQ tied for third place laurels on the basis of its over-all merchandising activities, which include courtesy services to clients, display advertising, direct mail, merchandising displays and point of purchase promotion material. KNBH, Hollywood, earned an honorable mention from the judges.

Station WTVJ, Miami, first place winner in the 500,000 to 1,000,000 population division, featured a "custom tailored" merchandising plan for each advertiser, rather than "make blanket promises to all clients."

These plans include mailings, conferences with buyers, calls on the trade, spot checks, display material and tie-ins with clients on giveaway programs.

An outstanding campaign staged by the station last year was its Key to Happiness Foundation for the Variety's Children's Hospital, whereby premium coupons were given away with WTVJ advertisers' food products. These were later redeemable for various kinds of equipment for the children's hospital.

Merchandising programs tailored to fit the individual needs of each advertiser is also a service offered by second place winner Station WBNS-TV, Columbus, O. The station voluntarily submits a detailed outline of such programs in advance of their execution; so clients can keep a check on services promised and delivered.

The judges were particularly impressed by WBNS's imaginative point of sale and direct mail material. Third place winner, WKRC-TV, Cincinnati, was lauded by the judges for its "Light Harmony" promotion, whereby a 20-day saturation campaign was conducted for the first time in the public utilities field. During the drive 7,600 electric lamps, with WKRC-TV stickers on each bulb, were sold by the Cincinnati Gas & Electric Company.

WICU-TV, Erie, Pa., and WTVN, Columbus, O., came in for honorable mention in this category.

KELO-TV Win

An outstanding merchandising promotion job for its sports show sponsors earned KELO-TV, Sioux Falls, S. D., first place in the markets under 500,000 division. Close contact with dealers, extensive on-the-air plugging and unique direct mail promotions figured prominently in the campaigns.

The station sent out 200 weight charts, stamped with KELO call letters to druggists to plug the sponsorship of "Hollywood

Wrestling" by Koracin, a reducing drug.

Second place was awarded to WTTV, Bloomington, Ind., on the strength of its successful 11-day promotion with 72 IGA supermarkets last November to increase sales for six NBC-TV advertised products and create extra traffic for IGA stores.

Sales chalked up on the products featured during the drive were 123 per cent higher than those made on the products during the preceding 10 days. The judges made no third place award in this group.

AM Winners

Continued from page 5

dominant out-of-home station in the city and second in combined audiences—in and out-of-homes.

WUOM went after children's audiences by blueprinting a series of shows titled "The Michigan Radio Classroom," which won numerous kudos in the State. The proof of its success was that 98 per cent of the schools in the station's primary area used the show. WFIL, Philadelphia, won an honorable award in this classification.

250-1,000 Watt

In the third division, 250 to 1,000 watters, WQUA tailor-made a promotion campaign around its personalities. Such local names as Ed Grenan, Joe Anderson, Jack Barlow, Dave Fleming and others were given the full treatment via the concentrated promotion resources of the station. Another aspect of its promotion was a 15-minute sound film, "Operation Sparkle," which told the station's story to advertisers.

To WFOJ, Milwaukee, an independent, and WHEP, Foley, Ala., went second and third place awards among smaller AM stations. WFOJ centered its promotion around five sound contest ideas which brought forth an avalanche of mail. Listeners were invited to "Color the New Fox," to identify the "Mystery Voice and the Mystery Star," and to tell "Why I Would Like to See the Niagra Falls for the First Time," among other contests.

WHEP had a difficult job, for it was located in a town of 2,000 and had to build listenership thruout the county. This was done by thoro utilization of all the standard promotion means, plus a few special ideas.

One of the best of these latter was "The Big Swim" in which one of the station's engineers swam part of Mobile Bay. Honorable mention in this category went to WLOW, Norfolk.

Advertisement for WDEL-TV, Wilmington, Delaware. Features a large circular logo with 'WDEL-TV' and 'Time for sales'. Text includes 'Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.' and 'Channel 12'. Contact information for MEEKER, Sales Representative, is provided.



"For a number of years I have watched with interest your coverage of radio. Today I believe you offer the best all-around weekly report available!"

Peter Bohan, Program Director, WNAB Bridgeport, Conn.

SUBSCRIBE TODAY

Subscription form for The Billboard. Fields include Name, Address, City, Zone, State, and Occupation. Contact information for The Billboard, Cincinnati 22, Ohio is provided.





THIS WEEK'S SPOTLIGHT FEATURE

Distribution, Sales & Marketing

# Major TV Film Distributors Expand Sales Staffs for Growing Mkt.

## Video's Hinterland Push Poses Economic Problem; New Distrib Modes in Offing

By GENE PLOTNIK

NEW YORK, Feb. 13.—Major TV film distributors have been taking rapid steps in recent weeks to expand their sales staffs to keep pace with the growing TV market. Some of the predictions as to where this expansion might eventually level off are staggering compared to the present shape of things.

The spread of TV into the hinterlands is seen to be posing an economic problem for distributors. The whistle-stop stations are not necessarily cheaper to sell, but their dollar return is incomparably less than that of the pre-freeze stations.

This situation appears to be giving rise to new modes in TV film distribution. Franchised agents and brokerage and mail order set-ups are currently seen as possibilities, but they have yet to prove themselves. Whether or not the three-to-five-man sales organizations will survive in the ultimately mature TV market, and if so, how, is at this moment a moot point.

### 11 Sales Reps

Ziv-TV in the past two weeks has added 11 sales reps to its staff, three of them in New York. Television Program of America in the past 10 days has taken on five more salesmen. The Interstate Television Corporation is currently building its sales corps and is soon expected to level off, for a time, at 12 men. United Television Programs this week added two more men.

The recent additions at Ziv give it a total TV sales staff of 66 men, according to John Sinn, Ziv prexy. This is more than twice the size of the next largest sales organizations, NBC Film Division and TPA, each of which have 25 salesmen.

The sales corps of the other major distributors of half-hour shows, as supplied this week by each of the organizations, are: MCA-TV, 23; National Telefilm Associates, 22; Screen Gems, 20; Motion Pictures for Television (Film Syndication Division), 20; United Television Programs, 16; Official Films, 15; Guild Films, 14; CBS TV Film Sales, 9, and ABC Film Syndication, 7.

### 14 Staffers

The two leading feature-film distributors, Unity Television Corporation and MPTV, each have 14 sales staffers. These figures do not include the sales directors. Additions are being made at such a steady clip that by next week this tabulation may already be outdated.

At what point the additions are expected to come to a halt varies according to organization. Sinn believes that when the TV market reaches 550 to 600 operating stations, which may be in two to three years, Ziv-TV will have a sales corps in excess of 100. John Mitchell, sales director of Screen Gems, believes he will be able to blanket the country with 35 men. Arche Mayers, head of Unity ex-

## Sked Prelim Shots For 'Dr. Christian'

HOLLYWOOD, Feb. 13.—Shooting of interiors starts Monday (15) on the television of "Dr. Christian" which makes the jump from radio with the same stars, Jean Hersholt and Rosemary De Camp. Mrs. Dorothy B. McCann, of McCann-Erickson, advertising agency for the Chesebrough Manufacturing Company, is in Hollywood supervising production arrangements at Flying A Pictures.

Mrs. McCann, executive producer of the radio version for 18 years, said that exteriors for the first telefilm play, "Secret Lullaby," by Earl H. Hamner Jr., were photographed last month in Stony Brook, L. I. Dorrell McGowan has been assigned as field producer and Stuart McGowan as director.

pects to round out his feature-film staff at no more than 20.

In general, the feature-film distributors are not considered to require as large a staff as those handling series, since feature films are usually sold on long-term deals and new product does not come into the fold fast enough to require new sales drives at frequent intervals. Nevertheless, a trend in feature-film distribution may be indicated by the recent dissolution of Tele-Pictures, Inc., which had four salesmen, and the taking over of its product by Official, which has 15.

### 4 Factors

Many of the three-to-five-man organizations believe they will have no trouble covering the 550 to 600 ultimate stations, provided that (1) they have sufficient product, (2) their few salesmen are highly skilled, (3) they sell directly to stations and not to advertisers, and (4) their mark up is small enough so that their product is readily salable.

Smaller distributors to some extent are finding a way out of their limited-product bind by shared regional representation.

## Studio Films Doubles Sales In 4 Months

NEW YORK, Feb. 13.—In the four months that it has been in business as a distributor, Studio Films has doubled the volume of its gross sales. Studio has sold its packages of teleproductions to 163 stations in about 150 markets. The musical shorts, in many cases, are playing on two stations in the same city.

One of the areas of Studio's greatest sales penetration is in the Far West, where it has been sold to every market in the States of Washington, Oregon, Utah, Idaho, Arizona. It has also gotten a strong play in California.

The teleproductions are also to be seen in New York, Cleveland, Chicago, Detroit, Los Angeles, Baltimore and other large cities.

## Interstate Pushes Near Distrib Fore

NEW YORK, Feb. 13.—The Interstate Television Corporation this week appeared to be breaking into the first rank of TV film distributors. Interstate was reliably reported to have acquired the distribution of the new 39 segments of "Douglas Fairbanks Presents," a package on which several distributors are known to have been dickering. At the same time, Interstate is building a sales staff, and is expected to round it out within the next week with 12 men.

The addition of the Fairbanks series gives Interstate three half-hour series plus 112 features and Westerns. The firm is reported to be on the prowl for still further product.

Interstate has already sewed up its first sale of the Fairbanks show. It is the renewal of Liebman Breweries' "Rheingold Theater" in New York; New Haven, Conn.; Atlantic City, and Birmingham, N. Y., thru Foote, Cone & Belding. Rheingold kicked off the new series last week. Its first year buy on the show was from NBC Film Division, which continues to distribute the first 39 segments, as well as the re-run under the title "Paragon Playhouse." NBC has sold the first 39 in about 110 markets.

### Coast Expansion

Rheingold is currently expand-

The outstanding example of this is Tom Corradine Associates on the West Coast, which peddles the catalogs of at least four different distributors.

The ultimate in shared representation, of course, would be the brokerage arrangement that Mark Hawley is currently pushing. The TV Film Co-operative Sales Company, which Hawley has signed up as his station contact, would presumably present stations with a catalog of all film available, and take a mere 10 per cent for any deals it closed.

### Distrib Resistance

Distributors in general have so far shown resistance to this plan, mainly because they feel that such an organization would not really push their own product. The major half-hour distributors deny any interest in a brokerage arrangement on the ground that they, the distributors, don't sell only film, but rather a complete advertising program, and every sale is backed up by a complete merchandising program out of the home office.

The need for widespread representation has caused the maximum use of franchised agents by National Telefilm Associates, which swung into action just last month. The reasoning behind this plan, according to Ely Landau, NTA prexy, is that by making each salesman his own businessman, so to speak, the firm is able to emerge on the scene with a full complement of 22 men, instead of building a staff man by man.

Mail order may eventually prove an inexpensive method of reaching the hinterlands, but it has yet to prove itself. TPA recently took its 28 feature films out of the hands of its salesmen and launched an intensive month-long direct mail campaign on the package. Hawley is reported to be laying plans for a mail order program, but nothing has actually developed there yet.

One way or another, the distributors of new film programs will have to reach out to the entire TV market, because first-run sales in the top cities only does not generally meet the production outlay.

ing its own distribution to the West Coast, which could conceivably mean another eight or 10-market sale of the show for Interstate.

Interstate is the TV subsidiary of the Allied Artists Pictures Corporation. Its sales up to now has primarily been thru the AA exchanges. The firm is now making a complete shift and setting up its own sales organization. The staff currently includes Lloyd Lind as sales manager, New York; Eob Newgard, Hollywood; Jay Rubin, Des Moines; Rex Gay, Chicago; Robert Miller, Cleveland; Tom Milana, Dallas; Terry O'Neill, New England, and Lou Bantle, at large. In addition, the firm is expected to add another man in New York, another for the Mid-Atlantic States, and two for the South.

The other two series the firm has are "Ethel Barrymore Theater," 13 segments, and "Amazing Tales of Hans Christian Andersen," 26 segments. The latter show has been sold in 15 markets. In Washington, its January ARB rating was an average 15.8, close behind Dinah Shore and John Cameron Swayze and far ahead of Doug Edwards and Jane Froman. The sponsor there, Embassy Dairy, distributed over 3,000 copies of a book of Andersen tales for a \$1 premium.

# The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES plus, rotated weekly.

FEATURE TREATMENT OF THE FOUR MAIN BRANCHES OF THE TV FILM INDUSTRY:



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

## Interior Dept. Films For TV Pubserv Use

### Agency Maps Big Library of Prints For Station Use; Total Pix Now 65

WASHINGTON, Feb. 13.—The Interior Department is preparing to make its TV films available to TV stations for public service showings in vastly greater numbers as soon as the agency is able to set aside additional prints to meet the demand, it was learned this week. While many of the films are booked solidly for showings in schools, colleges and clubs, the agency will push its plan to establish a larger library of prints for use by TV stations, as the movies are cleared by their sponsors.

The films, most of which are between 20 and 40 minutes in running time, are produced by various American industries in co-operation with Interior's Bureau of Mines. The sponsor pays the entire cost of production, including photography, sound and printing, and provides the Bureau with prints for circulation. Altho advertising or trademarks are strictly forbidden, the sponsor's name is acknowledged at the beginning and end of each production. As of the end of 1953, the Bureau had more than 6,000 prints of 65 subjects. All the films are 16mm. sound, with recent acquisitions in color. Eight of the films so far are cleared for use by TV stations, including four dealing with the natural resources of Arizona, Oklahoma, Ohio and Mis-

souri. Other films available to TV deal with mining and metallurgical operations and manufacturing processes of various minerals. Running time of most films is between 20 and 40 minutes.

All films are loaned free, with borrowers paying only postage. TV operators must also be responsible for abnormal wear and tear, and must show the entire film without editing, clipping, excerpting or other alterations, as is the case with most government-owned films. Requests for the loan of films should be sent to the Bureau of Mines Experiment Station, 4800 Forbes Street, Pittsburgh 13, where the film library is located.

The agency said this week that during 1953, more than eight million viewers saw the films on TV, as well as 12 million in schools, colleges and industrial plants.

## ABC Series Adds 26 Pix

NEW YORK, Feb. 13.—ABC Film Syndication has fortified its "Playhouse" roster by taking over its second batch of 26 episodes in the series from the John Gibbs agency.

"Playhouse," which is produced by Gibbs' subsidiary, Meridian Pictures, is one of ABC's two current syndication properties. The firm is currently negotiating with United Artists Television for John Kieran's "Kaleidoscope."

## UTP Names Sheets Asst. Sales Chief

HOLLYWOOD, Feb. 13.—Dale Sheets, account executive for United Television Programs, Inc., this week was promoted to assistant national sales manager, according to Wynn Nathan, National sales manager.

At the same time Nathan said he was augmenting the sales executive force by adding Glen Truly to the New York office and Karl Von Schelleran to the Chicago office of UTP.

## NBC to Handle 'Falcon' Synd.

NEW YORK, Feb. 13.—The NBC Film Division has virtually closed a deal with Bernard Schubert to handle syndication of "The Falcon," currently being shot by Schubert at Goldwyn Studios in Hollywood.

"The Falcon," one of radio's perennials, is the latest in a recently lengthening line of radio mystery shows being put before the TV film cameras. Others are "The Shadow," "Inner Sanctum" and "Mr. District Attorney."

### MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed

Bill me

816

Name \_\_\_\_\_  
 Occupation or Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



# Kling Cans 'Reno,' 'Charlie' Pilots

HOLLYWOOD, Feb. 13.—Pilots for two half-hour telefilm series were completed at Kling Studios (formerly the Charlie Chaplin lot) this week, with one slated to be exposed for sponsorship or syndication during the next 60 days. Both pilots for the series, "Ask Uncle Charlie" and "Reno English," were shot during the week, 10 days after Kling decided to produce them, according to Lee R. Blevins, production chief and executive producer.

"Ask Uncle Charlie," starring Noah Berry Jr., will be resumed probably in 60 days, Blevins said. However, "Reno English," starring Zachary Scott in the title role, will not be shot until probably July, Blevins indicated, because of previous commitments by the star.

Same production heads are handling the chores for both series. They include, besides Blevins, David S. Garber as associate producer; Justus Addis, director; Louis Germonprez, assistant director, and Fed Gately, cameraman.

Meanwhile the historic lot is being prepped for increased activity. Tho there now are but two stages, work is expected to start shortly on the conversion of the set loft

into a stage, approximately 55 by 110 feet. This new stage will be doubly important to the operation since a large water tank is located under the floor which can be used for special effects and other uses, Blevins said.

Refurbishing of offices and other quarters have been under way since Kling took over the studios January 1. During January alone, at least \$63,000 has been expended in the conversion work. Tho Kling will continue its own telefilm production, additional telefilm producers are expected to move there. One, Stuart Reynolds, is almost certain to make the move from American National Studios (the former Eagle-Lion lot recently acquired by Bernard Prockter & Associates). Negotiations now are in the finalizing stage, it was learned. Theatrical producers occupying space at Kling include Stanley Kramer, a new tenant, and Hugo Haas.

Kling's entire animation department has moved to the new quarters and this phase of the operation is expected to be vastly expanded in the near future, Blevins indicated.

## Plugs and Premiums

By GENE PLOTNIK

Syndicated TV film shows have been getting local publicity aplenty, thanks to the concerted efforts of station and distributor publicists.

But national publicity breaks have been relatively hard to come by, compared to network shows, motion pictures and even the Broadway theater. It would seem that the nationwide media are not yet tuned in to the TV film distributors as a source of feature material.

The only syndicated show that has been receiving national breaks of any scope and consistency is the Liberace show. The pianist received a substantial write-up in the music department of Time magazine dated October 5. He had a two-page spread of pictures in Life magazine of December 7.

He has received pictorial prominence in a couple of the Sunday supplements. And he is due for a considerable write up in an upcoming issue of Coronet.

The Liberace laurels, however, do not spring from his film series alone. Liberace's own personality and its enormous appeal for females of the stocking-and-corset vintage no doubt make him his own best press agent.

While the film series has made a great contribution to his fame, and while the show invariably gets a healthy plug in all his write-ups, the manifestations of his cooing, winking and smiles in concerts and to some extent non-verbally on records must also be credited with getting his name into the national limelight.

But with the growth and maturation of the leading TV film distributors, their publicity directors are beginning to break thru. One show that has been deliberately exploited on the national scene, and with resounding success, is the new "Washington Merry-Go-Round" of Drew Pearson.

Before the show went on the air, Motion Pictures for Television, its distributor, did not fully realize its publicity potential. But since the screaming headlines that accompanied the first release, Mike O'Shea, MPTV's flack, has been pushing it for all it's worth.

The first installment of the Pearson show hit the air on Friday, January 8. The format has Pearson interviewing a news celebrity as the middle part of each segment. In the first release his

guest was Harry Truman, and it was on this occasion that Truman made his now famous denial that he had ever used the term "red herring" in reference to the House Un-American Activities Committee.

O'Shea sent a transcript of the interview to the three wire services on Thursday. On Friday morning the item was included in the newscasts on NBC's "Today" as well as on local news shows.

In the late editions of the morning papers and in the early editions of the afternoon papers across the country, the Truman disclaimer made page one banners. Virtually every paper in the country carried it. In every instance known, the papers mentioned that the remark was made on a TV film show. In many instances, the local papers pinpointed station and time.

The item received follow-up coverage when Truman stepped off the plane in New York late Friday afternoon and was met by a pack of reporters. (The interview had been shot in Truman's Kansas City, Mo., office early in the week.) In addition, it received editorial comment and cartoons in many papers. The next week, the news magazines had it.

On the basis of the hoopla produced by the first release, O'Shea has not set a regular exploitation formula for the series. He releases a transcript of the show to the wire services every Thursday. The releases emanate from Pearson's office in order to cash in on the Washington date line. In addition, the wire services get their choice of exclusive still photos and film strips taken right out of the show.

Undoubtedly the unique exploitability of the Pearson series is a product of the newsworthiness of the personalities interviewed each week. But this very point has now been guiding the program's content.

Two weeks ago Pearson had Igor Gouzenko in his first public interview. On camera, Gouzenko wore a hood specially designed for him by O'Shea. And the wires crackled.

Last week, Pearson was due to have Gouzenko on again for a follow-up interview. But when the Jimmy Roosevelt's "Dear Romelle" letter broke into the news, Pearson and MPTV pulled a switch and brought on Roosevelt in a release that hit the air the very day that he made his answer in court. The second Gouzenko episode was held over to this week.

O'Shea claims that credit for MPTV's publicity coup must go to Ed Madden, veepee in charge of the distributor's syndicated film division, since it is Madden who supervises and approves all the division's activities. But it's O'Shea's own publicity know-how that must get the biggest bouquet for the Pearson streamers.

Most of O'Shea's career has been in legit press agency. He started in the press department of the late Sam H. Harris, work-

## GIMMICK

### Theater Pix Plugged Via ANS Winner

HOLLYWOOD, Feb. 13.—Production is expected to get under way the first week in March by American National Studios on a series of 39 half-hour pix that will offer major studios a chance to plug their feature films. To be produced by deejay Larry Finley, the title of the series is "Pick Your Winner."

There's only one gimmick to the deal—plugs will be permitted only if the stars themselves appear on the telefilm program. However, all "guests" will be paid. Finley said that as many as four theatrical movies may be exploited in any one episode thru the stars appearing on the program. Initial half-hour of the audience participation show is slated with a quartet of stars.

### SG Signs Duff For Nighthawk

HOLLYWOOD, Feb. 13.—The fourth new series to be activated by Screen Gems in the next couple of months will star Howard Duff, who this week was signed to star in 26 half-hour telefilms titled "Johnny Nighthawk." Latter series will be produced by Michel Kraike. "Johnny Nighthawk" will be added to "Father Knows Best," starring Robert Young; the "Damon Runyon Theatre" and "The Adventures of Rin Tin Tin."

## TV FILM PURCHASES

WFIL, Philadelphia, has contracted for 98 half-hours of "Racket Squad," distributed by ABC Film Syndication. The series will be shown on Mondays and Fridays under the sponsorship of Weatherguard Storm Windows and King Wines, respectively, and soon will be stepped up to a five-a-week schedule. The Philadelphia Police Department has announced that "Racket Squad" will be made "must" viewing for its department, and the film will be shown at the Philadelphia Police Academy in conjunction with the officers' training program.

WGAN, Portland, Me., has purchased from CBS Television Film Sales the following shows: "Gene Autry," "Cases of Eddie Drake," "Holiday in Paris," "Hollywood on the Line," "Files of Jeffrey Jones" and "Strange Adventure." The International Harvester Dealers have contracted with CBS for the "Amos 'n' Andy" series to be shown via WNEM, Bay City, Mich. Other CBS Television Film Sales business past week included: "Files of Jeffrey Jones" to Meyers Arnold Department Store, to be shown via WFBC, Greenville, N. C.; "Amos 'n' Andy" to WCOC, Meridian, Miss.; WREX, Rockford, Ill., and BBC, London; "Crown Theater" to WCOC, Meridian, Miss.; "Holiday in Paris" to WKAQ, San Juan, P. R., and "Annie Oakley" to Canada Dry Ginger Ale via WILK, Wilkes-Barre, Pa., for a total of 65 markets.

NBC Film Division placed "Badge 714" in nine new markets this past week. They are: KSLA, Shreveport, La., for Nu Enamel Company, WKY, Oklahoma City; WTTV, Bloomington, Ind., for Drury's Beer; KEDD, Wichita, Kan. for Graybar Electric; KIMA, Yakima, Wash., and WGN, Chicago. Other NBC Film Division sales included: "Paragon Playhouse" to WTOG, Savannah, Ga., for Star Laundry, and WNCM, Bay City, Mich.; "Inner Sanctum" to WTOG, Savannah, Ga.; WGLV, Easton, Pa., and KGMB, Honolulu; "Victory at Sea" to WKAB, Mobile, Ala., and KDAL, Duluth, Minn.; "Dangerous Assignment" to WTOG, Savannah, Ga., for Barrett Oil Company, WBKB, Chicago; KDAL, Duluth, Minn., and KOMU, Columbia, Mo.

ing under Ben Kornzweig and John Peter Toohey. The first show he plugged was "The American Way" and others he's worked on include "The Heiress," "Diamond Lil" and "Angel in the Wings."

## BILLBOARD FILM GUIDE

### Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the second week of January in one-fourth of the cities surveyed individually by ARB. The complete study listing all cities surveyed is published over a four-week period beginning with the Distribution and Station-Network issues of The Billboard.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted.

For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York; P. O. Box 6934, Los Angeles 22.

#### BALTIMORE 3 STATIONS

Title of Show	Category	Station—Days—Time	January ARB Rtg.
Dick Tracy	Adv.	WBAL—M.—6:00-6:30	15.0
Ramar of the Jungle	Adv.	WBAL—M.—7:00-7:30	25.5
Captured	Adv.	WAAM—Th.—10:30-11:00	12.3
Dangerous Assignment	Adv.	WMAR—F.—11:15-11:45	8.1
Badge 714	Adv.	WBAL—S.—10:30-11:00	26.0
Life With Elizabeth	Comedy	WMAR—M.—11:15-11:45	3.9
Abbott and Costello	Comedy	WMAR—S.—6:30-7:00	8.2
Greatest Dramas	Docum.	WMAR—T.—7:45-8:00	6.0
Hans Christian Andersen	Drama	WBAL—W.—6:00-6:30	10.4
Liberace	Musical	WBAL—T.—10:30-11:00	13.5
City Detective	Mystery	WMAR—Su.—11:00-11:30	10.7
Boston Blackie	Mystery	WBAL—W.—10:30-11:00	32.9
Telenews	News	WBAL—M. to F.—6:45-7:00	8.4
Movie Quick Quiz	Quiz	WBAL—Th.—10:45-11:00	0.7
Cisco Kid	West.	WBAL—T.—7:00-7:30	26.2
Annie Oakley	West.	WBAL—S.—5:30-6:00	18.9

#### BOSTON 2 STATIONS

Title of Show	Category	Station—Days—Time	January ARB Rtg.
I Led Three Lives	Adv.	WNAC—M.—7:00-7:30	37.2
Foreign Intrigue	Adv.	WBZ—Th.—10:30-11:00	22.1
Ramar of the Jungle	Adv.	WBZ—S.—12:00-12:30	13.2
Badge 714	Adv.	WNAC—S.—2:00-2:30	24.6
Racket Squad	Adv.	WNAC—S.—10:30-11:00	26.3
Time for Beany	Child.	WNAC—Su.—12:00-12:30	5.5
Amos 'n' Andy	Comedy	WBZ—T.—11:00-11:30	3.7
Life With Elizabeth	Comedy	WBZ—Th.—6:30-7:00	4.2
Abbott and Costello	Comedy	WNAC—S.—6:00-7:00	14.0
Victory at Sea	Docum.	WBZ—F.—11:30-12:00	10.5
Favorite Story	Drama	WNAC—T.—10:30-11:00	15.4
Kieran's Kaleidoscope	Misc.	WNAC—Su.—4:45-5:00	4.9
Liberace	Musical	WBZ—Su.—3:00-3:30	31.8
I Am the Law	Mystery	WBZ—T.—10:30-11:00	23.2
Telenews	News	WBZ—M. to F.—7:15-7:30	10.8
Range Rider	West.	WBZ—Su.—7:00-7:30	48.3
Gene Autry	West.	WNAC—M.—6:30-7:00	32.8
Cisco Kid	West.	WNAC—Th.—6:30-7:00	24.6
Annie Oakley	West.	WBZ—S.—6:00-6:30	18.6

#### COLUMBUS 3 STATIONS

Title of Show	Category	Station—Days—Time	January ARB Rtg.
Captured	Adv.	WBNS—Su.—10:00-10:30	18.3
Badge 714	Adv.	WLW—M.—9:00-9:30	16.5
Rocky Jones, Space Ranger	Adv.	WBNS—T.—6:00-6:30	16.7
I Led Three Lives	Adv.	WBNS—T.—9:30-10:00	25.3
Foreign Intrigue	Adv.	WLW—T.—10:30-11:00	7.5
Dangerous Assignment	Adv.	WTVN—Th.—10:30-11:00	9.4
Drew Pearson	Docum.	WTVN—Su.—6:00-6:15	10.3
Greatest Drama	Docum.	WLW—T.—7:15-7:30	3.8
Liberace	Musical	WBNS—W.—7:00-7:30	30.0
Boston Blackie	Mystery	WLW—W.—10:30-11:00	24.4
City Detective	Mystery	WBNS—F.—10:00-10:30	26.9
Cisco Kid	West.	WBNS—F.—7:00-7:30	33.9
Cowboy G-Men	West.	WBNS—S.—6:30-7:00	29.1

#### DAYTON 2 STATIONS

Title of Show	Category	Station—Days—Time	January ARB Rtg.
Badge 714	Adv.	WLW—M.—9:00-9:30	15.7
I Led Three Lives	Adv.	WHIO—T.—9:00-9:30	24.7
Foreign Intrigue	Adv.	WLW—T.—10:30-11:00	10.3
Dangerous Assignment	Adv.	WLW—S.—5:30-6:00	9.0
My Hero	Comedy	WHIO—W.—7:00-7:30	16.0
Life With Elizabeth	Comedy	WLW—Th.—10:30-11:00	12.0
Life of Riley	Comedy	WLW—F.—8:30-9:00	33.9
The Visitor	Drama	WLW—M.—7:00-7:30	11.3
Times Square Playhouse	Drama	WLW—F.—9:30-10:00	13.3
Liberace	Musical	WHIO—Th.—7:30-8:00	25.5
Boston Blackie	Mystery	WLW—W.—10:30-11:00	24.7
City Detective	Mystery	WHIO—F.—10:30-11:00	18.8
U. P. Movietone News	News	WHIO—M. to F.—11:00-11:15	8.8
Annie Oakley	West.	WLW—Su.—3:00-3:30	8.0
Range Rider	West.	WLW—Th.—6:00-6:15	24.3

#### LOS ANGELES 7 STATIONS

Title of Show	Category	Station—Days—Time	January ARB Rtg.
China Smith	Adv.	KECA—Su.—7:30-8:00	2.0
Ramar of the Jungle	Adv.	KTTV—M. to F.—6:15-6:30	9.3
Dangerous Assignment	Adv.	KNBH—T.—10:30-11:00	11.5
Big Game Hunt	Adv.	KUJ—W.—8:00-8:30	2.9
Rocky Jones	Adv.	KNXT—Th.—7:00-7:30	8.1
I Led Three Lives	Adv.	KECA—Su.—7:00-7:30	8.1
I Led Three Lives	Adv.	KECA—Th.—9:30-10:00	2.7
Foreign Intrigue	Adv.	KNBH—Th.—10:30-11:00	13.7
Ramar of the Jungle	Adv.	KTTV—F.—7:30-8:00	4.8
Badge 714	Adv.	KTTV—S.—7:30-7:00	34.5
Captured	Adv.	KTTV—S.—8:30-9:00	13.8
Time for Beany	Child.	KTTV—M. to F.—6:30-6:45	9.7
Time for Beany	Child.	KTTV—S.—6:30-7:00	8.1
Life With Elizabeth	Comedy	KOOP—Su.—6:30-7:00	6.4
Amos 'n' Andy	Comedy	KNXT—T.—8:00-8:30	24.2
Abbott and Costello	Comedy	KTTV—W.—8:30-9:00	6.6
The Ruggles	Comedy	KECA—F.—7:00-7:30	9.7
Kings Crossroads	Docum.	KHJ—F.—7:00-7:30	0.7
Kings Crossroads	Docum.	KHJ—Su.—6:30-7:00	0.9
Kings Crossroads	Docum.	KHJ—Th.—7:00-7:30	2.5
Kings Crossroads	Docum.	KHJ—T.—8:00-8:30	1.3
Play of the Week	Drama	KECA—Su.—8:00-8:30	2.2
The Visitor	Drama	KNBH—M.—7:00-7:30	2.4
Into the Night	Drama	KHJ—T.—7:00-7:30	0.7
Favorite Story	Drama	KTTV—T.—8:00-8:30	10.5
Orient Express	Drama	KECA—T.—8:30-9:00	7.4
Play of the Week	Drama	KECA—W.—8:30-9:00	0.9
D. Fairbanks Presents	Drama	KNBH—Th.—7:00-7:30	11.1
Greatest Drama	Drama	KHJ—F.—8:00-8:15	0.7
Play of the Week	Drama	KECA—S.—7:00-7:30	3.4
Liberace	Musical	KCOP—W.—7:30-8:00	16.7
Craig Kennedy	Mystery	KHJ—Su.—7:00-7:30	1.6
City Detective	Mystery	KNXT—M.—10:00-10:30	10.7
Hollywood Off-Beat	Mystery	KTTV—T.—8:30-9:00	7.2
I Am the Law	Mystery	KTLA—T.—10:00-10:30	8.4
Files of J. Jones	Mystery	KTTV—W.—8:00-8:30	7.3
Boston Blackie	Mystery	KTTV—W.—8:30-9:00	9.7
Front Page Detective	Mystery	KTTV—F.—10:00-10:30	3.4
Heart of the City	Mystery	KTTV—F.—10:30-11:00	5.6
Inner Sanctum	Mystery	KTTV—S.—9:00-9:30	11.4
Gene Autry	West.	KNXT—Su.—5:30-6:00	18.3

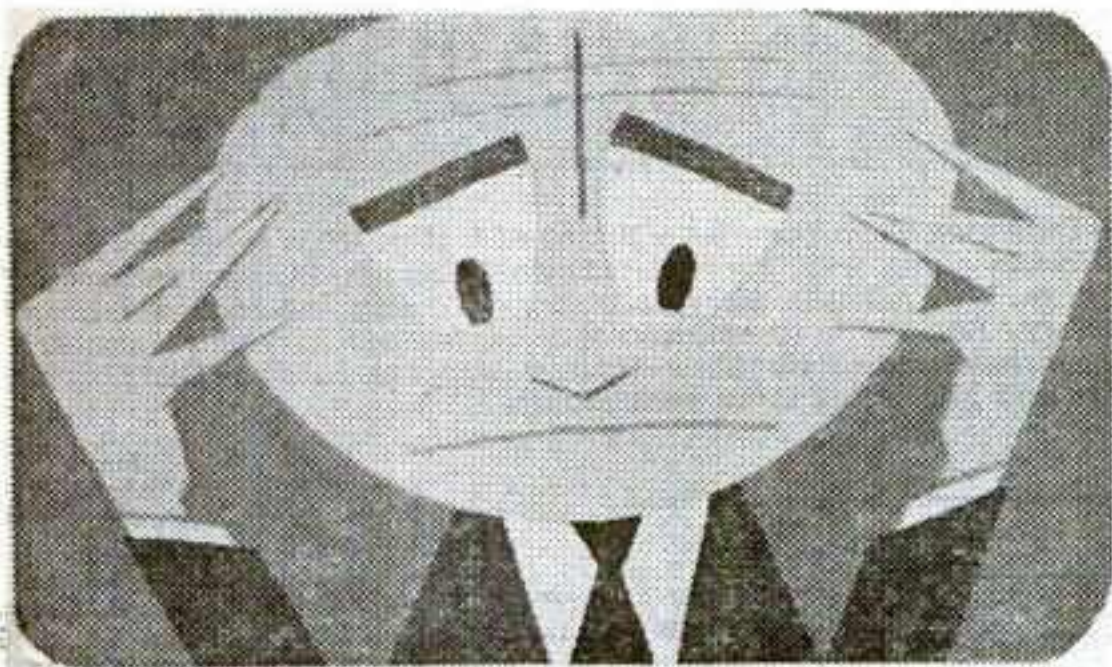
(Continued on page 10)

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1529 Madison Road • Cincinnati 6, Ohio NEW YORK HOLLYWOOD





**Mr. TV Station Manager:**

Are you tired of knocking yourself out trying to sell **OUT-DATED** feature pictures to **UP-TO-DATE** sponsors?

**HERE'S HOT NEWS!**

**100 FEATURE FILMS**

**OFFICIAL FILMS, INC.**  
 now offers 100 Top Grade, Star-Studded Feature Pictures  
**ALL PRODUCED BETWEEN 1946 and 1954—**  
 some of them never seen on television—  
**ANYWHERE AT ANY TIME!**

You don't have to sell "nostalgia" with these babies! From the heroine's hair style to the hero's haberdashery, everything is up to date and current. These are post-war feature attractions for modern TV stations. They're ripe for quick sales!

**FEATURING NAMES THAT PAY OFF AT THE BOX OFFICE AND THE LIVING ROOM!**



**CALL, WIRE or WRITE TODAY FOR FULL DETAILS**

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

**OFFICIAL FILMS INC.**

25 W. 45 ST., NEW YORK 36 • Plaza 7-0100

For the convenience of our friends in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wisconsin contact:  
**TOM CORRADINE • 5746 SUNSET BLVD., HOLLYWOOD, CALIF.**



# Reasonable Prices to All Markets a Duty

By HERMAN RUSH  
Veepee and Director of Syndicated Sales, Official Films

It is the distributor's obligation and duty to make his product available to all markets, regardless of their size, and the price of film programing must be realistic for the size of each market.

One of the reasons that I make this statement is because of the increasing number of small-market stations surrendering their television licenses and stating as one of their reasons the "unavailability of good film programing and economical prices."

Official Films, Inc., feels that a small market is as important as a large market, and we have been offering our product to all size markets, prices being based accordingly.

Viewers in all markets are entitled to see good quality programs. Local stations must be in a position to operate profitably and at the same time offer their audience the best in entertainment. Audiences are the same over the entire country.

**Quality Counts**  
Sure, some sections like a percentage of hillbilly music, but as a whole a viewer in a rural community certainly enjoys the same quality entertainment as a New Yorker or as a resident of any big city. This is one of the basic reasons why we feel that syndicated programs must be equal to or better than network shows.

Let's not forget that the small market viewer pays the same price for his television set as anybody else, all viewers expect and are entitled to see the best programs. Films make this possible. Proper distribution makes this feasible.

Many distributors feel that they cannot afford to sell their programs in markets that will not pay \$75 or more. I feel we cannot afford not to service every television market. There are, or there will be very shortly, 150 to 200 small markets with stations whose half-hour rates are in the vicinity of \$60 or less.

Only a handful of national advertisers will purchase these markets. Therefore, the stations must rely on spots and local or regional clients for their income.

**Local Buys**  
These stations, carrying a network, will program around the network shows. These agencies will provide the local income, and it is in these segments that syndicated programs must be placed. In these cases the prices for half-hour films might only be \$40 to \$50. Otherwise the station will not be able to operate profitably.

It is obvious that if a distributor is successful in selling only 100 of these markets at an average figure of \$50, the added income per film is \$5,000. Needless to tell you that this \$5,000 may very well be the difference between profit and loss.

Therefore, it is not only an obligation to make our product available in realistic prices, but distributors can profit in the long run.

We realize that the cost of selling these markets adds up to a substantial sum. Therefore, all selling costs must be controlled. Official has found that many of these small areas can be reached thru the mails and by phone, and in this manner the salesman will know when the right time is to visit the station.

**Sales Procedure**  
Sales are made at the point of sale, but the preliminary work can be done thru mail and phone. This alone will save useless trips and will keep the cost of distribution down.

The stations themselves can help keep the price of the product on a reasonable basis. Many station managers come to New York several times a year to meet with

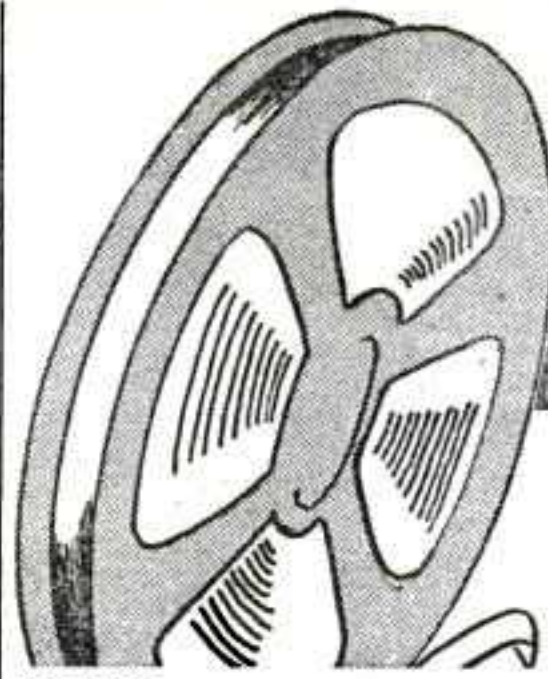
(Continued on page 44)

## NEW AWARD

### SWG Affair To Honor TV Writers

HOLLYWOOD, Feb. 13.—Telefilm writing is coming into its own and the Screen Writers' Guild is going to do something about it. For the first time an award will be presented for the best TV writing during the SWG's sixth annual awards dinner, February 25. The move was made as an acknowledgement to the large percentage of the Guild's members who are writing in the medium, an announcement said, and a point stressed during this week's Emmy award dinner.

Five have been nominated and each writer has designated what he considers his best telefilm during 1953, all of which will be viewed by the membership who will cast written ballots. Writers and their selections—Gwen and John Bagni, "The Last Voyage" (Four Star); Howard J. Green, "Trapped" (Sovereign), written in collaboration with Arthur Ripley,



## BOSTON

Weekly Shows—Daytime			
Title	Sta.—Time—Day	Jan. ARB Rtg.	Sets in Use
Sunday Cinema	WBZ—2:00-3:00 Su	20.1	29.4
Old Westerner	WBZ—2:00-3:00 S	7.5	24.6
Saturday Matinee	WBZ—3:00-4:30 S	12.2	23.4
Feature Film	WNAC—2:00-3:00 Su	9.3	29.4

Weekly Shows—Nighttime			
Title	Sta.—Time—Day	Jan. ARB Rtg.	Sets in Use
Pleasure Playhouse	WBZ—6:00-7:00 Su	32.6	45.1
TV Hour	WNAC—6:30-7:30 S	13.4	40.5
Television Theater	WNAC—10:30-12:00 Su	21.7	33.6

Multi-Weekly Shows—Daytime			
Title	Sta.—Time—Day	Jan. ARB Rtg.	Sets in Use
Hollywood Playhouse	WBZ—1:00-2:30 M	17.7	32.0
	WBZ—1:00-2:30 T	15.1	24.5

## Boston

### FEATURE FILM SHOWS

The following chart contains a listing of feature-film programs shown in Boston along with their American Research Bureau ratings for January. The ARB January ratings were taken the second week of January. Ratings here are averages of the quarter-hour ratings in the periods indicated. This feature appears in the Distribution, Sales and Marketing issue each month.

Title	Sta.—Time—Day	Jan. ARB Rtg.	Sets in Use
	WBZ—1:00-2:30 W	11.2	21.6
	WBZ—1:00-2:30 Th	9.5	14.7
	WBZ—1:00-2:30 F	9.3	17.6
Breakfast Movie	WNAC—8:30-9:45 M	6.0	14.5
	WNAC—8:30-9:45 T	7.4	12.7
	WNAC—8:30-9:45 W	4.7	8.3
	WNAC—8:30-9:45 Th	3.1	7.6
	WNAC—8:30-9:45 F	5.0	7.2
Western Theater	WNAC—5:00-6:00 Th	13.1	27.2
	WNAC—5:00-6:00 F	13.2	31.9

Multi-Weekly Shows—Nighttime			
Title	Sta.—Time—Day	Jan. ARB Rtg.	Sets in Use
Night Owl Theater	WBZ—12:00-1:00 Su	5.4	5.4
	WBZ—11:45-12:45 M	1.3	10.6
	WBZ—11:45-12:45 T	2.7	5.2
	WBZ—11:45-12:45 W	5.3	7.7
	WBZ—11:15-12:15 Th	4.6	10.8
	WBZ—12:00-1:00 F	7.0	7.9
Chevrolet Theater	WNAC—11:15-12:45 M	9.4	12.6
	WNAC—11:15-12:30 Th	5.9	10.2
	WNAC—11:00-12:30 S	19.6	30.1

### 'Duffy Tavern' Heads West

NEW YORK, Feb. 13.—Arizona Brewing this week purchased "Duffy's Tavern" from the syndication division of Motion Pictures for Television for eight markets. The film series will be seen in El Paso, Tex.; Albuquerque, N. M.; Las Vegas, Nev.; Phoenix, Tucson, and Yuma, Ariz.; Roswell, N. M., and San Diego, Calif.

Advertising Counselors of Arizona is the agency.

### Production Starts On 'The Westerner'

NEW YORK, Feb. 13.— Full-scale production is slated to begin soon in Hollywood on Revue's new adult Western series, "The Westerner." The show, several episodes of which have already been completed, has been sold by MCA in 15 West Coast markets.

from a story by John Chapman; Lawrence Kimble, "The Lion Behind You" (Revue); Catherine Turney, "The Gift Horse" (Wisbar), and Eugene Vale, "The Shattered Dream" (Wisbar), from a story by Dana Burnett.

### Film Lenses Will Answer Rival Barbs

NEW YORK, Feb. 20.—One of the film technicians' unions is launching an extensive public relations and advertising campaign in an effort to meet the challenge of the competing union. The move may have the makings of an unofficial jurisdictional dispute.

The outfit about to make the splash is the Association of Documentary and TV Film Cameramen. Its move is calculated to combat recent barbs from the International Alliance of Theatrical Stage Employees.

ADTFCA was organized in 1945. It is an open, vertical union. Its membership of over 250 covers all film skills. Along with its p.r. effort, it is launching an educational program for its members in any film crafts they request.

ADTFCA is a subsidiary of the National Association of Broadcast Engineers and Technicians, and

### TV TO LIGHT DARK AFRICA

NEW YORK, Feb. 13.— Williams & Gordon, Inc., is sending a camera crew to Nairobi, British East Africa, to start shooting the first 13 episodes of a new half-hour color film series, "On Safari." The entire series will be filmed in Africa, with all safari and animal sequences under the direction of professional white hunters. No stock shots will be used.

Jim Thrope will play the lead, an American-born freelance cameraman, while Ace Williams will direct, and Alexander Lake, author of "Killers in Africa," will handle the script assignment. Colonel Franklin Forsberg heads up sales and distribution on the package.

thru the latter is an affiliate of the CIO. It has five locals, including the West Coast. It holds contracts with 12 producers here and serves numerous others. Its members, it is claimed, account for as much as 50 per cent of all current TV film production.

## TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on the stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard TV Film Department.

### THEATRICAL

#### COMEDY

CHAMPAGNE FOR CAESAR (Universal 1950)	Comet TV
COPACABANA (United Artists 1947)	Standard TV
FLYING DEUCES (RKO 1939)	Atlantic TV
GAS HOUSE KIDS GO WEST (Producers Releasing Corporation 1947)	MPTV
THE HAPPY HILLS	Sack TV
MEET ME AT DAWN (20th Century-Fox 1948)	Unity TV
MY DEAR SECRETARY (United Artists 1948)	Comet TV
PRIVATE ANGELO	MPTV
SARGE GOES TO COLLEGE (Monogram 1947)	MPTV
TO BE OR NOT TO BE (United Artists 1942)	MPTV

#### DRAMA

BUSH CHRISTMAS (Producers Pictures Corporation 1947)	Unity TV
DEVIL AND DANIEL WEBSTER	Atlantic TV
FOREMAN WENT TO FRANCE	Guild Films
MINE OWN EXECUTIONER (20th Century-Fox 1948)	Unity TV
MR. EMANUEL (United Artists 1945)	Unity TV
THE MOON AND SIXPENCE (United Artists 1942)	Standard TV
ONE MILLION B.C. (United Artists 1940)	Unity TV
QUICKSAND (United Artists 1950)	Comet TV
SOUTH OF PAGO PAGO (United Artists 1940)	TPA
THE SOUTHERNER (United Artists 1945)	Standard TV
SPECTER OF THE ROSE (Republic 1946)	Hollywood TV
STOLEN FACE (Lippert 1952)	Official Films
THAT HAMILTON WOMAN (United Artists 1941)	MPTV
WALK IN THE SUN (20th Century-Fox 1945)	Realart-Allied Film
WILDCAT (Paramount 1942)	Specialty TV
YOUNG LOVERS	Artists Distributors, Inc.

#### MYSTERY

THE FACE OF MARBLE (Monogram 1946)	MPTV
FEAR IN THE NIGHT (Paramount 1947)	Specialty TV

### Non-Theatrical Free Films

#### EDUCATIONAL

CRUSADE IN THE PACIFIC	March of Time, Rockefeller Plaza, New York
HELLO PIRRO	Fleetwood Films, 10 Fiske Place, Mt. Vernon, N. Y.

#### INDUSTRIAL

BOUNTY OF THE FOREST	Western Pine Association, Yeon Building, Portland, Ore.
A DIAMOND IS FOREVER	Associated Films, Broad at Elm, Ridgfield, N. J.

### TV Film Guest of the Week



HERMAN RUSH

Herman Rush started in show business in the music field, where he was in publishing and record promotion. He joined Official Films, Inc., four years ago as a salesman. Soon he was put in charge of syndication sales, in which position he sparked the company's sales of its musical library and cartoons.

When Hal Hackett was named president of Official this year, Rush was made assistant to the president. Last month he was elected vice-president. He is still also director of syndication sales, while Official gets into syndication of program series with three titles, "Terry and the Pirates," "My Hero" and "Colonel March of Scotland Yard."

## BILLBOARD FILM GUIDE

### Syndicated Pix ARB Multi-City Ratings

Continued from page 8

Title of Show	Category	Station—Day—Time	January ARB Rtg.
Wild Bill Hickock	West	KTLA—Su.—6:00-6:30	20.5
Cisco Kid	West	KTLA—M.—7:00-7:30	14.5
Range Rider	West	KNXT—T.—7:00-7:30	10.3
Annie Oakley	West	KTTV—T.—7:00-7:30	16.9
Sky King	West	KECA—W.—7:00-7:30	4.7
Hopalong Cassidy	West	KTTV—W.—7:00-7:30	8.8
Cisco Kid	West	KECA—S.—5:00-5:30	6.9
Annie Oakley	West	KTTV—S.—6:00-6:30	5.8

## CHICAGO

## 4 STATIONS

Racket Squad	Adv.	WBKB—M.—9:30-10:00	14.6
Badge 714	Adv.	WGN—T.—8:00-8:30	22.1
I Led Three Lives	Adv.	WGN—T.—9:30-10:00	20.4
Big Town	Adv.	WBBM—Th.—8:30-9:00	20.0
Foreign Intrigue	Adv.	WNBQ—Th.—9:30-10:00	15.2
Dangerous Assignment	Adv.	WBKB—F.—9:00-9:30	10.8
Ramar of the Jungle	Adv.	WBKB—S.—4:00-4:30	7.5
Inner Sanctum	Adv.	WNBQ—S.—10:00-10:30	16.3
Junior Crossroads	Child.	WGN—M.-T.-W.—5:15-5:30	1.3
Junior Crossroads	Child.	WGN—F.—5:00-5:30	0.8
Junior Crossroads	Child.	WGN—S.—10:00-10:15	0.8
King Calico	Child.	WGN—S.—11:45-12:00	2.1
Abbott and Costello	Comedy	WNBQ—S.—6:00-6:30	12.3
Victory at Sea	Docum.	WNBQ—Su.—9:30-10:30	19.0
Drew Pearson	Docum.	WBKB—M.—9:15-9:30	2.9
Favorite Story	Drama	WBBM—Su.—2:00-2:30	6.3
Crown Theater	Drama	WBKB—T.—10:00-10:30	9.8
Times Square Playhouse	Drama	WGN—W.—9:00-9:30	7.5
Liberace	Musical	WGN—W.—9:30-10:00	14.0
Cases of Eddy Drake	Mystery	WGN—T.—8:30-9:00	7.9
I Am the Law	Mystery	WBKB—T.—10:30-11:00	10.4
City Detective	Mystery	WBKB—W.—8:30-9:00	6.3
Boston Blackie	Mystery	WGN—Th.—9:30-10:00	13.4
C. Kennedy—Criminologist	Mystery	WGN—F.—7:30-8:00	2.9
U. P. Movietone News	News	WGN—M. to F.—6:30-6:45	2.9
Close-Up	News	WNBQ—M. to F.—5:30-6:00	5.3
Movie Quick Quiz	Quiz	WGN—T. & Th.—3:00-3:30	1.3
Sportsman Club	Sports	WGN—M.—8:30-9:00	1.7
Annie Oakley	West.	WBKB—Su.—2:00-2:30	17.1
Cisco Kid	West.	WBKB—Su.—5:00-5:30	25.6
Gene Autry Time	West.	WBBM—M. to F.—5:30-6:00	21.7
Cisco Kid	West.	WBKB—S.—4:30-5:00	14.4



## Cap-Magnatronics Recorded Tape Pact

Magna Gets Exclusive Deal on Complete Diskery Catalog for Commercial Use

HOLLYWOOD, Feb. 13.—The availability of recorded tape to the mass commercial market was revealed here this week when agreement was reached between Capitol Records and Magnatronics, Inc., New York, for the latter to lease the platter's complete catalog of some 3,000 musical selections. Contracts between Capitol and Magna were signed following negotiations between the two firms for several months. Deal gives Magnatronics exclusive rights to Cap's tape library, limiting said use to a wide range of potential commercial outlets. The Magna firm will supply commercial users, i.e. supermarkets, banks, medical offices, night clubs, etc., with a variety of music tapes taken from Cap's huge library to be played on available continuous tape reproducing equipment. Of these, Ampex, Magnechord and Presto have equipment that will reproduce the eight-hour reels the Magna firm will market.

### Capitol First on Tape

Capitol thus becomes the first major platter to make its music available on recorded tapes. Thus far, only Tempo Records, West Coast custom indie who pioneered in the field, and Webster-Chicago have tape libraries available. The Capitol library is by far the most extensive and offers the widest range of musical selections.

Cap's deal with Magna is solely limited to the latter's lease of its music. Magna will set up a sales and distribution organization, set

the marketing procedure, and will be responsible to the performing rights societies for royalties. In this latter connection, Percy Deutch, president of Magnatronics, is currently negotiating with ASCAP and BMI for a fixed rate.

Harry Fox, head of the Music Publishers' Protective Association here, this week told The Billboard that minimum rates were being set in the Magna pact. (Continued on page 43)

## Conkling New RIAA Prexy

NEW YORK, Feb. 13.—James B. Conkling, president of Columbia Records, was elected president of the Record Industry Association by the RIAA's new board of directors at the annual meeting here Thursday (11).

Other officers elected were Dario Soria, Angel Records, vice-president; Harry Kruse, London Records, vice-president, and Frank B. Walker, M-G-M Records, treasurer.

The new board of directors consists of Conkling, Irving Green, Mercury Records; Howard L. Letts, RCA Victor Records; Milton R. Backmil, Decca Records; Arthur Shimkin, Simon & Schuster; John Stevenson, Children's Record Guild, and Glenn E. Wallich, Capitol Records.

The Association also issued its second annual report this week detailing some of the activities undertaken by the various committees of the office of the executive secretary, John W. Griffin. Key action was the approval of engineering standards (see separate story).

## Zenith Debuts Big Hi-Fi Line At Chi Midwinter Sales Meet

CHICAGO, Feb. 13.—The Zenith Radio Corporation plunged broadside into the high-fidelity field Thursday (11) when it unveiled six new phonographs and combination phono-radio sets, all hi-fi, at its mid-winter sales convention in the Drake Hotel. Also shown in the 1954 line was a new portable phonograph and 19 new television sets.

H. C. Bonfig, Zenith's vice-president and director of sales, stated, "High-fidelity sound reproduction is one of the most important developments in the radionic field and we are backing our belief with instruments that are outstanding and really unique."

He went on to point out that each of the Zenith hi-fi sets is equipped with the Cobra-Matic record changer with built-in stroboscope, which allows the sets to be operated anywhere from 10 to 85 r.p.m., including LP, 45, and

## Increasing Problems in Nat'l Distribution Plague Diskers

M-G-M, London, "X," Epic, Coral, Others Contract Unusual Tie-Ups

By JOE MARTIN

NEW YORK, Feb. 13.—The organization and maintenance of adequate national distribution is becoming increasingly difficult for both the new labels entering the field and those already well established.

This fact is being highlighted by the problems facing such labels as "X," M-G-M, London and the recent actions by Epic and Coral. Also involved, but to a somewhat lesser degree, are Mercury, Capitol, Dot and Essex.

Coral Records, as reported in The Billboard, has switched its distribution from independent wholesalers to Decca branch offices in three cities and independent Decca distributors in four other markets.

The move was made in order to get better and stronger coverage

for the Coral and Brunswick labels in areas where previous distribution was either weak or non-existent.

Epic Records, Columbia's subsidiary line, is now going to be handled thru Columbia wholesalers in nine Western markets. In both the Epic and Coral instances there are no plans for further changes. Epic execs noted that where previously the St. Louis distributor handled such other markets as Kansas City, Mo.; Minneapolis; Omaha, and others, the new marketing procedure thru Columbia wholesalers would give the subsidiary line distribution centers in Omaha, Kansas City, Denver, St. Louis, etc. Epic's new distribution set-up will be thru 25 independent wholesalers and nine Columbia outlets.

M-G-M Records at this moment does not have a firm distribution set-up in the Pittsburgh market and London is seeking a wholesaler to cover the Baltimore-Washington territory. Capitol, too, is reported ready to change its distribution set-up in the State of Florida.

Label "X"

Most intriguing to the traders recently has been the frantic activity on the part of Victor's subsidiary label, "X," which managed to get distribution cov-

(Continued on page 43)

## Capitol Inks Cavanaugh to 5-Year Pact

HOLLYWOOD, Feb. 13.—Capitol Records launched another entry into the big band field this week with the signing of artist and repertoire staffer Dave Cavanaugh to a five-year artist recording contract.

Cavanaugh has etched a brace of sides, titled "Big Dave Special" and "One Stop," scheduled for release March 1. Platters will be issued under the name of Big Dave.

Altho not specifically aimed at the rhythm and blues market, wax will be directed at the teen-age fans who are currently spreading the popularity of r.&b. music. Signing of Big Dave Cavanaugh brings the number of Capitol's "new sound" orks to four, with Ray Anthony, Billy May and Stan Kenton now slicing for the label.

Capitol will train its promotion guns on Big Dave, with extensive dealer and disk jockey bally planned for the initial release.

## Columbia Gets 'Tights' Rights

NEW YORK, Feb. 13.—Columbia Records snagged the original cast rights to the forthcoming musical "The Girl in the Pink Tights," this week. The score for the show, which is now in Philadelphia, was penned by Leo Robin and Sigmund Romberg and is published by Chappell Music. This is the second musical of the 1953-'54 season to be signed for an original cast waxing by the diskery, the other being "Kismet" which was released in December.

Columbia Records is also releasing two movie musical cuttings this month. One is the sound track from the film "Indiscretion of an American Wife." The other is a semi-sound track album from the film "Red Garters," which stars Rosemary Clooney and Guy Mitchell, both Columbia artists. The set contains some tunes waxed from the sound track, and others waxed anew.

As is usual these days in the case of an original musical cast waxing contract, Columbia is releasing several of the tunes on single disk with pop artists, to try to break one thru before the show hits Gotham. The new Tony Bennett and the new Doris Day releases both contain songs from the show.

## Hit Disk Test In 15 Cities

NEW YORK, Feb. 13.—Additional details on the test being made by Popular Science Magazine in the distribution of pop hit disks via newsstands were disclosed this week when the magazine announced that the test would begin in 15 Northeastern cities on February 26 and would cover about 1,250 newsstands.

The test, set to run for nine (Continued on page 45)

## New Talent Is Inked for 'X'

NEW YORK, Feb. 13.—Jimmy Hilliard, "X" records a.&r. head, has laid out ambitious plans for the fledgling label's future and has signed a flock of new talent to augment the firm's current line-up. The next release by the firm will be on February 22, and records will be issued on a regular two-week schedule after that.

New talent added to the label by Hilliard includes Ben Light, pianist formerly with Capitol; Bea Gardy, a singer formerly with Decca, and organist C. Sharpe Minor. Red Norvo has been signed by the label to head a dance crew, and Hilliard is currently negotiating with a Latin-American pianist and another band to do albums for the label.

In addition to pop releases, the firm will release album waxings of collector's item jazz material from the RCA Victor vaults. The first 10 waxings of this type will be issued in March and will continue to be released at the rate of one a month over the next few years. The first release will include cuttings by the Mound City Blue Blowers and other name groups from the halcyon days of jazz.

Pop LP's, which will start being issued in a few more weeks, will contain standard and semi-pop material.

## European Deal Set by Capitol

HOLLYWOOD, Feb. 13.—Capitol Records completed negotiations this week for the Pathe-Marconi Company to handle the manufacture, sales and distribution of Capitol platters in France, Belgium and Luxemburg. Pathe-Marconi is one of the oldest record distributors in France.

Arrangements for the French firm to take over Capitol's distribution abroad were arranged by prexy Glenn Wallich on his recent trip to Europe. John McLeod, Pathe-Marconi representative, is now in New York conferring with Sander A. Porges, manager of Capitol's international division, on future plans.

## Decca Sets Guaranteed Basis on Pkgd. Disks

NEW YORK, Feb. 13.—Decca Records this week moved to compete with diskeries pushing sales merchandise by offering all packaged records to dealers on a guaranteed basis for a limited period. In addition, dealers which pass credit inspection are being offered Decca albums on a 90-day dating plan. Disks will carry their normal list prices during the push period, with no discount inducements to spur buying.

The Decca plan was launched Wednesday (10). It encompasses all packaged goods, in all three speeds and in all categories—pop, classical, country & western and children's disks.

Dealers can order any quantity

they please during the run of the deal, but must place the entire order at one time. Salesmen will visit stores to take the one-shot orders, with the diskery skedding salesmen calls to cover all outlets by March 1. Payment is due on May 10, by which time all unsold merchandise must be returned if the 100 per cent guarantee is to obtain.

## 2 Dance Bands Enter Business

NEW YORK, Feb. 13.—Two more dance bands soon enter the business when Tutti Camarata's Commanders start taking bookings in mid-April, and the new Phil Brito ork, which bowed last night (12) goes out on the road. The latter ork has been signed with the General Artists Corporation, while no booking deal has been set as yet for the Commanders.

The latter ork will be fronted by Eddie Grady, with Camarata only writing the book. Decca Records meanwhile has re-signed the Commanders, which was started on records, to a new four-year disk contract. Brito is under contract to M-G-M Records as a vocalist, and it is assumed that he will cut some sides with the ork for that label.

Meanwhile, Camarata also launched a new music firm, Englewood Publications, affiliated with Broadcast Music, Inc. Kelly Camarata is professional manager of the firm, which will operate out of the Cork O'Keefe office. The first tune in the firm is "Davy Jones in the Bottom of the Sea," which has been cut by the Commanders for Decca.

Which record labels help operators most?  
How often do operators add new records to most of their boxes?  
How many new records do operators buy each week?

You'll find the answers in . . .

## The Billboard 1954 MOA Convention Issue

DATED MARCH 6

This issue, the first of The Billboard's three great music-record editions of 1954, is keyed to the needs of America's Juke Box Operators and is timed to coincide with the MOA Convention in Chicago, March 8 thru 10.



# Disk Buyers Cash In on LP Cuts, Dealers' Reaction Mixed

NEW YORK, Feb. 13.—A growing number of record buyers this week moved swiftly to cash in on LP price cuts, while dealer reaction to the reductions remained mixed, according to a national survey by The Billboard. Dealer reaction ranged from a \$250,000 RCA Victor order placed by New York's Sam Goody, to other dealers who cold shouldered the record manufacturer's February sales.

Short-period price reductions on LP albums first entered the national scene when Columbia Records announced it would launch a sale on February 15, following a two-week test of its "Sale and a Half" plan in Buffalo, whereby record buyers purchasing one album at list price could buy a second album at half-price. Westminster and Urania followed with their LP sales (one album at list price plus \$1 for the second album, or three LP's for the price of two). Mercury similarly announced an LP sale to kick off February 15, following along the Columbia "Sale and a Half" pattern. RCA Victor, sans announcement, launched its 30 per cent (\$3.99 per 12-inch LP) sales, but unlike the other record companies, restricted price cuts to portions of its catalog. To meet RCA Victor's competitive move, Columbia and Mercury altered their plans and moved up their sale starting date to February 8.

While conditions and reactions to the sales varied this week in the markets surveyed by The Billboard, one factor remained constant in nearly all cases: The dealer who first jumped aboard the price reduction bandwagon well-armed with heavy advertising emerged with the lion's share of the sales volume.

Marked differences were found among dealers as to the amount of business written, extent of promotional efforts, future buying plans, inventory condition at the start of the sale, and general attitude toward the sale.

## ASCAP, Video Music License Talks Continue

### 'Deductions' Said Major Hurdle in Blanket Licenses

NEW YORK, Feb. 13.—American Society of Composers, Authors and Publishers and the telecasters are still ironing out language of the proposed TV music licenses on both the blanket and per-program levels. With regard to the blanket license, it is understood that one of the hurdles to be overcome is defining to the satisfaction of both sides the matter of deductions for such facts as studio costs and agency fees.

The opinion of ASCAP brass is that language on this point must be very clear, in order that the contracts shall not be misinterpreted. It has been argued that a loose interpretation of "deductions" could whittle considerable away from the gross. A network spokesman said, however, the ASCAP-network accord seemed solid enough.

On the indie level, the TV committee, chaired by Dwight Martin, feels that all major issues have been resolved and that ratification of the indies' proposals could occur soon.

## Eddie Calvert For U. S. Dates

LONDON, Feb. 13.—Eddie Calvert, who recorded "Oh! Mein Papa" for Essex, will be flying to the United States at the end of this month for a series of TV and personal appearances.

Calvert, who is under contract here to British Columbia, is heading a vaudeville bill opposite singer Anne Shelton. Tomorrow (14) he will take part in the much-boosted Ted Heath's 100th London Palladium Swing Session.

The roundup of stores in Boston, Chicago, Cincinnati, Detroit, Los Angeles, New York, Philadelphia and Washington showed that, for the most part, the big downtown outlet which has promoted the price reductions aggressively was enjoying the biggest volume increase. Other downtown locations and neighborhood outlets in most of these cities reported only slight gains.

Increases ranged up to almost 300 per cent over the same period a year ago as reported by Detroit's J. L. Hudson. In Chicago, Hudson-Ross reported a 60 per cent gain, following heavy newspaper advertising. Lyon and Healy followed with a 50 per cent increase. On the other hand, Wurlitzer's boost was only 10 per cent, while neighborhood stores, ABC Recordteria and Record Center, noted no change over a year ago.

In New York, Liberty took the lead promotionally with two separate full-page advertisements of the RCA Victor sale, plus a 900-line ad on Columbia in the New York Times. Volume has doubled that of the same period in 1953. Haynes-Griffin reported a 50 per cent gain, but Colony, largest of

the Broadway outlets, reported the same amount of business as a year ago. Price-cutter Sam Goody was running about 15 per cent ahead of a year ago. In suburban Great Neck, Wall's Music was doubling last year's pace, but much of this was attributed to a recent move to much larger quarters.

Boston Music got the jump in promotion over other Boston stores by running the first ad and has more than doubled sales. The same increase was reported by the Hecht Company, Washington, newspaper ads scoring heavily.

### Beyond Expectations

In Philadelphia, the sales have been a "great disappointment" thus far, according to Mrs. Agnes Hiller, Wanamaker's, with very little increase noted, adding that other stores she had checked in the city agreed. One key classical store in Philadelphia, however, reported results "beyond expectations," estimating an increase of well over 25 per cent. Aggressive promotion was credited.

Few impressive gains were found in Los Angeles. Biggest increase, 60 per cent, was scored by the May Company in downtown Los Angeles. It kicked off *(Continued on page 20)*

## PUBLISHER PROMOTION

### Fox, Columbia Tie-In On Band Music Disks

NEW YORK, Feb. 13.—One of the most ambitious attempts by an educational and standard publisher to promote an important segment of his catalog via records is illustrated by the entente worked out by the Sam Fox Publishing Company and Columbia Records with regard to albums of band music.

The project calls for the release of some six albums of band repertoire in the next two or three years, with the publisher picking up the expense tab and having an equity in the albums. Frederick Fox, executive at Fox Publishing, who has worked on the project for two years, first intended to do it together with other publishers, but the others backed out for different reasons.

Recently he saw the project bear initial fruit with Columbia's release, "Strike Up the Band," the first package of the series.

### Band Copyrights

Altho Fox figures his firm will realize a profit from the albums, he is interested in a much more widespread exploitation of band copyrights, involving sheet music sales to a vast educational market.

This market is that which focuses around the activities of some 100,000 school bands on all school levels—from elementary to college. The market is both actual and potential. It is already large and is growing.

Implicit in the Fox project is educating band directors to the fact that band repertoire is a very wide, major musical field, extending far beyond the brassy marches often associated with the term "band."

The first album, therefore, includes the following: "Our United States," a march by the modern composer, Frank Ventre; "Mariana," by Lou Singer, a romantic Latin-American girl, arranged for band by Lucien Cailliet; "Wing-Ding," by Lou Singer, a melodic description; "Midnight in Paris," by Conrad and Magidson, arranged for band by David Bennett, originally composed for a

## Decca Shuts Disk Pressery in L. A.

NEW YORK, Feb. 13.—Decca Records closed its Los Angeles plant yesterday, following the conclusion of arrangements to supply West Coast requirements thru contract production with indie pressers. The Los Angeles facility, comprising 60,000 square feet of floor space, was set up by Decca in 1947, a peak year for record consumption.

Larger plants are operated by the diskery in Richmond, Ind., and Gloversville, N. Y. The firm also has its own plant in Quebec to supply the Canadian market.

musical film, and "Italian in Algiers," one of Rossini's most famous overtures, transcribed by Lucien Cailliet.

### Columbia Tie

Columbia, in promoting the disk to the educational market, sends along with the album a brochure containing miniature copies of the sheet music. These are the exact published versions of the arrangements which are used on the disk.

Sheet music, of course, is a major part of the over-all project, and tying up this type of audio-visual package—disks and sheet music—has proved very effective. One helps the other.

The Fox firm profits via performances and via sheet sales—all this in addition to what accrues from its equity in the record.

The audio-visual tie-up is again apparent in promotion of the album (and the sheet music) at *(Continued on page 20)*

## Mercury to Introduce Subsidiary Jazz Label

NEW YORK, Feb. 13.—Mercury Records will introduce a new subsidiary label next month which will be used largely to showcase new jazz talent. Name of the new label will be Em Arcy, after the letters MRC, often used by the parent company as an abbreviation for Mercury.

Bobby Shad, who recently returned to Mercury after a six-month interlude at Decca, heads up a.&r. activities for Em Arcy. He's now cutting sides that will comprise the initial release. Featured on the first three platters to be issued will be songstress Helen Merrill, a 14-piece band fronted by clarinetist Med Flory, and the Canadian jazz pianist Paul Bley.

Em Arcy, which in a large sense will fill the void in the Mercury catalog left by the exit of Norman Granz' "Jazz at the Philharmonic," will also lay heavy stress on album merchandise. The diskery has a hefty inventory of Keynote jazz masters which have never before been issued on LP, and many of these will now be released under Em Arcy auspices. Jazz singles carrying the Mercury imprint which have never before been assembled into packages will also be used to swell the Em Arcy album catalog. Current plans call for the release of about six singles and five LP's a month.

Shad plans the occasional use of Mercury artists on the new label. These will be given jazz backing when they are so utilized.

## N. Y. TIMES TO PUBLISH HI-FI SUPPLEMENT

NEW YORK, Feb. 13.—The more than a million families which read the Sunday editions of The New York Times will get a special section devoted to high-fidelity equipment and records in the March 21 issue of the paper. The Times has, in the past, published similar special sections aimed at disk fans.

According to The Times, the paper will be distributed in over 10,000 cities in all 48 States. Among the special articles set to run in the special hi-fi section are standards in hi-fi, how to shop in a hi-fi studio, musical comedy records, records for Easter, tape recorders and binaural sound.

## Kluger Waxes Eur. Masters

NEW YORK, Feb. 13.—Belgian publisher Jacques Kluger, who recently set up Love Music, a BMI affiliate, here in association with publisher George Lee, has recorded a batch of masters in Europe which will be released under the imprint of Decca Records. First product under terms of the two-year deal between the publisher and Decca will be two single disks and several albums, due out next month.

The masters, all instrumentals, were cut by an orchestra conducted by Van Linn, musical director of the Dutch Radio Orchestra. All tunes are originals and are being assigned here to Love Music, except for a few given to other publishers prior to the organization of Love. Decca has world rights to the disks, except for the Benelux countries.

## Hallicrafters' Big Expansion

CHICAGO, Feb. 13.—A \$1,500,000 one-story factory is being built here by the Hallicrafters Company, radio, television, high-fidelity and communications manufacturer.

The new plant will be used for expanding television manufacturing, warehousing and as a central shipping point for all of the company's products. The building will contain 200,000 square feet of floor space and provide employment for an additional 1,000 persons when it is completed in July.

## Petrillo Calls Exec Board On Web Talks

### AFM Head Tries For Thrashing Out of Impasse

NEW YORK, Feb. 13.—In an unprecedented action, James C. Petrillo, chief of American Federation of Musicians, has called together his executive board and the brass of key locals from all over the country to thrash over the impasse in negotiations with the networks.

Locals 802, New York; 47, Hollywood, and 10, Chicago, have always been in on the negotiations, but the current round-table talk—scheduled to get underway Monday (15)—includes not only these locals, but all which have staff orchestras at radio-TV outlets.

It is expected that when talks with the networks resume this week, another short-term extension will be granted in order that palaver might go forward without undue strain. However, it is felt that Petrillo's action in calling together a wide cross-section of the AFM brass augurs a firm stand on his part—one in which, he would back Local 802. Not to back 802 in the latter's demand for live music on live shows and the general maintenance of quotas would be tantamount to nullifying the local's mandate to President Manuti, it is argued.

Many regard the success or failure of the upcoming resumption of negotiations as of vital importance of the entire future of live music.

## Nat Cole Sets Muirfield as New Pub Co.

NEW YORK, Feb. 13.—Nat Cole this week completed arrangements for his new music firm, Muirfield Music. Firm is wholly owned by Nat Cole. E. H. Morris will act as selling agent for the firm. No material has been put into the firm as yet.

Morris has also set up a new publishing firm, Rugby Music, with Arthur Schwartz. First material for the firm is the score from "By the Beautiful Sea," the forthcoming musical now in rehearsal. It stars Shirley Booth.

## RCA Brahms All Sold Out

NEW YORK, Feb. 13.—RCA Victor has sold out its special limited edition disk package of the four Brahms symphonies played by Arturo Toscanini and his orchestra. The \$24.95 package, recently released, was pressed up and packaged for 13,000 potential buyers. No further pressings of the package will be issued by Victor.

During the present sales period of RCA Victor classical LP disks, the Brahms package was not included in the list of merchandise to be sold at reduced prices, but remained at the price established prior to the sale.

## Recording Curve OK'd By RIAA Diskeries

NEW YORK, Feb. 13.—A standard recording curve was adopted this week by all major and indie diskeries affiliated with the Recording Industry Association of America. In effect, the decision of the RIAA means that all, or most, new recordings will eventually be capable of proper reproduction without special adjustment of equalization controls now a fixture of most high-fidelity equipment.

The RIAA curve, equivalent to that recently adopted by the National Association of Radio and Television Broadcasters for transcription records, was arrived at as a compromise of conflicting curves currently in use.

London and Angel Records, whose LP's are mastered and pressed abroad, this week forwarded technical data of the new recording characteristics to their home offices in England. The execs of the two firms here could not say what action would be taken, they stressed that curves now used by their parent companies are close to the RIAA standard.

Members of the RIAA engineering committee whose recommendations resulted in the association decision are William S. Bachman, Columbia; Robert Fine, Mercury; Charles Lauda, Decca; Hil Reiskind, RCA Victor; and Edward H. Uecke, Capitol.



# Phono Disk Tax Take Up Last Half of 1953

WASHINGTON, Feb. 13.—Collections from the federal excise tax on phono disks in the last half of 1953 ran well ahead of the take in the comparable period of the previous year, the Internal Revenue Service reported this week. However, the yield from the taxes on phono, TV and radio sets, musical instruments and admissions declined substantially in the same period. IRS explained that the lower yields result chiefly from a change in the collection schedule, whereby the taxes are paid quarterly instead of monthly.

# Display Set-Up Gets Face-Lift At NAMM Show

CHICAGO, Feb. 13.—In an effort to make the National Association of Music Merchants' 1954 Music Industry Trade Show a more effective market for buyers and sellers alike, William R. Gard, executive secretary of NAMM, has announced several changes in display set-ups.

The entire ninth floor of the Palmer House this year, July 12-15, will be 100 per cent electronics—radio-TV, high fidelity, phonographs, tape and wire recorders, and accessories. This was done to create a better traffic flow, less use of elevators, and afford easier shopping for merchants.

Another innovation is the banning of tours, receptions, and other types of exhibitor entertainment during exhibit hours.

### Cites GM Confidence

The NAMM secretary pointed to General Motors expansion program as evidence that the automobile industry has confidence in its dealers to do a selling job, and believes a similar feeling exists in the music field.

"The music industry cannot afford to wait for a loosening up of consumer dollars," he said. "Manufacturers, wholesalers and retailers must all use every means to create new desires and make the purchase of goods more attractive than ever before."

Gard believes that present conditions are healthy for the American economy, and he looks forward to the coming trade show to produce one of the most vital markets in the history of the industry.

# Shearing, S-F Package \$7,415 On Hwd. 1-Niter

HOLLYWOOD, Feb. 13.—Combined package featuring the George Shearing quintet, Sauter-Finegan ork, Zoot Sims and Wardell Gray, pulled a gross of \$7,415 in their Embassy Auditorium date here Friday (5). Show was set by jazz promoter Gene Norman.

Same line-up played to 720 at their Rendezvous Ballroom date in Balboa, at a house scaled to \$1.25.

Norman announced final talent plans for the jazz bash slated for the Shrine Auditorium here March 28. Roster includes Stan Kenton ork, thrush June Christy, Dizzy Gillespie, Errol Garner Trio, Lee Konitz, Charlie Parker and a bon-go troupe led by Candido.

# Philly Gives 101G On Symp Deficit

PHILADELPHIA, Feb. 13.—Philadelphians have contributed \$101,000 toward an anticipated deficit of \$125,000 of the Philadelphia Orchestra, Orville H. Bullitt, president of the Orchestra Association, announced at a special concert in the Academy of Music last week.

It was a "thank you" performance by the men of the orchestra. Free tickets were distributed to industrial firms business executives and solicitors as a token of appreciation for their support.

This concert does not end the campaign, said Bullitt, and expressed the hope that the campaign goal of \$125,000 would be reached in time to meet the anticipated deficit for the current season.

with payments for the second quarter of the fiscal year due between January 31 and February 10.

The federal levy on disks brought in \$3,476,000 in the last half of 1953, almost 17 per cent more than in the same part of the previous year, despite a decline in the December take. December collections amounted to \$235,000, down \$391,000 from the previous December.

The tax on radios, phonos and TV sets and components brought in \$57,224,000 in the last six months of 1953, more than 15 per cent below comparable collections in fiscal 1953. The December take amounted to only \$1,476,000, down \$17,159,000 from the same month in 1952.

The levy on musical instruments yielded \$3,742,000 in the six-month period, down more than 31 per cent from the first six months of fiscal 1953; the December yield from this tax totaled \$31,000, a decline of \$1,135,000 from collections in December 1952.

The tax on admissions to theaters and concerts brought in \$136,320,000 in the last half of 1953, down more than 21 per cent from the same period the previous year. This tax yielded only \$433,000 in December, compared to \$27,160,000 the previous December. The six-month take from the tax on admissions to cabarets and roof gardens amounted to \$18,095,000, down more than 24 per cent from last year; \$602,000 was collected from this tax in December, compared to \$4,392,000 the previous December.

# Hi-Fi Group Organized for Trade Harmony

LOS ANGELES, Feb. 13.—A non-profit association to promote interests of the rapidly growing high-fidelity industry, the High-Fidelity Institute of Electronic Industries, was organized Friday (5). Its purpose, as outlined at a meeting at the Alexandria Hotel here, is to work for uniformity of technical standards for the hi-fi industry, new and increased markets, the establishment of equitable trade practices, effective promotional methods, and generally to promote the welfare of the hi-fi industry.

A six-man provisional board of governors was named at the organizational meeting, including Charles A. Hansen, of Jensen Manufacturing Company, Chicago; Leonard Carduner, British Industries Corporation, New York; Emanuel Berlant, Berlant Associates, Los Angeles; Gramer Yarbrough, American Microphone, Pasadena, Calif.; John H. Cashman, Radio Craftsmen, Inc., Chicago; and Walter O. Stanton, of Pickering, Inc., Oceanside, N. Y.

Jerome J. Kahn, of Chicago, was drafted to serve as temporary commissioner to effectuate the program outlined by the institute, and to serve in a liaison capacity with the industry.

Pending permanent organization of the group, Kahn, who has been active in electronics manufacturing and national trade groups for many years, will serve without pay as the industry's arbiter and spokesman on policy matters. He accepted the assignment by long-distance telephone this week in his Chicago home. Temporary headquarters of the High-Fidelity Institute will be at 1 North La Salle Street, Chicago.

# BMI Kicks Off '54 Student Contest

NEW YORK, Feb. 13.—The winners of its 1953 Student Composers Radio Awards competition will not be announced until June, Broadcast Music, Inc. has already kicked off the 1954 contest by inviting entries from young composers. A total of \$7,500 is awarded contest winners, with the money to be used for their further education.

Judges include William Schuman, of Juilliard; Earl V. Moore, University of Michigan, and Henry Cowell, of the Peabody Conservatory.

# GRAPES AND GAL FOR SQUEEZIN'

CHICAGO, Feb. 13.—One of the cutest gimmicks used to promote records here has stirred up considerable interest during the past few weeks. Dave Korn, publicity agent for the Hilltoppers in the Chicago area, dreamed up the stunt to promote their Dot recording of "From the Vine Came the Grape."

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

# Kenton Band To Vacation Until Spring

NEW YORK, Feb. 13.—Stan Kenton intends to disband his orchestra shortly after the beginning of March for an indefinite period. Kenton is breaking up the band in order to take a vacation. The Kenton crew has been on the road for close to a year without a break, in which time the ork has trekked thru Europe and the U. S. on a long string of one-nighters.

The ork will cut a number of waxes for Capitol during the first week of March, after it finishes its current road stint with the "Festival of Modern American Jazz" road unit. Kenton has disbanded his band before, but after a few months of rest has returned to the business.

# Leher Denver Ballroom Not Hurt by Tele

DENVER, Feb. 13.—While other entertainment media in the Rocky Mountain region are feeling the TV pinch, Joe Leher, manager of the Rainbow Ballroom here, has proved that by giving the buying public what it wants, they'll pour thru the turnstile.

This was evidenced a fortnight ago when turn-away crowds packed the largest indoor ballroom in Colorado to listen and dance to the music of Sauter-Finegan's aggregation.

Preceding that, Ralph Flanagan's ork also filled the Rainbow, and at press time advance sale on the special Stan Kenton jazz concert for tomorrow night indicates sellout crowds.

Leher, a long time foe of "socialized music," has been bringing nationally known bands into Denver during the usual "slow" season, and the Rainbow is now a well-known one-night stand for traveling orks.

# Bracken, Whit Into Hi-Fi Biz

CHICAGO, Feb. 13.—Eddie Bracken, stage and movie star and recording artist, has formed a new company in co-operation with Stan White. The firm will be known as White, Inc., and will manufacture high-fidelity speakers as a division of Eddie Bracken Enterprises.

# Name Anthony Mercury Sales Exec on Coast

HOLLYWOOD, Feb. 13.—Ralph Anthony has been named sales and promotion manager at Mercury Record Distributors here, replacing Lee Palmer, who resigned the post last week.

Anthony is a veteran in the disk biz, having previously been associated with Capitol Records here, and Decca and RCA Victor in Cleveland.

# FIVE OUTA TEN!

# Indies Move Up In C. & W. Field

HOLLYWOOD, Feb. 13.—Indie platteries currently occupy what is perhaps their strongest position ever in the country and western music business. Despite the solidity of the major labels, and accordingly, c.&w. artists who have stood the test of time, the indie firms continue to make inroads in a field that has long been chiefly the lair of the titans of the disk biz.

Using The Billboard's National Best-Seller list as a measuring rod, the indies currently (The Billboard, February 6) occupy five of the Top Ten spots, a position never before held by the minor labels.

Represented with hits at this time are Abbott via Jim Reeves' "Bimbo" and Mitchell Torok's "Caribbean"; Four-Star with "Let Me Be the One," by Hank Locklin; Imperial with Slim Whitman's "Secret Love," and Starday via Arlie Duff's "Y'All Come."

A further glance at the c.&w. charts indicates that Abbott has another hit in the Ginny Wright-Jim Reeves etching of "I Love You." Wax is on the Abbott subsidiary label, Faber Records. The Abbott-Fabor firms, helmed by veteran Faber Robison, has shown the most remarkable rise of any indie in the c.&w. field. Since

their inception a year ago this week, they have come up with a string of platters that have notched peak sales. Their biggest to date was the click "Mexican Joe."

A recapitulation of the Best-Seller lists for 1953 further reveals that the number of indie firms who notched a spot during the year is rather limited. In addition to the firms currently showing, only King and Valley Records appeared on the charts.

### Decca Places Seven

The strong reliance and popularity of a rather select number of artists is further indicated in that the major platteries had a total of only 22 different artists appear on the charts thruout 1953. Of this number, Decca Records topped the field by placing seven artists in Red Foley, Goldie Hill, Webb Pierce, Kitty Wells, T. Texas Tyler, Rex Allen and the Red Foley-Ernest Tubbs team. Pierce was Decca's most frequent contender, running up a string of 64 weeks on the charts with seven tunes.

M-G-M Records gained the enviable distinction of appearing on the chart 82 times via only eight releases. What is even more amazing is that this record was accomplished via one artist, the late Hank Williams.

Capitol, RCA Victor and Columbia each placed only four artists on the charts during 1953, while Mercury placed two. Representing Capitol were Skeets McDonald, Faron Young, Hank Thompson and the Ferlin Huskey-Jean Shepard team. RCA Victor had Hank Snow, Eddy Arnold, Homer and Jethro and the Davis Sisters. Columbia showed with Lefty Frizzell, Ray Price, Marty Robbins and Carl Smith, while Mercury placed with the Carlisles and Rusty Draper.

Total indie artists who appeared on the list during '53 came to only 10. In addition to those previously mentioned, 4-Star had Slim Willet, Jimmy Dean and Hank Locklin; Imperial placed with only Slim Whitman; King had Bonnie Lou and Jack Cardwell; Abbott via Mitchell Torok and Jim Reeves; Starday with Arlie Duff, and Valley via Darrell Glenn.

What appears to be equally significant to the limited number of recording stars who achieve a position on the National Best-Seller list, is the surprising number of comparatively new names who have managed to gain national prominence during the past year.

On the basis of current indications in the field, the indie platteries appear to have a solid foothold in the country business.

# Decca Shifts Branch Execs

NEW YORK, Feb. 13.—Al Simpson, Decca's Eastern division manager, completed a series of shifts in his branch personnel this week.

In a round-robin switch, William Donovan, formerly manager of the Richmond, Va., branch, moved to a similar slot in Boston where he replaced William Crowley. The latter was transferred to Albany, formerly headed up by Donald Hobens. Hobens' new headquarters is now in Richmond.

# MPTF Pacts Jingle Firms

NEW YORK, Feb. 20.—Two firms engaged in producing spot jingles for television this week set the pattern for the industry by signing a new two-year pact with the Music Performance Trust Fund covering the use of musical jingles on TV.

The new pact calls for a flat \$100 minimum payment for each jingle exhibited on television. The agreement eliminates the \$100 payment for the second year's usage as required in the old contract.

Signatories this week were Gus Haenschen's Musical Features, Inc., and Phil Davis' Music Enterprises, Inc. Agreement also calls for signatories to inform the MPTF on a semi-annual basis of additional jingles exhibited.

# Fisher Sleeve Plugs Coke on Victor Record

NEW YORK, Feb. 13.—The Eddie Fisher record due to be released next week will be clad in a five-color sleeve which includes a picture of Fisher and a commercial plug for Coca-Cola, which sponsors the singer on television. The fancy cover for the single records is paid for by the soft drink firm at a cost of about \$10,000 for 1,000,000 record sleeves.

RCA Victor is currently trying to work out similar arrangements with Purina for Eddy Arnold, Chesterfield for Perry Como, and Dinah Shore for Chevrolet.

The deal gives Coca-Cola a plug for its drink which goes directly into the home at a cost of 1 cent per plug. Victor, of course, gets a sleeve which will make the Fisher disk stand out among all the other single records carried in retail stores.

# Dept. Store Music Sales Up 8% in '53

WASHINGTON, Feb. 13.—Department store sales of disks, sheet music and musical instruments in 1953 were 8 per cent above sales the previous year, the Federal Reserve System's board of governors reported yesterday (12). December sales of those items were 9 per cent higher than sales in December of 1952, while stocks at the end of the year were 16 per cent higher than at the end of 1952.

Sales of phonographs, TV sets and radios by department stores were 12 per cent lower in 1953 than in 1952, the agency reported, with December sales down 14 per cent from the previous December. Stocks of the items were 11 per cent lower at the end of 1953 than at the same time the year before.

# Cimino Joins Staff Of Hansen Firm

NEW YORK, Feb. 13.—Mike Cimino, former sales manager for E. H. Morris, has joined the sales and educational staff of Hansen Publications, Inc., publishing and sales firm headed by Charles H. Hansen.

The sales convention will see all the Hansen field force gathered in New York to discuss production schedules, the next sales trips and plans for the firm's activities in the various State and national conferences of music educators scheduled for April.



# BMI Check List

OF NEW RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>ANYTHING CAN HAPPEN MAMBO</b> DOLORES HAWKINS (Epic)(Beechwood)	70 (Good)	B (Very Good)	Excellent
<b>BANDERA (Blue Grass)</b> AL ALBERTS (Decca)	74 (Good)	B (Very Good)	
<b>BELLA BELLA DONNA MIA (Love)</b> SAMMY KAYE (Columbia)	70 (Good)	Best Bet	Excellent
<b>BY HECK (Marks)</b> DAVID CARROLL (Mercury)	75 (Good)	C+ (Good)	Very Good
<b>DOG GONE IT, BABY, I'M IN LOVE</b> CARL SMITH (Columbia) (Hill & Range) RUSTY WELLINGTON (Arcade)	Best Buy 76 (Good)	Bull's-Eye of the Week B (Very Good)	
<b>DON'T STOP KISSING ME GOODNIGHT</b> GINNY GIBSON (MGM) (Aberbach) SHEB WOOLEY (MGM)	72 (Good)	C+ (Good) B (Very Good)	Fair
<b>GO WHERE YOU GO (Gale &amp; Gayles)</b> PEGGY LEE (Decca)	71 (Good)	Best Bet	Fair
<b>HOW COME YOU NEVER ANSWER!</b> JO ANN TOLLEY (MGM) (Acuff-Rose)	72 (Good)	B (Very Good)	Very Good
<b>THE MAN WITH THE BANJO (Mellin)</b> AMES BROTHERS (Victor)	New Record to Watch	Disk of the Week	Excellent
<b>ROMEO AND JULIET (Bentley)</b> ANDY GRIFFITH (Capitol)	Best Buy	B (Very Good)	Good
<b>STOP CHASIN' ME, BABY (Hollis)</b> THE LANCERS (Trend)	Best Buy	Best Bet	
<b>TENNESSEE WHISTLING MAN (Studio)</b> RED FOLEY (Decca)	C & W Best Buy	B+ (Excellent)	Excellent
<b>WALL OF ICE (Weiss &amp; Barry)</b> TOMMY EDWARDS (MGM)	73 (Good)	B (Very Good)	Best Bet
<b>Y (That's Why) (Republic)</b> SAMMY KAYE (Columbia)	76 (Good)	Best Bet	Best Bet
<b>Y'ALL COME (Starrite)</b> BING CROSBY (Decca) ARLIE DUFF (Starday)	Best Buy C & W Best Buy		Very Good
<b>YOUNG AT HEART (Sunbeam)</b> FRANK SINATRA (Capitol)	Best Buy	Sleeper of the Week	Best Bet

**BROADCAST MUSIC, INC.** 350 FIFTH AVENUE  
NEW YORK 36, N. Y.  
NEW YORK - CHICAGO - HOLLYWOOD - TORONTO - MONTREAL

Our very best wishes  
to Jimmy Hilliard,  
Joe Delaney, Bill Darnell,  
Ed Kissak and everyone  
concerned on the  
launching of Label



Harry  
George  
Gene

P.S.: of course

"That's the Way Love Goes"

# Music as Written

## SAMPSON'S BLOCK FETED BY FRIENDS . . .

David S. Block, called the top record salesman by his firm, The Sampson Company, Columbia distributors in Chicago, was feted by his friends and fellow employees, William D. Sampson, prominent attorney, and Sammy Ripes, district manager of the appliance division of Sampson. The party was held in honor of Block's forthcoming wedding. Others in attendance from Sampson were Fred Cassman, Nat Hale, Les Smith, Verne Bain and Jack White, all connected with Columbia Records.

## PUTNAM ADDRESSES ACOUSTICAL GROUP . . .

Bill Putnam, head of Universal Studios, Chicago, delivered an address on "Modern Recording Techniques" before the Chicago Acoustical Society last week. His address was recorded and reprints of it will be made available to the Chicago Acoustical Society.

## LUDTKE JOINS CHI DECCA SALES STAFF . . .

Al Chapman, Chicago branch manager for the Decca Distributing Company, announced last week the appointment of Raymond Ludtke as territorial salesman. Ludtke will work out of Chicago and take over the Indiana territory. Chapman will go on a one-week tour with Ludtke to introduce him to dealers and disk jockeys.

## New York

Gene Merrifield, who has played piano in 46 States in the union for big-name bands, including Ted Weems, Jack Teagarden and others, is manager of the Chamber of Commerce of Glade-water, Tex.

Chris Connors, former thrush with the Stan Kenton crew, is going out on her own as a single. Her first record for the Bethlehem label will be issued next week. Sy Oliver did the arrangements. . . The Irving Fields trio has started a TV seg on KLAS, Las Vegas, Nev. The trio has been held over for five weeks as an act at the Thunderbird Hotel. . . The Four Tunes start a three-week engagement at Cafe Society here February 15. . . Verna Leeds, Original Records thrush, is now on a two-week tour in the Midwest visiting deejays. Promotion man Henry Okun will hit the road in two weeks to push the Dixxy Sisters' latest Original cutting, "Game of Broken Hearts."

Sunny Gale, manager Jerry Field and publisher Jack Gold returned this week from a trip to St. Louis, Chicago, Baltimore, Philadelphia and Washington promoting the thrush's RCA Victor cutting of "Just in Case You Change Your Mind." . . Cleffer Bernie Wayne has penned an extended narrative composition, "Broadway Heartbeat," which has been set for an EP release on Coral Records. The work tells the tale of struggling actors and singers as viewed thru the eyes of a policeman on duty on Broadway and 52d Street. Wayne will conduct the chorus and ork, plus four lead singers. . . Lillian Roth's first cutting for Coral is "I'll Cry Tomorrow" which, incidentally, is also the title of her autobiography. Tune was penned by Dave Dreyer, Gerald Marks and Miss Roth and is in Dreyer Music. . . Harry Steinman, Fran Warren's manager, is now handling Danny Scholl and George DeWitt.

## Chicago

Tom Shields, manager of the Modernaires, in town this week on a promotion tour. . . Nat Tannan, Keys Music, in town for a short stay before taking off for Nashville. . . Sig Sakowicz, local columnist for the Polish Publishing Company, kicks off a new deejay show over WAIT February 22 from 9:30 to 9:55. The show will have interviews as well as music. . . Leon Sash Trio opens an indefinite engagement at the Club Laurel this week. Lee Morgan, recording artist, and Charles Milkus are featured along with Sash.

Marlene Berry, daughter of Charlie Berry, who has a roller skating act, is now featured on Damon Records. The 14-year-old gal has just released "I Have a Heart" and "My Life, My Love and My Heart." . . Mary Lois Snively, with KSTT, Davenport, Ia., for eight years, is now music librarian at WHBF, Rock Island, Ill. . . A son to the Dix Harpers

at Chicago February 7. Dix is an announcer at Station WLS. . . Verne Scott, pianist, opened Wednesday (10) at the Emerald Restaurant and Cocktail Lounge of the Webster Hotel.

Adele Rich joined the musical staff at the Steak House last week. She is handled by Ed Hall, Mutual Entertainment Agency. Others on the staff are Norm Sheir and Rocco Grecco, Mercury recording artist. . . Walter Schwimmer, local advertising executive, turned disk jockey Saturday (13) when he took over a 25-minute segment as guest on Fred Reynolds' "Collector's Corner." Schwimmer will play records from his private collection on the WGN stanza between 5:05 and 5:30 p.m. . . Dinah Washington, Mercury Record artist, opens at the Regal Theater Friday (19).

Chic Roth, formerly with the publicity department of the local MCA office, is now doing a single piano-vocal act at the Beritz here. On the same bill are the Dyna-Tones. . . Buddy Di Vito, former Glenn Miller vocalist, is out on a Chance label with a new tune penned by Bill Indelli, titled "Glenn Miller." Flip side is "If Love Has Flown." . . Ray Anthony was in town for a one-nighter at the Aragon last week. . . Tommy Leonetti, new Capitol artist, was in Hollywood last week taking a movie test for Warner Bros. . . Jimmy Palmer and orchestra open at the Melody Mill February 17.

Dan Belloc opened last week at the New Holiday Club, following Tommy Dorsey, who was booked in to open the house. Belloc, who is handled by Fred Beider, has just signed a five-year pact with MCA.

## Denver

Jose Greco's Spanish Dancers followed Agnes DeMille's Dance Theater into Denver's auditorium within a week. Both played to

## Band Clinics Aid Students

DETROIT, Feb. 13. — The 40-man concert band of the Leonard Smith Band, Inc., just completed the first appearance of what is to be a new "combination of services" to be offered by a professional touring concert band, at Rockford, Ill. Two thousand young music students jammed the hall of Harlem High School in Rockford as they descended upon the instrumental clinics being offered in conjunction with the concert appearance of the Leonard Smith Band, Detroit.

These clinics provide an opportunity for young music students to have personal contact, advice and counsel from artist-members of the band which is above and beyond the usual brief contact with them when getting an autograph.

## 'Melancholy' Draws Action by Diskers

CHICAGO, Feb. 13.—Bert Haber, of the Sheldon Music Company, joined his Chicago promotion man, Bob Cole, late this week to promote "Melancholy Me," which has been cut by Eddy Howard on Mercury, Ella Fitzgerald on Decca, and the Smith Brothers on Label X. They had it all mapped out to pass out cough drops to push the tune.

However, when Haber arrived, he found that all the promotion work was finished. It seems that each of the three diskeries is convinced that they have the top version of the tune and went out early to promote it themselves. Looks like another "Changing Partners" contest of "who's on first?"

## Prosperity Disks Sets Up in Detroit

DETROIT, Feb. 13.—A new phonograph record manufacturing company, the Prosperity Record Company, 1336 Brush, has been established in a downtown site. It will specialize in the making of spirituals and rhythm and blues.

Business manager of the concern is an attorney, Alfonso Fuller, with recording manufacturing handled by his co-partner, Samuel Taylor.

full houses. Devi Dja's Bali Java Dancers play a one nighter Monday (22) as the third in the dance series for A. M. Oberfelder's winter concert. The Oberfelder agency will continue in operation with Mrs. Oberfelder at the helm since the death of her husband earlier this month. Terry Moore, Guy Mitchell and Red Allen headlined a four hour show by Denver's tent 57, Variety Club, to raise money for their new headquarters as well as Denver University Children's clinic. Joe Leher, Denver's dance impresario is getting the lion's share of Rainbow ballroom with such outfits as Sauter-Finegan, Ralph Flanagan, Billy May and others playing to turn away crowds. Hundreds of jazz lovers jammed Leher's Rainbow last night for Stan Kenton's jazz concert with Erroll Garner and his trio, June Christy, Charlie Parker, Dizzy Gillespie, and Candido sharing the spotlight for two concerts. Yonley, the pantomiming clown and the Dewey Sisters backed by Mike DiSalle's ork at the Top of the Park. Dick Karl's trio, the Sundowners playing to the supper crowd at the American Legion Club. Jack Peck and his trio at the Inferno and Pat Patterson's threesome at the swank Sherman Plaza. Donna Roach with an electric Bonivincini accordion is pulling excellent crowds into Warren St. Thomas' Tropics.

## Philadelphia

Max Cohen is sponsoring a series of weekly dances at the Chateau-Crillon featuring Latin-American units and the Roberto and Terry dance duo. . . Herbie Collins got the call for the Friday night mambo dances to be started March 5 at the new Wynne. . . Ed Barsky, local M-G-M Records distributor, added to his indie platter lines in taking over the local distributorship of Mood Records. . . Frank Moore Four, currently at Big Bill's nitery here, switched from Jubilee label to the local 20th Century Records. . . Maestro Abe Neff has put his hat in the ring as candidate for vice-president on the opposition ticket at the American Federation of Musicians, Local 77. Saxist Oscar Moldower will head the ticket as presidential candidate, with Charles Musemeci running for secretary.

## Vogue, Pacific Jazz Exchange

LONDON, Feb. 13.—A tie-up announced here this week between Anglo-French Vogue Records and the U. S. Pacific Jazz label will mean an interchange of American and European jazz stars between the two companies.

Supervised by Leon Kaba, from Vogue's French office, four LP sides by top players were cut here this week, and the master disks will be shipped to Pacific Jazz in exchange for items featuring Gerry Mulligan and the Chet Baker Quartet, handled in Europe by Vogue.

## Gotham DJ's Get RCA Mambo Kit

NEW YORK, Feb. 13. — The "Mambo Concert," due for a debut performance at Carnegie Hall next Saturday (20), is being promoted by RCA Victor via a special mambo kit of disks being sent to deejays in the New York area.

The disks feature Latin-American Victor artists appearing on the bill, among them Noro Morales, Sylvia De Grasse, Perla Marini, Mercedes Valdes and Alfredo Saydel. Backers of the show expect to take the "Mambo" package on the road, following the Carnegie Hall date.

## Agness Quits Feldman To Follow Up on P. M.

LONDON, Feb. 13. — After 15 years as one of Feldman's music exploitation men, Don Agness has announced he is leaving the firm to follow up his personal management interests.

Already Agness has a young up-and-comer, Billie Anthony, under his wing. But Agness' chief success was in building the noted British vocalist, Tony Brent.



# WITH INTENSE PRIDE ESSEX RECORDS PRESENTS

THE FIRST AMERICAN VERSION  
OF THE SONG THAT HAS TAKEN  
ENGLAND BY STORM

DICK  
LEE

with  
**RAY MARTIN**  
HIS ORCHESTRA AND  
THE ROYAL ACADEMY CHOIR  
Singing the Inspirational  
Triumph of our time

The  
Book

Essex 350



Already a hit   
with r and b buyers ....

**NOW** breaking  
open in  
every market!

**ROY** 

**Hamilton**

with his exciting interpretation of

"You'll Never Walk Alone" from "Carousel"

backed with "I'm Gonna Sit Right Down and Cry" (Over You)



record 9015 (78 rpm) \*  
4-9015 (45 rpm)

"EPIC" Trade Mark

**Buyers Cash in on LP Cuts**

• Continued from page 16

with a full-page ad and grabbed a major share of the business. G. Schirmer's reported a 50 per cent volume gain, but others as Gateway to Music, Broadway Department Store, Music City, Denel's, Rhapsody Records and Eastern Columbia reported only slight increases.

**Goody Buys Heavily**  
Dealer buying plans differed greatly, ranging from Sam Goody's \$250,000 order, with Bruno-New York, local RCA Victor distributor to others who intend only to replace what they sell.

Other large dealers have already anticipated their future needs or are planning to do so, particularly on the warhorses, the fast-selling items in the catalog. This is particularly true of the department stores and large music houses with sizable buying resources available. Stores such as Boston Music, Liberty, Hudson's and May Company are in this category. The current RCA Victor price to dealers is \$2.66 against the former \$3.54. These dealers feel that by buying ahead now they can recoup the loss suffered from the depreciation in their inventory resulting from the drop in price.

Other dealers, particularly the smaller ones, have decided to play their orders close to the belt or have adopted a "wait and see" attitude.

Since the suddenness of the announcement of the national sales caught many distributors as well as dealers unexpectedly, deliveries have been slow on orders placed, many dealers noted. Particularly troublesome was out-of-stock distributor warhorses, according to many retailers. Some dealers said that they were better prepared for the Columbia move because many had bought ahead in anticipation of Columbia's price increase at the end of last year.

While both Columbia and RCA Victor have guaranteed delivery to distributors at sale price on orders received before the close of the sale period (February 28), dealers at least in New York and Los Angeles claimed that they have not received a similar assurance from their local distributors.

The Goody spokesman pointed out that he had no guarantee that Bruno would deliver the \$250,000 RCA Victor order before the end of February.

**Some Inventories Clean**  
The unexpected, the sales came at a rather propitious moment for many dealers. Of the stores checked, many had just closed their fiscal year at the end of January. Thus their inventory was at a low point, many reporting less than 30 days' supply of classics available. These stores were just on the verge of placing sizable orders to bring their stocks up to operating levels.

The sale announcements by both RCA Victor and Columbia came just in time to enable these stores to buy at the lower price. These stores feel that if it had to happen, it couldn't have happened at a better time.

Other stores, however, reported inventories as high as 90 days and thus are faced with a sizable loss in current inventory value. With money tied up in inventory these stores did not have the purchasing power to buy ahead and help offset this potential loss.

**Dealer Attitude**  
Reaction to the price reductions among those dealers contacted showed such variance that it is difficult to draw generalizations. Bitterness still reigned in some quarters. One dealer said, "A price protection policy for dealers should be mandatory." Others, who admitted opposition to the idea, have taken what they call the "only realistic approach" and moved in aggressively. Those stores reporting sizable increases swung into action immediately.

Along with aggressive record promotion thus far, Boston Music has scheduled a Hi-Fi Fair during the last week of February, hoping that the accent on the record prices will help stimulate new phonograph sales.

Some stores have declined to go along with the sale. Colony in New York has joined the Columbia promotion, but a spokesman said that its RCA Victor price remained \$5.72. "Why should I take a loss on my inventory?" he added. The local Doubleday book chain is selling Red Seal and HMV records for \$4.43, under list but still above the announced sale price. In Chicago Recordteria is selling Co-

lumbia and RCA Victor at full list and reported business at the same level as a year ago.

Many dealers who have experienced strong sales gains believe that the sale has hurt discount houses considerably—temporarily at least.

There is worry in some quarters of what will happen in discount selling after the sale comes to a close on February 28. In fact what will happen on March 1 brings these dealers in closer accord than on any other issue.

Consumer confusion was noted by many dealers. One said that most people are still not aware of the price change, and by the time they get accustomed to it, prices will revert to normal. Most dealers fear a sudden slowdown in volume after the end of the sale. Herman Forst of Hudson-Ross pointed out the need for a promotion during March to help ease the road back to normalcy. For the most part dealer attention was focused solely on RCA Victor and Columbia, with other sale-priced lines not gaining much consumer attention. At Goody's, however, the heavy action was on a Westminster-Urania promotion of "Buy one at \$5.95 and get a second record on any label for \$1."

The success or failure of the sale from a dealer point of view, according to Alma Kay of Haynes-Griffin, is the state of his inventory as of February 1. "If he was clean, fine; if not, he's bound to be in trouble unless he can get big volume. It's a lesson to all in inventory control," she concluded.

**Pub Promotion**

• Continued from page 16

band directors' clinics. Either Fred Fox or a representative of the firm attends literally dozens of these gatherings during a year. The album is demonstrated, and the very demonstration is a promotion for the sheet music and for performances.

**An Old Saw**

It's an old saying in the music business that one must have faith in one's product. How much faith the Fox firm has in this audiovisual method of exploiting band repertoire is indicated by the obviously heavy expense borne by Fox in paying for the record date—an expense which can only be amortized over a long period.

Figures on the cost of the first album have not been quoted, but the high cost is apparent when analyzing the details of the production. The musicians on the date are all first chair men of leading musical organizations, and were selected by Wiley Hunter, Columbia University director of bands.

The musicians total 42, and are from the New York Philharmonic, Metropolitan Opera orchestra, Sadler's Wells Ballet orchestra, etc. Morton Gould conducted the date.

The brochure sent with the album to band directors, and which contains miniatures of the published sheet music, also lists all the recording artists on the date. It explains the make-up of the band, the philosophy of Fox and Columbia Records in releasing the album, notes on the conductor, the arranger, etc.

When the series of six is completed in a couple of years, they will be packaged in an over-all educational album, with Fox promoting this on audio-visual levels—that is, at educational clinics, via disks, sheet music, etc. The five albums to come will, of course, indicate to a greater degree than the first album just how broad is the band field from the repertoire standpoint.

The second album of the series has already been partially recorded by the same group of musicians.

**Coral Sets Extra Push for 'Do Lord'**

NEW YORK, Feb. 13.—Coral Records' waxing of the religious-jump opus, "Do Lord," by Jane Russell, Connie Haines, Beryl Davis and Della Russell, is being handed an extra push by the diskery to capitalize on good initial reaction.

A special deejay copy just released carries cuts by the girls introducing their effort, carried complete on the flip side. Part of the artist royalties are being donated to the Youth for Christ Movement.



*Together for the first time in 20 years!*

TWO GREAT NAMES IN MUSIC  
TEAM UP ON TWO GREAT SIDES

**BING CROSBY** *and* **GUY LOMBARDO**



Decca  
29054 (78 RPM)  
and  
9-29054 (45 RPM)

*America's Fastest Selling Records*






**BENIDA RECORDS**

takes pleasure

in presenting

the refreshing

new voice

of

**MISS PEGGY LLOYD**

her first release is

**(A NEW) WRECK OF THE OLD '97**

b/w

*Love Him So Much (I Could Scream!)*

BENIDA RECORD NO. 5008

**OUT NOW!**watch for the  
**PEGGY LLOYD****"DIXIELAND  
HONKY TONK"**

EP album to be released soon!

**BENIDA RECORDS, INC.**  
107 W. 43rd St., New York 36, N. Y.  
GENERAL SALES OFFICES  
520 Seventh St. Buffalo 1, N. Y.**C&W Music Shows  
Invade Chicago TV**

CHICAGO, Feb. 13.—Country and western music seems to be coming into its own, TV-wise, in the Chicago area. Bill Bailey, a c.&w. deejay, has two shows hitting the air waves in the space of two weeks.

The TV show, "Town and Country Song Parade," will be aired each Saturday at 6 p.m. over WBBM-TV and will feature the singing of Bailey, Mary Jane Johnson, Elaine Rodgers, as well as the Meadowlarks and the Villagers. Music used on the show will be current holders of positions on the Chicago c.&w. regional charts.

Bailey's other show, also on Saturday, is the first c.&w. remote to be aired by radio station WMAQ. It will emanate from the Sirloin Room of the Stockyard Inn in the heart of Chicago's famous stockyards. It will feature c.&w. music as well as interviews with cattle traders and dining guests.

**'JATP' Gets Small  
Hall in Denmark**

COPENHAGEN, Denmark, Feb. 13.—Norman Granz's "Jazz at the Philharmonic," which gives two concerts here Saturday (13), was unable to get the big KB Hall, where it has previously appeared, as that spot has been taken over for four weeks by "Holiday on Ice," which opened Tuesday (9).

"JATP" was obliged to take a smaller sports arena, the Idrætshuset, and this in turn forced charging a higher price for duccats to offset the lower seating capacity. Prices range from 95 cents to \$2.10.

Personnel of the "JATP" unit is much the same as last year. Ella Fitzgerald and Oscar Peterson, prime favorites here, head the unit, which includes Benny Carter, Flip Phillips, Roy Eldridge, Charlie Shaver, Ray Brown, Herb Ellis, Bill Harris, Louis Bellson and John Lewis.

The Scandinavian Concert Bureau (L. Blicher-Hansen and R. Larsson) is handling the Copenhagen date.

**Dan Belloc Signs  
5-Year MCA Pact**

CHICAGO, Feb. 13.—Dan Belloc, Chicago band leader and recording artist on the M-G-M label, has just been signed to a five-year pact with MCA by Dan Cleary, of the one-night department.

Belloc has had several recordings reach top selling status on the Dot label, including "Pretend" and "It's Anybody's Heart." Belloc recently signed with M-G-M Records and is planning a promotion tour soon in connection with his first release for the label. He will also receive the full promotional treatment from MCA.

**B'way Music Says  
It Owns 'Alcoholic'**

NEW YORK, Feb. 13.—The Broadway Music Corporation filed suit in Federal Court this week against Mercury Records asking that the plaintiff be declared owner of the copyrighted tune, "The Alcoholic Blues." The plaintiff also claims that the defendant infringed by making the mechanical reproduction, and plaintiff seeks an accounting and asks to enjoin the defendant from distributing or selling disks except upon the plaintiff's granting of a license.

Broadway Music claims that prior to 1918 Edward Laska and Albert Von Tilzer jointly wrote the words and music. The disk was made in or about June, 1953, with Sammy Spear recording the song.

**New Det. Distrib to  
Handle 'X' Groove**

DETROIT, Feb. 13.—A new record distributing company formed recently, the ARC Distributing Company, to distribute RCA labels "X" and Groove, began shipping to dealers January 25. Prior to its opening, it held an open house at which practically every disk jockey in town was present, as well as Hamish Menzies and the Gaylords. Representing label "X" were Joe Delaney, national sales manager; Jimmy Hilliard, a.&r. chief, and Bill Darnel, first artist to be featured on "X".

The company plans to carry other labels for distribution in the near future.

**HOME TAPE SETS  
200,000 IN '53**

CHICAGO, Feb. 13.—The Armour Research Foundation of the Illinois Institute of Technology revealed that 1953 production of tape recorders for home use totaled 200,000. No estimate was given for 1954, but it is understood from industry sources that the figure will be upped, perhaps to as high as half a million sales during the year. Some manufacturers stated that the 1953 figure was slightly low.

**Rama's 'Gee' Disk  
Going Big in L. A.**

HOLLYWOOD, Feb. 13.—A near record for regional sales here on a single indie platter is currently being set by the Rama etching of "Gee" by the Crows.

Tune, basically in the rhythm and blues field, has shown strongly enough here and in other sections of the nation to cue a June Hutton rendition on Capitol and one by the Skylarks on Okeh.

To date, Allied Record Sales, Southern California distributor for the indie Rama label, has sold 51,000 copies of the click recording, with no indication of it stopping. Locally, pop d.j.'s have hopped on the bandwagon in response to teen-age requests, and are playing the song.

Ditty was recently taken over by the E. H. Morris publishing firm.

**H. Horowitz Named  
Urania Sales Head**

NEW YORK, Feb. 13.—David Rothfeld, general manager of Urania Records, this week announced the appointment of Herb Horowitz as sales manager of the firm. At the same time, Rothfeld disclosed that the classical diskery will definitely go into production of popular and semi-classical records by late spring. Talent signed, price schedules and promotion plans will be detailed in the near future.

Horowitz was formerly with Decca Records and Krich-New Jersey, distrib for RCA Victor. He leaves today on a sales and promotion trip for the firm that will take him ultimately to the Coast and Mexico City.

**Mercury Names  
Bill Burnham VP**

NEW YORK, Feb. 13.—William (Bill) Burnham has been appointed vice-president of the Mercury Artists Corporation, in charge of the music department, according to Leonard Green, Mercury president.

Burnham, who has headed his own firm for five years, started his show business career with the Music Corporation of America. He subsequently went with Consolidated Radio Artists and William Morris.

**persistent****hoarseness****or cough**

... is the sixth of the seven commonest danger signals that may mean cancer... but should always mean a visit to your doctor.

The other six danger signals are— 1 Any sore that does not heal 2 A lump or thickening, in the breast or elsewhere 3 Unusual bleeding or discharge 4 Any change in a wart or mole 5 Persistent indigestion or difficulty in swallowing 6 (above) 7 Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

**American Cancer Society**



# BREAKING IN ALL CITIES!

# SIGNPOST

Lyric by  
BEN RALEIGH

Music by  
LARRY COLEMAN

Slowly

*B♭7 E♭6 B♭7 E♭6 E♭7 A♭6 E♭6*

I just passed a SIGN-POST; I've come quite a way since I

*A♭6 B♭7 E♭6 Cm7 F7 Fm7 B♭7*

left you behind me when we broke up today. With

*E♭6 B♭7 E♭6 E♭7 A♭6 B♭7 E♭6*

each passing SIGN-POST we're farther apart; But I

*A♭6 B♭7 E♭6 A♭m6 E♭ B♭ B♭7-9 E♭6 E♭7*

find there is suddenly such an ache in my heart. Was I

*A♭6 E♭6 B♭7 E♭6 Cm7*

hast-y? Was I foolish, breaking up our romance? Was I

*F7 B♭7 Fm7 B♭7*

wrong in not giving our love another chance? Well,

*E♭6 B♭7 E♭6 E♭7 A♭6 B♭7 E♭6 A♭6 B♭7 E♭6 A♭m6*

I've made my mind up, I know what I'll do; In my heart there's a SIGN-POST and it

*E♭ B♭ B♭7-9 E♭ B♭7 E♭6 B♭7 E♭6 Fine*

points back to you! I points back to you!

Copyright 1954 by MOONLIGHT MUSIC, INC. 1733 Broadway, New York, N. Y.  
International Copyright Secured Made in U. S. A. All Rights Reserved

**MOONLIGHT MUSIC, INC.**

1733 Broadway, New York, N. Y.

MILWAUKEE

BUFFALO

IDAHO FALLS

NEW YORK

DETROIT

PITTSBURGH

CHICAGO

PHILADELPHIA

DALLAS

BALTIMORE

LOS ANGELES

ATLANTA



Another Big One  
by Tony!



Tony Bennett's

There'll Be No  
Teardrops  
Tonight

"My Heart Won't Say Good Bye"  
COLUMBIA-40169





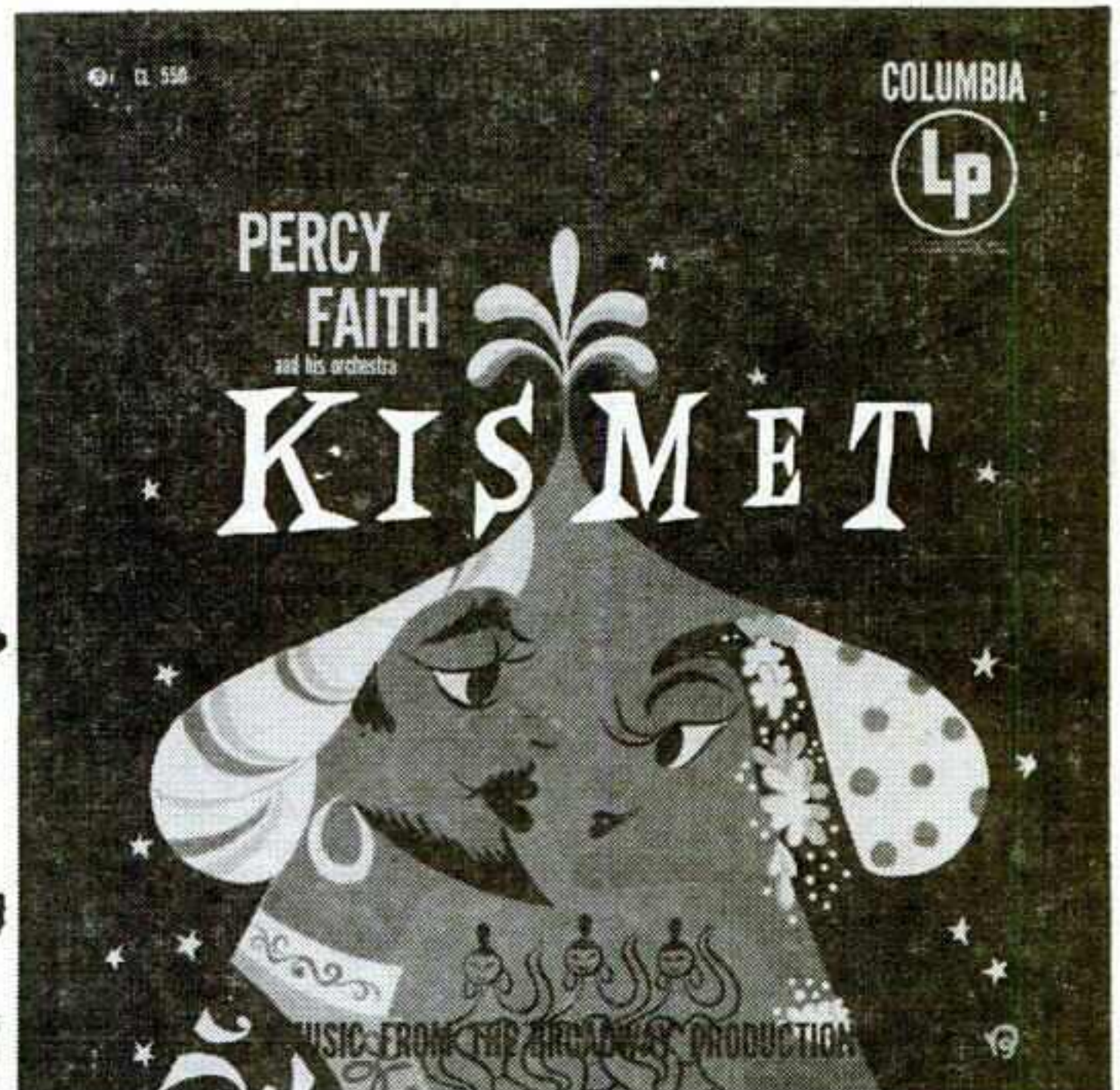
From COLUMBIA'S incomparable popular conductors two new collections of unusual beauty with stunning hi-fi sound!

# Percy Faith

plays music from the Broadway production

# "Kismet" →

Sands of Time \* Stranger in Paradise \* Zubbediya \* Samaris' Dance \* He's in Love \* Baubles, Bangles and Beads \* Rhymes Have I \* Ra had lakum \* And this is My Beloved \* Fate \* Night of My Nights \* Not Since Nineveh \* Bazaar of the Caravans.



12-inch "Lp" CL 550 \* 10-inch "Lp" CL 7275 \* 45 rpm Set B-349



"Lp" CL 6281 \* 45 Set B 369

# Paul Weston

plays "Music for Jennifer"

← Autumn in Rome \* Jennie's Song \* The Song of Bernadette \* Love Letters \* Duel in the Sun \* Since You Went Away \* Indiscretion \* Ruby. (themes from movies starring Jennifer Jones)



Naturally on Columbia Records



**Beginning this week:**

# The Billboard's **NEW STREAMLINED**

## Music Popularity Charts

These are the principal innovations:

- More orderly and logical sequence—
  1. Popular Music
  2. Popular Records—Singles
  3. Classical Records & Music
  4. Popular Albums
  5. Country & Western Records and Music
  6. Rhythm & Blues Records and Music
  7. Miscellaneous Records and Music
- Better grouping of closely related items
- More features completed on one page (fewer "continued" items)
- "At-a-glance" charting of Territorial Best Sellers in all categories
- A new chatter column—"The Music Corner"—about people, products and activities in the music-record industry
- An index to the charts

\*\*\*

The same valuable information in improved form . . . easier to read, use and refer to:

- **Reviews & Ratings of New Record Releases** . . . an over-all average of more than 100 every week, with comment and commercial evaluation by The Billboard staff.
- **Review Spotlight** . . . a "records-to-watch" feature with a new name and an opportunity for The Billboard staff to "spotlight" new records, tunes and talent which they feel warrant special attention.
- **This Week's Best Buys** . . . recommendations based upon actual consumer activity and sales reports from the field; in '53 over 80% of all the records listed in Best Buys made EXTRA profits for dealers and operators.
- **Territorial Best Sellers** . . . an accurate guide to local and regional activity, and the place to spot records that are "coming up."
- **National Best Selling and Most Played Records** . . . the "must" records for retail inventory, radio-TV record programming and juke box programming.

IT ISN'T often that

The Billboard gives its respected Music Popularity Charts as thorough a make-up overhaul as this—

For it is an extremely important matter to trifle with a presentation of facts and figures that means so much to the profit and loss picture of so many people in the music-record industry.

The changes that have been made (almost all in the layout and design of the features rather than in the data) took many hours of serious thinking, planning, experimentation, design and re-design.

Everything that was done was done with an eye to BETTER SERVICE.

We feel that the aim has been successfully accomplished.

But we know that the real story of its success can only be told by the dealers, disk jockeys and operators who use the charts every week to order records . . . control inventory . . . and program airshows.

We invite their comment—now or after they have had a better opportunity to evaluate the advantages—or disadvantages—of the NEW STREAMLINED Music Popularity Charts.

**The Billboard**

New York • Washington • Cincinnati • Chicago • St. Louis • Hollywood



RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

# The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

## Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Stranger in Paradise... 2	12	12
2. Oh, Mein Papa (Oh, My Papa) ... 1	10	10
3. Changing Partners ... 3	12	12
4. That's Amore ... 4	10	10
5. Secret Love ... 5	8	8
6. Heart of My Heart ... 6	9	9
7. Ebb Tide ... 7	22	22
8. Rags to Riches ... 9	17	17
9. Till We Two Are One ... 14	3	3
10. Ricochet ... 8	16	16
11. Jones Boy ... 11	3	3
12. Make Love to Me ... 15	2	2
13. From the Vine Came the Grape ... 1	1	1
14. Vaya Con Dios ... 10	34	34
14. Woman ... 3	3	3

## Tunes with Greatest Radio and Television Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

### Radio

- A Dime and a Dollar (R)—Famous—ASCAP
- Baubles, Bangles and Beads (R)—Frank—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Boogie Woogie Maxixe (R)—Bregman, Vocco & Conn—ASCAP
- Breeze and I (R)—E. B. Marks—BMI
- Changing Partners (R)—Porgie—BMI
- Creep (R)—Miller—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Don't Ask Me Why (R)—Harms—ASCAP
- Ebb Tide (R)—Robbins—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Hold Me (R)—Robbins—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Many Times (R)—Broadcast—BMI
- Marie (R)—Berlin—ASCAP
- My Restless Lover (R)—Chappell—ASCAP
- Oh My Papa (R)—Shapiro-Bernstein—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- That's What a Rainy Day is For (R)—Robbins—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Till Then (R)—Pickwick—ASCAP
- Wanted (R)—Witmark—ASCAP
- Woman (Man) (R)—Studio—BMI
- You Alone (R)—Roncom—ASCAP
- You Made Me Love You (R)—Broadway—ASCAP
- Young at Heart (R)—Sunbeam—BMI

### Television

- Are You Looking for a Sweetheart? (R)—Calvert—BMI
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Changing Partners (R)—Porgie—BMI
- Cling to Me (R)—Miller—ASCAP
- Cross Over the Bridge (R)—Valando—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- I Believe (R)—Cromwell—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Love is Such a Cheat (R)—Caesar—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Marie (R)—Berlin—ASCAP
- Oh My Papa (R)—Shapiro-Bernstein—ASCAP
- Ricochet (R)—Sheldon—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- There'll Be No Teardrops Tonight (R)—Acuff-Rose—BMI
- They Don't Play the Piano Anymore (R)—Presser—ASCAP
- Where Can I Go Without You? (R)—Ivan Mogull—ASCAP
- You Made Me Love You (R)—Broadway—ASCAP
- Young at Heart (R)—Sunbeam—BMI
- You're a Dan Dan Dandy—Songsmiths—ASCAP

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending February 13

This Week	Last Week	Weeks on Chart
1. Oh, Mein Papa (Oh, My Papa)	1	11
2. Stranger in Paradise	2	12
3. That's Amore	3	15
4. Changing Partners	4	12
5. Secret Love	5	7
6. Heart of My Heart	6	13
7. Make Love to Me	10	3
8. From the Vine Came the Grape	10	3
9. Rags to Riches	6	22
10. Ricochet	8	18

## Second Ten

11. TILL WE TWO ARE ONE	9	4
12. EBB TIDE	12	25
13. WOMAN	13	7
13. TILL THEN	16	3
15. I GET SO LONELY	14	3
16. JONES BOY	15	7
17. YOUNG AT HEART	—	1
18. SOMEBODY BAD STOLE DE WEDDING BELL	19	2
18. BELL BOTTOM BLJES	—	1
20. Y'ALL COME	18	2

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and Permission will be immediately granted.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

## INDEX TO CHARTS

Popular Records, Singles:.....	28	Country & Western:.....	39
Packaged Records, Popular:.....	36	Rhythm & Blues:.....	42
Packaged Records, Classical:.....	36	Other Categories:.....	42

## The Music Corner

This week The Billboard is starting a new feature, "Review Spotlight" for records and albums in all fields. Actually "Review Spotlight" is a new name for the feature "New Records to Watch," and it's expanded so that tunes and talent, as well as records can be spotlighted. Under "Records" will be listed disks the music staff believes have the chance to achieve hit status in the future. Under "Talent" will be listed those new artists who give evidence, via their performances, of moving up into contention as record names in their respective fields. And under "Tunes" will be listed those disks on which the material is so powerful, interesting, clever or beautiful that the music staffers find it incumbent to bring it to jock, op and dealer attention.

As with "Records to Watch," the "Review Spotlight" will contain only those records just received for review. Selections spotlighted under the "Record," "Talent" or "Tune" categories will, of course, be chosen on the basis of commercial possibilities, according to the opinion of The Billboard music staff. There is a separate "Review Spotlight" for pop, c.&w. and r.&b. records, each located with the reviews of the same category.

### Another New One

Another new feature, "The Music Corner," which you are now reading, is starting life in The Billboard this week. The Corner intends to do its best to keep all members of the industry informed of various happenings in the music business. These happenings will range from such information as the fact that a new Eddie Fisher record will be released by RCA Victor next week, to reports on important cover waxings on burgeoning indie label hits, a habit that seems to be becoming standard operating procedure for most majors.

As proof of this latter trend, it can be reliably stated that the tune "Roo Roo Kangaroo," now out on the Rainbow label with the Jimmy Roma ork, will be covered by two important orks on two major labels. And the tune "That's the Way Love Goes," now out on the spanking new "X" label with Bill Darnel, will soon be covered by a Percy Faith instrumental record on Columbia, as well as another important disk.

## England's Top Twenty

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

- Oh My Papa—Maurice (Shapiro-Bernstein)
- Swedish Rhapsody—Connelly (Dartmouth)
- Answer Me—Bourne (Bourne)
- Rags to Riches—Chappell (Saunders)
- Tennessee Wig-Walk—Francis (Odetta)
- If You Love Me—World Wide (Peer)
- Cloud Lucky Seven—Robbins (Robbins)
- That's Amore—Victoria (Paramount)
- Ricochet—Victoria (Sheldon)
- Blowing Wild—Harms, Connelly (Witmark)
- Istanbul—Aberbach (Aiamo)
- Ebb Tide—Robbins (Robbins)
- Poppa Piccolino—Sterling (Chappell)
- Golden Tango—Lawrence Wright (Mills)
- The Creep—Robbins (Miller)
- Ben Ben—Box & Cox (Box & Cox)
- Chicka Boom—Dash (Hawthorne)
- From Here to Eternity—Dash (Barton)
- My Heart Belongs to Only You—Kassner (Regent)
- Wish You Were Here—Chappell (Chappell)



# The Billboard Music Popularity Charts POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending February 13

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	Label
1		11	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2		7	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
3		15	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
4		11	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
5		13	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
6		3	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
7		12	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
8		3	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
9		5	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
10		4	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
11		12	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
12		3	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
13		23	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
13		2	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
15		1	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
16		2	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
17		8	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
18		1	BELL BOTTOM BLUES—T. Brewer	Our Heartbreaking Waltz—Coral 61066—ASCAP
19		4	WOMAN—R. Clooney—J. Ferrer	Man—Col 40144—BMI
20		19	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
20		1	CUDDLE ME—R. Gaylord	Oh Am I Lonely—Mercury 70285—BMI

## • Most Played in Juke Boxes

For survey week ending February 13

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	Label
1		20	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2		14	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
3		11	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
4		10	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
5		21	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
6		3	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
7		8	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
7		12	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
9		4	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
10		2	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
11		4	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
12		10	OH, MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
13		2	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
14		19	RICOCHE—T. Brewer	Too Young to Tango—Coral 61043—BMI
15		10	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
16		4	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
17		9	HEART OF MY HEART—D. Cornell, A. Dale, J. Desmond	I Think I'll Fall in Love Today—Coral 61076—ASCAP
17		1	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
19		5	WOMAN—J. Desmond	By the River Seine—Coral 61069—BMI
20		4	WOMAN—R. Clooney—J. Ferrer	Man—Col 40144—BMI
20		1	TWO PURPLE SHADOWS—J. Vale	And This Is My Beloved—Col 40131—ASCAP

## • Most Played by Jockeys

For survey week ending February 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1		10	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2		7	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
3		13	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
4		14	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
5		5	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
6		13	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
7		11	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
8		5	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
9		4	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
10		3	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
10		2	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
12		22	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
13		12	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
14		2	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
15		6	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
16		2	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
17		8	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
18		1	DARKTOWN STRUTTER'S BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
19		1	SOMEBODY BAD STOLE DE WEDDING BELL—G. Gibbs	Baubles, Bangles, and Beads—Mercury 70298—ASCAP
20		2	Y'ALL COME—Bing Crosby	Changing Partners—Dec 28969—BMI

## • Territorial Best Sellers

For survey week ending February 13

Listings are based on late reports secured from top dealers in each of the markets listed.

	ATLANTA	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS-FT. WORTH	DENVER	DETROIT	KANSAS CITY	LOS ANGELES	MILWAUKEE	NEW ORLEANS	NEW YORK	PHILADELPHIA	PITTSBURGH	ST. LOUIS	SAN FRANCISCO	SEATTLE	BALTI. & WASH.	
Secret Love—Doris Day, Columbia	2	2	4	2	4	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Oh, My Papa—E. Fisher, Victor	4	4	3	2	3	9	1	6	1	1	4	4	3	6	6	6	1	1	1	1	1
That's Amore—D. Martin, Capitol	5	10	1	1	5	3	9	3	5	3	4	2	4	4	7	6					
Make Love to Me—J. Stafford, Columbia	1	9	10	6	3	6	3	7	5	3	4	4	3	6	8	3					
Stranger in Paradise—T. Bennett, Columbia	8	5	2	5	5	5	2	2	1	3	2	2	5								
Changing Partners—P. Page, Mercury	9	9	5	5	5	5	4	9	7	7	9	5	2	2	2	2					
From the Vine Came the Grape—Gaylords, Mercury	4	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2					
Cuddle Me—R. Gaylord, Mercury	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3					
Till We Two Are One—G. Shaw, Decca	5	8	6	5	5	5	3	8	7	9	1	1	1	1	1	1					
Darktown Strutter's Ball—L. Monte, Victor	3	1	5	1	1	1	2	2	2	2	2	2	2	2	2	2					
I Get So Lonely—Four Knights, Capitol	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3					
Stranger in Paradise—Four Aces, Decca	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6					
Till Then—Hilltoppers, Dot	3	4	3	4	3	4	10	8	9	10	10	10	10	10	10	10					
Young at Heart—F. Sinatra, Columbia	1	7	3	3	3	3	4	7	10	8	10	8	8	8	8	8					
Heart of My Heart—Four Aces, Decca	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3					
Stranger in Paradise—T. Martin, Victor	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6					
Changing Partners—Bing Crosby, Decca	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4					
Two Purple Shadows—J. Vale, Columbia	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7					
Answer Me, My Love—Nat (King) Cole, Capitol	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7					
Somebody Bad Stole De Wedding Bell—E. Kitt, Victor	6	7	10	10	10	10	10	10	10	10	10	10	10	10	10	10					
Jones Boy—Mills Brothers, Decca	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8					
Gee—Crows, Rama	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8					
Creep—Three Suns, Victor	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6					
Marie—Four Tunes, Jubilee	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5					
Woman—J. Desmond, Coral	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7					
Cross Over the Bridge—P. Page, Mercury	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6					
Lovin' Spree—E. Kitt, Victor	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6					
Turn Around Boy—L. Douglas, M-G-M	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6					
Bell Bottom Blues—T. Brewer, Coral	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9					
Our Heartbreaking Waltz—T. Brewer, Coral	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7					
Creep—S. Kenton, Capitol	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8					
Ebb Tide—F. Chacksfield, London	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9					
From the Vine Came the Grape—Hilltoppers, Dot	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10					
Woman—R. Clooney & J. Ferrer, Columbia	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10					

## • This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

**WANTED (Witmark, ASCAP)—Perry Como—RCA Victor 20-5647**

All territories that have received shipments of the disk report immediate acceptance. Especially strong reports were returned from Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Cleveland, Durham and St. Louis. Flip is "Look Out the Window" (Paxton, ASCAP). A previous "New Record to Watch."

**ANGELA MIA (Chappell, ASCAP)—Don. Dick & Jimmy—Crown 104**

A left-field item that is sparking a lot of action, particularly in the boxes, in most areas where it has been distributed. Strong in Buffalo, Cincinnati, St. Louis and Los Angeles, with good reports also being received from Boston, Philadelphia, Cleveland and Detroit. Flip is "Brand Me With Your Kisses" (E. H. Morris, ASCAP).

**THERE'LL BE NO TEARDROPS TONIGHT (Acuff-Rose, BMI)—Tony Bennett—Columbia 40169**

With two records riding high on the national charts, it is natural that initial reaction to this most recent Bennett release should be strong. Last-minute checks in New York, Boston, Philadelphia and Chicago indicated that the disk had gotten off to an impressive start, with dealers and operators losing little time in getting on the bandwagon. Flip is "My Heart Won't Say Goodbye" (Chappell, ASCAP).

### Please send The Billboard

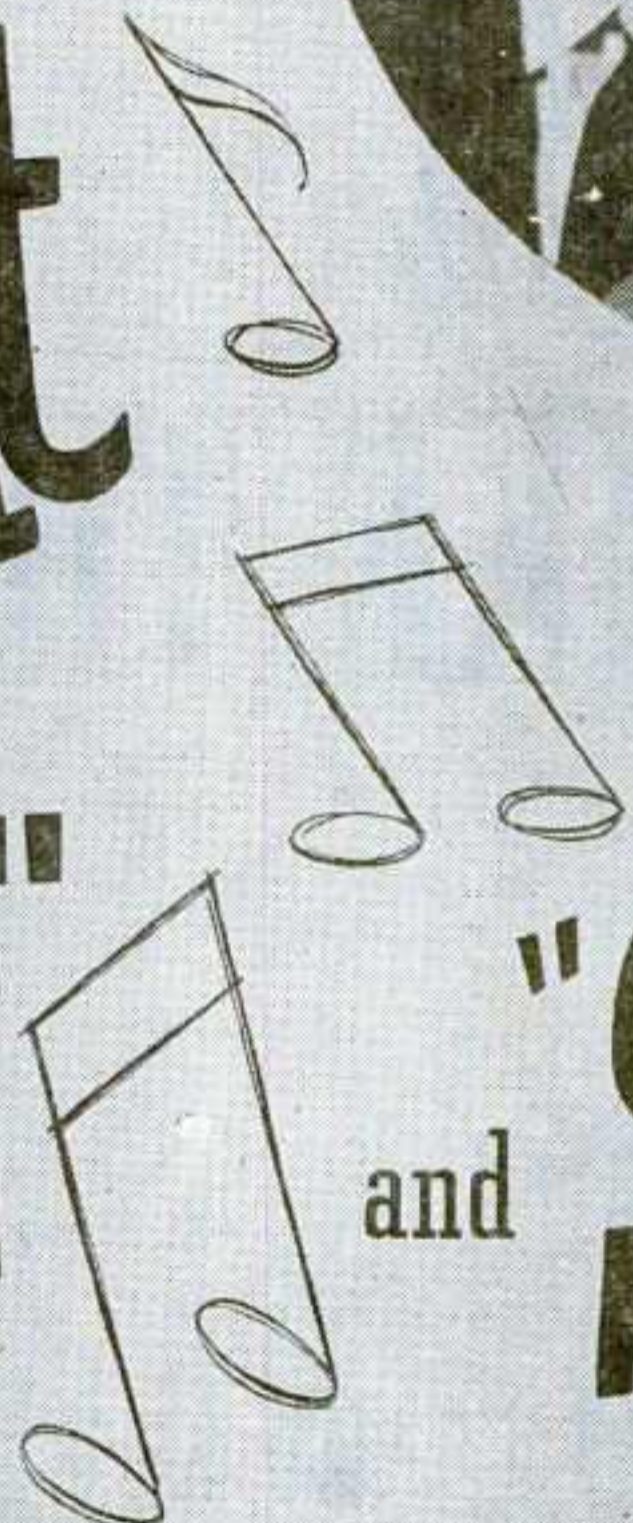
One Year	\$10	name.....
(1 year at single copy price USA and Canada is \$13.)		title or position.....
Foreign Rate \$20.		company.....
Payment enclosed		nature of business.....
		address.....
		city, zone, state.....
The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio 808		



**Order Now!!**

# LES and MARY'S NEWEST RELEASE...

# "I Really Don't Want to Know"



# and "South"

on Capitol Record No. 2735



More of your favorites by Les and Mary  
in this brand-new "EP" album  
**"VAYA CON DIOS"**  
"Vaya Con Dios" • "Sleep" • "Lady Of Spain" • "My Baby's Comin' Home"  
45rpm Extended Play Album No. EAP 1-495







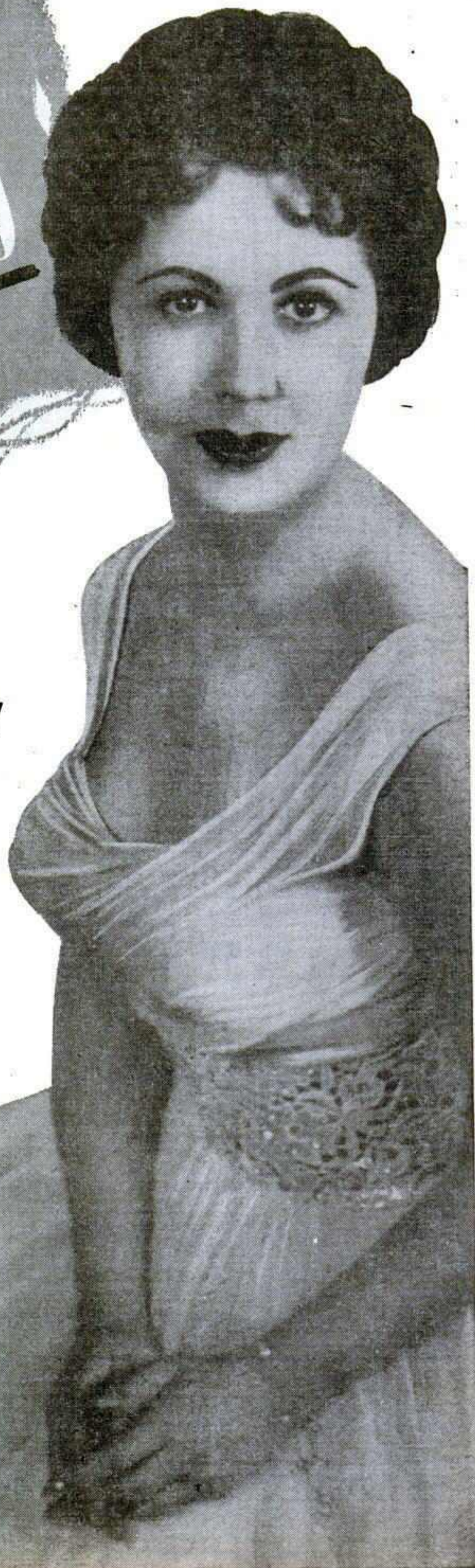
*This exciting  
New Artist  
will sell you with*

**"LOVE'S LIKE THAT"**

*and*

**"I'M GONNA  
ROCK-ROCK-ROCK"**

Record No. 2736







# Buyboard

**TOP SELLERS—**

**POPULAR**  
Listed Alphabetically

A DEAR JOHN AND MARSHA LETTER C'EST SI BON	S. Freberg	2677
AND STILL I LOVE YOU I'M AVAILABLE	T. Leonetti	2716
ANSWER ME, MY LOVE WHY?	N. Cole	2687
THE BREEZE AND I WHISTLE STOP	B. May	2721
BROKE, BARE-FOOT AND STARRY-EYED I TOOK THE LONG WAY AROUND	B. Hutton	2688
THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU	K. Starr	2657
THE CREEP TENDERLY	S. Kenton	2685
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
IF I HAD YOU HAVE YOU EVER BEEN LONELY	Sharkey	2709
IN THE MOOD TUXEDO JUNCTION	R. Anthony	2699
ROMEO AND JULIET, PART I ROMEO AND JULIET, PART II	A. Griffith	2698
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
YAYA CON DIOS JOHNNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
VENUS DI MILO YOU MADE ME LOVE YOU	B. Manning	2694
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	A. Griffith	2693
YOUNG-AT-HEART TAKE A CHANCE	F. Sinatra	2703

**LATEST RELEASE**

No. 408

GEE	June Hutton & Axel Stordahl	2727
SIGN POST	Ray Anthony	2728
AIR EXPRESS	Monica Lewis	2729
DON'T MAKE ME LOVE YOU I HAVE ONE GIFT	Joe (Fingers) Carr	2730
UNTIL SUNRISE HUMORESQUE	Mickey Katz	2731
THAT'S AMORE C'EST SI BON	Cousin Herb Henson	2732
KISSES ON PAPER BABY, I GO FOR YOU	Yvonne O'Day	2733
THAT'S HOW I NEED YOU I'VE ALWAYS WANTED YOU	Sonny James	2734

COUNTRY SONGS . . . the

**YVONNE O'DAY WAY!**

"Kisses On Paper"  
"Baby, I Go For You"

Capitol Record No. 2733

**TOP SELLER OF THE WEEK!**  
Based upon Actual Sales  
**"THAT'S AMORE"**  
with **DEAN MARTIN**  
Record No. 2589

**TOP SELLERS—**  
**COUNTRY & HILLBILLY**  
Listed Alphabetically

BABIES AND BACON WHO WROTE THAT LETTER TO JOHN	R. Hogsed	2720
THE GLASS THAT STANDS BESIDE YOU LET'S KISS AND TRY AGAIN	J. Shepard & F. Huskey	2706
GO CRY YOUR HEART OUT WAKE UP, IRENE	H. Thompson	2646
THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE	M. Moore	2574
JUST MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
TOOL PUSHER ON A ROTARY RIG IF I COULD LOOK INSIDE YOUR HEART	J. Dolan	2713
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

**BEST SELLING—**  
**POPULAR ALBUMS**  
Listed Alphabetically

CAN-CAN—Original Broadway Cast	78 rpm No. FDR-452 45 rpm "EP" No. EDM-452 33 1/3 rpm No. L-485
THE EDDIE CANTOR STORY—Eddie Cantor	78 rpm No. DDN-467 45 rpm "EP" No. FBF-467 33 1/3 rpm No. L-467
THE HIT MAKERS!—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-416 & EAP-2-416 33 1/3 rpm No. H-416
"I REMEMBER GLENN MILLER"—Ray Anthony	45 rpm "EP" No. EBF-476 33 1/3 rpm No. H-476
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY—Jackie Gleason	45 rpm "EP" No. EAP-1-366 & EAP-2-366 33 1/3 rpm No. H-366
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY—Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE— Nat (King) Cole	45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420
PORTRAITS ON STANDARDS—Stan Kenton	45 rpm "EP" No. EBF-462 33 1/3 rpm No. H-462
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488
SUNNY ITALY—Dean Martin	45 rpm "EP" No. EAP-1-481
TAWNY—Jackie Gleason	45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471
THINKING OF YOU—Les Baxter	45 rpm "EP" No. EBF-474 33 1/3 rpm No. H-474
THREE SAILORS AND A GIRL— Jane Powell & Gordon MacRae	45 rpm "EP" No. FBF-485 33 1/3 rpm No. L-485
WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET—Andy Griffith	45 rpm "EP" No. EAP-1-498

**BEST SELLING—**  
**"Specialized" HIGH-FIDELITY ALBUMS**  
Listed Alphabetically

FUEL DIMENSIONAL SOUND—A Study in High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY POPULAR VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/3 rpm No. LAL-486

**BEST SELLING—**  
**CLASSICAL ALBUMS**  
Listed Alphabetically

ARIAS FROM THE OPERA Ferruccio Tagliavini, Tenor	50155
BRUCH—"CONCERTO IN G MINOR," MENDELSSOHN—"CONCERTO IN E MINOR" Nathan Milstein, violin; Pittsburgh Symphony Orchestra conducted by Wm. Steinberg	8243
COPLAND—"BILLY THE KID," WILLIAM SCHUMANN—"UNDERTOW" Ballet Theatre Orchestra conducted by Joseph Lovins	8238
DONIZETTI—"TREASURED MOMENTS FROM THE OPERA LUCIA DI LAMMERMOOR" Eiar Symphony Orchestra conducted by Ugo Tansini	7005
GERSHWIN—"CONCERTO IN F FOR PIANO AND ORCHESTRA" Leonard Pennario, piano; Pittsburgh Symphony Orchestra conducted by Wm. Steinberg	8219
LISZT—"MEMPHISTO WALTZ," CHOPIN— "BARCAROLLE in F Sharp Minor" Leonard Pennario, Piano	8246
MASCAGNI—"TREASURED MOMENTS FROM THE OPERA CAVALLERIA RUSTICANA" Orchestra of Coltra, Turin conducted by Arturo Basile	7003
MODERN FRENCH MUSIC Vladimir Golschmann conducting The Concerti Arts Orchestra	8244
MOZART—"SYMPHONY NO. 41 IN C MAJOR & SYMPHONY NO. 35 IN D MAJOR" The Pittsburgh Symphony Orchestra con- ducted by William Steinberg	8242
MOZART—"TREASURED MOMENTS FROM THE OPERA THE MARRIAGE OF FIGARO" Orchestra of Radio Italiana conducted by Fernando Previtali	7006
PUCCINI—"TREASURED MOMENTS FROM THE OPERA LA BOHEME" Orchestra of Radio Italiana conducted by Gabriele Santini	7002
ROSSINI—"TREASURED MOMENTS FROM THE OPERA THE BARBER OF SEVILLE" Orchestra of Radio Italiana conducted by Fernando Previtali	7001

**"SIGN POST"**  
featuring vocalist  
**MARCIE MILLER**

**"AIR EXPRESS"**  
another great  
instrumental  
performance

by **RAY ANTHONY**  
and his orchestra  
on Capitol Record No. 2728

**MONICA LEWIS**  
sings  
**"Don't Make Me Love You"**  
with orchestra  
conducted by  
**MARTY MANNING**

**"I Have One Gift"**  
with orchestra  
conducted by  
**NELSON RIDDLE**

Capitol  
Record  
No. 2729



# The Billboard Music Popularity Charts POPULAR RECORDS

## Review Spotlight on... RECORDS

### TONY MARTIN

Here (Hill & Range, BMI)—RCA Victor 20-5665—A tremendous performance by the warbler on a lovely ballad adapted from "Rigoletto." The backing by the Henri Rene ork is lush. Good prospects here. Flip is night club material, "Philosophy" (Arpege).

### RUSTY DRAPER

Train With a Rhumba Beat (American, BMI)  
Melancholy Baby (Shapiro-Bernstein, ASCAP)—Mercury 70327—Two fine pairs of vocals by Rusty Draper. "Train" is an exciting effort in the style of "Gambler's Guitar" and the evergreen is performed with taste and poignancy. Fine juke fare.

### EDDY HOWARD

Melancholy Me (Sheldon, BMI)—Mercury 70304—This version of the lovely new tune could be Howard's strongest cutting in almost a year. He sings it with sparkle over solid ork support. Also fine for boxes is the flip, "I Wonder What's Become of Sally" (Advanced, ASCAP).

### LES PAUL-MARY FORD

I Really Don't Want to Know (Hill & Range, BMI)  
South (Peer International, BMI)—Capitol 2735—Here's a wonderful pairing by the duo. "Know," a current c.&w. hit, receives a warm reading by the thrush, and "South," the old jazz favorite, swings via the Paul guitar work. Both sides are strong.

## TALENT

### ROSEMARY BELAN

This Is Why I Love You (Highland, BMI)  
Things We Used to Do (Highland, BMI)—RCA Victor 20-5666—Two liting performances by thrush Rosemary Belan, new singer on the label. She has the warmth and feeling of Vera Lynn, and she could have a big future. Disk was originally released on the Belle label. Victor purchased the master.

## TUNES

### ROO ROO KANGAROO (Milber)

Jimmy Roma Ork—Rainbow 240—Here's a powerful piece of instrumental material that should set a lot of feet to tapping. It's played in rhythmic style here by the Roma ork, which consists of a group of top-flight jazzmen. Flip is "Roma Rhythm" (Milber).

### For You...79

Smart arrangement of the evergreen has a good rythm twist. Darnell hands it a strong reading that many will like mighty fine. With flip, disk shapes as good two-sided material for the coin boxes. (Witmark, ASCAP)

### PERCY FAITH ORK

Baubles, Bangles and Bends...79  
COLUMBIA 40174 — The Faith ork turns in a lovely performance of one of the prettiest tunes from the musical "Kismet." The ork and chorus bring out the intrinsic beauty of the Borodin music in rich fashion. Without doubt jocks will be using the platter again and again. (Frank, ASCAP)

### And This Is My Beloved...78

Lush and warm is this expressive choral and instrumental rendition of one of the lovely tunes from "Kismet" by the full-stringed Percy Faith ork. This waxing is the single release from the orkster's new "Kismet" album. It should pull many a jock spin. (Frank, ASCAP)

### GUY MITCHELL

A Dime and a Dollar...79  
COLUMBIA 40175 — A happy-go-lucky song in the Mitchell manner, taken from the flick "Red Garters." In addition to the exciting, extrovert styling of the vocalist, the side is distinguished by a rich arrangement. A good disk. (Famous, ASCAP)

### Tear Down the Mountains...75

Mitchell sings of the sadness that has overcome him now that his girl has left. It's a very emotional effort and carries a lot of impact. This effect is heightened by the use of large chorus and ork in the background led by Mitch Miller. (Joy, ASCAP)

### JIMMY DORSEY-TOMMY DORSEY ORK

Marie...78  
BELL 1028 — The Dorsey brothers, back together again, combine in a swinging reading of the Irving Berlin classic. Lyrics are handled brightly by Gordon Polk. This one could go places; watch it. (Berlin, ASCAP)

Green Eyes...78  
Another evergreen is taken off the shelf and polished off gracefully by the ork. Jimmy is featured on sax. Warble here is by Johnny Amoroso and thrush Lynn Roberts. Both sides are strong juke items. (Peer, BMI)

### ALAN DEAN

Positively No Dancing...78  
M-G-M 11683 — A German folk melody has been adapted into a charming pop tune here. It is a little on the melancholy side, but beautifully styled in Dean's reading. With exposure, tune might catch on.

Hold Me Close...72  
A tender ballad also derived from a German source, in this case Beethoven's "Für Elise." It makes a very effective song and gets a sincere interpretation from this up-and-coming vocalist.

### HUGO WINTERHALTER

Latin Lady...78  
V 20-5655—Samba type instrumental featuring the George Barnes guitar could break thru with enough air play. It's got that certain sparkle. (Roxbury, ASCAP)

Heidelberg...72  
This is a lovely tune and done in a most attractive waltz reading by the lush ork and choral group. (Oxford, ASCAP)

### DAVID ROSE ORK

Migraine Melody...78  
M-G-M 30839—Jocks should have a ball with this one. It's a melodic new effort by Rose, played neatly by the

ork, but the gimmix are the comical comments made by an unidentified character who suffers from too much of the night before. Something could happen to this one and there's little doubt it will get much air play.

### I Live for You...72

A pretty waltz receives a lush reading by the ork and a pleasant vocal by Rush Adams.

### BING CROSBY

Secret Love...77  
DECCA 29024—The singer covers the current hit tune with a version that will please many, even tho it is too late to dislodge the hit version. Crosby is relaxed and works up to the emotional climax of the song with feeling.

### My Love, My Love...75

This is a cover of another successful tune which is also ideally suited for the crooner's voice and traditional style. It's a lovely song and forcefully projected.

### THE MARINERS

They Don't Play the Piano Anymore...77  
COLUMBIA 40157 — The Mariners, on "I See the Moon" type of kick, have a bouncy, and lively piece of material here and they made the most of it. The lead talks his bit and the boys tell about old-fashioned pianists while the piano bangs away. This one could get some action. (Presser, ASCAP)

### Sentimental Eyes...70

Melodic, old-fashioned tune receives a persuasive warble by the Mariners, with the ork backing them softly. Side is a good one and could get many spins. (Witmark, ASCAP)

### THE CORONET ORK

Main Line...76  
M-G-M 30837 — Here's a tasteful instrumental, well-arranged and performed with finesse. The Coronet ork has full sound and achieves fine tonal effects.

Lost Love...74  
A bluesy horn paces the Coronet ork thru the measured tempo of this lush instrumental. The men play with much heart.

### PAT O'DAY

Until You Came to Me...75  
M-G-M 11686 — Infectious new ditty receives a good vocal from the thrush, who received attention via her cutting of "A Dear John Letter." Backing is bright and cheery, and the platter should pull a lot of spins.

Tell Me...60  
The thrush sings this one tenderly, dueting with herself via "dub-ins." Material is rather weak.

### CLAUDE HOPPER ORK

The Goose Pluckers' Picnic...74  
CAPITOL 2724 — Comedy and satire is served up on this side. It's all about a romance which blossomed at the goose pluckers' picnic. Good for some chuckles. (Taft, BMI)

The Specialist...73  
Ditty derives from Chick Sale's noted piece of comedy business, titled "The Specialist." It's a cute side, and done in good taste by Claude Hopper. (Specialist, ASCAP)

### VERA LYNN

C'est La Vie...74  
LONDON 1412 — A very attractive song with the haunting melody and worldly wisdom that characterizes the best French pop tunes. It's in English, of course, and given a warm, expressive reading by Miss Lynn.

If You Love Me...72  
This ballad is also of French origin and has a Continental charm that is easily communicated by the singer. The choral group and the big ork add to the strong impact of the lyric.

### BUDDY MORROW

Tara Theme...74  
V 20-5658—This is a fine reading in excellent dance tempo of the familiar theme music from "Gone With the Wind." Great Morrow trombone work. Deserves plenty of spins. (Remick, ASCAP)

A Hundred Years From Today...71  
Neat Frankie Lester vocal here on a lovely old tune. The Morrow ork does its usually fine job in dance tempo reading. (Robbins, ASCAP)

### CONNIE RUSSELL

The Sky Is Extra Blue...73  
CAPITOL 2722—Pretty ballad has a quality lyric. Connie Russell chants the tender verbiage nicely. (Shapiro-Bernstein, ASCAP)

Come Over and Say Hello...70  
Slow-tempo ditty is pleasant, and has old timey flavor. (Shaw Music, ASCAP)

### TOMMY MARA

More Than Ever...73  
M-G-M 11684 — The singer handles this new Italian-styled ballad with warmth, while the ork comes thru with the mandolins, et al. On the second chorus he sings it in Italian. Jocks can use.

Without a Word of Warning...69  
Satisfactory reading by Tommy Mara of the oldie, backed quietly by the ork.

### SAMMY SPEAR ORK

All the Boys Love Mary...72  
MERCURY 70318 — Turn-of-the-century atmosphere is created with this oldie. The instrumental, by Sammy Spear ork, has a lively beat. (Von Tilzer, ASCAP)

### Watermelon...72

Novelty ditty will get some laughs. It's a short disk, ops will like. Both sides are from Spear's album. (Witmark, ASCAP)

### THE STARGAZERS

Record Hop...73  
LONDON 1408 — A smart novelty, with a lyric dedicated to the disk jockey tribe. The Stargazers chant it admirably, and it merits good exposure over deejay programs.

I See the Moon...69  
Here's a deftly-performed, sophisticated disk. It's a gang-sing side, with a goodly touch of satire in the rendition. Unfortunately, side is late.

### PHIL BRITO ORK

The Darktown Strutters' Ball...71  
M-G-M 11687 — Brito and his boys have a bright, colorful cover of the tune currently kicking up so much excitement in the pop market. The group gets a nice Dixieland flavor into their interpretation. Brito competently handles the vocal himself in English and Italian.

Memories of Sorrento...68  
A sentimental ballad, with choruses in Italian and English, played to a slow, relaxed beat. Brito sings the lyrics with little feeling.

### DAVID ROMAINE ORK

Sentimental Strings...72  
KING 1316 — Pleasant instrumental, with a slow, danceable beat, and featuring strings. (Johnston - Montel, BMI)

Play Our Favorite Tango...65  
A weepy set of lyrics is chanted to this tango rhythm. Sonny Raye does the vocal. (Teri Music, ASCAP)

### LEO DIAMOND

Hong Kong Blues...72  
AMBASSADOR 1007—The novelty is treated to a sparkling recreation by Diamond on the harmonica and the ork's rhythm section. Jocks might use. (Spier, ASCAP)

My Sin...65  
The pretty melody is finely played by Diamond and the ork. Good listening wax. (Crawford, ASCAP)

### RICHARD MALBY ORK

Patrol Polka...70  
"X" 0002—The lush new ork shapes up like a strong new entry in the instrumental sweepstakes via this polka tempo reading of the well-known "American Patrol." (Hartley, ASCAP)

Deep Blue Sea...68  
Here's another attractive instrumental side, this time in a slower, moodier tempo. (Sherwin, ASCAP)

### BLUE BARRON ORK

The Rose of Roses...70  
M-G-M 11685 — All the girls named Rose about whom songs have been penned, are included in the lyrics to the snappy new item. Evans and the group share the choral work.

When You're Home With the Ones You Love...66  
Okay rendition of a sentimental new effort by Sandy Evans and the Blue Notes with smooth backing by the Barron ork.

### AL ROMERO

Too Marvelous for Words...68  
V 20-5541 — Mambo version of the standard is both danceable and listenable. Could attract some jazz interest, too. (Harms, ASCAP)

Oriental Rumba...68  
Modern styled orking by the Latin-American group has some Shearing and Parker overtones, believe it or not. (Robbins, ASCAP)

### LARRY CORONA

Lonely Heart...66  
FORTUNE (45) 45-508—Corona sings nostalgically about an absent love. The singer has a pleasing voice and a listenable tune. (Trionon, BMI)

(Continued on page 44)

## Other Pop Records Released This Week

I'll Hate Myself in the Morning; Pass the Jam, Sam—Dinah Shore, V 20-5622

I'm Just a Country Boy; Hold 'Em Joe—Harry Belafonte, V 20-5617

Imagination; Don't Wait Up for Me—Sylvia Syms, Atlantic 15002

Love Won't Make a Fool of You; If There's Something Wrong—Cal Cala, Jerry Delmar's Ork, Vanity 535

No, No, No; The Chuck Waggon Song—Bill Carey, V 20-5616

That's What a Woman Is For; Happiness Is a Thing Called Joe—Jerry Adams Columbia 40166

There'll Be No Teardrops Tonight; My Heart Won't Say Goodbye—Tony Bennett Columbia 40169

Tularosa; Hey Brother, Pour the Wine—Dennis Day, V 20-5645

What Every Girl Should Know; Love Is Will Still Be Mine; It Wasn't the Stars—Matt Dennis Trio, Trend 69

You're Not Living in Vain; If You Love Me—Marion Marlowe, Columbia 40149

### RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-50, Poor

<p><b>WYNONIE HARRIS</b> QUIET WHISKEY KING 4685</p>	<p><b>BONNIE LOU</b> DON'T STOP THE WELCOME MAT KING 1318</p>	<p><b>THE MORGAN SISTERS</b> PINETREE, PINE OVER ME LOW DOWN HOE DOWN KING 1328</p>
<p><b>COWBOY COPAS</b> I'LL BE THERE STRANGER IN MY HOME KING 1329</p>	<p><b>TINY BRADSHAW</b> PING PONG POWDER PUFF KING 4687</p>	<p><b>LULA REED</b> WATCH DOG YOUR KEY DON'T FIT IT NO MORE KING 4688</p>
<p><b>JIMMY THORPE</b> TILL WE TWO ARE ONE IT'S YOU I'M THINKING OF DE LUXE 2018</p>	<p><b>YORK BROTHERS</b> TIGHT WAD KENTUCKY KING 1299</p>	<p><b>DISTRIBUTED BY</b>  <b>RECORDS</b> AVAILABLE IN CANADA ON Quality KING RECORDS</p>

ALL RECORDS AVAILABLE ON 45 RPM





**EDDY  
HOWARD**  
**'SINS' Again!**

*This Time It's*  
**'MELANCHOLY  
ME'**  
*Tailor Made For Eddy Howard And His Trio*

MERCURY 70304 · 70304X45





# NO TRICKS- Just HITS



## THIS WEEK'S BEST BUYS The Billboard, Feb. 6, 1954

**TURN AROUND, BOY** (Brandom, ASCAP)—  
Lew Douglas Ork—M-G-M 11654  
This unusual ballad, with Bill Bailey on the vocal, has broken out as a "sleeper" to contend with. In addition to Atlanta and Milwaukee, where this disk hit the territorial charts this past week, great strength was reported in New York, Chicago and Los Angeles. Flip is "Caesar's Boogie" (Frederick, ASCAP).

### LEW DOUGLAS

and his Orchestra  
play . . .

# TURN AROUND BOY

b/w CAESAR'S BOOGIE

MGM 11654 78 rpm • K 11654 45 rpm

### JONI JAMES

YOU'RE MY EVERYTHING  
YOU'RE NEARER

MGM 30829 78 rpm • K 30829 45 rpm

### BILLY ECKSTINE

## RENDEZVOUS

and  
I'M IN A MOOD

MGM 11655 78 rpm • K 11655 45 rpm

### ROBERT MAXWELL

## SOLFEGGIO

and  
THE DOLL DANCE

MGM 11671 78 rpm • K 11671 45 rpm

### ALAN DEAN

## POSITIVELY NO DANCING

and  
HOLD ME CLOSE

MGM 11683 78 rpm • K 11683 45 rpm

### SHIRLEY HARMER

IF YOU LOVE ME  
WON'TCHA' LOVE ME

MGM 11667 78 rpm • K 11667 45 rpm

## M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS

301 SEVENTH AVE. NEW YORK 35, N. Y.

WITH RECORDS

# Vox Jox

## Blind Record Club

Allyn Edwards, WNBC, New York, and Bob Hall, WCBS, New York, were added last week to the list of the nation's disk jockeys who are joining Dr. Sigmund Spaeth's campaign to help provide free phonograph records to the more than 300,000 blind Americans. The records for the blind, especially prepared with Braille labels and Braille jackets, are being distributed by the American Record Club for the Blind, a service of the Louis Braille Music Institute of America, Inc., 140 West 58th Street, New York. The institute will welcome inquiries from all disk jockeys who would like to participate. All contributions collected thru the efforts of any deejay will buy membership and records for the blind in his community. In fact, the club suggests that each deejay send a list of recipients with his returns.

## Change of Theme

Fletcher Smith, formerly with WAIR, Winston-Salem, N. C., has moved to WGBG, Greensboro, N. C. . . . Dave Froh, program director and deejay of WLS, Lansing, Mich., has been upped to general and commercial manager. . . . WOV, New York, which for several years has originated two programs from Harlem's Palm Cafe, moved in on February 1 for six continuous hours of broadcasting there nightly. . . . Lee and Lorraine Ellis, WINZ, Miami, have moved to the commercial TV station of the University of Missouri, KMOU-TV, Columbia, Mo. . . . Harry Preston, formerly with KTXC, Big Spring, Tex., has moved to KRIG, Odessa, Tex.

## Jox Trix

Ken Rowland, KSAL, Salina, Kan., has a new gimmick going on his show. Rowland is asking his audience to select the top 10 songs of 1953 in their opinion. The person who comes the closest to The Billboard's Top 10 of 1953 will get an album of records. "Response has been terrific," writes Rowland. . . . Jack Bennett, WPTR, Albany, N. Y., is trying to find his oldest listeners. Fifteen copies of "Show Biz," an RCA album, will be given to the winners. So far, a listener in Water-vliet, N. Y., is leading the race with 85 years. . . . Art Ford, WNEW, New York, is devoting a special 15-minute seg nightly to what he calls, "The totally ignored, unexplored audience of parents awakened at 2 a.m. every morning to provide their newborn infants with the post-midnight bottle." During the feeding show, baby-sitter Ford will help awaken the brand new parents, provide them with baby-care tips, specially prepared in cooperation with Parent's Magazine, and play music suitable to the occasion—i.e., bright snappy tunes during the first few minutes to help keep the sleepy parent on her toes, then tapering off with lullaby music to send the satisfied infant off into dream-land again. To date, WNEW, has garnered seven advertisers for this show. . . . Brenda Hollis, WLW, Cincinnati, takes over the first part of "Saturday Night Dance Party" to tell of her visits to the colleges and universities in WLW land, giving interesting and unusual sidelights on these schools. Each week she talks about a different school with students and alumni invited to be her "special guests." . . . Robin Seymour, WMK H, Dearborn, Mich., is using what he considers a number of "exclusive firsts" in

the city of Detroit, such as, the daily poll of all the independent record stores to find out what are the best sellers on that particular day, predictions of the best selling records on that particular day, predicting the hits of tomorrow and a review of the most played 20 records on the juke boxes across the country. Saturday is the day for the exclusive panel chosen from the audience to review records and Sunday to review the best new record releases of the past week.

## This 'n' That

The 1954 Heart Fund's King and Queen of Hearts will be Perry Como and Dinah Shore. Their election was announced by Joe Mulvihill, Cleveland deejay and national chairman of the Disk Jockey Heart Fund Committee, following a nation-wide popularity poll among deejays. They will co-star in a coast-to-coast Heart Fund program over the NBC radio net on February 13. . . . Bill Silbert, WMGM, New York, has been renewed for another year beginning February 9. . . . Walter Kalata, WGIL, Galesburg, Ill., writes, "We've experimented with predicting what we think will be a hit and to our surprise, with success. I use The Billboard for verification." . . . Bill Price, WCOJ, Coatsville, Pa., asks: "What happened to Lou

## YESTERYEAR'S TOPS—

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

- FEBRUARY 19, 1944:
1. My Heart Tells Me
  2. Besame Mucho
  3. Shoo-Shoo Baby (Andrews Sisters)
  4. Shoo-Shoo Baby (Morse)
  5. Paper Doll
  6. Star Eyes
  7. Holiday for Strings
  8. My Ideal
  9. Mairzy Doats
  10. Speak Low
- FEBRUARY 19, 1949:
1. A Little Bird Told Me
  2. Far Away Places
  3. Powder Your Face With Sunshine
  4. Lavender Blue
  5. I've Got My Love to Keep Me Warm
  6. Buttons and Bows
  7. Galway Bay
  8. So Tired
  9. Cruising Down the River
  10. On a Slow Boat to China

Barile, and isn't Ralph Marterie the greatest? (Ed note: Lou Barile is at station WKAL, Rome, N. Y.). . . . Jim Fagan, WBT, Batavia, N. Y., passes this opinion on: "The new sound of the Bill Davis Trio is really worth listening to especially its recording of the 'Joe Louis Story' theme." . . . Bob McKee, WQXI, Atlanta, tells us that he developed a surprise hit during December in Atlanta with repeated plays of "Rock Island Shuffle" by the Weavers. "All Atlanta shops still have to re-order," he writes. . . . The new independent station WBAW, Barnwell, S. C., claim a real "first" when it comes to deejay personalities. They believe they have the world's only Chamber of Commerce president doing jock work. He's Vic McDonald of the afternoon "Vic's Record Room." He also runs a self-service laundry, does photography and free-lance newspaper work. . . . Bob Clayton, WHDH, Boston, tells us that the only news he has is the fact that Mercury intends to record the German record which he introduced with Georgia Gibbs.



" . . . on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker  
Barker Music Center  
McLellan's Store  
Tucson, Arizona.

## SUBSCRIPTION ORDER FORM

The Billboard 770  
2160 Patterson St Cincinnati 22, Ohio  
Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payments enclosed.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_





*breaking across  
the country*

**JOHNSTON BROS.**

**CRYSTAL  
BALL**

backed by

**THE CREEP**

1423 & 45-1423

*London*





# The Billboard Music Popularity Charts **PACKAGED RECORDS**

## • Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

### LP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason...Capitol H 352
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor LPT 3057
3. THE GLENN MILLER STORY—Sound Track...Decca DL 5519
4. TAWNY—Jackie Gleason.....Capitol H 476
5. THAT BAD EARTHA—Eartha Kitt.....RCA Victor LPM 3187
6. CALAMITY JANE—Doris Day, Howard Keel.....Columbia CL 6273
7. MAY I SING TO YOU—Eddie Fisher.....RCA Victor LPM 3185
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason.....Capitol H 455
9. KISMET—Broadway Cast.....Columbia CL 4850
10. I REMEMBER GLENN MILLER—Ray Anthony...Capitol H 476

### EP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason.....Capitol EBF 352
2. CALAMITY JANE—Doris Day, Howard Keel...Columbia B 347
3. MAY I SING TO YOU—Eddie Fisher.....RCA Victor EPB 3185
4. TAWNY—Jackie Gleason.....Capitol EBF 471
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor EPBT 3057
6. I BELIEVE—Perry Como.....RCA Victor EPB 3188
7. THAT BAD EARTHA—Eartha Kitt.....RCA Victor EPB 3187
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason.....Capitol EBF 455
9. LET THERE BE LOVE—Joni James.....M-G-M X 222
10. THE GLENN MILLER STORY—Sound Track.....Decca ED 2124-5
10. I REMEMBER GLENN MILLER—Ray Anthony.....Capitol EBF 476

## • Reviews and Ratings of New Popular Albums

**KISMET**.....81  
Percy Faith Ork (1-12")  
Columbia CL 550  
In the long run this could well remain one of the most listenable disk treatments of the show. Twelve tunes are played in lush style by the ork, with no vocals to distract from use as background, if desired. Also outstanding program fare for jockeys.

**MUSIC FOR JENNIFER**.....75  
(1-10")  
Columbia CL 6281  
A lush Paul Weston ork delivers eight selections from film in which Jennifer Jones starred. Some tunes are new, some old, not all are familiar, but they're lovely renditions

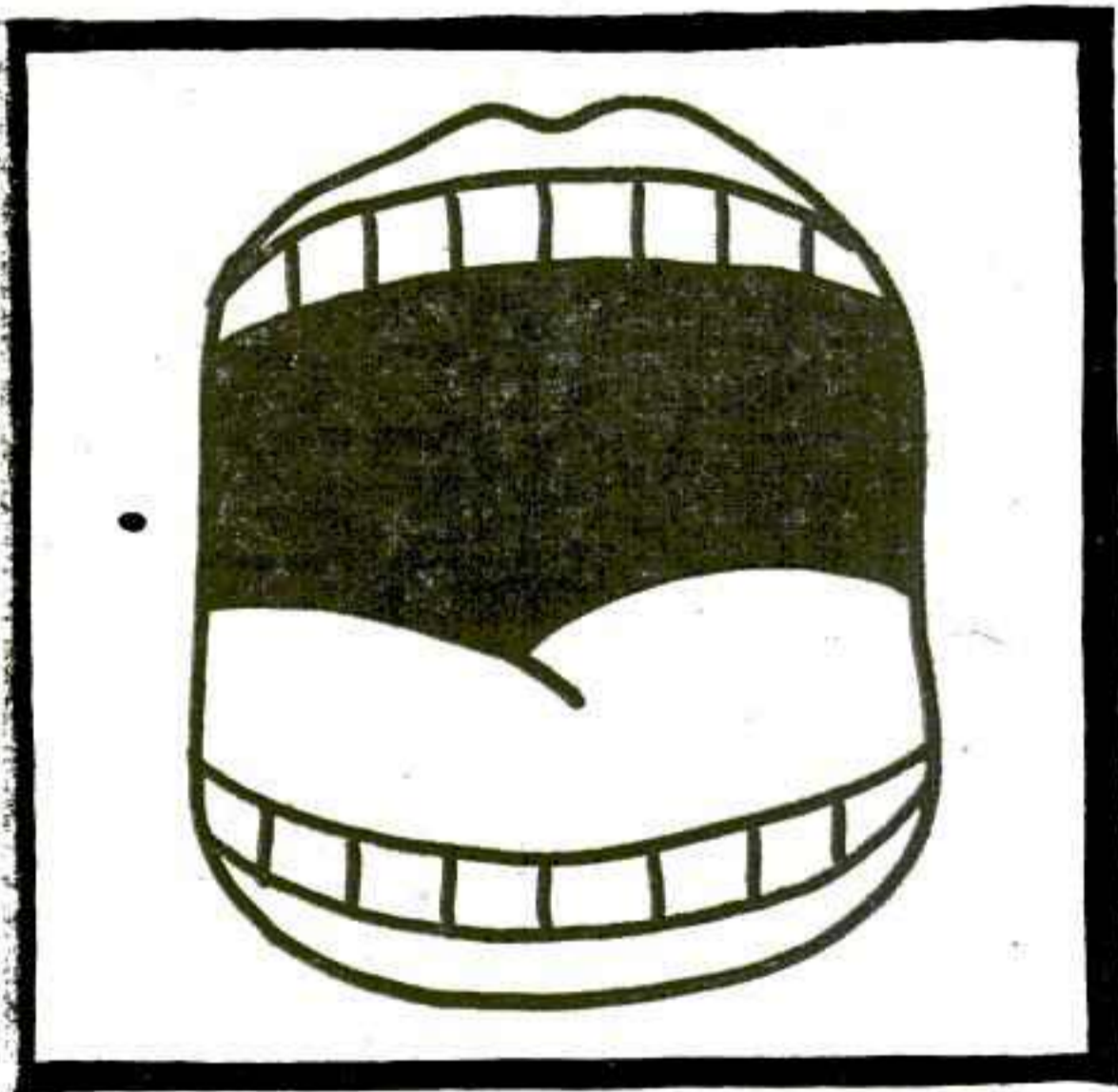
in background music style of attractive melodies.

**DESIGNED FOR DANCING**.....74  
Henry Jerome Ork (1-10")  
Lion E 70016  
At the attractive low price, these quickly put-together dance versions of eight tunes, all current best-sellers, should do just fine sales-wise. The ork is excellent.

**POLYNESIA**.....71  
Native Songs and Dances of the South Seas (1-10")  
Capitol H 483  
Hardly an ethnic recording—in the

(Continued on page 45)

### EPICture No. 5 (A Roger Price "Doodle")



### Tenor Singing Love Song As Seen By Soprano

... or customer singing the praises of Epic Records as seen by dealer. Customers and critics alike are singing the praises of Epic's new *Radial Sound*—the last word in lifelike sound reproduction. Epic presents great performances by the finest artists, each record a hot selling item in a jacket with real eye appeal. Stock and display Epic Records now!

*Sell*  
YOU CAN HEAR THE DIFFERENCE...

Judge for yourself—  
with LC 3021, Morton Gould's Interplay for Piano and Orchestra—Cor De Groot, pianist, with the Hague Philharmonic.



with RADIAL Sound

"EPIC" Trade Mark

### LINER NOTES

By IS HOROWITZ

Classical reviews and ratings appear in new dress beginning this week, and the listings should increase in value to dealers. The main purpose of the ratings column has always been to provide a check list of all new albums offered by manufacturers. With the integration of critical comment into the listing, its function as a handy guide surveying week-to-week manufacturer output becomes more complete. Packaged records of unusual interest will still be given "highlight" review treatment, but this will now be the exception rather than the rule.

#### Futures

Upcoming releases for which manufacturers have great hopes include a long-awaited recording of the *Beethoven Missa Solemnis*, with the NBC Symphony and the Robert Shaw Chorale conducted by Toscanini. This is RCA Victor's push item for March. On the way from London is a complete recording of Wagner's *Lohengrin*, cut by the firm at Bayreuth, Germany.

A massive five-disk set, it will cost money to stock but can also pull plenty of dollar volume. Vox is following up its "Echoes" series with a new entry by pianist George Feyer, called *Echoes of Broadway*, also due out in March.

#### Hi-Fi

Bucking the trend toward high-priced hi-fi demonstration disks, Mercury has issued a seven-inch LP sampling of six "Living Presence" diskings, and it's being sold to dealers for a dime. Yes, it includes a bit of the Kubelik-Chicago reading of *Pictures at an Exhibition*. It's understood that many dealers plan to use the platter as a promotional giveaway.

#### Artists

Anna Russell, whose parodies of song have proved best-selling LP's for Columbia, will take on a legit role soon when she sings the part of the witch in Humperdinck's *Hansel and Gretel* at the New York City Center Opera. George Mendelssohn, president of Vox, has signed the Rumanian conductor Jonel Perlea to a recording pact. His first sides will be cut for the label in Vienna this April. The Philadelphia Orchestra, with Eugene Ormandy in charge, kicks off a short Midwest tour next week with concerts scheduled in Youngstown and Columbus, O., LaFayette, Ind.; Chicago, and Urbana, Ill.

### CHART COMMENTS

If any confirmation of the strength of the current Glenn Miller push is needed, a quick scanning of the pop album charts should suffice. Two new Miller sets (RCA Victor and Decca) jumped onto the LP listing to outdistance the Capitol, already on. The Decca and Capitol entries hit the EP charts for the first time to join the Victor, which held its No. 5 spot. Jackie Gleason, whose album etchings just can't seem to miss, again shows his power via dealer reports which rated his latest, "Tawny," as a best-seller on both the LP and EP charts.

### NEXT WEEK

- ★ SYMPHONY
- ★ OPERA (VOCAL EXCERPTS)
- ★ ALL POP ALBUMS

## Sammy Kaye Back on Beat

NEW YORK, Feb. 13.—Sammy Kaye, after a vacation, is taking his band back to work. The maestro opens his tour March 6 with a college date. On March 25 he is scheduled to open at the Hotel Roosevelt, New Orleans. Music Corporation of America is setting other bookings.

Kaye's current plans include cutting an album for Columbia in New York, and doing some The-saurus transcription dates.

## • Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

(Listed Alphabetically)

- BORODIN: POLOVETSIAN DANCES; IN THE STEPPES OF CENTRAL ASIA (Stokowski and Orchestra).....RCA Victor LRM 7056
- BOSTON POPS PROGRAM (Fiedler).....RCA Victor LM 9027
- CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra).....Columbia ML 4692
- CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops-Fiedler).....RCA Victor LM 1752
- DEBUSSY: AFTERNOON OF A FAUN; SIBELIUS: VALSE TRISTE; SWAN OF TUONELA (Stokowski and Orchestra).....RCA Victor LRM 7024
- ENESCO: ROUMANIAN RHAPSODIES 1 AND 2 (Stokowski and Orchestra).....RCA Victor LRM 7043
- MANTOVANI PLAYS THE IMMORTAL CLASSICS.....London LL 877
- SIBELIUS: FINLANDIA; PONCHIELLI: DANCE OF THE HOURS; ROSSINI: WILLIAM TELL SELECTION (NBC Symphony-Toscanini).....RCA Victor LRM 7005
- STRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops-Ormandy).....Columbia ML 4686

### VOCAL (non-operatic)

(Listed Alphabetically)

- ANDERSON, MARIAN: ELEVEN GREAT SPIRITUALS.....RCA Victor LRM 7006
- JUSSI BJOERLING IN SONG.....RCA Victor LM 1771
- ENRICO CARUSO SINGS NEAPOLITAN SONGS.....RCA Victor LCT 1129
- KIRSTEN FLAGSTAD SONG RECITAL.....RCA Victor LM 1738
- GRACE MOORE IN OPERA AND SONG...RCA Victor LCT 7004
- SCHWARZKOPF, ELISABETH: SCHUBERT LIEDER ALBUM.....Angel 35022
- ROBERT SHAW CHORALE: BACH—JESUS, DEAREST MASTER; CHRIST LAG IN TODESBANDEN...RCA Victor LM 9035
- TEYTE, MAGGIE: FRENCH ART SONGS...RCA Victor LCT 1133
- TUCKER, RICHARD: CELEBRATED TENOR ARIAS.....Columbia ML 4750

## • Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

### SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO (London Philharmonic-van Beinum).....London LL 203
- BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO (Stokowski and Orchestra).....RCA Victor LM 1054
- DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini).....RCA Victor LM 1118
- PUCCINI: LA BOHEME, ORCHESTRAL SELECTIONS (Kostelanetz Orchestra).....Columbia ML 4655
- ROSSINI: OVERTURES (NBC Symphony-Toscanini).....RCA Victor LM 1044
- ROSSINI: WILLIAM TELL OVERTURE; WALDTEUFEL: SKATERS' WALTZ (NBC Symphony-Toscanini).....RCA Victor LM 14
- SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy).....Columbia AL 9
- SLAUGHTER ON TENTH AVENUE AND OTHER BALLETT SELECTIONS (Boston Pops-Fiedler).....RCA Victor LM 1726
- STRAUSS, J.: WALTZES (Mantovani Orchestra)...London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops-Fiedler).....RCA Victor LM 1134

### VOCAL (non-operatic)

(Listed Alphabetically)

- ANDERSON, MARIAN; BRAHMS—ALTO RHAPSODY; MAHLER—KINDERTOTENLIEDER.....RCA Victor LM 1146
- CARUSO, ENRICO: LIGHT MUSIC.....RCA Victor LCT 2
- DE PAUR INFANTRY CHORUS: CHORAL CARAVAN.....Columbia AL 22
- LANZA, MARIO: LOVE SONGS; BECAUSE YOU'RE MINE.....RCA Victor LM 1188
- PEERCE, JAN: GOLDEN MOMENTS OF SONG.....RCA Victor LM 65
- ROBERT SHAW CHORALE: GREAT SACRED CHORUSES.....RCA Victor LM 1117
- TRAPPIST MONKS OF THE ABBEY OF GETHSEMANE: LAUDATE DOMINUM.....Columbia ML 4394
- WARFIELD, WILLIAM: DEEP RIVER.....Columbia AL 32



The Billboard Music Popularity Charts  
**PACKAGED RECORDS**

• **Reviews and Ratings of  
New Classical Releases**

**EXTENDED ORCHESTRAL WORKS**

- GUSTAV HOLST: THE PLANETS (1-12")**—Philharmonic Promenade Orchestra; London Philharmonic Choir; Sir Adrian Boult, Cond. Westminster WL 5235 ..... 80  
One of the first results of Westminster's new English activities with the Nixa label, this striking orchestral showpiece should attract much deserved attention. It fairly sparkles and should have wide appeal to both music and hi-fi enthusiasts. Could pull many sales.
- COPLAND: BILLY THE KID; WILLIAM SCHUMAN: UNDERTOW (1-12")**—Ballet Theater Orchestra; J. Levine, Cond. Capitol P 8283 ..... 76  
Two important modern American ballet works are coupled on this disk. A worthwhile package of almost certain appeal.
- HINDEMITH: MATHIS DE MALER; CONCERT MUSIC FOR STRINGS AND BRASS (OP. 50) (1-12")**—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4216 ..... 74  
The orchestra shows off its remarkable tone once again on this fine recording. "Concert Music for Strings" is released here for the first time on LP. Many classical fans will want this new set, especially those addicted to the modern idiom.

**CHORAL WORKS AND OPERA**

- BACH: MASS IN B MINOR (3-12")**—Schwarzkopf, Hoffgen, Gedda, Rehfuß; Chorus and Orchestra of the Friends of Music, Vienna; Herbert von Karajan, Cond. Angel 3500C ..... 79  
The several versions of the Bach masterpiece already on disks should exert only the slightest drag on this newest treatment. Here's a reading that is outstanding from almost any viewpoint, with soloists, chorus and orchestra combining superbly under von Karajan's dedicated leadership. There will be many copies of this package sold and it should remain active in the catalog for years.
- WALTON: BELSHAZZER'S FEAST (1-12")**—London Philharmonic Choir; Dennis Noble, Baritone; Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster WL 5248 ..... 74  
An excellent recording of the little-performed cantata, and it should undoubtedly appeal to oratorio and choral music fans among LP purchasers. Disk features a precise chorus, a good baritone in Dennis Noble and fine orchestral work, under the over-all leadership of Sir Adrian Boult. It is a substantial and needed addition to the LP repertoire and a good item for dealers to stock in limited quantities.
- A MUSIC BOX OF HYMNS (1-12")**—The Vanguard Chorale; Willie Thomas Jones, Cond. Vanguard VRS 450 ..... 69  
A program of 20 great hymns, half of them sung by the Vanguard Chorale, half played on music boxes from the famous Bornand Collection of Pelham, N. Y. Dealers who found the label's "Music Box of Christmas Carols" a good seller, have a similar album here to oblige customers who must have expressed a desire for more of the same.
- ROSSINI: LA CAMBIALE DI MATRIMONIO (1-12")**—Chorus and Orchestra of Societa del Quartetto, Rome; G. Morelli, Cond. Period SPL 583 ..... 63  
A first recording of Rossini's first opera. "Cambiale" is a comic opera in one act with an ingratiating overture and many charming passages that have the germ of the later "Barber of Seville." The Italian company that is recorded here reads the score with spirit and a feeling for its sardonic wit. Libretto included.

**CONCERTOS**

- MOZART: PIANO CONCERTOS NO. 20, K 466 AND NO. 9, K 271 (1-12")**—Guiomar Novaes, Piano; Pro Musica Symphony; Hans Swarowsky, Cond. Vox PL 8430 ..... 77  
Beautiful performances of beautiful music packaged in a striking cover. The competition is fairly strong, there are many Novaes fans who will want to add her "Mozart" to the several Chopin waxings already issued by the top-flight Vox artist.
- PROKOFIEFF: CONCERTO NO. 3 IN C MAJOR; VISIONS FUGITIVES; TOCCATA IN D MINOR (1-12")**—Samson Francois, Piano; Conservatoire Orchestra; Andre Cluytens, Cond. Angel 35045 ..... 73  
Monsieur Francois impresses as a fine pianist via his fluent reading of what may be Prokofieff's finest piano concerto. The shorter works are also done with finesse and feeling; and there's no competition on the Toccata. In lieu of the now out-of-print Prokofieff reading of his works this will please many—even in comparison with competitive versions.
- BEETHOVEN: TRIPLE CONCERTO IN C, OP. 56; MOZART: VIOLIN CONCERTO IN A (1-12")**—David Oistrakh, Violin, with orchestra. Period SPL 590 ..... 65  
More Oistrakh for fans of the Russian violinist. The expected high standard of performance, but marked by poor transfer to vinyl.

**INSTRUMENTAL**

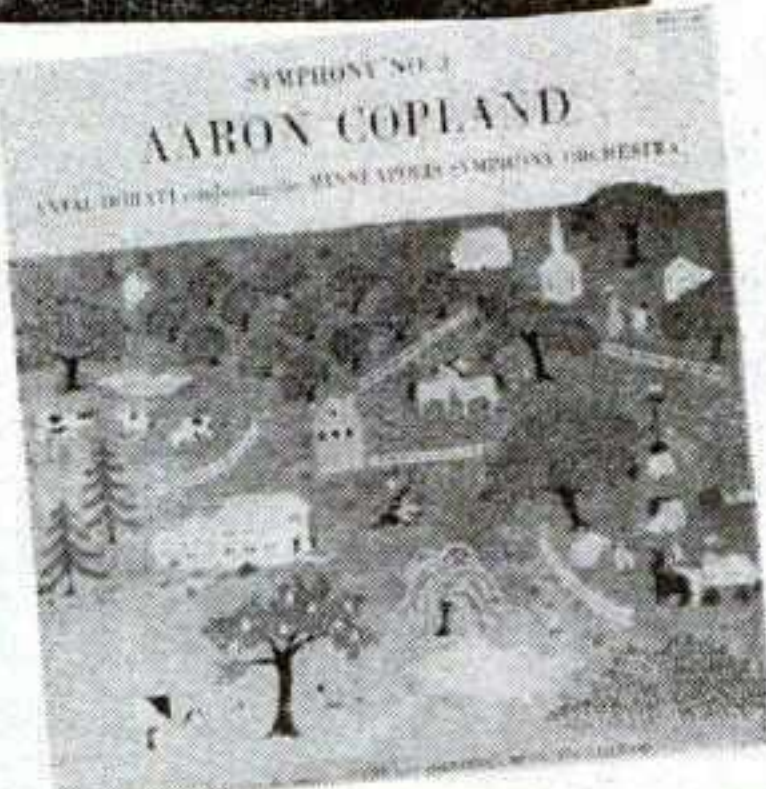
- LISZT: SONATA IN B MINOR; VALSE IMPROMPTU; MEPHISTO WALTZ (1-12")**—Edith Farnadi, Piano. Westminster WL 5266 ..... 73  
Brilliant performance of the technically demanding sonata. Good programing makes this an even better buy. Miss Farnadi has already stirred some collector excitement via her complete diskings of the Hungarian Rhapsodies.
- BACH: UNACCOMPANIED CELLO SUITES NO. 1 IN G AND NO. 4 IN E FLAT (1-12")**—Janos Starker, Cello. Period SPL 582 ..... 67  
The first cellist of the Chicago Symphony adds to his growing reputation with beautiful readings of two classics of the literature. Not a disk for the casual buyer, it will hold high interest for the specialist.
- ROUND THE WORLD WITH JANOS STARKER: MUSIC OF SPAIN, VOL. 1 (1-12")**—Janos Starker, Cello; Leon Pommers, Piano. Period SPL 584 ..... 65  
Cellist Starker and pianist Pommers combine for some excellent playing of Spanish music, most of which is fairly familiar tho not heavily recorded. Of necessity, a project of this kind calls for a miscellaneous collection of works. Here, it's the performances which count. Should be welcomed by a limited group of buyers.
- ARTE CLASICO FLAMENCO (1-12")**—Ramon Montoya, Guitar. Philharmonia PH 108 ..... 64  
One of the best flamenco guitar records to be issued, an entry must nevertheless struggle to find a sales niche in an already crowded catalog.
- VIRGIL THOMSON: VARIATIONS ON SUNDAY SCHOOL TUNES; ROGER SESSIONS; CHORALE (NO. 1); THREE CHORAL PRELUDES (1-12")**—Marilyn Mason, Organist. Esoric ES 522 ..... 62  
Label has an LP "first" here. Interest among organ fans will be more due to the repertoire than the performance. The recordings were made on the first here in St. Paul's Chapel at Columbia University, New York.

**RATINGS—COMMERCIAL POTENTIAL**

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. Each album is rated within its own musical category.	90-100, Tops 80-89, Excellent 70-79, Good 60-69, Satisfactory 50-59, Limited 0-50, Poor
---	--

# Mercury Classics Sell Best...

This Week's  
Recommended  
**TOP  
Seller!**



**AARON COPLAND  
Symphony No. 3**

ANTAL DORATI conducting the  
MINNEAPOLIS SYMPHONY ORCHESTRA  
**MG50018**

made-to-order for LIVING PRESENCE  
... the Fanfare is a perfect example of  
brass and percussion recording at its  
best

"... a performance... with such faithful attention to detail on Dorati's part as is reserved for the most hallowed of standard symphonies... something of a landmark on LP for faithful reproduction of a massive, spacious contemporary work... The recording... encompasses... many variants of decibel content with incredible ease."

Arthur Berger,  
The Saturday Review

The ultimate in **HIGH FIDELITY**

*Mercury* **LIVING PRESENCE!**

**HI-FI SHOWPIECES:**

- \* AMERICAN CONCERT BAND MASTERPIECES. Eastman Symphonic Wind Ensemble—Fennell. MG40006
- \* HINDEMITH Symphonic Metamorphoses; SCHOENBERG Five Pieces. Chicago Orchestra—Kubelik. MG50024
- \* RAVEL Bolero; RIMSKY-KORSAKOV Capriccio Espagnol. Detroit Orchestra—Paray. MG50020
- \* GOULD Latin-American Symphonette; BARBER "School for Scandal" Overture, Essay No. 1, Adagio for Strings. Eastman-Rochester Orchestra—Hanson. MG40002

**SPECIAL NOTICE**

MERCURY LIVING PRESENCE HIGH FIDELITY demonstration disc—  
Excerpts from \$35 worth of LIVING PRESENCE best sellers for  
only 10¢—OLD-1—AVAILABLE NOW

**OLYMPIAN SERIES**

- Best-Selling Standard Repertoire:  
TCHAIKOVSKY Symphony No. 4. Chicago Symphony—Kubelik. MG50004  
TCHAIKOVSKY Symphony No. 5. Minneapolis Orchestra—Dorati. MG50008  
\*TCHAIKOVSKY Symphony No. 6 ("Pathtique"). Chicago Symphony—Kubelik. MG50006  
BRAHMS Symphony No. 1 in C Minor. Chicago Symphony—Kubelik. MG50007  
\*DVORAK Symphony No. 5 ("From the New World"). Chicago Symphony—Kubelik. MG50002  
MENDELSSOHN Symphony No. 4 ("Italian"); MOZART Symphony No. 40. Minneapolis Orchestra—Dorati. MG50010  
\*BEETHOVEN Symphony No. 5; Egmont, Coriolan and Leonore No. 3 Overtures. Minneapolis Orchestra—Dorati. MG50017

- \*BEETHOVEN Symphony No. 7. Detroit Orchestra—Paray. MG50022
- \*FRANCK Symphony in D Minor. Detroit Orchestra—Paray. MG50023

**GOLDEN LYRE SERIES**

- AMERICANA FOR SOLO WINDS and STRING ORCHESTRA. Eastman-Rochester Orchestra—Hanson. MG40003
- \*HARRIS Symphony No. 3; HANSON Symphony No. 4. Eastman-Rochester Orchestra—Hanson. MG40004

**NEW RELEASE:**

SALZEDO Eight Dances for Harp; RAMEAU La Joyeuse; MARTINI Gavotte; DANDRIEU Play of the Winds; MENDELSSOHN Spinning Wheel, On Wings of Song; GRANADOS Spanish Dance No. 5; DEBUSSY Clair de lune; SALZEDO Steel. Carlos Salzedo and Lucile Lawrence, Harpists. MG10144



\*Consistently America's Best-Selling  
Classical Series according to the  
Billboard Charts.



**INTRODUCING —  
OUR FIRST RELEASES!**



**NEW**

**Al Terry's  
GOOD DEAL, LUCILLE**  
b/w  
**SAY A PRAYER FOR ME**  
Hickory 1003



**NEW**

**Tommy Hill's  
LOVE ME, BABY**  
b/w  
**THE LIFE THAT I'M LIVING**  
Hickory 1002



**NEW**

**Bobby Dick's  
THE LORD'S LAST SUPPER**  
b/w  
**THANK GOD I CAME OUT ALIVE**  
Hickory 1001

**HICKORY DISTRIBUTORS**

**NORTHEAST**

Edward S. Barsky, Inc.  
2522 North Broad Street  
Philadelphia, Pennsylvania

General Distributing Co., Inc.  
2329 Pennsylvania Avenue  
Baltimore 17, Maryland

Music Suppliers of New England  
263 Huntingdon Avenue  
Boston, Massachusetts

**MIDWEST**

A & I Record Distributors  
531 West Sixth Street  
Cincinnati, Ohio

Commercial Music Co., Inc.  
2560 Holmes Street  
Kansas City 2, Missouri

Commercial Music Co., Inc.  
2630 Olive Street  
St. Louis, Missouri

M-S Distributing Co.  
2009 South Michigan Avenue  
Chicago, Illinois

**SOUTHEAST**

Binkley Distributing Co.  
50 Riverside Avenue  
Jacksonville, Florida

Mangold Distributing Co.  
2212 West Morehead Street  
Charlotte, North Carolina

Mercury Record Distributing Co.  
(of Tennessee)  
419 First Avenue So.  
Nashville, Tennessee

Southland Distributing Co.  
441 Edgewood Avenue, S.E.  
Atlanta, Georgia

**SOUTH & SOUTHWEST**

Big State Distributing Co.  
137 Glass Street  
Dallas, Texas

Mallory Distributing Co.  
630 Baronne  
New Orleans, La.

Oklahoma Record Supply Co.  
627 N.W. 2nd Street  
Oklahoma City, Oklahoma

South Coast Amusement Co.  
314 East 11th Avenue  
Houston 8, Texas

**Hickory**  
Records, Inc.

2510 FRANKLIN ROAD  
NASHVILLE 4, TENN.

**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**• Review Spotlight on . . .  
RECORDS**

**HARRY RODCAY**

**My Heart Keeps on A-Beatin'** (Opal, BMI)—Imperial 8232—Rodcay comes thru with a sock performance on a most unusual and most attractive new tune. Disk has a chance for the big time. Flip is "Love You Dearly" (Witmark, ASCAP).

**TALENT**

**MORGAN SISTERS**

**Pine Tree, Pine Over Me** (Miller, ASCAP)  
**Low Down Hoe Down** (Teresa, BMI)—King 1328—Here's a very impressive hunk of harmonizing by the femme duo on their first waxing for the label. The gals can sing and they do on these two sides. A group to watch.

**TUNES**

**I'M A STRANGER IN MY HOME** (Ridgeway, BMI)  
Cowboy Copas—King 1329 — A powerful piece of weeper material is handled by the warbler in good fashion. The tune has solid impact from the word go. Flip is "I'll Be There" (Acuff-Rose, BMI).

**• Reviews of New C & W Records**

**RAY CHARLES ORK**

**It Should've Been Me** . . . . . 87  
ATLANTIC 1021 — Here's an arch, roistering side which has tremendous impact. Ray Charles is strictly a smash here. Material is clever, in the vein of "I Don't Know" and the disk is sure to get maximum exposure over r.&b. outlets. Go on this. (Progressive, BMI)  
**Sinner's Prayer** . . . . . 85  
A bluesy, tearful plea for mercy. A sharp change in the flip; and it shows Ray's versatility with different kinds of material. A powerful, two-sided disk. (Progressive, BMI)

**MARTY ROBBINS**

**My Isle of Golden Dreams** . . . . . 86  
COLUMBIA 21213—Marty's romantic baritone, plus a lush instrumental accompaniment, captures the island magic of this ditty. Side is sure to get strong deejay and juke play. (Remick, ASCAP)  
**Aloha Oe** . . . . . 80  
The charming island song gets a top reading by Marty Robbins. He does both the native and English verses. It's an affecting ditty, and will get plenty of exposure. One to watch.

**THE CLOVERS**

**Lovely Dovey** . . . . . 85  
ATLANTIC 1022 — In this, a slow insinuating rocker, the group delivers solidly in reading the romantic item. This could be one of their strongest to date, with much loot assured. (Progressive, BMI)  
**Little Mama** . . . . . 80  
The Clovers should have another good one here. Waxing has an infectious drive with the beat near irresistible. Juke coin is due, as well as action in other areas. (Progressive, BMI)

**HOMER AND JETHRO**

**Swappin' Partners** . . . . . 85  
V 20-5633—The duo has a different reason for wanting to change partners than the vocalists who have parlayed this tune into a hit. Here it is a simple matter of their dancing partners' having too big feet. Funny material in the inimitable Homer and Jethro style. (Porgie, BMI)  
**Oh My Pappy** . . . . . 75  
Here Papa is not quite the sterling character he is in the original version of this tune. The lyrics are satirical and read to a fast, racy beat. Not up to some of their past hits but will satisfy their fans. (Shapiro-Bernstein, ASCAP)

**THE FLAMINGOS**

**Plan for Love** . . . . . 84  
CHANCE 1149—Over the even backing by the group, the lead singer wails a convincing blues. Good wax, with spin action in the offing. Could break thru with exposure. (Joni, BMI)  
**You Ain't Ready** . . . . . 78  
Rhythm item is sold strongly and there should be plenty of buyers. (Joni, BMI)

**COUNTRY HOMES**

**Come on and Put Me in the Alley** . . . . . 80  
DELUXE 6036 — The lusty blues is shouted with great glee by Country Homes. He sells the rocker with compelling force to a pounding beat by the ork. Watch this closely; it could easily break thru. (Franklin, BMI)  
**I Want You to Use Me** . . . . . 70  
A forceful reading of a routine blues. (Franklin, BMI)

**WADE RAY**

**Idaho Red** . . . . . 80  
V 20-5624—Ballad about a traveling man moves along rapidly with a compelling rhythm. Ray does a great job with the patter lyrics. An enjoyable side that could earn some loot. (Peer, BMI)  
**A Penny for Your Thoughts** . . . . . 78  
Ray shows his expected tenderness in a moving rendition of the tuneful ditty. Good contrast to flip with enough groove value to win an audience on its own. (Hill & Range, BMI)

**COZY EGGLESTON**

**Big Heavy** . . . . . 79  
STATES 133—The ork turns in a fine instrumental reading of a melodic riff effort that stands a chance to get some action. The beat is there and the ork performs the tune with precision. This one has some possibilities, both box-wise and over the counters. (Pamlee, BMI)  
**Cozy's Boogie** . . . . . 73  
Not as strong as the flip is this pleasant boogie effort, sold with a beat by the ork. However, the solo work is good and the side moves smoothly, making it one that also will get spins. (Pamlee, BMI)

**SHIRLEY AND LEE**

**Lee Goofed** . . . . . 79  
ALADDIN 3222 — The much publicized romance of Shirley and Lee has hit a snag, as the title of this one indicates. It seems Lee goofed and he is leaving Shirley for good, tho she pleads with him to stay. The tune is catchy and so is the beat, and the duo sing it in their own individual style. Watch this one, it could make it. (Aladdin)  
**Why Did I?** . . . . . 65  
Okay blues effort receives a fair rendition from the duo, but it isn't any ball of fire. (Aladdin)

**THE DU DROPPERS**

**Speed King** . . . . . 78  
GROOVE 0001—Joyous item about a speedy operator gathers excitement as it spins. Side ought to earn much juke loot. (Park Aye, BMI)  
**Dead Broke** . . . . . 72  
Carefree blues is handed a spirited performance by the group. Another good side. (Raleigh, BMI)

**PROFESSOR LONGHAIR**

**In the Night** . . . . . 76  
ATLANTIC 1020 — The pleasures in store for the adventurous after midnight are enticingly outlined by the professor. Best feature of the slicing, tho, is the hypnotic beat that's insistently pounded across by the ork. Good for the boxes. (Progressive, BMI)  
**Tiptina** . . . . . 72  
Interesting blues gets a convincing reading. (Progressive, BMI)

**HAWKSHAW HAWKINS**

**Waltin' for My Baby** . . . . . 77  
V 20-5633—The chanter has a good piece of material here, even tho it is in a well-known groove, and he handles it with a lot of drive over a good instrumental backing. Side moves and the vocal is a good one. Good juke disk, and it could get sales action. (Delmore, ASCAP)  
**Flashing Lights** . . . . . 75  
Hawkshaw Hawkins turns in a bright rendition of a snappy novelty as he tells of the flashing lights in his girl's eyes. It's a good side and it should receive much deejay use. (Tannen, BMI)

(Continued on page 39)

**RATINGS—COMMERCIAL POTENTIAL**

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80- 89, Excellent
- 70- 79, Good
- 60- 69, Satisfactory
- 50- 59, Limited
- 0- 50, Poor



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending February 13

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries include 'SLOWLY' by W. Pierce and 'THERE STANDS THE GLASS' by W. Pierce.

Most Played in Juke Boxes

For survey week ending February 13

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 operators throughout the country using a high proportion of country and western records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries include 'WAKE UP, IRENE' by H. Thompson and 'THERE STANDS THE GLASS' by W. Pierce.

Most Played by Jockeys

For survey week ending February 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries include 'BIMBO' by J. Reeves and 'LET ME BE THE ONE' by H. Locklin.

Folk Talent and Tunes

Art Satherly, slated to take off on a six-week tour thru the Southeast, visiting with his many friends in the country business. Col. Tom Parker, prexy of Jamboree Attractions, in St. Louis last week for meetings with Purina execs, along with Bill Starnes and Tom Diskin of the firm. Eddy Arnold set for a guest spot on the Spike Jones TV show on February 20. Skeets McDonald played a series of dates at Sacramento, Calif., now that his wife Jo is recovering from a recent bit of surgery. Minnie Pearl has started a new Sunday afternoon TV show via VSM-TV, Nashville. King Records star Bonnie Lou played to capacity audiences at the Ganyon College Auditorium recently in Erie, Pa. Dub Dickerson lined up with a heavy schedule of dates thru April. Dub will appear in Texas, Louisiana, Arkansas, Tennessee, Florida and Georgia. Tex Blöge and his Sagedusters going great guns at the Horseshoe Tavern, Toronto, Canada. Montana Mundy anxiously awaiting word from Acuff-Rose regarding one of his songs. George Featherstone planning a series of big promotions in connection with the coming summer opening of his Wonderland Ranch in Canada. Gene Ring, named vice-president of the Earl Songer Fan club, is co-operating with Uncle Duke Towler. Don Kidwell, new M-G-M recording star, booked for a series of dates thru Missouri, with Russell Hayden and Jackie Cooper on the same bill. Bob Edwards, better known as the emcee of the Blue Ridge Rangers show via WGVL-TV, Greenville, S. C., now stationed at Fort Monmouth, N. J., while brother Jim leads the group. The Roy Rogers show in Glasgow, Scotland, completely sold out well in advance, with reports indicating the Scotch are taking to Roy and Dale Evans in great numbers. The Tommy Scott show off on season, opening in Decatur, Ala. Wade Ray currently playing dates thru the Midwest, and set to work his way back to the Pacific Coast following his Texas series. The Dickens Sisters worked the WLS Barn Dance recently, and were received with a great welcome, we learn. Moon Mullican completing a week in Mobile, Ala. Mort Payne, WZOB, Fort Wayne, Ala., now promoting live shows with the Childers Brothers. As a result of the tremendous popularity of country records, largely stimulated via Tom Brennen's KXLA, Pasadena, Calif., show, Hollywood's Music City plans on stocking c.&w. music in greater quantities than ever before. Leon Sanders, KDET, Center, Tex., named "Mr. Cornhusker" of the week on Jolly Cholly Stokkle's KWKH show in Shreveport. Maddox Brothers

and Rose special guests on the Hayride last week. Dick Hendon, Conroe, Tex., doing a slew of appearances in behalf of the March of Dimes. Jimmy Atkins booking shows in Birmingham, Ala., and headlining along with the Dixie Range Riders, Tex Dixon and Billy Shepard. Ray Anderson, WILE, Cambridge, O., in desperate need of d.j. releases from all the record companies. Art Lazarow returning to the air after an absence of several years, via WWJ, Detroit, Mich. Show will bear the old tag, "Art, the Disco Kid." Curly Gold, headliner of the Texas Tune "wisters, visited Los Angeles last week. Paul Simpkins handling the d.j. chores at WSKB, McComb, Miss. Uncle Eb Brown, WGST, Atlanta, Ga., sidelined for a month, with Paul Daughtry and Ken Wilson pinch-hitting till Uncle Eb gets back on his feet. Hank Zero, WILE, Fall River, Mass., taking on another hour of platter spinning, and reports the lack of d.j. copies from a majority of the platteries. Bill Nettles and his Dixie Boys cut a series of sides recently for Diamond Records. Ken Grant, d.j. and program director at KNUZ, going like a house afire with much radio and TV work at the Houston station. Ken penned the up-coming "You Sent Her an Orchid," currently doing well via Starday's

Reviews of New C & W Records

Continued from page 38

WANDA WAYNE-BILLY BARTON I Cried My Eyes Out Over You...76 ABBOTT 155-If the trend for boy-girl, half-talk weeper still has steam to it, this entry should attract some attention. A good performance by the twosome. (American, BMI) What's the Matter With Me?...76 Billy Barton, who sings this one solo, puts the question appealingly. A weeper with a beat and a tunc, this side can pull spins and sales. (Dandelion, BMI) BIG JAY McNEELY Mule Milk...76 FEDERAL 12168 - Cute riff is handled brightly here by the McNeely ork, and the tune is in the tradition of "Night Train." It's a good side and with proper exposure it has some chance for loot. The audience ap-

plause and the occasional gang vocals add to the disk. (Armo-BMI) Ice Water...76 Another good instrumental side by the McNeely crew, featuring a Count Basie-styled piano and some strong sax work by the leader. A good dance disk, and also a good side for the boxes and jazz fans. (Armo, BMI)

RUDY GREEN I Had a Feeling...75 CHANCE 1151-Strong beat, with a hesitation pattern and Green's slick vocal effort are teamed for an above-average reading. (Joni Music, BMI) Meet Me Baby...75 Good Green reading on this side, too, as he delivers a rocker in shuffle tempo. (Joni Music, BMI)

BOOTS GILBERT-BOB SYKES Man, Turn Me Loose...75 FORTUNE (45) 45-176 - The deep-voiced contralto declares her independence in this cute novelty disk. The beat is a rollicking one and Miss Gilbert turns in a lively performance of this hilarious material. Good wax. (Trianon, BMI) Take It or Leave It...70 Miss Gilbert gives her boyfriend his choice: either a wedding ring or no more love. An effective, humorous bit, with a good backing. (Trianon, BMI)

SAX KARI Train Ride...75 GREAT LAKES 1205-The Sax Kari ork sells this wild rocker with a lot of life while the leader comes thru with a pulsating sax solo. The ork supports him with a mighty beat. Side could grab juke loot in many locations. (Kencee Music, BMI)

Red Hot Feeling...68 Okay bouncer receives a pleasant reading from an unbilled thrush while the Kari crew renders the tune with a beat. Jazz jocks should lend an ear to these sides. (Kencee Music, BMI)

HARRY RODCAY My Heart Keeps on Beatin'...75 IMPERIAL 8232-Excellent material and a strong reading with the aid of an echo chamber could kick this off. (Opal, BMI) Love You Dearly...73 Rodcay's reading of an attractive new country ballad should garner spins and might even get some pop deejay action. (Witmark, ASCAP)

SMILEY BURNETTE Chuggin' on Down "66"...75 ABBOTT 154-Carefree ballad about a trip on the famous road will please many in this convincing performance by Burnette. (Rancho, BMI) Mucho Gusto...72 Cute Latin-style opus is projected with great glee by the chanter. Listenable wax. (Farmer, ASCAP)

LINDA HAYES No Next Time...74 HOLLYWOOD 1009 - Miss Hayes delivers a first rate vocal on this blues rocker. Group backing her lends a neat assist. (American, BMI) Don't Do Nothin' Baby...73 More good singing and orking. This time on a blues ballad. (Personality, BMI)

BIG JOHN GREER You'll Never Be Mine...73 GROOVE 0002 - Big John does an effective vocal here. It's a slow-tempo, bluesy love chant, with an interesting minor figure in the backing. More pop than r.&b. and could get pop spins. (Sunbeam, BMI)

(Continued on page 45)

C & W Territorial Best Sellers

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Table with 7 columns: Record Title, CINCINNATI, DALLAS-FT. WORTH, HOUSTON, MEMPHIS, NASHVILLE, NEW ORLEANS. Lists top-selling records in each territory.

This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

YOU BETTER NOT DO THAT (Central, BMI) - Tommy Collins-Capitol 2701

A sleeper that is coming up fast. The disk hit the No. 2 slot on the Houston territorial chart this week and was rated strong in Dallas, Nashville, Richmond and St. Louis. Also reported good in Western New York. Flip is "High on a Hilltop" (Central, BMI).

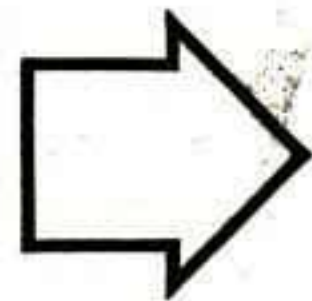
RELEASE ME (Four Star, BMI) AFTER DARK (Cedarwood, BMI)-Kitty Wells -Decca 29023

The songstress' latest is moving out with little delay. Good and strong reports were received from New England, up-State New York, Eastern Pennsylvania, Cincinnati, Nashville, Durham, Richmond and St. Louis. Most action is on "Release Me." altho Richmond and New England reports favored the flip. A previous "New Record to Watch."



# ABBOTT AND

## THANK YOU



This time a year ago we realized that we were actually in the record business when MEXICAN JOE by Jim Reeves started hitting. Therefore, with the help of everyone mentioned here, Abbott and Fabor Record Companies have had a very successful year in 1953.



ABBOTT  
Thanks to

### Jim Reeves

for 2 great hits, MEXICAN JOE, #116, the #1 record of 1953, and for his current hit, BIMBO, #148, along with other great sellers for Abbott.



ABBOTT  
Thanks to

### Mitchell Torok

for his big hit, CARIBBEAN, #140, for writing MEXICAN JOE, and for his current release, HOOTCHY KOOTCHY HENRY, b/w CIGOLO #150.



ABBOTT  
Thanks to

### Floyd Cramer

for his hit record, FANCY PANTS, #146, and for all his fine piano work for Abbott and Fabor records.



ABBOTT  
Thanks to

### Rudy Grayzell

for his LOOKING AT THE MOON, #145, for BONITA CHIQUITA, #147, and for his newest release, IT AIN'T MY BABY (And I Ain't Gonna' Rock It), #157.



ABBOTT  
Thanks to

### Carolyn Bradshaw

for her hit, MARRIAGE OF MEXICAN JOE, #141, and her current record #153, A MAN ON THE LOOSE, b/w FLOWER OF THE RIO.



ABBOTT  
Thanks to

### T. Tommy Cutrer

for #152, his hit record of MEXICO GAL and WONDERFUL WORLD.



ABBOTT  
Thanks to

### Smiley Burnette

for his new best seller, #154, MUCHO GUSTO and CHUGGIN' ON DOWN 66.



ABBOTT



ABBOTT

Thanks to

### Billy Barton and Wanda Wayne

for their new release, #155, I CRIED MY EYES OUT OVER YOU, and WHAT'S THE MATTER WITH ME. And to Billy as writer of I LOVE YOU, MEXICO GAL, A DEAR JOHN LETTER and many others.

Thanks to  
**Willie Caston**  
and his fine spiritual group, the Ever Ready Gospel Singers for #149, I CLAIM JESUS/WHEN THE MOON GOES DOWN, and for their new release, #158, ONE OF THESE MORNINGS, b/w JESUS, I LOVE TO CALL YOUR NAME.  
ABBOTT



FABOR

Thanks to our new hit discovery,

### Ginny Wright

for her hit record, #101, I LOVE YOU and I WANT YOU, YES, and for her fine support to Tom Bearden and Jerry Rowley.



FABOR

Thanks to

### Tom Bearden

who has a potential hit in Fabor #102, I'M IN HEAVEN, b/w DANCE, CYPSE, DANCE with Ginny Wright.



FABOR

Thanks to

### Jerry Rowley

for his new record, #103, THE LONESOME SEAGULL/WAIT with Ginny Wright.

Thanks to  
**Mr. Sylvester Cross**  
American Music, Inc.  
9109 Sunset Blvd.  
Hollywood, Calif.  
for co-operation and support.

Thanks to  
**Fred Stryker**  
Fairway Music Corp.  
6365 Selma  
Hollywood, Calif.  
for the Hit, BIMBO.

Thanks to  
**Acuff-Rose Publications**  
2510 Franklin Road  
Nashville, Tennessee  
for co-operation and support.

# ABBOTT AND

6636 HOLLYWOOD BLVD.



# FABOR RECORDS

# WEEK



Thanks to Del Roy, my assistant, for all his work and help.



**Fabor Robison, Owner**



Thanks to my wife, Mary, for supporting all of us.

**Mary Robison**

We would like to take this week of every year to say thanks to everyone, ESPECIALLY TO ALL THE DISC JOCKEYS OF AMERICA. WE ALSO SAY THANKS TO ALL THE JUKE BOX OPERATORS, THE RETAIL STORES AND TO ALL THE ABBOTT AND FABOR DISTRIBUTORS.



## Distributors:

### ABBOTT RECORDS

- |  |   |
|--|---|
| <b>CALIFORNIA</b><br>Allied Music Sales<br>2542 W. Pico, Los Angeles<br>Chatton Dist. Co.<br>1921 Grove St., Oakland       | <b>NORTH CAROLINA</b><br>Mangold Dist. Co.<br>232 W. Morehead St.<br>Charlotte  |
| <b>COLORADO</b><br>Davis Sales Co.<br>1724 Arapahoe St., Denver  | <b>OHIO</b><br>Benart Dist. Co.<br>327 Frankfort Ave.<br>Cleveland<br>Coral Records, Inc.<br>920 Race St., Cincinnati   |
| <b>FLORIDA</b><br>Binkley Dist. Co.<br>504 Delwood Ave.<br>Jacksonville  | <b>OKLAHOMA</b><br>Southern Mercury, Inc.<br>1011 Northwest 5 St.<br>Oklahoma City  |
| <b>GEORGIA</b><br>Southland Dist. Co.<br>441 Edgewood Ave., Atlanta  | <b>OREGON</b><br>B. G. Record Service<br>1132 Northwest Glisan<br>Portland  |
| <b>ILLINOIS</b><br>Frumkin Sales Co.<br>2007 S. Michigan Ave.<br>Chicago   | <b>PENNSYLVANIA</b><br>Cosnat Dist. Co.<br>1710 North St., Philadelphia<br>Standard Dist. Co.<br>1705 5th Ave., Pittsburgh  |
| <b>INDIANA</b><br>Indiana State Records<br>509 E. Washington St.<br>Indianapolis   | <b>TENNESSEE</b><br>Music Sales Co.<br>1082 Union Ave., Memphis<br>Music City Record Dist.<br>714 Allison St., Nashville  |
| <b>LOUISIANA</b><br>A-1 Record Dist. Co.<br>640 Barrone, New Orleans   | <b>TEXAS</b><br>Big State Dist. Co.<br>137 Glass St., Dallas<br>M. B. Krupp Dist.<br>309 S. Santa Fe, El Paso<br>Southcoast Amusement<br>314 E. 11th St., Houston |
| <b>MARYLAND</b><br>Mangold Dist. Co.<br>211 S. Eulaw St., Baltimore  | <b>VIRGINIA</b><br>Allen Dist. Co.<br>420 Broad St., Richmond   |
| <b>MASSACHUSETTS</b><br>Records, Inc.<br>255 Huntington Ave., Boston   | <b>WASHINGTON</b><br>C&C Dist. Co.<br>2414 3rd Ave., Seattle  |
| <b>MICHIGAN</b><br>Cadet Dist. Co.<br>3766 Woodward Ave.<br>Detroit  | <b>KANSAS</b><br>Irwin Dist. Co.<br>106 S. Grove St., Wichita   |
| <b>MINNESOTA</b><br>Lieberman Music Co.<br>257 N. Plymouth<br>Minneapolis  | <b>UTAH</b><br>Davis Sales Co.<br>106 North 3 South<br>Salt Lake City   |
| <b>MISSOURI</b><br>Roberts Record Dist.<br>1518 Pine St., St. Louis  |   |
| <b>MONTANA</b><br>Music Service Co.<br>204 Fourth St., Great Falls   |   |
| <b>NEW JERSEY</b><br>Essex Record Shop<br>114 Springfield Ave.<br>Newark   |   |
| <b>NEW YORK</b><br>Cosnat Dist. Co.<br>315 W. 47th St.<br>New York City<br>Leonard Smith, Inc.<br>406 N. Pearl St., Albany |   |

### FABOR RECORDS

- |  |   |
|--|---|
| <b>CALIFORNIA</b><br>Allied Music Sales<br>2542 W. Pico, Los Angeles<br>Chatton Dist. Co.<br>1921 Grove St., Oakland | <b>NEW YORK</b><br>Alpha Dist. Co.<br>457 W. 45th St., New York<br>Leonard Smith, Inc.<br>1064 Broadway, Albany   |
| <b>COLORADO</b><br>Pan American Record<br>Supply<br>2061 Champa St., Denver  | <b>NORTH CAROLINA</b><br>F & F Dist. Co.<br>803 S. Cedar St., Charlotte   |
| <b>FLORIDA</b><br>Binkley Dist. Co.<br>504 Delwood Ave.<br>Jacksonville  | <b>OHIO</b><br>Hit Records<br>1043 Central Ave.<br>Cincinnati<br>Lance Dist. Co.<br>2307 Prospect, Cleveland  |
| <b>GEORGIA</b><br>Dixie Dist.<br>435 Edgewood Ave., Atlanta  | <b>OKLAHOMA</b><br>Southern Mercury, Inc.<br>1011 N. W. 5th St.<br>Oklahoma City  |
| <b>ILLINOIS</b><br>James H. Martin, Inc.<br>1343 Michigan Ave., Chicago  | <b>OREGON</b><br>B. G. Record Service<br>1132 Northwest Glisan<br>Portland  |
| <b>INDIANA</b><br>Indiana State Record Dist.<br>509 E. Washington St.<br>Indianapolis                                | <b>PENNSYLVANIA</b><br>Marnel Dist. Co.<br>1622 Fairmount Ave.<br>Philadelphia  |
| <b>LOUISIANA</b><br>Southern Mercury, Inc.<br>404 Barrone St.<br>New Orleans   | <b>TENNESSEE</b><br>Glenn Allen Co.<br>1146 Union Ave., Memphis<br>Music City Record Dist.<br>714 Allison, Nashville  |
| <b>MARYLAND</b><br>General Dist. Co.<br>2329 Pennsylvania<br>Baltimore   | <b>TEXAS</b><br>Southern Mercury, Inc.<br>1035 Levee St., Dallas<br>M. B. Krupp Dist.<br>309 S. Santa Fe, El Paso<br>Southern Mercury, Inc.<br>1906 Leeland Ave., Houston |
| <b>MASSACHUSETTS</b><br>Records, Inc.<br>255 Huntington Ave., Boston   | <b>VIRGINIA</b><br>Allen Dist. Co.<br>420 W. Broad St., Richmond  |
| <b>MICHIGAN</b><br>Arc Dist. Co.<br>4600 Woodward Ave.<br>Detroit  | <b>WASHINGTON</b><br>Northwest Tempo<br>310 Ninth Ave. N., Seattle  |
| <b>KANSAS</b><br>Irwin Dist. Co.<br>106 S. Grove St., Wichita  |   |
| <b>MINNESOTA</b><br>Lieberman Music Co.<br>257 N. Plymouth<br>Minneapolis  |   |
| <b>MISSOURI</b><br>Midwest Record Co.<br>2642 Olive, St. Louis   |   |
| <b>MONTANA</b><br>Music Service Co.<br>204 Fourth St., Great Falls   |   |

Distributed in Canada by Quality Records Ltd.  
European distribution by London Records, Inc.

### OUR GREAT RECORD PRESSING PLANTS

- |   |  |
|---|--|
| Note Duroff and Nate Rothstein of<br>Monarch Record Co.<br>4852 W. Jefferson Blvd.<br>Los Angeles, Calif. | Buster Williams and Lawrence<br>Lemmon of<br>Plastic Products<br>1746 Chelsea Ave., Memphis, Tenn.<br><br>and welcome to our 4th pressing<br>plant<br>Norman Dufour<br>American Record Pressing Co.<br>1011 E. Main St., Owosso, Mich. |
| Sam Hodge of<br>Paramount Record Mfg. Co.<br>1314 S. Howard St.<br>Philadelphia, Pa.                      |  |

### OUR PROCESSORS

- Charles and Rita Eckart  
Chas. Eckart Co.  
4880 Santa Monica Blvd., Los Angeles, Calif.  
James G. Lee Record Processing  
9040 Culver Blvd., Culver City, Calif.

### OUR LABEL PRINTER

- Jack Nathan  
Acro Press  
108 E. 11th St., Los Angeles, Calif.

### OUR GREAT ENGINEERS

- Don Blake  
Western Recorders  
6000 Sunset Blvd., Hollywood, Calif.  
Herschel Pace  
Station KWKH  
Shreveport, La.

### MR. HORACE LOGAN

- of Louisiana Hayride,  
KWKH, Shreveport, for doing a great job of  
programming Abbott and Fabor Artists.

### THE LOUISIANA HAYRIDE BAND

- For the best and most unusual music for both  
companies.

### OUR PHOTOGRAPHERS

- Mr. and Mrs. R. Perkins of  
Robert Perkins, Photography  
6363 Selma Avenue, Hollywood, Calif.

### OUR PUBLICIST

- Hinton Bradbury, Publicity  
5205 Hollywood Blvd., Hollywood, Calif.

### OUR TAILOR TO ABBOTT AND FABOR STARS

- N. Turk  
13715 Ventura Blvd., Van Nuys, Calif.

### PUBLICITY PRINTING

- Perry Near  
1013 Venice Blvd., Los Angeles, Calif.  
Colby Poster Printing Co.  
1419 W. Pico Blvd., Los Angeles, Calif.

### CONTAINER KRAFT COMPANY

- 8765 S. Avalon Blvd., Los Angeles, Calif.

### OUR ACCOUNTANTS

- John Holleran & Co.  
735 E. Green St., Pasadena, Calif.

Thanks to The Billboard, The Cash Box, Country Song Roundup, Hoedown, Variety, Downbeat, Southern Farm and Home, Pickin' & Singin' News and all the other swell publications and fan clubs for their considerations and mentions of Abbott and Fabor artists.

# FABOR RECORDS

HOLLYWOOD, CALIFORNIA



The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS



Accompanied by his own tremendous guitar playing, L. C. McKinley, on STATES 135, sings "Companion Blues" and "Weeping Willow." You'll find this one reminiscent of the famous T-Bone Walker style, and the action will be tops. Again this week The Caravans, on STATES 136, are beginning to show around the territory with their spiritual sides, "Since I Met Jesus," with solo by Bessie Griffith, and "The Angels Keep Watching," soloed by Albertina Walker. This fine gospel record will hit the top.

United 172 brings The Five C's back with a brand new hit, "Whoovee, Baby," with a real night-train blues kick, backed with "Tell Me." This vocal group will really grab the juke box plays.

The Flamingoes on CHANCE 1149 are really hitting the circuit with their latest smash, "Plan for Love." Dealers report good action on this one. SABRE 104 finds the Five Echoes with some real top harmonizing, singing "So Lonesome" and "Broke." You can be sure you'll be richer if you stock this one. The action has been real strong and deejays report many requests for it.

The Crows on Rama 5 do a fine bit of vocalizing on "Gee" and "I Love You." This is a real good R&B hit that is breaking into the pop field. We predict this one to reach the top.

We're so happy with Muddy Waters on CHESSE 1560, doing "Hoochy Coochy Man," that we can't help mentioning it again for a top spot. Action gets better every week. Eddy Boyd, CHESSE 1561, bringing you "Picture in the Frame" and "Nothing But Trouble," is already moving on and up. Just released, it will be as big as his last smash hit.

Checker 789 finds Jimmy Binkley showing his best in music with a fine vocal on "Wine, Wine, Wine," backed with his instrumental version of "Boogie on the Hour." It's moving right along all over, showing real strong in Cincinnati, Cleveland and Chicago.

Dealers everywhere are now stocking these "picks." Call your distributor today. (Adv.)

MAMBO LAND USA ALFREDDO on RAINBOW Records. Great Mambo Vibe Sounds. Exceptional Beat for Operators. ROUND WORLD MAMBO #2 - GOOFUS MAMBO No. 216. HONEYDRIPPER MAMBO #1 - HONEYDRIPPER MAMBO #2 - No. 225. MAMBO FOR DANCERS ONLY - QUIEN SERA - No. 229. CHOP SUEY MAMBO LAS MUCHACHITAS DEL CHA CHA - No. 243. New LP - Alfredo Mambo - LP-718. New EP - Alfredo Mambo - EP-601. RAINBOW RECORDING CORP. 767 Tenth Ave., New York 19, N. Y.

"A Double Hit Spiritual" Savoy #4049. "RUN AND TELL HIM" "DON'T LET HARVEST PASS THIS" By CHARLES WATKINS.

SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

BREAKING THE SOUTH WITH TWO SOLID HITS AL SAVAGE "LIFE BEGINS AT 40" b/w "LOVE IS A FUNNY THING" Herald #421.

Best Sellers in Stores

For survey week ending February 13

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'THINGS THAT I USED TO DO' by Guitar Slim, 'I'LL BE TRUE' by F. Adams, etc.

Most Played in Juke Boxes

For survey week ending February 13

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'THINGS THAT I USED TO DO' by Guitar Slim, 'I'LL BE TRUE' by F. Adams, etc.

R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Table with columns: Record Title, Atlanta, Charlotte, Chicago, Cincinnati, Detroit, Los Angeles, New Orleans, New York, Philadelphia, St. Louis, Balt. & Wash.

This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

- WATCH DOG (Jay & Cee, BMI) YOUR KEY DON'T FIT IT NO MORE (Jay & Cee, BMI) LULA REED-KING 4688. TOO LATE FOR TEARS (Venice, BMI) LLOYD PRICE-SPECIALTY 483.

Review Spotlight on... RECORDS

FATS DOMINO You Done Me Wrong (Commodore, BMI)-Imperial 5272. PERCY MAYFIELD Loose Lips (Venice, BMI)-Specialty 485.

Reviews of New R & B Records

MARIE ADAMS I'm Gonna Latch On...76. LIL GREENWOOD Mercy Me...74. THE TOPPS What Do You Do...71. PAUL WESTMORELAND ORK Hot Rod Rag...73.

HERB COOPER Pass It Around...72. JOE FRITZ The Woman I Love...71. BOBBY SMITH Night Watch...71. THE TOPPS Tread Lightly...68.

JACK DUPREE Hard Feeling...69. PAUL GAYTEN ORK Mule Face...68. BETTY McLAURIN It's Easy to Remember...68. LEON WASHINGTON ORK Baby I Don't Love You Anymore...60.



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Rhythm and Blue Notes

A quick look at the r.&b. charts this week, both best-sellers and juke box, indicates that the diskeries have put to rest a lot of the cliches about one-record artists. On the best-selling and juke charts right now, for example, new artists such as Chuck Willis, Faye Adams, Johnny Ace, Little Walter and the Five Royales are riding high again with hit platters, which are, in most cases, their fifth and sixth hits in a row.

It is evident that once the r.&b. customer okays a new artist today, he'll come back for disks by the same artist again, as long as the disk is a good one. And it is also evident that the diskeries, as a whole, once they break thru a new artist, do their best to find the right material to keep the artist up there.

If a new artist can't make it on his second or third disk, it could be that the diskery is at fault rather than the customer.

Another important aspect of the present r.&b. business, as shown in the charts, is that an older artist can come back, given the right material and the right production. Amos Milburn and Joe Turner are two of the older artists who have come back in big style after a long period of quiescence.

Savoy Records have pacted a number of new names. One is Little Eddie, a blues singer. The other is Luther Bond and His Emeralds. Signings were made by the label's a.&r. chief, Fred Mendelsohn. . . . Gatmouth Brown started a two-week engagement at the New Era Club, Nashville, on February 5. On this date Brown is working as a single. . . . The B. B. King package, which has been playing to capacity audiences thru the South, hit Los

Angeles recently for its first West Coast engagement. The unit includes King, the Bill Harvey ork and thrush Gladys Hill. The unit played some dates in New Mexico on its way west.

Ahmet Ertegun, Atlantic veepee, was in Boston recently to catch Ruth Brown's act at the Hi-Hat Club. Atlantic signed a new jazz pianist, Raul Bley, last

week. Bley hails from Canada. The diskery, by the way, is moving into the spiritual field shortly with two new groups, the Booker Singers, and the Jackson Singers. Both groups hail from New Orleans.

The Jolly Joyce Agency, Philadelphia, continues to add to the advance booking schedule of the Four Tunes, spotting the unit to follow its four weeks at New York's Cafe Society with the March 15 week at Chubby's, Collingswood, N. J., and the March 22 week at the Showboat, Philadelphia.

Increasing Problems

Continued from page 15

erage in 35 areas in a 30-day period.

This, despite the fact that many independent wholesalers who wanted to take the "X" label knew that the manufacturers whose lines they were already handling would look at this move with disfavor. In some areas the "X" distributors are brand new organizations set up by independent wholesalers handling such lines as M-G-M, Coral, Dot, Essex, London, Mercury, etc.

The "X" label sales manager, Joe Delaney, managed to get coverage for most of the Northeastern United States by naming one firm, Transdisc Corporation, to handle sales in the territory from Maine thru Virginia—about 30 per cent of the total national record market. Transdisc is a new firm set up by Louis Boorstein, one-stop operator in New York and Connecticut.

Fast Distrib The speed with which "X" was forced to set its distribution created such unusual situations as Transdisc's selling its records in some areas thru other distributors on a temporary basis. This holds true in Boston where "X" will be available thru Cecil Steen's Records, Inc., in Buffalo thru the One

Stop Record Service and in Baltimore thru Barnett Distributing.

It is no secret that the large and smaller independent labels look upon each new label entering the business as a threat to their relationship with independent wholesalers. With reason, they wonder how many labels a single distributor can handle and still do a good promotional and servicing job for each line. Yet in all too many cities only one or two record distributors are actually operating.

Share Outlets Thus, the "X" line will be handled by the same outlets or associated outlets as are Mercury Records in such cities as Denver, Salt Lake City, Oklahoma City and Cleveland. The same relationship, but with Coral, will exist in Dallas; El Paso, Tex.; Great Falls, Mont.; Los Angeles; Madison, Wis., and Minneapolis. M-G-M and "X" will be handled in a similar manner in New Orleans, Houston and Charlotte, N. C.

Just how the entire situation will be settled to the satisfaction of all concerned is impossible to predict. That many ruffled feelings and frayed tempers will be evident is almost certain.

Cap-Magnatronics Pact

Continued from page 15

with said rates differentiating between places of entertainment and commercial establishments.

Magnatronics will further be responsible for tape duplication, with present equipment allowing the firm to reproduce an eight-hour spool in approximately 15 minutes.

The tapes will be leased to commercial users with approxi-

mately 155 selections per eight-hour reel, a 10-second pause between selections, and a 30-second pause every 15 minutes.

The Magna firm is currently dickering with Greybar Electric Corporation for distribution of tapes and equipment.

The importance and magnitude of the Capitol-Magnatronics pact extends beyond the immediate agreement of the two parties. It presages the introduction of a music system other than Muzak or wired-telephone music which can be extended to areas and countless thousands of locations beyond the range of the metropolitan city. Steamships, railroads and air transportation can now be equipped with a continuous music system, requiring little attention. It negates the objection on the part of wired-music-system users to paying for "something and never owning anything." Moreso, on a cost basis alone, it is believed the long play-tape system will be available to commercial users at less expensive rates.

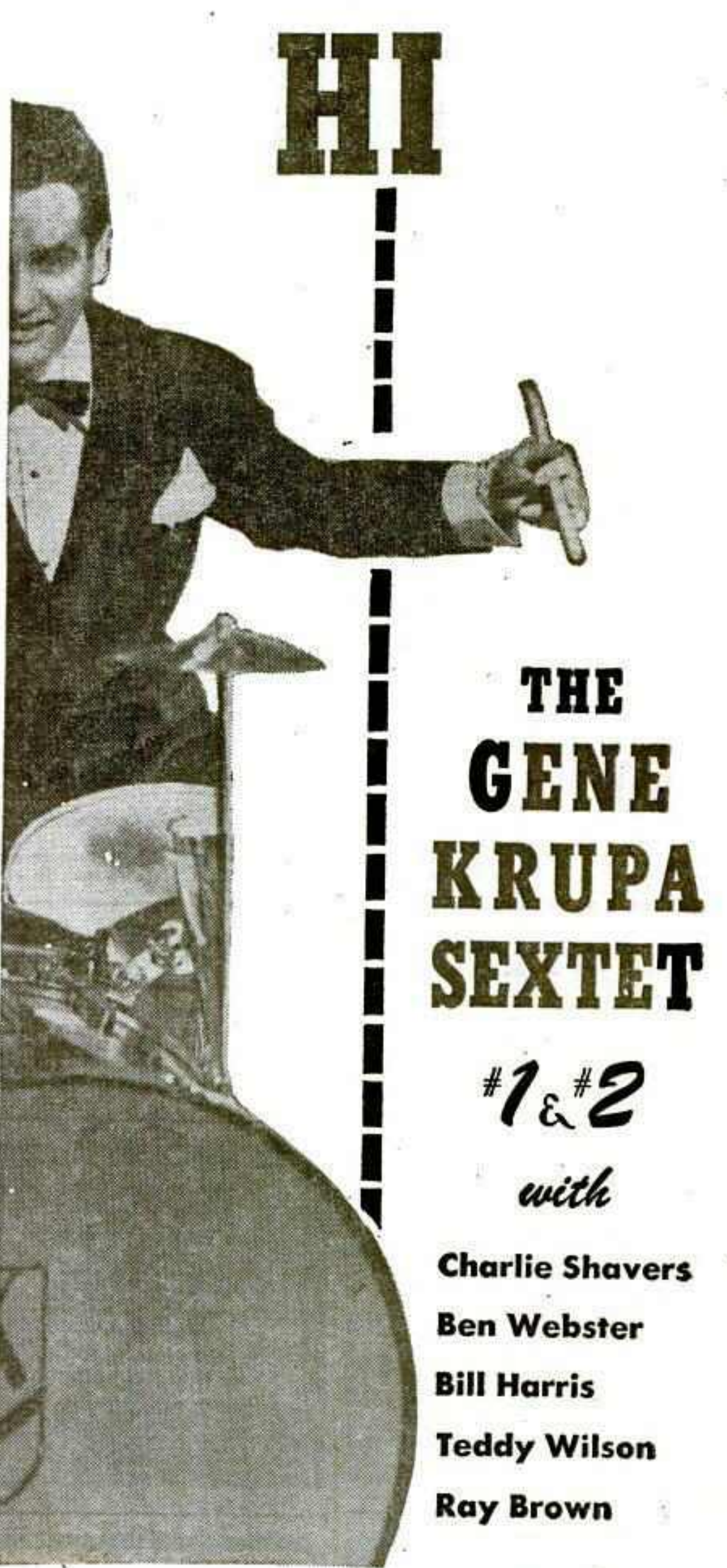
Royalty Deal Set Perhaps even more important is the impending projected increase in royalties due to accrue to music publishers. Obviously no deal between Magnatronics and Capitol could have been concluded unless performance royalties were so stipulated as to make the project commercially feasible. For this reason, it is believed that Magnatronics has concluded an agreement with both ASCAP and BMI.

The Capitol pact with Magna runs for three years and is renewable. Capitol is to receive a percentage of total sales.

Percy Deutch is a veteran in the music-transcription field, having been previously associated with World Broadcasting. Joining the Magna firm in an executive capacity is Joe Hards, who most recently was associated with the Audio-Video Corporation in New York.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.



Hitting Hard!  
**NOSE TROUBLE**  
by FLOYD DIXON  
Specialty records  
5506 Sunset Blvd. Hollywood 46, Calif.

**LABEL ON FIRE** ///  
GET HOT WITH THESE  
**4 NEW ATLANTIC Releases**

Those Sensational  
**CLOVERS**  
Latest & Greatest  
**LOVEY DOVEY**  
b/w  
**LITTLE MAMA**  
Atlantic 1022

The Great Blues Stylist **RAY CHARLES**  
**IT SHOULD'VE BEEN ME**  
b/w  
**SINNER'S PRAYER**  
Atlantic 1021

The Incomparable  
**PROFESSOR LONGHAIR** and His **BLUES SCHOLARS**  
**TIPITINA** b/w **IN THE NIGHT**  
Atlantic 1020

The Terrific New Gospel Group . . .  
**THE JACKSON SINGERS**  
**I CAN'T WALK THIS HIGHWAY**  
b/w  
**THE LAST MILE OF THE WAY**  
Atlantic 3005

**ATLANTIC RECORDING CORP.**  
234 WEST 56th St. NEW YORK 19, N. Y.

**FI**

**2 GREAT NEW LONG PLAYING ALBUMS**  
**MGC-147 MGC-152 \$3.85 Each**

**CLEF RECORDS**  
451 No. Canon Drive Beverly Hills, California 522 5th Avenue New York



"THIS GUY CAN SELL A TUNE!" BILLBOARD

**CLARK DENNIS**

"YOU AND YOUR SMILE" 1303

"GRANADA" 1302

**TIFFANY**

RECORDING COMPANY  
332 S. Michigan Ave., Chicago

**"ROBE of CALVARY"**

(All Record Labels and Artists Listed Alphabetically)

Bell ..... Stuart Foster  
Capitol ..... Jane Froman  
Columbia ..... Jill Corey  
Coral ..... Robert Mills  
Decca ..... Red Foley  
Jubilee ..... The Orioles  
RCA ..... Nelson Eddy  
Victor ..... George Beverly Shea  
Victor ..... Eddy Arnold

**HILL and RANGE SONGS, Inc.**

"ANSWER ME, MY LOVE"

\*\*\*\*\*

"FLIRTATION WALTZ"

**BOURNE, INC.**  
136 W. 52nd Street, New York 19

**SMASH HIT!**

**SADIE THOMPSON'S SONG**

From the Columbia Technicolor Picture

RECORDED ON ALL MAJOR LABELS

"MISS SADIE THOMPSON"

MILLS MUSIC INC.

The New Dance Sensation!

**THE CREEP**

MILLER MUSIC CORPORATION

**• Reviews of New Pop Records**

**Continued from page 32**

**The House on the Hill... 65**  
The singer portrays the happiness to be found in his home. His styling is smooth and convincing. (Trianon, BMI)

**THE HONEYDREAMERS**  
**I Knew You When... 67**  
MOOD 1017—The vocal combo showcases the cute novelty with professional gloss. A side that should pull some jock and juke attention. (Badolan, ASCAP)

**Don't Throw the Garbage Out the Window... 65**  
March tempo gang-sing item could provide some fun in the tavern. Worth a try in the coin boxes. (Badolan, ASCAP)

**ERNIE FELICE**  
**Just a Little Bit of Happiness... 67**  
KEM 2731—Lazy-beat ballad is read gracefully and warmly by Ernie Felice. A well-produced waxing. (Bradshaw, BMI)

**Tu Si Bella Signorina... 62**  
More of the same smooth chanting by Felice. (Bradshaw, BMI)

**FRANK PARKER**  
**Unpucker... 64**  
COLUMBIA 40156—The tune that was a hit in the country field a while back receives a fair vocal from Parker, backed by some top-flight jazzmen. Parker doesn't do too well with this type of rhythm material. (Auff-Rose, BMI)

**Parker's Lament... 60**  
The chanter tells of the girls he should have wed, but didn't, due to a roving eye. Idea is cute, but Parker doesn't sell it very strongly. The backing features some fine jazzmen, with Stan Freeman on harpsichord. (Blackwood, BMI)

**MONCHITO & MAMBO ROYALS**  
**Suavecto... 62**  
FIESTA 20-028—Novelty mambo with a gag innuendo here and there is chanted in English, Spanish and Yiddish. Could snare some juke coin in the right spots.

**You Never Say Yes, You Never Say No... 60**  
Suggestive re-work of the evergreen is done well by Monchito and the ork.

**JAN ARDEN**  
**Someone Still Cares... 60**  
SLATE 3046—Western styled ballad, even to the hoofbeats, is sold quietly by the chanter on his debut cutting for the label. (Friend, ASCAP)

**Make Your Mind Up... 55**  
Jan Arden sings this light effort in intimate fashion over chorus and ork backing. Side lacks fire. (Friend, ASCAP)

**GERI PACE**  
**Magic of Believing... 57**  
GOLD STAR 105—The material is okay, but the moppet thrush is ordinary. The background orking, tho, is good. (Crane, BMI)

**Merry-Go-Merry-Go-Round... 55**  
Again it's the backing which takes top honors. Despite sound-effects, etc., this is a so-so item. (Keth, BMI)

**BRUCIE WEIL**  
**Watch Over Daddy... 55**  
V 20-5657—Tho this musical plea for peace in the world is a noteworthy effort by the label, there's not much reason to the whole thing except the aforementioned. (Crawford, ASCAP)

**When the Red, White and Blue Goes Marching By... 55**  
Patriotism on this side, but the comment is the same. (Barrett, ASCAP)

**DAVE THOMAS**  
**My Love for You... 50**  
MAGIC (45) 45-AC-013—The deep-voiced chanter tenderly voices the ballad, an adaptation of a most familiar Irish melody.

**You Are My Beloved... 45**  
Another okay reading by Thomas.

**JERRY FIFER ORK**  
**Tears in My Heart... 50**  
MAR-VEL 301—Henry Mitchell is the featured vocalist and he reveals a light and pleasant set of pipes. Disk is otherwise undistinguished. (BMI)

**Little Blue Book... 44**  
This is the same kind of volume that is usually black. The ork hands it an okay performance with Candy Carlson the warbler on this side. (BMI)

**• Reviews of New Sacred Records**

**THE SUNSHINE BOYS**  
**Pray, Pray, Pray... 78**  
BIBLETONE 2115—The group comes thru with a potent vocal here on a melodic sacred ditty. The boys sell it with a lot of sparkle and sincerity and the arrangement is fresh. This is a first rate cutting for the family market. (Ward Music)

**I Believe... 77**  
The Sunshine Boys do a good job with the pop tune. Singing it in a sacred style and selling it via a bright arrangement. The bass singer sings so low he is almost unintelligible, but the disk is a good one. It should pull steady sales in the field. Two good sides. (Cromwell Music, ASCAP)

**THE JORDANAIRE**  
**Tattler's Wagon... 78**  
CAPITOL 2725—Good reading by the group on a bouncy gospel item. The arrangement is first-rate and the boys handle it with spirit. Good wax for the market. (Four Star Sales, BMI)

**In My Saviour's Loving Arms... 76**  
Another strong sacred effort receives a listenable performance from the fine gospel group. (Central Songs, BMI)

**WINGS OVER JORDAN CHOIR**  
**Trying to Get Ready... 71**  
KING 4694—Traditional selection is delivered with sincere affection by the a cappella group. A fine chorus waxing.

**When I've Done the Best I Can... 69**  
The slow opus is sung warmly by the lead voice, with the choir providing an attractive backing. (Hill & Range, BMI)

**THE DOOLEY FAMILY**  
**There's a Light Guiding Me... 71**  
CHRISTIAN FAITH 825—Sacred opus is sung with tenderness and warmth by the Dooleys. Lead baritone is especially fine.

**It's Your Life... 70**  
Religious ballad urges righteous living, with the choice up to each and every-one. A well-produced side.

**• Reviews of New Spiritual Records**

**ORIGINAL FIVE BLIND BOYS**  
**Jesus Is a Rock in a Weary Land... 85**  
PEACOCK 1723—A powerful spiritual in which the singers drive home its message of faith in Jesus and final redemption. The group holds on to a good beat and works up to a wildly enthusiastic climax. A top offering for this market.

**Song of Praise... 80**  
Using the Lord's Prayer and the 23d Psalm as examples of prayer and praise, the lead singer instructs his listeners how to pray and give testimony to the Lord. Satisfying musically and spiritually.

**THE SOUL STIRRERS**  
**Come and Go to That Land... 80**  
SPECIALTY 859—To a lively upbeat rhythm, the group sings with happy anticipation of life in the world to come. As always, their close harmony is a musical treat and should sell the disk effectively. (Venice, BMI)

**He's My Friend Until the End... 77**  
A tender statement of faith in Jesus in a relaxed tempo that showcases the excellent voice of the group's lead singer. The material is melodious and has a good beat. (Martin & Morris, BMI)

**BROTHER JOE MAY**  
**Lead Me! Guide Me!... 80**  
SPECIALTY 860—Brother Joe May comes thru with a mighty strong and moving rendition of a slow tempo spiritual effort, backed by a vocal group and rhythm. He sings it with sincerity and power, and it should do well in the field. (Simmon-Akers, BMI)

**Just Call His Name... 77**  
Here's another fine vocal by the warbler, this time on a peppy gospel ditty, backed again by the rhythm group. His many fans will want this good two-sided platter. (L. A. Music Mart, BMI)

**HAPPYLAND SINGERS**  
**Marching Up to Zion... 78**  
SPECIALTY 857—The group works itself up into a frenzy of excitement as it contemplates the joys of the hereafter. This material is stirring and direct in its appeal. One of the group's best effort. (Venice, BMI)

**Does Jesus Care?... 75**  
Lead singer Clarence Fountain poses a soul-searching question. He and the group give it a positive answer in no uncertain terms. Wildly rhythmic and beautifully harmonized. (Martin & Morris, BMI)

**PROFESSOR ALEX BRADFORD**  
**Lord, Lord, Lord... 75**  
SPECIALTY 858—Bradford, backed by his own vocal group, breathes a lot of excitement into this fine spiritual material. It has an exceptionally catchy rhythm pattern that will attract many customers in this market. (Venice, BMI)

**He Lifted Me... 71**  
To piano and organ backing, Bradford testifies to the help he has received.

**THE JACKSON GOSPEL SINGERS**  
**I Can't Walk This Highway... 74**  
ATLANTIC 3005—Lead voice drives the first-rate gospel group in a big beat reading of some excellent spiritual material.

**The Last Mile of the Way... 74**  
Tempo on this side is slower, but the strong beat and fervent reading are still evident.

**• Reviews of New Jazz Records**

**DUKE ELLINGTON**  
**Ultra Deluxe... 72**  
CAPITOL 2723—The Duke and his ork plays one of his own compositions. Side has some interesting tonal passages. For Ellington fans. (Tempo Music, ASCAP)

**Blue Moon... 72**  
The Rodgers-Hart tune gets a run here by the Duke and his quintet. Jimmie Grissom does a stylized vocal. The instrumentation has a relaxed quality. (Robbins Music, ASCAP)

**GENE KRUPA SEXTET**  
**Capital Idea... 70**  
CLEF 89099—Neat riff instrumental

here by the combo which includes such stellar soloists as Shavers, Smith, Wilson and a second drummer, Steve Jordan. (JATAP)

**Overtime... 70**  
More of the same here. (JATAP)

**BUDDY RICH ORK**  
**Me and My Jaguar... 65**  
CLEF 89094—Fine jazz group includes Auld, Edison, Bernhart, Simmons, Rowles, Carter and Lawson. The mood is close to Ellington and the solos are fine. (JATAP)

**Let's Fall in Love... 64**  
More of the same instrumental stuff, but on a standard ditty. (Bourne, ASCAP)

**Other Records Released This Week**

**Country & Western**

Thank God I Came Out Alive; The Lord's Last Supper—Bobby Dick, Hickory 1001

**Rhythm & Blues**

Can't Do Nothin'; I Just Can't Help It—Smoky Hogg, Modern 924

**International**

Too Good to Be True; Tino's Polka—Johnny Pecon Ork, Capitol 2711

**Polka**

Okey Dokey Polka; Stay Single Polka—Johnnie Bomba Ork, Dana 3157

**Spiritual**

Every Day Will Be Sunday; I'll Meet You By the River—The Spiritualaires, Capitol 2714

I Bowed Down; Jobe—Canaan Jubilee Singers, Mercury 9927

Sweeter as the Day Goes By; Garden of Prayer—The Maceo Woods Singers, Vee-Jay 106

What'cha Gonna Do; God Don't Ever Change—The Radio Four, Republic 7067

**Sacred**

Baptize Me in Wine; Not Anymore—Jalacy Hawkins, Timely 1004

The Robe of Calvary; The Bible Spoke to Me—Robert Mills, Coral 61117

**Latin American**

Fiesta Tropical; Chivirico Rhythm—Ramon Marquez Ork, Fiesta 20-027

**Alec Templeton Piano Course is Published**

NEW YORK, Feb. 13.—A piano course of original Alec Templeton material is being released by the Sam Fox Publishing Company. When completed, the method will comprise six graded volumes. The work has been edited by Bernard Whitefield, who will help promote it via personal appearances at educational clinics.

**Herman Rush**

Continued from page 10

their representatives or with their networks. By keeping good relationships with station managers we are assured that on these trips to New York they will call on us, thus saving time and money. Many of the station representatives are being helpful in lining up lists of film availabilities and prices for their stations. The cost of prints is high today, but with the co-operation of stations, prints can be bicycled, thus saving shipping and handling costs and making possible the amortization of the print cost over many contracts.

**Prints Forwarded**  
Most stations are happy to forward a print on to another, and if the proper amount of time is allowed, the receiving station will still be able to check film quality and sound, and if unacceptable still be in a position to request a replacement from the distributor. We have found it is always wise to have prints at stations well in advance of their play dates. Both distributor and buyer, therefore, can be helpful in keeping costs down, thus helping to make the product available to all stations, economically priced. We realize the importance of each and every market. The several hundred small stations certainly are part of the backbone of the syndicated film industry. With proper selling policies, product can be made available to these stations at realistic prices.

**4 SPEED**

Cash-in on the new 16 1/2 rpm Audio Books with World's ONLY 4-SPEED portable phonol

**V-M CORPORATION**  
BENTON HARBOR, MICHIGAN

**V-M MODEL 121**

**WANTED**  
For Cash

**RECORD CLOSEOUTS**  
Dist., Mfrs., Dirs. All Speeds

**HOWARD'S RECORD AND TELEVISION SALES**  
4800 Sheridan Road Chicago 40, Ill.  
Longbeach 1-7870

**RAINBOW RECORDS PRESENT**

THE No. 240  
NEW DANCE CRAZE

**"ROO ROO ROO"**

**KANGAROO**

by **Jimmy ROMA**  
AND HIS ORCHESTRA

Backed with "ROMA RHYTHM"

**ROMA RHYTHM**



Write for LATEST CATALOG  
NEW RECORDS  
1,000 Different "Standards" and  
Hit Tunes. 33 1/3, 45 & 78 rpm.  
**\$9.00 per 100**  
(78 RPM)  
1/2 with order, balance C.O.D.  
ALBUMS, 78 and 45 RPM,  
50c and up  
Over 1,000 Satisfied Customers  
**VEDEX COMPANY**  
734 10th Ave., New York 19, N. Y.  
CI-7-3494

**BREAKING FOR A HIT**  
THE DIXIE SISTERS  
singing  
**"THE GAME OF BROKEN HEARTS"**  
b/w  
**"SPIN THE BOTTLE POLKA"**  
Original Record # 502  
**ORIGINAL RECORDS**  
110 Bergen Pike, Little Ferry, N. J.  
(Phones: Diamond 3-8066; 3-5721)

**THREE FOR THE MONEY**  
ORIOLES  
**"NO ONE BUT YOU"**  
Jubilee #5134  
**FOUR TUNES**  
**"MARIE"**  
Jubilee #5128  
**"Do Do Do IT AGAIN"**  
Jubilee #5135  
**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

The  
**MODERNAIRES**  
on  
**CORAL RECORDS**  
Personal Manager  
**THOMAS P. SHEILS**

New Cat Hit  
**SMILEY LEWIS**  
**"DOWN THE ROAD"**  
b/w  
**"BLUE MONDAY"**  
#5268  
**Imperial Records**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

**RECORD PROMOTION**  
handled for  
**INDEPENDENT LABELS**  
Pop, Country & Western, Rhythm & Blues. Record promotion handled coast to coast covering any part of the country.  
**EXCELLENT D.J. CONTACTS.**  
Write or wire  
**BOX D-92**  
The Billboard Cincinnati 22, Ohio

**NUMBER #1 POLKA LINE**  
**TOP ARTISTS AND TUNES**  
Biggest Selection on all Speeds  
English, Polish Instrumentals.  
Write for catalog and nearest distributor  
When no distributor near order direct.  
Prompt Service. Transportation paid.  
**DANA RECORDS**  
344 North Ave., New Rochelle, N. Y.

RELIABILITY - QUALITY  
**RECORD PRESSING**  
Originators of the  
**NON-SLIP FLEX**  
(Pat Pending)  
**Research Craft Co.**  
1037 N. SYCAMORE ST.  
LOS ANGELES 26, CALIF.

**RECORD SPRAY**  
LENGTHENS RECORD AND NEEDLE LIFE  
Protect your investment and get better playing. Reduce record wear and surface noise. (Less scratchy records means more enjoyment for listeners—more business for you.)  
Protects against lint and dust. One coating lasts many playings. One can will treat 100 records both sides. \$3.95 postpaid. Order today. Circular on request.  
**MARBILL PRODUCTS, Ellicott City 4, Md.**

**Reviews and Ratings of New Popular Albums**

Continued from page 36

**BACKGROUND MUSIC VOL. 5 AND VOL. 6** (1-12")  
This disk contains the type of music—popular standards—which used to be so prevalent on transcribed libraries, and over wired music programs. It's unobtrusive fare for background purposes—useful at parties and social events, or when the listener is reading. Also available on two 10-inch LP's.

**IRELAND** (1-10")  
Frank Parker (1-10")  
Columbia CL 6280  
Frank Parker is in his best form as he sweetly sings of the glories of the Emerald Isle. The arrangements of the Irish favorites are fresh. Good for St. Patrick's Day.

**COUNTRY PICKIN'** (1-EP)  
Hank Snow, Guitar Solos (1-EP)  
RCA Victor EPA 546  
Hank Snow proves what many have

always known—he's one of the best guitar-pickin' country singers in the business. Four familiar items get first-rate instrumental run-thrus from Hank and his string group.

**NEW ORLEANS PARADE** (1-12")  
Eureka Brass Band With George Lewis (1-12")  
Pax 9001

Completely fascinating is this collection of four New Orleans funeral selections played by the last remaining brass band of its kind. Two stomps and two dirges, cut outdoors recently, should be considered a must by the true Dixieland or two-beat collectors. Recording is good. The historical value probably high.

**THE BIRTH OF A BABY** (1-10")  
Capitol H 480

This is a carefully documented recording of the actual birth of a human baby, as described by a doctor at the scene. It contains the obstetrician's instructions, the words of the nurses and anesthetist, the sounds of the mother's deep breathing and finally, the baby's first cries. Rather specialized appeal.

**Reviews of New C & W Records**

Continued from page 39

**Bottle It Up and Go**...73  
Fast novelty blues is a change of pace from the flip. Greer sings it brightly. (Leeds, ASCAP)

**DELLA REESE**  
Yes Indeed...73  
GREAT LAKES 1203—Here's a swinging version of the oldie by thrush Della Reese, on the first slicing from the new label. The chanteuse can sell a song and the backing goes. Side could get spins in the r.&b., and jazz fields. (Embassy Music, BMI)

**VAN HOWARD**  
I'm Not a Kid Anymore...73  
IMPERIAL 8234—Novelty country tune has a cute idea in the lyric. It's belted out in lively style, with Van Howard doing the vocal. (Fairway, BMI)

**HAL LONE PINE**  
Keep Your Shirt on John...73  
V 20-5625—Betty Cody, Mrs. Lone Pine, leads the vocal trio on this cute piece of material. (Hill & Range, BMI)

**BIG ED**  
Superstition...72  
CHECKER 790—There's an effective, wailing sound to this blues. The side maintains pace and interest, due to Ed's performance. (Siran, BMI)

**Hit Disk Test**  
Continued from page 15  
months before final decision on its permanency is made, will be with a different record each month. During March, the test record will be Perry Como's "Wanted." The test record for April will be Patti Page's "Cross Over the Bridge." In subsequent months other labels' hits will be used for testing the sales potential of regular priced, major label records on newsstands.

The 1,250 will be serviced with both special seven-inch, 78 r.p.m. disks and seven-inch 45 r.p.m. disks. According to Popular Science President Godfrey Hammond, it has been proven that "adding new outlets for magazines has always increased total sales without affecting volume in existing stores."

The records will be distributed thru the S-M News Company, which also handles Popular Science, Readers Digest and other major magazines.

A statement by Hammond concerning the test was: "Never before has the American public been so interested in popular phonograph records. We at Popular Science and in the record business hope the test will prove that if the hit records are made readily available to more and more people at their favorite newsstands, the increase in sales may surprise us all."

**EDDIE WRIGHT**  
Guilty Eyes...72  
ACCENT 1008—Good ballad with a strong lyric gives Wright a chance to demonstrate his style. (Lance, BMI)

**HOLLYWOOD FLAMES**  
I Know...72  
SWING TIME 345—New group impresses on its wax bow with this neat ballad effort. Deserves attention. (BMI)

**TOM ANDERSON**  
Love Goes On Like a Ball Game...72  
M-G-M 11663—There are some cute moments in this ditty which likens romance to competition on a diamond. Bouncy backing and a warm warble by Anderson combine smoothly.

**ODIE ERVIN**  
The Note I Pinned on My Bed...71  
BIG TOWN 111—Ervin's tale of a lost gal is warbled smoothly in a bluesy style which proves effective. (4 Star Sales, BMI)

**MARTHA MOORE**  
Yo, Yo, Yo...71  
DELUXE 6038—Miss Moore sells the rocking material with aplomb. An unidentified male voice comes on for a few talking lines—adding interest to the unusual performance. (Franklin, BMI)

**RED GARRETT**  
Too Late to Plow Now...71  
V (45) 47-5621—With the end of the work day, Garrett picks up his girl and heads to town for a night of fun. It's a happy tune with some bright instrumental interludes.

**SONS OF THE PIONEERS**  
If You Would Only Be Mine...70  
CORAL 64172—The Sons of the Pioneers come thru with a warm and relaxed reading of the sweet country tune on their debut slicing for the label. Should get spins in the Southwest and West. (Wakely, BMI)

**AL TERRY**  
Good Deal, Lucille...70  
HICKORY 1003—Ditty has more than a faint rhythmic and melodious resemblance to something else that clicked out of New Orleans. But that's all to the good and this side, one of the first on the new Acuff-Rose label, is likely to attract some attention. (Acuff-Rose, BMI)

**BILL TAYLOR**  
Yo Yo Heart...68  
4 STAR 1650—Good lyric to an okay ditty gives Taylor a chance to exhibit his vocal prowess. (4 Star, BMI)

**LAZY BILL**  
I Had a Dream...67  
CHANCE 1148—Bill does nicely with his reading of a ditty about the other world. (Joni Music, BMI)

**TOMMY HILL**  
The Life That I'm Living...66  
HICKORY 1002—Chanter is drowning his sorrow at a bar and sings of his disappointment in this okay weeper. (Acuff-Rose, BMI)

**ANN JONES**  
Our Kind of Love...65  
KING 1307—Tuneful ditty is handled tenderly by the thrush. (Lomat, BMI)

**BILL MONROE**  
Y'All Come...65  
DECCA 29021—Monroe adds one more version to the growing list on this tune. His voice and style are well-suited to it, but it is doubtful that he can come from this far behind and rack up any substantial sales. (Starlight, BMI)

**BRUCE BARKLEY**  
Carolina in the Morning...61  
COLUMBIA 21210—Not much exciting happens on this okay honky-tonk instrumental of the standard ditty. (Remick, ASCAP)

**CURLY GIBSON**  
If They Do...56  
PENNSYLVANIA 151—Local fans of Curly might get kicks from this slight effort, a happy gang-sing item.

**SHELTON BROTHERS**  
MacDonald's Streamlined Farm...55  
DELUXE 2013—The Shelton Brothers' new version of the old favorite may have some appeal in the rural areas. (Lois, BMI)

**Palmer Exits Hwd. Merc; to Jay-Kay**  
HOLLYWOOD, Feb. 13.—Lee Palmer, sales and promotion manager at Mercury Record Distributors here, last week announced his resignation from the firm to assume operation of a new disk distributorship, Jay-Kay Distributing Company.

New firm kicks off with the RCA Victor Label X and Groove Records lines, and will subsequently add other labels. Palmer helmed the Mercury sales force for the past five years and is well known thruout local disk circles.

It's Easy to Listen to  
**RAY REYNOLDS-AL BRUNER**  
on  
**New FLORAL**  
Floral Records, 739 Lawrence, Detroit, Mich.  
LET'S TIE OUR SAILS TO A SAILBOAT  
b/w #7394-5  
I'VE LOVED YOU SO LONG  
ALL OF ME LOVES ALL OF YOU  
b/w #7393-2  
SING O'ROLLING RIVER  
BEAUTIFUL SWEETHEART  
b/w #7398-9  
WHO'LL SEND ME LOVE  
CAN'T YOU TELL  
b/w #7401-0  
MY DREAM BOAT  
RAY REYNOLDS-EDDY LEONARD  
COFFEE AND KISSES  
b/w #6974B-A  
STOP AND LISTEN  
A. F. HARDWICK MUSIC PUBLISHERS  
NEW YORK—PORTLAND

Get These Dot Hits!  
THE HILLTOPPERS SING  
"FROM THE VINE CAME THE GRAPES"  
and  
"Time Will Tell"  
Dot #15127

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

**PROMOTERS**  
—Get on our Mailing List.  
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 168 W. Randolph St., Chicago 1, Ill.

Dealers! Operators!  
**STOP**  
Running Around in Circles!  
GET ALL THE SMASH HITS NOW!  
WE SHIP ALL LABELS WITHIN 24 HOURS  
Records 5 Over Regular Wholesale  
Albums 10% Over  
Save freight charges... save time and aggravation by ordering all your records from us.  
No substitutions... no back orders  
no delays! Once you've tried our service, you'll never use any other!  
ALL SPEEDS! ALL LABELS!  
**UPTOWN ONE STOP RECORD SERVICE**  
4956 Delmar, St. Louis 8, Mo. • Phone Forest 2602

**NOW SELLING COAST TO COAST**  
Picked by Music Guild of America as a Harlem Hit Parade Possibility  
**"NIGHT WATCH"**  
b/w "TREAD LIGHTLY"  
by **BOBBY SMITH**, his Sax and Orch.  
RUBY RECORD #101  
Dist. a Few Available Territories Open—Write, Wire  
MP'd and Dist. by Anchor Records  
**RUBY RECORD CO.** 268 15th AVE., NEWARK, N. J.  
(Mitchell 2-7535)



# Hocus-Pocus

By BILL SACHS

**L. E. COLLINS** (Roba) verifies the story we carried here last week anent the accidental asphyxiation of **Ray Amy** (Amarantes) and his wife, **Virginia**, in a tourist court at Madill, Okla., January 29. Collins had been associated with Amy off and on for the last 10 years. He attended the funeral which was held from the Donnley Funeral Home, East St. Louis, Ill., February 4. . . . **C. Thomas Magrum** is still going like a house afire on Eastern dates, recent stopovers including the Seventh-Day Adventist College, Philadelphia; Elwynn and Glenn Mills Training Schools, Bordentown, Pa.; New Jersey Military Institute, Pennington, and the New Jersey State Hospital, Trenton. Tom says he's still rockin' 'em with a new disappearing, reappearing, jumping boutonniere nifty which he recently added to his repertoire. . . . **Cal Emmett**, the cigarette trixster, is now associated with **Mysterious Howard's** magic shop in Houston, with the pair planning to spring with a school of magic in the near future. Meanwhile, Cal continues to work dates in the Houston area. . . . **Chan Loo**, of Los Angeles, after a swing over the Jefferson Theaters Circuit in Texas, is playing the Interstate houses in that State with a fast and flashy spook and magic layout. . . . **Jack Malone**, of New York, was thru Houston recently with his lecture-demonstration, "Spiritualism and Magic." . . . **John Paul**, of Chicago, did three days of close-up magic recently for the Pipeliners at the Shamrock Hotel, Houston. . . . **Bill Ruesskamp** and **Al Jones**, of Cape Girardeau, Mo., caught the **Lee Grabel** show at the Arena in that city January 23, and were no little surprised by the quality of Grabel's performance. "He pleased a goodly batch of pewsitters at \$1.50 per pew," Ruesskamp writes. "Grabel runs thru a string of sleights and big illusions that will warm the cockles of any magic fan. His transposition is tops in the field, and his substitution trunk is the fastest and smoothest these old peepers of mine have caught in my 40 years of viewing magic. Mrs. Grabel is a charming and hard-working assistant. Grabel carries a company of six."

**MANDRAKE** and Company, and **Celeste**, fem magician, are touring the Alaska territory. . . . **Mr. and Mrs. Johnson Musselman**, **Mr. and Mrs. W. B. Dodson**, **Don Redmond** and **Donald Stallward**, all of Louisville, and **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police, and his wife, **Katheine**, were on deck to catch **Lee Grabel's** two-hour show in Lexington, Ky., February 5. Grable was in under sponsorship of the local Exchange Club. The Estes played host to the gang, including Grable and his wife,

**Helen**, at their Lexington home after the show. Dodson is dicker-ing to bring Grable into Louisville as a feature of the International Brotherhood of Magicians' Convention there in June. . . . **Mal and Maxine Lippincott**, visiting with their daughter, **Francine Rightor**, in Fort Myers, Fla., writes under date of February 6: "Two magicians here the past week, **Roy Meyer**, booked by the Roth Bureau, played a local school, and **Nardini and Nadyne** did their usual good job here with a Harvester unit February 5. Spent a day at the Tampa Fair and learned that two magi had been working schools in that vicinity. Lot of school magicians on the Florida West Coast." Francine presented her parents with a grandson, **Haskell Rightor IV**, February 3. . . . A committee of the Southeastern Magicians Association, made up of **I. Culler**, president; **Thom Henricks**, secretary; **Coke Cecil**, **Melvin Oakes**, **Sherman Gordon**, **Mr. and Mrs. Chris Thee** and **Mike Cohen**, gathered recently at the Wade Hampton Hotel, Columbia, S. C., to map plans for the organization's convention to be held there August 20-21. . . . **Dr. Rexford L. North**, Boston hypnotist, is playing club and theater dates thru the East with new mental-hypnotic act in which he is assisted by **Kathie Lodge**. Latter is featured in 32-hour window sleeps. . . . **Joan Brandon** is working Miami Beach, Fla., with her one-woman magic show.



Continued from page 13

male-female team. Top reaction was given the "Mambo Jambo" routine in which the fem wears a pair of small drums around her waist and plays them to the rhythm of the dance. Clincher was "Let Yourself Go."

Juggler **Bobby Jule** works with brightly colored props and gets plenty of laughs for his buffoonery with his Indian clubs and tambourines. His blindfold gag gets plenty of yocks when he keeps three Indian Clubs in the air and then walks over and picks up a sheet of music for the leader, still wearing the see-thru blindfold. In spite of his fooling around, the lad displays plenty of talent in the juggling game.

Comic **Larry Best** gets good reception when he delivers a routine built entirely around Chicago, its parking problems and its subway. His material is such that it can fit almost any geographical location. His routine is pleasant.

**Louis Armstrong** displayed a strong following among the bobby-sox set in the wind-up spot. He presented a well spaced show with a good change of moods. Included in his catalog were "Sleepy Time Down South," "Back Home Again in Indiana," and "Blueberry Hill." **Trummy Young** gets a good hand for his trombone solo and vocal on "Margie." Top reaction getter of the group was vocalist **Velma Middleton**, who bounces around her 200 plus pounds with such grace and alacrity that the house roars. She does tiny dance steps during her vocal rests which bring down the house. Beg-off was a duet with **Louis and Velma** on "That's My Desire." **Steve Schickel**.

**Cafe Rouge, Statler Hotel, New York**  
(Wednesday, February 3)

Capacity, 700. Price policy, 75 cents to \$2 cover. Shows at 8:30 and 11:30. Owner-operator, Statler chain. Publicity, Jim Trullinger.

**Horace Heidt** fronts a large group of youngsters, who put on a fast-moving 60-minute show. The most talented member of the company is **Richard Kerr**.

The accent is on youth at the Statler's Cafe Rouge, and **Horace Heidt**, despite his 30 active years in the business, shows himself as

# CAFE OWNERS BATTLE KARAS

LONDON, Feb. 13. — Zither-player **Anton Karas**, whose accompaniment to the Carol Reed film "The Third Man" put him in the big time, is in trouble with the Innkeeper's Guild in his native Vienna. With money earned from "The Harry Lime" theme music which he composed and from vaudeville tours he made when the picture boosted him to fame, Karas opened a cafe in Vienna.

Playing his own cabaret, Karas has been scooping the cafe trade and angering the rival operators, who finally persuaded the Austrian Trade Ministry that Karas was an amateur putting them out of business. Now the Ministry, which has fined Karas twice, is threatening to close his cafe down. Karas is fighting the move.

spirited as the youngest guy or gal in the group of 30 or so that make up his company. And the youngest, it may be noted, is 12-year-old **Jimmy Sheldon**, who beats furiously on the drums.

Into New York for the first time in 14 years, **Heidt** and his briskly paced revue also marks the first floor show to grace the hotel's tremendous room in recent memory. Built around the theme, "The American Way," it moves in slick fashion from start to finish.

Standing out far above the willing crew, except for the knowing **Heidt** himself, is **Richard Kerr**, a curly-thatched kid who makes his vocal chords carbon the efforts of the top chanters of the day with uncanny accuracy.

A really good impressionist, he introduces his efforts with superfluous baby talk. **Kerr** gives out with enough class to branch out as a singer with almost any of the voices he attempts. He should also be able to project well on wax.

The chorus line of eight works well and were most successful when they pulled male customers onto the floor to join in a kind of square dance.

**Willa Knight** sells a song convincingly, **Russ Budd** hoofs with energy and aplomb, bulky **Ralph Sigwald** reveals a baritone voice of operatic proportions and blonde **Lizabeth Lynch** is a floor ornament that can both dance and sing. The **Heidt** ork cuts the show precisely and keeps the dancers happy between-times.

But it is **Heidt** himself who welds the hour-long seg into a show, and the professional format he fronts could attract plenty of customers in many places.

Is Horowitz.

## Encore-Preview, Chicago

(Friday, February 5)

Capacity, 300. Price policy, \$3 minimum. Shows from 10 p.m. till 3 a.m. Operators, **Milt Schwartz** and **Ralph Mitchell**. Booking policy, non-exclusive. Publicity, **Max Cooper**.

The Encore and the Preview (one upstairs and the other down) held a double opening, with **Leo De Lyon**, **Arthur Walsh** and **Sheila Arnold** heading a well-balanced show in the Encore, and pianist-vocalist **Al Morgan** drawing crowds for his stanza in the Preview.

Tops in reaction and yocks for the Encore segment is **Leo De Lyon**, comic, who has a well-paced show backed with plenty of artistry on the various uses of his vocal chords. He imitates various musical instruments to perfection, and does bits from his new M-G-M record release on which he does a full instrumental job. Top reaction was given his jazz riff on "Stardust," playing a gamut of instruments a la **Kenton**. He is truly a one-man symphony. Two other numbers stood out, "Jezebel" and "Summertime."

**Arthur Walsh**, newcomer to the Midwest, held up well for a comic following another comic. His routine, however, is so fast and so diversified that the two acts do not overlap. **Walsh** tries to cram much of his vast repertoire into one 30-minute segment. The stage is loaded with props, which he uses at jet pace. He does everything from record pantomime to fire-eating.

**Sheila Arnold** does the chirping for the show and gets mild reaction. The gal, from the stand-in role of Broadway's "Can-Can," begins her stanza with "Gypsy in

# Burlesque Bits

By UNO

**Benita Francis**, who suffered sprained ankles and numerous cuts and bruises in an auto collision that also wrecked her car Christmas week in New Orleans, has recovered and opened as feature for a season's booking at the Spur Club, Miami, thru the **Sy Rich** agency. Other talent includes **Margie Brent**, **Patti Lee**, **Gloria Glad**, **Cuddles Arlene**, **Kitty McCoy** and **Atoma**, the Girl from Mars. . . . **Dolores Leland Brown** has been proposed for membership in the Wardrobe Mistresses' Union of New York.

Entertainment by magician **Harry (The Great) Szerlip**; his two assistants, **Margaret Phillips** and **Louis (Lord Muffington) Gerstel**; **Billy Mason**, in songs and stories; **Bill Perry**, in character songs, and **Barney (Ducky) Duckman**, pianist, supervised by veteran showmen **Adolph Gross** and **Ben Gravey**, was thoroly enjoyed by a large delegation of members of the American Legion and Democratic Veterans organization, in their Brooklyn clubhouse on February 8. The event was a reception to honor **Milton Solomon** on his recent appointment to magistrate in Kings County courts. Past Commander **Thomas Dugan** and Special Sessions Justice **Matthew Troy** acted as alternate toastmasters. **Anne E. McCarthy** presided.

The Casino, Pittsburgh, closed February 6 because of small attendance, with house singer **Vinnie Faye** and comic **Mac Dennison** returning to New York. . . . **Marilyn**, the Calendar Girl, bowed February 9 at the Gaiety, Norfolk, and follows on a tour of Hirst circuit houses. . . . **Harry Vine** closed at the President-Follies, San Francisco, and opened at the Rivoli, Seattle, January 29 to do comedy opposite straight man **Johnny Watson**. . . . **June Morgan** has entered a hotel school in Hollywood.

**Sally** and her monkey opened at the 2 O'Clock Club, Baltimore, February 8 for two weeks. . . . **Sydney J. Harris**, in his flowery story about the house closings in Boston and Chicago in the Nassau County (N. Y.) Newsday of February 3, wrote, in the last paragraph of his strong defense of burly as an entertainment, "The passing of burlesque, therefore, is not a triumph for morality, but a victory of dirtiness and earthiness

My Soul," "Allez Vous En" and "I Love Paris," and bows out on "From This Moment On."

**Al Morgan**, backed by a trio of string bass, guitar and accordion, gets top mitting for his frame, as well as top crowds for the night. He still has plenty of followers locally from his TV show here several years ago when he became popular with his recording of "Jealous Heart." His repertoire is composed chiefly of old-timers and well-known standards. Numbers include "I Guess I'll Have to Get Another Sweetheart," "You're a Heavenly Thing," "Once in a While," "You Told Me to Go" and "Jealous Heart." Spaces his playing with a raft of Irish jokes for plenty of palming and a beg-off.

Steve Schickel.

**Hotel Last Frontier, Las Vegas, Nev.**  
(Wednesday, February 10)

Capacity, 300. Price policy, no cover, no minimum. Operator, **Jake Kosloff**. Entertainment director, **Herman Hoyer**. Publicity, **Harvey Diederich**. Estimated budget, \$10,000.

Returning to the **Ramona Room** this week is blond, beautiful **Marilyn Maxwell**, backed up by the **Kirby Stone Quartet** (marked down from five), the **Three Houcs** and a rejuvenated chorus line, which combines to make a pleasant, entertaining package.

**Hotel Last Frontier, Las Vegas, Nev.**  
(Wednesday, February 10)

Capacity, 300. Price policy, no cover, no minimum. Operator, **Jake Kosloff**. Entertainment director, **Herman Hoyer**. Publicity, **Harvey Diederich**. Estimated budget, \$10,000.

Returning to the **Ramona Room** this week is blond, beautiful **Marilyn Maxwell**, backed up by the **Kirby Stone Quartet** (marked down from five), the **Three Houcs** and a rejuvenated chorus line, which combines to make a pleasant, entertaining package.

**Marilyn Maxwell**, using audience participation in a fetching sort of way, delivers "It's Love," "40 Cups of Coffee," "Let There Be Love," a Calypso number, "Green Money," and "St. Louis Blues" with the **Kirby Stone Quartet**.

The Quartet carries out its well-known comic routines interspersed with harmony, minus the mugging of "Cow Eyes." Crowd pleasers in their repertoire are "Ballin' the Jack," "Sugarfoot Drag," "I Wanna Take My Baby to a Movie Tonight," "I Got Rhythm," and "Swanee." Specialties are highlighted by hilarious solos, **Kirby Stone's** British version of "Old Man River" and the German U-Boat routine; all (Continued on page 47)

of the muted swamp call over the zesty wolf whistle. And I cannot think it an improvement. . . . The Star, Portland, Ore., has **Lee Stuart** doing light comedy and straights and **Will Hayes** doubling as house singer and straight man. . . . **Walter Hale** is handling the pitch at **Pete DeCenzie's El Rey** in Oakland, Calif., with a new item, "Girl in the Fishbowl," that has proved so popular he is contemplating taking it on the road with his own show. **DeCenzie**, who has recovered after four weeks with the flu, used the gadget as an extra added attraction, and it stopped traffic. . . . **Mary Mack** was theater-partied by a bus load of members of the **Mary Mack Pal Club** of Lakewood, N. J., who were reinforced by a band and invaded the Empire, Newark, February 11. . . . **Ray Walker**, pianist and entertainer, is partnered with **Dolly Edwards** at the Surf Club's Bonanza Room, Miami Beach, while awaiting the outcome of a suit for an alleged infringement of a copyright of his song, "The Price That I Paid for You," he wrote long ago. . . . **Irma**, the Body, is now working niteries in Atlanta. . . . **Mildred Franklin**, former ace principal, now **Melissa Batchelor**, a teacher at the Methodist Children's Home Society in Detroit, played maid of honor at the 50th wedding anniversary of her parents last week. . . . Buffalo niteries have **Louise Angel** and **Clara Williams** at the Casanova and **Adele LaTour**, at the Havana Casino.

## FIRST FEM TO FRONT ENG. ORK

LONDON, Feb. 13. — The first woman to lead a band in a London night spot will be vocalist **Jill Allen**, booked to front a quartet at the plush **Don Juan Club** when **Frank Wier's** ork leaves to take over the Copacabana. The thrush has sung in almost every top London night spot, and has broadcast with all the leading British bands. With a following of her own, and the publicity value of a glamorous gal on the dais, this is thought to be a shrewd move by the **Don Juan** management.

## Michigan Booker-Agent Group Elects Leaders

DETROIT, Feb. 13. — Officers and directors announced this week by the Michigan Theatrical Booking-Agents' Association for 1954 are **Peter J. Iodice**, president; **Al Rice**, first vice-president; **Del Delbridge Sr.**, second vice-president; **Mill Billie Hammond**, treasurer, and **Bill O'Halloran**, secretary.

On the board of directors the following were named: **Howard Bruce**, **Harry Lee**, **Jerry Carmen**, **Del Delbridge Jr.**, **Rose Chapman** and **Carl Bonner**. The annual installation banquet for this association will be held Monday, February 22, at the Veterans Memorial Building.

When in BOSTON  
It's the  
**HOTEL AVERY**

Avery &amp; Washington Sts.

The Home of Showfolk

**THEATRE FOR SALE**

1,400 seats, downtown location. Active business. Completely equipped, RCA Sound, etc. Owner retiring.

**PRESIDENT FOLLIES**  
San Francisco, Calif.

**THEATER AVAILABLE**

Dayton, Ohio, Pop. 500,000, Heart of City, 1000 seats. Fully equipped stage, screen, sound, modern. Suitable any stage show, green policy. Life time opportunity. Gold mine for right party.

**P. BRADFORD**  
545 Fifth Ave. New York 17 N. Y.  
Murry Hill 2-5637

## 3 REGIONAL OFFICES UNDER 1 OWNERSHIP

providing EXCLUSIVE, NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.

Write or phone for our new booklet

**LUCE PRESS CLIPPING BUREAU**

27 Thames Street

New York 6, N. Y.

BArcley 7-2096

104 West Linwood Blvd.

Kansas City, Mo.

715 Harrison Street

Topeka, Kansas

## Be a Booster for MILTON SCHUSTER

**BOBBY GOODMAN NOW PLACING EXOTICS—NITE CLUBS—THEATRES—CARNIVALS.**

127 N. Dearborn St., Chicago 2, Ill.

## Minstrels' Costumes & Accessories

CIRCULARS FREE

Dance—COSTUMES—Clowns

For all other occasions. Get in touch with

**THE COSTUMER**

238 STATE ST.

SCHENECTADY 5, N. Y.





AM Winners

Continued from page 4

tained from its Children's Club, consisting of 1,000 offsprings of agency execs, and its Lady Time-Buyers Club. The station bestowed parties and gifts on the membership of both organizations.

KFAB, Omaha, won second place among the big stations for a continuous promotion built around a cartoon character, "Big Mike," invented by the station's promotion head, Don Shoemaker.

"Big Mike" was used as the peg for all of KFAB's direct mail and trade paper ads, appearing as a farmer, meat packer, motion picture exhibitor and in other guises.

WJR, Detroit, won third place for the 50,000-watt stations for its "Good Will Cavalcade." On December 10, WJR brought its entire roster of station talent to New York, where they put on a one-hour show for 450 agency, sponsor and network execs.

Honorable mentions in this group were voted to KEX, Portland, Ore.; WHO, Des Moines; WMAQ, Chicago; WGAR, Cleveland; and WCAU, Philadelphia.

5-20 Kw. Stations
KDAL, which tied for first in the medium-size-station category, sent in a carrying case full of displays of its promotional activities. These included handsome contour maps, sales presentations, window displays and photos of the station's talent calling on dealers.

The station made extensive ties with outside activities, such as a soap box derby, and set up its own weather station for the service of its clients.

WRFD, Worthington, O., which tied for first among 5,000 to 20,000 watters, sent in a two-volume presentation covering 16 specific sales promotion objectives. The station has been operating only since 1947. It is located on a 260-acre farm in a college community.

In its promotions it sought to sell its own unique character, the size of its college audience and to establish its position as a leading farm station. As a service to its agricultural accounts, it ran its "First Annual WRFD Ohio Corn Festival" on its own grounds.

WIKK, Erie, Pa., won second place among the medium stations for a thro demonstration of its year-round on-the-air and newspaper plugging of its shows and their sponsors. The station gets great extra newspaper promotion from The Erie Dispatch as a result of their co-ownership.

Third place for medium-size stations went to WOWO, Fort Wayne, Ind., for its build-up for its power hike to 50,000 watts on February 1 of this year. The promotion emphasized the value of the market, as well as the station's own five-fold power increase, using trade ads, mailing pieces to time buyers and a series of folders with the theme "The Growth Is Spectacular."

Honorable mention went to the XL Northwest group in this division.

250-1,000 Watters

Second place in the 250-to-1,000-watt category was won by WSNY, Schenectady, N. Y., which continued its promotion of radio as a medium, an effort which won it an award in that division in last year's competition.

In addition to its newspaper ad on this theme, the station promoted itself in several novel ways. Its 1953 revenue was the greatest ever, with the fourth quarter up 40 per cent.

KITE, San Antonio, an indie music-and-news station in operation since 1947, won third place among the small stations for its fancy client romancing job. Included were gifts and gimmicks of the month sent to prospects, a birthday cake given each sponsor on the anniversary of his show and phone calls by the station's talent asking people to mention KITE when they buy products advertised on the station.

Honorable mentions were awarded WQXR, New York; CJOC, Lethbridge, Alberta; and CJVI, Victoria, B. C.

More Ziv Color

Continued from page 11

problem; but then the method becomes a technique. In arriving at this, he said, it may cost money, time or false starts, but because Ziv has said it could do a thing, today it's doing 90 per cent what once was believed couldn't be done. Today's telefilm work is better in many departments, he explained, including lighting, camera and lab work.

In the new production, Unger stated, 50 per cent of all the work would be on location.

NIGHT CLUB-VAUDE

Continued from page 46

done before, but still appreciated by the audience.

The Three Hous, billed as appearing in their first stateside performance, are two girls and a boy in an unusually fast juggling act. They manage to show that there are a few things in this type of vaudeville standby which haven't yet been done many times before.

The chorus line marks the debut at the Last Frontiers of Louis Da Pron as choreographer, and the girls acquit themselves well, backed up by vocalist Bob Peoples, in two well-drilled numbers. Music is by Garwood Van and his orchestra.

Ed Oncken.

Empire Room, Palmer House, Chicago

(Thursday, February 11)

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

The combined talents of comic Romo Vincent, harpist Robert Maxwell, Spanish dancers Frederico Rey and Pilar Gomez, and house dancers, the Empire Eight, pulled top response from an almost filled house. The show filled the bill well in all departments.

The Empire Eight, consisting of four males and four girls, opened the show with gorgeous costumes, fine terping and mixed in lyrics as well. The team displayed plenty of precision and class.

Robert Maxwell carried off loads of plaudits with his diversified repertoire of nostalgic melodies, interspersed with standards and classics. He drew oohs on his first number when he announced that he was the man who penned "Ebb Tide." He segued into a hit-parade medley which told a story of the harpist's woes.

Uses Miniature Harp

Maxwell brought out a miniature harp which he explained was of the type he learned to play on, and on it played "Pretty Baby," "Alexander's Ragtime Band" and "Melancholy Baby." His next offering, "Second Hungarian Rhapsody," drew long applause. Another top mitt grabber was his rendition of "Piano Roll Blues."

The dance team of Frederico Rey and Pilar Gomez displayed beautiful costumes and excellent terping. Castanet work was superior. They did "Sevilla" and "Zapateado" for good effect and then topped it off with authentic costumes for an old 18th century dance, "Bolero Clasico," on which Rey does the solo. The peanut dance, "Jota Aragonesa," grabbed beg-off response.

Romo Vincent, playing this house for the first time, won the audience from the start. His routines consist mostly of impressions of down-to-earth-type people such as the gambler, Italian barber, and the Irish politician in being confronted by the Income Tax Bureau. His humor hits home because of its universal appeal.

Vincent scored well with his impression of a Texan on "Everything in Texas Is Bigger and Better." Altho he has scored well in movies, he laments his Hollywood plight of movie miscasting in a hilarious routine called "I Never Got to Play the Part." His side kidding with the ringsiders wins him many friends and gets him a big hand for a beg-off.

Emil Coleman and his orchestra back the show.

Steve Schickel.

Italian Village, San Francisco

(Friday, February 5)

Capacity, 450. Policy, \$1 cover Tuesday thru Thursday; \$1.50 weekends. Two shows nightly. Owners, Lorenzo Maggiora and Johnny Bakakis.

Vaughn Monroe does very nicely in his bow as a single in San Francisco, but the real click in the show is hefty comic Jimmie Ames. It's a good show.

The voice of Vaughn Monroe is right at home among the foghorns of San Francisco Bay. Making his first night club appearance in town, he's brought a first rate show with him. While no ball of fire, he nevertheless does a top job with his smooth-type singing of ballads. Coupling with some special material, he earned a good all-around hand.

But while the patrons were with Monroe all or most of the

ALTHOUSE—Paul, 64, leading tenor of the Metropolitan Opera for 27 years, February 6 in New York. At the age of 23 he became the first American to sing a lead at the Met without previous European experience. He made his debut in 1913 in "Boris Godunoff" and achieved wide acclaim for his roles in French and Italian operas. In 1922 he toured the United States, Australia and Europe. He became a teacher after retiring from the Met in 1940, training such singers as Richard Tucker and Eleanor Steber. Survived by his widow and two daughters.

AMY—Ray, 26, magician and mentalist, accidentally asphyxiated in a tourist court at Madill, Okla., January 29. His wife, Virginia, died in the same accident. The father's sister, an assistant in the Army act, recovered from the effects of the deadly fumes caused by a defective gas connection. Amy, whose right name was Amarantes, was born in Brockton, Mass., and had made St. Louis his headquarters the last 10 years. Services from the Donley Funeral Home, East St. Louis, Ill., February 4, with interment in Oak Grove Memorial, St. Louis County, Missouri. He is survived by a son, Raymond Louis, and his mother.

BAUMGAERTEL—Frederick, 84, old-time vaudeville and minstrel man, February 2 in Johnstown, N. Y., at the home of a brother-in-law, Percy A. Slade. Baumgaertel was born in Groversville, N. Y., and early in life joined the John W. Vogel minstrel show, presenting a wire act and working in the chorus. Later he formed a partnership with Gene Marcus, also with the show, to work vaudeville in a roller skating and dance act. In succeeding years he had partnerships with Eugene Young and Casler Hughes. The act was known as the Gartel Brothers. Baumgaertel's last professional engagement was with his nephew on the John R. Van Arnam Minstrels. Survived by a sister, Rose, Johnstown. Services February 4 and burial in Prospect Hill Cemetery, Johnstown.

DE BRAY—Yvonne, 64, French stage and screen actress, in Paris, February 2. She was appearing at the Marigny in Giradoux's "Poul Lucrece." She started her career at the age of nine and scored her first big hit in "Maman Colibri."

DE TREVILLE—Yvonne, 72, coloratura soprano who sang in operas and concerts in almost every European country and in the U. S. January 5 in New York. At 16 she made

way, they really found to their liking an irrepressible Gargantua named Jimmie Ames. In fact, Monroe was introducing a big-time star in Ames who kept the customers helpless with laughter—the belly type.

Ames played here before the spot turned to names with so-so success, due, probably, to small crowds. But with the impetus of a packed house, he cut loose with as giddy array of physical and spoken humor as this town has seen in years. Slapstick and corny at times, but great with his ad libs. Rounding out the acts are Floyd and Marianna, a good-looking young dance team, the Bill Carroll Dancers and Joe Marcelino's orchestra.

Edward Murphy.

Persian Room, Hotel Plaza, New York

(Thursday, February 3)

Capacity, 380. Price policy, \$2-\$2.50 cover. Shows at 8:30 and 12:30. Owners, Hilton Hotel chain. Exclusive broker, Merril Abbott. Estimated budget, \$3,000.

Miss Mindy Carson grows lovelier, and in the plus, subdued decor of the Persian Room, the ballads seemed lovelier. The chanteuse, who last played this posh boîte in November, 1952, returned this week a much more polished performer than when last seen by the local night club citizenry.

Mindy Carson's act has been artfully put together. The selection of tunes included a number of choice ballads—among them "Ebb Tide" and "Stranger in Paradise." She varied this repertoire with a goodly sprinkling of show and special-material type ditties, including "Boutonniere," "Funny Valentine" and "The Lady in Love."

Mindy, tho, is now more than merely a singer of songs, and the nature of her act made this clear. By way of a series of intimate bits, such as wheedling the guests into participating in a soft shoe routine, and by making the oldsters a part of the "Boutonniere" number, she demonstrated her deftness and understanding of audience reaction.

A touch of nostalgia and color went well with the ballads and crystallized the entente cordiale pervading the room. Impersonating Eddie Leonard, Miss Carson is an ingratiating minstrel.

She was accompanied in her gracious act by pianist Sherman Edwards. Ted Straeter's band handled the terpsichorean assignment. Paul Ackerman.

her debut with the Castle Square Opera Company in New York, later gaining success at the Opera Comique in Paris, the Stockholm (Sweden) Royal Opera, Petrograd (Russia) Symphony concert, the Khedival Opera in Cairo, Egypt; the Imperial Opera in Petrograd, the Bucharest (Romania) National Opera, Berlin Royal Opera, Budapest (Hungary) Royal Opera, Vienna (Austria) Philharmonic concert and many others. She toured the U. S. in 1912 and 1913 and again during World War I, besides singing in military camps and veterans' hospitals. Her last engagement was in 1933 at a memorial ceremony at the Brooklyn Museum of Art. There are no immediate survivors.

EDWARDES—Felix, 63, veteran producer of musical comedies in London and New York, February 6 in London. He came to the U. S. in 1903 with Lily Langtry and produced many plays for her and Maxine Elliott. In 1915 he returned to London where he produced such successes as "The Land of Smiles" in 1931 and "The DuBarry" in 1932. His widow, former actress Phyllis Beaton, survives.

ELLIOTT—Thomas G., 53, manager of Kerrigan Amusement Enterprises, Frackville, Pa., January 20 in that city. He managed the Garden Theater and the Hi-Way Drive-In Theater in Frackville for the company, as well as the Girard Theater, Girardville, Pa. In earlier years, he was associated with his brother, William, in the operation of a carnival and also operated concessions at Hazle Amusement Park, Hazleton, Pa. Besides his brother he is survived by his widow and a daughter.

HAMPTON—Louise, 77, British stage, screen and radio actress, February 10 in a London hospital of a bronchial illness. She made her debut at the age of four in "Belphegor," at the Queen's Theater, Manchester. Since then she has appeared in leading character roles of various classical and contemporary West End productions. She also toured other continents, and was seen in several J. Arthur Rank movies in this country, including the current "The Horse's Mouth."

MOBART—Henry M., 69, a former motion picture producer, February 12 at Park East Hospital, New York City. He graduated from Dartmouth in 1904, and worked for the N. Y. Telephone Company. In 1924 he became president of Distinctive Pictures Corporation, making films in New York and in California. Recently he had been employed by the Cavalier Television Corporation. He leaves a daughter.

HOWARD—Ernie, 68, pioneer musician of Saskatoon, Sask., and Northern Saskatchewan, in a Calgary, Alta., hospital January 30 after a brief illness. With a brother, he had the Farmer Fiddlers group before taking over the unit himself in 1941. Survivors are his widow and two brothers. Burial was in Calgary.

JOHNSON—David L., 30, well-known film producer, February 10 in Hollywood. He was found dead in his home there, apparently a murder victim.

JONES—Jacob E., 72, retired utilities executive and widely known friend of circus folk, in Bridgeton, N. J. hospital, February 6. Altho never a professional, he formed many acquaintances among circus folk and toured numerous times with shows as a guest. Survived by his widow, Sara, and three daughters.

KIRK—Maurice H., 72, concert violinist who had appeared as soloist with the Philadelphia Orchestra and other symphony groups, January 30 in New York. He had accompanied Nellie Melba when she made her first Victor records. He retired 30 years ago.

KNOWLES—Mrs. Lillian L., 81, who operated a music school in Danbury, Conn., for the past 13 years, in that city January 24. She played with the old Hippodrome pit orchestra in New York for five years and also traveled with touring bands. Burial in Dexter Cemetery, Dexter, Me., January 26.

LEONHARDT—Harry, 82, former manager of the Metropolitan Opera house, February 6 in Los Angeles. He had been the builder of the Carthey Circle and other California theaters. As manager of the Met, he directed a huge benefit for the relief of victims of the San Francisco earthquake and fire in 1906.

LIABLE—Annie Nelson, 80, former midget dancer, February 11 at Louisville. She was four feet tall, two inches shorter than her husband, George, 94, who survives. They won Europe and American acclaim before the turn of the century, and retired but 15 years ago.

LUDEKE—Mrs. Mary, 67, mother of Prof. Carl C. Ludeke, prominent Cincinnati TV personality, February 9 in Deaconess Hospital, Cincinnati. Services February 12 from the Wrassmann and Barknrecht Funeral Home, Cincinnati, with burial in Spring Grove Cemetery, that city.

McCLURE—Ken, 52, pioneer San Antonio newscaster, February 7 in San Antonio. He was considered the first regular newscaster of the South Texas area. He entered radio in Dallas and came to San Antonio where he joined the staff of WOAI in the early '30's. He aired at 10 p.m. and became known for his afterpieces of commentaries. In 1943 he went to England as war correspondent for ABC. Following the war he joined WBAP, Fort Worth, and returned to San Antonio where he was also with KABC, now KGES. He also had a program on debs on KEYL-TV, now KGES-TV. More recently he was a public relations man and coached State and local leaders in radio and TV techniques, mainly speech-making. He was also a former national president of the Association of News Broadcasters and a consultant to the British Broadcasting Corporation. He is survived by his widow, two sons and a brother.

NICHOLSON—Raymond Hubert, 73, one-time president of the Wadena (Sask.) Agricultural Society, January 29 at Wadena. Survived by one son in Toronto. Burial was in Wadena cemetery.

OHLEN—Hilda, 45, opera and concert soprano, February 12 at the New York Hospital. A native of Denver, she graduated from the Chicago Musical College, where she held the Oliver Ditson Scholarship for five years, and later studied with the Paris Grand Opera. In five seasons with the Chicago Civic Opera Company, she played more than 50 performances including the U. S. premiere of Respighi's "La Pianna." In 1950 Miss Ohlen was made a member of the Academie Francaise because of her contributions toward cultural relations between France and the United States. In recent years she appeared in concerts, recitals and as orchestral soloist in 36 States. Three sisters survive.

PAIGE—Mabel, 74, actress whose theatrical career spanned 70 years, February 8 in Van Nuys, Calif. The daughter of Frank and Doris Paige Roberts, she began her career at the age of four and became well known to theater, motion picture and TV audiences. For 30 years Miss Paige had her own stock company in the South. She had appeared on Broadway in "Out of the Frying Pan," "Two Blind Mice" and many others. And her film career included roles in "Young and Willing," "Lucky Jordan," "True to Life," "The Making of Mille," "Hollow Triumph," "Edge of Doom" and "Houdini." Two grandchildren survive.

PASCOE—Mrs. Ruth, wife of Archie P. Pascoe, of the drapery department, Columbus Pictures, December 4 in Los Angeles. She was a member of the Show Folks of America, San Francisco. In addition to her husband, she is survived by a brother, Sam Landerman, concessionaire on the West Coast Exposition Shows.

PFUFF—George E., 72, former clarinet player with the John Philip Sousa band, February 8 in Rochester, N. Y.

REIFF—Stanley F., 73, organist and choral director, February 6 in Lansdowne, Pa. He conducted choirs and choral groups in the Eastern Pennsylvania area for more than 40 years. He was a member of the American Organ Players Club and the American Guild of Organists. Surviving are his widow, Emilie B.; a son and a daughter. Services February 9 in Lansdowne.

SCHLOSS—Leonard E., 81, vice-president and general manager of Glen Echo (Md.) Park, February 10 in Washington. (Details in Parks section.)

SELL—Mrs. Ida Jermain, 76, mother of Hildegarde, supper-club entertainer, February 9 in Milwaukee.

SHADWELL—Clair Harold, 58, widely known radio and public relations figure, February 6 in Veterans' Hospital, Columbia, S. C. For 23 years he was in radio as an announcer and built up a large following as the Old Shepard. From 1928 to 1938 he was with Station WBT, Charlotte, N. C., but more recently was associated with stations in Columbia. Survived by his widow and two sons.

SMITH—Joe, former tent repertoire performer, recently in a Dallas hospital. (Details in Road-show-Rep column.)

SPITZ—Abram, 100, veteran showman, February 10 in Providence. His career began with the minstrel era and ranged from promotion of John L. Sullivan to 3-D movies.

STOCKDALE—Bertha Dunlap, 73, former secretary to John Philip Sousa, February 7 in Atlanta. She had booked engagements for the world-famous band leader in the 1920's.

TILLEY—J. W. (Chick), 84, veteran outdoor showman, February 3 at the winter quarters of Marion's Greater Shows, St. George, S. C. In show business since 1884, he had tramped with many circuses and carnivals, among them the Rose Killian and Haag circuses and the Euntz, Jack Pinfold and Doc Barfield carnivals. For the past nine years he had been The Billboard agent on Marion's Greater Shows. Burial in St. George Memorial Cemetery.

VARBALOW—Samuel, 62, president of the Savar Corporation, which at one time owned and operated as many as 30 theaters in Southern New Jersey, January 1 in the Albert Einstein Medical Center, Philadelphia. Surviving are a brother, a daughter and five sisters. Services February 3 in Camden, N. J. with burial in Crescent Burial Park, Pennsauken, N. J.

WEHREMESTER—G. W., 74, veteran Fort Wayne, Ind., stage hand, January 26 in Veterans' Administration Hospital, Fort Wayne, after a long illness. He had been a stage hand at the Temple, Palace, Shrine, Majestic, Empress and Lyric theaters in Fort Wayne, retiring five years ago. He was born in Vincennes, Ind. He was a member of the P&AM and was a Spanish-American War veteran. Surviving are his widow, Emma; a son, Aiva; two grandchildren, and a sister, Mrs. Serena Galmeier, all of Fort Wayne. Services January 29 and burial in Lindenwood Cemetery, Fort Wayne.

WOLFBERG—Harris F., 71, president of Wolfberg Theaters in Denver, recently in Chicago after several weeks' illness. Wolfberg entered show business as a rider in Wild West pictures at the Essanay Film Company, Chicago, in 1908. His success as a film salesman enabled him to open his own distribution company for Indianapolis, Cincinnati and St. Louis. In 1945 he went to Denver and leased the Broadway Theater, the first theater in the West to show television and the only theater in America to show the televised 1951 World Series. He built and opened the first drive-in theaters in Denver, now totaling five, and leased the Paramount Theater. He waged an unsuccessful fight to win an okay for Denver's TV channel 7. His widow and son survive.



## TAMPA FAIR'S PAID GATE UP 5.8% DESPITE WEATHER

Pass Policy, Features, Stronger Advance Offsets Cold, Winds

By HERB DOTTE

TAMPA, Feb. 13.—The Florida State Fair this week bucked bad weather in the form of winds and cold, but the 11-day event this morning entered its final day with paid attendance up 5.8 per cent over last year, when it racked up its biggest gate in 48 years.

High winds and cold weather clouded the fair Monday (8), Gasparilla Day, always one of the big ones. The parade itself drew the record-breaking Gasparilla Day throng to downtown Tampa and the biggest grandstand-bleacher crowd in the history of the fair.

But the high winds and cold weather thinned out crowds on

the grounds. Many persons who had purchased grandstand-bleacher seats didn't claim their seats because of the cold, high winds. Others shortened their stay on the grounds. The night turnout was hard hit, and the grandstand and midway suffered. The winds lowered somewhat and the mercury climbed slightly the next three days, but the nights were cold and quite often there were high and cold winds which discouraged attendance or long stays on the grounds.

### Bumper Saturday

Fortunately, Saturday (6) was the biggest in the history of the fair, and auto races, staged by National Speedways (Al Sweeney and Gaylord White) were run off to a huge grandstand and bleacher crowd, while the Royal American Shows churned out an all-time

high ride-show gross for any one day here.

One reason why the paid gate was up was because of a tightening-up of passes, a policy pushed by J. C. Huskisson in his first year as the fair's manager. Other reasons were the many improvements and a stepped-up advance campaign instituted by Huskisson.

From an attraction standpoint, the biggest change was in the night grandstand show. In prior years, the fair booked its own acts, but this year it upped its act budget and contracted a show thru Sam J. Levy Sr., of the Barnes-Carruthers Theatrical Enterprises, Inc.

The switch was made to build up night grandstand patronage. The show drew raves from all

(Continued on page 54)

## Sports Show Sets 9-Day New York Run

NEW YORK, Feb. 13.—The National Sportsmen's and Vacation Show returns to Madison Square Garden next Saturday (20) after a lapse of seven years. The Campbell-Fairbanks event has previously been held in Grand Central Palace which is now occupied by the federal government.

Featuring a long list of talent and exhibits, the show will run for nine days, closing Sunday (28). Hours will be from noon to 11 p.m. daily, except Washington's Birthday (11 to 11), and the two Sundays (noon to 7 p.m.).

Talent, booked in by William Shilling, includes Florence Chadwick, distance swimmer; Sandy the seal; Ann Marsten, archer; Bob O'Loughlin's retrieving dogs; Victoria Troupe, five trick cyclists and musicians; Jimmy Risk, horse-shoe pitcher; Oldfield & Ware, contortionists; the Three Swifts, comedy jugglers; Stanley Beebe's Hollywood bears; five backwoods guides doing canoe tilting, log rolling, and wood chopping and sawing, and Negro woodchopper Charles Henry Payne.

Masters of ceremonies will be Boyd Heath and Jack Montez. Also billed is former heavyweight boxing champion, Jack Sharkey.

One of the features will be the State of Maine exhibit, a waterfall 100 feet long and a large trout pool. The show is also featuring an accuracy bait-casting contest and a quarter-ounce spinning contest.

## Wirtz Icer To Play Philly

PHILADELPHIA, Feb. 13.—Philadelphia Arena, which has been offering the "Ice Follies" and "Ice Capades" each year during the winter season, will bring in an ice show in the spring for the first time, to make it three such offerings during a single year.

Starring Barbara Ann Scott, the Hollywood Ice Review makes its local bow on Friday, March 19, and continues thru April 4, showing nightly with matinee Saturdays and Sundays. The Sabbath shows will be sponsored by local charity groups. This will mark the first time in Philadelphia for the show.

## D. C. Drive-In Adding Rides

WASHINGTON, Feb. 13.—Bernheimer Theaters' drive-in location in the Washington suburbs is adding rides for the coming season, to be operated on a percentage or least basis.

William Michelson, of the theater firm, says a kiddie train, carousel and two other rides are desired.

## St. Paul Winter Fete Figures to Break Even

ST. PAUL, Feb. 13.—The 10-day St. Paul Winter Carnival—without any snow or winter—wound up Sunday (7) in what its sponsors, Saintpaulites, Incorporated, figure will be an even-stephen break—neither a financial gain nor loss.

Promotion-wise, however, the annual festival gained national stature never before reached, according to John Geisler, executive secretary of the sponsoring organization. Ray and Dave Speer handled publicity.

The last event on the calendar, the Eddie Fisher Vulcan Serenade honoring "Vulcan the Fire King," who drove the carnival North Wind monarch, "King Boreas," from his throne, proved so successful that it probably will become an annual event.

The serenade was a top-talent variety show, starring the TV-record singing star, which drew 7,000 ducat-buyers despite the fact that it was thrown together at the last minute to fill a gap caused by the cancellation of the Nick Kahler sports show.

### No Ice

The above-freezing weather for eight of the 10 days caused cancel-

lation of several outdoor events requiring snow and ice, but luckily these were non-ticket performances. In their place, and as

(Continued on page 54)

## Sweeney-White Add 10 Race Days to Sked

TAMPA, Feb. 13.—National Speedways, Inc. (Al Sweeney-Gaylord White) has signed an additional 10 days of auto racing to its '53 route, Al Sweeney announced here at the org's temporary headquarters. Sweeney was here this week to operate three days of racing at the Florida State Fair.

The race duo will run four days at the Missouri State Fair, Sedalia, compared with three days last year. Program will include two stock car meets and two big car cards.

Also signed were three days of auto races and one day of AMA motorcycle speed events at the Nebraska State Fair, Lincoln. One day of big car races will be held at the Central Wisconsin State Fair, Marshfield, and the St. Louis County Fair, Hibbing, Mich.

### HAMID REPORTS

## Tax Relief Likely to Benefit Outdoor Segs Next Season

NEW YORK, Feb. 13.—Back in his office here this week after a series of meetings with government officials in Washington, George A. Hamid reported cuts in the federal admission tax likely before the outdoor season got fully underway next spring.

The cuts, he believes, will be nominal and somewhat less than the relief sought by many facets of the entertainment industry. However, he said, carnivals and parks will gain almost full relief from the 20 per cent tax because of their low admission price structures.

Hamid said he believes that the entire 20 per cent tax may be eliminated from admissions of 50 cents and under. If this is so the carnivals and parks will, of course, benefit almost 100 per cent since few of their presentations are priced above 50 cents.

### Possible Savings

Hamid also said current indications are that the halving of taxes on all amounts above 50 cents is likely to find favor with

## Beatty Show Moves To Phoenix for Film

Leaves WQ on Delayed-Action Start; Orman Tells Overland Section Plan

DEMING, N. M., Feb. 13.—Clyde Beatty Circus will load out of winter quarters here Sunday and move to Phoenix, Ariz., where the equipment will be used for a forthcoming Paramount movie.

Manager Frank Orman said that when the 15-car train leaves here at 2 p.m. Sunday the show's physical equipment will be ready for the road. But the season actually doesn't start until March 20-21, when the show will be in Tucson after completing the movie work.

The show train will arrive in Phoenix Monday (15) morning and film crews will make pictures of the unloading. Other standard background shots will be made Tuesday and the shooting of the film will get underway in earnest Wednesday (17).

Orman said that only a few circus people would take part in the movie. Unlike "Ring of Fear," which featured Beatty himself and many acts, the new film is to star Martin and Lewis, comedy team, and the rented show equipment will not be identified in the film with Beatty, nor will the number of acts be large. Orman recalled that the Bob Atterbury high wire act and a Zacchini cannon act will be included.

While the show's winter work has been completed and it is ready to open, some of the equip-

ment as well as the people will not come on until the show is in Phoenix. Orman said that the equipment for the show's new parade will come from Houston to Phoenix.

Reporting that the show train's make-up would be unchanged, Orman said that considerable show equipment could be moved overland this season.

Few staff changes have been made, Orman said. List now includes Clyde Beatty, owner and general manager; Frank Orman, manager; Bill Moore, agent; Harry Chipman and Don Hayman, press; Dick Shipley, elephants; Joe Applegate, canvas; Al Moss, superintendent; Frank Francois, cook-house, and Harry Golub, Side Show.

## Two New Rides In Formal Bow At Tampa Fair

Jolly Caterpillar, Round-Up Operate On Royal American

TAMPA, Feb. 13.—Two new rides, the Round-Up, manufactured by Frank Hrubetz & Company, and the Jolly Caterpillar, manufactured by the Allan Herschell Company, were unveiled formally here at the Florida State Fair, which today closed its 11-day run.

Priced at \$16,200, the Round-Up is a 24-capacity ride, which was given trial runs last season at four fairs in the Southwest and along the West Coast. Three have already been sold, according to Frank Hrubetz.

The buyers were Charles Cooper, who has booked his unit with the World of Mirth Shows; Frank Babcock, of the Babcock Shows, and Elmer Velare, who will use the ride at Long Beach, Calif.

### Production Underway

Full production on the ride is underway at the Hrubetz plant, Hrubetz said, and other units will be completed for spring delivery.

The Jolly Caterpillar has a capacity of 16 adults or 24 children and is priced at \$7,950. In its first public run here, Lynn Wilson, president of the Allan Herschell Company, and Norman Bartlett, inventor of the ride, were pleased with its performance and the business given it. On Saturday (6), the fair's biggest day, the ride, tho spotted in the rear of the midway area, was the second highest grosser among the kiddie devices, its take being exceeded only by the Roller Coaster.

## Wescott Shifts Prize Setup In RCA Bid

ALBANY, N. Y., Feb. 13.—Jack Wescott's Circle W Rodeo will run its events on a competitive basis this season in seeking RCA recognition. Wescott, at the New York State fair meeting, said his cowboys received flat fees until a method employing entry fees and competitive prizes was demanded by Pittsburgh South Side Free Fair officials last year. He said there was an instant improvement in the caliber of competition, and the system has been retained.

The Wescott outfit is 15 years old, and this season will take to the road with three trailer trucks and two straight jobs. Sixty head of stock will be used, and the personnel will consist of 25 people, of which about eight will be girl riders.

Wescott played about 12 fair dates last season, he said.



# Kelly-Miller May Cut Cookhouse, Use Pie Car

HUGO, Okla., Feb. 13.—Al G. Kelly & Miller Bros.' Circus will eliminate its cookhouse, according to present plans for the coming season. It is planned that working men and some others will be fed in the pie car, while performers and staffers will eat in restaurants and private trailers. The idea is one of several recent changes suggested in dining operations for circuses. Behind most such suggestions has been the fact that trailer homes provide private facilities for family dining, while mobility provided by cars on a truck show makes it convenient for many persons to go to town for meals.

Obert Miller, general manager

of the circus, who has laid out the plan, expects to affect a savings of two trucks by cutting out the cookhouse. He also hopes to find other places to eliminate two other trucks.

At winter quarters here, Terrell Jacobs is busy breaking a bear act, working on his own lion-tiger display and forming both balloon lion and riding lion turns. Punch Jacobs has returned to Gainesville, Tex. Fred Logan is to leave February 22 with five elephants for Minneapolis, where he will make the Shrine date. The act also will play St. Paul and Sioux Falls, S. D.



**SHOW PRINTING**  
**NEW PICTORIAL DESIGNS**  
 For Every Event—All Sizes  
**NEW LOW PRICES!**  
**WINDOW CARDS 5.75 PER 100**  
 NEW SIZE — 9 x 22  
 PICTORIAL F.O.B. PHILA.  
 SEND FOR NEW CATALOGUE

**Metropolitan PRINTING COMPANY**  
 1609 N. 5th ST. PHILA 22 PENNA  
 union printers POPLAR 5-0526

## New Structure In Works for Kutztown Fair

KUTZTOWN, Pa., Feb. 13.—Another building is in store for the Kutztown Fair, according to Ralph Bard, of the fair association. Bard said the structure would be used either as an exhibit building or as a combination office, meeting room and men's lavatory.

No replacement is seen in the near future for the grandstand that burned down in the early 1940's. The fair, strictly agricultural, drew more than 50,000 admissions last season, Bard said.

A constant program of expansion has been underway since the bankruptcy-forced reorganization in 1941. All \$25,000 in debts has been paid off, and the annual has gone into FFA and 4-H exhibiting. Additions have included two cattle barns built at a total cost of \$30,000 and a \$10,000 grange building, Bard added. Morris Hannum Shows have occupied the midway for the last six years.

## New Chevrolet Trucks for '54

Loaded with brand-new advantages you need and want!

You'll get more work done in less time and at lower cost with new '54 Chevrolet trucks on the job. They bring you more new features . . . more big new advantages than any other truck on the road.

For example, you get new engine power in all models. The advanced "Thriftmaster 235" engine combines bigger displacement and higher compression with other new features to give you greater power and finer performance. The rugged "Loadmaster 235" engine offers increased strength and stamina for heavier trucking operations. The all-new "Jobmaster 261" engine\* brings you extra reserves of high-compression power for hauling big loads on schedule.

In addition, you enjoy new and even greater operating economy. All three 1954 Chevrolet truck engines bring you the full benefit of thrifty high-compression power. They make every drop of gas work harder to give you important savings along with greatly increased horsepower. Also, new chassis ruggedness cuts upkeep costs and lengthens truck life.

And there are many, many more new things you'll like about these great new Chevrolet trucks. New, roomier pickup and stake bodies let you haul more . . . save you time and extra trips.

And they're set lower to the ground for easier loading and unloading. New truck Hydra-Matic transmission\* lets you drive all day without shifting.

It's offered not only on 1/2- and 3/4-ton Chevrolet trucks, but on 1-ton models, too. New Comfortmaster cab with one-piece curved windshield and amazing new Ride Control Seat\* offers the last word in comfort, convenience and safety.

Plan now to see your Chevrolet dealer and get all the facts about the most powerful, finest performing, best-looking Advance-Design trucks ever built. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**TENTS**  
 ALL SIZES—ALL TYPES  
 Materials on hand either dyed in color or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY  
**GEO. W. JOHNSON**

**UNITED STATES TENT & AWNING CO.**  
 2315-21 W. Huron CHICAGO 12  
 Chicago's Big Tent House Since 1870

**S. T. JESSOP**  
 Winter Address:  
 4931 Bayshore Drive Sarasota, Fla.  
 Phone: Ringling 5-4063

**POWERS TENTS**  
 SEND US YOUR SIZES

Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

AMERICA'S FINEST SHOW CANVAS

**SHOW TENTS CONCESSION TENTS RIDE COVERS BANNERS**

Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
 4802 N. CLARK ST. CHICAGO 40

**SHOW TENTS CENTRAL Canvas Company**

516-518 EAST 18th ST.  
 Kansas City 6, Missouri  
 Phone: Harrison 3026  
**HARRY SOMMERVILLE**

## Connecticut Fairmen Set Meet Program

NORTH HAVEN, Conn., Feb. 13.—Erwin Smith, Norvin Stephens and Horace I. Brocke\* were elected to one-year terms on the North Haven Fair Association executive committee, at the recent annual meeting, according to J. C. Bartlett, assistant manager of the fair. William Kielwasser, president, presided at the business meeting. Films were shown of the Eastern State Exposition, of 1953.

It was announced that the Connecticut Fair Association meeting on March 20 will open at 10 a.m. with a business session in North Haven High School. Luncheon will be served at noon in the cafeteria, there will be several speakers on hand in the afternoon, and dinner will be served in the cafeteria, to be followed by entertainment which will end the day.

## Attorney Gen'l Ok's Kan. State Plant Rentals

TOPEKA, Kan., Feb. 13.—Attorney General Harold R. Fatzler ruled this week that the Kansas State Fair is fully authorized by Kansas law to rent the grounds and buildings of its plant at Hutchinson.

Rep. Howard Bentley, chairman of the House Ways and Means Committee, said last December that the fair board's long established policy of renting the fairgrounds and buildings during the off-season, was a violation of the State law and unconstitutional.

The fair board, at a meeting last month, decided to honor its present rental contracts but not to lease the Hutchinson buildings again until legislative decision on the subject is made. The fair has received between \$10,000 and \$21,000 net rental revenue annually.

### CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT\***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

**THREE GREAT ENGINES**—The new "Jobmaster 261" engine\* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION\***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT\***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

\*Optional at extra cost. Ride Control Seat is available on all cab models. "Jobmaster 261" engine on 2-ton models; truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

**MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!**

Most trustworthy trucks on any job!

**CHEVROLET**  
 ADVANCE-DESIGN TRUCKS

**DIESEL LIGHT & POWER PLANTS**  
 (Portable on trailers)  
 300 KW General Motors Mod 8-268A  
 200 KW General Motors Mod 8-268A  
 100 KW and smaller units.

**GENERAL MACHINERY & EQUIPMENT CO.**  
 809 Woodland Kansas City 4, Mo.

**TENTS**

Manufacturers of all types of Show Tents, Concession Tops, Roller Rink Tops, Dramatic and Picture Show Tops, Sidewalls, Ride Tops, Change Aprons, Ferris Wheel Seat Covers, etc. Have some good Show Tops from 10'x10' to 80'x120'. No used Concessions Tops. Write for prices on anything in the canvas line.

**ROGERS TENT & AWNING CO.**  
 248 E. 1st ST. FREMONT, NEB.

Here's a **TRAFFIC STOPPER** for YOU!

**PROMOTION MINDED SHOW OPERATORS**

**CONNOLLY AUTOMATIC ROLL-A-GRILL**  
 Barbecues Better Franks!

Now used in  
 ● AMUSEMENT PARKS  
 ● FAIRS ● CIRCUSES  
 ● CARNIVALS

**NO SMOKE—NO ODORS**  
 NO INSTALLATION NEEDED  
 JUST PLUG IN—and it STOPS TRAFFIC with its fascinating slow rotary motion—sells more franks!

Consult your local dealer—or use coupon for further information.

Manufactured by  
**J. J. CONNOLLY, INC.**  
 457 West 40th St.  
 New York 18, N. Y.  
 Phone: CH. 4-5000 Cable Address: JAYCONLEY

**Boosts Your Frankfurter SALES — AND PROFITS!**

SELF-BASTING. Seals in Juices, retains natural flavor—frankfurter expands—looks worth more, and you get more for it. Barbecues up to 500 Franks per hour.

"NO-WASTE" STAND-BY SWITCH permits all rollers to rotate—heat bypasses half of rollers, enabling full frankfurter display, in continuous rotary motion without cooking even during slow periods.

J. J. Connolly, Inc., 457 W. 40th St., N. Y. 18  
 Please send Roll-A-Grill literature to: 88-2

NAME .....

ADDRESS .....

CITY .....

STATE .....



## The Fabulous HOWARD SAFARI

You're really "with it" . . .  
with the HOWARD SAFARI!



Here, at last, is the complete rolling home every outdoor showman has looked for, the internationally known Howard SAFARI land yacht! Built by one of America's pioneer quality coach builders, the SAFARI is constructed on a tough, rugged General Motors chassis, powered by the world-famous GMC engine equipped with Hydramatic transmission, and is ready to go anywhere, anytime, any season of the year! A lifetime steel panel exterior houses a completely self-contained "home-on-wheels." Sleeping facilities for as many as six people, a complete modern galley with stove, sink and refrigerator, a full-sized dinette, a complete bathroom with shower, lavatory and seat, scores of overhead and wall cabinets, plus large, spacious, full-sized closets! With the SAFARI'S unique self-contained living advantages you're equally at home on the road or on the lot! The Howard SAFARI is America's only production-built land yacht, completely self-contained and completely yours for \$6,500 . . . FOB Saginaw, Michigan . . . plus applicable tax.

For details and information: Write Dept. HD-5, Box 2188

SAGINAW MANUFACTURING CO., Saginaw, Michigan

### The TLT-A-WHIRL Ride

"Best Buy in Rides Today"

- \* Very Popular and Profitable
- \* Good Quality
- \* Well Built
- \* Economical
- and what a \*
- \* Repeater!

**SELLNER MFG. CO.**  
Faribault, Minnesota

### LOOK! PARKER DOES IT AGAIN!

Prices reduced on all models of Merry-Go-Rounds. Save up to 10%. This offer limited to first 15 machines sold and made possible by special purchase of material. All models improved over last year.

STANDARD MODEL, \$5,500.00 DeLuxe, \$6,675.00  
Time sales arranged. For particulars address

**C. W. PARKER AMUSEMENT COMPANY**  
Leavenworth, Kansas, U. S. A.

### KEEP POSTED on the OUTDOOR FIELD

Concessionaires, pitchmen, bookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

SAVE MONEY—MAKE MONEY

Subscribe Now to  
The Billboard

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 795

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

### HOLMES COOK MINIATURE GOLF CO.

Designers and Builders of  
Miniature Golf Courses.  
Proven Money Makers.  
631 Tenth Ave., N. Y. 36  
Phone: PLaza 7-3552

### (9) Used Baseball Pitching Machines

For heavy duty business. Excellent condition. Hoppers hold 300 balls. Also wiring, net cages and switches. Can be coin-operated. Each machine capable of \$10.00 per hour business. Full information on Batting Range. Sacrifice prices. Act quickly. Also, 25 ft. Miniature Hook and Ladder Fire Engine. Call New Jersey, So. Orange 2-3155 or write Box D-18, The Billboard, Cincinnati 22, O.

## ANNOUNCING OUR NEW MANUFACTURING ENTERPRISE

I take this opportunity to publicly express my sincere thanks and appreciation to the following firms and individuals who have contributed so generously of their time, talents, money and co-operation in helping me to establish a corporation to manufacture outstanding Amusement Rides and Steel Fabricating for all purposes:

To MR. FRED HOWARD, Mayor, Tarpon Springs, Florida, and to MR. H. A. BEROLZHEIMER, President, Chamber of Commerce, for their co-operation in securing a properly zoned Industrial Site and for making many other arrangements necessary in bringing our new manufacturing plant to their friendly city.

To MR. A. L. ELLIS, President, First National Bank in Tarpon Springs, for his valued co-operation in arranging a substantial cash loan through the Federal Loan Administration to our corporation on a long term retirement plan, and to his further interest in financing qualified purchasers of products to be manufactured by our company. Mr. Ellis has many friends associated with the Outdoor Amusement Industry, and his financial interest in worthy projects in this field are to be appreciated by qualified business men now engaged in our specialized vocation.

To MR. INAR C. HILLMAN, Owner, I. C. Hillman Engineering Co., for his services as "Associate Engineer" to provide our corporation with the best in Mechanical and Structural engineering. Mr. Hillman and his company enjoy the distinction of handling the engineering problems of several of the major firms in the country. Since good engineering is an essential factor in the success of all manufacturing enterprises, it is with pleasure that I welcome Mr. Hillman to our staff as an Associate and stockholder.

PRODUCTS MANUFACTURED BY THIS CORPORATION will include one of the most outstanding "PORTABLE DOUBLE

"Share in the Wheels of Progress"  
With the  
Inventor of the Original  
Double Wheel Rides.

WHEEL RIDES" ever conceived by mankind. Three to four hours' erection time with a minimum number of employees. Made in two sizes with either eight or twelve seats per wheel. Both wheels load and unload at the same time. Two seats can be loaded and unloaded on each wheel at the same time. No wheel type ride ever built can equal its capacity and it can be marketed at a reasonable price. Among other rides is the "Hurdle Racing Merry-Go-Round" for adults or children. Also two new JUVENILE rides and a new method in outdoor tower advertising that has great future possibilities.

STOCK IN THIS CORPORATION: A minimum amount of Capital stock is available to persons interested in making an investment in a corporation that has great financial possibilities and the opportunity of expanding into a giant in the Ride Building business. The Certificate of Incorporation is now being prepared for filing in the State of Florida. The Business of the Corporation will be directed by a qualified Board of Directors elected by the stockholders who, in turn, will designate the corporate officers at the proper time.

FUNDS SECURED THROUGH THE SALE OF STOCK will be deposited in an escrow account entrusted to the First National Bank in Tarpon Springs. No funds will be withdrawn from this account until the minimum amount of stock has been sold. At which time the bank will transfer this account to the credit of the corporation. Part of this stock is already sold and the money for this stock is now on deposit in the "John F. Courtney Escrow Account."

PERSONS interested in securing stock in our corporation will please contact me immediately through letter or telegram at address indicated below. Time is very important and prompt action on your part will be appreciated.

**JOHN F. COURTNEY**  
P. O. Box 878  
Tarpon Springs, Florida.  
Telephone Victor 2-1511

## BOOKERS HAPPY

# Spending for Talent Remains High As Fairs Hold to Formats for '54

NEW YORK, Feb. 13.—If there was any feeling of pessimism among Eastern fairmen plotting their 1954 events it didn't show up in their dealings with the booking agencies at the recent fair meetings. The principal talent peddlers all reported business with fairs at least on a par with last year and all predicted low percentage increases likely before their books were closed.

Gains in the form of increased budgets for grandstand entertainment were reported in a number of instances while cut-backs in buying were practically non-existent as the agents got across their pitch that bigger and better shows were needed to combat growing competition.

Competition was perhaps even more spirited this year than in the past with spadework done by agencies months ago showing up in the form of pre-meeting commitments and, failing that, as a helpful aid in the booking battles waged in the hotels housing the confabs. While a relatively large number of dates were set in advance of the State fair meetings, the signing of most was tied in with the fair meetings.

### Committees Shop

It was apparent, the bookers said, that many committees charged with the buying of talent were instructed to shop extensively this year with an eye to price and quality. The shopping sprees of the committees this year appeared to have more serious intent than the polite visits to booking rooms that often marked former meetings.

The talent and show formats sold and bought proved no variation from the past. The night revues, virtually standard for those events that can afford them, accounted for the biggest expenditures. The standard variety-thrill-type acts were sold in multiples and the interest in name or semi-name attractions, which had many fairmen drooling in the im-

mediate postwar years, was virtually lacking.

Unanimous in reporting good business were the George A. Hamid & Son and Frank Wirth agencies of New York, Al Martin of Lancaster, Pa. Hamid said that his business would at least par, and probably show nominal gains over last year before the booking was ended. Martin reported substantial gains in New York and the likelihood of increased overall business. Cooke & Rose were several percentage points ahead of last year with several weeks of peak activity remaining.

### Afternoon Events

The thrill shows and automobile races—the best afternoon crowd stimulators available—had no trouble filling in their route cards, albeit that competition remains brisk, as always, and the maneuvering for dates remains complicated at times. There is still ample room in the afternoon field for specialty events, as yet undevised. A number of fairs will drop one or more days of harness racing in 1954 and it is safe to predict that the trotters will be allotted even fewer days if and when the showmen come up with something that can take their place.

The booking of rodeos and other special events remains about the same, with fairs turning to them periodically as they seek something that will whet the appetites of their patrons. And the use of fireworks displays seemed to be favored by about the same number of fairmen willing to spend about the same amount of money.

Hamid said there was no increase in the demand for percentage deals by fairs despite indications of a possible trend along these lines before the booking season got underway. The omens of decreased spending thru the booking of smaller shows also failed to come true, he said.

Fairmen were told by Hamid

that the outlook was never better because, if they qualified, they could be exempt from gate and grandstand admission taxes and because they would also stand to benefit appreciably if some tax relief was granted the carnivals. The savings in taxes alone put many fairs in the best position they have been in for years and created ideal circumstances for the planning and carrying out of improvements.

In terms of show presentations the agents are agreed that fairs need to make every effort to present the best possible features in order to keep pace with the entertainment tastes of today's knowledgeable public. In the interests of good business they all agreed, however, that careful budgeting and astute buying were necessary to the operation of a successful fair.

## PHOTOG'S IDEA

# Bedford, Pa., Cashing in On Color Film

BEDFORD, Pa., Feb. 13.—A professional photographer sold the Bedford Fair people on the idea of showing a color film between seasons, to stimulate interest in the annual. And they have been cashing in heavily ever since, according to Richard Eichelberger, of the fair association.

George Gore, who shoots NBC news films out of Johnstown, is credited with the scheme. His product has been shown over and over again since being filmed at last year's running of the fair. Several repeat showings have been obtained by school, farm, and women's groups, and by breeders, FFA, 4-H, grange and service clubs in Bedford's five-county area.

Gore would have turned out a color film in sound for \$1,000, Eichelberger says, "but we cut out the sound and worked the cost down to a fraction of that amount, during our negotiations." Gore shot 800 feet, then returned for extra footage to show rides. Total cost was less than \$500, Eichelberger says.

### No Projector Supplied

The film, of which there is only one print so far, runs about 10 minutes and has all the earmarks of a highly skilled job. Groups make plans for using their own projectors and the fair association sends a representative along with the film.

Taken on a children's day, the movie shows all aspects of the annual to good advantage. The Prell's Broadway Shows midway is shown, as are acts of a Hamid grandstand revue, and the Irish Horan and Joie Chitwood auto daredevils. Many feet are shown which feature the day's special kiddie attraction, the Masked Rider, taking part in many festivities including the awarding of prizes in front of the grandstand.

Agriculturally, the film shows judgments in sheep, swine and baby beef, and many displays indoors as well as outdoors.

# Trenton Sets Building for FFA Livestock

TRENTON, N. J., Feb. 13.—A new prefabricated structure for its Future Farmers of America cattle show will enable the New Jersey State Fair to expand its entries in this department from 65 to nearly 125, manager Norman Marshall says. The show last year was held in the swine building, since the swine show was canceled as an anti-epidemic measure.

Last year was the first time the annual featured a State-wide FFA cattle show, and Marshall says the fair stepped up its budget for the show by 40 per cent, due to the success enjoyed.

The new building will be 200 feet long by 32 wide.



**NEW! KIDDIE RIDES**

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**EVERETT**  
RIDE MANUFACTURING CO.  
SALEM, ORE.

- ROCK-O-PLANE
- ROLL-O-PLANE
- FLY-O-PLANE
- OCTOPUS
- MIDGE-O-RACER
- BULGY THE WHALE

KIDDIE BOAT RIDES  
KIDDIE AIRPLANE RIDE  
Trailer-Mounted AUTO RIDE  
KIDDIE CHAIRPLANE  
ADULT CHAIRPLANE  
ADULT FERRIS WHEEL

**SMITH & SMITH**  
SPRINGVILLE, NEW YORK

★ ROLLER COASTER ★ WATER BOAT RIDE  
★ WHIRL-A-ROUND  
★ FERRIS WHEEL  
★ LOCOMOTIVE TRAIN  
★ ROCKET FIGHTER  
★ CIRCUS RIDE  
★ JET AEROPLANE  
★ CHAIR-O-PLAN  
★ ELEPHANT RIDE  
★ TANK RIDE

**FINEST KIDDIE RIDES**

All our rides are complete, including fences, electric signs, ready to operate with no extra expense. Terms arranged. Illustrations circular free.

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
201 E. Broadway, Long Beach, L.I.; N. Y.  
Phones: Long Beach 6-7361 and 6-5594

YOU CAN RELY ON ANY EQUIPMENT from

**H.E. EWART CO.**

ADULT RIDES—3-Absrest Merry-Go-Rounds, KIDDIE RIDES—Ferris Wheels, Rocket, Airplane, Chair-Plane, Auto, Flying Horse, Pony Cart Ride, C O I N-OPERATED—Cow Pony, Moon Rocket. Write for Catalog.

Two Seasons to Pay—Bank Terms

**H.E. EWART CO.**  
707 E. Greenleaf St. Compton, Calif.  
Phones: NEwmark 1-0008—NEvada 4-1974

**LAST CALL—RIDES**

1953 Demonstrators—approx. one-half list price. 30 pass. park type Train (adults or kids), \$2,500.00; added 10 pass. Car, \$300.00; also 18 pass. Electric Train, \$1,400.00; 12 Pass. Electric, \$1,000.00; portable 18 pass. Kiddie Ferris Wheel, \$1,500.00; portable 18 pass. Airplane Ride, \$1,500.00; 24 pass. Fire Truck Trailer Ride with '48 Crosley, \$800.00. NEW RIDES AVAILABLE ALSO—Write for list.

**JACK E. DUNN**  
Box 13, Hertel Station, Buffalo, N. Y.

**SPECIAL**  
LATE MODEL C-CRUISE MAJOR FLAT RIDE FOR SALE

- ★ Capacity—36 Passengers
- ★ Complete with 4 Whirling Tubs & Boats
- ★ Repainted & in excellent condition
- ★ Includes Electric Power
- ★ Cost New—\$12,500.00
- ★ Special price for quick liquidation—\$4500.00 P.O.B. Salem, Oregon.

**WEST SALEM MACHINERY CO.**  
7th & Murlark Phone 4-2213

**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog

**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

## Out in the Open

Charles Bochart, affable manager of the Mineola (N. Y.) Fair, returned recently from a rest of several weeks at Atlantic City, where he took in the sun, sights, and a six-inch snowfall.

Joshua Henthorn, official announcer of the Calgary (Alta.) Stampede, was the subject of a feature story in the Calgary Herald recently. Henthorn has been announcer for every stampede since the event started in 1912 and did the announcing at Calgary's annual fair before that, starting in 1904. He is an honorary chief of the Blackfoot Indian tribe and carries the title Chief Damn Nuisance.

The appointment of Jack Weiss as promotion and sales manager of the poster and show card department of Metropolitan Printing

## PNE Moves To Block Early School Opening

VANCOUVER, B. C., Feb. 13.—Directors of the Pacific National Exhibition will petition Attorney General Robert Bonner against a proposed early school opening, which they claim would seriously handicap the big expo this year.

J. S. C. Moffitt, PNE president, and V. Ben Williams, general manager, were delegated to meet with Bonner to protest the September 1 school opening instead of the usual day after Labor Day. The expo here is scheduled to run August 21-September 6.

Long-range building plans for the exhibition were reviewed here recently and a central location was allotted the proposed new arena-auditorium. Al James, development committee chairman, unveiled the most recent designs for completion of the \$1,500,000 provincial - manufacturers - electrical buildings, and a new office building scheduled for completion in time for this year's fair.

## Calgary Sets New Ticket Sales Policy

CALGARY, Alta., Feb. 13.—A new plan for the sale of reserved grandstand seat tickets for the 1954 show has been announced by the Calgary Exhibition and Stampede, Ltd.

Until the downtown ticket office opens June 1, all reserved seat applications are being handled by mail order only. No phone or verbal orders are being considered and all orders must be accompanied by cash, checks or money orders.

Grandstand reserved seats which remain unsold after all mail orders have been filled will be placed on sale at the downtown ticket office June 1, with immediate delivery guaranteed.

The board does not guarantee any particular location and it also reserves the right to limit the number of tickets any person or firm may purchase.

Price scale follows: Afternoons, grandstand reserved, \$1.75 and \$1.50; reserved East bleachers, \$1; enclosure only, 75 cents. Evenings, grandstand reserved, \$2.50, \$2, \$1.50; reserved East bleachers, \$1; enclosure only, 75 cents. All adults or children are the same price. Outside gate admission is 25 cents and admission for autos or trucks with drivers \$1.

## Talent Topics

The Adamsons' perch act, "The Lady in the Moon," is appearing at the Stork Club, Shreveport, La. The Adamsons report the purchase of a new Buick. The act is being booked for the '54 season by George A. Hamid & Son.

The Grefona Family is skedded to play Miami Stadium with the Cisco Kid show February 20-21. After that they'll fly to Puerto Rico to join Circo Americano for a four-week engagement.

Ming and Ling, Chinese comics and impressionists, have been booked by Al Grossman into the Jefferson Hotel in St. Louis, the Bellevue Casino in Montreal, and into Elko, Nev.; Portland, Ore., and Reno, Nev. In July Ming and Ling will perform at fair dates booked by the Barnes-Carruthers agency.

Company, Philadelphia, was announced by Harry N. Goodman, president of the company. He also said that the facilities, services and stock posters available have been greatly increased, with emphasis on cards for outdoor show business.

Douglas N. Lott, top man in the Lucky Lott Hell Drivers, writes from his Stratford, Ont., headquarters that he attended the recent Detroit fair meeting merely as an onlooker. In his letter, he stressed that he is in no way connected with the thrill show operated by his brother Lee.

Ernest D. Adams, former director of the Calgary (Alta.) Exhibition and chairman of the event's finance committee for 41 years, has retired. Adams had also been with the Prairie Thoroughbred Breeding and Racing Association for 27 years.

Recent presentations have brought to 120 the number of William F. Mangels' book, "The Outdoor Amusement Industry," given to libraries, schools and agencies by Col. Allan E. MacNicol, director of Playland Amusement Park, Rye, N. Y.

Publicist Russ Moyer, of the Reading (Pa.) Fair, and his wife, Mary, are vacationing in Florida. Unlike former years, Russ reports that he will undertake no extra-curricular work activities while in the Sunshine State.

Ferd Clemen, owner-manager of Pee Wee Valley, kiddieland on Cincinnati's chief arterial highway, has just returned from Florida where he spent a fortnight's vacation accompanied by his wife and son. Ferd was a visitor to the recent Tampa Fair, which he describes as "old, dirty and immense, and playing to terrific business."

James R. Boyer says:

"We want you to know it has been a sincere pleasure doing business with you. Our Wheel looks like the day it left the factory. We are proud of it."

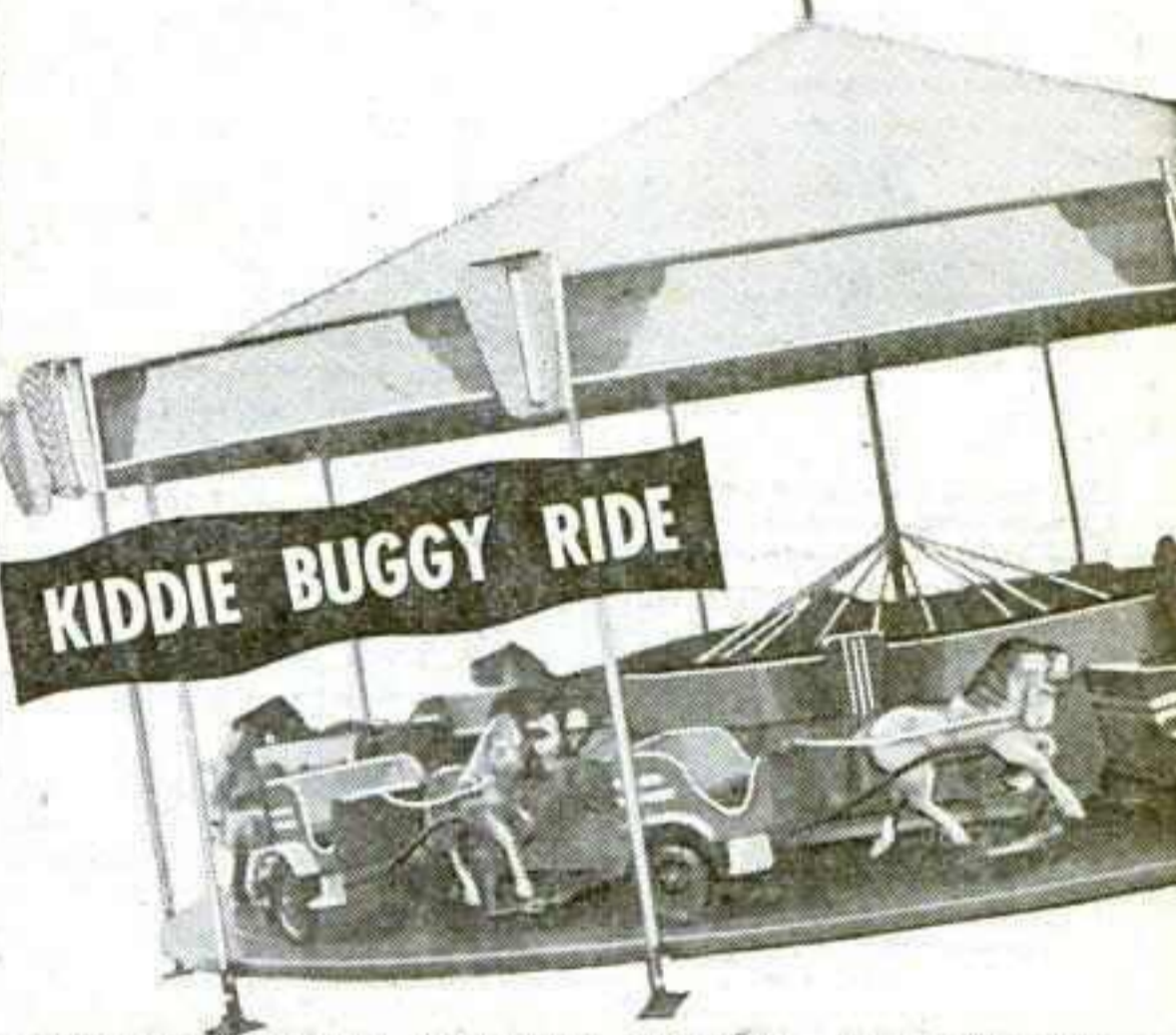
Thank you, Mr. Boyer. We are glad your No 5 BIG ELI WHEEL has proven a good investment. YOU, too, can be a satisfied BIG ELI Owner. Ask us for P.L.A.63 and full particulars. REMEMBER—The BIG ELI is a lifetime profit-earner.

**ELI BRIDGE COMPANY**  
800 Case Avenue, Jacksonville, Ill.

always a winner!

colorful ponies with bright, decorated buggies. operates with smooth, fluid-drive.

you always win with these ponies! wherever allan herschell's kiddie buggy ride is running it's up among the leaders in the kiddie field. a "flat" ride packed with action . . . its ponies go prancing around a circular platform to screams of delight from 20 tiny passengers. with the color and brilliance that has real "flash", it always draws steady top grosses. write or wire today!



OTHER ALLAN HERSCHELL KIDDIE RIDES: CARROUSEL • KIDDIE AUTO RIDE • JEEP RIDE • BUGGY RIDE • SKY FIGHTER • TANK RIDE • LITTLE DIPPER • and Allan Herschell's newest . . . JOLLY CATERPILLAR.

**ALLAN HERSCHELL**  
COMPANY, INC.  
"world's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

**PARK MACHINE FOR SALE**

We have a used 40-foot Spillman machine ready for delivery. Ideal machine for park or permanent location. 26 Jumping Horses, 2 Chariots, 1 set of Ponies, Gas Engine, Tent Top and Sidewall, Brass Rods, reconditioned and repainted; priced at \$4,600.00 cash.

**C. W. PARKER AMUSEMENT CO.**  
LEAVENWORTH, KANSAS

**NEW ORLEANS CONCESSION SUPPLY CO.**  
distributors for  
**GOLD MEDAL—STAR—ECHOLS**  
608 Tchoupitoulas St. RAYmond 4928 New Orleans, La.

**MINIATURE TRAINS for EVERY LOCATION**  
any SIZE...any CAPACITY...any PRICE RANGE...  
THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

AVAILABLE...  
FREE Descriptive Catalog and Complete Details - write to: Dept. B

**MINIATURE TRAIN CO. RENSSELAER, INDIANA**

**TUBS-O-FUN**  
48-PASSENGER KIDDIE-ADULT RIDE  
A BEAUTIFUL FLASHY RIDE THAT CAN BE COMPLETELY ASSEMBLED OR DISASSEMBLED IN JUST A FEW MINUTES. A TERRIFIC MONEY MAKER.

PRICED AT ONLY **\$2,750.00** AT ST. LOUIS, MO.

**HAMPTON AMUSEMENT CO.**  
2231 Oakdale (Phone: GOodfellow 9769) St. Louis 20, Mo.

We make them. We sell them. Contractors, Fairs, Parks and Festivities.

When you buy Illinois Fireworks you get the "Best"

Write or call for prices  
**ILLINOIS FIREWORKS COMPANY**  
Box 792 Danville, Illinois  
World's Largest Manufacturers and Exhibitors



### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents, \$3.50; 50 Cards, \$4.75; 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 100 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 1/2: White Green, Red, Salmon, Yellow Per 100 2.00  
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M. 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M. 2.50  
Scalloped Edge, Green only, M. 2.90  
Smaller Size, 3/8" diam., Red or Green Plastic, 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, Mas- for Board; 3-piece layout for Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M. 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. 2.25  
Round white N.J. Cardboard Markers, 2 sizes; 1/2-inch diam., 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 140.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

**J. M. SIMMONS & CO.**  
525 S. Dearborn St. Chicago 5, Illinois

### WRESTLERS, TOO

## Rides & Singers Win For Hillbilly Park

NEW YORK, Feb. 13.—Adult and kiddie rides have been smoothly worked into the operation of a Midwestern hillbilly park, to where the rides now provide a substantial portion of the gross income. Harry Smythe, owner with his wife Eleanor of Buck Lake Ranch in Angola, Ind., has parlayed a combination of rides, picnic facilities, country-type entertainment, vaudeville and wrestling, into a highly successful operation.

Set in the northeast corner of Hoosierland near the Michigan and Ohio borders, and only 42 miles north of Fort Wayne, Buck Lake Ranch covers 80 acres of farm land converted into a family fun area. The Smythes acquired the site in 1946 after having developed a strong following in that locale with various types of hillbilly promotions put on over a period of years.

Smythe, in describing the park to The Billboard, says the admission price charged to all those over 10 years old includes parking, square dancing entertainment shows and use of picnic grounds. The fee is 75 cents and those under 10 are admitted free. This price results in 60 per cent of the park's gross, with the remaining income coming from rides and concessions.

Whereas rides are the main drawing power for amusement parks, they are of secondary importance at Buck Lake. Big-name hillbilly entertainers are the chief attraction, and they perform in one-hour shows every Sunday, at 5 and 8 p.m. The park is open only two days a week. Saturdays are used alternately for pro wrestling and industrial outings.

"No attempt has been made to operate during the week," Smythe writes, "as many plans have failed due to the added expense of operation and the inability to get large crowds to the park during the week. By concentrating on a Saturday-Sunday operation, all advertising, publicity, and name shows may be presented with a good deal more sock."

Hillbilly shows are put on in an outdoor amphitheater. Set against a wooded hill, it provides seating in the shade for 4,000 persons, who watch the shows performed on a log stage at the bottom of the hill. At 1 o'clock every Sunday there is a one-hour period of organ music, community singing and four vaudeville acts. At 5 and 8 the name country acts go into their shows with their bands and supporting performers.

### Rides Draw Well

The rides come in for heavy play during the one-hour break between shows, and also draw well from parents whose kiddies cannot sit thru the programs. Since the name shows are identical many customers plan a time for ride-going before attending the show of their choice.

Buck Lake's fun area is set at lakeside and includes a live pony ride, electric train and a boat ride, for the children, and three major rides: A Carousel, Big Eli Wheel and Chairplane. Ride prices are 20 cents for each, and six tickets for a dollar.

Concession-wise, the Smythes offer small log buildings, each housing an individual operation. The buildings are Custard, Ice Cream Products, Popcorn, Photo Booth; Doughnuts, Coffee and Root Beer; Hot Dogs and Hamburgers, Souvenirs and Novelties, Karmel Korn, Snow Cones and Floss, Pet Shop, and Novelties. Most of these operations are park-owned, with 25 per cent of them leased out to concessionaires. The park does not sell alcoholic beverages and discourages its use on the premises.

### Turnout Averages 5,500

With an average paid attendance of 5,500 customers on Sundays at 75 cents per, plus kiddies, Smythe estimates that hillbilly talent eats up about 30 per cent of the gross receipts. Another 10 per cent is spent on advertising. Buck Lake advertises in 30 papers in a 75-mile area surrounding the park. It employs spot announcements on five radio stations and over WKZO-TV, Kalamazoo, Mich., and also uses handbills and direct mail advertising.

Other operational costs, Smythe says, are: Ranch employees, 10 per cent; wrestling promotion, 10 per cent; square dance callers and bands, 2 per cent; insurance, 3 per cent; public address and utilities, 2 per cent, and depreciation, 5 per cent. Buck Lake uses 60 to 65 part-time employees during the season, including 12 parking men, 5 ticket sellers, 2 gate men, and ride and concession help.

Besides the facilities mentioned, Buck Lake offers modern rest rooms, 200 rustic picnic tables in a 20-acre setting, and a large building, the Wigwam, for square dancing and as an emergency theater structure with a 1,500-seat capacity.

### Bookings Far Ahead

Booking, a vital part of the operation, is required four weeks in advance for vaudeville acts and as much as six months in advance for hillbilly stars. The operating season covers 18 Sundays plus three holidays, a total of 21 show dates. There are eight wrestling shows for which \$1.20 per person is charged. The grapplers get 50 per cent of the gross on the nights they appear.

Having operated the location for seven years, the Smythes keep an eye open for good vaudeville and novelty acts for their 1 p.m. Sunday show. They cite labor and talent prices as their toughest problem.

The couple had a wide background in connection with country-type entertainment at radio station WOWO, Fort Wayne, where they produced the Saturday night "Hillbilly Hop" program for many years before a visible audience of 2,000 and which was carried over the ABC network.

## Revival Set For De Land, March 22-27

DE LAND, Fla., Feb. 13.—Revival of Volusia County Fair here was announced this week by E. Lawrence Phillips, owner of the local fairgrounds, following a Tuesday (9) meeting at which March 22-27 dates were set for the event. Offices have been established in the Conrad Building.

Phillips said the decision to revive the fair was made following a survey of merchants, manufacturers, fruit growers and cattlemen. Work has already started in reconditioning the fair plant. Buildings are being repaired and repainted, walks are being repaired and the grounds cleared. The grandstand and race track will get a complete overhauling, Phillips said. Circus acts and thrill shows will be featured daily before the stand, plus a style show and public wedding.

C. C. Groscourth, owner-manager of the Blue Grass Shows, was awarded the midway contract at the Tuesday meeting. Space is now being sold to industrial and commercial exhibitors, and a representative line of agricultural and citrus fruit exhibits are expected to be on hand.

## Reading Fair Renames All 29 Directors

READING, Pa., Feb. 13.—The entire 29-man board of Reading Fair Company, Inc., was re-elected at the annual shareholders' meeting here Thursday night (4). The corporation is the holding company of the Reading Fair.

The Agricultural and Horticultural Association of Berks County, operator of the annual, was reorganized early last month. John S. Giles, Reading florist, is president of both groups.

Re-elected to the holding company board were Giles, Calvin A. Bausher, Chester W. Brumbach, John D. Eisenbrown, Heber Ementrout, Thomas S. Faust, Paul A. Flickinger, Reuben K. Fox, Charles L. Glase, Elmer W. Gray Jr., Robert L. Graeff, John H. Guenther, Herbert S. Hintz, Martin L. Hoffer, Hen Johnston, Charles H. Kershner, Jacob H. Mays, Dr. J. Franklin Menges, W. Arthur Morris, Joseph S. Pendleton Jr., Edwin B. Richard, George L. Roller, Harry J. Schad, Irvin S. Schlenker, George W. Schuler, Emil R. Snyder, Albert L. Swoyer, Charles W. Swoyer and Allen Willits.

The board will elect officers at a meeting in April.

## La. State Names Weyland Prexy

SHREVEPORT, LA., Feb. 13.—A. H. Weyland, local utilities executive, was elected president of the board of the Louisiana State Fair, succeeding R. Thad Andress.

Three new directors named were Mayor Clyde E. Fant, Justin R. Querbas Jr., and Jacques Weiner, replacing R. H. Hargrove, Justin Querbas and E. Bernard Weiss, who were killed in an airplane crash last month. Other officers are N. C. McGowan, first vice-president; J. T. Monsour, second vice-president; Justin R. Querbas Jr., treasurer, and W. R. (Bill) Hirsch, secretary-manager.

## Swift Current Ex Nets \$27,017 in '53

SWIFT CURRENT, Sask., Feb. 13.—A profit of \$27,017 on the 1953 Frontier Days Celebration and Fair was reported at the annual meeting of the Chamber of Commerce here. It was the third year the chamber had sponsored the event.

The money, together with previous profits, will go toward improvements such as a new race track and new buildings.

A bill, now before the Saskatchewan Legislature, would incorporate the show as an agricultural fair and the Chamber of Commerce would drop its sponsorship. A full-time manager would also likely be considered.

## Miss. Meeting Elects Deen New President

JACKSON, Miss., Feb. 13.—E. Deen, Hattiesburg, was elected president of the Mississippi Association of Fairs at the organization's annual meeting here Thursday (11) in the Robert E. Lee Hotel. R. B. Jeffries, Laurel, was named first vice-president; C. F. Thompson, Kosciusko, second vice-president, and J. M. Dean, Jackson, was renamed secretary-treasurer.

The meeting will be expanded next year to a two-day affair with a banquet on the first night and the election of officers on the second day. Ray Stennett, Kosciusko, presided at the business sessions of the meeting, assisted by Secretary Dean. Principal speakers were B. L. Luckey and Si Corley along with various discussions on pertinent fair problems.

Owen Cooper, Yazoo City, served as toastmaster at the Thursday night banquet. Mrs. Magnolia Coulet sang, and a show was presented by Mr. and Mrs. Goings, local dance school operators.

Attraction reps turned out in good numbers and reported good business. Those on hand included: John F. Cousins, Sterling Crown Shows; Ernie Farrow and Jack Downes, Wallace Bros' Shows; Bob Suckles, Red Ribbon Shows; Frank Gaskins, Pan American Shows; Frank Owens and J. N. Davis, Gentsch Shows; Kenneth Lee, Fair Publishing House; Bernie Shapiro, Globe Poster Company; Bill Senior and Jack Snell, Bapes-Carruthers Theatrical Enterprises; Maurice Helman, Helman United Shows; Bob Kline, Metropolitan Shows; Mr. and Mrs. Eddie Moran and Mr. and Mrs. Johnny Martin, Southern Valley Shows; Flash Herron, Paramount Fireworks Company; George B. Flint, Boyle Woolfolk Agency, and M. D. (Doc) Howe, Theatrix Production Service.

### MINIATURE GOLF

**COURSES BUILT BY ARLAND**  
America's Leading Builder of Miniature Golf Course & Golf Driving Ranges.  
Ice Skating Rinks & Outdoor Bowling  
**ARLAND ENGINEERING & CONSTRUCTION**  
444 Brooklyn Ave.  
New Hyde Park, N. Y.

### WAX FIGURES

All types made to order. Also Stock Figures, featuring Heady and Hall.  
Write for prices  
**Leone Krewson Studios**  
(Formerly B. W. Christophel)  
3858 Arsenal, St. Louis, Mo.  
(Phone: Prospect 7370)

### POPCORN & CONCESSION SUPPLIES

Supplies and equipment for Popcorn—Cotton Candy—Snowcones—Candy Apples—Cookhouse. Featuring "Star" and "Cretors" Popcorn Machines—"Echols" Ice Shavers.

**UP TO \$100 TRADE-IN**  
on our new  
**MIDWAY MARVEL FLOSS MACHINE**  
SEND FOR DETAILS

### CHUNK-E-NUT PRODUCTS CO.

**BILL DRUTT** 231 N. Second St. Philadelphia 6, Pa.  
**CLEM CONLAN** 2908 Smallman St. Pittsburgh 1, Pa.  
**ED BERG** 1241 E. Sixth St. Los Angeles 21, Calif.

### SEND FOR FREE CATALOG

Multiplex Faucet Co. Serving the Trade 50 Years

"Now available with mechanical refrigeration coil and controls in all 45 gallon kegs"

Famous "MULTIPLEX"

### ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES:

Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side.

**Exclusive! MULTIPLE FAUCETS**  
17-45-60 Gal. Barrels with 2 faucets, one for Root Beer, other for Coca-Cola.  
45-60 Gal. Barrels with Draft Arm for Plain Soda plus 2 Faucets for two different Drinks.  
Also Dispensers for Coca-Cola, other Drinks

Manufacturers: **MULTIPLEX FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.

ADVERTISING IN THE BILLBOARD SINCE 1904

### ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED.

CASH WITH ORDER PRICES --- 10M \$12.60 - ADDITIONAL 10M'S SAME ORDER, \$2.60

Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK ROLL TICKETS**  
1 ROLL \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up to your Last Number

### CONCESSION SUPPLY CATALOGUE

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days we will gladly send a copy upon request.

**POPCORN | COTTON CANDY | COOK HOUSES**  
**SNO-CONES | CANDY APPLES | GRABS**

If you operate any of these stands be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD ST. CINCINNATI 2, OHIO

### BIG PROFITS

WITH SOFT ICE CREAM



**Sani-Serv** DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION  
**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE - INDIANAPOLIS, IND.



### CONCESSION TRAILERS

OF ALL TYPES  
State Your Needs

**CALUMET COACH CO.**  
11575 S. Wabash Chicago 28, Ill.  
Phone: Waterfall 8-2212  
Catalogs available on request

### 8¢ PROFIT

ON EVERY 10¢ SALE!

with **SNO-MASTER** ICE SHAVERS  
Makes Snowcones and Snowballs!

Write for details. Inquiries welcome from dealers, distributors, sales agents.

**SNO-MASTER**  
124-H Hopkins Pl. Balto. 1, Md.



**DON'T BE LIKE THE OSTRICH!**  
When in trouble it buries its head in the sand.

Buy Your Insurance With Confidence  
Secure Sound Protection

INSURE WITH  
**CHAS. A. LENZ**

"The Showman's Insurance Man"



1492 Fourth St., N.,  
St. Petersburg, Fla.  
Phone: 7-5914

**ASTRO FORECASTS**

All Readings Complete for 1953

On hand in these sizes: 2 1/2; 3 inch; 3 9/16; 4 inch; 4 3/16. Write for prices.

Single Sheet, 8 1/2x14, 100, 75¢ per M. \$6.00  
Gold Fish Pamphlet, 4 page, 8 1/2x11, 12 Signs, Any Quantity, Each . . . 15¢  
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12-P., 2 1/2x5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample . . . 10¢

**FORECAST AND ANALYSIS, 10-P.**  
Fancy Covers, 8 1/2x11, Each . . . 6¢  
Samples of each of the above 4 items for 25¢  
No. 1 45-Page Assorted Color Covers . . . 30¢

**NEW DREAM BOOK**  
120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢

**HOW TO WIN AT ANY KIND OF SPECULATION, 24-p.** Well bound, 8 1/2x11. . . 25¢

**PACK OF 79 EGYPTIAN F. T. CARDS.** Answers All Questions. Lucky Numbers, etc. . . . . 60¢

Sign Cards, Illustrated. Pack of 36. . . 15¢  
Graph Cards, 8x17. Sample 5¢. Per M. \$7.50

**MENTAL TELEPATHY.** Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Our Label. No check accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONDS & CO.**  
825 S. Dearborn St. Chicago 2, Illinois  
Send for Wholesale Prices.

**UNUSUAL? INSURANCE PROBLEMS?**



PROMOTERS! PERFORMERS! PRODUCERS!

PROTECT YOURSELF WITH A COMPANY THAT SPECIALIZES IN SHOW BUSINESS INSURANCE.

CLIENTS: SPEEDWAYS—FAIRS—THRILL SHOWS—INCLUDE: CARNIVALS—ROAD SHOWS—ARENAS—ACTS—PERFORMERS.

**IRVIN SALTZMAN & CO.**  
Specializing in Show Business Protection  
BANKERS SECURITIES BLDG., PHILA. 1, PA.

**Miller & Woodcock's Performing Elephants**

On "Super Circus"  
February 7, 1954

Routines of 5 to 25 minutes to suit client.

For open time address:  
**BILL WOODCOCK**  
GENERAL DELIVERY  
HUGO, OKLAHOMA

INSURANCE FOR THE BEST PEOPLE ON EARTH

**AL C. BECK, Inc.**  
SPECIALISTS  
INSURANCE FOR THE AMUSEMENT FIELD

Box 26, Buena Vista Station  
Telephone 78-0662 Miami 37, Florida

**The TURF**

THE GREATEST . . . FLASHIEST . . . \$\$\$ MAKING . . . ALL ELECTRIC. GROUP GAME OF THEM ALL. Free Photo and Details.

**ELECTRONIC GAMES**  
Greensburg, Pa.

**SAVE FEBRUARY MARCH**

**MODEL 120 FLOSS MACHINE ONLY \$275.00**

Made by the world's largest manufacturer of floss machines. Guaranteed to outproduce any other standard floss machine on the market . . . or your money back! There's only one best!

**CONCESSION SUPPLY CO.** 3916 Secor Rd. Toledo 13, Ohio

**Roadshow Rep**

"THE passing of Neil O'Brien marked the exit of the last of the old minstrel show producers and owners of the glamorous days," writes C. E. Doble, Jeffersonville, Ind. "The following names are from newspaper notices of the Neil O'Brien American Minstrels, season of 1932. Minstrel vets will remember many of them, some of whom were featured performers: Frank (Cracker) Quinn, Sugarfoot Gaffney, William Richards, Ed Larson, Pete Detzel, Jack Gray, Joe Carroll, Gene Cobb, Bell and Arliss, Fred Miller, Clark Root, Henry Maher, Tom Kane, J. Lester Haberkorn, Wally Mersereau, Dan Marshall, Dan Shone, Tom Wiggins, Charles R. Wright, Jimmie Johnson, Nyle Verne, Andrew White and musical director, J. H. Del Vecho, a friend of the writer." . . . Wilbur Michaud writes from Providence, R. I.: "I read with interest the comments of W. H. Cusick in the rep column, but urge Mr. Cusick not to be too hasty. Since the days of 10-20-30 we have had silent films, talkies, radio and now TV. Yet the circus has stayed and the carnival is bigger than ever. Strollers were hardly heard of in this country 30 years ago, but now some 3,000 of them are moving over the country and making a living. Maybe the old-time road show will come back. There is a move in that direction with the smaller solo and family shows that exist in spite of everything. Burlesque still grinds along making money for those who are in it and med is catching on again." . . . From Clouis, N. M., Andy Carrier writes that he will have a small sidewall tent out opening near Gallup. He plans to do some merchandising. . . . Perry Washburn writes that he has been promoting minstrel shows in the Seattle area.

**H M. FLETCHER** and family are in Northern Wisconsin en route west. They do a short cast dramatic bill, music and puppets. . . . From Mobile, Ala., Ernest Walling reports that he recently left Florida after a stop-over in Tallahassee. "It had been years since I was there with the Doc Daniels med show," he said. "Daniels had 20 people and we left New England in October and made only a few dates until we got to Florida. At that time the State was a hot territory for minstrels and we sat a minstrel first part. We followed Rusco and Holland, who were the star colored minstrels of that time, and Daniels packed the hall we played in for three weeks. We

**WANTED FOR TILTON COMEDIANS**

Ingenu leading Woman with specialties, Musicians, People all lines. Also Boss Canvasman to take charge of outfit.

**M. R. TILTON**  
BOX 255  
St. James, Minn.

**FOR SALE**

COMPLETE TENT OUTFIT  
Tent—65x85, 10 ft. Wall, 34 seat Reserves, 18 sections Blues, Public Address System, V-8 Truck, Stage, Scenery, \$2,000.00 for complete outfit. Stored in Felicity, Ohio. Ill health cause for selling.

**PEARL BARTONE**  
FELICITY, OHIO

**OPEN A DRIVE-IN THEATRE AT LOW COST**

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19

**Brunk's Comedians Want**

for coming season, Versatile Rep People in all lines. Opening last of April. Leads, ingenuie, Juvenile Man. Specialties preferred. Western or Hillbilly act to feature. Canvasmen. Play Colorado in summer. For Sale, complete Tent Show equipment. Ready to set up. Address

**HENRY L. BRUNK**  
General Delivery, Longview, Texas

had Fred Hart, one of the best songsters, and the Higgins brothers, comedians. We worked back east thru Georgia and on north, doing business all the way. This territory has all gone back and even the pic houses look like they need a lift. Will visit in Montgomery, Ala., and then head for the East." . . . From Seattle Norman Anderson asks that someone send the column the roster of the Uncle Josh Spruceby show, a road and one-night-stand outfit. . . . Joseph Armande is promoting hobby shows and indoor fairs in Eastern Canada. He has been in the Sherbrook, Que., area recently.

"**JOE SMITH**, veteran tent repertoire man who died recently in a Dallas hospital, was for many years stage manager of the Hazel M. Cass Players in Iowa and later with the J. Doug Morgan and the Morgan-Helvey shows," writes Al Pitcaithley, former rep character and specialty man now living in Carlsbad, N. M. Smith was a native of Ossian, Ia., and in recent years, after quitting the road, he made his home in Jacksonville, Tex., old winter quarters of the Morgan show. Pitcaithley also sends word regarding other personalities formerly in the rep field. Mason Wilkes is now with Joseph Meier's Black Hills Passion Play in Meier's Amphitheater in Lake Wales, Fla., for the winter. Wilkes was well known in rep, having been with Chick Boyes for many years. Clem Blomgren, another ex-Boyes performer, is now in Agua Nueva, Tex., where he has a dance band. Rod Brasfield is also wintering in that Texas town. Pitcaithley was recently visited by Erman Gray, of the Musical Grays, who was on a booking trip thru the territory. The Ralph Thomas Family Trio, formerly with the Harley Sadler Players, recently played the High School in Carlsbad.

**Drivin' Round The Drive-Ins**

THE joint invention of an El Campo, Tex., man and a late Bay City, Tex., resident may soon solve a major problem of drive-in theaters, the theft of car speakers. The device, a visual and audible warning signal system, is being patented by B. N. Alsbrook, of the El Campo Electronics Company. The system is the product of two years of planning and experimentation by Alsbrook and the late T. H. Harkey, Bay City, who died in Houston January 14. Key to the system is a control board equipped with a set of lights and a bell or similar audible warning system. Wires from the control panel attach to a speaker on each of the theater's ramps. The other speaker posts along the ramps are in turn wired to the speaker attached to the control board and each is equipped with an extra light. The light is so connected to the speaker posts that when the speaker cord is severed it is automatically turned on. At the same time a light on the control panel also goes on. This light shows on which ramp the speaker cord is severed. Drive-in personnel are alarmed when the bell goes off and the light goes on. The attendant goes to the amp and finds where the speaker is severed by the light burning on the post. Two ramps are wired on one circuit because it cuts wiring costs in half and it is as easy to look down two ramps as it is to check the one ramp. . . . Doug Amos, Hartford, Conn., division manager for Lockwood & Gordon Theaters, has returned from a month's vacation in Florida and the Caribbean area.

**RIFKIN THEATERS** has acquired the 1,078-car capacity Medford Glen Drive-In, Medford, Mass., with the company transferring Paul Kessler from management of the Suffolk Theater, Holyoke, Mass., to the new location. Albert Desautels, manager of the Majestic Theater, Holyoke, Mass., becomes Holyoke city manager, aided by Rena Joyal, moving from Majestic assistant, to house manager of the Suffolk.

**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Big State: Seguin, Tex.  
Blue Grass: (Fair) Largo, Fla.  
Cavalcade of the West: San Bernardino, Calif.  
Gertrude United: New Orleans.  
Coney Island Road: Victoria de Las Tunas, Cuba.  
Franklin, Don: (Livestock Expo.) San Antonio, Tex.; San Angelo 24-28.  
Glades Am.: Homestead, Fla.  
Lane, Leo: (Fair) Orlando, Fla.  
Pan-American Amuse.: Imperial, Calif.  
Royal Expo.: (Fair) Okeechobee, Fla.; (Fair) Ft. Lauderdale 22-27.

**Circus Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Glyde Bros.: Dallas 16-17; Tyler, Tex., 19-20; Shreveport, La., 21-23.  
Davenport, Orrin: Cleveland 16-27.  
Polack Eastern: (Comm. Center) Kingston, Ont., 16; (Comm. Center) White Plains, N. Y., 20-22; McGuire A. P. Base, N. J., 26.  
Polack Bros. Western: (Armory) Louisville 16-21; Chicago 26-March 14.  
Rice Bros.—Joe Mix: Danville, Ky., 16-19; Jeffersonville, Ind., 22-26.  
Terrell Bros.: Lakeland, Fla., 20; Sarasota 21; Bradenton 22; Tampa 23; Clearwater 24-25; St. Petersburg 26; Gainesville 27.  
Van Tilburg, Noel: Minneapolis 26-March 6.

**Ice Shows**

Hollywood Ice Revue: (Olympia) 16-28; (Garden) Cincinnati 2-10.  
Ice Capades of 1954: (Arena) 16-24; (Coliseum) Indianapolis 26-March 4.  
Ice Follies of 1954: (Gardens) Boston 16-28.

**Miscellaneous**

Balley, Bill, All-Star Minstrels: Delray Beach, Fla., 16; Fort Lauderdale 17; Lake Worth 18; Melbourne 19; Lake Wales 20; Bradenton 22.

**Copenhagen Forum Gets Building Nod**

COPENHAGEN, Denmark, Feb. 13.—City officials Monday (1) okayed plans of the owners of the Forum to go ahead with an expansion project that will cost \$870,000 and will make it the biggest exhibition hall in Scandinavia.

Architects have designed a large three-story building to front the present structure, a two-story wing, on one side and a one-story addition on the other side of the old building.

**INSURANCE**

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**Machines and Dispensers**

FLOSS • POPCORN • CANDY APPLES  
SNOWBALLS • DRINKS

Plus . . . A Complete Line of Supplies!  
Get everything from one source!

**POPPERS SUPPLY CO., INC. of Phila.**  
1211 North 2nd Street G.A. Field 6-1616  
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

*Works Like Magic...*

It's no trick for concessioners to "put their fingers" on the best buys in coin operated arcade and skill game equipment every week.

**OUTSTANDING BUYS IN USED COIN OPERATED EQUIPMENT appear every week in The Billboard COIN MACHINE SECTION**



The Amusement Industry's Leading Newsweekly

**NEW POWER EXTENSION CABLE**

At Fraction of Original Cost!



**U. S. Gov't Closeout PORTABLE ELECTRIC POWER CABLE UNITS**

75 Ft. only \$37.50  
2 Cond. 1/0 Flexible f.o.b. Chicago

Ideal for extending power for heavy motors, generators, light plants, etc. Rated for 600 volts, 130 amperes. Two conductor, flexible (133) stranding, rubber insulation, extremely rugged Neoprene jacket overall. Oil and acid proof. Comes complete with attached male and female watertite Hubbelock connectors to enable numerous lengths to be interconnected. New and perfect condition. Satisfaction Guaranteed. Other types and sizes available at similar low prices. Tell us what you need.

**SPECIAL—CORD SETS**

2-Cond. #12 100 Ft. with heavy-duty 2-prong male and female connectors. FOB Chicago \$9.95 ea.

TERMS: Check with order or 1/2 deposit, balance C.O.D.

**D. COLEMAN & SONS**  
Dept. B  
4515 West Addison St.  
Chicago 41, Ill.

**MAKE \$100.00 A DAY On Candy Floss**



Our new Super Deluxe new style head bowl, brushes, holders, spindle. Smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—Send your machine in now for check-up.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Avenue Nashville 4, Tenn.

**WANT TO BUY**

Jr. size Merry-Go-Round for Drive-In location. Send complete information including photo, price, condition, age, to

**THEATRE OWNERS CORP.**  
1635 Central Parkway, Cincinnati 14, O.

*Works Like Magic...*



It can be magic for you, too. Flip the pages to page 70 of this week's issue to find the best equipment for your needs.



## Pennsy RSROA Chapter Briefed on Tax Fight

BEDFORD, Pa., Feb. 13.—Some 60 operators, their pros and guests at the mid-winter meeting of the Pennsylvania chapter, Roller Skating Rink Operators' Association, in Bedford RollArena Monday (1) heard a discussion of the 20 per cent admission tax on rinks and pools led by Vernon Platt, Feasterville, Pa., president of the Participating Sports Association of America, and Arthur E. Litzenger, operator of Crystal Palace Roller Rink, Philadelphia, and vice-president of the sports group.

The chapter meeting, led by President David Sternbergh, York, went on record as backing the RSROA annual roller skating queen contest. It was announced that Robert Gosnell, newly elected chapter president, at whose rink in Latrobe the State meet will be held in April, will send out invitations to all Pennsylvania rinks to enter a representative in the queen contest. Each rink entering a contestant will be required to pay a \$5 entry fee. Winner of the State title will be sent to the national competition, to be held in Denver in July.

Two membership applications were approved by the chapter, according to K. D. Strayer, secre-

tary-treasurer. They came from Roy Kinney, operator of Stroud Roller Rink, Stroudsburg, and John Hoffman and Albert McKee, owners-operators of Skateland in Twin Willow Park, Valencia. A number of rink equipment suppliers had displays at the meeting.

A committee was appointed to study chapter by-laws and to make any recommendations so as to bring them up to date. The committee consists of President Gosnell; James Cicero, Ebensburg, vice-president, and Secretary-Treasurer Strayer.

Next chapter meeting will be held April 16 in Latrobe (Pa.) Roller Gardens.

## Seeking Funds For Fight Vs. 20% Gate Tax

PHILADELPHIA, Feb. 13.—The Participating Sports Association of America, which is spearheading the fight for removal of the 20 per cent admission tax on skating rinks and swimming pools, is making plans for a convention and trade show with which it hopes to raise funds to be used in connection with the fight, according to Arthur E. Litzenger, operator of Crystal Palace Roller Rink here and vice-president of the association.

Litzenger, who is acting as publicity chairman for the convention, said the convention-show will be held March 29 at the Somerton Springs Recreation Center, Feasterville, Pa.

Robert D. Martin, Detroit, secretary-treasurer of the Roller Skating Rink Operators' Association, will be a guest speaker at the affair, along with others in the recreation field.

## Mineola Candy Awards; Preps Oldtimer Event

MINEOLA, N. Y., Feb. 13.—The old matching hearts game grabbed the spotlight Thursday (11) at Earl Van Horn's Mineola Roller Rink. As in past years the rink management gave away 100 boxes of candy to the first 50 couples matching hearts at the St. Valentine party.

Meanwhile the rink staff was making preparations for its annual Oldtimers' Jubilee which this year will be held in conjunction with the rink's 20th anniversary celebration. The management has promised its skaters that a host of celebrities will attend the affair, plus many old-time skating greats.

Mineola has scheduled matinee sessions for the two holidays this month, Lincoln's birthday, Friday (12) and Washington's birthday, Monday (22).

## San Antonio Polio Fight

SAN ANTONIO, Feb. 13.—Roller skaters joined the local anti-polio campaign, when admission to the North St. Mary's Roller Rink was a donation to the March of Dimes. There were several special prize contests. The rink was open from 7 to 10 p.m. for the event, according to Joe Spillman, manager.

## Says Brothers Should Also Get Nomination

CINCINNATI, Feb. 13.—"With reference to the article in The Billboard of February 6 concerning my nomination as a candidate for The New York Journal-American's Skating Hall of Fame, I would like to say that I am highly honored and most grateful to the person who nominated me," writes C. V. (Cap) Sefferino, manager of Price Hill Roller Rink.

"However, I sincerely feel that such an honor without inclusion of the names of my brothers, Bill and Joe, would be quite undesirable. My brother, Joe, was unquestionably one of the greatest speed skaters of his time, and I feel that had he not died at the age of 24, he would surely have become the best of his time.

"Bill, I am sure, has done as much for roller skating as anyone, living or dead. He not only single-handedly built one of the finest rinks in the business, but was one of the first operators to advocate taking the roller skating business out of the gutter and giving it the reputation it enjoys today. He was an early member of the Roller Skating Rink Operators' Association and has met every obligation necessary for its welfare since becoming a member. He not only was one of the first men in the business to exploit skate dancing and speed skating, but taught me everything I ever knew about skating. Therefore, while I appreciate the thought behind my nomination, such an honor would

## WHOLESALE

## AOW Hosts 12 'Y' Groups in Bid for Trade

ELIZABETH, N. J., Feb. 13.—Observing National YMCA Week, Twin City Arena here of the America on Wheels chain of rinks hosted 12 YMCA's from Northern New Jersey at a huge special skating session held Saturday morning, January 30.

There was no charge for use of the arena, AOW officials believing that the introduction of almost 1,000 youngsters to roller skating to be a good rink patronage-building effort. Girls as well as boys attended, altho it was a YMCA function.

Associations represented were from Newark, Elizabeth, Metuchen, New Brunswick, Rahway, Jersey City, Westfield, Morristown, Perth Amboy, Fanwood, Scotch Plains, Orange and Plainfield.

AOW offered a varied program so that all youngsters would be pleased. It included general skating, couples and trio numbers, races for boys and girls and specialty skating games. Eighteen prizes for winners of races and games were donated by AOW.

The 36 YMCA leaders who attended were greatly impressed by the success of the affair, AOW officials reported. It is expected that the event will become an annual party.

be distasteful to me unless it was presented as the Sefferino brothers."

## Record Trade For Jellse's Fernwood Spot

EAST PEORIA, Ill., Feb. 13.—Combination of excellent weather and healthy economic conditions in the area is resulting in one of the finest seasons on record for Fernwood Rink here. Suburb is four miles from Peoria and is operated by Oscar Jellse, active in the business for more than 17 years.

Private parties are currently accounting for sold-out houses three days a week, with the remainder of the time devoted to open skating. Fernwood is run by Jellse and his wife, who handles contact work with the various organizations and schools which stage skating parties.

Mrs. Jellse says that it is essential to keep a complete list of key people in the clubs and schools. Periodic phone calls and postcards are used to contact club and school leaders reminding them of their impending dates at the rink. The Jellses also add that in addition to skating a good deal of revenue is being realized by catering to square dance organizations.

Fernwood does not employ a full time pro, but instructors come down weekends from Chicago to work with promising skaters.

## Mercury Show Produces Two S.R.O. Gates

NORFOLK, Feb. 13.—Mercury Roller Rink here, operated by Hank Mason and Dick Scott, presented its ninth annual March of Dimes Show January 30 and 31 to s.r.o. houses, reported Sam Simmons, secretary of the Norfolk Musicians' Association.

The show was under the direction of Ed (Moon) Kosjer, Mercury pro, and music was by Jack Neblett's orchestra.

The 15-act show opened with Little Linda Wagner, a polio victim, skating with braces, followed by the entire company of about 125 carrying a banner reading: "We skate tonight so others may walk tomorrow."

## St. Paul Fete to Break Even

Continued from page 48

a gag which took hold quickly, the carnival ran two strictly summer substitutes, a "water regatta" featuring two teams of scullers competing in the open Mississippi River Saturday (6), and a trophy to the Sunday golfer turning in the lowest validated score card for play on the final day of the festival.

Perversely, weather was coldest on the parade days, Grande Parade on January 30 and torchlight march Saturday night (6). This helped the sale of indoor seats for the Auditorium, where both the parades wound up, to the tune of 25 per cent ahead of 1953, Geisler said. Nearly a quarter-million watched both parades. Carnival button sales, at \$1 each, hit a new all-time high of between 22,000 and 24,000. Final figures will not be available before March 10, Geisler said.

Ed Sullivan, of TV note, emceed the opening show Friday, January 29, at which Walter V. Dorie, banker, was unmasked and crowned King Boreas XVIII.

Pulls 9,000 About 9,000 paid their way in for the coronation of the Queen

of Snows Tuesday night (2) at which Mary Lou Lipke, princess for Northern Pacific railroad, was picked from 20 competing princesses.

Musical Jamboree in the auditorium Sunday night (31) served as pick-up spot for Sullivan's "Toast of the Town" to bring five minutes of the winter carnival to the nation. Eddie Fisher's plug on his Friday night show (5) also gave the carnival a tremendous national push, according to Geisler. The 27,000 feet of film shot by six newsreel firms was the greatest footage ever taken of the St. Paul festival.

Altho continued warm weather threatened, the annual sports car races on ice at Lake Phalen were conducted Sunday (7) before some 30,000 spectators.

Vic Hyde, one-man band, emceed the Vulcan Serenade. The show was opened by the Par Four Quartet, and also included Pryde and Day, juggling; Homer and Jethro, music-comedy; Johnny Bachemin, songs and dance, and the Three Adaros, balancing. Arthur Goldsmith, Chicago, booked the show.

## Tampa Paid Gate Up 5.8%

Continued from page 48

who saw it, but unfortunately the weather most nights was all against the show and its attendance.

Acts in the bill were Baudy's Greyhounds-Monkeys; Lona Dobritch, wire; Wells and the Four Fays, acrobatic; Five White Guards, vocals; Miss Loni, foot juggler; Three Goetches, unicyclists, and Johnny Gibson's Aerial Ballet, with Nip Nelson as emcee.

Auto Races Up Two days of auto races, Wednesday (3) and Saturday (6), together yielded better attendance than the total for the first two days of racing last year. Final auto race program was slated for this afternoon. Attendance for Jack Kochman's Thrill Show was off slightly from last year.

In all, four parades were tied in with the fair, with each one ending in front of the grandstand. Second only to the Gasparilla Day parade was the kid's Gasparilla parade, in which all of the many floats had a circus theme.

Many Improvements Many changes were evidenced

among the exhibits. Livestock and agricultural exhibits were rated the best yet, as the result of work by Carl Tyner, former manager of the Indiana State Fair, who had been brought in by Huskisson to develop them.

Biggest improvement however, was in the commercial exhibits, highlighted by Chrysler's huge, well-executed "New Worlds in Motion" show. There were no vacant spaces in any of the buildings, as there had been in the past. In fact, some space not hereto used for exhibits was pressed into use. Many of the repeat exhibits were upgrade.

In its advertising-publicity, the fair conducted a more intensive campaign than in any recent year. Jim Mullins, press agent with the National Speedways, the Polack Bros. Circus and others, was brought in two months before the fair, and the advance campaign was strong.

Fair coverage by newspapers reflected the vast improvements made in the fair, with more features used than at any time in the memory of veteran observers.

**WE BUY AND SELL USED ROLLER SKATES**

All Kinds! Best Prices!

**SPECIAL!** Men's closed toe leather lined shoes, wood wheels. \$11.00 Pair

BONNY'S HUG-ME-TIGHTS ... \$11.00 Doz.  
BONNY'S SKATING SKIRTS  
LIGHTWEIGHT — \$18.00 Doz.  
HEAVYWEIGHT — \$24.00 Doz.

Write for price list. 1/2 down, bal. C.O.D.

Authorized Distributor for **"CHICAGO"** ROLLER SKATE CO.

**JACK ADAMS & SON, INC.**  
1471 Boston Road • Bronx 60, N. Y.  
DAytan 9-3403

**WE BUY and SELL**

**NEW and USED RINK ROLLER SKATES**

largest exclusive skate distributor in the country

lowest prices

By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

**JOHNNY JONES, JR.**  
Representative for **CHICAGO ROLLER SKATE CO.**  
51 CHATHAM ST., PITTSBURGH 19, PA.

**CURVECREST RINK-COTE**

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself.

**Orange Skating Records**

growing more popular every day. New releases every month. Write for free catalog.

**Orange Recording Co.**  
1253 Lewis Drive Winter Park, Fla.

**Maple and Fibre Wheels**

Rock Hard Maple 87S Standard No. 87F Figure

No. 86S Racing—86F Figure.  
One piece. Polished Steel Bushing.

No. 87DL — No. 87SL — No. 88GBL  
Laminated Maple two-piece Bushing.  
Keep all Maple Wheels in a dry place.

No. 78 — No. 78S — No. 79 Hockey  
New Long Wearing Fibre Wheels.

Rink Repairs—Order Now!

No. 87SL "Hold Fast" and White Shoe Soap

**CHICAGO ROLLER SKATE CO.**  
Known for Quality Products  
4427 W. LAKE STREET CHICAGO 24, ILL.

**CONTROL ADMISSIONS with STROBLITE IDENTIFIER**

Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc.

**COMPLETE KIT, \$45**

Write for Information

**LUMINOUS COLORS, BLACKLIGHT LAMPS** for stage, displays, decorations.

Dept. B-2  
**STROBLITE CO.** 35 W. 52d St., N.Y.C.

**USE! SELL!**

**TOE STOPS...**  
Protect shoes, skates & floors; of finest, natural white rubber; sell on sight to every skater!

**Pro-Tek-Toe**

ORDER FROM YOUR DISTRIBUTOR OR WRITE

**SHOE RENEWER...**  
Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gals. for rink use.

**PRO-TEK-TOE SKATE STOP CO.**  
WENTZVILLE, MISSOURI

**MANAGING COUPLE WANTED**

To manage and operate a Permanent Rink for the 3 months of June, July and August. A good deal for the right couple. Please give age, past experience, etc., in first reply.

Box D-11, c/o The Billboard  
Cincinnati 22, Ohio

**PARTICIPATING SPORTS ASSOCIATION OF AMERICA**

**SECOND ANNUAL CONVENTION**

Somerton Springs, Feasterville, Pa.  
Monday, March 29, 1954  
Trade Show—Program—Banquet



## ANOTHER GOLF SET-UP

### Brothers Lay 6th Course; One May Go to 27-Holer

NEW YORK, Feb. 13.—Phillip and Meyer Goldstein, Pace Amusements operators, have their nine-hole miniature golf course at Fairyland Kiddie Park in Queens all laid out and ready for surfacing. Props are being made and the electrical work is near completion.

The Goldsteins operate five miniature golf sites in the metropolitan area and the new one will raise the total to six, more than any similar operation here-

abouts. In addition, the brothers' firm runs a five-ride kiddie park in Bayville which includes golf and a driving range.

The two have been in driving ranges and miniature golf since 1939. Pace Amusements operates the Bayville spot, a Bronx miniature golf course and the Fairyland layout. Meyer Goldstein individually operates three courses, in Long Beach, Bayside, and the Rego Park section of Queens.

#### 30-Cent Play Seen

Prices at the Goldsteins' courses have been 50 cents for 18 holes. For the nine-hole Fairyland layout, at which a fast patron turnover is anticipated, the price may be fixed at 30 cents, Meyer Goldstein says. He added that the Bayside location, off Northern Boulevard in Queens, has become highly competitive and in order to offset the drawing power of near-by courses he hopes to add another nine holes and offer the entire 27 holes of play at no increased price.

### Golf Range, Dansant At Springfield Spot

SPRINGFIELD, O., Feb. 13.—Continuing its expansion program, Springfield Springs Park here will have a new golf driving range and ballroom in 1954, reported Fred L. Rivenburgh, owner. A "Miss Ohio" contest, a local franchise arrangement, is expected to focus attention on the park.

The park, which began in 1951 with a swimming pool, added a quarter-mile stock car race track in 1952 in co-operation with a local drivers' association.

## L. B. Schloss, Glen Echo Op, Dies in D. C.

WASHINGTON, Feb. 13.—Leonard B. Schloss, for 40 years vice-president and general manager of Glen Echo Park, Glen Echo, Md., died February 10 in this city. The 81-year-old park man was a director and former president of the National Association of Amusement Parks, Pools and Beaches.

Schloss got his start in the



LEONARD B. SCHLOSS

amusement business as an advance agent for personal appearance tours by boxers John L. Sullivan, Jim Corbett, Bob Armstrong and Tom Sharkey. In 1893 he worked for Charles E. (Parson) Davies in promoting the Chicago World's Fair and later toured the world with a show. Schloss also was well remembered as the promoter of the Dixon-Armstrong fight, the first boxing match held in the Crystal Palace, London, during the 1901 coronation ceremonies of King Edward VII. He opened Coney Island's Dreamland Park in 1904 and built Luna Park, Scranton, Pa., operating it from 1906 to 1911.

Surviving Schloss are his widow, Gertrude; a daughter, Mrs. Evelyn Eichberg, and a son, Emanuel M. Services were held February 11 in Washington with burial in Washington Hebrew Congregation Cemetery.

## Four Men Booking Palisades Outings

CLIFFSIDE, N. J., Feb. 13.—Four men have been booking outings for Palisades Amusement Park since last fall, and the management claims considerable success in the venture. With the park's season set to open April 17, a growing list of organizational outings has been building since October.

Owner Irving Rosenthal, who had never used outing bookers in the past at the park, said this week: "It looked like business would start dropping off in 1954, so we started preparing for it."

The canvassers are all young men in their 30's, and were trained by purchasing agent Anna Halpin at the park offices. Altho experienced for years in accepting bookings, she had not done any solicitation but is well grounded in sales pitch techniques.

**Varied Backgrounds**  
The four bookers have back-

grounds of advertising publicity, public relations, and various kinds of amusement park work, she said. They divide their territories among Long Island, New York and Westchester, New Jersey, and Pennsylvania.

Starting in October, the bookers have been visiting industries employing 1,000 or more workers. Smaller organizations are solicited by mail. It was said that several firms have signed for outings but dates have not been arranged yet. The men work on drawing accounts plus percentage.

Emphasized in the canvassing are the benefits of a package deal offered by Rosenthal. For the sum agreed upon, the organization receives round-trip transportation to and from the park, tickets for rides, food, and picnic facilities. Accessibility and services are plugged heavily by the quartet of salesmen.

**FOR SALE**  
Must Sell—Location Lost  
**Complete Kiddie Park**

Three kiddie rides: Galloping Horse, Chariot, capacity 16; Fire Engine, capacity 10; Train, capacity 20; complete with center pole, string lights, automatic timers and control boxes, record player, amplifier and weather proof speaker, benches, colored picket fence. Everything in excellent condition. Best reasonable offer. Contact

**MR. JOHN BUDY**  
2033 Commonwealth Avenue  
Arverdale, Mass.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SNOWMANSHIP

GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE** EASILY INSTALLED

BETTER 'N A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING DINES, CLUBS, TAYLOR BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details  
**HOLLYWOOD SPOTS-LITE CO.**  
Dept. B 3512 No. 16th St. Omaha 10, Nebraska

**KIDDIE CAR RAILROADS**  
BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

**TURNER SCOTT**

Has to lease beautiful and fully equipped Cotton Candy, Sno-Balls, Candy Apples, Popcorn Stand facing world's famous beach on boardwalk at Daytona Beach. Address c/o Lake Region Hotel, Winter Haven, Fla., till February 21. Permanent address: 120 N. Grandview Ave., Daytona Beach, Fla.

**WANTED!**

For our 750-car 30-acre drive-in theater, 6 1/2 miles from the nation's capital on high speed road.

Miniature Train and Carousel and two other rides on a percentage or lease basis.

Write or wire your proposition to  
**Louis Bernheimer Theaters**  
1311 Rhode Island Avenue, N.E.  
Washington 18, D. C.

**AMUSEMENT PARK FOR SALE**  
WICHITA FALLS, TEXAS

In fastest growing city in Texas. Six and one-half acres adjoining city limits. population 100,000; concrete swimming pool and two concrete bath houses would cost \$150,000.00 to build; Eli No. 10 Ferris Wheel, Auto-way Steam Train, Kiddie Boat Ride, Airplane Ride, three abreast Merry-Go-Round, Ridee-O-Swing; completely equipped Cafe and ten other Concessions on pavement and city bus route. \$95,000.00; one-half cash and terms.

**M. D. BOLTON**  
227 RADIO BLDG. (Ph. 22986) WICHITA FALLS, TEXAS

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**WHIP FOR SALE**  
In good condition. Very reasonable. Write  
**BOX D-8**  
c/o The Billboard Cincinnati 22, O.

RIDES' SPACE AVAILABLE **KIDDIE PARK** IN COLORFUL COLORADO

Will lease space and operate your rides in large park area in front of new \$325,000 drive-in theater on main No./So. Hwy. of suburban Denver. Advise in first letter your equipment and expected percentage, or your option to sell.

**V. LOVE, 518 E & C Bldg. Denver, Colo.**

RIDE OPERATORS  
SHOWMEN  
CONCESSIONERS

**INSURANCE**  
FOR YOUR REQUIREMENTS  
**6 or 12 MONTHS**  
FAIR RATES • NATIONWIDE  
CLAIM SERVICE  
Autos—Trucks—Trailers—Rides

Write to  
**M.J. 'MIKE' LAW**  
135 S. LaSalle St. Chicago, Ill.  
Phone: Financial 6-1210

**WANTED RIDES and CONCESSIONS**  
(children and adults)

Maryland's biggest bathing beach—amusement park on Chesapeake Bay, just outside of Baltimore.

Contact: **Bernie Seaman**  
**NEW BAY SHORE PARK**  
630 S. Catherine Street  
Baltimore 23, Maryland

**WANTED**  
SPRINGFIELD, OHIO  
For **SPRINGFIELD SPRINGS PARK**  
Complete Ride Land, Skating Rink, Lead Gallery on percentage basis.  
We have Picnic Grounds, Stock Car Race Track, Swimming Pool, Golf Range, 75 acres on main highway; bus service.

**FRED RIVENBURGH**  
4140 E. National Rd. Springfield, O.

**CONFIDENTIALLY**  
THE NEW **Bowl-O**  
Pat. No. 2,536,538  
**IS GREAT**  
★ ★ ★ ★ ★  
**FUN TO PLAY**  
**MORE PROFITS FOR YOU**



14 FT. LONG  
27 IN. WIDE  
64 IN. HIGH  
WEIGHT 375 LBS.  
PRICE—\$695.00 F.O.B. PHILA.

WRITE FOR LITERATURE

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL ST., PHILA. 44, PA.  
Amusement Devices Since 1904

**Sensational Buy!** **AMUSEMENT PARK FOR SALE**  
Priced To Sell

- ★ 13 Rides
- ★ 15 Concessions
- ★ Midway Restaurant & Highway Drive-In
- ★ Bingo
- ★ Picnic Shed
- ★ New Permanent Style Buildings
- ★ Located on 40 Acres
- ★ Plenty of Parking Space
- ★ Over 180 School Picnics in Spring
- ★ Many Large Co. Picnics Each Year
- ★ Crossed Over \$144,000 Last Year

Located in Tulsa, "The Oil Capitol of the World"—The Southwest's most progressive city with oil refineries and offices, jet bomber plant, aeronautic school, university. Near the city's large zoo and overlooking beautiful Yahola lake. The nearest Amusement Park, 176 miles. The population of the city and suburbs approximately 300,000 people.

**LAKEVIEW AMUSE. CORP. — CECIL ELIFRITZ, Mgr.**  
16 W. 4th, TULSA, OKLA.—Phone: 54-9622

**A FAMILY RIDE**

Our steam trains gross more the second, third and fourth year than the first. Hauls from 15 to 100 people at every trip. Your customers like real train operations. Buy what the public likes.

**OTTAWAY AMUSEMENT CO.**  
224 W. DOUGLAS  
WICHITA 2, KANSAS

**CHARLES KYLE WANTS**

On account of death in the family can place competent couple for office, experienced Road Show People, one with booking experience and responsible as partners, with Fraternal connections. Any of my old men, please contact Lo 2-9347 by phone or mail for later events.

Can place Bingo, Greyhound Race, Bumper, Auction, Kiddie Rides, also Bazaar Outfit complete, and Concessions such as will be permissible by the Park Commission. Beach location closes Labor Day, play fairs after. Let's hear from you!

**CHARLES KYLE**  
104 JUDSON AVE. NEW HAVEN, CONN.

**WANTED FOR 1954 SEASON**  
Lessee for Amusement Park.  
Space for several Rides, Games, etc. Long lease available.  
Have had Amusement Park for past four years. Write.

**R. A. MARKHAM**  
MARK HAVEN BEACH  
Tappahannock, Virginia



# CIRCUSES

## LOYAL-REPENSKY DEBUTS IN COLD

Sarasota Sees European Layout; Regular Season to Open Later

SARASOTA, Fla., Feb. 13.—The Loyal-Repensky Circus made its U. S. debut here Friday and Saturday (5-6) in a charity showing that was marred by cold weather and a small turnout. The show is scheduled to open its season officially later and to expand into three-ring operation about April 1. It is in quarters here.

European style presentation

here included a two-pole push-pole top over one ring with three rows of padded red chairs in boxes. Three more rows of chairs also were de luxe but without the boxes, and the remaining seats were blues. Layout here included no Side Show or midway. Between top and marquee was a small menagerie top housing a single elephant, the riding stock, one Liberty horse, four ponies and two cages, plus concession stands.

Giustino Loyal was featured in the Loyal-Repensky's riding act and also as equestrian director and clown. Music was provided by a drummer and the Sailor Circus air calliope. Dub Duggan, promotion manager and agent, brought the elephant and some other stock.

Admission was scaled from 60 cents to \$1.80.

Fred Bradna, equestrian director emeritus of the Ringling-Barnum show, blew the whistle for starting the show, and David Murphy, who has been with Ringling, Beatty and Packs, was guest announcer.

Among guests at the initial show were Mrs. Eva Davenport, Tom Packs, Daviso Cristiani, Ernesto Cristiani, Jack Leontini, Harry Hammond, Al White, Gene Lewis, Charlie Bell, Texas Jim Mitchell, Joe Sullivan, John Sullivan, Pinito and Juan Del Oro, Slim Harris, Duina Zaccchini and the Simrus.

Talent line-up included the Loyal-Repensky Family, bareback, featuring Giustino and Zetta; Repensky Sisters, wire; Great Alfonso, juggling; Seven Brannocks, teeterboard; Trio Germain, comedy; Johnny, head balancing; Miss Ulla, trap; Dolly, trap; Catarzi Trio, casting; Los Valencianos, trampoline; Loyal's Liberty horse; King Brothers, roly-boly, and Pepino and Manolitto, clowns.

## Wixom Dickers For Equipment, May Open Show

TERRE HAUTE, Ind., Feb. 13.—John D. Wixom, owner of Wixom Bros.' Circus Menagerie, said here last week that he had nearly completed a deal for equipment, and if it goes thru he'll have a circus this season.

In the past the Wixom menagerie has been with carnivals, including Gooding Amusement, Blue Grass, Beyers, Buff Hottle, Bakers United and Gem City last season. Of his 12 cages of animals, seven were leased to an outdoor theater's Kiddieland and five were on the carnival unit until the two units were combined to make the Illinois State Fair with ACA Shows. Each unit included lead stock and the combination moved on seven trucks. Some cages are trailers and some are cross cages loaded on semis.

Wixom did not identify the circus owner with whom he has been dealing for a big top, seats and power plant. If that plan jells, the show would feature its 12-cage menagerie and carry 10 head of lead stock. If the canvas opera should not materialize, Wixom may stay in quarters here or may look into the ballpark circus field. He said that the nut was too high to take the unit with carnivals again.

## Wilson Names Puerto Rico Acts, Opening

NEW ORLEANS, Feb. 13.—Line-up and opening date for the Gran Circo Americano were announced this week by Jerome O. Wilson, director, who has been taking the show to Puerto Rico annually since 1948.

The show opens at San Juan on March 3, he said. Acts, animals and props will be flown from Miami. Wilson said the program will be the strongest in the show's history and includes:

Gretonas, high wire; Drougett Family, jugglers; Leon and Eleana, Great Danes and chimps; Chick Yale, table rock; Chai and Somay, Oriental balancing; Guy Leslie, seals; Hawthorne, bears; Rebecca Drougett, foot juggling; Wells Brothers, bar act; Slivers Johnson, comedy car, and clowns to include Mel Henry, Slivers Johnson, Chick Yale, Nico and Cumparsito.

James B. Harrington continues as general manager.

## Gainesville Starts Promotion Of 25th Anniversary Season

GAINESVILLE, Tex., Feb. 13.—Advance promotion for observance of the 25th anniversary of the Gainesville Community Circus has been started under the direction of A. Morton Smith, founder and director of the show.

Anniversary season will start April 21-23, when the show opens its tour with three performances in its home town. Special guests will be persons who were with the show 20 or more years ago. About 1,800 persons have taken part in the show during its operation.

## DAVENPORT'S DETROIT TABS RECORD WEEKEND

DETROIT, Feb. 13.—The Shrine Circus here, produced by Orrin Davenport, played to capacity crowds over its first weekend (5-7), and set a new mark. The Friday and Saturday night houses were turnaways while the Sunday afternoon house was the largest in

memory of those who have played the date for years. About 5,000 persons were turned away Sunday after others filled all seats, aisles and standing room. Sunday night show was comfortably filled.

The big business came after a string of disappointing weekdays. Prospects for more capacity business this weekend (12-14) were noted, with advance sellouts.

Producer Orrin Davenport was confined to his hotel room with a cold Friday (12).

## Clyde Starts Second Stanza

AMARILLO, Tex., Feb. 13.—Clyde Bros.' Circus played a three-day stand ending Saturday (6) at the Tri-State Fairgrounds Coliseum here, launching the second stanza of its current indoor season. New additions include Charles Allen's Bears, Bob Atterbury's Sky Tones high wire act and the Gasco Duo, juggling and roly-boly.

Owner Howard Suesz is managing the show during the absence of Harry Allen. The Allens are vacationing at Los Angeles. Jack LaPearl, producing clown the past year, has been named to handle press on the show this season.

A. J. Ody, of the Odyson Circus, Penticton, B. C., was a visitor at Amarillo and discussed buying some canvas from Suesz' summer operation, Hagen Bros.' Circus.

## Elks Plan Show

LOS ANGELES, Feb. 13.—The Los Angeles Elks lodge will stage its annual "Circus Night" in the lodge room of the Temple here February 17. The show will feature circus performers now in this area. On the committee are J. Ed Brown, S. L. Cronin, Paul Eagles, Hunter Farmer, and Walter W. Trask.

## Not With Ringling

SARASOTA, Fla., Feb. 13.—Roberto De Vasconcellos denied this week any report that he will be riding in the Ringling Bros. and Barnum & Bailey Circus during the coming season.

## EMMETT KELLY IN NEW MOVIE

HOLLYWOOD, Feb. 13.—Emmett Kelly, Ringling-Barnum clown, has been signed by Paramount Pictures for a featured role in its forthcoming film, "The Big Top," which is to be made with equipment of the Clyde Beatty Circus. Location shooting starts next week at Phoenix, Ariz.

Signing of Kelly was announced by Paramount at the same time it was reported that in addition to Martin and Lewis, the picture will include Zsa Zsa Gabor and Joanne Dru. Hal Wallis is producer. Earlier, Kelly appeared in "The Greatest Show on Earth" and "The Fat Man."

## R-B UNLIMBERS WAIT BANNERS

CHICAGO, Feb. 13.—Prospects for lively action in the circus billposting field loomed this week when F. A. (Babe) Boudinot, Ringling general agent, revealed he would have men on call for opposition work.

In the past couple of seasons, the Ringling advance was trimmed to a point that no one was available for special spots. Wait ads were used in newspapers but only in one or two cases, where the route doubled back, were billposters able to post wait paper.

The set-up will not provide for a permanent special brigade, but the billing crew this year is to be larger and Boudinot said men would be pulled out for brigade work when needed.

## Wallace-Clark May Skip '54; Lease Animals

LOS ANGELES, Feb. 13.—Wallace & Clark Circus, which played a successful tour of upper Canada as well as the Middle West and West Coast last season, apparently will not tour in 1954. Owner Norman (Luke) Anderson, however, has not made any official announcement. The show is in quarters near here.

Anderson said late last season his show would be for sale. Since then he has contacted some show owners, offering some of his equipment for sale. One report was that he had leased his elephant and hippo to Siebrand Bros.' Circus and Carnival. Jack Turner, agent last season for Wallace & Clark, reportedly will be agent for the American Midway Shows.

## BARNUM TO GARGANTUA

### Strobridge Contracts Ringling Paper Work

CINCINNATI, Feb. 13.—John Ringling North and the Strobridge Lithographing Company have concluded a contract by which the famous old printing house will resume work and produce three new varieties of posters in assorted sizes for Ringling Bros. and Barnum & Bailey.

Two styles of the new paper will be ready in time for the New York engagement. The third will be used for later stands of the show. While art work was not described, it was stated that the posters were "institutional" rather than depicting specific name acts. Sizes will range up to 16-sheets. Combined with an eight-sheet date, these will constitute a 24-sheet layout for poster panels.

#### Files Show 1870 Work

Circus account files of the Strobridge company here reveal that the firm began printing paper for P. T. Barnum in 1870. The Barnum circus built by Coup and Castello opened the following spring. About 35 years ago, John F. Ogden, well-known painter of wild animals, was under contract to the firm and he did the art work for many Ringling and Barnum animal posters.

Strobridge continued with Ringling-Barnum work until 15 years ago. The last poster it made for Ringling was a "Man in the Moon" piece for 1939. The act fell in the Garden and did not return, so paper was used only in New York and most of that was picked up to be destroyed with the unused sheets. The last Strobridge poster which Ringling-Barnum used in quantity was the 1938 Gargantua paper showing the gorilla tossing natives out of its way.

Details of the new contract were worked out by Andrew Donaldson Jr., who has handled circus orders for this and other Cincinnati litho firms for many years, and F. A. Boudinot, general agent of the Ringling show.

## HIGH WAGES, POOR CROWDS HURT BRITISH

LONDON, Feb. 13.—Circus and pantomime shows hereabouts have been faring poorly, generally, in recent weeks but good money is being drawn by ice productions.

High wages and poor houses are taking their toll among circus men, resulting in several rumors including one that Tom Arnold will not run Harringay Arena again as a circus. His well-staged "Nights of the Ring" which was first put on at Manchester, finished at Edinburgh after rough going.

Jack Hylton's Circus in Earle's Court here is reportedly doing a bit better than last year, and Mills is also holding its own, as is Belle Vue Manchester. Kelvin Hall, Glasgow, is a little down compared with last year, but still drawing good business. Liverpool Stadium is weak and Waverly Market, Edinburgh, has played to some very slim houses.

#### Sherwood Show Expensive

James Sherwood has put out a lavish and expensive production at Waverly Market, and needs top crowds to pull out ahead. So far the crowds have not materialized with any consistency.

Most pantomime shows in London have skidded at the box office, with the best money-maker in town being "Sinbad the Sailor" on ice at the Empress Hall, with the Wembly Ice Pool placing second. Both are taking in big money.

The most recent compilation of British and Irish circuses includes 11 indoor and seasonal circuses, and 20 tent outfits. Indoor locations are Blackpool Tower, Chessington, Earls Court in London, Edinburgh Waverly Market, Glasgow Kelvin Hall, Harringay Arena in London, Liverpool Stadium, Belle Vue Manchester, London Olympia, Rhyll Pavilion in North Wales and Great Yarmouth Hippodrome.

#### 20 Tent Circuses

Tent shows are Barrett's Canadian, Chipperfield's, Cody's, John Duffy & Son, Sir Robert Fossett's, Fossett's Famous, Gandy's Big Top, William Gilbert's, Kayes Bros., Lucken's, Bertram Mills, Pinder's Royal No. 1, Raymer Bros., Reaney's Comedy Circus, Ringland's, Circus Rosaire, Ross Bros.' Crown Circus, Lord George Sanger's, and Billy Smart's New World.

## Denmark's 10 Circuses Set For Season

COPENHAGEN, Denmark, Feb. 13.—A big circus season is in store for Denmark this summer, with rumors of three or four new shows in the field. This would give the country 14.

Circus Schumann, as usual, will play the summer season in its midtown arena in Copenhagen, after playing March and April in Gothenburg and Stockholm, Sweden. Schumann horses are currently working in England.

Circus Belli, recently acquired from the estate of the late Meta Belli by park operators Carl Bo and Volmer Lind (Aalborg), booker Ernst Sahstrom (Copenhagen) and Svend Jarlstrom, director of Linnamaki Park in Helsinki, Finland, has apparently clinched its right to the use of the Belli title. Einar Jensen, brother of the deceased owner, who had claimed the title, now announces that he will take out a new circus but will call it Circus Meta.

Other shows set to go out are Circuses Benneweis, Miede, Moreno, Louis (Schmidt), Schmidt Bros., Robert Daniels and Royal (Josef Bruun). This gives the country one indoor and nine tent circuses.

## Toto II Recuperating After Much-Publicized Operation

SARASOTA, Fla., Feb. 13.—Toto II, one of the two young gorillas owned by Ringling Bros. and Barnum & Bailey, was reported resting well late this week after an operation on its brain Saturday (6) to find the cause of a paralysis.

The operation was performed at a animal hospital in Tampa with Dr. Mason Trupp in charge. Dr. Trupp said the surgery was for medical research as well as for the animal. Dr. J. Y. Henderson and Dr. William Y. Higgins, circus veterinarians, participated. Betty Todd, trainer and nurse for the young gorillas, and Henry Ringling North also were on hand.

Circus press personnel aiding the many representatives of wire services and several nationally circulated magazines included Roland

Butler, H. Edward Knoblaugh, Bill Ballantine and Ted Sato, photographer.

Scene of the operation took on the appearance of a highly modern clinic with full equipment. So-called miracle drugs were used. Because of the rarity of gorillas in captivity, it was believed that this was one of few times similar surgery had been undertaken.

The little female gorilla has been ill for some time and has lost much weight. Her partner, Gargantua II, is reported in top condition and growing rapidly. The two were exhibited on the show last spring, but they were sent back to quarters when the canvas tour began, as part of a train-space savings move. Also in quarters is the larger Toto I, which was paired with the original Gargantua.





The favorite of showmen since the days of Tom Mix

**AIRSTREAM**  
WORLD'S FINEST TRAVEL-TRAILER

For big catalog, special showmen's folder and a good deal write Airstream Trailers:  
Andy Charles Jackson Center, Ohio  
Art Costello 1755 N. Main St., L.A., Calif.

**PHONEMEN**

If you want to become a real promoter and be able to conduct yourself in a congenial business like manner, this is the ad to answer, but don't answer if you are a limster or drink. This is all high-class promotion—Firemen, Police and Elks. Book and all kinds of tickets. Steady work, no layoffs. Three towns all ready to go. Wire or call

**W. G. PHILLIPS**  
200 7th St. S.W. Canton, Ohio  
Phone 17400, Alliance, Ohio  
P.S.: E. J. Floyd, call me collect.

**BUCK'S CIRCUS**  
OPENING IN MARCH

Want Ground and Aerial Acts, Web and Ladder Girls, Big Show Boss Canvasman, School and Press Man, Concert People, Side Show Acts. State all in first letter. Can place Help in all departments. Come on, Cookhouse open. Can also place Mug outfit.

**BOB CAPELL, Mgr.**  
Prescott, Ark.  
P.S.: Silva Gregory, "Sweaters" McFairland, Johnny Lynn, Johnnie Howard (Pig Boy), contact.

**WANT PHONEMEN**

Sober, reliable and good workers. Shrine Circus. No collect wires or calls please. Chairman, Shrine Circus Committee, Syria Mosque, Pittsburgh 13, Pa.

Phone: MAYFLOWER 1-2299

**METAL SPANGLES**

All sizes and colors. Chainette Fringes, Spangle Braids, Rhinestones, Ostrich Plumes, Elastic Net Hose, Tights, etc. Free Folder.

**C. GUYETTE**  
346 W. 45th Street  
New York 36

**AT LIBERTY CIRCUS AGENT**

March 5

**H. M. FAIRFIELD**  
Box 468 Fremont, Ohio  
Phone: F. E. 2-1075

**WANTED**

For one-night stands under canvas, man to tack and lithograph with own transportation. Also a sober, reliable Boss Canvasman who can put up and tear down and keep in repair a sixty with three 30's tent. Long season. State lowest salary. Write—no collect calls or wires.

**Plunkett's Stage Show**  
BOX 274 LA GRANGE, TEXAS

**4-PHONEMEN-4**

Program and U.P.C. under strongest auspices in this territory. Labor and C.A.P. Six months' steady work. Other deals to follow. Call or wire, then come in.

**PHILIP MORRIS**  
306 Peck Bld. Kalamazoo, Mich.  
Phone 5-7770 or 5-3251

**WANTED**

Agent who can book auspices, Family Act doing two or more, Girls for Swinging Ladder and Web, Clowns, man to work stock, Hammond Organist with own organ, Calliope Player. Will buy or lease one Elephant. Send photos and state all in first letter.

**VON BROS.' CIRCUS**  
RD #2, WAPWALLOPEN, PA.

**PHONEMEN**

Banners and U.P.C. Elks' Circus, benefit cerebral palsy. Collectors, pay daily. Contact

**BEN YEARTY**  
410 W. Elizabeth Detroit, Mich.  
Phone Woodward 5-7620  
No collect.

**WANT PROMOTERS AND PHONEMEN**

Towns ready, good auspices. Contact

**BILL OSBORNE**  
c/o Tommy Scott, Dixie-Sherman Hotel, Panama City, Fla.

# Under the Marquee

**Frank T. (Cookhouse) Kelly** cards a hello from Hot Springs, where he is recuperating from a broken hip. Kelly, who has been trouping 52 years, says he hopes to be back on the road as a head waiter or car porter this season. . . . **Bennie Fowler Jr.** completed basic training with the Marine Corps at San Diego, Calif., January 18. He is presently stationed in Augusta, Ga., where he is attending school. . . . **Pape and Renee's Canine Cadets** are presently working the Olympia Theater, Miami. They are skedded next for the Edison Light Pageant, Fort Myers, Fla.

**J. C. (Chubby) Guilfoyle**, animal trainer, reports that he has just finished breaking a seven-lion act at Sarasota, Fla., for the Hamid-Morton Circus. The org opened February 13 at Memphis.

**Penny Packs**, 17-year-old daughter of Mr. and Mrs. Thomas N. Packs, was the subject of an article in The St. Louis Globe Democrat recently and it was summarized in The Sarasota (Fla.) Herald-Tribune. The Packs family is wintering in Sarasota.

**James McKenna**, Pawtucket, R. I., caught the Frank Wirth show at Worcester, Mass., and visited with Terrell Jacobs and Fred Logan. They stopped over later at McKenna's home. . . . The West Bank Herald, New Orleans paper, is carrying a serial written by Arthur (Bozo) Lamont, who has been wintering in the Crescent City.

**J. Robert Senhauser**, New Philadelphia, O., reports he and his brother have the three antique parade wagons last used at the Chicago Railroad Fair. The restored wagons are at the Tuscarawas County fairgrounds and are used by the Boy Scouts.

**Mrs. Alice W-iser Daugherty**, 82-year-old trouper, who for many years had the Weiser Trained Animal Show on the road thru the West, is ill at her home at 511 16th Street, Aurora, Neb. She would appreciate hearing from friends. . . . **A. J. Duffy**, booking agent, reports that Hagen Bros.' Circus will play Muscatine, Ia., May 7 under auspices of the Veterans of Foreign Wars, Post 1565. . . . **Don Marks** cards that the Kaye Bros.' Circus played Sacramento for the Knights of Columbus February 2.

**John Herriott** has 10 Liberty horses at the Grotto Circus, Cleveland, for Orrin Davenport. Stock is owned by Cole Bros.' Circus. **Milt Herriott**, manager of Cole Bros., was in Detroit and Cleveland recently at the Orrin Davenport Circus on business. Cole has 10 elephants, 10 horses and 12

## Von Appoints '54 Staffers

WAPWALLOPEN, Pa., Feb. 17.—Most staffers for Von Bros.' Circus were announced at winter quarters of the show here this week. Manager Henry Vonderheid is on an animal buying trip, and Freddy Vonderheid made the announcement.

Line-up will include: Mrs. H. E. Vonderheid, office; Henry L. Vonderheid, manager and front door; Freddy Vonderheid, floss; John Kokel, transportation; Bill Hill, big top canvas and reserved seats; Coconuts, electrician; Zack Hale, equestrian director; Phil Arnold, producing clown; Bill Cody, Side Show; Dorothy Hill, supervisor of aerial ballet, and Lawrence Long, ring stock.

Six girls are to be with the show for production numbers. Four promotion crews are at work in towns already contracted for spring stands, it was stated.

## Ody Leaves Coast

HOLLYWOOD, Feb. 13.—A. J. Ody, owner-manager of the Odyson Circus, Penticton, B. C., accompanied by Mrs. Ody, left here Thursday (4) after spending five days interviewing performers and animal dealers.

The Ody left here for Salt Lake City and Oklahoma City, where they will contact Howard Suesz, of the Hagen Bros.' Circus. They will then go to Chicago and Minneapolis, returning to Penticton about February 25.

ponies at the Shrine Circus in Detroit and at the Grotto Circus in Cleveland. Herriott also visited the Polack Western unit at Fort Wayne, Ind., recently.

Backing comic **Buster Keaton** and his wife at the Cirque Royal in Brussels, Belgium, are the two **Mandos Sisters**, aerialists; **Gilbert Houcke**, tiger trainer; **Rogge Sisters**, rolling globes; **Fatini**, sway pole; the **Five Talos**, acrobats; **Schaeffer's Midgets**, **Fischer's Elephants**, **Mills' Chimpanzees**, **Knie's Horses**, and the clowns.

**Harry Ross** and **Lew Kish**, clowns, who spent most of the winter in Phoenix, Ariz., working club dates, are skedded to open with **Tom Buchanan's All Star Circus** February 22 in Texas. While in Phoenix they were visited by **Fleming Felix**, Beatty clown, and **Bones Hartzell**.

**Edith Barstow** has left for Sarasota, Fla., where she will do the choreography for the Ringling Bros. and Barnum & Bailey Circus. Her brother, **Richard Barstow**, director, is devising an earphone arrangement by which his directions will be translated instantly for those performers who do not understand English.

**Clyde Bros.' correspondent Jack LaPearl** writes that the **Hanel Troupe** and the **Erises** hopped all the way from Camden ("Big Top") N. J., to Amarillo, Tex., for the Clyde opening. **Wanda Dixon's** seal made headlines by taking a dip at a fairgrounds lake. **Jack (Tex) Maynard** joined to play drums, and his son, **Gaylord**, is clowning. **Francisco Reynosa** is father of a new daughter, and **Mrs. Reynosa** will come on from Mexico City with the baby when the tent season opens. Clown from KGNC-TV kid's program rode an elephant in spec at Amarillo. **Fan Hans Dulles**, Jefferson City, Mo., caught the show at Kansas City. Clowns gave a surprise party for **Harry Villeponteaux** at Amarillo.

**Ethel Robinson**, **Viola McLeod** and **Mickey Blue** came from Chicago to Lansing, Mich., to catch **Polack Eastern**. **Mrs. Roy Smith** made the same trip, while the **Ev Howells** came from Dallas. **Joe Rix** is on the mend. **Rose and Shakey Legs Murphy** have the popcorn. **Gene Randow** had the battery blues after leaving his car radio on all day. **Pop Haussman**

took some photos and had guests at his home to see movies. **Mrs. Poodles Hanneford** sustained a fractured shoulder blade in a fall on the ice and will be out for about three weeks, but she was not hospitalized. **Polack Eastern** mailman is studying languages under **Natal**; show has 18 nationalities. **Clyde and Nelda Harrison** make Wilkes-Barre, Pa., while **Bill Kay** works Lewiston, Me.; **Ralph Heller** has Albany, N. Y., and **Ironhead Perry** is in Kingston, Ont. **Kris Krenkle** is busy with the manifest for Canada. Prop hands call the new Spitz dog turn the chew tobacco act. **Pink Madison** has the elephants. **Karl Wallenda** is producing five numbers in the show. **Wilson Storey** visited at Lansing. **Dick Clemens** has his lion act with **Polack**.

**Johnny Fulghum**, biller wintering at Richmond, Va., recently visited with **Terrell Jacobs** and **Fred Logan** as the latter were heading back for Kelly-Miller quarters. . . . **Jake J. Disch**, clown, is running again for alderman at Cudahy, Wis. He had the post for eight years and has been out for six, having lost his latest race for election by six votes.

**Harry J. Rogers**, who is wintering at McAlister, Okla., notes that he has completed 50 years with circuses, having started in 1903 with **Ben Wallace**. **Forepaugh-Sells**, **Sells & Downs**, **Sells-Floto**, **Campbell**, **Downs' Cole Bros.**, 101 Ranch, **Two Bills**, **Diamond Billy Hall**, **Rhoda Royal**, **Barnes**, **Sun Sparks**, **Lucky Bill**, **Ringling**, **Hagenbeck-Wallace**, **Dailey**, **Capell**, and others have kept him busy in the half century.

**CIRCUS ACTS WANTED**  
Five weeks, starting March 20

**PHONEMEN**  
Oregon and Washington—U.P.C. and Program.

**CLYDE ST. LEON**  
Redding Hotel Redding, Calif.

**PHONEMEN NOW**  
Nashville, Tenn.  
Phone  
**BOB ADAMS**  
Nashville 5-7258

**STILL AVAILABLE!**

**RINGLING BROS. and BARNUM & BAILEY CIRCUS 1953 ROUTE BOOK**

90 PAGES, BEAUTIFULLY ILLUSTRATED AND RICHLY CLOTH BOUND—LIMITED EDITION—\$1.50 PREPAID

Address Ringling Bros. and Barnum & Bailey Sarasota, Florida

A few copies of the Ringling Bros. and Barnum & Bailey Circus 1949 Route Books on sale at original price, \$1.25 each.

<b>PHONEMEN NEEDED AT</b> Charleston, S. C. Phone 23686 Birmingham, Ala. Phone 542831 Nashville, Tenn. Phone 57258	<b>INDOORS WINTERS OUTDOORS SUMMERS</b>	Crew Managers needed for 30 good towns and all season's work.
---	---	---

**SHOW OPENS LAKELAND, FLORIDA, Feb. 20. 4 P.M. Call**  
All connected report to Auditorium 24 hours prior to call.  
Hublers, Bars and Trampoline, call me.

Can place two more Circus Contracting Agents; seasoned Men, no Amateurs. Candy Pitch and other Concessions open for season. This Show plays one, two, three and six-day stands. Phonemen, contact as above. All others Tampa, Florida. Phone 43762.

**TERRELL & TERRELL PROMOTION PROJECTS**  
Can place Flying Act, High Pole, High Wire, Fire Dive starting April 19th.  
Mail address: P. O. Box 8276, Sulphur Springs, Tampa, Fla.

**For CLYDE BEATTY'S RAILROAD CIRCUS Season of 1954**

WANTED—Competent Contracting Agent with car and capable of setting up auspices. Sober Phone Men who can get on and off job without dinging the show. Sober Billposters who can get out of bed in the morning.

Contact: **BILL MOORE**, General Agent; **M. SMITH**, Promotions; **FRANCIS KITZMAN**, Boss Billposter.

STILLWELL HOTEL, GRAND AVENUE AT NINTH LOS ANGELES, CALIF  
Phone: TRINITY 1151  
Pay your own phone, wires, stamps.

**WANT PROMOTIONAL DIRECTORS!**  
To Obtain Top Men in This Field

**40% AND BONUS**  
Want one Top Contracting Agent for Shrine, Police; \$200.00 and bonds; 3 and 6-day stands, outdoors.

**TERRELL BROS.' CIRCUS**  
Phone 43762, Tampa, Florida  
Sulphur Springs Branch, TAMPA, FLORIDA  
Mail Address, P. O. Box 8276

**RINGLING BROS and BARNUM & BAILEY CIRCUS**

**WANTS**

Attractive and Experienced **GIRLS** for Aerial Ballet

Send photos (in costume) with application to

**RINGLING BROS and BARNUM & BAILEY CIRCUS**  
SARASOTA, FLA.

Attention **PAT VALDO**

**2—PHONEMEN—2**

Book, Banners, U.P.C.  
For  
Zem Zem Shrine Temple  
Polack Bros.' Date.  
Good dates to follow.

Contact

**SAM WARD or AL PERRY**  
Room 1119  
G. Daniel Baldwin Bldg. Erie, Pa.  
(Write—No Collect Calls.)

**FOR SALE**

**Matched Four-in-Hand of Small Hackney Ponies**

Perfectly broke. Beautiful parade and spec feature.

**HAWTHORN-MELODY FARMS**  
Libertyville, Illinois

**★ WANTED ★**

**2 PROMOTIONAL MEN**

Must be reliable and know how to handle committees and handle men. Interested only in men who can start NOW. Write or wire where you can be reached by telephone.

**Jack Mills**  
**Mills Bros.' Circus**  
2669 Euclid Heights Blvd.  
Cleveland Heights, Ohio

**HALL & LEONARD WANT**

Side Show People for Loyal Repensky Circus opening February 25 in Florida. Acts, Ticket Sellers, Workingmen, Small Jig Band with transportation.

Contact at General Delivery, Gibsonton, Fla.

**PHONEMEN**

Season's work on circus promotion. U.P.C. and Banners. Pay daily. Contact

**MANAGER CIRCUS OFFICE**  
Steubenville, Ohio. Phone 3-1452 or  
**DEAN McMURRAY**  
Bristol Hotel Bristol, Va.

**Girl for Chimpanzee Act**

Must have looks and figure. Weight about 115 lbs. Send snap shot.

**JACK ADAMS**  
Gen. Del., South Miami, Fla.

**SOBER PHONE MEN**

**VETERANS' CONVENTION PROGRAM**

Plenty of Renewals with all calls available to men.  
Solid Deal to Follow.  
Columbus, Ohio LUDLOW 6223  
(No collect, please)

**WANT 2 PHONEMEN**

Good deal

**Call C. A. Manders**  
Phones 59626 and 55806  
ERIE, PA.  
No Collect Calls.



## RICHMOND DROPS REVUE, BUYS ACTS

### Night Spectacle Fails to Pay Off; Cooke-Rose Awarded Talent Pact

RICHMOND, Va., Feb. 13.—The Atlantic Rural Exposition has abandoned its revue-type night show in favor of a bill of acts to be presented in circus fashion both afternoons and nights. The decision was reached only this week after lengthy deliberation between fair officials and bookers, and the announcement was made with the awarding of the talent contract for the first time to the Cooke & Rose Agency, Lancaster, Pa.

The elimination of the night revue by the ARE, the successor to the old Richmond Fair, ends a chapter in the phenomenal development of this type of fair entertainment. Among the first in the East to employ the full-scale revue, the Richmond fair, prior to its forced discontinuance during the war, found it necessary to give two shows on as many as three nights of its six-day run to accommodate its patrons.

When the fair was revived as the ARE on a new location after the war, revue shows failed to recreate their popularity. The shows also fell far short of paying for themselves and fair officials had been considering their elimination for the past couple of years.

#### P. C. Deal in '52

Last year, in an effort to perpetuate the revue presentation, the George A. Hamid & Son agency presented the show on a percentage basis and, while the earnings were reported better than in the past, they still fell a few hundred dollars short of the nut.

Hamid has long complained of the grandstand location at the new plant, claiming that it was buried, and of the facilities, which, he said, were inadequate. When it was decided to switch to a program of acts Hamid said he submitted a show costing around \$9,000. Officials, however, decided in favor of a program reportedly costing around \$6,000.

J. A. Mitchell, general manager of the fair, said it was decided to switch to a "kid program" because a survey conducted at the fair last year showed that 41 per cent of those attending the event came to bring the children. The same survey showed that 15.6 of those attending the fair saw the grandstand revue last year and 98.1 per cent liked it.

Mitchell said that the circus-

type presentation will be presented both afternoons and nights and that the price policy will probably be 50-75 cents, considerably cheaper than the admissions needed to cover the cost of a revue. Elephants, dogs, ponies, clowns and Indians will all be included. A stage, flanked by two rings, will be used.

The ARE, tagged as a biggie in the East, is perhaps the largest fair booked to date by the Cooke & Rose agency, altho the booking does not represent that firm's largest single billing since its handles major league deals for some of the nation's top folk talent. Harry Cooke, who handles the firm's outdoor bookings exclusively, has built up this end of the firm's business considerably in the last few years.

In addition to automobile thrill shows on two days the ARE will feature Sam Nunis Speedway big car auto races, motorcycle and stock cars races as track events, Mitchell said.

GALAX, Va., Feb. 13.—Dr. S. G. Eddins, former president of the Galax Fair Association, has been named secretary-manager of the annual, a newly created office. J. Walter Hicks was elected president; C. D. Lindsey, vice-president, and Joe Crockett, treasurer.

## FAIR ASSN. MEETINGS

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 19. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, North Haven (Conn.) High School, March 20. Laura Bartlett, North Haven, secretary.

## Hoosier State Inks La Rosa, Eddie Fisher

INDIANAPOLIS, Feb. 13.—The Indiana State Fair this week announced the signing of Julius La Rosa and Eddie Fisher as name attractions in the Coliseum during the first four days of this year's fair.

La Rosa will come in for the first two nights, September 2-3, while Fisher will head up the show on Saturday and Sunday afternoon, September 4-5. Both will be backed by the Mills Brothers and Jan Garber's orchestra. The Garber aggregation will also hold over for the following week to play the nightly horse show. Budget for the four days was reported as \$28,000.

## Pomona Maps 400G Building Program

POMONA, Calif., Feb. 13.—Nearly \$400,000 in improvements are planned for the Los Angeles County Fair here before the event opens its 1954 run in September, C. B. (Jack) Afflerbaugh, president and general manager, announced.

Construction is soon to start on a new two-story frame stucco building to house the fire and first aid stations, as well as a check-room. It will be located on the site of a building serving practically the same purpose and which was moved. The proposed structure will be 86 by 96 feet and its second story will be used for meet-

ings. Estimated cost is \$6,000.

Another building to cost about \$85,000 is planned to accommodate the Building Contractors Association's home builders new product's show.

A third project calls for the expenditure of \$125,000 for a 75-ton incinerator. Afflerbaugh said the incinerator had been under consideration for several years but was now being given top priority because of the smog problem in the county.

Another \$100,000 is to be spent for improvements covering smaller items and include the remodeling of the front of the cafeteria building.

## PLANS FOR 1955

### Kochman Completes Canine Racing Plan

NEW YORK, Feb. 13.—Promoter Jack Kochman will go to the dogs, literally, next year in creating a new grandstand track feature for fairs. The formula for the new entertainment, racing greyhounds, was outlined verbally and in photo form by Kochman to fairmen at meetings thruout the large east-west territory that he has covered for many years with his Hell Drivers, an automobile daredevil show.

Kochman reported interest on the part of the fairmen "great" with nearly everyone approached asking that one or more days be reserved for their events in 1955. The racing dog entertainment, similar to the programs at dog tracks in a number of States, was tried experimentally last summer by Kochman. He reported the effort highly successful and all of the kinks worked out so that the feature can be presented at any event.

A copyrighted strip ticket—similar to those used by blanket and candy jam concessionaires—is given to each spectator. The tickets are so arranged that some 64 grandstand patrons will win minor prizes—candy, etc.—on each race. The device to create added interest is legal in every State, Kochman said.

#### Nominal Cost

The cost of the racing will be in line with the cost of thrill shows and well below the cost of the purses needed for many racing programs, both horse and auto, it is said. Kochman will continue to present his thrill show. The two endeavors, while likely to be offered in block booking, will be separate features.

Kochman said that the George A. Hamid & Son agency would be a partner in the operation. The dogs are suitable for afternoon or night presentation, with the latter made possible by the use of portable lighting equipment where needed.

Actually, it is hoped that the canines will help to stimulate afternoon interest and attendance at grandstands. If the dogs can do the job then fairs can look to three good afternoons, coupling the canines with thrill shows and automobile racing.

#### Flexible Offering

Kochman, who has been working on the formula of the show for several years, owns some 200 dogs. The programs and the number of races staged can be very flexible. The large number of dogs available gives assurance that the rabbit-chasing dogs will all be

eager to make a good race of it, he said.

The same, showy pre-race parades familiar to dog track patrons will be utilized to dress up the performances. Kochman figures he can improve on this phase of the program, however, by using girl attendants, rather than men.

Kochman said he was offering the dogs first to his steady thrill show contractors. Their interest indicates an abundance of bookings for the coming year, a good indication of the long-time desire of fairmen to find something new for their afternoon grandstand programs.

Kochman said a full-scale publicity promotion plan would be a part of the new endeavor with the ballyhoo set to the tempo that made thrill shows popular from their infancy.

## NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization  
PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

### Current Bookings

- CANTON, OHIO, March 2 thru 7; Dorothy Helen Godfrey, Director; 104 South Market St., 2nd Floor
- EL PASO, TEXAS, March 2 thru 7; George Colours, Director; c/o Chamber of Commerce Bldg.
- NORFOLK, VA., April 6 thru 10; Johnny Scallan, Director; 4801 Clare Road
- YOUNGSTOWN, OHIO, April 6 thru 11; Dudley W. Foster, Director; 1308 Realty Building
- WACO, TEXAS, May 4 thru 9; Dorothy Helen Godfrey, Director; c/o Heart-o-Texas Coliseum
- SAN ANTONIO, TEXAS, May 8 thru 16; Grover Godfrey Jr., Director; c/o Versity Village Building
- DALLAS, TEXAS, May 8 thru 16; H. F. VanHorn, Director; 102 Walnut Hill Village
- CEDAR RAPIDS, IOWA, May 18 thru 23; Paul Waters, Director; c/o Memorial Coliseum
- TACOMA, WASH., May 19 thru 23; George Colours, Director; c/o C.P.S. Field House, Coliseum
- CALGARY, CANADA, Sept. 10 thru 18; George Colours, Director; c/o Calgary Exhibition & Stampede
- EDMONTON, CANADA, Sept. 24 thru Oct. 3; Johnny Scallan, Director; 11311-116 Avenue
- BALTIMORE, NIAGARA FALLS, WINSTON-SALEM, CHARLOTTE, CHATTANOOGA, LYNCHBURG, DENVER, Dates not allotted.

Sponsors, Show Managers, Space Salesmen, Exhibitors, Write:

Grover A. Godfrey, Pres.  
102 Walnut Hill Village  
Dallas, Texas

## WANT

### GOOD FAST DOG ACT

With one or two ponies; must do two acts. Give price for a long route of fairs.

**WILLIAMS & LEE**  
464 Holly Ave. St. Paul, Minn.

## DISPLAY FIREWORKS of Distinction

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone

**Continental Fireworks Co.**  
R. R. #6 Jacksonsville, Ill.  
Phone R-4913 or 1251

## WANT CARNIVAL

With at least 4 rides, including Ferris Wheel and Merry-Go-Round, to play

**CHEYENNE RIVER FAIR, Sept. 1-2-3**  
Estimated attendance seven thousand. Contact FRANK DUCHENEUX, Chairman, Tribal Council, Cheyenne Agency, South Dakota.

**I WANNA SEE the Aut Swenson THRILLCADE JUMBO**  
OF ALL THRILL SHOWS  
R.O. BOX 1553 SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI

## WANTED CARNIVAL

For CUMBERLAND COUNTY FAIR  
August 31-September 4. Contact  
**EARL KILBOURNE**  
BURKESVILLE, KY.

Western Canadian Arenas from Fort William, Ontario, to Victoria, B. C., Serve 3 Million People

# BOOK YOUR SHOW FOR WESTERN CANADA

## (PREFERRED DATES: Mid-April to Mid-June)

AND AUTUMN MONTHS

**ACT NOW!** Western Canada's show arenas with total seating capacity of nearly 50,000 provides excellent facilities for complete Package attractions. All cities are linked by modern highways, airlines and railroads—no long laps. Bookings are invited on a percentage basis for the above period.

Write for complete details on contracts and booking dates to M. E. Hartnett, President of Western Canada Arena Association, Calgary Exhibition Office, Calgary, Alberta, Canada.

**WESTERN CANADA ARENA ASSOC.**

CONCERTS • BANDS • WATER FOLLIES  
CIRCUSES • SPORTS • EXHIBITIONS

## Calgary Ex Inks Henie For Corral

CALGARY, Alta., Feb. 13.—Sonja Henie's ice revue has been contracted to play the Stampede Corral as an added attraction at this year's Calgary Stampede, it was announced by W. A. Crawford-Frost, president of the exhibition board.

Evening performances only will be presented, except on the final day when a matinee will be held.

It will be the first time Henie has appeared in Western Canada, and the first time an ice show has been presented here in mid-summer.

## Dalton, Ga., Nets \$3,372 in 1953

DALTON, Ga., Feb. 13.—The North Georgia Fair wound up its '53 operations with a net profit of \$3,372.57, Burl Scoggins, secretary-manager, announced. The fair lists assets as \$21,960.07, including land.

Keely Greer was re-elected president. Coy Henderson is vice-president and directors include C. M. Gillespie, Coy Henderson, H. P. McArthur Jr. and Earl Henderson.



## Showmen in Heavy Turnout at Tampa

Gooding Kept Busy, Inks Attractions; Jamboree Yields \$3,500 for Show Club

TAMPA, Feb. 13.—The Florida State Fair, which closed here today after an 11-day run, was highlighted by the biggest turnout of visiting carnival owners, ride men, show operators, suppliers, and concessionaires in recent years.

Of the many visitors, probably the busiest was Floyd E. Gooding. The Columbus, O.,-based ride operator and carnival owner was occupied constantly, huddling with midway show operators and concessionaires.

At week's end, Gooding disclosed that he had closed for two of John Arthur's Ripley "Believe it or Not" units to travel under

his banner. He said that he had acquired the exclusive rights on the two units for a 25-week period beginning May 1.

### Books Scrambler

He also revealed that he had booked a Scrambler ride, the new product of the Eli Bridge Company, from the ride's owner, C. S. Peck, of Peck Amusements. He said that Joy Purvis again will produce his top revue.

Gooding also closed for Tio Zacchini's Funhouse. Zacchini will also be back with his dark ride. Among other bookings by Gooding were Grady Stiles' Lobster Family, two funhouses owned by Bill Lauther, Riviero's Globe of Death, and Irving Miller's Minstrel Show.

### Two New Arcade Pieces

Two new Arcade pieces were shown in Harry Julius' Sportland on the Royal American Shows midway. One was "Round the World Trainer," coin-operated device which combines a gun with a ride. The unit, manufactured by the Chicago Coin Company, was rated a "good money-getter" by Julius after the test run here. The device consists of an airplane, gun and an illuminated map of the world. Hits are scored on the map by a combination of contact and ray action.

The other new Arcade piece was a 2-cent card vander manufactured by Exhibit Supply Company, Chicago. The device is

(Continued on page 62)

## RAS-TAMPA BIZ IS SEEN AS SIGN OF GOOD YEAR

Big One Bucks Weather But Shows, Rides Close to '53; Concessions Off

TAMPA, Feb. 13.—Despite the jolting effects of high winds and cold weather, Gasparilla Day, Monday (8), traditionally one of the big ones of the Florida State Fair, the Royal American Shows this morning entered the final day of the 11-day event with a ride-show gross only a trifle under that for the same 10-day period last year.

Clear, warm weather prevailed as the Royal American went into the closing day, and show owner Carl Sedlmayr Sr. said he expected the day's gross would lift the ride and show take for the fair's full run to slightly over that in '53.

### Sees Good Year

Commenting on the midway business, Sedlmayr said: "If the Florida State Fair is any criterion, carnivals and fairs are in for a good year."

The colorful Gasparilla Day parade lured the biggest crowd in history to downtown Tampa and but for the weather, which was cold and windy, would probabl-

have given Royal American a record gross for the day. The cold slashed fair attendance and shortened the stay of those who did attend.

The tough weather break was not the only bad one the fair received this week from the weather man. Most of the nights were cold and winds were high on several days and nights.

### Bumper Saturday

Royal American went into Gasparilla Day, sixth day of the 11 days, holding to a comfortable lead in ride and show business over last year. This lead was piled up Saturday (6), a day marked by ideal weather and a whopping fair gate. On that day, the Royal American rolled up the biggest single day's business in the history of the fair.

The fair's program that day was without parades and was characteristic of most fair programs, with auto races in the afternoon and a vaude-type presentation at night. And because the program-

ing was typical of most fairs, visiting showmen were enthused over the bumper turnout and the whopping midway biz.

### "Dancing Waters" Bows

All of the established Royal American featured shows are in operation, plus "Dancing Waters," a new major addition. The water spectacle operates in a temporary set-up behind a front whipped up only for this spot. The tent used is one which housed the show at the Dallas fair last year, but a new specially designed top has been ordered from the U. S. Tent & Awning Company, Chicago, and will be delivered in time for the Memphis Cotton Carnival, where Royal American will launch its regular season. A new front will also be readied for the Memphis date.

"Dancing Waters" was received enthusiastically here, but attendance was relatively light. This light attendance was not surprising to Sedlmayr, however, because his final decision to unveil the show here was made late. Only a temporary make-shift front (and no bally) was used. Predating by "Hippodrome of '54," which carries "Dancing Waters," curbed possible promotional efforts.

### Regular Shows Click

Leon Claxton's "Harlem in Havana" and "Moulin Rouge," produced by Leon Miller, are the top grossers among the shows. Both units are working here with '53 costumes and scenery. New scenery and costumes will be introduced by both units at the Memphis Cotton Carnival, when the shows also will open with the acts they will carry for the entire season.

Games, concessions experienced a good Saturday (6), but the subsequent weather dropped takes thereafter, and at the end of the first 10 days most operators reported their business down from last year.

## Groscurth Set To Play Florida Thru March 27

Sarasota Fair Nets Best Business of First Five Weeks

FORT PIERCE, Fla., Feb. 13.—The Blue Grass Shows, owned and operated by C. C. (Specks) Groscurth, notched off its fifth week in Florida here this week at the local fair. Of the first five weeks, the second—at the Sarasota Fair—was the most lucrative.

From here the show moves to Largo, where it opens Monday (15) at the Pinellas County Fair. It will continue to operate in the State thru March 27, when it will close at De Land. From there it will move to winter quarters at Owensboro, Ky., remaining in quarters until the season's full-scaled opening in that city.

The show is set to play its usual route of still dates thru Indiana and Illinois, and will go into its fair's first week in July at Paducah, Ky. Fairs at Salem, Ill.; Gibson City, Ill.; Champaign-Urbana, Ill.; Charleston, Ind.; Princeton, Ind.; Carmi, Ill.; Greenville, Ill., and Du Quoin, Ill., will follow.

The DuQuoin Fair closes Labor Day week, and the show will fill out the balance of the week at Clarksville, Tenn., moving then into fairs at Cape Girardeau, Mo.; Columbus, Miss.; Meridian, Miss.; Dothan, Ala.; Americus, Ga., and Moultrie, Ga., its closing date.

Riviero's Globe of Death, Tio Zacchini's Dark Ride and Leo Carroll's Monkey Show are to re-join the show next week at Largo. Other shows currently touring with it are Harvey Wilson's Glass House, Art Converse's Side Show, Joy Pucvins' Girl Show, and Charlie Taylor's Jig Show.

## Fitzie Brown Joins Cavalcade As Bus. Mgr.

MOBILE, Ala., Feb. 13.—Fitzie Brown, erstwhile co-owner of the Brown & Wallace Shows, announced here this week that he has joined Al Wagner's Cavalcade of Amusements in the capacity of business manager. In addition, Brown will have most of the front-end with Cavalcade the coming season.

Brown, who has seen service with West's World's Wonder Shows, Hennie Bros. and other carnivals, has been operating his own concessions for several years. He stated that Cavalcade will play Eastern territory familiar to him and may make a swing into Canada in early summer.

Cavalcade will operate two units at the Mobile Mardi Gras Celebration which opens next Thursday (18).

## Late Summer Tax Action Seen by Cohen

ALBANY, N. Y., Feb. 13.—Max Cohen, counsel of the American Carnivals' Association, predicted July or August action by Congress on the measure seeking tax relief for the amusement industry, at the recent meeting here of the New York State Association of Agricultural Fair Societies.

The bill was passed by Congress last year but was vetoed by President Eisenhower.

Cohen saw the Ways and Means Committees submitting 'his year's version of the bill within the next 30 days, but no action before July due to rewrites and other delays. The approach of the November elections, he said, might prove a stimulant to legislators in view of Hollywood's huge campaign support potential.

While amusement segments seek elimination of the 20 per cent tax, Cohen cited the possibility of a compromise of a sizable reduction.

## MSA All Ready for Dedication, Picnic

MIAMI, Feb. 13.—The Miami Showmen's Association is preparing for a weekend of gala affairs to begin Friday (19) with the dedication of the new clubhouses. Open house will be held all next week to enable members, visitors, families and friends to inspect the quarters.

In order to facilitate things for the dedication, President William Moore has named Ross Manning as a committee of one, to see to the seating and to the landscaping around the building.

With the dedication set for Fri-

day evening, a regular Saturday dance will be held the following night, and on Sunday (21) the annual picnic will be held. More than 2,500 persons are expected at the doings out at Crandon Park.

The nominating committee will be elected Monday (22) instead of in March as in previous years, it has been announced. Insurance firms and MSA members who are in that business have been asked to submit proposals for group insurance for the entire membership, which now totals 2,056, according to Harry Schreiber and David Fineman of the membership committee.

The building management committee has been directed to have the lights installed on the palm trees in front of the building, and to order a large neon sign to grace the entrance.

## Hot Springs Club Studies Plans for New 30G Clubhouse

HOT SPRINGS, Feb. 13.—The Hot Springs Showmen's Association is studying costs and plans for a new \$30,000 clubhouse to replace the present quarters.

Harry W. Hennies, chairman of the building committee, recently submitted cost figures and an architect's sketch for the new building. A total of \$1,000 was raised on the spot to add to the \$20,000 already earmarked for new clubrooms. A committee was appointed to inspect possible sites for the new structure.

## Gayland Pacts Humboldt Fair

HUMBOLDT, Sask., Feb. 13.—Gayland Shows have been signed to provide the midway attractions at the Humboldt Agricultural Fair, July 6-7, Carl Schenn, president, announced. The org. which was represented by Jim Greenway, returns to the fair after a year's absence. Bob di Paolo's KBD Enterprises, Edmonton, will present the grandstand acts for the annual.

## Vivona Opens In March; 12 Fairs Listed

FLORENCE, S. C., Feb. 13.—Twelve men are working on equipment in preparation for Vivona Bros.' Shows' early March opening in Sumter. John and Marie Vivona are here and others of the staff are expected in shortly.

The show this season will have a marquee-type front gate which is almost completed. Also under construction are business manager Danny Dell's new office, consisting of a lounge, office, and entertainment room.

Two girl show fronts are being rebuilt to replace last year's, and new sideshow banners are expected shortly. Evelyn Howie, who will have the Congo Snake Show, is coming in to handle rebuilding of the front.

Co-owner Morris Vivona has signed the following list of fairs, to start in August: Ithaca, Rochester and Brookfield, N. Y.; Lehighton, Pa.; Roanoke Rapids, Lumberton, Sanford and Carthage, N. C.; Rock Hill, Lancaster, Newberry and Charleston Colored Fair, S. C. Several Vermont dates have been signed, and two in Massachusetts, Assistant Manager Harry Wilson, who ends a tour with Blue Grass Shows March 6, will report soon after to start promotions in Sumter.

## American Midway Inks Mercedes, Tex., Event

MERCEDES, Tex., Feb. 13.—American Midway Shows will provide the midway attractions at the 15th annual Rio Grande Valley Livestock Show to be staged here March 4-8. Officials said they expect attendance to be increased this year due to improved agricultural conditions.

## EASTERN PICTURE

## Ops Voice Happy Outlook, Concern Over Big Costs, Need for Tax Aid

NEW YORK, Feb. 13.—With the fair meetings behind them and all midway pacts allotted, except for a few scattered events, Eastern carnival operators can now give full time to worrying about the season to come—if they feel so inclined.

Judged by conversations along the hotel lobby route some few will have many a bout with insomnia before the season gets under way. The majority, however, are looking toward spring openings with confidence.

The voiced opinions of industry leaders at business sessions were totally optimistic. And outside of the meeting rooms where, it might be, they felt the need to instill confidence in the fairmen, they stuck to their predictions of prosperity.

### Cost Cuts Needed

Paradoxically, however, the cry

for better deals heard thruout the circuit were predicated, the show owners said, on the need to cut over-all costs in the interests of survival. With the number of bids coming their way well below the averages of recent years, many fairmen probably found this line of reasoning unbelievable. Several show owners reported much success along this line.

There was less action in the form of spirited competitive bidding this year than at any time since the war. Much of the inactivity resulted from the fact that many dates were set well in advance. Another reason for the cautious attitude on the part of owners—as the short state of their bankrolls.

The tales of big deposits received by owners from front end managers solidifying their positions were scarce. The lack of this working capital, which flowed

freely in the past, was naturally felt. Other deposit money that has filtered in from the small fry in the past has been equally slow in arriving.

### Battles Scarce

But even with these dampening factors the fairs sought by one or more units were pursued with the abandon of the past and the predictions of a good season ahead continued. The knock-down battles for important events were at a minimum, however. This was due to the early bookings and route complications that kept some shows from participating.

The tension and competition in the East was lessened somewhat by the exiting of the territory by the Metropolitan Shows which turned to rails last year for the first time, and the late return to the territory by the O. C. Buck-Model Shows which earlier in

(Continued on page 62)



**It's the Original!**  
EVANS'  
**JUMBO  
DICE WHEEL**  
THE FINEST EVER MADE



Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

Shipped anywhere in the United States.

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE., CHICAGO 7, ILL.

The Greatest, Cleanest Fair in South Florida!

## PALM BEACH COUNTY FAIR

March 5th thru March 13th

Will place Demonstrators, Gadgets, Straight Sales, any kind; Clean Show, Exhibits, Novelties, Jewelry—9 days including Sunday—\$50.

64,850 attendance last year. Miller's beautiful Rides on Midway. Only 15 Hanky Panks on Midway (already booked). Ex. open on Hi-striker and Short Range. French Fries and Custard open. Cook house sold. Fun House, Mechanical City open (Warther, contract). No Sex Shows.

**FLORIDA BAZAAR SUPPLY**  
R. 1, Box 370, Tel. 8456, West Palm Beach, Fla.  
Inside Exhibitors, Specialty Acts, contact Lamarr Allen, Director, Box 107, West Palm Beach. (Tel. 2-3794)

**WANTED** **WANTED**

## C. A. STEPHENS SHOWS

Season opens at Venice, Fla., Feb. 22, followed by the Big Fair and Rodeo, March 2-7. Closing Sunday at Venice. 6 big days and nights.

**CONCESSIONS:** Eats, Drinks and all Concessions working for stock. No money games and no camps.

**SHOWS:** Not conflicting. Whitey Nolte, come on. Bob Randi, called you. Need extra Rides for Lakeland, Fla. All address Crystal River, Fla., until Feb. 20, then Venice.

## ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS  
**ANYTHING IN CANVAS**  
Manufacturing Show Canvas for Over Fifty Years.  
Underwriters' Approved Flame Resistant Materials Available.  
FIVE DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

## SOUTHERN VALLEY SHOWS

OPENING 1954 SEASON FEBRUARY 19, DOWNTOWN MONROE, LA.—10 DAYS  
Followed by Two of the South's Largest Stock Shows

**WANT** **WANT**

Concessions of all kinds. Shows with own outfits. General Show Help in all departments. Wire or contact:

**EDDIE MORAN, Mgr., MONROE, LA.**

## HARRISON GREATER SHOWS

Want for season 1954—Opening latter part of February or first of March near Army Camp. Want Concessions of all kinds. A-1 Cookhouse that caters to show people. Want Bingo, Popcorn, Candy Apples, Want Legal Adjuster; prefer one with own Concessions. Have two complete Girl Shows for right party with two or more girls. Have complete outfit for Side Show. Wally White, get in touch. Have complete outfit, new top, for organized Minstrel Show. Want A-1 Diesel man for International Light Plant. Tex, who used to be with Buntz Shows, get in touch. Sandy, have your Geek Show waiting for you; get in touch at once. Want A-1 Mechanic with own tools who can produce. No time to lose; show opens soon. Want Ride Help for following rides: Ferris Wheel, Merry-Go-Round, Chairplane, Octopus, Rolloplane, Caterpillar, Live Pony Ride and three Kiddie rides. Joe Hedgebeth, Merry-Go-Round Taylor, Chairplane Woods, Eddie Hodges and all others who have worked for me, get in touch or come on in. Winter-quarters now open. Want General Agent who knows North and South Carolina and Virginia. State all in first letter or wire. No time to lose; show opens soon. All mail and wires to FRANK HARRISON (Phone: 429-J) Bishopville, S. C.

## AMERICAN BEAUTY SHOWS

WANT FOR OPENING APRIL 26, DE SOTO, MISSOURI  
CONCESSIONS: Short Range Galleries, Basketball, Penny Arcade, Fish Pond, Glass Pitch, Bumper Store, High Striker, Bingo (Charles Chaney, answer). SHOWS: Mechanical, Girl Show, Fun House. RIDE HELP: Want Ride Help on all Rides.

FOR Bingo Top, 16 x 24 Ft., Used One Season.  
SALE Three 20-KW. Transformers. Cheap.

All replies to H. W. BARTHOLOMEW  
BOX 29 (Phone: Old Appleton 2110) PERRYVILLE, MO.

## MIGHTY HOOSIER STATE SHOWS

NOW BOOKING FOR 1954  
RIDES—SHOWS—HANKY PANKS—FREE ACTS  
Will book or buy Rock-o-Plane. Book Fly-o-Plane. SHOWS—Jig, Girl, Monkey, Snake, Motorhome, any worthwhile Show. CONCESSIONS—Hanky Panks, privilege reasonable. Free Act, Cannon or Lion Act. Zucchini or Great Wilno, contact. Twenty-five weeks' work. All replies will be answered. Fittie Brown, if you have office semi for sale, contact me.

**W. R. GEREN**  
ROUTE #1 (Phone 22969) COLUMBUS, INDIANA

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

## TAMPA SOCIAL HIGHLIGHTS

### Toastmaster Scores Big; '53 Outdoor Queen on Hand

TAMPA, Feb. 13.—Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, Chicago, registered a smash hit at the annual banquet and ball of the Tampa Showmen's Association here Sunday night (7) in the Tampa Terrace Hotel. Levy held introductions to the minimum and regaled the well-attended event with humor tailored for the occasion.

Guests of honor were Curtis Nixon, Tampa's mayor, and John Branch, Florida State senator. Official representatives of other show clubs on the dias were C. J. Sedlmayr Jr., Showmen's League of America; William B. Moore, Miami Showmen's Association, and Bernard (Bucky) Allen, National Showmen's Association.

J. C. (Tommy) Thomas and Harry Julius were co-chairmen of the event.

#### With the Ladies

Josephine Haywood, "Miss Outdoor Show Business of 1953," was among the many ladies present. She wore a draped cerise formal gown of imported taffeta, with bodice trimmed with seed pearls and with a sequin elephant design applied on the full skirt and gauntlets. She also wore her queen's crown of brilliant sequins.

Mrs. C. J. Sedlmayr Sr., wore a blue gray dinner dress with a pin-tucked, jeweled-trimmed bodice. Mrs. C. J. Sedlmayr Jr., chose white chantilly lace over blue, fitted to the neckline and frilled to the floor. Mrs. James E. Strates selected a stunning black crepe with low neckline and sleeves edged in pink satin.

Dorothy Anderson picked a strapless blue and gold scroll design on white with gold accessories. Peggy Wilson wore a Will Steinman original formal of white net with a gold sequin flower at the waist. Gloria Ann Jones picked a bodice of black jersey with a floor length skirt of black and red striped organdy. Mrs. William Jones chose black taffeta sheath with a bodice of black lace over pink.

#### Black Over Blue

Cleo Hoffman selected black net over royal blue taffeta. Mrs. W. M. Singmaster, wife of the Allentown (Pa.) Fair president, chose a beautiful black masquerade. Mrs. Charles Norfleet wore beige silk print trimmed with orchid sequins.

Mrs. Guy Sullivan, of Anderson, S. C., chose cocoa nylon with sequins over net, strapless and floor length. Mrs. Wilbert Hamilton picked striking aqua nylon, floor length. Dixie Gordon was in white lace nylon, with red velvet trim, floor length. Mrs. Eppy Glosser wore light blue lace and net nylon.

Mrs. Harvey T. Wilson selected blue chiffon with jeweled bodice. Mrs. C. C. Groscurth was in blue flowered pure silk ballerina. Mrs. Russell Groscurth chose floor-length champagne lace. Mrs. William Lauther picked mint green nylon and French organdy. Mrs. Newell C. Taylor chose teal blue lace with nylon.

#### Walker Original

Mrs. Joseph Brown picked a Walker original of blue taffeta ballerina. Mrs. Woodrow Jones chose black metallic nylon. Mrs. Teddy Underwood selected a black taffeta ballerina with velvet and pearl trim. Mrs. Paul Sprague wore lime green tulle over taffeta of ballerina length. Mrs. Glen Porter was in black and white lace, floor length. Mrs. Joe Sciorino picked hold satin full skirt, with jewel trim. Mrs. Kittie Burdhardt wore black velvet with pink and satin trim. Mrs. Lynn Greco picked white and gold taffeta.

Mable Wright chose royal blue crepe, trimmed with pearl and sequin trim. Betty Chirsty picked black crepe, trimmed with pink satin and pearls. Mrs. Harry Rubin wore green nylon net bouffant. Mrs. Robert Buffington chose a stunning orchid net, with full skirt.

#### White Chantilly Lace

Mae Serfass, wife of the club's outgoing president, wore a white chantilly lace dinner gown with white mink stole. Pauline Fleishman chose a black strapless gown with a white-fringed stole. Kitty Farino was in white net with blue satin cummerbund. Mrs. Herbert Pelhank chose a black cocktail dress. Mrs. Betty Kelly was in gray nylon over pink satin. Mrs. Ada Cowan chose teal blue with trim in French beads. Lucille Hirsch chose pink nylon, with low net, and an orchid corsage.

Bertie Perrot was in pink strapless net ballerina. Ida Rovitz selected blue nylon net and lace. Virginia Gallager wore gold and black lame.

Vi Lemay selected a black lace dinner gown. Sis Sakobie wore a pale pink brocade with button front. Rosie Hunter picked pink and rose chiffon. Doris Hass chose a baby blue knit cocktail. Evelyn Kleider selected royal blue sheath covered with sequins. Gertie Weiss chose sea green nylon net with ruffled skirt.

Frances Fronier was in cream linen, trimmed in light blue. Vera Barkoot was in royal purple, trimmed with leaves of beads and pearls.

Goldie La Blanc chose aqua taffeta, with sequin bodice. Frances Demmer picked peach taffeta cocktail, with pearl and rhinestone trim. Mickey Wenzik was in gold and white strapless, with green satin waist band. Marie Weaver picked aqua blue strapless with ruffled skirt. Bette Rodgers picked a black velvet strapless. Teen-aged Sherry Rodgers wore sea foam green net and lace.

Alta Alugbaugh selected a tan crepe and lace dinner gown. Gyp McDaniel selected a rose crepe dinner dress, trimmed with maroon velvet. Christyne Van Eyck wore pearl-trimmed navy blue taffeta. Dora Rend selected grey taffeta trimmed with white flowers. Hazel Maddox selected champagne satin with bodice of pearls and beads.

#### Pink Satin

Jeri Ringlin picked a gown of nylon net over pink satin. Claire Sopenar selected rose chantilly lace cocktail. Mrs. Ruth Tillery chose a pink brocade bodice with net skirt trimmed with gold sequins. Mrs. Milton Morris wore a blue crepe dinner dress. Rita Cortes chose black sequins over white bodice, with black taffeta skirt. Emma Rocco picked a gold lame bodice with gold net skirt.

Neva Warbriton was in navy blue net, trimmed with silver leaves. Mary Delaney chose a pink satin bodice, a skirt of net over satin. Mrs. Wesley Hamiter selected black satin strapless, with pink satin flounce in back. Mrs. Edmundo Kaiser Jr., picked black velvet sleath, with gold lame trim. Mrs. E. M. White chose royal blue cocktail. Maude Venier was in grey nylon net with iridescent sequined bodice. Vera Hauck picked white net with ruffled bouffant skirt. Pearl Holiday chose a bright red net strapless gown. Esther Young was in black, strapless, with organdy ruffled skirt. Ida Cohen picked a black cocktail of crepe. Virginia McGee selected a black net gown with sequin bodice and full skirt. Kay Hobett picked pale pink lace bodice, with blue net skirt.

Mrs. Curtis Hixon, wife of Tampa's mayor, picked chantilly lace of grey and rose shades. Alyce Mendelson selected a grey taffeta cocktail. Ann Beasley wore grey net, with bodice glittering with silver sequins.

#### In Black Taffeta

Mildred Gordon wore black taffeta, draped over one shoulder, and a white orchid. Joy Purvis was in light blue net, bouffant skirt with darker blue band across the bodice. Dolly Young picked long white crepe, cut high, with rhinestone-trimmed bodice. Vickie San Fratello wore tan chantilly lace with full skirt. Leona Parker selected a white lace knit cocktail. Helen Julius chose a pink and rose ballerina, draped over one shoulder.

Ella Stopell picked a tan chantilly lace dinner gown. Hattie Wagner was in royal blue chiffon, trimmed with sequins. Peggy Heiman selected black pleated taffeta ballerina. Elsie Tate was in a rose chiffon dinner gown. Billie Cooper selected pink nylon net, with leaves of satin brocade on skirt. Elsie Johnson wore a rose net strapless gown.

#### White Crepe

Margaret Cobb picked a white crepe dinner gown, with rhinestone clips. Blanch Lemish chose a solid sequin leap pattern on black velvet. Myrtle Jeter was in silver net with bodice encrusted with pearls. Bootsie Paddock picked black lace. Caroline Murphy selected cream nylon net, with iridescent sequins throughout the skirt. Mrs. Joe Pendino wore a champagne chiffon dinner gown. Leslie Lawnce picked a black velvet cocktail with white fur

collar. Marie Carder picked a white brocade fitted, full length gown, with blue and tan flowers across the bodice.

Mrs. Eddie Young picked a white silk print with squares of blue, orange and yellow, a low neckline and full skirt. Helen Fields selected a grey taffeta strapless gown with pearl and rhinestone trimmed bodice. Ruth Tucker wore a formal gown in shades of grey and pink nylon. Monica Baress wore Grecian draped nylon in vision pink. Jean Wicks chose a royal blue formal with blue-beaded bodice. Pidge Annon selected a white crepe ballerina length formal. June Tate picked a gold crepe ballerina with black lace trim.

**NOW BOOKING  
RIDES AND SHOWS**  
That do not conflict for  
**LOS ANGELES  
COUNTY FAIR**  
Pomona, Calif.  
Sept. 17 thru Oct. 3

CAN USE  
**KIDDIE RIDES**  
for two separate locations

Write  
**HARRY A. ILLIONS**  
Los Angeles County Fair  
Pomona, Calif.

## BIRDS-BIRDS

Carnival Birds  
PARAKEETS  
CANARIES  
FINCHES  
and  
CAGES

### CONRICK BIRD FARM

8900 South Western Ave.  
Los Angeles 47, Cal.  
Phone: Pleasant 8-5294  
— 24 Hour Service —

**FOR SALE**  
**#12 ELI FERRIS WHEEL**  
New Motor—V-Type Pulley  
Contact  
**PERRY DRISKAL**  
7142 Indiana Ave. Chicago, Ill.  
Phone: HUDSON 3-0493

**WANTED  
FOR AUSTRALIA**  
Side Show Attraction—Fat Girl, Midgets; Lertini, three-legged man. Write if interested. Enclose photo with reply.  
**ARTHUR GREENHALGH**  
3358 Horseshoe Drive, Sacramento, Calif.

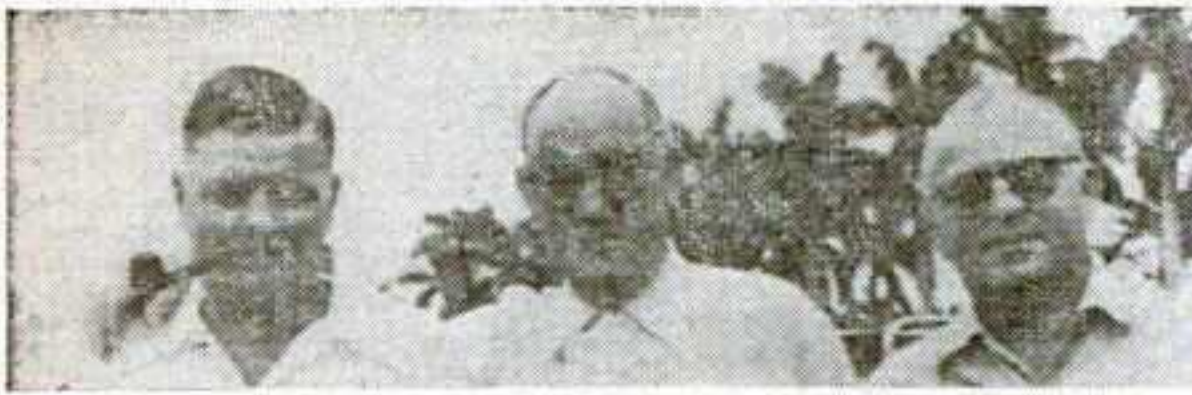
**WANTED**  
Four Rides—Ferris Wheel, Merry-Go-Round, Boats and Kiddie Cars for FIREMEN'S FESTIVAL, May 28 and 29. Contact  
**H. L. HINTON**  
Phone: 8530 Culpeper, Virginia

**CARNIVAL WANTED**  
Need first class Carnival for well established July 4th and "Old Home Week" celebration at Livingston Manor, N. Y. Largest celebration in the East, in the heart of the Catskills. Also need indoor Circus for this winter or early spring. Contact:  
**LEONARD SHERWOOD, Chairman**  
P.O. Box 16 Livingston Manor, N. Y.  
Ph.: Liv. Manor #63

**MERRY-GO-ROUND**  
Spillman, 24 Horses, newly decorated; gasoline or electric motor. Wurlitzer Organ. Transportation if wanted.  
**JOE FREDERICK**  
2243 Newton St. Detroit 11, Mich.  
Phone: Trinity 3-2840

**SEARCHLIGHTS**  
Searchlights and Generators, never used, have been in storage since purchased from Army. 60" G.E. and Sperry, \$650.00-\$750.00. Also complete new heads and outside automatic feed control box sets. \$100.00.  
**J. FILE**  
2329 Central St., Evanston, Ill. Phone: University 4-3664 or MULberry 5-3518.





CAUGHT OUTSIDE the new Miami Showmen's Association quarters recently were, left to right: Newell C. Taylor, independent glass-pitch operator; Tommy Carson, veteran business manager who will be with Ross Manning Shows this season, and Sydney Daniels, independent novelties, scale and age operator, who plays Eastern fairs.

## Midway Confab

Those attending Billy Logsdon's recent birthday party in Louisville were Albert Prensy, Mrs. Louise Hunt, Zora Blaire, Ted Porter, Vicki La Page, Pinky Pepper, Joan Faust, Granny Bee Bop, Gee Gee Pepper and Joe Will Brown. . . . Ray Johnson pens that he'll work his bingo on Page Bros.' Shows this season. Opening date is April 17, Springfield, Tenn. . . . Rita Raye is convalescing at her home after undergoing plastic



ONE REASON for that smile on Ed Horwitz's face could be the fact that he recently was awarded a gold life-membership card in the Miami Showmen's Association. Shown with Horwitz, left, concession manager of Coleman Bros.' Shows, is Spotsy Motola, independent concession operator.

surgery at George Washington Hospital, Washington, recently. . . . Harley Waters cards that he visited the Dude Brewers in Jackson, Tenn., recently. Waters will join Brewer's concessions on Dyer's Greater Shows this season.

M. Duvall reports that a surprise going-away party was given Martin Zorn recently, at the Knotty Pine Club, Tampa. Zorn opens the season February 17 at Laredo, Tex. . . . Ace and Sandra Berkley are working for Mickie and Ralph

Ryder on their Honey Bumps Show. The show tours with the Leo Lane Shows, now playing Florida dates.

Tex Fetta infos that Tom Yanda recently purchased the Port City Rides at Muscatine, Ia., and plans to tour the units as a show this season. Org is scheduled to open at Muscatine in early May and then head into Illinois, Missouri and Arkansas.

Turner Scott moved into Winter Haven, Fla., last week to play the Florida Citrus Exposition with his rides. Says he'll probably open his Daytona Beach park about mid-March.

Mr. and Mrs. H. B. Dickson, who for the past two years have wintered in Gilliam, La., will return to quarters at Ravia, Okla. They are skedded to open their '54 tour in March. . . . Bobbie Burns, just released from St. Joseph's Hospital, Savannah, Ga., after winning a decision over double pneumonia, returned to his home at 121 Jones Street, West Savannah. Burns, whose trouping days are over, would appreciate hearing from friends.

Snake charmer Eve Aldrich appeared February 7 on the "What's My Line?" television show as a contestant, and did pretty well. Eve went down to the final question before the panel figured out her occupation.



ENJOYING THE SUNSHINE in Miami are concession operators Harry Errigo and James Stabile. Errigo is with Cetlin & Wilson Shows, and Stabile is with the James E. Strates Shows.

A. Hymes, concessionaire, just back from a 16-day South American cruise, left New York this week for Memphis to open with the Hamid-Morton Circus. Hymes reports that he will again sand-wich in the New Orleans Mardi Gras with his indoor circus dates.

Gerald Snellens, World of Mirth representative, was so busy entertaining the women in New York that he had to enlist the aid of Jimmy Burgdon. While doing the town they have frequented the Copa and the Latin Quarter.

Birthday babies over at the National Showmen's Association include Frank Bergen on Sunday (7), Irving Berk, Thomas Coffey and John McCormick on Thursday (11), and Isaderoe Beck, Charles Norfleet, Sam Prell and David Solomon on Friday (12). Recent visitors to the NSA clubrooms were Morris Vivona, Vince Anderson and Ben Merson. Max Gruber was off to Tampa and Miami on a business trip for his Standard Rides Company.

# KING REID SHOWS

"THE WORLD'S CLEANEST MIDWAY"

24  
WEEK  
SEASON

OPENING LAST OF APRIL FOR OUR  
GREAT INTERNATIONAL ROUTE

AMERICAN  
CANADIAN  
TOUR

We are proud to announce we have contracted a solid route of the finest Still Dates in New York and New England to be followed by our outstanding dates in the Dominion of Canada. Then our regular star-studded route of sensational State and County Fairs including Skowhegan (Maine) State Fair; Malone (N. Y.) Fair; Rhinebeck (N. Y.) Fair; the best Labor Day week in the East at the Great Schaghticoke Fair; the Cobleskill (N. Y.) Fair, and the Fabulous Eastern States Exposition at Springfield, Mass., which had an attendance in 1953 of 526,378 paid admissions.

We will present one of the finest Midways ever to move on 50 giant trucks and semi-trailers. Show will be completely illuminated with fluorescent lighting in a riot of dazzling colors. Every yard of canvas will be Royal Blue and the show will be floodlighted with 6 Giant Towers.

### FOLLOWING SHOW FOLKS CONTACT AT ONCE

Irene Burton, Johnny Arneallis, Les Nichols, Capt. Jeffery, Joe Pelaquin, Friday Patrick, Johnny Rea.

#### SHOWS:

Motordrome, Unborn, Mechanical Show, Trained Animal, Side Show People, Operator for office Monkey Speedway. We have 12 complete Show Outfits with transportation for capable show folks that can ready this equipment and then operate it at a profit.

#### CONCESSIONS:

Can place Hanky Panks and legitimate Stores ONLY. All last year's Concessionaires and Agents, contact at once. Can use Agents for office operated Concessions. Can place Novelties and Jewelry.

#### RIDE HELP:

For the following rides: 3 Ferris Wheels, Tilt-a-Whirl, Caterpillar, large Merry-Go-Round, Chairplane, Octopus, Little Dipper, Kiddy Rides.

#### RIDES:

Will book live Pony Ride. Will book or buy small Skooter, Roll-o-Plane, Rocket.

### TILT FOR SALE

Will sell our good used late model Tilt-a-Whirl, completely fluorescent lighted and in fine mechanical order. Brand new Duck Walks. Our Show will carry our brand new Tilt in 1954. We had planned to place our present ride in park location. Due to last minute disappointment we now offer it for sale. Cost of our new Tilt delivered \$14,000. Will sell our used Tilt for \$7,000 cash. Will consider high grade riding device as part payment.

KING REID, Winter Quarters

MANCHESTER CENTER, VERMONT

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

OPENING APRIL 5, BALTIMORE, MD.

#### CONCESSIONS

Can place for the season, Novelties, Scales, Mats, Glass Pitch, Ball Games, Lead Gallery, Derby Racer, Jewelry and all kinds of Hanky Panks.

#### SHOWS

Can place man to manage Life Show. Want Snake Show, Monkey Circus or Monkey Drome. I have complete top Banners, etc., for Monkey Show. Charles Zerm wants Acts for Side Show. Frank Texano can place Girls for Revue. Can also place any other Shows not conflicting.

#### HELP

Can place Help for the following: Foremen for Wheels, Octopus, Roll-o-Plane, Merry-Go-Round and sets of Kiddie Rides. The following men contact me: RAY SANFORD, SLIM GILLISPIE, HENRY PIERCE, MERRY-GO-ROUND BLACKIE and all others who have worked for me. Can place man for front gate and searchlight. Can use general help in quarters. All men report to Henderson, N. C. Fairgrounds not later than March 15. All mail and wires to

LLOYD D. SERFASS, Penn Premier Shows

Greater Tampa Showman's Club, Tampa, Florida, until March 1, after that Henderson, N. C.

# PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

BOOKING NOW FOR 1954 SEASON

Opening Date April 19—Marine Pay Week

15 Fairs booked, including BLOOMSBURG, PA., FAIR. All Fairs from July 26 thru November 15, beginning with Harrington, Del., July 26.

Will book Shows with merit—6 Kid Rides for season—few major Rides. Munroe Brothers' Side Show needs Sword Swallower and other Acts, and wants to contact Sherry and Uncle John Patterson.

Want for Bloomsburg, Pa., Fair, week of Sept. 27-Oct. 2, high-class Review and other feature Shows, Rides, All Eating, Drink, Hanky Panks, and what have you? Will book high-class Attraction to feature for Kids' Days for 30 weeks. Need Western Feature with horse, or what have you?

All Address: SAM E. PRELL, 4344 S. W. 13 Street, Miami, Florida

# T.M. SHOWS

### WANTED FOR GREATER LONG ISLAND

MOTORDROME—SIDE SHOW—MONKEY SHOW—WILD LIFE—SPORTLAND—SNAKE SHOW—HAVE ILLUSION SHOW OUTFIT COMPLETE, BRAND NEW, FOR THE RIGHT PEOPLE. ALSO HAVE 20x40 BRAND NEW TOP. WHAT HAVE YOU TO PUT IN?

BURNS, get in touch with me. Lost your address.

PHIL ISSER, Gen Mgr., 1539 East 29th Street

Our Fairs begin August 8th—Starting at Middletown, New York. We close late October at Mineola Fair—the last date.

CONCESSIONS WANTED: CUSTARD—GUESS YOUR AGE—SCALE—and other Games that don't conflict with what we have.

Can also use the following FOREMEN for rides—Octopus—Rolloplane—Chairplane—and Merry-Go-Round.

Phone: NAvarre 8-8960

Brooklyn 29, N. Y.

We Are Your Chicago Area Distributor for

### RAY OAKES & SONS

Complete Stock on hand for Immediate Delivery . . . No increase in Prices:

- SIX CATS or PUNKS • BUCKETS
- DART BOARDS • BOTTLE GAMES
- 120 NUMBER WHEELS
- SPOT GAMES
- BEAR BLOCKS • PENNY PITCHES
- HUCKLEY BUCK SETS

When in Chicago See  
**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill.  
Phone: MOntrose 6-9520

### RAY OAKES & SONS

P.O. BOX 4344 TAMPA, FLORIDA  
Telephone 80-2121

Wooden Bottles . . . . . \$1.25 ea.  
Pitch-Tilt-U-Win Blocks . . . . . 2.00 ea.  
Games of all types and Concession Frames of all kinds made up.

Used Equipment for Sale Cheap.  
Kiddie Plane, Venetian Swings, Pea Pool Table, 12x12 Center Frame, Ticket Boxes, String Game, 2 100 amps. Switch Boxes.

LEONARD CONCESSION CO.  
144 Rockland St., New Bedford, Mass.  
Tel.: 3-1331

### HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

### WANT—G & B SHOWS—WANT FOR OPENING IN APRIL

Cookhouse or Grab, Photos, Age and Weight, Candy Floss, Glass Pitch, Buckets, Balloon Dart, Pitch Tilt-U-Win, Jewelry, Hi Striker, Penny Pitch, Long or Short Range Shooting Gallery, String Game, Basketball or any Concession working for stock. Shows—Animal, Snake, Monkey. Will book for committee money. Help—Merry-Go-Round, Wheel, Octopus, Kiddie Ride and Chairplane. Must be able to drive and sober. No drunks or chasers. Will book any Ride not conflicting. All replies to GEORGE BROAS, 627 30th St., Parkersburg, W. Va. Phone 2-1254. No collect calls.

### FOR SALE—#5 ELI FERRIS WHEEL

In good mechanical condition — new clutch and new drive cable. Address inquiries to

**VIRGINIA FIRE DEPARTMENT**  
Relief Association Virginia, Minn.



# Showmen's League Names Committees for 1954

CHICAGO, Feb. 13.—The Showmen's League of America this week named committees for 1954. George B. Flint, chaplain, will again handle News Flashes and Sam J. Levy Sr., is chairman of this year's banquet and ball.

William A. Hetlich will continue as tyler, with Morris A. Haft and Arthur Morse as counsels. Canadian counsels are Louis Herman and C. N. Kushner. M. M. (Neil) Webb is Canadian secretary. Physicians are Drs. Max Thorek and John C. Havlik.

Other committees include: Showmen's home fund trustees: J. C. McCaffery, chairman; M. H. (Mike) Barnes, William Carsky, M. J. Doolan,

Frank Duffield, F. E. Gooding, Fred H. Kressmann, Sam J. Levy Sr., R. L. Lohmar, Bob Parker, J. W. (Patty) Conklin, C. J. Sedlmayr Sr., and Ernie Young. Finance: George W. Johnson, chairman; M. M. (Neil) Webb, co-chairman; Fred C. Bryan, William Carsky, Jack Duffield, Arnold Maley, Maurice (Lefty) Ohren and Al Sweeney. Welfare: Harry Duncan, chairman; Marcel La Voy, co-chairman; Ernest (Rube) Liebman, Ward (Flash) Williams, Earl Shipley and Joe Shapiro.

Ways and means: Ned Torti, chairman; Maurice Ohren and Al Sweeney, co-chairmen; Mickey Blue, Oscar C. Buck, Issy Cellin, William T. Collins, Frank R. Conklin, William Cowan, Johnny Denton, M. J. Doolan, Jack Duffield, Harry Duncan, William Dyer, Dave Eddy, E. E. (Ernie) Farrow, Joe Fontana, John Gallagan, K. H. Garman, Joe (Murphy) Glacherio, Ep Glosser, George Golden, F. E. Gooding, Sam Gordon, Don Greco, C. C. (Specs) Groscurth, Harry Hennies, Buff Hottle, George W. Johnson, Jack Kaplan, Andrew Kasin, Vince McCabe, Charles Magid, Andy Markham, Bernie Mendelson, Richard Napolitano, Paul Olson, Buddy Paddock, Tommy Payne, Bob Parker, L. C. Reynolds, Jack Ruback, Hank Shelby, William R. Snapp, Ed Sopenar, Mickey Stark, James E. Strates, J. P. (Jimmy) Sullivan, Aut Swenson, C. A. (Curley) Vernon, Al Wagner, Edwin E. Wall, Sol Wasserman, O. J. Weiss, E. W. Wells and Ward Williams.

Entertainment: Jack Duffield, chairman; Sam J. Levy Sr., co-chairman; Mickey Blue, Al Dvorin, George B. Flint, Harry Greben, Dave Malcolm, Bernie Mendelson, Leo Overland, Art Peets, T. Dwight Peppie, Sam Roberts, Howard W. Schultz, Chick Schloss, Billy Senior, Jimmy Stanton, Ben E. Young, Ernie Young and Charles Zemeter Sr. Press: Nat Green, chairman; Charlie Byrnes, Herb Doltzen, Harry Duncan, W. J. Goodwin, Bob Hickey, Bev Kelley, Johnny J. Kline, Frank Lee, Bill Naylor, Pat Purcell, Sam Stratton, Al Sweeney, Sam Ward and Gaylord White.

Membership: John Gallagan, chairman; Paul Olson, co-chairman; E. J. Casey, Canadian chairman; Louie Berger, Max Brantman, Ollie Bradley, Nelson Breeze, James Campbell, William T. Collins, J. W. (Patty) Conklin, Paul Delaney, Hadji Delgarian, Frank DuBois, Johnny Denton, J. D. Edwards, Hal Elfort, John Enright, Noble Fairly, Dave Fineman, George B. Flint, Joe Fontana, Art Frazer, John Francis, K. H. Garman, Joseph Gaskell, Benedict E. Garmissa, Ralph Gilck, Ep Glosser, F. E. Gooding, Sam Gordon, Jack Hawthorne, Maxie Herman, Ben Hyman, George W. Johnson, Harry Julius, Al Kaufman, Jack Kaplan, H. A. Lehrter, Louis Leonard, Ernest (Rube) Liebman, J. C. McCaffery, Arnold Maley, Harry Mansch, P. A. March, W. Chester Maye, Edward Murphy, Gus Pappas, Dave Picard, John J. Re, J. T. Richards, Harry Ross, Leonard Shore, Billy Senior, Tom Sharkey, Harry Shaks, Clint Shuford, Sam J. Solomon, Ed Sopenar, Louis Stern, Harry J. Taylor, J. C. (Tommy) Thomas, L. I. Thomas, Sol Wasserman, M. M. (Neil) Webb, E. W. (Slim) Wells, Ward Williams, Jess Wrigley and Charles Zemeter Sr.

House: Charles Zemeter Sr., chairman; Max Brantman, co-chairman; Harold Barrows, James Campbell, Charles Bohdan, Andre Dumont, H. A. Lehrter, Tom Sharkey, Chick Schloss, Pety Pivor, Sam J. Solomon, Sol Wasserman and Isaac Malitz. Cemetery: Ed Sopenar, chairman; Morris A. Haft, co-chairman; M. H. (Mike) Barnes, E. Courtemanche, Max Goodman and Phillip Cronin. Funeral: Walter P. Driver, chairman; Jack Hawthorne, co-chairman; James Campbell, George B. Flint, Bob Kelly and Rev. Marcel LaVoy.

## Home-Seeking NSA Eyeing Friars' Bldg.

NEW YORK, Feb. 13.—The path of the National Showmen's Association in still seeking a permanent home, led this week to the Friars Club quarters at 123 West 56th Street. Since negotiations for the Sharon Hotel failed to be consummated last year, the NSA has continued to search the midtown area for a suitable building.

The new home committee, represented by John McCormick and Arthur Campfield, approached the Friars last week in reference to the possible purchase of that club's two-story building between Sixth and Seventh avenues. Altho built only three years ago, the structure has already been outgrown by the indoor showmen's club and the group is seeking larger quarters.

In the building are modern rest rooms on both floors, large meeting rooms, a kitchen and bar, air conditioning, and basement card rooms and billiard facilities.

### No Decision Yet

Carl Timmons, Friars' house steward, said yesterday the idea of sale to the NSA is still in the discussion stage and that no action has been taken beyond the initial offer. He emphasized that the Friars still have not found a larger place for themselves and that the NSA has four years remaining on its lease at 317 West 56th Street.

It appears that three or four months will elapse before the Friars' board makes any decision on the offer, Timmons said. Even if it is accepted, the clubs would stay in their present homes for two to three years before any moving is accomplished.

The NSA, meanwhile, is still scouring the area for a building. It is reported that the club will bid up to \$100,000 if the proper location and building can be found.

## Casper Fair Inks Rand

CASPER, Wyo., Feb. 13.—Sally Rand has been signed to play the Central Wyoming Fair here August 17-21, Bob Latta, manager, announced. La Rand will bring her dance revue here as part of the Brodbeck-Schrader midway.

Doc Reeves is in charge of work at the Judsonia, Ark., winter base of the Star Amusement Company. Overhauling of rides and equipment is already under way, G. Robinson reports.

## Eastern Ops Wax Optimistic

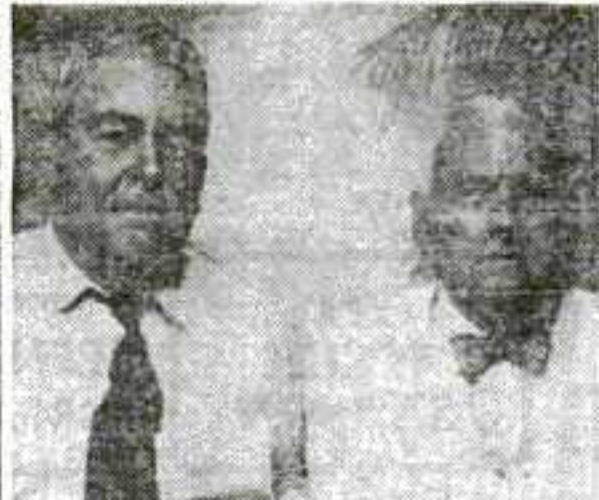
Continued from page 59

booking season had indicated that it would route in the Middle West as much as possible.

Despite the voiced optimism, many showmen emphasized the need for more good midway attractions to whet the appetite of the public. Even if money is fairly plentiful it will be somewhat harder to get, they said. Accordingly, they said, the fair people had an obligation to go along with the showmen by easing their financial demands. The investment some shows are making in "Dancing Waters" is recognized as sizable and there was general agreement that this is the type of presentation needed to add to the lure of the midway units.

### Agents Absent

Fewer agents were in attendance at meetings this year as owners apparently are taking over much of the work of this volatile group, possibly with an eye to cutting the nut of the executive force. More and more concession managers are developing into valuable booking aides as they exercise their capaci-



AN ITEM in these columns some weeks ago noting that Sam Lewis, president of the York (Pa.) Interstate Fair, and J. C. McCaffrey, of the Amusement Corporation of America, celebrated their birthdays in February prompted the contribution of the above photo by Lewis, Lewis, who reportedly will need room for some 80 candles on his cake this year, says that the photo was taken several years ago at the Illinois State Fair, Springfield. Lewis is currently enjoying excellent health and busy with plans for this year's event. Mac is at his Miami Beach home convalescing from injuries resulting from a fall but still busy plotting a course for the ACA.

## St. Patrick's Party Set by Natl. Showmen

NEW YORK, Feb. 13.—A new type of function will benefit the National Showmen's Association on St. Patrick's Day evening, March 17, when the "Connecticut boys" will stand party expenses so that all ticket money will go into the NSA treasury.

Morris Batalsky, speaking for the Connecticut members, assured a general assembly meeting Wednesday (10) that there will be a goodly supply of everything, at the shindig to be held in the clubrooms. The \$5 ticket will get the buyer entertainment and "all you can eat and drink," it was announced.

Expenses will be handled by Batalsky, John Weisman, Vince Anderson, and Sam Peterson.

President Joe McKee presided over both the assembly session and that of the board of governors. On the dais with him were Batalsky, Harry Rosen, treasurer; Dr. Jacob Cohen, club physician; Sidney H. Levine, club attorney, and Fred Murray, chaplain.

It was made known that Frank Blatsky has been readmitted to James Ewing Hospital in Manhattan, and that the sick list also includes Henry Fein, ill at home. The organization accepted as members James Mills and Patrick Halloran, both proposed by Sam Peterson, and Harry J. Mansfield, sponsored by Joe Gilbert.

The Ladies' Auxiliary took over the proceedings after the \$100 award, given at each meeting, was won by Aseneath (Mickey) McKee. With Mildred Ford singing and Frank Podmore providing piano accompaniment, the women dished out a spread of sandwiches, potato salad, cakes and coffee. A large party cake inscribed "Bon Voyage, Bess and George," was presented to the Hamids, who will go abroad shortly.

ties for entertaining and handshaking.

Of much concern and a prime topic for conversation was the possibility of securing relief, in whole or part, this year from the 20 per cent federal tax on admissions. Most showmen have a good case worked out and, given a hearing, they could be convincing in telling of their need for at least a 10 per cent cut. Many say that any savings effected thru tax cuts would give them the only profit they have earned in several years.

Strangely, the reports of growing unemployment seemed of small concern. For one thing, with the season still some few months away, many things can happen and a leveling off is generally looked for. Again, the primary thought is with the fall potential. A drought last year cut heavily into Southern fair grosses and the belief, and hope, is that crop-killing arid periods do not come in bunches.

Whatever the voiced opinions, the pre-season operating schedules are likely to be cautious.

## Showmen Out for Tampa

Continued from page 59

unique in that cards are delivered from the top, instead of the bottom of the stack. Delivery is by a suction cup lift. Claire Meyer was on hand for Exhibit Supply Company. The vender drew considerable praise from visiting showmen.

### Jamboree Nets \$3,500

Benefit show tossed on the Royal American midway Tuesday night (9) netted \$3,500 for the Tampa Showmen's Association. C. J. Sedlmayr Jr., conducted the auction in which about 50 donated articles were sold. Talent for the show was recruited from the fair's grandstand show and midway attractions and included Nip Nelson, emcee; Geraldine and Joe, Robert Lynn and the Tattlers, and the entire cast of Leon Claxton's "Harlem in Havana" show.

### Fair Men Visit

Frank Bergen and Bucky Allen, owner and business manager respectively of the World of Mirth Shows, were in for the duration. In their party were Mr. and Mrs. Harold Singmaster, of the Allentown (Pa.) Fair; Mr. and Mrs. Charles Norfleet, of the Winston-Salem, N. C., Fair, and four members of the Columbia, S. C., Fair board, Paul V. Moore, Tom Moore, J. C. Darby and Buck Ruff.

### Scramble For Solomon

Sam Solomon, former show owner, now living in retirement in Miami Beach, was in with the news that he was slated to get the first Scramble ride to come out of the Eli Bridge Company plant. Sam plans to book the unit with an as yet undetermined show this season. . . . Harry Illions, in from the West Coast, was one of the early arrivals, and infoed that the Los Angeles County Fair at Pomona, Calif., plans to present "Dancing Waters" indoors. From here Harry left for a brief vacation in Miami, saying he might make a trip to New York before returning to the West Coast.

### Ammon, Gayer Huddle

Ralph Ammon, former manager of the Wisconsin State Fair, who is vacationing in Florida, huddled here with Archie Gayer, his partner in the operation of midway shows at the Milwaukee fair. Gayer flew in from the West Coast to confer with Ammon and also with Tom Packs, circus owner. R. C. McCarter disclosed that he would not go out this coming season with the Gem City Shows as general agent. He added that he had made no commitments for the season ahead.

### To Hit Road

Sam (Insurance) Solomon infoed that he will be on the road practically all the time hereafter and because of this had closed his Chicago office. He continues as a representative for Charlie Lenz, St. Petersburg-based insurance man. As per custom, Lenz worked out of his yacht here during the fair. Cliff Wilson, who will have the midway shows at the Dallas and Memphis fairs this year, escaped injury in an automobile crash shortly after leaving his Miami home for here. His car was virtually demolished.

### Health Notes

Health Notes: Sam Gordon, concession manager of the Royal American Shows, cut down his usually long work days during the fairs to guard against a set-back in his recuperation from illness which had hospitalized him for a long period. . . . Ray Marsh Brydon, thinned by his recent illness, maneuvered with a cane and reported that he was feeling better.

### Collins Pacts Dromé

William T. Collins, of the show bearing his name, closed with Mickey Donahue to have the latter's Motordrome work the Collins route during the coming season. . . . Joe Pearl of the Johnny Denton show sold grandstand tickets for the fair. . . . C. C. (Specs) Groscurth, owner of the Blue Grass Shows, took a few hours away from his show to visit the midway. Specs looked the picture of health and glowed over reports on the results of a physical check-up he and his wife underwent a few months ago at Mayo's clinic.

### Thomas Does Nip-Ups

J. C. (Tommy) Thomas, assistant concession manager of the Royal American Shows, did nip-ups over the kids' Sasparilla Parade which had an all-circus theme. . . . The kids' parade continues to get bigger each year here, and this year it pulled a whopping crowd downtown as well as at the fair. . . . Julius Kahn, former secretary of the fair at Luxumberg, Wis., was a daily visitor at the fair, renewing

acquaintances with showmen. Julius has wintered here for years and hasn't missed the fair since 1926.

### Denton Gets Cars

Johnny Denton, during his visit here, received assurance from officials of the Canadian Pacific Railway that they will be in a position to supply him with the necessary flats and cars to make his trek over the Canadian B Circuit. Denton was accompanied here by his right bower, Ben Braunstein.

### "Waters" for Wisconsin

Sam Shayon, of "Dancing Waters" fame, announced here that his unit has been booked for the Wisconsin State Fair, where Archie Gayer and Ralph Ammon will again have all the midway shows this season.

Included among the many show people noted on the lot were:

Mr. and Mrs. Fred Tennant, Mr. and Mrs. Joe (Dallas) Murphy, Mr. and Mrs. Ray Oakes, Paul Robertson, Sam Weintraub, Sid Jessop, George Johnston, Mr. and Mrs. Al Tucker, Lee Becht, William A. (Tiny) Uthmeir, Aut Swenson, C. B. Peck, Harry Schrieber, Paddy Finnerty, Mr. and Mrs. Ep Glosser, Howard Ramsey, Mrs. Hattie Wagner, Mr. and Mrs. Izzy Pireside, Mr. and Mrs. Dave Rosenthal, Kelly Green, Mr. and Mrs. Murray Broad, Doc H. D. Hartwick, Mr. and Mrs. Jack Norman, Mr. and Mrs. Zeke Shumway, James E. Strates, Starr de Belle.

Sam Smith, Bell Hansen, Frank Gross, Jim Edwards, Sigm Winslow, Bill Holt, John Orneallas, Johnny Gambino, Mr. and Mrs. Charles Walpert, Dave Pineman, Hattie Hoyt, Mr. and Mrs. Will Robertson, Art H. Riley, Mr. and Mrs. Jerry Riley, Frank Benesch, Chappi Donato, Robert Buddy Taylor, Sol Banon, Ray Griffin, Mrs. Francis Poeniek, Mr. and Mrs. Phil Rocco, Casper Belleno, Chuck Magid, Mr. and Mrs. Charles Goss, Mr. and Mrs. J. D. Wright Jr., Mr. and Mrs. Buddy Spain, Mr. and Mrs. Johnny Tinsley, D. Wade, Mr. and Mrs. Paul Sprague, Bill Page, Roland Page, Auley Graham.

Benny Wolff, Dallas Duncan, Floyd Bechrest, Sid Dimiries, Whitney Anderson, George Whitehead, Tom Kelley, Mr. and Mrs. Joseph Steif, Mrs. Dell Lampkin, Mr. and Mrs. Babe Alvarez, Mr. and Mrs. Alton Pearson, Louis (Kinky) Wolf, Mr. and Mrs. Ernie Wenzel, Mr. and Mrs. Joe Soret, Mr. and Mrs. Harry Rubin, Whitey Terra, Mr. and Mrs. Joe Brown.

Boots Feldman, Jack Potts Horbett, Earl Fisher, Joe Anons, Robert W. Mallett, Mr. and Mrs. Felix Charneski, Dick Crawford, Mr. and Mrs. Tommy Allen, Mr. and Mrs. Mike Farino, Joe Pearl, Tony Agar, Nat Rodgers, Blanche Sullivan, Mr. and Mrs. Andy Casin, C. C. Groscurth, Adolph Koss, Chris Jernigan, Sonny Bullock, Mr. and Mrs. Eddie Hunter, Mr. and Mrs. Robert K. Parker, Izzy Brodsky, Mr. and Mrs. Bob Purvis, Lou Leonard, Francis Deemer, Al Rossman, Mr. and Mrs. Avery Christy, Murray Goldberg, Dave Kresner, Ben Sawyer, Pats Norton, Max Goodman, Sammy Sneed, E. J. Murphy, Jerry Kaisin, Mr. and Mrs. Cliff Cunan, Mr. and Mrs. Jack Yavzac, Mr. and Mrs. Bill McClain.

Mr. and Mrs. Max Brantman, Lucille Hirsch, Sam Menchin, Claire Sopenar, Thomas P. Sharkey, George Beardsley, Mable Wright, Mr. and Mrs. Thad Work, Sam Prell, Mr. and Mrs. Charles Wright, Bill Moore, Earl Chambers, Issy Cellin, Mr. and Mrs. Bill Cowan, Louis (Stretch) Rice, Paul Olson, Ida Cohen, Mr. and Mrs. Peasy Hoffman, Mr. and Mrs. Joe Hoffman, Mrs. Hody Jones, John Bullock, Bill Stacey, Morris Lipsky, John Gallagan, Hal Elfort, Charles O'Brien, George Pence, Home, Dennison, Harvey Wilson, Bill Lauther, Ted Yachchima, Josephine Hayworth, John Enright, Bill Green, Don and Sam Greco, Mr. and Mrs. Pat Purcell, Mr. and Mrs. Bernie Mendelson, Red Sonenberg, Mr. and Mrs. Ed Kelley, Max Miller, Walter Forbes, Joe Troxey, Art Hoard, Emmet Kelly, Ollie Martin, Doc Baldauf, Vince Williams, Mr. and Mrs. Ferd Clemens and Mr. and Mrs. Harry B. Kelley.

## FAIRS

### CONCESSION SPACE AVAILABLE

Greenville, Ohio . . . Aug. 21-27  
West Union, Ohio . . . Aug. 24-27  
Wilmington, Ohio . . . Aug. 10-14  
Georgetown, Ohio . . . Oct. 6-9

### Contact

Gilbert Butler Chas. Krokeler  
3592 Bogart or R. #2  
Cincinnati, Ohio Bethel, Ohio

### NOTICE:

## WALTER (CURLY) MARCH

Or anyone knowing his whereabouts, please contact me at once. Urgent.

### ED GROVES

Route 1, Box 695 Lake Charles, La.  
Phone 73009

## AT LIBERTY

## ADJUSTER

For coming season

## BUCK DENBY

c/o 3711 Eighth St.  
Meridian, Miss.

## WANTED TO BUY

3 or 4-Abreast Park Type Merry-Go-Round. Must be in good condition. Send photo and particulars in first letter.

## HURLBUT AMUSEMENT COMPANY

8218 S. Greenleaf, Whittier, Calif.  
Phone: OXford 65472

**T·E·N·T·S**  
CONCESSION, CIRCUS, CARNIVAL  
**AMERICAN**  
TENT & AWNING  
CORPORATION  
One of America's largest Builders  
of Fine Show Tents.  
201 E. Water St. Norfolk 10, Va.  
**BILL SANDERS**

**WANTED TO BUY**  
**KIDDIE FERRIS WHEEL**  
Must be 14 feet or less.  
**S. ALEXANDER**  
1923 East 15th St. Brooklyn, N. Y.

**FOR SALE**  
3 abreast Merry-Go-Round, Whip, Eight-Cat, Auto Ride, Airplane Ride, Train, Horse & Buggy, Fire Engine, Electric Light Tower, 40' 4 Ponies, Streetcar, Boat Ride, Ice Cream Machine, Popcorn Machine. Will sell all together or individually. Contact  
**MR. S. MARTIN**  
Grand Ave. & Manheim Road  
Melrose Park, Ill. Glastone 5-6114

**ATTENTION, CARNIVALS**  
Frenhauf-Carter 14 ft. all steel Van Body mounted on 1946 1 1/2 ton International, with sickle. Low mileage. Good shape. Also Water System for trailer mounted on truck goes with it. A steal at \$750.00 cash. Contact  
**AL KUNZ**  
Havana Madrid Supper Club  
1014 Franklin St. Tampa, Fla.



### Clara Campbell Installed as Prez By St. Louis Fems

ST. LOUIS, Feb. 13.—Clara Campbell was installed as president of the Missouri Show Women's Club at appropriate ceremonies held here recently in the ballroom of the York Hotel. Others inducted into office included Verna Schantz, Rose Brown and Sally Prevost, vice-presidents; Leonora Gdynia, chaplain; Ellen Robertson, sergeant at arms; Babe Weinstein, social secretary; Fay Davis, treasurer, and Virginia von Behren, secretary.

Resident board of governors includes Teresa Sidenberg, chairman; Minnie Quillian, Daisy Davis, Estelle Regan, Gertrude Donnelly, Elsie Ware, Peggy Grimm, Gertrude Lang, Fay Henze, Ida McCoy, Lotus Francis, Florence Cobb, Mary Thompson, Marguerite Lomar, Norma Lang, Joan Lipsky and Louise Howe.

Non-resident governors are Anna Jane Bunting, chairman; Betty Proper, Goldie Fisher, Jeanette Barry, Ruth Hahn, Ann Gallagan, Estelle Hanscom, Grace Goss, Florence Botsford, Kay Gawle, Sybil Lashbrook, Esther Speroni, Lois Hanson and Dorothy Williams.

Gertrude Donnelly and Peggy Grimm served as pages and Estelle Regan as installing officer. Leonora Gdynia delivered the invocation. Out-going president Teresa Sidenberg was unable to attend but was represented by Ida McCoy. Verna Schantz received an award for enrolling most new members.

### Dallas Fems Appoint New Committees

DALLAS, Feb. 13.—The Lone Star Show Women's Club of Texas this week appointed committees and filled various positions, including Jule Conners as chaplain, and Bonny (Five-Star General) Allard, as sergeant at arms.

Directors and members of the various committees include the following:

Directors: Milly Hudspeth, Maria Obluck, Millie Cepak, Mary Ellen Liberman, Sally Murphy, Mabel Weishman, Helen Rees, Alayne Morency, Annabelle Hobill Patchet, Margaret Pugh, Beth Anderson, Frances Palmer, Mildred Taylor and Erma Meeks. Finance: Helen Rees, chairman; Mari Obluck, Beth Anderson, Milly Hudspeth, Margaret Pugh and Martha Moss. Relief: Martha Moss, chairman; Francis Palmer, Pearl Vaught, Alayne Morency, Mildred Taylor, Erma Meek, Maria Obluck, Milly Hudspeth, Renee Gordon and Lillian Schofield. Reception: Bette Harris, chairman; Francis Palmer, co-chairman; Billie Wyatt, Helen Rees, Jule Conner and Margaret Pugh. Press: Kathy Kearns and Renee Gordon, publicity; Martha Moss, editor of News and Views.

Entertainment and ways and means: Marie Obluck, chairman; Erma Meeks, co-chairman; Corina Graer, Bette Harris, Clara Stockdale, Louisa Mandrell, Madelyn Chambers, Mary Laugers, Pearl Vaught, Lou Smith, Ketta Lindsey, Mildred Taylor, Renee Gordon, Connie Young, Addia Jo Lott, Wanda Byrd, Mary Ellen Liberman, Marguerite Smart, Inez Carroll, Alice Carroll, Ruby Ewins, Beth Anderson, Claudia Fisher, Ruby Charninsky and Peggy Alexander. Membership: Margaret Pugh, chairman; Madelyn Chambers, Lillian Schofield, Thalman Hill, Virginia Barnes, Mrs. Babe Emswiler, Mary Ellen Liberman, Hattie Mae MacFarland, Inez Carroll, Annabelle Patchett, Etta Henderson, Jean Haddad, Evelyn Tidwell and Bette Harris.

Cemetery: Katie Little, chairman; Pearl Vaught, Margaret Pugh, Martha Moss, Beth Anderson, Ketta Lindsey, House; Mabel Weishman, chairman; Lois Crangle, Clara Stockdale, Corine Greer, Mary Leugers, Claudia Fisher and Marguerite Smart. Advisory: Ed Meek, chairman; Johnny Obluck, co-chairman; T. C. Sands, Chuck Moss, J. D. Taylor, Bob Harris, Tex Chambers, Johnny Anderson, Abie Hirsch, Tom Morris, Bob Wills, Paul Dugan, Jack Lindsey, Jimmy Allard, Red Kearns, Joe Murphy, Elmond Gow, Walter Leugar, Jimmy Liberman and Frank Stockdale.

### Drew Contracts McRae, Ga., Fair

EASTMAN, Ga., Feb. 13.—James H. Drew Shows will again play the Ocmulgee Fair, McRae, Ga., owner Drew announced at winter quarters here. The contract marks the fourth consecutive year at the fair, he said.

## ROYAL EXPOSITION SHOWS

### WANT SHOWS, RIDES AND CONCESSIONS

BROWARD COUNTY FAIR, FT. LAUDERDALE, FLORIDA, FEB. 22-27

Can use worthwhile Shows with own equipment and transportation.

RIDES—Want Octopus, Tilt, Caterpillar, Rockoplane, Screw Ball and Ponies.

CONCESSIONS—Ball Games, Duck & Fish Ponds, Balloon Darts, Age and Scales, Novelties and Jewelry.

NOTE! This will be an open midway—no exclusives. All Eating and Drinking Stands open. JACK GALLUPPO, answer.

Make reservations this week. Lot will be laid out thru 20th & 21st.

NOTE! Walter Stoffel, Wild Life, answer.

Wire, do not write.

All replies to J. P. BOLT or SPLINTER ROYAL

Royal Exposition Shows, Okeechobee, Florida Fair, this week.

## CONEY ISLAND ROAD SHOWS

### WANT FOR CUBA—EVERY SPOT A WINNER

Can place Shows with own equipment. We pay transportation for anything sensational. Leave from port of Palm Beach to Havana and Return.

Want for No. 2 Unit—Dark Ride, Scooter and Glass House. These attractions sensational here. Also want Man with organized Thrill Show, contact, or will place Man who can frame ramps and 3 or 4 Drivers.

ALL THIS WEEK—Victoria de Las Tunas, Cuba.

VINCENT NODARSE, Pres.  
GENE BEECHER, Gen. Mgr.

DUKE DOUGHERTY, Mgr.  
HERB PICKARD, Public Relations

**UNUSUAL?**  
INSURANCE PROBLEMS

PROMOTERS! PERFORMERS!  
PRODUCERS!

PROTECT YOURSELF WITH A COMPANY THAT SPECIALIZES IN SHOW BUSINESS INSURANCE.

CLIENTS: SPEEDWAYS—FAIRS—THRILL SHOWS—INCLUDE: CARNIVALS—ROAD SHOWS—ARENAS—ACTS—PERFORMERS.

**IRVIN SALTZMAN & CO.**  
Specializing in Show Business Protection  
BANKERS SECURITIES BLDG., PHILA. 7, PA.

### Midway of Mirth Completes Routes

JONESBORO, Ark., Feb. 13.—Midway of Mirth Shows have completed their route for this year and the org will again play Illinois, Missouri, Mississippi and Arkansas. A total of seven Illinois fairs have been signed, one in Missouri, five in Arkansas and one in Mississippi.

Work in quarters here is getting started. Recent visitors included Frank Sutton and his son, Pete, who announced that they would not take a show out this season. Other visitors were Mr. and Mrs. Jimmie Rogers, of Dyer Shows, and Oscar Bloom, former owner of Gold Medal Shows. Frank Lavell, lot man, recently took delivery of a new station wagon, and Eddie Khron, popcorn operator, is sporting a new pick-up truck.

### WANTED SHOWS

TO PLAY 1954 FAIR IN DUBLIN, GA., LAURENS COUNTY

Also interested in sponsoring several Circuses for 1954. If interested, contact

W. B. GETTYS

Chairman Fair and Circus committee, Dublin Junior Chamber of Commerce, Dublin, Ga.

### CONCESSIONS—SHOWS—RIDE HELP

OPENING IN MARCH  
Concessions, Hanky Panks, one of a kind until fairs. Agents for Charlie Kahle on Ball Games and Shooting Gallery. Want Ride Help (Eddie and Silas Remy, contact us). Also Help who drive semia Winterquarters open; come on in. Want Shows with own outfits. (Bob Noel, contact; good deal for you with Gorilla. Want Man to assist with advance. WANT TO BUY—Loop-o-Plane, in good condition, not too far away.

WRITE OR WIRE  
MIDWAY OF MIRTH SHOWS  
3111 E. Nettleton Ave., Jonesboro, Ark.  
(Phone: Webster 2-8274)

AMERICA'S BEST CARNIVAL - CIRCUS BANNERS  
SNAP WYATT STUDIOS  
Rt. 3, Box 1180 Tampa Fla  
(Phone: 44-2733)

### HIGH ACT WANTED

For outstanding Church Carnival JUNE 17-20

Send information and prices.  
FATHER SUMMERS  
32010 Vine St. Willowick, Ohio

### PHOTOS

Due to disappointment will book Photos for season.

Baker United Shows  
ERNE ALLEN  
669 Swan St. Terre Haute, Ind.

WANT for FLORIDA STRAWBERRY FESTIVAL, Plant City  
Week Feb. 22, followed by SEMINOLE COUNTY FAIR, Sanford

Legitimate Prize-Every-Time Concessions and Hanky Panks of all kinds. Also booking Shows and Concessions for regular season starting at Owensboro, Ky., April 22. All address

C. C. GROSCURTH  
**BLUE GRASS SHOWS**  
LARGO, FLORIDA

**JOHNNY'S UNITED SHOWS**

"HONESTY IS OUR POLICY"

NOW BOOKING FOR THE 1954 SEASON OPENING IN APRIL

Concessions Wanted: Long Ranger Pronto Pup, French Fries, Foot Longs, High Striker Short Range, Ball Games of all kinds and Hanky Panks. What have you? Charles Lampkin, contact. Shows Wanted: Monkey, Wild Life, Side Show with own equipment and Motordrome. Help wanted: Wheel Foreman (Boley, contact), Second Men for Wheel, Tilt, Spiffire, Merry-Co-Round and Kid Rides. Must be licensed drivers and dependable. Want Glass House Operator; must handle front gate also, on salary and percentage. Must drive. Equipment for sale: 28 ft. Low Boy Trailmobile Van, also Rolloplane.

All replies  
JOHN PORTEMONT Box #105 Gantt, Ala.

**AMERICAN MIDWAY SHOWS**

RIO GRANDE VALLEY LIVESTOCK SHOW, MERCEDES, TEXAS, MARCH 3-8

Can place Custard, Ice Cream, Cookhouse, Foot Long, Hanky Panks, Demonstrators, Novelties. Also one or two Grind Shows. Want one major ride. Space limited.

Wire: MERCEDES, TEXAS, NOW.

**HELLER'S ACME SHOWS, INC.**

Open April 15 to 24, Ten Big Days—2 Saturdays—2 Sundays. Near New York City

Want Concessions of all kinds. Shows—Good proposition two Girl Shows, Ten-In-One and one other Show; would give exclusive to one man for Back End. Want Ride Help for eleven rides, Mechanic and Electrician who understands Caterpillar Generator; Truck Drivers preferred. All address

HARRY HELLER, Franklin Ave., Campgaw, New Jersey

VACATION WITH PAY in the HAWAIIAN ISLANDS

Supplying the 49th STATE FAIR in HONOLULU and all MAJOR TOP EVENTS in the HAWAIIAN AREA

WANTED: Outstanding Oddities, Freaks, Curiosities, Sword Swallower, Fire Eater, etc., and Outstanding Acts of all kinds. Send photos and complete details.

ISLAND AMUSEMENT COMPANY  
4955 MAUNALANI CIRCLE HONOLULU, T. H.

FREAKS—SIDE SHOW ACTS

For PALACE OF WONDERS—CONEY ISLAND, N. Y.

20 weeks—one spot—Please enclose photo and state salary in first letter.

Write—Wire—Phone  
DAVID ROSEN  
4016 Atlantic Avenue (Esplanade 2-2178) Brooklyn 24, N. Y.

**Dyer's Greater Shows**  
Open April 19

Want Cookhouse, Hanky Panks, capable Man take charge Bingo, Fish Pond and Bottles, must furnish agents and drive truck.

FOR SALE—Caterpillar, Spiffire, Sunshine Train (trailers, tractors optional), 2 Transformers, 60 bank with main switch. Contact Searcy, Ark.

WANT BINGO FOR AMERICAN LEGION CARNIVAL  
Garfield Heights, Ohio (Gooding's Rides)  
JUNE 15 THRU 20, 1954  
Contact  
BILL STREIDL  
2641 Bosworth Rd., Cleveland 11, Ohio  
Phone: Winton 1-2067

1954 COUNTY FAIR SHOWS 1954

Want for a solid route of fairs and celebrations; no still spots. Concessions. What have you? Capable Shows with own equipment. Reliable, sober Ride Men who drive semis.

OSCAR F. GRAY  
Box 828 Burwell, Neb.

## Girls . . . GIRLS . . . Girls

James E. Strates Shows want for the Hollywood Revue at Orlando Fair starting Feb. 22

Chorus Girls, Principals to feature, Musicians, Two Outstanding Acts, Strip Dancer, etc. Top salaries. Spiffire Foreman wanted.

Address all communications to

JAMES E. STRATES, Gen. Mgr., or DICK O'BRIEN, Mgr.  
JAMES E. STRATES SHOWS, Orlando, Florida

## DICK BEST WANTS

For Long Beach, Calif., Season Starts March 15, and for Riverview Park, Chicago, Ill., Season Starts May 15.

FREAKS—SIDE SHOW ACTS—TALKERS—TICKET SELLERS

ALL ACTS CONTRACTED GET IN TOUCH WITH ME.

WANT TO HEAR FROM FREIDA PUSHNECK.

All address P. O. BOX 2168, SARASOTA, FLORIDA

## LEO LANE SHOWS

THE SOUTH'S FINEST

Wanted for Daytona Beach, Fla., Colored Fair, Feb. 22-27; Gainesville, Fla., VFW Fair follows

Hanky Panks of all kinds, two first-class Girl Shows for Gainesville. Must be large. For Sale: Monkey Motordrome, complete with transportation, Rolloplane with transportation. All address

LEO LANE, General Delivery, Orlando, Fla., this week



## GALA GALA GALA OPEN HOUSE WEEK OF FESTIVITIES

at the

### MIAMI SHOWMEN'S ASSOCIATION

1799 N. W. 28 Street Miami, Florida

WE CORDIALLY INVITE ALL THOSE OF THE OUTDOOR SHOW WORLD TO JOIN WITH US IN OUR OPEN HOUSE WEEK, FEBRUARY 15-21.

OPEN HOUSE—FEBRUARY 15-16-17-18  
DEDICATION OF OUR NEW BUILDING . . . . . FEBRUARY 19th  
BIG DANCE IN OUR NEW CLUBHOUSE . . . . . FEBRUARY 20th  
THE EVENT OF THE OUTDOOR SHOW WORLD—  
ANNUAL PICNIC at CRANDON PARK . . . . . FEBRUARY 21st  
ELECTION OF THE NOMINATING COMMITTEE—  
for members only . . . . . FEBRUARY 22nd  
BENEFIT FIGHT at the MIAMI BEACH AUDITORIUM—  
featuring an outstanding card . . . . . FEBRUARY 23rd

JOIN WITH US—CELEBRATE WITH US—GOOD TIME ASSURED

WILLIAM B. MOORE, President.

## WANTED FOR HIGHLAND COUNTY FAIR

Feb. 22 thru 27, SEBRING, FLORIDA

Can place legitimate Games of all kinds also outright sales privileges.  
Wire or Phone

### W. G. WADE SHOWS

Sebring, Florida (now moving on fairgrounds).

P.S.: Now contracting Shows and Concessions for the Citrus County Fair, Inverness, Florida, and Lake County Fair, Eustis, Florida, following Sebring.

## EMPIRE AMUSEMENT CO.

Wants for Mardi Gras, Mobile, Ala., starting Feb. 17 through March 2—14 big days downtown. Have 2 locations, White and Colored.

Want Hanky Panks of all kinds, Jewelry, Photos, Pitch-Til-You-Win, Coke Bottles, Age, Scales, Popcorn, Candy Apples, String Game, Lead Gallery, Slum Spindle, Fishpond, High-Striker, Ball Games, Slum Blower, Hoopla and Cigarette Gallery.

Wire or write CHARLEY GRIGGS, Mobile, Ala.

## FOR SALE

Seven Ride Carnival and Route. Four major and three Kiddie Rides, hot wagon and office combination. Two 50-kw. transformers, ground cable, junction boxes. Semi trailers, tractors and trucks. Transportation for everything late model, all Chevs. This show is well booked for season. Have 10 fairs and balance celebrations; complete route for 1954. A proven route in Iowa. All Rides and trucks in excellent condition. Other interests reason for selling.

### BOONE VALLEY SHOWS, INC.

Ben J. Mesenbrink and Clement Smith, owners, Boone, Iowa

## DOUGLAS ELLIS SHOW

Nine Rides and Concessions. All brand new. Now booking 1954. Fair Secretaries of Indiana and Kentucky still have a few dates open. SHOWS—Can place any Shows with own equipment. CONCESSIONS—Hanky Panks and Photo. Want high-class Free Act. Ride Help must be sober and have references. Need Agents to work on Concessions. Short Range Shooting Gallery, built-in Trailer for sale, \$100.00, ready to work.

Write. No wires

H. REED P. O. Box 83 Newport, Kentucky

No Need to Worry...



... about getting the best coin-operated arcade and skill game equipment at the right prices.

Concessionaires in the "know" are constantly referring to the ads on

### USED COIN-OPERATED EQUIPMENT

that appear every week in

The Billboard COIN MACHINE SECTION for their best buys. They know that they can buy with confidence . . . and at the best prices.



You, too, can take advantage of the excellent selections and prices for your coin-operated needs. Turn to page 70 this week . . .

## WANT TO BUY

8 Tub (short arm) Octopus with trailer.  
No. 5 Eli Wheel.

### For Sale or Lease

Allan Hershell Blue Goose and 10 car Auto Kiddie Ride.

P. O. BOX 518  
Nashville, Tenn.

## FOR SALE

### 1 16x36 BINGO

Complete with A-1 Top, Blower and Speakers, with Ford Van Truck with less 12,000 miles, and 1950 28 foot Colonial House Trailer, pulled behind truck. All in A-1 condition, ready to set up.

Price \$4,000.00

Write

AIRPORT AMUSEMENT PARK  
R.F.D. #4, Box 612, Charlotte, N. C.  
Phone 4-5021, Charlotte, N. C.

# Club Activities

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 13.—The membership continues to grow and a total of 34 applications have been received thus far this year. Vice-President Ned Torti opened the regular Thursday night (11) meeting assisted by Maurice (Lefty) Ohren, vice-president; Joe Streibich, secretary; Walter F. Driver, treasurer emeritus, and Past President Lou Keller.

The sick list included J. C. McCaffery, Ray Balzer, Sam Mangano, Sam Roberts, Harry Atwell, David Swarthout, Frank Daniels, Russell Johnson and Louis Drillick. Albert Marks has been released from the hospital following surgery.

The ways and means committee indicated it will soon announce plans for the '54 fund campaign. Elmer Byrnes and his house committee are busy planning the March 17 party. J. P. (Jimmy) Sullivan, immediate past president, is scheduled to be here for the March 11 meeting at which time the nominating committee will hold its first meeting of the year. The cemetery committee is completing plans for the addition of a bronze plaque on the monolith in Showmen's Rest.

Mel Harris, Dave Picard and Cecil Meyers are back after absences. Callers at the clubrooms included Phil Tyrrell, Dick Ware, Bill Margolis, Dave Malcolm, Jack Duffield, Henry Polk, Hank Shelby, Chick Schloss, Petey Pivor, Dr. Weeks, Herman Pluda, Ozy Breger, Joe Wells, Morris Brown, Chester Chapp, Charles Zemater Sr., Andre Dumont, Walter F. Driver, Walter D. Nealand.

## Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Feb. 13.—The Monday (8) meeting was called to order by President Charlotte Porter. Other attending officers included Phil Sapio, third vice-president; Oscar Mattley, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

A letter was read from Sam Landesman, who recently underwent major surgery in St. Mary's Hospital. An Italian dinner was served by John Provenzale, who was assisted by Mary and Joe Richards and Joe Ryan. Members then enjoyed a stage revue, including 10 acts, produced by Miss Silvers. Hi-Jinks tickets were put on sale. Mrs. Ida Deem was elected to membership.

St. Patrick's Day celebration was set for March 29. Kathleen Elsmere will produce the show.

## Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Feb. 13.—A total of 42 turned out for the Tuesday (8) meeting. President W. R. Siebrand was in the chair.

Mike Krekos, Pacific Coast show owner, and Mrs. Krekos were on hand, and Mike spoke briefly. Ralph Horstman, chairman of the building committee, reported his group was still looking for a building site and said several locations were under consideration. Sick committee reported Marie Berko, Johnnie Sanger and Bob Uselton were on the mend.

Clyde Beatty Circus is expected back in town soon to make a motion picture for Paramount. Pete W. Siebrand Jr., won the pot of gold.

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 13.—President Hunter Farmer conducted the regular meeting of the Pacific Coast Showmen's Association Monday night (8) with Al Weber, treasurer, and Joe Mead, secretary, on the rostrum.

Farmer welcomed a trio of veterans to the meeting and invited Basil (Hap) Young, Hort Campbell and T. Dwight Pepple to the rostrum. Young was in town from his desert retreat at Parker, Ariz., and Pepple was here on business for Polack Bros.' Circus.

Sam Steffin was presented with his gold card, symbol of life mem-

## Lone Star Showman's Club

P. O. Box 1592, Dallas, Tex.

DALLAS, Feb. 13.—The 14th annual installation banquet and ball pulled a record turnout and extra tables were set up to care for the overflow. Mary Ellen Liberman served as femcee and introduced Hattie MacFarland as installing officer. Jule Conner read the invocation, and singing of the "Star Spangled Banner" was led by Alyne Morency. George B. Flint, chaplain of the Showmen's League of America, entertained with humorous stories.

Representatives from various other clubs and auxiliaries included Martha Moss, Caravans, Inc.; Bette Harris, Showmen's League of America; Ketta Lindsey, Missouri Showmen's Club; Pearl Vaught, Heart of America Showmen's Club; Evelyn Tidwell, Miami Showmen's Association; Vivian Zimdar, Greater Tampa Showmen's Association; Caroline Holt, Hot Springs Showmen's Association; Madlyn Chambers, National Showmen's Association; Kathy Kearns, Showfolks of America, San Francisco; Inez Carroll, Pacific Coast Showmen's Association; Sis Dyer, Regular Associated Troupers; Daisy Parr, Arizona Showmen's Association; Bernice Fain, Texas Showmen's Club, and Margaret Pugh, Lone Star Showmen's Club of Texas. Katie Little lit the final candle in memory of the deceased.

Many congratulatory wires and messages were read and awards presented various members.

Mrs. Katie Little supervised the February 4 memorial services. Program included an organ prelude by Inez Leddair and hymns by the Dudley M. Hughes Quartet. Candle service was handled by T. Riley Hickman and Hattie MacFarland. Rev. Joe B. Frederick delivered the benediction.

At the Tuesday (8) meeting it was voted to resume serving home cooked dinners to members and friends. Secret pals will also be continued. Martha Moss announced the collection of \$338 for the Damon Runyon Cancer Fund. Sick list included Louis Charninsky, Helen and Jordan Rees, Emma Reed, Charles Maxville, Tilly Willis, Addie Jo Lott, Lillian Peck, June Reynolds, Mrs. Bailey, Pop Vernon Smith and Renee Gordon.

New members are Abe and Polly Goldberg, Eddie and Winona Ford, Bob Potts, Betty and W. R. Lashbrook, Charles and Viola Wompler, Alberna and Albert Williams, Jessica Cox, Peggy Alexander, R. Charles Holbrook, J. D. Summers, Aut Swenson, J. D. Turner, Alvin Stone, Pat Kindle, Robert D. Curran, H. T. Braught, Jack Edwards, Ruth Gray Young, Catharine Oliver, Ann Marie Mandall, Kitty Thompson, Virginia Sue Case and Claude Phillipson.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

### Ladies' Auxiliary

There was a large turnout for the Valentine social. New members introduced were Agnes Dick and Wilda Mart. Members on the sick list include Clara Silber and Lottie Johnson.

President Dottie Miller will leave soon for a six-week vacation in the West, and Frances Moran, first vice-president, will occupy the chair during her absence.

Prize winners at the social included Gerry Barber, Edith Schulz, Agnes Dick, Margie Mansell, Billie Mart, Viola Lipka, Hazelle Liddon, LaVerna Taylor, Clara Conner, Grace Ziegler and Pat Crognale. Margie Mansell also took the door prize.

bership in the association. Moe Levine, past president, made the presentation.

Mike Krekos, general manager of the West Coast Shows and West Coast Exposition Shows, attended. He was en route to San Francisco following a tour of Texas, New Mexico, Arizona and Southern California. Frank Warren, manager of Crafts 20 Big Shows, took a bow, as did Al Cecchini, of the Cecchini & Levaggi Concessions. The door prize was awarded Johnny Levaggi.

## Miami Showmen's Association

1799 N. W. 28th Street Miami, Fla.

A large turnout is expected for the dedication of the new building on Friday (19) and for the annual picnic at Crandon Park on Sunday (21). It has been announced that there are tickets available for the benefit boxing program Tuesday (23) at the Miami Beach Auditorium, according to Shep Blumberg, chairman of the ways and means committee.

President William Moore presided over the February 8 meeting, and seated on the dais with him were Sam Prell, first vice-president; Ross Manning, second vice-president; Mel Dodson, treasurer; Cliff Wilson, secretary; Leo Bistany, past president, and W. R. DeCostas, club attorney.

Alton Pierson, entertainment committee chairman, said the February 6 dance on Saturday night was a big success, with about 300 persons attending and dancing until the wee hours.

New members accepted into the organization are William Bell, Bryan Logan, Aram Goshgarian, Hyman Galbut, Paul Galbut, Victor Levine, Herbert Norton, Leo Sennett, M. J. Law, Edward Grenne, Joseph Israel, King Reid Lefevre, Holand Ware Cook, Harry DeBaene, G. E. Knowles, Richard Levine, Bill Lonninger, William Napier, William O'Connor, Thomas Panza, Max Rose, and Albert Richard Scopelliti.

On the sick list are Bert Rosenberger, Frank Blatsky, Dutch Ross, J. C. McCaffery, Max Kimmer, Steve Homan, Ed (Spot) Cooper, Sam Gordon, Pete Richardson, Sam Palitz, Eddie Edwards, L. I. Thomas, Johnny Appelbaum, Robert C. Hazzard, Henry Sylow, and Frank Silverman.

Recent clubhouse visitors were Albert Shapiro, Tom Ely, Mike Lane, Harry Ross, Mac Prell, Bennie Boswell, John Martin, Happy Hawkins, Ernie Buzzella, Dick Wilcox, Charles Wright, Tubba Heiman, Spotsie Motola, Mickey Karr, Jackie Fields, John Hofman, Butch Blumenthal, and Jack Martin.

There are 1954 membership cards in the office for many members who cannot be located. These will be sent out as soon as the addresses are sent to the club.

## FOR SALE

#5 Eli Ferris Wheel. In good condition. With or without Semi Trailer Van. No Tractor. Also set of used Eli Wheel Seats, good condition. Write or wire

EDDIE MORAN, Mgr.  
SOUTHERN VALLEY SHOWS  
Monroe, La.

## FOR SALE

Rolloplane in good running condition . . . . . \$1000.00  
With 24 foot trailer now loaded . . . 1500.00  
Bring tractor and take it away; also G-12 Train \$1000.00

DOBSON'S UNITED SHOWS  
WILLERNIE, MINN.

## GENERAL AGENT

### WANTED AT ONCE

Showman with or without Concessions, Rides or both. Take active interest. Tennessee, Indiana, Illinois, Ohio, or will play proven route. Organizing good sized show. Write  
BOX D 15, BILLBOARD, Cincinnati 22, Ohio

## WANT TO BUY

Ferris Wheel. Also Merry-Go-Round, prefer 32 or 36 ft. Herschell. Also one Kiddie Ride. All this must be clean.

Address Box D16  
BILLBOARD  
2140 Patterson St., Cincinnati 22, Ohio

## GENERAL AGENT

### WANTED

Must be sober. Also want Ride Men that drive.

DON M. BRASHEAR  
AMERICAN MIDWAY SHOWS  
Mercedes, Tex.

over

67,000  
ACTIVE  
BUYERS

read The Billboard  
classified columns  
each week.



# CLASSIFIED SECTION

## A MARKET PLACE FOR BUYERS AND SELLERS

**REGULAR CLASSIFIED ADS . . .** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. **RATE: 15c a word** — Minimum \$3 CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . .** Containing larger type and white space (no illustrations or cuts) are charged for by the agate line, 14 lines to the inch. **RATE: \$1 a line—\$14 per inch.**

**FORMS CLOSE**

### THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

#### ACTS, SONGS & PARODIES

**ALL KINDS COMEDY MATERIAL SUPPLIED:** price, 50 pages, \$5; 100 pages, \$8. Tizard, 110 W. 76th St., New York 23, N. Y.

**AMAZING COMIC COLLECTION — GAGS, Parodies, Monolog, etc.** \$2 Free Showbiz Comedy Guide with your order. George Schindler, 1613 E. 29th St., Brooklyn 29, N. Y. fe20

**FREE CATALOG! PROFESSIONAL COMEDY MATERIAL!** Every phase of showbiz introductory collection, including seven parodies. \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif. tf

**FREE COPIES TO SINGERS AND MUSICIANS** "Dreamy Old Moon" and "Are You Sorry for Breaking My Heart," also four others. Write Ohio Music Co., Box 187, Newark, Ohio.

(5) "LAUGHTER-GUARANTEED" COMEDY Scripts, \$1. Comedian, 4932 N. 8th St., Philadelphia 20, Pa.

#### AGENTS & DISTRIBUTORS

**ACCORDION CARD AND PHOTO CASE—** Shows sixteen cards, licenses, etc., holds more; two end pockets, keeps cards new, opens and closes like an accordion, lined for longer wear. Vinyl plastic looks like leather, can't crack or discolor. Salesmen, agents, stores, concessions, pitchmen: \$7.50 doz., F.O.B. L. A., add postage; one dozen weighs one pound. Send M. O., no merchandise shipped until personal check clears; immediate delivery. Sample, \$1 postpaid. Best-in-Hollywood, 6042 Hollywood Blvd., Hollywood 28, Calif.

**ACCOUNT OF DEATH, FOR SALE—**Medium Sand Falls, very reasonable. Auslander, 982-54th St., Brooklyn, N. Y. UL 4-7175.

**ALL METAL RETRACTABLE BALL PENS,** handsome, slim styling, dollar retailer, \$4.20 dozen postpaid; regular retractables, \$3 dozen, guaranteed first quality; samples 2 regular, 1 all metal, \$1; refills 10¢ each. Crescent Sales Co., 140 E. Broadway, N. Y. C.

**AMAZING PERFUME SENSATION—**World's Famous Perfumes That Sell at \$10 to \$25 reproduced for you; we defy you to tell apart; full 1/2 oz. flacon, in gold box, each box marked \$1 value, your price \$1.50 dozen. Mammoth treasure presentation kit, 3 thrilling fragrances in one beautiful gold box, each box marked \$3.00 value, your price \$4.50 dozen. Tremendous profits for you. "Husk" O'Hare, 5732 North Kenmore Ave., Chicago 40, Ill. Mh6

**A SLEEPER! SIMILAR NATIONALLY ADVERTISED Photo Identification Expansion** Bracelets retail for \$17.95 each; our price, boxed, only \$15 per dozen; sample, \$2.25 each, chromium or gold plated. Result Sales A, 580 Fifth Ave., New York. fe27

**ATTENTION, HOSIERY — LOW PRICES** for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed in beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

**ATTENTION, LADIES' HOSIERY BUYERS:** Nylon Stockings, 1st quality famous brand Lady Carmen, \$6.75 dozen; all sizes, newest colors, steady supply. Also nylon hose closeouts, 1st quality \$1.15, \$1.30 at \$4.75 dozen. Other promotional items. A. Rubio, 1155 Broadway, N.Y.C.

**BARGAINS, JOB LOTS, CLOSE-OUTS!** Save up to 50% on Clothing, Hosiery, Notions, Drugs, Telephones, Gifts, Jewelry, Television, etc. 2000 items, \$59 price, wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-B, North Desplaines, Chicago. np

**BINGO BLOWERS—RETAILING \$150,** Selling out, \$49.50. AC Electric, Balls, Lipka Mfg. Co., 617 East 11th St., New York. N.Y. fe20

**BRACELETS GALORE! BANGLE, EXPAN-**sion, charm, buff, other styles; set first quality stones; \$1 and \$2 retailers; production overruns, limited quantity; \$48 gross; 3 dozen samples, \$14; satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

**CAMPBUDDY—THE MASTER CRAFTSMAN** Camping Kit; four blades, high carbon steel; retail \$1.49; limited supply, \$6.50 per dozen prepaid; sample \$1. Robbins, Box 593, Anderson, Ind.

**COMBS, COMBS, COMBS—LARGE SELEC-**tion, beautiful colors and styles; send one dollar for 15 different sizes and colors, also low price list to agents and dealers. You can make money with these low priced, good looking combs. Ace Specialty Co., P.O. Box 242, Covington, Ky. fe20

**COMIC POST CARDS—CONTAINING LATEST** gags, printed in colors on krome stock. 5¢ retail; price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

**DEMONSTRATORS — HERE'S FAST-SELL-**ing item at close-out prices. Demonstrate and sell Indoor Swings in super markets, parking lots, theater lobbies or anywhere mothers and small-try can see. Kiddies love, mothers buy willingly. Indoor Swing solves year-round play problem; no bolts, no screws, patented springs fasten to door casing, will not mar casing. Brightly colored, quality materials, attractively packaged, practical. Approved and sold thru Parent's Magazine advertisement at \$2.98, only a few gross left at close-out prices, \$13.80 dozen lots; \$12 doz., three-dozen lots; \$10.80 doz., six-dozen lots, F.O.B. here. Sample, \$3 postpaid. Morrissey Music Co., 109 Main St., Little Rock, Ark.

**DON'T LOSE YOUR WALLET, USE PURSE** Anchor with safety chain, \$1; state man's or woman's. Purse Anchor, 913 Rush, Chicago 11, Ill.

**EARN \$20 DAY—SELL PLASTIC DOG** smoking cigarettes; takes in \$6, cost you \$3.25 per dozen combinations shipped paid; catalog with first order. Fun Center, 38 Hanover St., Boston 13, Mass. fe27

**FAST SALES AND BIG PROFITS WITH** Decals, Comic, Advertising Decals, also very witty plaques. Enclose 25¢ for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. mh6

**HUGE SAVINGS ON NATIONALLY AD-**vertised Merchandise; two big illustrated catalogs, \$1 (refundable as \$2 credit). Satisfaction guaranteed. Roscoe Heavener Jr., 110 Walnut, Colmar, Pa.

**INDIAN BEADWORK, COSTUMES, BEADS,** Feathers, Moccasins, Wigs, supplies; buying direct from Indians; prices reasonable. Free list. Twince Bill's Indian Trading Post, Box 35-B, Pawnee, Okla.

**JOKERS FUN SHOPS—FULL CREDIT AL-**lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. fe27

**JUMPING BEANS—NEW CROP, CHOICE** one by one, guaranteed all alive, \$3 per hundred; \$20 per thousand. Antonio Cavatone, 1318 San Eduardo Ave., Laredo, Texas. fe20

**LADIES' FULL FASHIONED NYLONS,** girls, \$1.25 doz.; Pillows Cases, \$3.25 doz.; Chenille Bedspreads, \$36 doz.; 20¢ deposit on c.o.d.'s. Premier Sales, Box #177, Chattanooga, Tenn.

**LAST CHANCE** All pronged necklace and earring sets; Plush-lined boxes. Limited quantity . . . . . \$10.50 doz. Sample assortment . . . . . 4 sets, \$5.00 C.O.D. or cash with order

**BEA-JAY** Box 241 Warwick, R. I.

**LIGHT REFLECTING SIGNS — RED HOT** and sensible, 7x11", illustrated color blended; 2000 varieties. 15 best sellers, \$1 or 10¢ for sample and catalog. Koehler, 335 Goetz, St. Louis 23, Mo. fe27

**LOOK! LOOK! LOOK! STUDENTS, NURSES,** waitresses, salespeople, office workers. Send \$1.98 for the new Magnet Magic Pencil, nothing to jam, no chains; strong magnet holds pencil until needed, then releases for instant use. Individually boxed, ladies' or men's. Moody Supply, 3026 Mesquite Rd., Ft. Worth 11, Texas. fe27

**MAKE BIG MONEY—\$25 PROFIT A DAY** plan; complete plan and working sample, 50¢; money back guarantee. Transworld Sales, Harlan, Ky.

**MAKE \$100 DAY SELLING NEW COLOR** Filter Screens. Put your television in colors. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. fe27

**MEXICAN BEAUTIFUL FEATHER—POST-**card size, assorted, \$10 gross, \$1.25 doz.; Aztec walking cane, curved end, 36" with beautiful designs, assorted, \$12 doz., sample, \$2. General Mercantile Co., Laredo, Texas.

**MEXICAN RESURRECTION PLANTS, \$20** thousand; Cypress Resurrection Plants, \$30 thousand; 10 samples, \$1; special for making money. General Mercantile Co., Laredo, Texas.

**NEEDLE BOOKS—60 GOLD EYE WITH** needle threader, cellophane packaged, \$8.50 gross books; 25¢ cash, balance c.o.d. Ace Specialty Co., P.O. Box 242, Covington, Ky. fe20

**NEW "SPONGE" WALL CLEANER—ERAS-**es dirt like magic. Wallpaper, painted walls, ceilings; saves redecorating. Lighting seller, samples sent on trial. Kristee 53, Akron, Ohio.

**RUN A SPARE-TIME GREETING CARD** and Gift Shop at home. Show friends samples of our new 1954 All-Occasion Greeting Cards and Gifts, take their orders and earn up to 100% profit. No experience necessary, costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 59, Ferndale, Mich. fe27

**START WHOLESALE ROUTE — SELL** Combs, novelties, specialties. Pocket Combs, 25 cards 12¢, \$4; Clip Combs, 25 cards, \$5. Extra discounts. Carleton House (BB), Texas City, Tex. fe27

**TERRIFIC VALUES! FAST SELLING** Necklaces and Earring Sets; Cameo Set, featuring genuine diamond, price tag, \$14.95; sample \$1.50; dozen \$15; also very fine quality Stone Sets, sample \$1.50, dozen \$16.20; 8 styles in aqua, emerald or ruby. Free price lists. Sylvan Sales, 18 Newton St., Brighton 35, Mass.

**YOU ARE SURE TO PICK UP \$10 A DAY** spare-time selling personal name plates. A million prospects are waiting. We will make a sample in your name for \$1 to prove the money-making possibilities. A. Parrish, Box 10342, Pittsburgh 34, Pa. mh6

**YOUR OWN BUSINESS — SUITS, \$1.50;** Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF, Roosevelt, Chicago. np

**200 BLADES, DON JUAN DOUBLE EDGE,** \$1.20; 1,000 blades, \$5.50; all postpaid. Samples, wholesale list free. National Specialty Sales, 15 E. 3rd, Cincinnati 2, Ohio.

#### ANIMALS, BIRDS, PETS

**ALITA'S CHIMPANZEE TRAINING** School—Orders taken for healthy intelligent chimpanzees trained to wear clothes, use a spoon and drink from a glass. \$700, f.o.b. Portland. Contact Mrs. Alita C. Westcott, 1008 Congress St.

**CALIFORNIA SEALS, SEA LIONS—WILD** or trained; main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

**FOR SALE—2 BLACK BEARS, FEMALES,** 13 months old, partly tame, \$35 each. Drum's Lakeside Zoo, Cortland, Ohio. Phone Green 163.

**MEXICAN BURROS FOR PETS, RIDING** or breeding, \$45 each; Mexican Saddles, complete for burros, \$35, Laredo, Texas. General Mercantile Co., Laredo, Texas.

**ROSS ALLEN CAN SUPPLY TO BUSINESS** establishments, at wholesale prices, the following mounted specimens of all kinds reptiles: rattlesnake heads, dried and varnished; make rattles, Indian Merchandise, dolls, purses, skirts, jackets, etc. Specimens preserved for display. Snake skins suitable for belts, shoes, etc. Attention Showmen: Live reptiles, both foreign and domestic, excellent specimens. Write or phone Ross Allen's Reptile Institute, Silver Springs, Fla.

**WANT TO BUY—SEVERAL TRICK DOGS,** suitable for circus act, one or more; send pictures and price. Box 666, New Westminster, British Columbia, Canada. fe27

**2 MALE LIONS, 2 YEARS OLD, \$75, EACH** located Midwest; 2 female Lions, 10 months, African parents, \$150 each; 1 old female Lion, \$50; 2 very large Chimps, perfect cage animals, \$350 each. Miami Rare Bird Farm, Kendall, Florida. fe20

## to help you sell your product

The Nation's Finest Source for exclusives and NAME BRANDS

The Temple catalog has become the key to successful selling and promotion throughout the United States . . . has proven invaluable for outstanding gifts, premiums and incentive awards used in the sales programs of many of the nation's leading organizations. Features complete cross-section of merchandise of the highest quality . . . at savings that are truly amazing. Send for your copy today.

We are acknowledged experts in the field and are happy to offer advice and guidance where needed. This service is free of course.

**SAME DAY SHIPMENTS**



804 Sansom St., Philadelphia 6, Pa. Market 7-8242  
Visit Our Auxiliary Showroom  
708 Sansom St., Philadelphia 6, Pa.



Clip and Mail Today!

Temple Company, Inc. 804 Sansom Street, Phila. 6, Pa. Dept. B-9  
Please rush Temple's 1954 Catalog and Confidential Price Book. Also send your Spring Supplement when ready. No obligation.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
 We are also interested in your special cover with our own firm name imprint.

## NOW AVAILABLE FOR IMMEDIATE DELIVERY

# The Most Wanted Doll In The Whole World... SUNNY WALKER

- She Walks—Sits—Stands
- Turns Head As She Walks
- She Cries—She Sleeps
- Completely Washable
- Unbreakable Construction
- Guaranteed Walking Mechanism



OVER \$1,500,000.00 WAS SPENT IN ADVERTISING THIS DOLL IN 1953

BUY DIRECT FROM MANUFACTURER AT 25% TO 45% UNDER WHOLESALE  
**20" \$48.00** 23" \$60.00  
size doz. size doz.  
Terms: 25% With Order—Balance C.O.D. Remit by certified check or money order. F.O.B. N. Y. Factory—Minimum Order—One Dozen Per Size.

A SURE FIRE WINNER

For your Spring and Summer Promotions—A phenomenal item at a phenomenally low price! We don't have to tell you how hot walking dolls are—you've seen the advertising by practically every toy and department store in the country—at retail prices of \$9.95 for the 20" size and \$15.95 for the 23" size. Just do a little simple arithmetic for yourself—and place your order right now! We are prepared to allot exclusive area franchises for large users.

**JAY RICH COMPANY, 22 GREEN ST., NEWARK, N. J.**

## FREE! FREE! LATEST GIANT WHOLESALE CATALOG

MONEY MAKING OPPORTUNITY

Agents—Distributors—Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today! Novelties • Jewelry • Carnival Mds. • Leather Goods • Toys • Premiums.

**GEM SALES** 533 Woodward Detroit 26 Mich.

## BEAUTIFUL POCKET SECRETARY

\$6.00 dz. with retractable pen

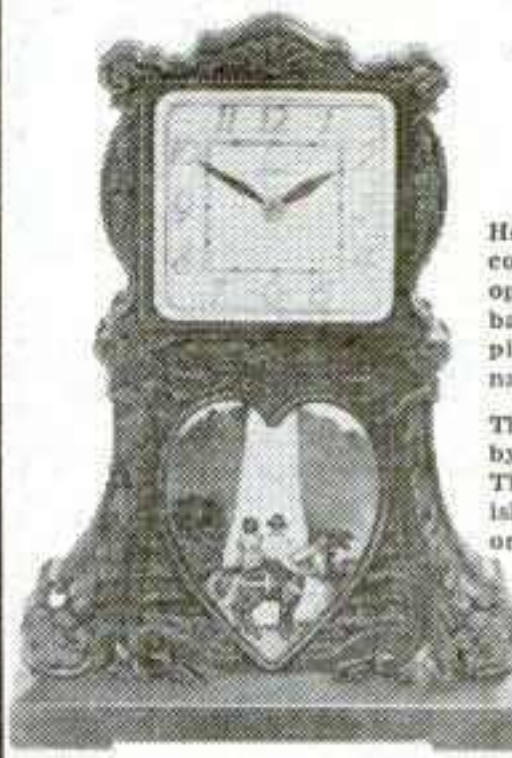
- Three Pockets
- Detachable Note Pad
- Retractable Pen
- Heavy Gauge Plastic Imprint Morocco

Guaranteed Quality • Unusual value. Retractable Pens, \$25 gr. Guaranteed FIRST QUALITY

NEW FREE CATALOG OF NAME BRAND BARGAINS 10 W. 27th St., N.Y.C.

**BURKE**

## Another Sensational First 3D ACTION Waterfall Clock



Heart shaped action cutout depicts a scenic country scene in 3D. Featured is an electrically operated moving waterfall. A couple on horseback survey the scene, completing the romantic picture. The entire scene is electrically illuminated to simulate dazzling sunlight.

This sensational new action clock is powered by an accurate United self-starting movement. The couple on horseback is made of high polished bronzed metal. Available in mahogany or blond. Satisfaction guaranteed.

#730 Size: 11½" high, 8" wide  
**\$8.00** ea. in Samples  
dozen lots. \$9.00 each.

**CUTTLER & COMPANY, INC.** 928 Broadway, New York 10, N. Y.

25% deposit, balance C.O.D. if not for resale add Federal Excise Tax. Catalog sent on request.

**Merchandise You Have Been Looking for** Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Mampers, Moccasins, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today** IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.** 1111 South 12th, St. Louis 4, Mo.



**FOR ENGRAVERS! NEW! Sensational!**

**Photo Ident EXPANSION BRACELETS and WATCH BANDS**

CHROME PLATED or GOLD PLATED

Only \$9.60 per doz.

#101 #102

Picture frame pivots on a pin for easy opening. Photo included with each bracelet or watch band. IT ENGRAVES EASILY! ORDER TODAY! IMMEDIATE DELIVERY! 25% WITH ORDER - BALANCE C.O.D.

**PROSPECT PRODUCTS CORP.** Bergenfield, N. J.

**I WANT SMALL MALE CHIMPANZEE.** No. Over 2 1/2 years, must be perfect and no bad habits. Wally Warren, 18th & Cook, Springfield, Ill.

**1954 PRICE LIST NOW READY—LIZARDS, Snakes, Alligators, Baby Turtles and Monkeys.** C. C. McClung or Snake Farm, Laplace, La. Telephone 5411.

**BUSINESS OPPORTUNITIES**

**A GOLD MINE OF INFORMATION—OLD Showman's Book of Secrets, \$1 postpaid.** Supply limited. "Popcorn" Miller, 3525 South Cedar, Lansing 17, Mich. mh13

**COFFEE SUBSTITUTE—PURE, HEALTHY,** delicious; make it to sell; formula, 30 cents; also a saver, formula shows consumption of coal; two, 50 cents; silver only. Parlor Corp., Greenwood Lake, N. Y.

**FOR LEASE—WELL KNOWN AMUSEMENT Park, doing big business, 18 miles west of Atlanta; consisting large swimming pool, bath house, large clubhouse, kitchen, 9 hole golf course, concession stands, health water, 2 homes on property. Contact Ben Rich, Frances Hotel, Atlanta, Ga. fe27**

**FOR SALE—FLORIDA LABOR JOURNAL:** top money maker, right endorsements. \$4,500, half cash. Also phenomena for spring edition now. Chronicle, Box 4607, Jacksonville, Fla.

**FOR SALE—COMPLETE KIDDELIAND IN North Little Rock, Arkansas' fastest growing city; present population now 40,000 with army's new \$48 million Jet Air Base already under construction within 10 miles of city; park well situated on major highway, U. S. 65, just inside city limits on 3-acre tract. Four rides, all in good operating condition, include streamliner gasoline train, roller coaster, 17-foot cable-driven Ferris Wheel, Cars and Planes; Ticket Booth and Concession House combined; Tool House, all attractive; lot is well lighted and includes fountains, stringers and underground cables. No other amusement park in city; concession may be operated full time if desired. Entire project will justify expansion. Reason for selling, other business. Responsible parties interested in full details write Kiddieland, Inc., c/o 109 Main St., Little Rock, Ark.**

**OWN A GARDEN GOLF BUSINESS—** Operate all year, experience unnecessary. Spencer Broadway, 228 N. W. 22d Ave. Portland, Oregon. mh6

**RARE OPPORTUNITY—LARGE MODERN swimming pool, free water, concession stand, miniature golf course, plenty room for kiddie rides and parking; outside of city limits of nice city and near Oak Ridge, only pool in county; ideal for retired couple or person who wishes to spend winters in Florida. A steal at \$20,000, 1/2 down; have other interest. L. R. Haskins, Broadway Hotel, Knoxville, Tenn.**

**REAL BUTTERFLIES AND WINGS—FLORAL art decorative pictures, mounted in wood frame; glass front, cotton background. J. Fleischman, 3301 Grandd, Tampa, Fla. fe27**

**START VENETIAN BLIND LAUNDRY—** Profitable, lifetime business; new machine; free booklet. L. B. Co., 442 N. Seena, Wichita 12, Kan. mh6

**TWO SOFT ICE CREAM MACHINES—** Electro Freeze model 25, like new, used only 4 seasons, mounted on truck; also built in cold storage, holds 5-10 gal cans. Everything in very good condition, ready to operate. I have 2 trucks, must sell on account of reliable help shortage; must be seen to be appreciated; enclosed in glass, stands Pa. State Health Law. Harvey S. Poudet, Shartlesville, Pa. Harveysville 73R12. fe20

**WHOLESALE DIRECTORY OF MANUFACTURERS, distributors of thousands of nationally known products: Appliances, Household Items, Clothing, etc. Details free. Carter, Box 6011-BB, Chicago 80.**

**WARMER LOVE 'EM! CHILDREN WANT 'em! They sell like hot cakes; gay, colorful, hand painted Mexican skirts; low priced; big profits; free circular. Art Craft Importers, 906 Capouse Ave., Scranton, Pa. fe20**

**PSA—COULD YOU USE \$2,000 A WEEK? For your exciting copy of "How to Make Your Ideas Pay Big Dividends," rush your name and address and \$1 to: L & T, Box 101, Spokane, Wash. fe27**

**\$4 AN HOUR AT HOME SHARPENING** Lawnmowers apartime. Get business thru hardware; no experience necessary; send for free instruction book and business plan. Bernard C. Foley Company, Columbia Heights, Minn.

**CANDY FLOSS—TWO SUPER DELUX MACHINES,** like new, flash framed joint; also two wheel enclosed luggage trailer. Box 114, Fort McCoy, Fla. Phone Marion 26854.

**FLYING SCOOTER RIDE FOR SALE—Mechanically in good condition. Large Park size ride, price \$7500. Hinz Amusements, Inc., 8637 Belford Ave., Los Angeles 25, Calif. Phone Orchard 25337.**

**FOR SALE: 10 SEAT KIDDEE CHAIR—plane; new, never used. Lynam, 332 N. Delsea, Glamboro, N. J.**

**FOR SALE—SPITFIRE, RECONDITIONED,** newly painted, with factory built semi-trailer and 1948 Reo tractor. Cook House, 24x32 top and frame, complete with deep freeze. Metro Shows, Lohrville, Wis.

**FOR SALE—PORTABLE FLOOR, HARD-wood maple, 40x70; 70 pair Shoes, 40 pair Clamp Skates and parts; Sound System, 2 speakers; large electric Cooler. Priced for quick sale, or will sell floor separately. James W. Williams, 1507 Savannah Ave., St. Joseph, Mo. Call 4-9730 or 2-6047. fe27**

**FOR SALE—ELECTRIC SHOW, \$350.** Come get it. Riley Expo. Shows, Walterboro, S. C. Need truck space.

**FOR SALE—ALLAN HERSHELL MERRY-Go-Round, 3 abreast, Alum. Horses, 36' diameter, used 4 seasons, good shape, new Ws. gas power, \$6500. M. J. Spiesman, St. Marie, Idaho. fe27**

**FOR SALE—'51 CHEVROLET 1 1/2 TON Metal Van, like new, 11,000 miles, \$875. A. Swanson, 7201 N. E. Miami Ct., Miami, Fla.**

**FOR SALE—CAR AND AIRPLANE KIDDEE rides; Spitfire, like new; Fun House; Travel House Trailer; Short Range Gallery, built in 1 1/2 ton Chevrolet panel, rack and top for lumber; Skillo, Merchandise Wheel; will sell floor separately. Griddle; Burners. Box 423, Ciebume, Texas. Phone 5-4172. fe27**

**GIRL IN FISH BOWL ILLUSION (LENZ \$20),** with free direction to make, 13 ft. Balloons, \$6.50; 17 ft., \$8.50; 80 ft., including 30 ft. M.P., \$850. Home Co., 97 Arch St., Butler, N. J.

**JUGGLING CLUBS AND ROLLING GLOBES** made to order, finest of craftsmanship and material. Jack Miller, 1859 N. Kansas Ave., Springfield, Mo. fe27

**KIDDEE RIDES—BOAT, CAR, ROCKET;** excellent condition, will sell all or separately. This is no junk. Factory made. W. Amick, 268 N. Park Drive, Levittown, Pa.

**KIDDEE HOOK AND LADDER TRAILER—** Full with any car, jeep or pick-up; 16 capacity, new condition, \$295; stored in Titusville, Fla. Box C-492, c/o Billboard, Cincinnati 22, Ohio.

**MANUFACTURE, REPAIR, TRADE ANYTHING canvas.** Any size, want as new tents. What do you have or want? Smith Tent, Auburn, N. Y. ap24

**MERRY-GO-ROUND, 3 ABREAST, AMERICAN Beauty, good condition; Ferris Wheel, #12 Hill, good condition; 2 Trainers, 1 24 ft., 1 26 ft. Edward Murby, 52 Broadway, Raynham, Mass. fe27**

**MINIATURE TRAINS—ALL SIZES, GAUGES** built to order; new, used; photos, details, \$1 (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

**NEW KID RIDES, \$498 AND UP;** many used Major Rides. Have three complete shows booked solid for '54. Terms to buyer, Young's Carnival Sales, Little Falls, N. Y.

**NISSEN TRAMBOLINE—PERFORMERS** folding model, seldom used but in excellent condition. Accepting about \$300; good for gym or show purposes. Contact: Charles R. Caldwell, 51 Harbison Ave., Hartford, Conn.

**OTTAWA STEAM TRAIN—ENGINE, 4 Cars,** 1200 feet of track, rides 32 children. Original cost, \$6,500; will take best offer over \$2,000. Walter Tietmeyer, Lake Ozark, Mo. fe20

**PORTABLE ROLLER RINK—50x120,** Maple Floor, tent, 200 pairs Chicago skates, sound system. All complete, \$2,100. Meredith Dark, Pittsfield, Ill.

**SEE OUR ADV. "FOR SALE—COMPLETE Kiddieland in fastest growing city" in Business Opportunities this issue.**

**SHOOTING GALLERY—15 SHELL LOADING tubes, 75¢ dozen; \$6, 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Nebr.**

**SPOTLIGHTS—100 AMPS, PERFECT;** Breukert, Kliegl, Capitol, Meistrum, Hewlett, 1674 Broadway, N. Y. C.

**TRAINED ANIMAL FOR SALE—SHAM-rock Jr., the world's most intelligent and best trained show horse, featured in the late Pat Gibson's Western Novelty Show; also eating Concession Trailer for candied apples, hamburgers, potato chips, etc.; Stromberg Carlson P. A. System, 2 speakers, microphone and stand, D.C. and A.C. converter. For further information and prices write, wire or phone Mrs. Pat Gibson, 35 Granby St., Toronto, Ontario, Canada. Em. 4-6-17.**

**TWO POPCORN-CARMELCORN-CANDY** Apple Trainers. Fully equipped; will sell only one, \$800 or \$1,500 cash. Jack Cody, 3720 Kenwood, Indianapolis, Ind. Wa. 8241.

**8 KIDDEE RIDES, MECHANICAL SHOW** on semi trailer, Mills Custard Machine, Arcade on trailer, High Striker, Transformers, Banner, Carnival Equipment. Ralph Collins, Kearney, Nebr. fe27

**16MM. SOUND FILMS—LOWEST RENTAL** rates in history; get our prices now! Also sales list. Rogers Films, Lombard, Ill. fe27

**16MM. FILMS FOR RENT—\$5 ONE** to three days. 16mm. Films and Projectors for sale. Ace Camera Supply, Florence, S. C. ap24

**20x70 TENT FOR SALE, COMPLETE** WITH 9 ft. sidewalls, including all poles. Poles are painted; Tent needs a few small repairs; otherwise is in good condition, best roped tent made. Will sacrifice at once for \$200.00. Write or write: Rev. Charles A. Keyes, Jr., Box 21, Whitnel, N. C.

**BEAUTIFUL CROSS**

**MIRACLE CROSS**

When you place the center to your eye you can see the

**A REAL LORD'S PRAYER MONEYMAKER** clearly and distinctly.

\$99-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

**\$4.25 Doz. \$48.00 Gross**

\$99-G. Same as above, heavier chain in beautiful gold finish.

**\$6.00 Doz. \$66.00 Gross**

No. 710 Full of Fire Brilliance!

**\$3.85 Doz. \$45.00 Gross** Gold Finish

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

Deposit with all C.O.D. orders. Please state your business.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**DIRECT FROM MANUFACTURER**

**NECKLACE, BRACELET, EARRING SETS—\$1.00, \$1.25 and \$1.50 each.**

**PEARL NECKLACE, BRACELET, EARRING SETS—\$1.25 each.**

**PEARL NECKLACE—1 strand, \$1.25 doz.; 2 strand, \$2.50 doz.; 3 strand, \$3.75 doz.**

**4 to 5-piece Sets in Rhinestone and Gold Plate—\$2.00 and \$2.50 each.**

**3 to 4-piece Sets in Rhinestones and Rhodium Plate—\$2.00 and \$2.75 each.**

**Miracle Crosses—\$4.50 per doz.; Deluxe Style \$12.00 per doz. (Boxed).**

**ALL SETS HANDSOMELY GIFT BOXED—\$1.00 extra per set.** SEND FOR 32-PAGE 1954 CATALOGUE! All new styles, many new items!

**PACKARD JEWELRY CO.** 220 FIFTH AVENUE NEW YORK, NEW YORK

**OTHER SENSATIONALLY PRICED ITEMS**

- Watches and Watch Sets—\$7.50 per doz.
- Opal and Cameo Sets—\$4.50 per doz.
- Pin and Earrings—\$4.50 per doz.
- Necklace and Earrings Sets—\$7.50 per doz.
- Earrings—\$2.50 and \$3.50 per doz.
- Scatter Pins (Boxed)—\$3.50 per doz.
- Men's Identification with expansion band—\$5.75 Rhodium, \$6.50 Gold Plate.
- Watch type display box—10¢ each.
- Locket Necklaces—\$9.50 per doz.

**WHOLESALE DIRECTORY OF MANUFACTURERS, distributors of thousands of nationally known products: Appliances, Household Items, Clothing, etc. Details free. Carter, Box 6011-BB, Chicago 80.**

**WARMER LOVE 'EM! CHILDREN WANT 'em! They sell like hot cakes; gay, colorful, hand painted Mexican skirts; low priced; big profits; free circular. Art Craft Importers, 906 Capouse Ave., Scranton, Pa. fe20**

**OTTAWA STEAM TRAIN—ENGINE, 4 Cars,** 1200 feet of track, rides 32 children. Original cost, \$6,500; will take best offer over \$2,000. Walter Tietmeyer, Lake Ozark, Mo. fe20

**PORTABLE ROLLER RINK—50x120,** Maple Floor, tent, 200 pairs Chicago skates, sound system. All complete, \$2,100. Meredith Dark, Pittsfield, Ill.

**SEE OUR ADV. "FOR SALE—COMPLETE Kiddieland in fastest growing city" in Business Opportunities this issue.**

**SHOOTING GALLERY—15 SHELL LOADING tubes, 75¢ dozen; \$6, 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Nebr.**

**SPOTLIGHTS—100 AMPS, PERFECT;** Breukert, Kliegl, Capitol, Meistrum, Hewlett, 1674 Broadway, N. Y. C.

**TRAINED ANIMAL FOR SALE—SHAM-rock Jr., the world's most intelligent and best trained show horse, featured in the late Pat Gibson's Western Novelty Show; also eating Concession Trailer for candied apples, hamburgers, potato chips, etc.; Stromberg Carlson P. A. System, 2 speakers, microphone and stand, D.C. and A.C. converter. For further information and prices write, wire or phone Mrs. Pat Gibson, 35 Granby St., Toronto, Ontario, Canada. Em. 4-6-17.**

**LITTLE ATOM**

**World's Smallest Pistol**

COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANK

ACTUAL SIZE

Dealer's Cost... \$12.00

List... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '54 Catalog available soon.

**G & S Mfg. Co.** DEPT. B. 1312 So. Los Angeles St., Los Angeles 15, Calif.

SEND FOR OUR GENERAL CATALOG LISTING IDENT-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

**RINGS \$5.50 Per Gross and up**

NO. 2400, assorted styles—per gross \$5.50

**HAND POLISHED IDENT \$7.50 PER GROSS & UP**

Illustrations 1/2 actual size

NO. 2000, aluminum ident—per gross \$7.50

**FRISCO PETE** 226 S. Wells St., Chicago 6, Ill. All Phones—Franklin 2-2567

**COSTUMES, UNIFORMS, WARDROBES**

**BEAUTIFUL ISLAND GRASS HULA SKIRT,** \$5; send \$1. balance c.o.d. Hawaiian Hula Shop, 3690 18 St., San Francisco, Calif. fe20

**FORMULAS & PLANS**

**ANY FORMULA, \$3; CATALOG, CHEMICAL** Instruction Sheet, \$20. Chicago H. Belfort, 192 N. Clark, Rm. 609, Chicago 1, Ill.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS—CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. mh20

**FOR SALE: 120-1500W FLOODLIGHT REFLECTORS** and lamps, 4 50 KV. Transformers, 8 65 ft. towers, complete baseball lighting system, portable bleachers to seat 1500, 12 passenger Pontiac Airport coach. A \$19,000 value for \$5,000 as is. Bryce Lavigne, Malone, N. Y.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A BEAUTIFUL REPRODUCTION OF Lord's Last Supper, life size, figures only.** Sell or trade. M. Bremser, 1835 S. W. 9th St., Miami, Fla.

**ADULT CHAIRPLANE, COMPLETE WITH go, \$250.** Dave Raney, 447 St. Paul St., Memphis, Tenn.

**ALL 16MM. SOUND—\$10-\$15 WEEKLY,** postage prepaid. Complete programs rented—Westerns, Features, Serials. Roshon, State Theater Building, Pittsburgh 22, Penn.

**A STREAMLINE WHIP, 8 CAR MANGELS,** perfect thruout, gas or new G.E. motor, \$299 extra parts, value \$5,500, sacrifice \$2,950; new set 25 seat crated (EIL), value \$450; \$75; Echols new Snow Cone, 866. Funland, York Beach, Me. mh6

**ATTENTION CARNIVALS—JUNCTION** boxes, reinforced, brass bars and bolts, painted and lettered (Danger), Sample, \$10, postpaid; 10' x 10' \$8.50; 3 bars, \$9.50. Carl Burkhardt, Plano, Ill.

**BLEACHERS, FOLDING CHAIRS, THEATER** Chairs, Outdoor Chairs, Stadium Cushions, Sidewalk Tents, Screens, Lone Star Seating Co., Box 1734, Dallas, Tex.

**BRILL'S TESTED BUILDING PLANS—** Major Rides; Chairplane; \$10; Octopus (6 Tubs), \$15; Greased Lightning, \$15; all \$32. Free 43 plan circular. Brill, Box 875, Peoria, Ill.

**DODGE PANEL, 1939, ONE TON, GOOD** condition, including punk rack, 40 dolls complete; good for all purposes; spindle and board one Country Store, one Evans 120 No. Wheel, new large chest, over 475 new stock, two large toms, never used. \$285 takes all; will deliver anywhere in U. S., 10¢ mile one way. Write A. G. Oiler, Rt. 2, Box 238, Denver, Colo.

**COSTUMES, UNIFORMS, WARDROBES**

**BEAUTIFUL ISLAND GRASS HULA SKIRT,** \$5; send \$1. balance c.o.d. Hawaiian Hula Shop, 3690 18 St., San Francisco, Calif. fe20

**FORMULAS & PLANS**

**ANY FORMULA, \$3; CATALOG, CHEMICAL** Instruction Sheet, \$20. Chicago H. Belfort, 192 N. Clark, Rm. 609, Chicago 1, Ill.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS—CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. mh20

**FOR SALE: 120-1500W FLOODLIGHT REFLECTORS** and lamps, 4 50 KV. Transformers, 8 65 ft. towers, complete baseball lighting system, portable bleachers to seat 1500, 12 passenger Pontiac Airport coach. A \$19,000 value for \$5,000 as is. Bryce Lavigne, Malone, N. Y.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A BEAUTIFUL REPRODUCTION OF Lord's Last Supper, life size, figures only.** Sell or trade. M. Bremser, 1835 S. W. 9th St., Miami, Fla.

**ADULT CHAIRPLANE, COMPLETE WITH go, \$250.** Dave Raney, 447 St. Paul St., Memphis, Tenn.

**ALL 16MM. SOUND—\$10-\$15 WEEKLY,** postage prepaid. Complete programs rented—Westerns, Features, Serials. Roshon, State Theater Building, Pittsburgh 22, Penn.

**A STREAMLINE WHIP, 8 CAR MANGELS,** perfect thruout, gas or new G.E. motor, \$299 extra parts, value \$5,500, sacrifice \$2,950; new set 25 seat crated (EIL), value \$450; \$75; Echols new Snow Cone, 866. Funland, York Beach, Me. mh6

**ATTENTION CARNIVALS—JUNCTION** boxes, reinforced, brass bars and bolts, painted and lettered (Danger), Sample, \$10, postpaid; 10' x 10' \$8.50; 3 bars, \$9.50. Carl Burkhardt, Plano, Ill.

**BLEACHERS, FOLDING CHAIRS, THEATER** Chairs, Outdoor Chairs, Stadium Cushions, Sidewalk Tents, Screens, Lone Star Seating Co., Box 1734, Dallas, Tex.

**BRILL'S TESTED BUILDING PLANS—** Major Rides; Chairplane; \$10; Octopus (6 Tubs), \$15; Greased Lightning, \$15; all \$32. Free 43 plan circular. Brill, Box 875, Peoria, Ill.

**DODGE PANEL, 1939, ONE TON, GOOD** condition, including punk rack, 40 dolls complete; good for all purposes; spindle and board one Country Store, one Evans 120 No. Wheel, new large chest, over 475 new stock, two large toms, never used. \$285 takes all; will deliver anywhere in U. S., 10¢ mile one way. Write A. G. Oiler, Rt. 2, Box 238, Denver, Colo.

**INSTRUCTIONS BOOKS & CARTOONS**

**ADDRESSES OF 21 SHOW BUSINESS** publications, 25¢; 57 addresses, 50¢; 108 addresses, 75¢; 156 addresses, \$1. Luns 8837 Quincy, Detroit 4, Mich. mh6

**CIRCUS BOOKS—NEW OLD; FREE CAT-**alog. Special! "Fun by the Ton," 63 photographs circus elephants, \$1.49. Rudell, Box 461, Washington 4, D. C.

**MARILYN MONROE FAMOUS CALENDAR,** full color, postpaid, \$1; quantity prices free; three, \$2; dozen, \$6. Mack Enterprises, Centralia, Illinois. fe20

**READ "SKID ROW" BY BRAD LEE, 25¢.** Dept. B, Box 8, Forest Hills, N. Y.

**YOU CAN ENTERTAIN FOR ALL OCCA-**sions with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. mh6

**MAGICAL APPARATUS**

**A BRAND NEW #24 CATALOG—MIND-**reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystal Gazing, Burlesque, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336-B S. High, Columbus, Ohio. fe20

**MAGIC BOOKS, TRICKS, ESCAPES, IL-**lusion plans, slide show acts. Magic as a Hobby; \$1; 108 easy tricks you can do. Lists 50¢, J. P. Kane. G. P. O. Box 379, New York 1, N. Y. fe27

**SUB MINIATURE RADIOPHONE FOR MEN-**talists; weighs less than pound; easily concealed; illustrated brochure, specifications, price, Nelson Enterprises, 336 S. High, Columbus, Ohio. fe20

**VENTRILOQUIAL (\$65 UP); PUNCH FIG-**ures, 415 each; dressed, America's finest hand carved figures, Minnie, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn.

**KIPP BROTHERS**

Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**P D Q—World's Greatest PHOTO BOOTH CAMERAS**

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Simple in construction. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1145 N. Cleveland Ave. Chicago 10, Ill.

**Buy WHOLESALE**

Save up to 50% on BIG NAME MERCHANDISE!

Send 50¢ Coin or Stamps for Catalog. Same Returned with first order.

**GALENTINE COMPANY**  
Dept. B South Bend 24, Indiana

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tasting Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1¢ per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....



SENSATIONAL VALUES for ENGRAVERS

Advertisement for Oriental Trading Company featuring engraved aluminum and nickel silver items. Includes items like 'Ladies' Aluminum Idents', 'Men's Aluminum Idents', and 'Double-Heart Idents'.

Advertisement for Joseph Bros. featuring 'EXTRA SPECIAL DEALS' on watches. Lists various watch models and prices, such as 'Bulova, Wallham, Elgin' for \$9.95.

Advertisement for 'bingo' supplies and equipment. Lists items like '7 & 10 Color Specials', 'Midgets 3,000 series', and 'Paper & Plastic Markers'.

Advertisement for 'THE ROYAL' retractable ball point pen. Features a large image of the pen and text: 'Over 4" in length \$28.80 Per Gross Refills 8c ea.'.

Advertisement for Mills Sales Co. featuring 'FREE CATALOGS' and 'UNBEATABLE VALUES' on gifts, toys, and novelties.

MISCELLANEOUS

MINDREADING ACT FOR SALE—T. B. forces sale of finest code in business. Act complete or code only, also single act. William Barnett, 1157 Hoover St., Los Angeles, Calif.

MUSICAL INSTRUMENTS, ACCESSORIES

ANYONE CAN PLAY THE BLOCK-FLUTE! Entertaining and relaxing; "C" soprano Block-Flute, \$6.50 prepaid. Professional discount. Art Hersh, P. O. Box 24, Lakewood, N. J.

PERSONALS

FORMER TROUPER, NOW IN PRISON, seeks your help to raise parole costs by ordering one of his genuine leather hand made wallets. If you can spare \$2, please order one.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY PHOTO COPIED TO 5x7 SIZE, TWO from same photo, \$1 postpaid; original returned unharmed. Johnson, Box 3355, Washington 10, D. C.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

WESTERN HILLBILLY DANCE and show unit at liberty for radio, theaters, nightclubs or tour. Band now working, desire change; many years radio and stage, coast to coast. 5 piece band, also have complete 10 star Western Revue-Hillbilly Jam-boree available. Dick Carlson, 2549 W. Forest, Detroit 8, Mich.

CIRCUS & CARNIVAL

CLOWN COP AND WHITE FACE CHANGING wardrobe for general clowning. We also do two man comedy acrobatic tumbling act, also clown advertising. Oliver and Sales, General Delivery, Ayr, Neb.

FOR SALE: DeVRY MAGIC EYE

(AS used by newspapers) 35mm., 16 frames a sec. speeds 1/100 to 1/1000; F3.5, 1.5 and 6" telephoto lens, accessories for street snapping, 100 ft. dev. outfit, Presto contact enlarger; 1st \$350 takes all. 1033 N. Clark St., Chicago 10, Ill.

PRINTING

AAA QUALITY 14x22 WINDOW CARDS. The Bell Press, Winton, Pa. mh13

A-1 RUBBER STAMP—CUSHIONED Mounted, Indexed. Three lines, \$1 postpaid (additional line, 30c). Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

ALWAYS LOWEST PRICES, FASTEST service—Flashy 14x22 three-color window cards for all amusement purposes, \$5 hundred; larger 17x25 deluxe cards, \$12.50 hundred. Tribune Press, Dept 54-W, Earl Park, Ind. mh27

ATTRACTIVE PRINTING REASONABLE. 1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. fe27

PRINTING OF DISTINCTION—LETTER-heads, Envelopes, Tickets, Cards, Decals, Window Cards, Samples, price list, 3c stamp. Mailto, 767-B Leitch, Flint 5, Mich. mh13

WANTED—AUTOMATIC CARD PRINTING Press in good condition. Describe fully, state make and lowest cash price. Box C-493, care Billboard, Cincinnati 22, Ohio.

50 NOTEHEADS AND 50 ENVELOPES printed, your name, address, phone, 75¢ postpaid. 500 Noteheads, \$2; 500 Envelopes, \$2. DiBenedetto's Wholesale Printers, Box 171, Chelsea, Mass. mh27

100-4x11 LETTERHEADS, 100-6x ENVELOPES, \$3.95; 250 each \$5.95; 250 Business Cards, \$2.45; 500 \$3.95. Standard copy; postpaid. Allen, Dept. BBP, Clinton, Missouri. mh13

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon; exclusive styles, top quality. Big cash income now real future, equipment free. Hoover, Dept. B-109, New York 11, N. Y.

WANTED—200 SALESMEN TO SELL Guaranteed Products. Write for particulars. Address Archer, Arcadia, Mich. fe20

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. mh13

WANTED TO BUY

CASH FOR FOOT LONG EQUIPMENT—Ready to roll; also Fish Pond. Send price and details. Jim Hopfenberger, 1310 West Wells St., Milwaukee, Wis.

STEEL OR WOOD BLEACHERS—TERMS; need 4000. C. H. Addams, 230 1/2 N. Main, Findlay, Ohio. Urgent.

SWEEPS FOR 8 OR MORE LIVE PONY Merry-Go-Rounds; Skyfighter. Have kid Autoride, Fire Truck, Boatride for sale. F. Shafer, Washington, Ind.

WANT TO BUY—5,000 DECKS USED "Bee" Playing Cards in good condition. Mail sample deck and prices to Danny Brammer, 1252 Neale, San Diego, Calif. mh8

40'-50' USED TENT WITH 1 OR 2 CENTER pieces; Used Chairs, wooden or upholstered. Ann Flaherty, 106 W. 13th St., N. Y.

LADY TO WORK CHIMPANZEES—MUST have looks and good figure, weight about 115. Jack Adams, Gen. Del., South Miami, Fla. fe27

WANTED—MAN EXPERIENCED LAYING Miniature Railroad. Rail, about 250 20 lb. rail. State price with or without rail. Write John Michaels, 3 So. Jefferson St., Orange, N. J.

EXPERIENCED CANADIAN OFFICE MAN—Cost Acc't, Traffic Mgr., Salesman, Secretary, Editor, Photographer, Writer, Concessionaire; lobby display; smart appearance, single, sober, trustworthy; travel anywhere. Wishes connection with show or anyone who will sponsor American visa. 1223 King W., Apt. 14, Toronto Ontario. fe27

FEMALE IMPERSONATION CHARACTERIZATION act open for Night Club booking; Rhumba, French Can-Can, Rave, Bolero, Ballerina, and Air Stewardess acts. Flashy wardrobe; will send photos; salary \$150 per week. S. E. Burgess, 1308 Peachtree St., N. E., Atlanta, Ga. fe20

FOR RODEOS, FAIRS, CIRCUSES AND celebrations: Gene Whitaker and the wonder horse Tony, America's finest educated horse. Jack Moore, write, Kincaid, Kansas. fe27

RAJAH ALI SHAMIZ AND HIS ZOMBIES in Ghoul's Gambols Midnight Spook Show. Movie trailer, lobby display, posters, her- aids, etc., furnished for theater, civic, fraternal, fire and veteran organizations in this territory. Percentage basis. J. P. Kane, G. P. O. Box 379, New York 1, N. Y. mh8

MUSICIANS

AT LIBERTY—ELECTRIC TAKE-OFF, Doubles Banjo, Bass, single solo or parts. Union, sober, wardrobe; prefer Western dance or stage. Details first letter. Box C-494, c/o Billboard, Cincinnati 22, Ohio.

BASS HORN PLAYER FOR POLKA band or circus; experienced in all lines. Carl Berggren, 1719 Market St., St. Louis, Mo.

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and Jazz, play shows; non-drinker, steady and reliable. Write, wire or phone George Sloan, 1119 E. 11th St., HA-5052, Kansas City 6, Mo. np

EXCELLENT GUITARIST—PROGRESSIVE or commercial, no two beats; cut or no notice; single, will travel. 512 Elk St., Frankfort, Ky.

GUITAR—RHYTHM OR ELECTRIC LEAD; read or fake; sing solo or parts. Write Musician, Box C-469, c/o Billboard, Cincinnati 22, Ohio. fe27

HAMMOND ORGANIST—MALE, UNION, experienced, married, dependable; unlimited repertoire, including vocals. Anywhere, your organ. Gerald Wright, 150 Plum, Eau Claire, Wis.

LEAD ALTO OR TENOR; DOUBLING bass, clarinet, baritone, flute, jazz clarinet. Local 892; completely experienced, commercial or otherwise. Guaranteed cut or no notice; state all details. Wire 345 Winnebago Dr., Fond du Lac, Wis., Eddie Bean.

TENOR-CLARINET—PREFER COMBO, name experience as lead tenorman, dixieland clarinet; fake, cut shows, arrange. Al Gaffney, 611 Grand, Billings, Mont.

TRIPLE NECK STEEL GUITARIST, AVAIL- able after March 1 to best offer. Non-union, single, age 36, free to travel; play from hillbilly to Dixieland style, 17 year experience radio and records; has complete western wardrobe; can vocal, do comedy and what have you. Have all equipment necessary including echo box for recordings. Contact Roy Steele, c/o Lenox Hotel, 1839 Main St., Springfield, Mass. fe27

TROMBONIST, DOUBLING BASS, SOME vocals, band experience; single, 27, own car; locations preferred, consider everything. Brand, 1210 Hickman Rd., Augusta, Ga. Phone 3-4803.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap24

HIGH DIVE—SMALLEST TANK IN world; Spears Fire, Back Somersault, etc. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Phone 4-5337. mh9

PONY RIDES—SIX GENTLE PONIES AND ring. Joe Hanson, 59-F, Badger, Wis. fe27

PROFESSIONAL PARACHUTE JUMPER available all occasions. John Fitzpatrick, Emmetsburg, Iowa. mh13

PROFESSOR WRIGHT AND HIS TAL- ented 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. ap10

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR OPEN FOR Club, booking; singer, exotic dancer; flash wardrobe; send photo; salary, \$150 net. Wesley Davis, 411 So. Wabash, Chicago, Ill. mh13

Attention, Promoters! The New Retractable BALL PEN. Gross \$28.80 up Sample Dozen \$3.50. Instant DRY INK. Guaranteed Not to Leak. Not to Smudge. PRESS BUTTON—IT WRITES. PRESS CLIP—POINT DISAPPEARS. Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00. PACKARD BALL PEN. 28 East 22nd St. New York 10, N. Y. Spring 7-7180

Sell Ultra-Blue SIGNS. \$7 BRINGS BACK \$55. New fast-selling signs for every retail store! 50¢ seller. Make easy money. 2000 signs, No. C.O.D. 100 Ultra-Blue Signs, \$7.00 10 Store Signs, 7x11, 1.00 15 Religious Signs, 7x11 1.00 15 Comedy Signs, 7x11 1.00 L. LOWY, 812 B'way, Dept. 781, N. Y. 3, N. Y.

Big Profits. Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢. Bart Mfg. Co., 303 Degray St., Brooklyn 2, N. Y.

FLAMINGOS. Cast Aluminum, 30 inches high, \$40.00 dozen pair. Sample pair postpaid \$4.95. —Aluminum Red Birds, Egrets, Woodpeckers, \$18.00 dozen. Samples \$2.00 each postpaid. Bloyd Manufacturing Co., Valley Station, Ky.

THE NEW INTERVAL TIMERS... Specially Built for Major, Kiddle and Gas Driven Rides. 4 Different Types. Write for Details. Delivery: 2 to 3 weeks. Order now to insure Spring Delivery. NU ART NOVELTY CO., 203 N. Wabash Ave., Chicago 1, Ill.

17-JEWELS. 2-TONE DIAL, WAFER THIN (BRAND NEW) ALL YELLOW CASE. Looks like \$100 flash. One year written guarantee with every watch. 25% dep., bal. C.O.D. \$6.50 BANDED. SAMPLE \$7.00. NATIONAL DIST. CO., PH. 82-6473. 222 CALUMET BLDG., MIAMI 32, FLORIDA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW General CATALOG. CONCESSIONAIRE'S, OPERATORS, STREET WORKERS. Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

3 WAY SAW 1-14" 8 pt. Compass Saw Blade 1-12" 8 pt. Compass Saw Blade T 1-10" 8 pt. Keyhole Blade. For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles. \$5.00 Per Doz. Sets No Less Sold. HACK SAW FRAMES. Adjustable with Tungsten steel blade, durable black plastic pistol grip handle. \$6.00 Per Dozen No Less Sold.

REGULATION SIZE HAND SAW 26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold. \$ 90 ea.

5 WAY CABINET SAW SET 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" For doz. sets. Panel Saw. \$13.50 No less sold.

4 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 1 1/2" to 3 1/2"—includes stubby recess and square shank. 75¢ each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago. 916 So. Halsted St. Chicago 7, Ill.

COOK BROS. Chicago 7, Ill.

EXPANSION BRACELETS. \$13.00 per dozen. ADDITIONAL NEW STYLES: Petite rhinestones for dainty wrists \$13.00. White Jewels with Crystal for summer \$13.00. Fancy Crystal Jewels and Rhinestone combinations \$18.00. Immediate Delivery. Prices Net F.O.B. N. Y. Cash with order, unless rated firm. THE INTERNATIONAL GLASS CO., INC. 303 FIFTH AVE., NEW YORK 16, N. Y.

Big Profits. Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢. Bart Mfg. Co., 303 Degray St., Brooklyn 2, N. Y.

FLAMINGOS. Cast Aluminum, 30 inches high, \$40.00 dozen pair. Sample pair postpaid \$4.95. —Aluminum Red Birds, Egrets, Woodpeckers, \$18.00 dozen. Samples \$2.00 each postpaid. Bloyd Manufacturing Co., Valley Station, Ky.

THE NEW INTERVAL TIMERS... Specially Built for Major, Kiddle and Gas Driven Rides. 4 Different Types. Write for Details. Delivery: 2 to 3 weeks. Order now to insure Spring Delivery. NU ART NOVELTY CO., 203 N. Wabash Ave., Chicago 1, Ill.

17-JEWELS. 2-TONE DIAL, WAFER THIN (BRAND NEW) ALL YELLOW CASE. Looks like \$100 flash. One year written guarantee with every watch. 25% dep., bal. C.O.D. \$6.50 BANDED. SAMPLE \$7.00. NATIONAL DIST. CO., PH. 82-6473. 222 CALUMET BLDG., MIAMI 32, FLORIDA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW General CATALOG. CONCESSIONAIRE'S, OPERATORS, STREET WORKERS. Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.



NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.

No. 3895 Size 3 in. high, \$20.00 per gross \$2.00 per dozen (No less sold)

No. 4995 BASHFUL MONKEY \$14.00 per gross \$1.50 per dozen

No. 3927 SNAKE BOW TIE \$14.00 per gross \$1.50 per dozen

No. 3936 SPIDER GIRL \$17.50 per gross \$1.75 per dozen

WISCONSIN DELUXE CO. 1902 North Third St. Milwaukee 12, Wisconsin

MINK BRACELETS—EARRINGS Now Every Woman Can Wear Mink. Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz.

FUR LAMBSKIN RUGS Beautiful lustrous colors—Red, Green, Blue, Beaver, Grey, Dk. Brown & White.

ENGRAVERS No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr.

NEW—TITANIA WORLD'S MOST BEAUTIFUL GEM for men and women in 10K and 14K solid gold mountings. HUGE PROFITS every day.

Take the lines of least resistance with NAME BRANDS THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up.

H. B. DAVIS CORP. 145-B West 15th Street, New York 11, N. Y. TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Parcel Post Hayes, Charlie 85 Satma, John 10c
Abbott, Mrs. Elsie
Adams, Benjamin May
Adams, Max Clarence (Trombone Player)
Adams, Oliver
Albritton, Mrs. Sherry
Alland, Maurice (Very Important)
Allen, Lee
Allison, Jno. W.
Amy, Ray
Amy, Mrs. Virginia
Andrews, Kip A. E.
Ansifer, Hap
Ansifer, Robt.
Antonetti, The
Arbogen, Geo.
Arley, Louis
Armstrong, Jessie
Arnold, Robt.
Arsenault, Al
Atkins, Joyce Mae
Atterbury, Bill (Sky Kings)
Averill, Wm. G.
Baake, Fral Edw.
Bailey, Roy (Indiana)
Baker, Henry W.
Balam, Vangel
Bangs, Jerry
Bard, Ed & Mrs.
Barnes, Charlie & Basil Waiker
Barnes, Willis
Barron, Freddie
Beal, Robt. A.
Beal, Glenn E.
Beal, Joe
Beal, Miss Marion
Beck, Basil Kingsley
Beck, Robt. E.
Beck, Lou & Bob
Beckley, Paul
Bell, Leroy
Bemore, Willard H.
Benes, Joe
Bennett, Bryce Roe
Bentley, Claude
Berall, Ronnie
Berry, Raymond Jos.
Best, Dick
Biezes, Geo.
Bimbo, Johnny Nick
Birnie, Wm. J.
Blanton, John (Set Spindle & Ball Game)
Blaisdell, Jos. O.
Blakely, Benton H.
Blanton, J. W.
Blueslein, Sam
Booth, Ralph
Boswick, Lee
Bowens, Homer
Bradley, Alvin L.
Bradley, Thos.
Brady, Mrs. Dorothy
Brent, Tommy (McLean Summer Theater)
Broadway, Asia
Brooks, Mrs. Hattie (Cook House)
Brooks, Johnnie (Trainmaster)
Broudy, Paul C.
Brouillette, Albert
Brown, Chas.
Brown, Maurice W.
Brown, J. J.
Bruce, Dean
Bryan, Rocky
Buck, Geo. H.
Buckhaman, Kenny
Buckler, Albert
Budd, Charlie
Buley, Johnnie
Bunnell, Yvonne J.
Burkett, Thos.
Burns, Bobby (Armlless)
Burton, Leon (Concessionaire)
Butler, Bill
Byers, Carl W.
Byers, Mrs. Paula
Cain, John Thos.
Cambell, Wm. (Red)
Campbell, Arthur Chas.
Cannon, Frank
Cantwell, Chas.
Carl, Fred
Carlyle, Wm. H.
Carlyle, Malcolm Alexander
Carson, (Crash)
Carson, Margaret
Carter, Clifford
Carter, Roy C.
Carver, Vernon
Cassano, Louis
Castalvo, Carmine
Chalmers, Edw.
Chase, Hulburd
Chilcott, Esq., E.
Claire, Hans & Rosita
Clark, Cathy
Clarkston, Robt.
Clausus, Albert
Cobbs, John R.
Cobb, Paul E.
Coffman, Earl Edgar
Cohen, Jerry
Cole, Bonham B.
Cole, Brownie
Collins, Clifford Curtis
Comstock, Tommy
Conley, Wayne T.
Conn, Alan
Cornish, Alfred Coleman
Costner, Harry B.
Cotton, James H.
Courtney, Jessica Elizabeth
Cowan, Wm.
Cox, Loftin G.
Crane, Sid & Judy
Crawford, Kenneth
Cronin, Art (Bingo)
Cruz, Mr. Jackie
Cyr, Conrad J.
Darling, Alpheus E.
Davis, Fred Marion
Davis, Geo. (Cook House Steward)
Davis, Harry E.
Davis, John Roby
Davis, L. E.
Davis, Lester J.
Davis, Wm. V.
DeFelice, Victoria June
DeLacy, Doyle
DeVany, John H.
Decoursey, Fredrick
Delawter, J. W.
Dell, Mrs. Mellison
Dell, Peter
Demiro, Steve
Demock, Kenneth
Denby, Mildred
Denmon, Curley
Dennis, Clark
Dennis, Shorty & Veima
Dewey, Vivian
Dewinter, Jeannine
Dewsbury, Jeff
Dingler, Sarah
Donald, John H.
Donnelly, Russell
Dotson, Billie H.
Doyle, Henry Maurice
Drum, Wm.
Duchene, Lewy
Dulin, J. B.
Dumont, Maurice
Dunham, Emory
Dunham, Harold (Fritz)
Durham, Ed.
Eagles, Val (Olson & Eckert, Chas. F.)
Eckert, Chas. F.
Eddie, Chas. (Neveda)
Ehler, Wm. Arthur
Elans, Jack
Ellison, Chas.
Engle, Wallace M.
Evans, Addie
Evans, Jimmie
Evans, Joe
Faul, Roy
Fenn, Clarence
Ferguson, Vivian
Fisher, E. L.
Flanagan, Posey
Fletcher, Harold J.
Fowles, Clarence J.
Frame, Harry (Greater Show)
Francis, Jim
Francis, Harold
Frederick, Alonzo G.
Fujii, Gen
Fullwood, Eugene Perry
Fulton, Phil
Gambler, Peter F.
Gallagher, Luke J.
Galibone, Felice (Musician)
Garner, Floyd E.
Gatewood, Cliff
Germaine, Robt. Lee
Gibson, Benjamin Arthur
Gibson, Oscar
Gibson, Oscar Leroy
Gill, Wm. H.
Gleaton, Willie Oneal
Glover, Wm. E.
Golden, Mrs. Jack
Goode, Bill
Goodrich, L. O.
Goodman, Joe
Grady, Mrs. Glida
Grauman, Sam
Gravens, Maren
Green, Don & Gloria
Greene, Blanche
Grover, Allen
Grennan, "Al"
Griffin, Roy
Grimbey, Marvin C.
Groffo, Babe
Gross, Chas.
Guillano, Chas.
Hackett, Edw. J.
Haddix, Silas
Haines, Bobby
Hales, Ray W.
Haley, Stephen P.
Hall, Dennis Preston
Hall, Robt.
Hammack, Chas.
Hanson, Al
Hanson, Joe (Hamid Bull)
Harding, Walt & Mrs.
Hardy, Perry (Tex)
Harris, Robert
Harris, John T.
Harris, V.
Hart, Billie & Marie (Circus Girl Act)
Hartsock, Roy W.
Hayden, Jim
Hayes, Eddie (Anato)
Hayes, John A.
Heaps, John B.
Heckman, Jack
Heller, Elwood Chas.
Heller, Erwin (Organ Mechanic)
Helm, Jack
Helton, Vernon
Henderson, Walter
Henderson, Burdette
Henson, Kenneth
Henson, Roy H.
Heron, Timmie (Wild Show)
Hewitt, Cecil
Hicks, John
Hildebrand, Alice G.
Hill, Lucky
Hill, Tom L.
Hills, G. E. & Mrs.
Hodge, Clifford M.
Hodge, Louis O.
Hodges, Chas. H.
Hodges, Norman F.
Hofmeister, Francis (For Harry Hayes)
Holland, Tenn.
Holmes, Salty
Honeycutt, Robt.
Hooper, Frank C.
Hope, Harry
Horton, Fred & Marie
Horton, Jack
Howard, John Lee
Howard, Peter M.
Hoy, Delphia T.
Hoyt, Norman
Hudson, Chas. (Doc)
Hudson, Jack
Hudson, Wm.
Huff, Tom
Humphrey, Mrs. Gladys (Blondie)
Hunt, Al (Walt)
Hunt, Albert Junior
Hunt, Michael
Hunter, Miss Billie
Hunter, Leroy
Hunter, Phil
Hurley, Thos.
Husick, Michael
Ingie, Fred E.
Irich, Clarke
Jackson, Linton Leon
Jamison, Betty
John, Perry Freeland
Johnson, Alex
Johnson, Chas. Clark
Johnson, Fred
Johnson, James Edw.
Johnson, Raymond E.
Jones, Eddie (Mrg. Co.)
Jones, Otis (Cornettist)
Joy, Kitty & Harold
Judy, R. F.
Kamakua, D. L.
Kaspar, Johnnie
Keegan, Ralph & Mrs.
Keoh, Richard
Keller, Lester
Keller, Lester
Keller, Minnie
Keller, Pena
Kelley, Turwood R.
Kelly, John
Kennedy, Tom
Kester, Mrs. Elizabeth
King, Frank
King, Luke
King, Mrs. Peaches
Klaus, Frederick
Klemens, Matt A.
Knoll, Arietta
Kosterman, Ralph
Kozim, W. E.
Krosschell, H.
La France, Grace
La Meau, George
Landes, Benjamin Edward
Law, Penny
LeBerta, Otis
Lawrence, Burgess
Leary, Max
Leedy, Bob
Linton, Mrs. Peggy
Little Wolf, Earlene
Litvin, A.
Maloy, Doc. M. J.
Lowe, Nelson A.
Lowe, George D.
Lowe, Tommy (Greasy Tom)
Lumpkin, Herman Mrs.
McAllister, Tate
McCall, Julian Justice
McClain, E. E. (Mack)
McGee, Mrs. Eva
McGee, Dewey Lee
McHugh, Clarence E.
McIntire, Riley
McIntyre, Mrs. Betty
McIntyre, Bill
McKay, Minna D.
McKay, Myri W.
McNeeley, J. D.
Madden, William G.
Maddox, Ralph
Malbin, Edward J.
Mason, James Evandor
Marcus, R.
Marshall, Richard J.
Martin, Carl Gene
Martin, Kurt
Martin, Lawrence
Marts, Harry
Maru, Nyona
Massey, James C.
Mason, Harry
Mason, John Howard
Mason, John
Masson, Paul William
Mattice, Frank
Mayner, Edward
Maynard, Glen
Meade, William H.
Mease, John
Meeks, Paul
Meiss, Raymond
Mensanin, Manuel (Eddie)
Millikan, Slim
Mitchell, Noble J.
Molnar, John
Montez, Tanya
Moran, Ralph
Mort, Louis
Mort, Louis
Mueller, Paul
Mumford, Mary
Myers, Billie Bettie
Nelson, Mrs. Anna
Nelson, Mrs. A. (Aerialist)
Nelson, Archie
Nelson, Jack (Jacks)
Nicholas, Ephrem
Nichols, Robert
Nielsen, Henry N.
Nolen, Billy Charles
Novak, Matthew J.
Null, Blackie
O'Brien, Johnnie
O'Brien, P. J.
O'Hagen, Joseph
O'Kelly, Ralph Edward
O'Shea, Eileen
Odum, F. T. (Curley)
Olechowy, George
Olzewski, Walter J.
Ogden, Billy
Ogden, William (Bill)
Papall, Anthony
Paris, J. R.
Parise, Jane
Parise, Joe
Parker, Mrs. Gladys
Parrish, Dale
Parrish, Florence Helen
Parsons, Josiah & Mrs.
Pender, Charlie Jimmie (Philipp Junior)
Perdue, Lorraine
Perkins, A. H.
Pierce, Jack
Phantom, M. & Mrs.
Phillips, Bob
Pickard, (Picard?)
Piland, James
Plankey, John Maxine
Please, Martha
Pond, Edwin Sutton
Powell, Clinton
Price, Mich
Rains, Leo Wayne
Rame, Catherine
Randl, Bob
Raper, William (Bill)
Rapp, Ted
Ravelli, Mrs.
Ravelli, Blanche Ruth
Ray, Chas. O.
Ray, Buster
Raymond, The Magician
Rayno, Ernest E.
Reed, Steve (Actor)
Remley, Lovona
Remley, Patricia Ann
Renelle, Harry J.
Reynolds, Peggy
Rhode, William A.
Riley, Kirk M.
Rivers, Doris
Rivers, Carl Curley
Rogers Jr., Marcus S.
Rogers, Orrie Lewis
Rucker, George A.
Russe, Chas.
Ruth, Whitely & Willy
Ryan, Brownie
Ryan, James
Ryder, Mrs. Mickie
Sarbo, Carl Joseph
Sargent, Roy E.
Saugster, Lester
Schaeffer, Mary Lou
Schaeffer, William Charles
Schneider, Donald F.
Schoben, Robert
Schuber, William I.
Schulz, Thomas A.
Scott, Tommy (Show)
Seaberg, Paul B.
Seifer, H. L.
Seldon, Charles
Seldon, Ken
Sexton, Andrew M.
Shaffer, Ray F.
Shaw, Louis
Shaw, Louis
Sheets, Floyd
Sheeks, Floyd
Shields, Wilmet (Important)
Shodderley, Ray
Shusky, John A.
Simmons, Grady
Singer, Leo
Sizem, Morris
Smales, Arthur L.
Small, Mrs. Ethel
Smith, Alva
Smith, Bonnie
Smith, Charles
Smith, Fred Howard
Smith, Mrs. Jackie
Smith, John P.
Smith, Liddell
Smith, Will & Della
Sommers, Jimmy
Sowden, Jack
Sparkman, Robert & Mrs.
Sparton, Buddy
Spartons, The
Spitzer, H.
Sprayal, Ralph J.
Stanley, Marie
Stein, Wm. Bill
Stevens, Don
Stewart, Robert
Stokes, L. J.
Stoffel, Walter
Straub, Donald
Sudan, Mrs. Pat Graves
Surran, Frank
Sutton, W. B.
Swank, H. D.
Swank, Robert B.
Swank, Ruth
Swann, Otis & Mrs.
Swearengen, Earl H.
Taylor, Edna
Terrill, Roy
Thomas, R. L. (Mike)
Thompson, Clarence Eugene
Thompson, Finley
Thorn, Charles
Thrasher, Roy M.
Tonks, John C.
Traylor, Jesse C.
Tyrel, Elizabeth
Tyrell, Cliff
Umberger, Richard Henry
Underhill, L. Ray
Uplinger, Harvey E.
Vangness, Ken
Vasquez, Raymond
Vaughn, Earl C.
Veniable, Bill (Bing Crosby)
Verder, Louise W.
Vetter, George H.
Wagenn, Ralph
Wagner, Shirley D.
Wales, Betty
Walcott, Bill (Voll-White, me Gallery)
Walker, Geo. E.
Walsh, Charles
Walsh, Mrs. Joseph Patrick
Wandol, John
Warner, Bobby
Warner, Ted (Tatto Artist)
Watson, Harry B.
Weller, George H.
Wendell, Victor
Wendell, Max
Werner, George
Westfall, Mary T.
White, Margie C.
White, Kenneth
White, William A.
Whitlock, Geo. S.
Whitlock, Jack
Williams, Mrs. Fran- cis (Martine)
Williams, J. M.
Williams, Mrs. L. L.
Willis, James Elwood
Willis, Walter A.
Wilson, Burke
Wilson, Diana
Winger, Russell Lee
Witely, James L.
Witworth, Maxine
Wood, Gerald
Woods, John Marshall
Woods, John W.
Wrenn, Clarence
Wright, Margaret (Madge)
Zelenak, Richard

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Adeock, Raymond L.
Albert, E. J.
Alexander, Mr. & Mrs. Elmer
Allen, H. S.
Allen, Opal & Skeeter
Armstrong, John
Bacon, Mrs. Jean
Baker, D. C.
Balock, James
Barfield, Mrs. Sally
Barnes, Jasper
Barnes, Lafayette G.
Bary, Howard
Bateman, Edna V.
Baum, Vince Bier
Behn, Herschel
Blankenship, Lloyd
Bohn, Carl
Boone, Virgil
Boudreau, Mr. & Mrs. Pete
Broadmont, Earnest
Brouillette, Albert V.
Brown, Chester W.
Bryer, Ollie Junior
Bryer, Mr. & Mrs. Ollie
Bryer, Mr. & Mrs. R. C.
Buxey, Harry
Burke, Roy
Burlingham, Donald S.
Butler, Feaches
Camara, Raymond
Carl, Robert Earl
Carlyle, Malcolm
Chase, Hulburd
Colyer, R. L.
Connors, Teddy Roosevelt
Coplin, Jim
Cornell, Jerry
Cottengaim, LeRoy
Cotworthy, Mac
Cummins, John
Curtis, Harry
Davidson, Jim & Virginia
Dallman, Walter
Davis, N. E.
Deary, R. E.
Deu, Mahlow
Doersom, Mr. & Mrs. Chas.
Dopson, Charles
Elder, Charles
Farnes, R. M.
Fennimore, Curtis
Finley, Kenneth E.
Foltz, Russell
Foley, Tom N.
Ford, Charles
Fraker, Charles
Fraker, R. A.
Furlin, John
Gehrig, Dale M.
Gilbert, Alfred Leon
Gibbs, Mrs. William
Gospodanski, Larry Phillip
Guptil, R.
Hale, Jack Jr.
Hall, Mr. & Mrs. Ed- ward
Hanson, Dale
Hanson, Charles
Harris, Marvin J.
Harris, Loren Lee
Harter, Robert E.
Haubach, R. Raymond
Hayden, Robert L.
Hazen, Bennie
Henderson, Lester & Vera
Hendricks, Clyde
Henry, John
Hill, Edward
Hockett, Neil J.
Houston, J. F.
Huber, Frances
Hunter, Roy
Icker, Clifford T.
Isenrhagen, Arnold Henry
Jeaks, John
Johnson, Albert C.
Johnson, H.
Johnson, Pejo
Jones, Calvin B.
Jones, Vernon
Keim, Joseph D. & A.
Kell, Thomas & M.
Kincheloe, Mickie
Klenke, Raymond
Klothe, Richard
Knaup, Forrest C.
Lamar, James W.
Lamb, Mrs. Marie Louise
Lambert, Bill
Lane, Charles W.
Lantz, Johnny
Lawrence, Jimmie
Lay, Waldo K.
Lazar, Max E.
LeBlanc, Jack
LeBretton, Robert
Lee, Robt. Ed
LeMay, Emile N.
Lewellyn, Thomas
Lewis, Barney
McBride, Gerold Wil- liam
McCarthy, Charlie
McCloud, Delbert
McGee, Mr. & Mrs. John
McGuire, Arthur Ray
McGuire, Mary Ethel
Madison, Harry
Magid, Charles
Martin, Tiger
Mater, Bob
Matejewski, Chester A.
Mayberry, Arnold & Christine
Middleton, James T.
Middleton, Jell
Miller, Carl Albert
Miller, Lloyd A.
Miller, Paul (Ike)
Oburn, James Wil- lard
Parnell, Terry
Patterson, J. B.
Posey, B.
Pierce, Carl E.
Pickard, Dave
Piggot, Allen
Piland, James N.
Piaz, Elio Pete
Ragen, Mary
Richardson, Casey
Ritchie, Kenneth Lee
Risher, Floyd Allen
Robinson, Jack
Rougers, Pearl
Rousselet, George V.
Rowe, Anne
Ruddy, George N.
Salerno, Mike
Sandusky, Durb
Schmitz, Johann
Seadwick, Willes G.
Serdan, Willes G.
Seely, Allen
Sellers, Jack
Serris, Edw. F.
Shepherd, Don
Shipley, L. L.
Shores, Edgar Ray
Siki, Mrs. William
Smith, James Lee
Smith, Tom C.
Snook, Albert T.
Soneson, Mrs. Donna
Spain, O. N.
Stanko, George
Star, Joe
Steele, Geo.
Stephenson, J. Ray
Striegel, Chas. "Red"
Strongman, George
Sunquist, Fred L.
Swan, Walter
Swanson, Robert
Thomas, K. B.
Thorton, Charles
Thorton, R. R.
Troxel, Wm.
Turk, Homer
Waite, Violet Christine
Wanish, Sol
Warne, Laverne
Webb, John E.
Webb, Mary & Georgia Boy
Wetherbee, Mr. & Mrs. Harold
Whalen, L. H.
White, Worth
Whitney, Robt.
Widrick, Elmer Frank
Williams, Eddy
Wilson, Harvey
Wilson, Perry W.
Woods, Sylvester
Young, David S.

New York Jamestown—Auto Show, Feb. 18. C. J. Law- son. Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24. Utica—Utica Sports & Boat Show, March 25-30.

Ohio Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St. Middleport—Spring Festival, April 26-May 1. Chas. Childs. Toledo—Home and Travel Show, March 6-14. Milt H. Tarloff, 443 Spitzer Bldg. Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.

Oklahoma Oklahoma City—Antique Show, Feb. 26- March 1. L. Verne Slout, Vermontville, Mich.

Pennsylvania Arnold—Old Home Week, July 11-17. Arthur P. Fieger. Mapleton—Depot—Huntingdon Co. Fire- men's Convention & July 4 Celebration, July 2-5. W. E. LaSalle, Saxton. Tarentum—Pawntown Firemen's Fair, June 13-19. Frank L. Christy. Winburne—Clearfield Co. Firemen's Con- vention & Jamboree, June 7-12. W. E. LaSalle, Saxton.

Tennessee Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.

Texas Austin—Austin Stock Show, Feb. 19-28. Brownsville—Charro Days, Feb. 26-28. H. C. Appleton. El Paso—Home Show, March 17-21. George Colours, P.O. Box 316. Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village. Laredo—Washington Birthday Celebration, Feb. 17-28. San Antonio—Livestock Expo., Feb. 12-21. W. L. Jones. San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg. San Antonio—Antique Show, March 5-11. L. Verne Slout, Vermontville, Mich. San Antonio—Battle of Flowers, April 19-24. San Angelo—Stock Show, Feb. 24-28. Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach. Waco—Home Show, May 4-9. Dorothy God- frey. Heart of Texas Coliseum.

Washington Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.

Wisconsin Milwaukee—Milwaukee Home Show, March 13-20. H. Ellis Saxton, 606 W. Wisconsin.

Winter Fairs

Arizona Mesa—Maricopa County Fair, Feb. 20-28.

California Imperial—California Midwinter Fair, Feb. 27-March 7. D. V. Stewart. San Bernardino—National Orange Show, March 25-April 4. Earl Bule.

Florida Bartow—Eastern Imperial Brahman Show & Sale, March 16-18. Eustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann. Fort Lauderdale—Broward Co. Fair, Feb. 22-27. Fort Pierce—Indian River Youth Show, Feb. 18-19. M. B. Jordan. Homestead—Redland Fair, Feb. 18-26. Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn. Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan. Ocala—Southeastern Pat Stock Show & Sale, March 1-6. Louis Gilbreath. Orlando—Central Fla. Expo., Feb. 22-27. C. T. Bickford. Plant City—Fla. Strawberry Festival, Feb. 22-27. Fred W. Nulter. Quincy—West Fla. Livestock Assn., Feb. 16-18. A. G. Driggers. Ruskin—Fla. Tomato Festival, April 14-16. Lyle C. Dickman. Sebring—Highlands Co. Fair, Feb. 23-27. West Palm Beach—Palm Beach Co. Fair, March 5-13. LaMar Allen, P.O. Box 107. Winter Haven—Florida Citrus Exposition, Feb. 15-20. Phil E. Lucey, P.O. Box 1469.

Montana Bozeman—Mont. Winter Fair, March 13-20. Geo. T. Sims.

COMING EVENTS

Alabama Mobile—Mardi Gras, Feb. 18-March 2. Birmingham—Alabama Home Show, May 11-16. Joe C. Williams, Box 706.

Arizona Phoenix—Washington State Picnic, Feb. 22. Phoenix—Phoenix Indian Ceremonies, Feb. 26-28. Tucson—La Fiesta De Les Vaqueros, Feb. 19-22. Wickenburg—Desert Sun Ranchers' Rodeo, Feb. 21.

California San Francisco—Sports, Travel and Boat Show, March 5-14. Thomas R. Rooney, 369 Pine St. San Francisco—Grand National Junior Livestock Exposition, April 10-15. Nye Wilson, Cow Palace. San Francisco—Grand National Livestock Exposition, Horse Show & Rodeo, Oct. 28-Nov. 7. Nye Wilson, Cow Palace.

Colorado Denver—Antique Show, July 22-26. L. Verne Slout, Vermontville, Mich.

Florida Jacksonville—Home Show, March 23-28. Edgar V. Smith, 317 W. Forsyth St.

Illinois Flora—Centennial, July 6-16. George Cooper. Galva—Centennial Celebration, July 28-Aug. 1. C. P. Bailey.

Indiana Milan—American Legion Homecoming, June 21-26. Howard Hempfling. North Webster—Mermaid Festival, June 28-July 3. John G. Herrman and J. Homer Shoop. West Baden—July 4 Celebration. Ameri- can Legion.

Iowa Cedar Rapids Home Show, May 18-23. Paul Waters, Memorial Coliseum.

Michigan Bay City—Better Homes Show, March 19-25. Jack Davis, Box 12. Vermontville—Maple Syrup Festival, April 24. Lloyd Eaton. Lansing—Hobby and Antique Show, March 23-26. L. Verne Slout, Vermontville, Mich.

Minnesota Caledonia—Centennial, July 16-18. M. A. Duxbury. Hastings—Celebration, July 3-5. Herbert P. Koch.

Missouri Portageville—National Soybean Festival, Sept. 3-6. Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright, American Legion.

Nebraska Omaha—Sports and Vacation Show, April 5-11. 3902 Dodge St.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Baker, Harry
Cerez, Thomas P.
Cherokee Kid, The
Kimano, Bobby
Kirchoff, Mary
Luka, Pearl
Leo, Anna
Lubis, Mary
McClister, William J.
Manning, Ruth
Martinez, Alfredo
Montan, Al
Nadja, Jean
Oklahoma, Kids
Poochie the Clown
Razaf, Andy
Ross, Rita
Rothman, Joe
Ryan, John
Wallick & Marion
Yates, Robert
Zimmer, Vern

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Adkins, Charles
Anderson, Mary
Best, Richard
Bogart, Jack
Craft, Billy
Decker, Robert
Dixon, Joe
Egan, John
Franklin, Phyllis
Harwood, Robert
Karnaka, Florence
Landon, Mr. & Mrs. Alfredo
Luckadoo, Allen
McGarrry, Mr. & Mrs. C. E.
Schreiber, Joe C. E.
Sirois, Dick
Silver, Joe
Stayton, Audrey
Speedy, Mr.
Sprague, Ralph
Wagner, R. W.
Waither, Albert
White, Frankie "Polack"



The best in all kinds of SALESBOARDS, JAR GAMES AND MATCH PAK DEALS Write for information and prices CROWN PRODUCTS 322 E. COLFAX AVE. SOUTH BEND 24, INDIANA

WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES & TIP BOOKS Buy Direct From Manufacturers at Very, Very Reasonable Prices. Columbia Sales Co. 302 MAIN ST., WHEELING, W. VA. Phone: WHEELING 340



# Pipes for Pitchmen

By BILL BAKER

SEVERAL WEEKS AGO... this column mentioned that our missing persons bureau was doing a pretty good job of scaring up reports on pitch folk who hadn't been heard from in many moons. Here's one from a gent who has been absent for more than two years. Richard Arcand, former pitcher and now president of the Circus Clown Club of America, wiggles a warning from Los Angeles that while the great West Coast metropolis may be the City of the Angels, it's definitely no

land of milk and honey for the boys of the tripod. Says Arcand: "Nothing good to work here in Southern California. Los Angeles is a ghost town for the pitchman. In the downtown section there must be a million district stores where all the marks with the real money do their shopping. This leaves the worker scratching for peanuts from among the strangers who are just visiting the city. Unless you can exist on a not-so-nourishing diet of sunshine and poverty you had better stay where you are." In signing off the soothsayer sends greetings to Jimmy Beach, Morris Kahntroff, Mad and Mary Ragan, Frechette, Nelson, Meyers, and Irene Roth.

Gaines is in the James Walker Hospital there recovering from an operation. The bulletin reads that W. L. will be out among 'em again real soon. "Let's have some pipes from E. C. Pardee, Dr. M. J. Lockett, Fast-Stepping Brizzell, D. L. Dunlap and Prof. Al Harvey," pleads Steve.

MRS. ROBERT NOELL... of Noell's Ark Gorilla Show, reports from Erwin, N. C., that she recently displayed her furry friends, M'Jingo, the gorilla, and two chimpanzees, to 800 delighted and inquisitive school kids in Lillington, N. C. The lecture and acts are pretty much routine stuff for Mrs. Noell. However, the question-and-answer deal always creates some pretty ticklish situations. It's amazing what unpredictable queries can be torped around by some of the kids whose education about the birds and bees has been somewhat neglected.

THE VITAL STATISTICS... department tips us off that Martha Bishop recently got herself all married to Henry Conty in Westminster Church, Springfield, Mo. Martha has forsaken the pitch business to devote all of her time to becoming a dutiful housewife.

C. O. STENQUIST... of cutter and sharpener note, wails that he blew his address book, and as a result has been out of contact with all his friends. Said friends can help C. O. work up a new directory by writing him in care of the Cincinnati office of The Billboard.

A NOTE... from Kay and Buster Doss spots them in Texas, working school assembly programs around Houston. They are making plans for the new season with Robert and Pearl La They and the U-Lik-A Med Show. According to Buster and his frau, they will hole up in winter quarters in Texarkana, Tex., and spend about a month flashing up their equipment preparatory to taking to the road again in May. In the meantime they would like to read pipes from Doc and Babe Sherwin, Landrus, Happy Hanks, Joe and Rosie Wright and Toby and Bertha Shelton.

IT SEEMS THAT... Bob Posey isn't one of the tripod tribe who hibernates during the winter. A postal from Monmouth, Ill., reports that he's been hitting the road all winter long thru Arkansas, Texas, Oklahoma and Missouri. "Business has been pretty fair," says Bob, "and I'll be getting my share of the sales as I wander thru the Western and Northern sections of the country." Bob beams the fact that during all his meanderings he hasn't run into any of his old pals walsies and would therefore welcome a pipe or two from such characters as Harry Corry, Melvin Sproat, James L. Osborne, Goldie Brown, Tim O'Day, Artie Cohen and Slim Rhodes.

IT'S REPORTED... that Joe Mann is at his home, 1997 N. Second Street, Highland Park, Ill., recovering from a serious tumor operation that has affected his speech. He would like to hear from friends.

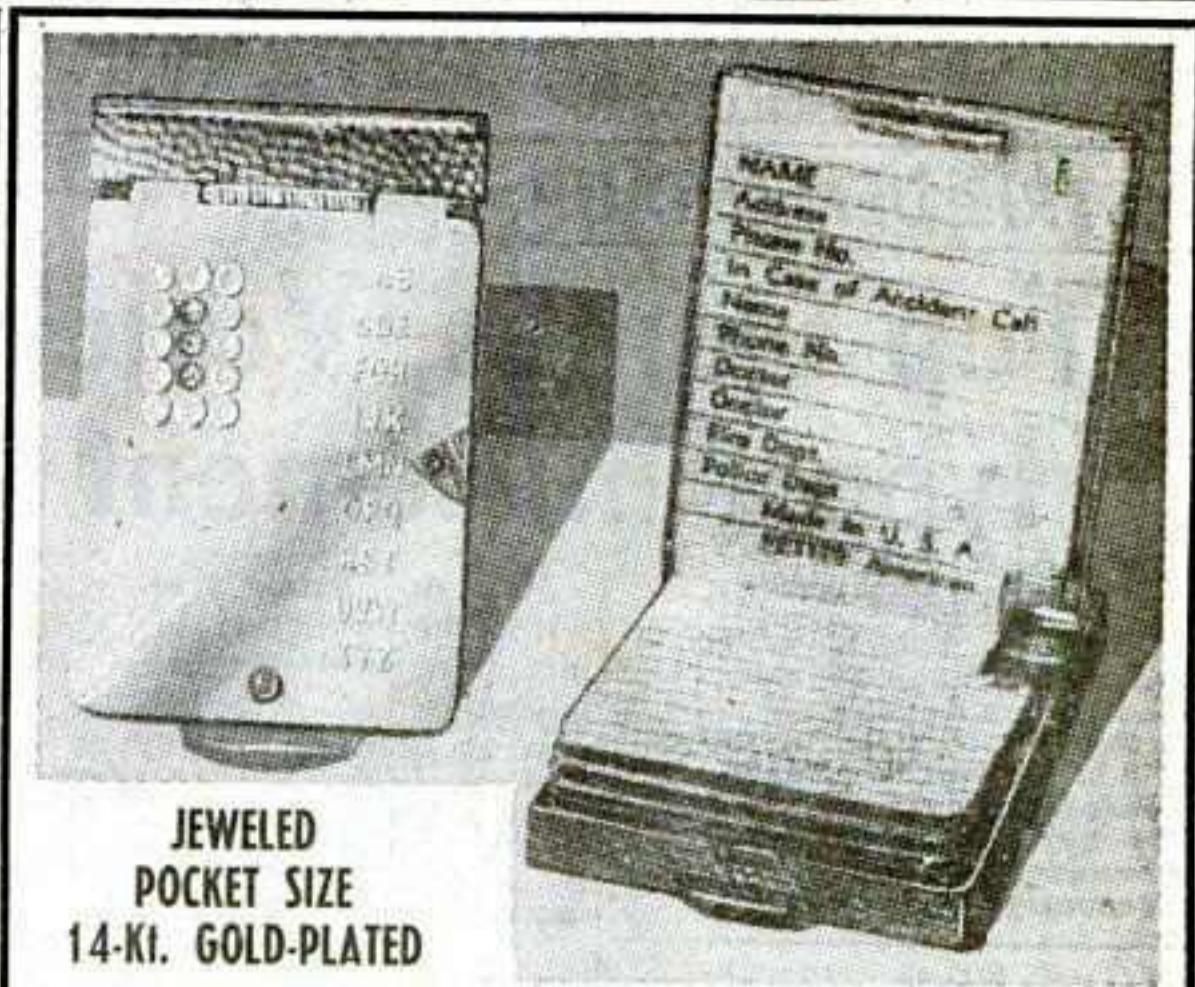
STEVE R. McCLAIN... from Wilmington, N. C., that he has been working the stock and spring vegetable markets in and around that area when he isn't holding down the bar in the local beer house. He also comes up with the news that W. L. (Joe)

## Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Cuttler & Company, New York, has a special closeout featuring a three-piece plier set which contains one linesman's slip joint and one long-nose and one diagonal plier. These pliers are made of finest drop-forged steel, company officials state. The sets are being sold at \$16.20 per dozen. . . . Clyde's, Provo, Utah, announces novelty bottle bracelets and earrings for the trade. The bracelet has miniature bottles of five different shapes and colors. The earrings are available in red, dark blue, light blue or black. Each comes in an attractive box. Samples of bracelet and one pair of earrings are offered at \$1.70. In quantity lots the bracelets sell for \$12.50 a dozen; the earrings at \$8.35 per dozen. . . . The first California Variety Show to be sponsored by Allied Exhibitors, Inc., Los Angeles, will be held May 9-12 at the Hotel Alexandria, Los Angeles, according to H. Wes Johnson, president. The show is being held on behalf of the independent and chain variety, drug and junior department stores. Husk O'Hare, owner of La Gren Products, Chicago perfume firm,

announces that his line of Bouche parfums is now available to demonstrators, pitchmen, agents and distributors. To such workers the company price is \$1.50 per dozen for the Bouche singles (1/4-ounce flagons in individual gold boxes) and \$4.50 per dozen for the Bouche trios (three 1/4-ounce flagons in a mammoth presentation box of gold). Such prices, says O'Hare, insure a good profit to workers. . . . Tolpin Products Manufacturing Company, Chicago, announces its catalog of Tiara hand-decorated china ashtrays seven inches in diameter. Each tray carries a distinctive and attractive picture, such as horses, dogs, old-time automobiles, flowers, wild-life, etc. All subjects are kiln-fired into a glaze and are packed 12 to a carton. They may also be used as a candy dish or wall plaque. The firm also offers five-inch trays trimmed in 22-kt. gold. They are packed two to a box and at a small extra cost may be used as an advertising or souvenir item. Tolpin also handles dinnerware and many other items such as china novelties, lamps and home accessories.



**JEWELLED POCKET SIZE 14-KI. GOLD-PLATED INDEX and POCKET SECRETARY**

A Gift Idea! Not engraver's item, ample room for engraving name or initials. The hottest gadget item in years. Holds an irresistible appeal to everyone. Smartly designed with 14 beautiful sim. jewels. Sturdy metal jacket that flips open automatically. Handy for addresses and phone numbers. Ruled and alphabetically arranged pages pop up to the exact letter of your choice. Wafer-thin, easy to carry in pocket or purse. Just press down and it flips open automatically to the names or references desired.

\$5.40 Doz. Min. order one doz. \$60 Gross plus postage

25% deposit on all orders, balance C.O.D.

**STERLING JEWELERS** 44 EAST LONG STREET COLUMBUS, OHIO

Phone ADams 4621 WRITE FOR CATALOG



**A PERFUME SENSATION!**

Full ounce bottle of **WORLD FAMOUS FRAGRANCE**—in bottle of distinctive design—and plush, gold-trimmed container

**\$35.00 VALUE EACH**

YOURS at \$2.50 each, or **6 for \$12.00**

**TREMENDOUS PROFIT OPPORTUNITY**

A big number for EASTER giving. Get busy now!

Assortment includes 6 Sibonne fragrances, resembling renowned nationally advertised perfumes. Satisfaction guaranteed or money back.

These Perfumes also available in 1 1/2-dram gold-top bottles—individually gift-boxed at \$7.00 dozen. Original fragrances sell at \$3 to \$6 per 1 1/2 dram.

Sample vial for customer demonstration sent free with order.

**ORDER YOUR FIRST SHIPMENT TODAY!**

**EXCLUSIVE IMPORT CO., 1139 S. Wabash Ave., Chicago 5, Ill.**

**Elegant Gold Finish CAST METAL BROOCHES**

**NEWEST JEWELRY MONEY-MAKER!**

They sell on sight! Heavy cast metal, highly polished brooches with safety catch pin back. Perfect badge board or souvenir item.

RETAILS FOR \$1.00 SAMPLE 25c Postpaid

WRITE FOR SAMPLES ON YOUR LETTERHEAD

**YOUR COST \$3.50 PER DOZ. ASST'D**

\$36.00 per gr. Cards imprinted free on 100 doz. orders.

**25% deposit with order, bal. C.O.D.**

**Mf'd by: ORGANIZATION SERVICES, INC.**

8061 GRAND RIVER DETROIT 4, MICH.

**SOMETHING NEW UNDER THE SUN**

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

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

Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 811

Name .....

Address .....

City..... Zone..... State.....

Occupation .....

Low subscription rates save you more than 20% on the newsstand price.

**NOW—IN CHICAGO . . .**

All Your Requirements in **NAME BRAND MERCHANDISE** from 1 Dependable Source!

Thousands of Nationally Advertised Items

**SAME DAY SHIPMENT ON ALL PHONE AND MAIL ORDERS**

**FREE! 1954 CATALOG!**

Check-full of wanted items, all handsomely illustrated. Catalog cover has space for imprinting your name and address. Confidential dealers' price list.

**STEINBERG ROSS CO.**

WHOLESALE ONLY

Dept. B-2 628 W. ROOSEVELT CHICAGO 7, ILLINOIS SEley 3-4740

**"BARGAINS"**

The only Tabloid Size magazine published that lists EVERY MONTH hundreds of sensational Bargains in—Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books.

- AT WHOLESALE prices
- Below wholesale
- Bankrupt, closeout merchandise Bargains
- Money making opportunities. Here's just a FEW SAMPLE bargains—
- \$16.50 perfume, 35¢ bottle
- \$2.00 gummed photo stamps, 65¢ a \$1.00 toys, 20¢ each
- 50¢ greeting cards, 7¢ box
- \$10 Men's toiletry sets, 60¢ set
- \$17.50 talking dolls at \$7.00 PLUS HUNDREDS of other terrific bargains!

**BIG Special Issue NOW OUT!** Save 50%—75% or more on many BIG BUYS! Stretch your BUYING DOLLAR! "BARGAINS" tells you WHERE & HOW to Buy over 100,000 items at the LOWEST PRICES! You can BUY BETTER, CHEAPER, NEWER Things every month! Subscription \$3.00 per year—SPECIAL INTRODUCTORY OFFER—\$2.00 for 1 year. (Money back if first issue doesn't please you!)

**TOWER PRESS, INC.**

P. O. Box 591-SP, Lynn, Mass.

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—P. U. S. H. ANIMAL Plastic Goods—HORSES—TOYS—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

72 PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today

**M. K. BRODY**

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOntree 6-9520 In Business in Chicago for 37 Years

**BIG FREE CATALOG**

- Jewelry, Watches, Housewares, Appliances & 1001 N. M. Brand Items.
- Space On Cover for Own Imprint.
- Sell the Nationally Advertised Brands Which Are Pre-sold for You!

**HARRY COHON & SONS, Inc.**

10698 Utica Ave., Brooklyn 3, N. Y. "TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

**RETRACTABLE BALL POINT PENS**

- Bank approved.
- Press button, it's open.
- Press clip, it closes.
- Guaranteed

**\$19.50 a gross**

**\$3.00 doz. for samples**

**EDWARDS MERCHANDISING CORP.**

104 East 23rd St. N. Y. C.

**TERRIFIC SELLING TRICK!**

"4 NICKELS TO 4 DIMES." No skill required! Magic Cap changes 4 nickels into 4 dimes!

SAMPLE—\$1.00 POSTPAID

WHOLESALE—\$10.00 for 2 doz. postpaid. Jobber's price—\$4.00 gross. F.O.B. factory. Remit with order.

**D. ROBBINS & CO.**

127-B W. 17 St. New York 11, N. Y.

**MAKE \$2 HR. SELL RA-GLO SIGNS**

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature.

**ALL ART SIGN CO.**

179 N. Wells St., Dept. 43, Chicago 6, Ill.

**JOBBER—DISTRIBUTORS**

EXTRAORDINARY VALUES FOR CARNIVAL & CONCESSION TRADE

**EXTRA LARGE SCOTTY DOG**

21"x17", Real Fur, Black and Asst'd. Colors—\$21.00 Dozen.

2 Doz. Order ..... **\$19.50 doz.**

Immediate Delivery Or Until April 1

240R 28" High, High Grade Plush UPRIGHT RABBIT with hand embroidered nose and mouth. Full sized.

per dozen ..... **\$24.00**

20" Plush UPRIGHT RABBIT—full sized.

per dozen ..... **\$13.50**

No Extra Charge for Samples.

36 Pieces (Real Fur & Plush) RABBITS and sample of SCOTTY..... **\$37.50**

FOB, N.Y.C., 25% dep., C.O.D. If not rated, FREE 32-Pg. Catalog. Ask for CARNIVAL and CONCESSION closeout lists. Send today!

**ACE Toy Mfg. Company**

122 W. 27th St. N.Y. 1, N.Y.

**ATTENTION, ALL COIL WORKERS**

Coils Price \$56.00 Per Gross

**HAROLD NEWMAN**

Orders shipped same day as received. PHONE—WRITE—WIRE

**UNIVERSAL IGNITION CO.**

4754 N. CLARK STREET Shop Hours: 9 to 5 CHICAGO 40, ILLINOIS Shop Phone: LOngbeach 1-3499 Residents Phone: LOngbeach 1-4983



## DISTRIB DEMAND UP

# Top Games, Variety Subjects Hypo Amusement Game Act

By TOM McDONOUGH

CHICAGO, Feb. 13.—A combination of outstanding games and wide variety has spurred activity in the coin-operated amusement field in the past five weeks. This fact was confirmed Friday (12) by a spot check of distributors in key cities throughout the country.

## TWO PETES

### Exhibit Plans First Output Of Twin Ride

CHICAGO, Feb. 13.—Distributors of Exhibit Supply were notified by Art Weinand, sales manager, that the firm will soon start delivering a new Pete the Rabbit ride which permits two youngsters to ride simultaneously for a dime.

The new coin kiddie ride has two rabbits mounted on a single base. Among its features are: Retractable casters, National slug rejector coin chute; twin molded glass fibre bodies, plus several unusual safety features which protect children and add appeal for parents and location owners. Weinand stressed production would be limited and on a first come, first serve basis.

### Capitol Begins Production on Slide Viewer

NEW YORK, Feb. 13.—Capitol Projectors this week went into production on its new slide viewer, the 3-D Pix, Leo Willens, Capitol executive, said the unit will list for about \$300, with initial production of 100 a month.

The unit may be set at either nickel or dime play; running time is one minute, with eight pictures shown. Dimensions are 68 inches high, 22 inches deep and 19 inches wide. Weight is about 85 pounds. The unit has a flashing light display front.

Feature of the 3-D Pix is the picture belt, which contains four shows of eight pictures each. The color pictures are enclosed by glass and framed in steel; no part of the photo is exposed.

While the photos may be removed individually, the general practice is to remove the belt and replace it with another when a program change is desired. Cost to the operator for changing belt is his old belt and \$5.

### New Wash. Op Firm

WASHINGTON, Feb. 13.—Michael Bushdid and Michael Loewinger have organized B & L Coin Devices, Inc. Bushdid formerly operated Michael Enterprises, a music machine firm. The new company operates venders, photo machines, juke boxes and games.

### Binks Distributors Plan First Zipper Shows

CHICAGO, Feb. 13.—At least seven distributors of Binks Industries, Inc., will hold operator showings of the Zipper counter game beginning Tuesday (23). President Mel Binks announced. The seven are: Conat Sales, New York; Double U Sales, Baltimore; Advance Automatic Sales, San Francisco; Dan Stewart Company, Salt Lake City; Culp Distributing Com-

pany, Oklahoma City; Williams Distributing Company, Memphis, and Commercial Music Company, Dallas. Zipper is a five-ball game with in-line, competitive and high score. It weighs approximately 21 pounds and measures 17 by 12 by 9 inches. The game has a single coin chute which accepts pennies, nickels, dimes and quarters.

Most distributors frankly admitted they were surprised at the recent spurt in business with advent of the year because of general economic conditions in various fields which indicated there might be some rough going in the initial quarter of 1954. Many had prepared for it by increasing their sales forces.

**Change Tune**  
In the Midwest, and particularly Chicago, Kansas City, St. Louis, distributors reported that many of the operators—wary that conditions might slow up, purchased new game models on a token basis the first two weeks of the year. However, when they found earnings on the new shuffle, five ball, gun and novelty games were well above average—even for newly located games—they came right back and stepped up their repeat orders sharply. Southeast, West Coast and New England area representatives related similar incidents.

Naturally, the upsurge in interest and receipts has resulted in a contagious optimism thru all levels of the industry. Distributors have increased their demands on the factories and the factories have had to revise their

## Coin Machine Tax Take Down in 6-Month Period

WASHINGTON, Feb. 13.—Lower yields from the federal excise taxes on amusement and gaming coin machines, tobacco and sugar were reported this week by the Internal Revenue Service in its tally for the first six months of the 1954 fiscal year, which began July 1. However, the IRS attributed the lower take chiefly to a change in its method of collecting excises, whereby practically all the taxes are paid quarterly instead of monthly. The new system went into effect this fiscal year, and payments for the second quarter of fiscal 1954 are not due until the end of January.

The tax on coin-operated amusement devices yielded \$4,987,000 in the first six months of fiscal 1954, a decline of 1 per cent from the same period in 1953. The December take from this tax amounted to \$91,000, down \$16,000 from December, 1952. The six-month yield from the tax on coin-operated gaming devices amounted to \$7,819,000, down almost 18 per cent from the first six months of fiscal 1953, while in December this tax brought in \$126,000, down \$50,000 from December, 1952.

Tobacco taxes yielded a total of \$803,723,000 in the first six months of the current fiscal year, a decline of almost 5 per cent from the same part of fiscal 1953. The tax on cigarettes brought in \$769,426,000 in this period, down 5 per cent

estimates of a run or make additional releases.

### The Line Up

Currently, the factories are producing the following units:

Bally—Ice Frolics, a five-ball game with in-line scoring.

Binks—Zipper, counter model five-ball game with in-line scoring.

Chicago Coin—Criss Cross and Advance Bowlers, both shuffle games. Will soon release a new type baseball game.

Evans—Saddle & Turf, club model spin table.

Genco—Match Pool and Shuffle Pool, shuffle games played like regulation pool. Also The Invader and Sky Gunner, gun games, and Treasure Chest, upright playfield five-ball game.

Gottlieb—Lovely Lucy, five-ball novelty game.

Keeney—Bonus and Mainliner Bowlers, shuffle games with bowling subject.

Seeburg—Coon Hunt, a Ray-O-Lite skill gun game.

United—Leader and Chief Shuffle Alleys, shuffle games with bowling background, and Havana, five-ball in-line scoring game.

Williams—Super Pennant Baseball, a baseball novelty game with replay or novelty features, and 9 Sisters, a five-ball novelty game.

### Baltimore Ops Hold Annual Banquet, Dance

BALTIMORE, Feb. 13.—A capacity crowd of over 600 operators, distributors and factory representatives, attended the sixth annual banquet and dance of the Amusement Machine Operators' Association of Greater Baltimore. It was held Sunday (7) at the Lord Baltimore Hotel.

Irving Goldner, association president, said the fete was the best attended. An additional 200 would have been present if the facilities had been available, he pointed out.

Among those present from Chicago amusement game factories were Bill Bolles, of Binks Industries, and Jack Nelson, Bally Manufacturing Company.

### Bally Holds 2 Ind. Schools

SOUTH BEND, Ind., Feb. 13.—Two Bally service schools were held in Indiana this week—both under the direction of Bo Breither, chief field engineer for the factory.

The first was held at Bally Sales & Service, here Tuesday and Wednesday (9-10). Later in the week the school moved to Automatic Amusement Company, Evansville.

Operators and servicemen attending the schools were enthusiastic over Breither's program, which stressed schematics, mechanism service and preventative maintenance for recent Bally games—particularly the new Ice Frolics model.

### SPOT NEWS IDEA JELLS

CHICAGO, Feb. 13.—The coin machine division of The Billboard will inaugurate a new trade feature in the February 27 issue.

It will consist of an up-to-the-minute summary of trade developments regarding new products, appointments of distributors and key staffers, new addresses and new firms.

Thru the use of this feature, coinmen will be able to note virtually at a glance the spot news of the week and read the details at their leisure.

## Calendar for Coinmen

February 26-27—National Automatic Merchandising Association sectional meeting, covering Georgia, Florida, Alabama, Mississippi, Tennessee and North and South Carolina, King and Prince Hotel, St. Simons Island, Ga.

March 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

March 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.

March 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

March 19-20—NAMA sectional meeting, covering Pennsylvania and New Jersey, Hotel Hershey, Hershey, Pa.

March 20-21—Music Guild of Nebraska, quarterly meeting, Kearney.

## SHUFFLE GAMES

### Fla. Ops Establish Weekly \$\$ Minimums

MIAMI, Feb. 13.—Shuffle game operators affiliated with the Amusement Machine Operators' Association of Dade County took a step this week which may set a pattern for the industry in the rest of the country.

The operators voted to establish the following scale of guaranteed weekly minimums: On first-class games, \$20; second-class, \$15, and third-class, \$10. The action became effective immediately, said AMOA president Willie Blatt.

The new system, which closely parallels the guarantee scale on juke boxes prevalent here for the past two years, is necessary if shuffle game operators are to continue in business on a profitable basis, Blatt said.

### Cite Reasons

"With new games costing in the neighborhood of \$700 apiece and machines being put on the market with increasing rapidity, it becomes necessary to get front money or operate at a loss. Shuffle games are becoming increasingly popular, and location owners are demanding the newest equipment. In order to meet this demand, the operator must have some assurance of a guaranteed income from each and every spot if he is to be able to meet the notes on the new equipment that he buys."

Blatt recalled that front money for juke boxes was obtained in the same manner a few years back. "We explained to the location owner that we would be glad to provide him with the finest equipment but that he had to co-operate in seeing that we were able to pay for the new pieces. We also educated him to the point where he realized that top equipment invariably produces top play and that he, too, stood to gain. I feel that the same results will be accomplished with shuffle games."

### Harry Binks Passes Away

OAK PARK, Ill., Feb. 13.—Funeral services were held Tuesday (9) for Harry D. Binks, 69, who passed away Saturday (6) following a brief illness.

He was the father of Mel Binks, owner of Binks' Industries and served in an advisory executive capacity with the amusement game manufacturing company. Previously the two had been associated in Universal Industries and later in the United Manufacturing Company.

The elder Binks was best known, perhaps thru his affiliation with the internationally known Binks Manufacturing Company, a firm founded by his father in 1890 and headed by Harry D. Binks from 1910 thru 1929. While the latter was the firm's chief executive, he developed several pieces of equipment which aided the progress of engineering and paint application. Among the most important were compressors for commercial garages and the Binks Spray Gun.

Interment was in Mount Emblem Cemetery in suburban Elmhurst. Survivors include his widow, Louise; two sons, Harry L. and Melvin J.; two daughters, Mrs. David W. Hall and Mrs. Walter W. Hiss Jr.; four sisters, Mrs. Louis Oldenburg, Mrs. Alex Hassell, Mrs. William Meyer and Mrs. Glen Chester; six grandchildren and two great grandchildren.

Blatt said that one-year written agreements would be used in signing up shuffle game locations under the new scale of guaranteed minimums. Above the guarantee, the split may be either 50-50 on the balance, or a stipulated sum above the guarantee for the location.

## German Distrib Predicts New Game Expansion

CHICAGO, Feb. 13.—Despite the embargo on French coin machine imports, Western European coinmen expect major advances by the operating end of the trade in the near future.

This opinion was voiced by Alfred W. Adickes, executive of Nova Apparate-Gesellschaft M.B.H., Hamburg, Germany, during conferences with Chicago game and music machine manufacturers here this week. (For detailed story on Adickes background and juke box business see Music Machine Section.)

Adickes sticks strictly to the importing and distributing end of the industry. He has field representatives in seven countries—Denmark, Sweden, Norway, Switzerland, Belgium, Holland and Germany.

Altho games have been the strongest item in the coin-operated amusement business to date, Adickes stated the recent surge of ride popularity in Western Europe has developed much new interest in kiddie equipment.

The type of games enjoying good location followings include counter machines, skill gun games, five ball units and shuffle games.

## Liquor Board Bans Games in Ohio Taverns

COLUMBUS, Feb. 13.—State liquor officials this week ordered all types of pinball games out of locations where liquor or beer is sold. The games must be removed by February 20, according to Anthony Rutkowski, State liquor director.

The surprise order followed in the wake of a decision last week to prohibit bingo-type games (The Billboard, February 13).

In Cincinnati, there were reports operators and distributors might seek an injunction to restrain liquor enforcement agents from interfering with games pending a court test of the liquor board ruling.

Cincinnati has issued licenses for 1,054 games. An estimated 70 per cent of these are located in places which sell liquor or beer.

The liquor board ruling grew out of a court case in Wauseon, O., which resulted in the State Board of Liquor Control suspending the permit of a tavern in which a bingo game was operating.



SPECIAL OFFER!

by EXHIBIT SUPPLY CO. WATCH FOR TWIN PETE THE RABBIT (Limited quantity available)

Sales tax reports for 1953 showed Florida gross receipts were nearly \$832,000,000, 14.9 per cent higher than in 1952.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

DISPLAY CLASSIFIED Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Parts, Supplies & Services

Stamp Folders direct from manufacturer: unlimited quantities, immediate delivery.

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS, BOUGHT AND SOLD

Cast Iron Stands \$4.25 ea.; 6 or more \$4 ea. Top Plates for 2 Venders, \$1 ea.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 44¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25.

Ball Gum, 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb.

KING & CO. Direct Factory Distributors for Northwestern Venders and PX Cigarette Venders. 2702 W. Lake St., Chicago 12, Ill.

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save: steel cabinet, modern design, coin rejector; write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets.

Agents-Dealers Distributors

Victory Folders—50¢ per M, F.O.B. Brooklyn, Send order to 2008-12 Utica Ave., Brooklyn, New York.

Help Wanted

Experienced Coin Machine Service Man; small town northern Ky. Write giving experience and salary desired. Box 699, The Billboard, Chicago 1, Ill.

Routes for Sale

Established route of 35 juke boxes and 15 assorted games in one of the fastest growing areas in the U. S. Bennett & Foutz, 106 E. Main, Farmington, N. M.

Florida route; latest victrolas and amusement equipment; established 18 yrs. down payment \$20,000, balance 5%. Box 689, The Billboard, Chicago 1, Ill.

Phonograph and game route; will pay for itself in 18 months; \$80,000; 1/3 down; owner must move south. Box 697, The Billboard, Chicago 1, Ill.

Wanted to Buy

Cigarette, Candy and other Vending Machines; any make, size, model or condition, give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

Financially responsible party wants juke box route, with or without games; 50 to 100 stops; in Central Florida only. Box 671, The Billboard, Chicago 1, Ill.

Standard Metal Typers; state condition mechanically and otherwise; your lowest cash price. A. T. Snyder, Wilton, Conn.

Victor Toppers Wanted—Any quantity; give full details. Box 670, The Billboard, Chicago 1, Ill.

50 to 100 Mercury Counter Grippers; must be reasonable and good; quote. Rex Campbell, Mechanicsville P. O., Virginia.

WANT TO BUY

Coin Machine and Music Route in Florida. Prefer Central or Southern section. BOX M-47 c/o Billboard Cincinnati 22, Ohio

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending Machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Camera Chief Machines—3 dimensional color, like new, \$9 each; Arcade equipment, gum, nut machines, scales, counter games. Collins Shows, Kearney, Neb.

Candy Machines—Martin 7 col. (converted \$1, \$40, refinished; 6-18 National, 102 capacity, refinished, \$69.50; Stoner pre-war junior, refinished, \$95, all with base. Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.

Cigarette Machines—Bargains just off location. Let us know what make and model you need. Central Vending Machine Service Co., 3967 Parrish St., Phila. 4, Pa. EV 6-4244.

Cigarette Machines, quarter operation Uneeda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; National 6 column Candy Bar Machine, \$45; Statler 9-column Cookie Machine, \$30; DuGrenier 5, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Cigarette Machines—Uneeda A, 9 col., 1 king-size, 25¢ operation, good finish, \$47; DuGrenier 5, 7 col., refinished, 25¢ operation, \$32; National 6-30, refinished, 25¢, \$27; Eastern Electric, 8 col., refinished, all coin, \$99.50. Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.

For Sale—Approximately 135 Pulver 1c tab gum machines, as is, \$199.50 for lot. Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.

For Sale—Just off location, 1c Master Novelty Vendors, \$5 each; 1c Model "D" Advance Ball Gum, \$3.50 each; lots of 25 only. Paul Thomas, P. O. Box 1771, Jackson, Miss.

Pokerino, completely rebuilt, with coin chute inside; natural finish; only \$95 each. James Travis, 264 N. 3d St., Millville, N. Jer.

Photo Machines, Recorders; all types Arcade equipment at operators' prices. Wanted Chicoin Trainers, Sky Gunners. Photo Vend Co., 5400 Cullom, Chicago 41. Telephone Mulberry 5-5788.

6 used 10c Mini-Pop Popcorn Machines—Sacrifice closeout, \$35 each, plus \$10 crating charge, or will trade: three, like new, Popcorn Warmers, \$32.50 each; 3 Hamilton Weighing Scales for \$100; send for free list. Trade Vending Machines, 3121 Strathmoor, Toledo 14, Ohio.

SHUFFLE GAMES

NEW KEENEY BONUS BOWLER KEENEY PACEMAKER KEENEY MAINLINER CHICAIN CRISS CROSS CHICAIN ADVANCE BOWLER UNITED LEADER UNITED CHIEF

"First-Conditioned" Shuffle Games UNITED CLASSIC OLYMPIC 350 CASCADE 315 STAR-10TH FRAME 295 STAR & PLAYER 245 OFFICIAL S.A. 215 (MATCH) 215 SUPER 4 PLAYER 175 DELUXE & PLAYER 175 5 PLAYER with Formica 135 5 PLAYER with Formica 115 4 PLAYER with Formica 115 4 PLAYER 95 KEENEY

QOMINO 6350 CARNIVAL 350 CLUB BOWLER—10 PLAYER 295 10 PLAYED TEAM 265 BOWLER 165 SUPER DELUXE 125 6 PLAYER 125 HIGH SCORE LEAGUE BOWLER 125 BIG LEAGUE BOWLER 85 CHICAGO COIN 10th FRAME DBL. \$365 6 PLAYER MATCH 275 6 PLAYER HI SCORE, flyaway pins, form top 135 6 PLAYER HI SCORE, w' stationery pins, form top 105

WANTED United SHOWBOAT CIRCUS RODEO TROPIC TAHITI Late Used GOTTLIEB 5-BALLS

GOTTIEB New-Lovely Lucy 115 GUY-DOLLS \$175 Quintette 190 Coronation 165 Chinatown 160 Skill Pool 150 Wild West 145 Niagara 145 Hit 'n' Run 140 Globe Trotter 135 Rex Bowl 135 Mermaid 125

All Str. Bsktbl. 115 Joker 95 Dble. Feature 85 Rockettes 85 Triplets 80 Knockout 69 King Arthur 65 Dble. Shuffle 65 UNITED Utah 59 Atacade 39 Carolina 39

Stardust 9 39 Ramona 39 Baby Face 39 WILLIAMS Sweepstakes \$195 Shoot Moon 120 Jalepy 120 Shoe-Shoe 120 Maryland 49 Gizmo 35 CHICAGO COIN King Pin \$115 Fighting Irish 75

Football 465 Thing 45 Majors of '49 45 Grand Award 35 Trinidad 35 Catalina 35 Thrill 35 GENCO Springtime \$8 South Pacific 69 Tri-Score 69 Camel Caravan 69 Harvest Time 65 1-2-3 45 Puddinhead 39 Scrawball 35 EXHIBIT Shantytown \$85 Babop 45 Playtime 45



IT'S THE TRUTH! "FIRST" EQUIPMENT IS FIRST WITH OPERATORS!

ARCANE NEW EXHIBIT SPACE GUN GENCO INVADER ABY CHALLENGER "First-Conditioned" EX. REINDEER \$395 EX. SPACE GUN 225 SEEBURG-SHOOT THE BEAR 199 EX. JET GUN 175 CHI COIN BAS. KETBALL CHAMP 175 EX. GUN PATROL 165 TELEQUIZ, w/film 115 CHI COIN 4 PLAYER DERBY 150 CHICKEN SAM 75 RIFLE RANGE 75 CHI COIN GOALEE 75 UN. TEAM HOCKEY 85 EXHIBIT DALE GUN WMS. QUARTER- 65 BACK 10 Col. 155 CHI COIN HOCKEY 55

BINGO 5 BALLS

NEW Bally ICE FROLICS United HAVANA "First-Conditioned" BALLY Dude Ranch 5425 Yacht Club 295 Beach Club 375 Beauty 315 Palm Beach 235 Frolics 235 Atlantic City 195 Coney Island 145 Spotlight 115 Bright Spot 145 Bright Lights 95

VENDING KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR Easy to Service. Quicker Loading. Greater Profits.

CIGARETTE VENDERS FACTORY REBUILT—LIKE NEW—25c Operation—King Size Cols. DuGren. W's, 9 Col. \$115 DuGren. Champions, 9 Col. 125 Natl. 9-30's, 9 Col. 130 Natl. 9-50's, 9 Col. 145 Rowe Royals, 10 Col. 145 Rowe Presidents, 10 Col. 155 Uneeda Elec., 9 Col. 125

MERCHANDISE BOARDS

Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 and up. Satisfaction absolutely guaranteed.

5 BALLS

Football 465 Thing 45 Majors of '49 45 Grand Award 35 Trinidad 35 Catalina 35 Thrill 35 GENCO Springtime \$8 South Pacific 69 Tri-Score 69 Camel Caravan 69 Harvest Time 65 1-2-3 45 Puddinhead 39 Scrawball 35 EXHIBIT Shantytown \$85 Babop 45 Playtime 45

FIRST DISTRIBUTORS

Joe Kline & Wally Finke 1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

NEW LOW, LOW PRICE!

BERT LANE MUSICAL MERRY-GO-ROUND

COIN BOX ON CENTER POST ... nothing sticks out. New model ... same Bert Lane quality

NEW Fiberglass horses NEW galloping ride ABSOLUTELY noiseless NEW self contained coasters SAFE No overhang—no squeeze SPECIAL restacking 12-record player TOP ride—TOP demand everywhere

Smaller Floor Space ... only 42" Diameter

THE BERT LANE CO., Inc. 372 N. E. 61st ST. MIAMI, FLORIDA PHONE 84-2635

New MUSICAL MERRY-GO-ROUND the REAL Kiddie KAROUSEL

Best Construction New Type Continuous Music Top Chain Store Locations Available A Few Distributorships Available

TEXAS KIDDIE RIDES COMPANY 3500 S. JENNINGS FORT WORTH, TEXAS

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted. Please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under: Agents and Distributors Wanted Help Wanted Parts, Supplies and Services Positions Wanted Routes for Sale Used Coin-Operated Equipment Want to Buy

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch. Display Classified Regular Classified

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard: Gentlemen: Run this in your "Market Place" as indicated below: Next 6 issues Next 4 issues Next 3 issues Next issue only Payment enclosed Bill me (on 3 or more issues only) Name Address City Zone State



## MEDIOCRE LOCATIONS OUT

### Steady Growth, Newer Machines Reported in German Juke Business

CHICAGO, Feb. 13.—Distributors and operators in Germany and other European countries are finding the juke box business a rapidly rising industry, reported Alfred W. Adickes, managing director of Nova Apparate-Gesellschaft M.B.H., Hamburg, Germany, who visited here this week.

Adickes, who has field representatives in seven European

countries — Germany, Sweden, Norway, Denmark, Belgium, Switzerland and France, plans activities in two more, said that he was amazed at the speed in which the 45 r.p.m. machines had taken hold throughout most of the European countries. He pointed out that less than a year ago these newer machines were virtually unheard of in those markets, and yet today they not only have a strong foothold but threaten to dominate the field in the near future.

When asked about the future of juke boxes in Germany, Adickes said, "There can be no doubt of this present growth continuing. All indications show operators, distributors and the general public warming up to the coin-operated phonograph."

The present import duties in Germany are fixed at 21 per cent and are levied on the cost of the equipment and the shipping charges. Adickes said, however, that the rate would probably be lowered if present activity throughout Germany continued.

"The problem of operating is considerably different in my country than over here," Adickes said. "An operator in Germany must be satisfied with only the best locations. There can be no such thing as a mediocre spot. With money being tighter, there are fewer persons able to spend nickels in the jukes."

"But we have our good spots

too," explained Adickes. "There is a location in Hamburg called the Shark that boasts of over 40,000 plays in the last four months. The juke box goes continually for 22 hours a day, shutting down only long enough for the place to be cleaned."

European distributors are shifting to newer machines. The reason for this, Adickes explained, was that there had been some trouble with second-hand equipment and because of the increased interest in the 45 speed records. The ratio of 78's to 45's is now about 90-10, but Adickes predicted that within a year it should be about 50-50.

Juke box production in Germany is also rising. Today there are four well-known manufacturers producing machines—Wiegand, Ton-A-Mat, Goliath and T. H. Bergman & Company, and a few others preparing to enter the field.

Adickes, who entered the coin machine business over 27 years ago, was probably the largest U. S. exporter in the game field before World War II. He strongly believes that the future of the juke box business in Europe lies in teen-agers, and he is continually trying to build up this group patronage.

The firm of Nova Apparate handles kiddie rides, vending equipment and games in addition to juke boxes.

### S. D. Assn. Makes Plans For 3-State Op Meeting

YANKTON, S. D., Feb. 13.—Members of the South Dakota Phonograph Association have begun plans for one of the largest quarterly meetings in their history.

Operators from Nebraska and Minnesota will be invited to attend, with results of the Music Operators of America convention highlighting the event.

Mike Imig, director and past president of the association, said that the meeting would be held either during the last week of May or the first week of June. Imig, who will be host at the get-together, added that the Charles Gourney Hotel had been selected for the meeting.

Also on the agenda will be discussions of the dime play movement. It was reported that about 20 per cent of the operators in South Dakota, specifically in the northern section of the State, had already made the jump and were doing well. In other sections of the State, night club spots were also changing to the dime. Cafe locations, which have permitted operators to go to dime play were also reported to be doing better.

#### DISK PANEL

### 'Wax Fax' TV Show Proves Operator Aid

DENVER, Feb. 13.—Phonograph operators throughout this area are finding the new TV program, "Wax Fax," a big help in picking new record releases for their jukes.

The program, presented each Sunday at 5 p.m. on Station KBTU, is emceed by Bob Schreiber and sponsored by the Nides Appliance Company.

Schreiber invites a four-man panel, representatives of major record companies, to rate the tunes. Ratings vary from one to 25 points. In the event a record is rated 100, with each man rating the tune 25, it receives heavy promotion from distributors, operators and deejays in the area. The tune is classified as a "guaranteed hit."

Along with the record representatives, a weekly guest, usually a top entertainer appearing in town, is presented on the show.

### Wis. Op Assn. Holds Meeting In Milwaukee

MILWAUKEE, Feb. 13.—A large delegation of members of the Wisconsin Phonograph Operators' Association attended the quarterly meeting at the Eagles Club here last Monday (8).

The main topic of discussion was copyright legislation, with Clint S. Pierce, president and moderator, leading the group. Other subjects brought up included expected participation in the MOA convention, local problems, committee plans for increasing membership, and ideas for increasing juke patronage.

From the enthusiasm shown by operators attending the meeting, there is little doubt that this year's MOA convention will see more Wisconsin operators than ever before.

### Conn. Distrib Ties in Juke With Premiere

HARTFORD, Conn., Feb. 13.—Mac Perlman, of Atlantic-Connecticut Corporation, Seeburg distributors in this area, this past week used the Connecticut premiere of United Artists' "The Joe Louis Story" as a means of building a stronger juke box following.

Perlman, who had a promotional tie-up with Community Amusement Corporation, had a juke box in the lobby of the Star Theater playing the film tunes for a full week before the premiere and also during the engagement.

### Close Stewart L. A. Offices

LOS ANGELES, Feb. 13.—The local office of the Dan Stewart Company, distributors in Southern California for the Rock-Ola Manufacturing Corporation, were closed last week. Stewart has headquarters in Salt Lake City where he also represents Rock-Ola.

J. Raymond Bacon, vice-president of Rock-Ola, said in Chicago this week that an announcement of a new distributor for the Southern California territory would be made in the next three weeks.

### Wurlitzer Distributors Hold 48-Selection Drive

NORTH TONAWANDA, N. Y., Feb. 13.—Beginning Monday (15), distributors of the Rudolph Wurlitzer Company will begin an all-out sales campaign of Wurlitzer 1600's and 1650's, Bob Bear, sales manager of the phonograph division, announced.

Bear said that there were many locations throughout the country where a 48-selection juke box is still ideal. He mentioned smaller eating places where customers usually stop in for a quick snack; taverns that cannot justify newer multi-selection boxes, and locations where older machines were

#### ROUTE PROBLEM

### Juke Location Rentals Aired by Florida Ops

MIAMI, Feb. 13.—Are juke boxes on a rental basis, with a subsequent guaranteed weekly income, desirable for the operator? Two ops here make out a strong case, for and against the rental practice.

Jack Lipsiner, Coin-Operated Service, strongly opposes rentals for two basic reasons: (1) He contends that once the operator turns over the key to the location owner, the latter is in effect operating the machine as tho he were its actual owner; (2) the operator tends to neglect his route when many of his machines are on rental, because he knows his income is assured. This in turn brings a drop in play.

"In short," says Lipsiner, "rentals strip the operator of his enthusiasm for his route and he loses the incentive to think of ways and means of stimulating juke box play."

Willie Blatt, Supreme Distributors, who has 25 per cent of his spot on rental, had this to say: "I think rentals are fine, provided they are used in the right places—that is, where play is normally too low to warrant paying front money but where the location owner wants and needs music and is willing to dip into his pocket to help pay for it."

"One thing it does in these sub-marginal spots," adds Blatt, "is let you know where you stand on a year-round basis. You know you can count on so much a week from rental spots 52 weeks of the year."

In replying to one of Lipsiner's anti-rental arguments, Blatt declared that as far as he was con-

cerned, rental locations get exactly the same treatment as others in regard to record changes and prompt service.

"From the standpoint of the location owner," Blatt stated, "he is getting full value from the \$10 or \$15 a week he pays for the rental. For one thing, it enables him to attract more trade and, in the case of a bar, induces his customers to linger a while with a consequent increase in their spending. And, if the location owner is a live wire, he'll drop some of his own coins into the machine during slack periods and encourage others to do the same. In this way, not only will the music not cost him a penny but he will wind up at the end of the week making money on the juke box."

### Colorado Op Reports 10-Cent Hike Big Aid

DURANGO, Colo., Feb. 13.—Roy Kiser, veteran operator in this area, reported this week that his gross collections had increased 25 per cent since mid-1952, when he switched to dime play.

Kiser said that but for a slight lag immediately following the change-over, volume remained at the normal level.



FOLLOWING a meeting of the members of the Automatic Phonograph Manufacturers' Association, N. Marshall Seeburg was elected president for the coming year. (The Billboard, February 13.)

### Chicago Assn. Backs Shrine Hospital Fund

CHICAGO, Feb. 13.—Ray Cunliffe and Phil Levin, of Recorded Music Service Association, report that operators are backing the Shrine Hospital fund for crippled children 100 per cent.

At the last association meeting, Cunliffe read a letter from Sellman C. Schultz, vice-president of Decca Distributing Company, who is general chairman of the 12th annual Shrine drive, urging operators to reserve a block of tickets to the circus, proceeds going to the fund.

Nearly 200 tickets have already been purchased for the matinee performance February 28.

In addition to buying the tickets, the association plans to present all the operators' children with presents.

Recorded Music began its public relations program over four years ago and has since been one of the leading associations in the country in drives of this sort. Plans for donating a sum for the Boy Scouts of America are also underway.

### Canadian Aids Jury Program

TORONTO, Feb. 13.—For the first time in its five years on the air, "Juke Box Jury," a program devoted to the prediction of the success of records on juke boxes, had an actual music machine expert as its guest.

He was Reg Gilchrist, head of the company which bears his name and Canadian distributor of the Seeburg. Gilchrist explained to the panel of three deejays the workings of the mind of the juke box owner, and pointed out to them that juke boxes contribute more to the success of a record than does any other form of promotion.

He said the operator usually has a new disk on the machine at least two weeks before anyone else knows about the record.

#### How It Works

The program heard weekly on Saturday nights over 30 stations of the State-owned Canadian Broadcasting Corporation, selects four or five records, representative of the latest releases, and made up of both instrumental and vocal numbers.

These records are played then, and the deejays and their guest make their comments and guess what success the records will have. According to producer Ken (Continued on page 77)

### Juke Box Play Holds Steady In Utah, Colo.

DENVER, Feb. 13.—Juke box operators in resort and small mining towns in Utah and Eastern Colorado are apparently not feeling the "tight money" reported in most metropolitan areas, according to Mike Savio, head of Draco Sales, here.

Savio, accompanied by Ray Sanderson, head of Ray's Music Company and the Wurlitzer distributor in this area, spent most of January touring the Rocky Mountain territory around Salt Lake City, and reported that juke play seemed to be steady.

### Canadian Ops Schooled on Juke Service

HALIFAX, N. S., Feb. 13.—A series of instructional classes on juke box mechanisms and service repair methods was held here this week by Siegel Distributors, distributors in this area for Wurlitzer, for operators from Nova Scotia, Prince Edward Island, New Brunswick, New Foundland and Labrador.

The classes were arranged by Andre Paquette, who is in charge of maintenance and repairs for Siegel's main office in Montreal.

### 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:

2 DANCE BANDS ENTER BUSINESS. Tutti Camaratta's Commanders and the new Phil Brito ork, both record favorites, are entering the dance band business (Music department).

NEW TALENT INKED FOR 'X'. Jimmy Hilliard, Label "X" records' a.&r. head has laid out ambitious plans for the new label future and has signed up a flock of new talent (Music department).

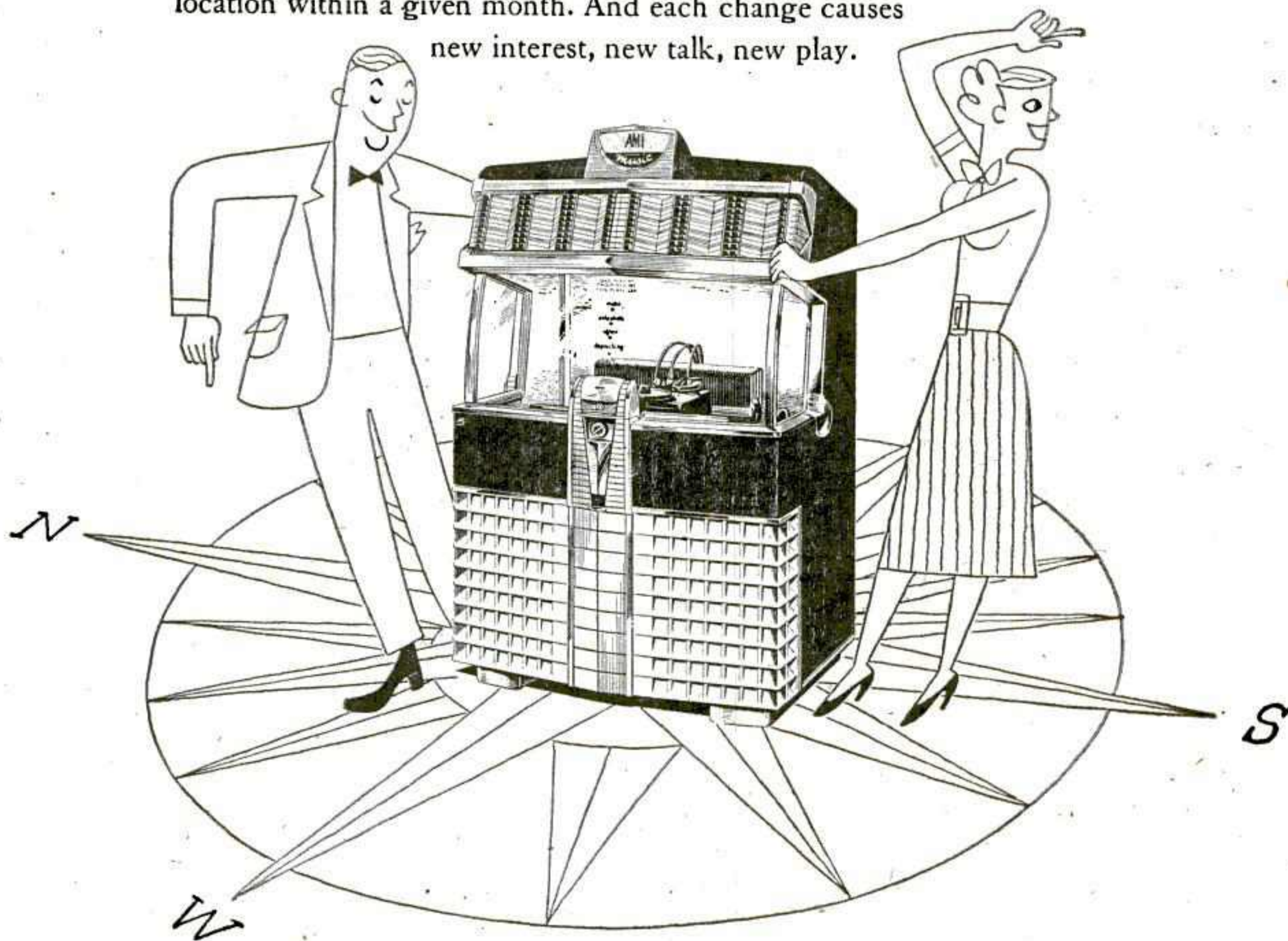
PUBLISHER PROMOTION SET. Fox and Columbia to tie in on band music disks (Music department).

And many other informative news-stories as well as the Honor Roll of Hits and pop charts.



THE  
Human Urge  
TO MOVE  
Furniture Around

is delightfully served by the "E's" multi-faceted beauty,  
interesting lines, and intriguing appeal from every visual angle.  
It's not unusual to find it in four different positions in the very same  
location within a given month. And each change causes  
new interest, new talk, new play.



**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



### George S. Glen Dies

LAGUNA BEACH, Calif., Feb. 13.—George S. Glen, 77, retired, Salt Lake City man, passed away this week after a heart attack.

Glen, who was president and founder of the Glen Bros. Music Company, is survived by his widow and twin sons.

Admen of every kind  
Endorse The Billboard as a  
**TOP SELLING FORCE**

## Trade Directory

For ready reference, here is a guide to new products, new firms, and office and personnel changes from The Billboard, February 13.

### New Equipment

Coffee vender, Coffee-Teria, United Industries, Detroit.  
Cracker vender, Hav-A-Snak, Lehigh Foundries, Inc., Easton, Pa.

Gun game, Coon Hunt, J. P. Seeburg Corporation, Chicago.  
Shuffle Game, Deluxe Mainliner, dime and three games for a quarter play, J. H. Keeney & Company, Inc., Chicago.  
Shuffle game, Leader Alley, dime and three games for a quarter play, United Manufacturing Company, Chicago.  
Shuffle game, Chief Alley, dime and three games for a quarter play, United Manufacturing Company, Chicago.  
Shuffle game, Match Pool, Genco Manufacturing & Sales Company, Chicago.  
Five-ball game, Lovely Lucy, D. Gottlieb & Company, Chicago.

### Distributors

Conat Sales, New York, covering East Coast for Binks Industries, Inc., Chicago.  
Sam Taran, Miami, covering Florida, Mexico and Cuba for Riteway Sales, New York.

### Associations

Automatic Phonograph Manufacturers' Association elected N. Marshall Seeburg president.

### Personals

Ed Wurgler joined the Rudolph Wurlitzer Company as assistant to the president.  
Roy F. Waltemade, vice-president of the Rudolph Wurlitzer Company, assumed additional duties as manager of the North Tonawanda division.  
H. F. (Pete) Malloy resigned from National Automatic Merchandising Association to become sales manager of Lyons Industries, Inc., New York.  
Raymond E. Jennison was appointed regional and area activities committee head of the National Automatic Merchandising Association.  
Robert Guggenheim, Karl Guggenheim, Inc., New York, was appointed chairman of the manufacturers' committee for 1953-'54 of the National Association of Bulk Vendors.

## Set Minthorne Used Mch. Dept.

LOS ANGELES, Feb. 13.—Minthorne Music Company, distributors of Seeburg music machines and gun games and Williams and Chicago Coin amusement equipment, announced the addition of a used machine department this week. Move was made to further expand the firm's facilities for operators in the area.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

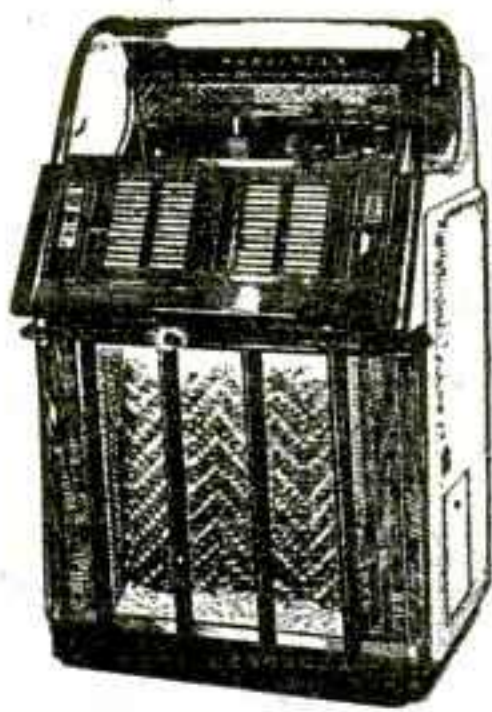
	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23
<b>AMI</b>				
Model A.....	\$139.00 139.50	\$139.00 139.50	\$139.50 149.00	\$139.50 149.50
	159.95 175.00	160.00	160.00 175.00	169.00 175.00
	195.00 199.50	195.00(2)	250.00	250.00
Model B.....	229.50 269.00	229.50 275.00	229.00 275.00	229.50 275.00
	299.50 300.00	300.00	325.00	299.50
Model C.....	279.50 289.95	275.00 279.50	279.50 280.00	279.50
	299.00 325.00	280.00 325.00	325.00(3)	325.00(2)
	350.00			
Model D-40.....	399.50	399.50 425.00	399.50 425.00	399.50 425.00
	425.00(2)	450.00	450.00(2)	
Model D-80.....	439.50 495.00	439.50 525.00	439.50 495.00	439.50 495.00
	525.00		525.00	
<b>CHICAGO COIN</b>				
Band Box.....	139.00	139.00		
<b>EVANS</b>				
Constellation.....	325.00	325.00	325.00	450.00
2045.....				
<b>MILLS</b>				
Constellation.....	125.00	125.00	125.00	
<b>RISTAUCRAT</b>				
12 Selection.....	79.00	79.00	79.00	79.00
<b>ROCK-OLA</b>				
Fire Ball 45 RPM.....	469.50 475.00	469.50 475.00	475.00	475.00 550.00
46.....			125.00	125.00
47.....			165.00	165.00
48.....			250.00	250.00
1422.....	79.00 89.00	79.00 99.50	79.00 99.50	79.00
	99.50	104.00	104.00	
1426.....	99.00 109.00	99.00 119.00	99.00 119.00	99.00
1428.....	189.95			195.00
1432.....	275.00	295.00	295.00	
1434.....	375.00 395.00	395.00(2)	395.00(2)	395.00
52-50.....	429.95			
1947.....	125.00	125.00		
1948.....	250.00	250.00		
<b>SEEBURG</b>				
Hideaway.....	125.00	125.00	125.00	
M 100 A 78 RPM.....	449.95 450.00	450.00 474.50	450.00 475.00	449.00 450.00
	465.00 495.00	475.00 495.00	495.00	495.00(3)
M 100 B 45 RPM.....	535.00			500.00
				595.00(2)
M 100 C.....				695.00
146.....	64.50 99.00	95.00 99.50	95.00 99.50	74.50 79.50
	99.50 135.00	135.00	135.00	99.50
M 146 Hideaway.....				50.00 74.50
M 146 M Hideaway.....	79.00	79.50	79.00	79.00
M 148 Hideaway.....				185.00
H 246 Hideaway.....				75.00
47.....	99.50	99.50	99.50	
146 M.....	79.00	79.00 115.00	79.00 115.00	99.00
146 S.....		115.00	115.00	
147.....	109.50 129.00	109.50 125.00	109.50 125.00	75.00 79.50
	165.00	165.00	165.00	89.50 109.50
	109.00	109.00 135.00	109.00 135.00	129.00
147 M.....				
147 S.....				
148.....	195.00	150.00 195.00	150.00 195.00	99.50
148 M.....	189.00	195.00	195.00	
148 ML.....	159.50 199.00	159.50 215.00	159.50 215.00	159.50
148 SL.....	159.00	159.00	159.00	159.00
1946 Hideaway.....	89.50	89.50	89.50	75.00
1947.....				89.50
1947 Hideaway.....	99.50	99.50	99.50	99.50
1948 Hideaway.....	109.50 165.00	109.50 165.00	109.50	109.50
<b>WILLIAMS</b>				
Music Mite.....	90.00			25.00
<b>WURLITZER</b>				
Colonial.....		89.00		25.00
600 K.....	25.00			
700.....		50.00		50.00
750.....			89.00	89.00
750 E.....	29.50			
1015.....	89.95 99.00	97.50 99.00	99.00 99.50	94.50 99.00
	99.50 150.00	99.50 125.00	125.00(2)	99.50(2) 100.00
		150.00	150.00	125.00(3)
				150.00
1017 Hideaway.....	89.50 99.00	89.50 119.00	89.50 119.00	89.50 100.00
1080.....	125.00	125.00	125.00	125.00 150.00
1100.....	189.50 199.95	189.50 215.00	189.50 215.00	189.50 194.50
	219.00 250.00	219.00 250.00	219.00 250.00	219.00 229.00
			275.00	250.00(3)
				300.00
1217.....	249.50 269.96	249.50 260.00	249.50 260.00	249.50 275.00
1250.....	295.00 325.00	295.00	295.00 325.00	325.00(2)
1400.....	429.50 449.95	429.50	429.50	429.50 495.00
				550.00

For the best  
**"TRADE-IN"** deal  
you ever had ...



**Come in TODAY!**  
LET US TELL YOU HOW MUCH  
YOUR TRADE-INS ARE WORTH ON  
WURLITZER 1600's and 1650's

A large choice of finishes and colors available. 45 r.p.m. or 78 r.p.m. 48-selection phonographs... AT SAVINGS YOU NEVER SUSPECTED!  
Stocks are limited... Act Fast... When Our Present Supply Is Gone, This Sale Is OVER! Come in and talk to us about TRADE-INS on units you want to replace. You'll be Pleasantly Surprised... and Rewarded!  
**SEE US TODAY!**



## COMMERCIAL MUSIC CO., Inc.

1415 So. FLORES ST.  
SAN ANTONIO, TEXAS

1501 DRAGON STREET  
DALLAS, TEXAS

## How Was Your Timing on...

# "FROM THE VINE CAME THE GRAPE"

THE HILLTOPPERS  
DOT 15127

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a  
**Billboard  
BEST BUY**

**JANUARY  
13, 1954**

Title Strips  
Ready for Top  
Juke Profits

**JANUARY  
13, 1954**

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

Yermie Stern Title Strip Co.  
2 E. 45th St., New York 17

Date.....

Please start sending me..... title strip cards of Billboard's "Best Buys" to cost \$..... for 3 full months. Payment is enclosed.

Name.....

Address.....

City..... Zone..... State.....

**Cancer  
strikes  
one in  
five**

**STRIKE BACK**

*Give to Conquer Cancer!*

**AMERICAN CANCER SOCIETY**



# WE'RE TRADING

## High Wide and Handsome

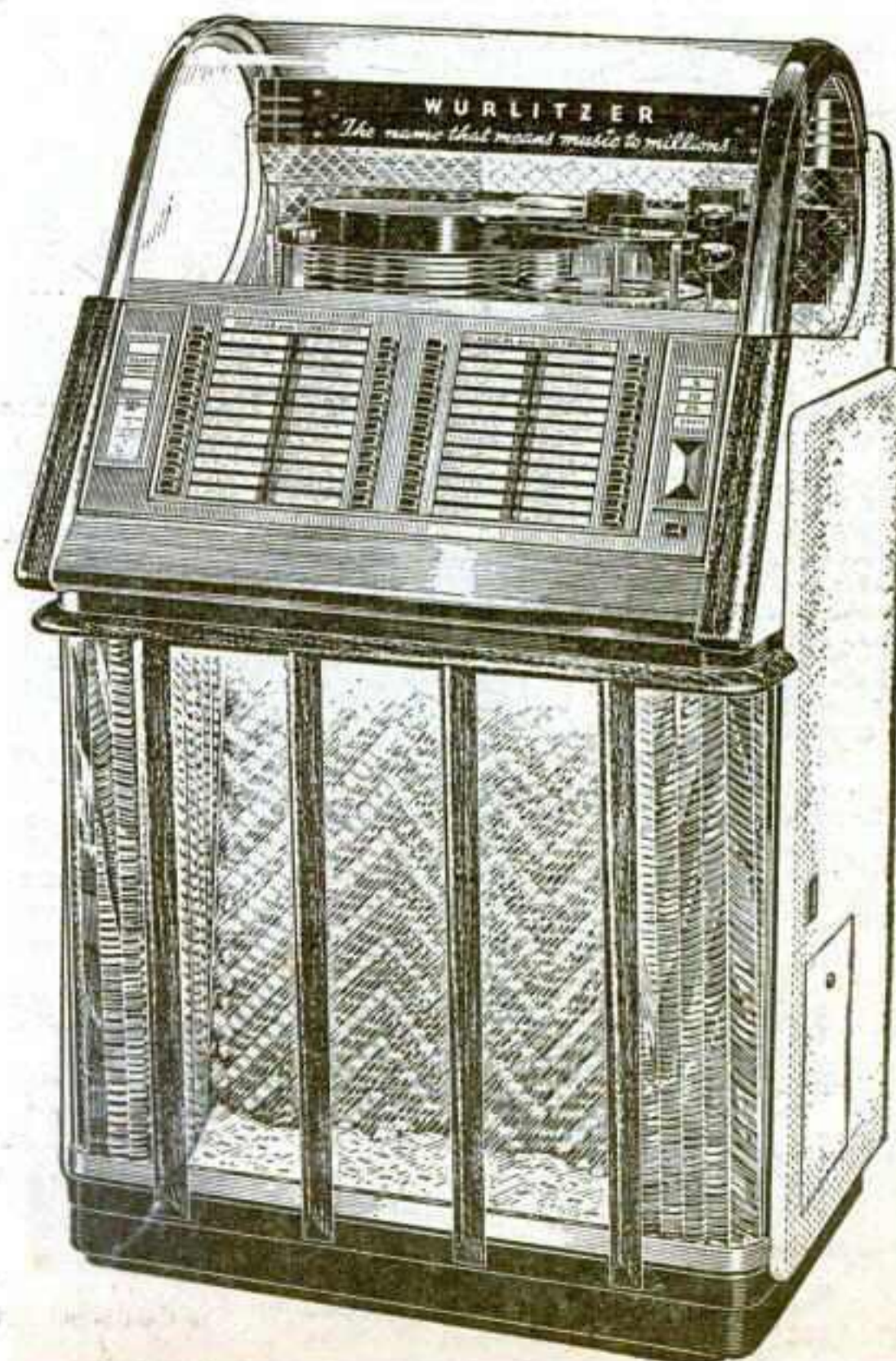


**UPGRADE YOUR ROUTE WITH WURLITZER 1600s  
AND 1650s AT TREMENDOUS SAVINGS**

Here's your chance to trade up to brand new 48-selection phonographs with terrific deals. See your Wurlitzer Distributor TODAY. Get amazing quotations on the equipment you want to turn in. Drive away with 1600s and 1650s new in the crate. They'll step up your take in any location. They'll go fast so act quick. This is the deal of a lifetime.

YOUR *Wurlitzer* DISTRIBUTOR  
HAS **THE TRADE** FOR YOU

**SEE HIM TODAY!**





# Coinmen You Know

## Washington

**Meyer Gelfand**, of the G. B. Macke Corporation, reports that the firm has taken over operation of Spacarb of Washington. The deal was concluded late in January and covers beverage, ice cream, coffee and juice machines. The number of machines taken over was not disclosed, but Spacarb had been a strong competitor of Macke. On the personal side, Meyer and his wife recently held a house-warming to enable friends and business associates to view their new home.

Westway Vending, headed by **Sid Lotenberg**, keeps busy building up routes. Business is steady, says Sid. . . . **James Bowen**, head of Kwik Kafe, of Washington, lists two good reasons for the increase in business—cold weather and high-priced restaurant coffee. Bowen adds that his coffee product is constantly improving, and he feels confident that collections will continue to mount.

**Michael Bushdid**, who formerly operated under the name of Michael Enterprises, has joined forces with **Michael Loetwinger** (see separate story).

## Los Angeles

**Ray Moloney**, president of Bally Manufacturing Company, visited in Palm Springs before taking off to Las Vegas and Chicago. . . . **Herman Pastor**, Mayflower Novelty Company, Milwaukee, was in town last week.

**Paul and Lucille Laymon**, of the Paul Laymon Company, were busily getting their famed rose garden in shape for spring on week-ends. **Charles Daniels**, of the Laymon firm, reports excellent operator reception to Bally's new Ice Frolics.

**Gary Westby** spending two weeks here at the Badger Sales Company's service school, before taking off for Lima, Peru. The

Westby family was the first to introduce coin-operated games and music in that country.

**Al Silberman** and President **Bill Happel**, of Badger, making tentative plans for their summer jaunt to Europe. . . . **Hank Tronick**, general manager at Minthorne Music Company, reports the successful showing of Seeburg's new game, Coon Hunt. . . . Minthorne firm has added a complete line of high fidelity component parts to its 200 Selecto-Matic unit, with **George Mahlum** reporting a sizable increase in the company's business. . . . **Johnny Ketchersid**, Artesia, a coin-row shopper this week. . . . Other ops along the row included **Ken Arnold**, Blythe; **Walter Henning**, Costa Mesa; **Joe Tomulonis**, Banning; **Joe Boll**, Twenty-Nine Palms; **Jack Faust**, Santa Ana, and **Lela Smith**, of Barstow.

## Chicago

Local distributors and operators reported game and juke interest strong and many factories had a steady run of visitors during the week. . . . At First Distributors **Joe Kline** stated new and used game sales were moving well and the operator traffic was brisk. His partner, **Wally Finke**, back on the job after a severe cold sidelined him for a couple of days the week before, found merchandise sales steady.

Empire Coin Machine Exchange also was a busy spot this week with **Howard Freer**, **Stanley Levin**, **Vince Shay** and **Gil Kitt** pressed to keep up with orders and phone calls from operators. The firm has refurbished one of its showrooms.

At World Wide Distributors game and juke sales were steady, according to **Fred Skor**. **Len Micon** reported operator acceptance to the Rock-Ola line was mounting steadily and repeat business was good. **Joel Stern**, Skor stated, sold several new and used games during the week.

**Fred Minter**, Automatic Phonograph Distributing Company, returned to his sales post this week after a week in the hospital. **Boss Mike Spagnola** said AMI activity was satisfactory and deliveries were being expedited.

**Bill Bolles**, Binks Industries, returned from a fast trip to Baltimore where he attended the Baltimore operators annual fete. **Mel Binks** was visited by several out-of-towners this week. Among them was **Lou Wolcher**, Advance Automatic Sales, San Francisco.

## New York

**Sam Kresberg**, president, and **Mel Rapp**, vice-president of APCO, were at the Pepsi-Cola convention in New Orleans this week exhibiting the complete line of SodaShoppe cup drink venders. After the convention they visited the Miami office, with Rapp going on to Chicago on business, and Kresberg returning to the New York office. **Ed Burg**, Runyon operating division executive, loaned a juke box to the Stanley Theater, Jersey City, N. J., for use in the lobby with all proceeds going to the March of Dimes. Runyon had a similar arrangement with a Morristown, N. J., theater last week.

**Irv Hotzman**, Flushing Music, is back from Florida. . . . **Morris Zegelbone**, Long Island Music, and **Lou Price**, County Enterprises, are both hospitalized. . . . **Al (Senator) Bodkin**, Forest Hills Music, is vacationing in Florida. . . . **Mac Polay**, Casino Music, is back from a Cuban vacation.

**Nat Cohn** will show the Zipper counter game Monday (15) at his 10th Avenue showrooms. . . . **Mr. and Mrs. Barney Sugarman**, Runyon Distributors, and **Mr. and Mrs. Dave Stern**, Seacoast Distributors, left this week for Florida vacations. Sugarman's son, **Nat**, a sophomore at Bucknell University, visited his parents here before they left.

**Murray Kaye**, Atlantic-New York, reports heavy operator interest in the new Seeburg Coon Hunt. . . . Visitors on 10th Avenue this week were **Mrs. Lupe Macarelli**, Catskill, N. Y., and **Tony Greco**, Greco Brothers, Glasco, N. Y. . . . Seacoast Distributors last week held a service school for local Rock-Ola operators. **Frank Schultz** was in from the Chicago factory to assist **Charlie Reissner**, local service manager, at the sessions. . . . **Harry Berger**, West Coast Distributors, is looking for a music route. . . . **Ray Kooman**, A&K Vending, Little Ferry, N. J., is currently operating games and music, and plans to expand with cigarettes.

**Attention, Operators,  
on the Lookout for  
New Profit Tips . . .**

Here's how

# THE BILLBOARD 1954 MOA CONVENTION ISSUE HELPS YOU THREE TIMES!

### ONCE!

Your copy of Billboard, reaching you BEFORE the MOA Convention, contains dozens of timely features and reference listings designed to help you select and operate more profitable locations.

### TWICE!!

During the MOA Convention (Chicago, March 8 thru 10), The Billboard will be distributed to the convention's full attendance. You'll be able to use your copy as a who's who and where-to-find-it convention directory . . . you'll find its calendar of events helpful and time-saving.

### THREE TIMES!!!

Take your Billboard back with you after the MOA Convention is over. It's your surest and best means of remembering all the happenings and news. If you can't attend the convention, and remain at home, The Billboard is your convention-in-print!

**DON'T MISS IT!**

Dated—MARCH 6

Distribution Begins—MARCH 2

### Note to Advertisers:

Because operators get extra value from The Billboard's MOA Convention Issue, there's lots of extra sales power for you in this first great music-record issue of 1954. Prepare some strong-selling advertising now — don't miss out!

Advertising Deadline—February 25

Contact your nearest Billboard office TODAY!

- Chicago
- New York
- Cincinnati
- St. Louis
- Hollywood



For the best  
**"TRADE-IN"** deal  
you ever had . . .



**Come in TODAY!**

LET US TELL YOU HOW MUCH  
YOUR TRADE-INS ARE WORTH ON  
**WURLITZER 1600's and 1650's**

A large choice of finishes and colors available. 45 r.p.m. or 78 r.p.m. 48-selection phonographs . . . AT SAVINGS YOU NEVER SUSPECTED!

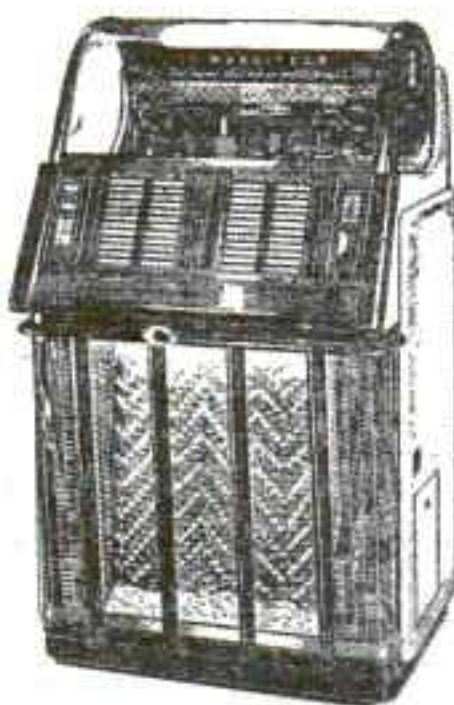
Stocks are limited . . . Act Fast . . . When Our Present Supply Is Gone, This Sale is OVER! Come on in and talk to us about TRADE-INS on units you want to replace. You'll be Pleasantly Surprised . . . and Rewarded!

SEE US TODAY!

WE EXPORT  
• Pin games  
• Music machines



JOE ASH



**ACTIVE Amusement Machines Co.**

666 N. Broad Street Philadelphia 30, Pa.  
Phone FRemont 7-4495

"You can ALWAYS depend on Active ALL WAYS!"

any sore

that

does not heal

. . . is the first of the seven commonest danger signals that may mean cancer. . . but should always mean a visit to your doctor.

The other six danger signals are—1 (above) 2 A lump or thickening, in the breast or elsewhere 3 Unusual bleeding or discharge 4 Any change in a wart or mole 5 Persistent indigestion or difficulty in swallowing 6 Persistent hoarseness or cough 7 Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society

**AD MEN** of every kind ENDORSE  
**THE BILLBOARD**  
as a top  
selling force



## Dime Minimum Gains Ground In Miami Area

MIAMI, Feb. 13.—Joe Mangone, of Mangone & Mangone, and Willie Blatt, of Supreme Distributors, reported this week that the trend among operators to convert to two tunes for a dime, six for a quarter, is gaining ground.

Those operators who have already converted in whole or in part report they are now winding up with an average take slightly higher each week.

Both Mangone and Blatt said that they were using decals on all their machines, aiding the dime minimum move. The decals are being distributed by the Amusement Machine Operators' Association of Dade County. Both agree, however, that in locations which cater to teen-agers, the move has not been so successful.

The decal in yellow and black, points out that the juke box will not operate on nickels.

## Readies Kit To Convert 78's to 45's

WEST LOS ANGELES, Calif., Feb. 13.—A kit for converting Seeburg Select-O-Matics 100 A from 78's to 45's and selling for approximately \$100 is soon to be made and sold here.

The kit, said to be a series of approximately 15 parts, is to be made in the shops of the D. W. Price Corporation here, with Nels Nelson, main designer of the device, named to handle sales.

The feature of the kit is that the 78's can be converted to 45's without drilling of holes and without tapping or sawing. The mechanism can also be reconverted to 78 by replacing the removed parts.

Price declared that tooling and dies are soon to be ready with the kit to go into production by March 15.

## 90-Day Delay Granted In Detroit Racket Trial

DETROIT, Feb. 13.—A legal move to delay the trial of the alleged juke-labor racketeering case for 90 days was granted this week in Recorder's Court.

The trial, involving eight defendants—coin machine operators, officials of the Teamsters' Union and night spot owners—was postponed from February 8 to May 10. The case resulted from a congressional

## Highest Team Series Hit in Chi Op League

CHICAGO, Feb. 13.—An all-time team high series in the Automatic Phonograph Bowling League was set last Monday night when the team of Decca Coral rolled a score of 2,504. The Decca Coral keglers won all three games, closing the gap between their team and the first-placers, Oomens Sons, to 1½ games.

The five members of the Decca Coral team and their scores were: Frank Dutomase, 507; Joan Wojciechowski, 370; Tony Ignoffo, 555; Eddie Walker, 541, and Leo Suchacki, 531.

The league bowls Monday nights at the Fireside Bowl and consists of 12 mixed teams.

Following are the teams and their standings at the two-thirds mark:

	W	L
Oomens Sons	44	22
Decca Coral	42.5	23.5
Western Automatic	36	30
Paschke Phono	35	30
ABC Music	33	33
Melody Music	33	33
Atlas Music	33	33
Star Music	30.5	35.5
Gillette Distribs	30	36
B & B Novelty	28	38
Mercury Records	27	39
Coven Music	24	42

Iz Oomens holds high individual series for the season among the women with 515. Irv Cairo holds high among the men with 621.

## N. J. Guild Sets Annual Dinner For April 10

NEWARK, N. J., Feb. 13.—The Music Guild of New Jersey will hold its 17th annual banquet April 10 at the Military Park Hotel here, Dick Steinberg, MGNJ executive secretary, announced today. Harold Chasen and Herman Halperin have been named co-chairmen for the event.

The Guild executive board held its first meeting of the 1954 season Thursday (11), with the following men named committee chairmen: Ed Burg, membership; Jules Rosoff, labor; Joseph Lederman and Harry Goldman, conversions; Harold Halperin, trade practices, and Harold Chasen, registration.

Steinberg will represent the Guild at the annual convention of the Music Operators of America in Chicago March 8-10.

Steinberg will represent the Guild at the annual convention of the Music Operators of America in Chicago March 8-10.

## Miami Distrib Falls Victim Of Press Error

MIAMI, Feb. 13.—R. J. (Bob) Norman, manager of the Southern Music Distributing Company, has come in for a barrage of criticism which he says is unjustified.

It all started when The Miami Herald ran a feature story on juke boxes, based on an interview with Norman. A sentence in the article, which jolted music operators, read: "Some (juke box) locations, it is said, gross as much as \$100 a week per juke."

Hardly had the newspaper hit the street when Norman's phone started ringing.irate operators wanted to know where those \$100 stops were.

The harried Norman now wants everyone to know that he didn't tell The Herald reporter that at all. What happened was that after the interview, Norman thought it would be a good idea to provide the reporter with some background material in the form of a few trade publications. Included was a copy of a magazine of December, 1953, which carried the erroneous statement.

Norman says the national average for juke box operators is below \$10, which is pretty much the case in the Miami area except on machines where guarantees are agreed upon.

## Canadian Aids

• Continued from page 72

Dalziel they have been 75 per cent correct.

The panel is made up of Dick McDouglass, who is partial to jazz; Elwood Glover, who is partial to anything heavy on the strings, and Byng Whittaker, who is strong on the blues.

The guest is usually a name artist making an appearance on the local stages during the current week. But union rules create one major weakness of the program, the fact that no musician may appear. The guest list is strong on vocalists.

The show aired at 8 p.m. EST, Saturdays, is taped usually on Thursdays, and Dalziel is responsible for the selection of the disks.



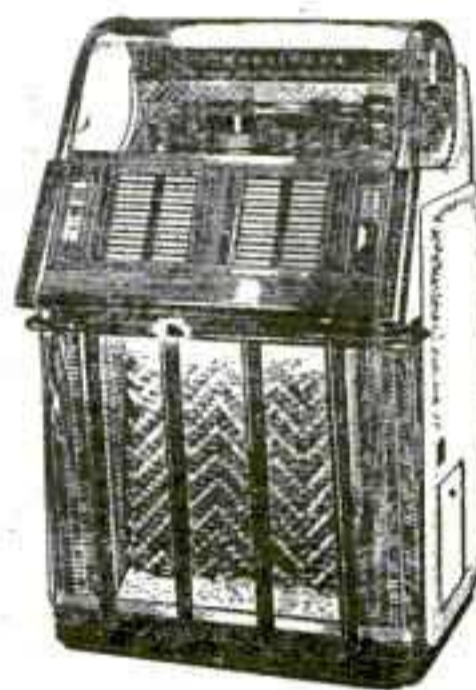
## Come in TODAY!

LET US TELL YOU HOW MUCH YOUR TRADE-INS ARE WORTH ON WURLITZER 1600's and 1650's

A large choice of finishes and colors available. 45 r.p.m. or 78 r.p.m. 48-selection phonographs... AT SAVINGS YOU NEVER SUSPECTED!

Stocks are limited... Act Fast... When Our Present Supply Is Gone, This Sale Is OVER! Come on in and talk to us about TRADE-INS on units you want to replace. You'll be Pleasantly Surprised... and Rewarded!

SEE US TODAY!



## ANGOTT DISTRIBUTING CO.

2616 Puritan Ave. Detroit 21, Michigan



Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

## 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

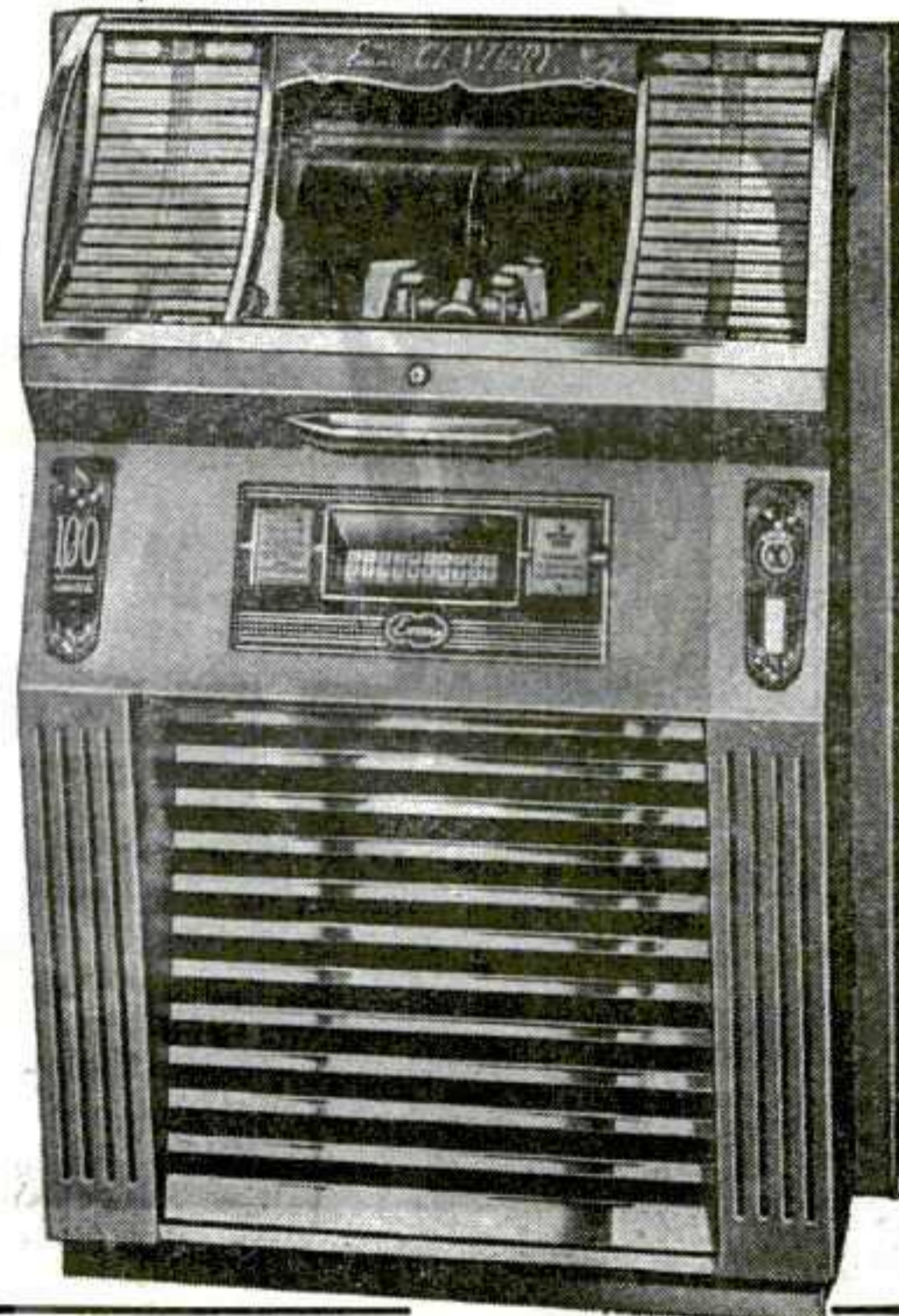
100-SELECTION CENTURY

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 Avenue

Chicago 7, Illinois

## SMASH!

Seeburg M100A... \$350.00

First Come! First Serve!

WRITE - WIRE - PHONE

1/3 down, balance C.O.D. Export inquiries invited

## MUSIC SYSTEMS, INC.

CLEVELAND, OHIO  
2600 Euclid Avenue  
CHerry 1-3801

TOLEDO, OHIO  
1302 Jackson  
Main 6192

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!



# ROCK-OLA

## Comet 120 Selections

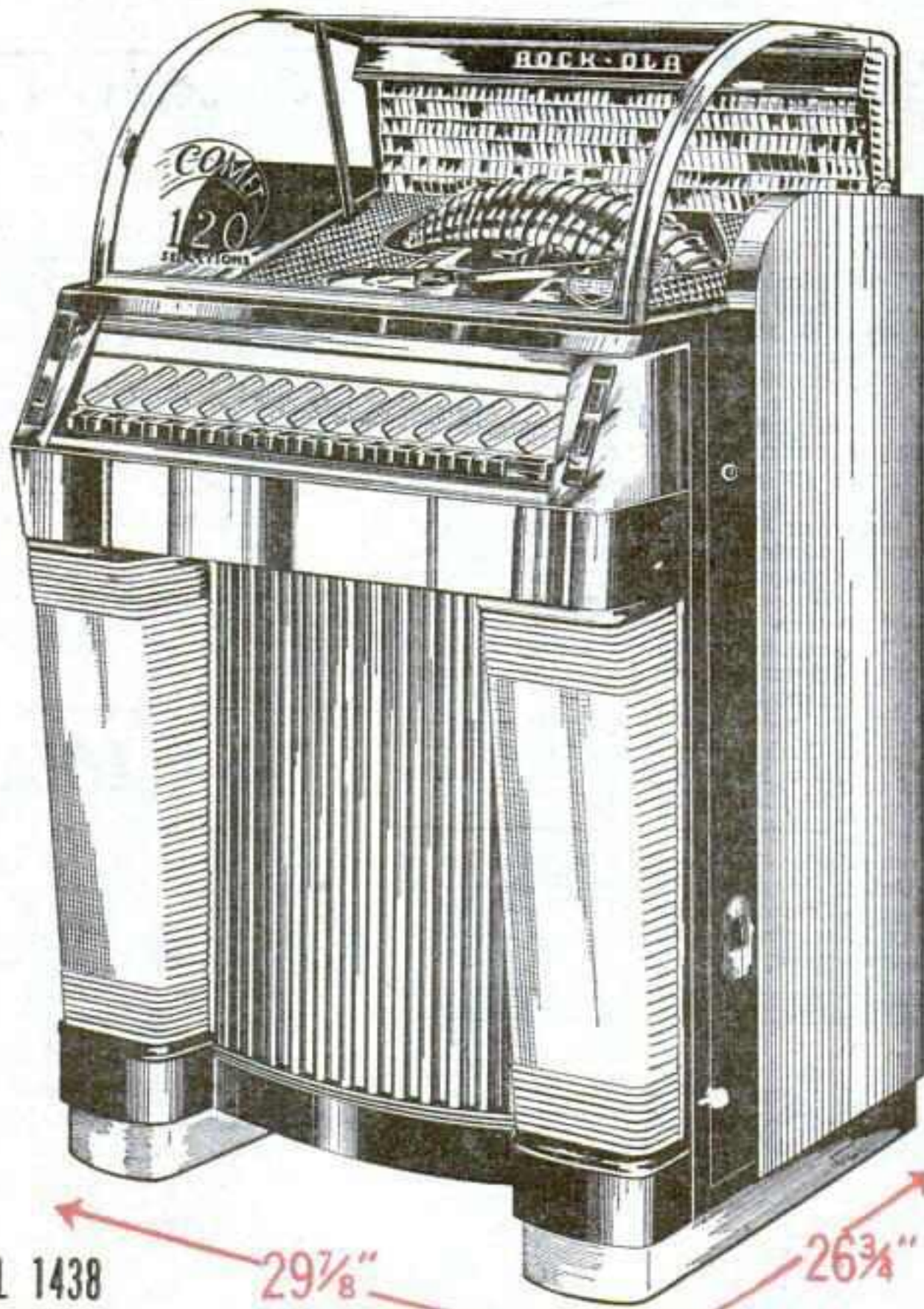
The world's smallest multi-selection phonograph with the world's newest mechanism!



MODEL 1546

Chrome Cover Wall Box with 120 Selections

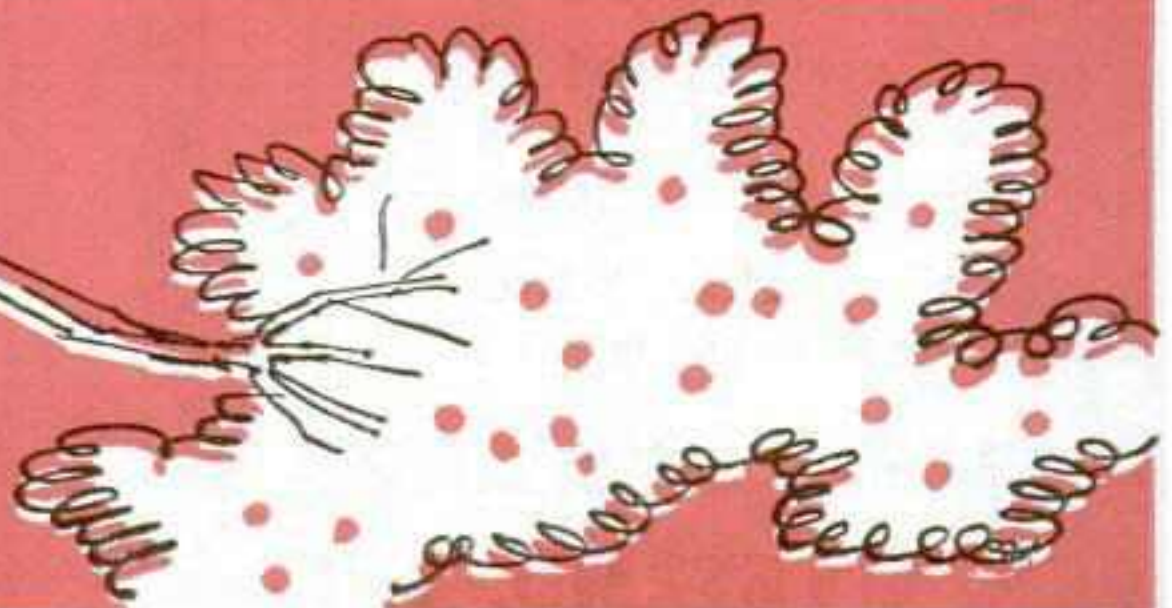
*By George!  
It's No Lie...  
It's True!!*



MODEL 1438

*See it now at your Distributor's Showroom*

**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois





## SuperVend Up For Sale, Say Dallas Rumors

DALLAS, Feb. 13.—There were persistent rumors here this week that the inventory of completed SuperVend three-drink cup venders held by TEMCO might again change hands.

Trade circles here heard that Al Graff, local Chevrolet dealer, was dickering for the 1,200-machine inventory and for Navenco Manufacturing Company.

Graff, however, said he had no comment on the rumor. Dean Porter, president of Navenco, was on a trip in Europe and no other official of that company could be reached for comment.

Whether the rumors were true or not, Navenco was still engaged in supplying finished machines, parts and service to vending machine operating companies.

The SuperVend machine has had a turbulent life since its introduction in 1947. Designed by J. J. Booth, the machine was built by Texas Engineering and Manufacturing Company, Dallas, for the SuperVend Corporation, a Texas corporation owned by M. M. Miller, Texas oil and cattle man. First president of SuperVend was O. W. Wahlstrom, a veteran in Dallas vending circles. But Wahlstrom was shortly replaced as head of the company when a disagreement arose among management. Miller succeeded him.

Miller announced his intention of developing the company, then turning it over to his son, Orville. But the son met an untimely death in an automobile accident in December, 1948.

At this time Miller assured the company's customers that the firm would continue to build new machines and would provide parts and services. But Miller did indicate his plan to turn the active sales and management of the business over to others.

Miller remained active in the management of both the manufacturing and sales until January. (Continued on page 87)

## Steele Speaks At Pepsi Meet; 'Bright Future'

NEW ORLEANS, Feb. 13.—Albert N. Steele, president of Pepsi-Cola Company, told an estimated 1,500 bottlers and company officials attending Pepsi-Cola's annual convention today (10) that their company has a bright future in the fast-growing soft drink industry.

Steele, who became Pepsi's president in 1950, reported that in the past three years a downward trend was curbed and company fortunes are now at an all-time high.

Pepsi launched a big vending machine program in the last few years. "We brought to Pepsi-Cola a new point of view—a new idea that the bottler was not our market but our partner," Steele stated.

Steele's address closed the four-day session which was attended by bottlers from the United States, Canada, Mexico, Venezuela, Great Britain, Cuba, the Philippines and Egypt.

## Abelson, Jenkins Complete Atlas Master Sales Trek

NEW YORK, Feb. 13.—Meyer Abelson, named to head the sales drive for the Atlas Manufacturing & Sales Company's Atlas Master, and Wallace Jenkins, Atlas president, left here recently for the firm's Cleveland headquarters, after completing a sales trip which took them to Atlanta, Dallas, Los Angeles and San Francisco.

The pair had been visiting distributors and checking results on Atlas Master test locations. New Atlas distributors will be announced soon.

The unit has a coin chute which takes pennies and nickels, the dial being turned part way for a

## VENDER AID

### Helps Pay For Fun at United Club

CHICAGO, Feb. 13.—Vending machines at United Air Lines Midway Airport offices help pay for the fun and relaxation of 2,500 United employees.

A slice of profit from vender sales goes into the funds of the Mainliner Club of Chicago, United's employee group. The club, an independently incorporated organization, features social, athletic and cultural activities.

Additional club funds come from telephone commissions, and admissions charged for certain social activities, plus an annual contribution from United.

## Cig Sales Dip In N. Y. State

ALBANY, N. Y., Feb. 13.—The State Tax Commission here reported this week that, on the basis of stamp sales, cigarette smoking in New York State declined in 1953 for the first time since 1944, when there was a war-time shortage.

Stamp sales covered 42,100,000,000 cigarettes last year, compared with 42,700,000,000 in 1952. The revenue for 3 cents a package of 20 was \$60,646,199, compared with \$61,106,052 in 1952.

Cigarette sales were at the average of about 2,800, or 140 packs for each of the State's 15,000,000 residents.

The popularity of the king-size cigarette, higher prices and health considerations were suggested as factors in the sales decline from 1952.

## 55 WEEKLY AVERAGE

### Life Vending Test at LaGuardia Continues

NEW YORK, Feb. 13.—The Union News Company this week went into its second month of experimenting with a Life Magazine vender at LaGuardia Field, with weekly sales averaging about 55, according to Frank Rosenberg, Union News executive in charge of the test.

The electrically operated unit holds from 100 to 125 copies of Life, depending on the thickness of the issue, and was designed and built especially for Life in a Philadelphia shop. It is a hand model, owned by Life. According to Stuart Powers, of the Life circulation department, no attempt at mass production will be attempted in the near future.

The five-foot-high vender is located on the American Airlines loading platform. The difficulty in the LaGuardia operation is that plane passengers, arriving by private cars, taxis and public limousines, generally arrive at the loading platform near their flight and usually go right to their planes.

This means that the newsstand business at LaGuardia, which carries a heavy load of passenger traffic, doesn't begin to compare with the high traffic train or bus depot, where people sit around in

## Pepsi V-P Tells Bottlers of Vending Importance in Upping Sales, Profit

NEW ORLEANS, Feb. 13.—Mitchell Cox, vice-president in charge of sales promotion for the Pepsi-Cola Company, told bottlers to pay special attention to vending, in a talk delivered Monday (8) at the annual convention of the Pepsi-Cola Company. The four-day meet ended here Wednesday (10).

Cox quoted sales expansion figures from the experience of those Pepsi-Cola bottlers who have established sound vending programs and indicated that others could learn the way to the higher profits and bigger sales which are made possible by making available the cold bottle, on-premise drink.

He pointed out that an active vending program not only expands sales opportunities to those

millions who spend most of every week-day at work or at school, but to those who attend church affairs, sporting events, social, community and club meetings.

### Many Outlets

He added that even the housewife on her way to the grocery store to pick up a carton of Pepsi-Cola to take home is likely to stop off at the laundry, the department store or the movies. "Every place where people go or stop," he continued, "becomes an outlet for Pepsi-Cola, with a vending machine serving as a silent salesman always on duty."

Cox said the sampling and advertising achieved thru venders have aided in building take-home sales, with carton sales of Pepsi in areas where the cold bottle is

available invariably increasing.

He added that many franchises reported that carton sales doubled as a result of the availability of the cold bottle, with many reporting the highest take-home sales in history in areas where venders were placed.

### Cites Percentages

Cox explained that in a low price per unit product with many fixed costs—such as soft drinks—volume determines profit margin. Citing specific examples from the experiences of Pepsi bottlers, he said that increases in sales due directly from vending programs amounted to 23, 51, and even 99 per cent.

Per capita sales for the cold bottle, he continued, run from five to 25 that of take-home sales. A man working in a hot and dusty factory, he said, will go to the vender for a quick refresher much more often than the same man, taking his ease at home, will visit the refrigerator.

### "Can Reach Millions"

"Vending machines are the only known instrument thru which bottlers can reach the millions daily engaged in offices, factories, schools and recreational activities," he said.

A judicious selection of outlets equipped with venders of the proper capacities, he went on, guarantees any bottler the same high per capita sales for cold bottles and a bigger profit margin because of the increased volume.

Don Kendall, vice-president for the national accounts and fountain sales department, Tuesday (9) outlined the role of cup machines, and Paul Little, manager of the cup vending division, discussed various phases of cup vending with franchise dealers.

## NEW HORIZONS OPEN

### First NAMA Sectional Meeting Program Set

CHICAGO, Feb. 13.—A tentative program for the first of seven two-day sectional meetings to be held this year by the National Automatic Merchandising Association was announced this week by Marcus Kaplan, chairman of NAMA's Regional and Area Activities Committee. The 1954 theme: "New Horizons in Automatic Merchandising."

The first sectional meeting (for operators in Georgia, Florida, Alabama, Mississippi, Tennessee, North Carolina and South Carolina) will be held Friday and Saturday, February 26-27, at the

King and Prince Hotel, St. Simon Island, Ga.

Management problems comprise Friday's agenda, operator problems on Saturday. Herman Saxon's, Inc., meeting chairman, will give the invocation, followed by Kaplan, who will make an address of welcome.

Hayne Houston, president of Spacarb, Inc., will deliver the keynote address—"New Horizons in Automatic Merchandising." A skit on location selling and salesmanship will be given by Ernest Fox, Austin Packing Company; George Duckett, of the G. B. Macke Corporation, and Saxon. John Guthrie, Miller Automatic Sales Company, will talk on business insurance coverage.

### Cigarette Talk

The afternoon agenda will consist of a speech by George Weissman, vice-president of Philip Morris & Company, Ltd., Inc., on "What Happened to the Cigarette Business and What Is Its Future With the Many Brand" (Continued on page 87)

## C. & C. Names M. V. Odquist

NEW YORK, Feb. 13.—Maurice V. Odquist this week was named by the Cantrell & Cochran Corporation to the newly-created post of director of national sales promotion and merchandising.

C & C has been promoting its line of canned carbonated beverages in retail outlets. It has also, on an experimental basis, vended the canned drinks, but has not launched a national vending program.

Formerly vice-president in charge of merchandising at the advertising firm of Hilton & Riggio, Odquist has also helped merchandise such brands as White Rock, Pepsi-Cola and Piel's Beer. When he was director of marketing for the American Can Company, he handled the introduction of canned beer.

## New Continental Coin Changers In Production

CICERO, Ill., Feb. 13.—Continental Coin Devices, Inc., announced production this week on its three-model line of service type coin changers after a one-year period of field testing. The changers were first shown at the 1953 National Automatic Merchandising Association convention last August.

W. E. Stockdale, Continental official, stated the f.o.b. price of each model is \$89.50. Cabinet dimensions are the same: 17 by 8 by 7 inches. The line consists of a nickel, combination nickel-dime and a penny changer. All are manually operated, return deposited coins when change tubes are empty. A slip clutch action lever protects the mechanism and a National slug rejector is standard.

The nickel change and nickel-dime change units accept quarters only. The former has a 875 nickel capacity, the latter 128 nickel and 256 dimes. The penny change unit accepts nickels only, has a 1,000-penny capacity.

## DICTAPHONE A TRADEMARK

To the Editor: In an article on Travel Talk, Inc., in The Billboard, December 5, 1953, you refer to a "coin-operated dictaphone" and "the dictaphone machine."

As part of their service, Travel Talk, Inc., does supply a Dictaphone dictating machine and we are very pleased that the company selected equipment made by this corporation for this purpose.

You will note that we have capitalized the "D" since it is a trademark. As a trademark, it applies not only to dictating machines, but also to other sound-recording units.

Because "Dictaphone" is the registered trademark of Dictaphone Corporation, identifying the source of a comprehensive line of products, it is incorrect to use it as a generic term.

James J. Winters  
Dictaphone Corporation  
New York 17, N. Y.

## Sues Timm Industries For Failure to Deliver

LOS ANGELES, Feb. 13.—Timm Industries, Inc., and Timm Aviation Corporation were named jointly with other firms as defendants in a suit filed in Superior Court by Walter G. Mehen, who charges breach of warranty and seeks damages totaling nearly \$130,000.

Named along with these two firms were three John Does and the White Company, and the Black Company. The suit was filed for Mehen by Chase, Rotchford, Downen & Drukker and is being handled by Richard Drukker.

Meheh alleges in his petition that in February, 1953, he and

the defendants entered into a written agreement for the purchase and delivery of Frank-O-Mat venders, which Mehen was to operate in San Diego and an area within a radius of 20 miles of that city.

### Down Payment

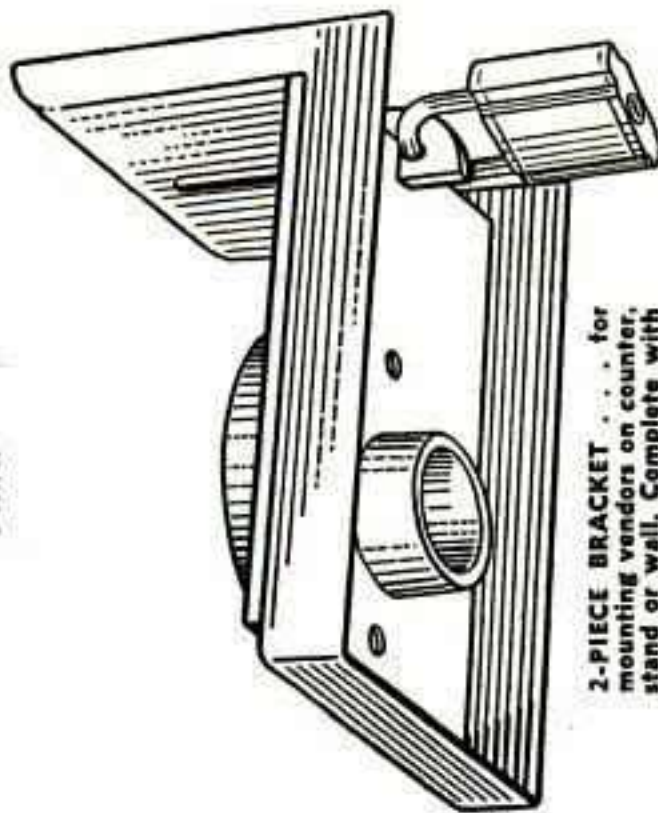
The plaintiff claims that at the time of the agreement the defendants owned the right to manufacture and deliver the machines to him. He further asserts that altho \$7,022.40 was accepted by the defendants' representatives as a down payment for 20 machines, these representatives knew at the time their agreement was false

(Continued on page 87)





**VENDING WHEELS**  
 TOP—104—For Chicla Treats or Chloro Treats—(2 pcs. each portion)  
 BOTTOM—105—Merchandise Vending Wheel with adjuster plate.  
 CENTER—106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.  
 CAPACITY: 7 1/2 lbs. 210 count ball gum.  
 IMPORTANT: Specify Which Wheel You Desire.



**2-PIECE BRACKET** . . . for mounting vendors on counter, stand or wall. Complete with quality lock . . . . . \$2.10 ea.

# VICTOR'S CROWNING ACHIEVEMENT!

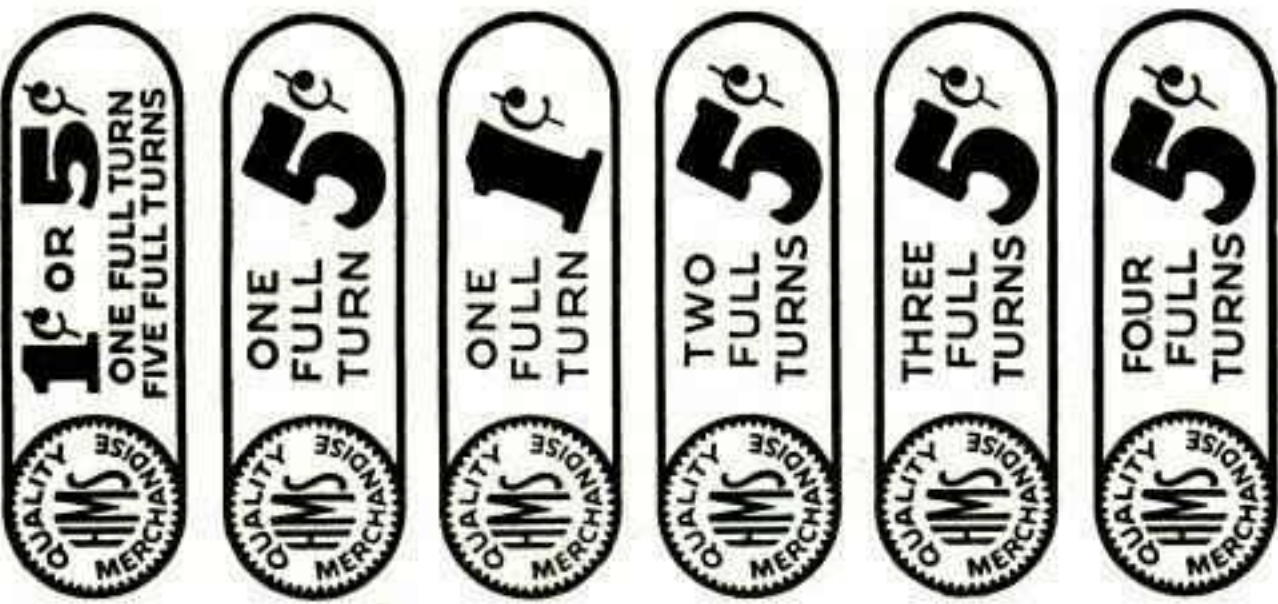
# MODEL HMS

# PENNY-NICKEL

# COMBINATION VENDOR

THE MOST FLEXIBLE BULK VENDOR EVER CONSTRUCTED

# 6 MACHINES IN 1!



DECALS . . . Included with each Model HMS are 6 decals as illustrated above.

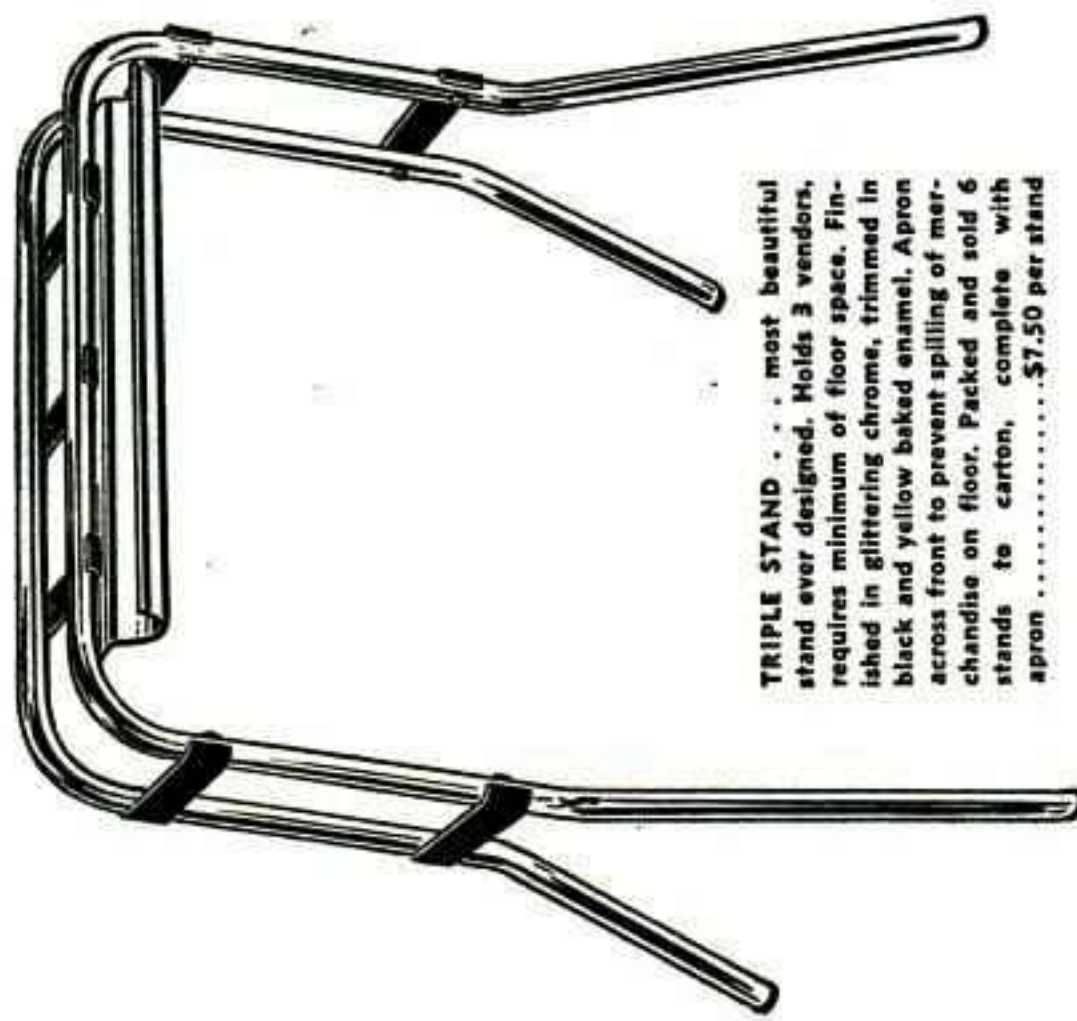
Here is the answer to "extra profits" from the same location . . . or for opening new locations. Never before has there been a vendor with the flexibility of the new Victor MODEL HMS.

It's truly amazing . . . the HMS vendor can be changed over to any operation in a matter of seconds. No special tools needed! No extra parts to buy, no attachments to put on or take off.

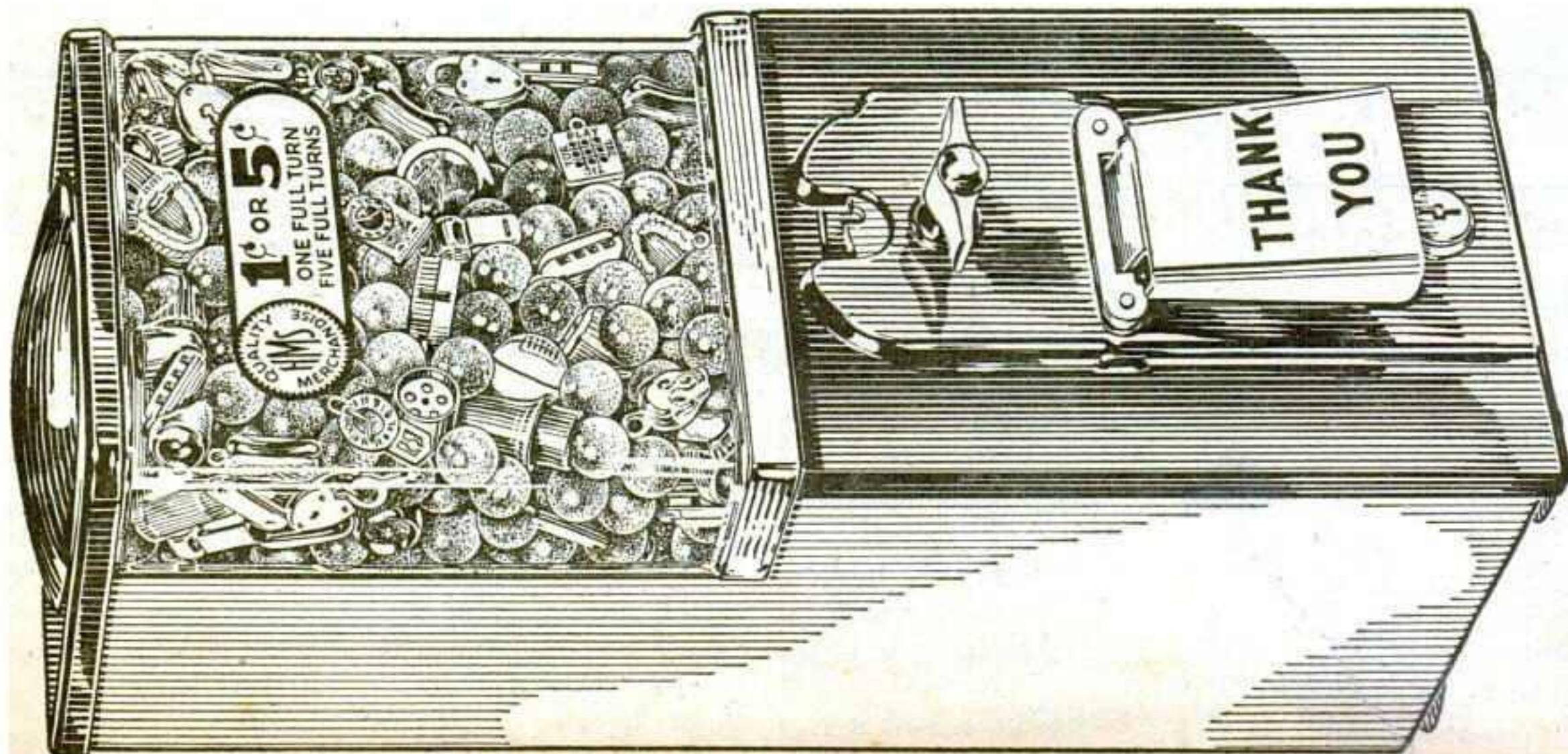
**Prices:**  
 Less than 100 machines . . . . . \$16.95 ea.  
 100 or more machines . . . . . 16.50 ea.

Packed and sold 4 machines per case. Minimum shipment: 1 case.  
 Prices F. O. B. factory.  
 (Patents Applied For)

See Your Nearest **VICTOR Distributor**



**TRIPLE STAND** . . . most beautiful stand ever designed. Holds 3 vendors, requires minimum of floor space. Finished in glittering chrome, trimmed in black and yellow baked enamel. Apron across front to prevent spilling of merchandise on floor. Packed and sold 6 stands to carton, complete with apron . . . . . \$7.50 per stand



**VICTOR VENDING CORP.** 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS  
 Manufacturers of the Famous Line of TOPPER Venders



**We Have Newer CHARMS!**

**NEW DESIGNS  
NEW IDEAS  
NEW FINISHES**

send 35¢ Complete Sample Kit

False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums

**IMMEDIATE DELIVERY**

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

**IN STOCK VICTOR'S**

**New Deluxe Model BABY GRAND CHICLE TREETS VENDOR**

**ORDER TODAY**  
**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**Karl Guggenheim's amazing new action charm MYSTIC ACTION MAZE**

**\$19.00**

per thousand F.O.B. N. Y. Kids will have hours of fun and excitement with this truly action charm. A real game where the little ball goes 'round and 'round and vending machine profits go up. What a combination! Made of styrene plastic and in assorted colors, this little "maze" charm is sure to amaze everyone!

**Get the Ball Rolling Now!**  
Order from your distributor

**Karl Guggenheim**  
UNION SQUARE, NEW YORK 3, N. Y.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23
Acorn 1c	\$8.50	\$8.50	\$8.50	
Acorn Tab Gum (10 col.)		21.95		
Adams Gum Vendor (6 col.)	17.25	17.25		
Advance Model D Ball Gum	7.45	7.45	7.45	\$7.45
Advance No. 11 Mds.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.	8.50	8.50	8.50	8.50
Ajax, (8 col.)	125.00	125.00	125.00	125.00
Bradley, 2 selection	275.00			
Coca-Cola Bottle Vendor		145.00		
C-B Electros	150.00	150.00	150.00	149.50 150.00
Cole-Spa 600		795.00		
Columbus 1c.	7.45	7.45	7.45	7.45
Craig Ice Cream Vendor, 10c.	210.00	210.00	210.00	210.00
DuGrénier Candyman	49.50	49.50	49.50	49.50
DuGrénier Champion (9 col.)	125.00	125.00	125.00	125.00
DuGrénier Model W (9 col.)	95.00(2) 115.00	95.00(2) 115.00	95.00(2) 115.00	95.00(2) 115.00
Eastern Electric Cigarette Vendor, 25c.		150.00		
Exhibit Card Vendor, 1c.	15.00	15.00	15.00	15.00
Foot Ease	75.00	75.00		
Hawkeye Hot Popcorn	55.00	55.00	55.00	55.00
Hershey 1c (2 col.)	6.50	6.50	6.50	6.50
Hot Snack Bar (5 col.)	150.00	150.00	150.00	150.00
Hupp Cold Drinks	110.00	110.00	110.00	110.00
Keeney Electric (9 col.)	150.00	150.00	150.00	150.00
Kleenix 5c or 10c.	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor	125.00	125.00	125.00	125.00
Marion Scale	89.50	89.50	89.50	25.00 89.50
Master 1c & 5c.	7.95	7.45 7.95	7.95	7.95
Master 1c.	6.95 7.45	6.95	7.45	7.45
Master 5c.	7.45	7.45	7.45	7.45
Mills Scale				40.00
Mills Tab Gum	16.50	16.50	16.50	
National Candy (6 col.)		69.50	69.50	69.50
National Candy (9 col.)		95.00	95.00	95.00
National 930	130.00(2)	130.00(2)	130.00(2)	130.00(2)
National 950	145.00(2)	145.00(2)	145.00(2)	145.00(2)
National Electric Cigarette Machine	75.00	75.00	75.00	75.00
Northwestern 33 Ball Gum	7.95	7.95	5.50 7.95	5.50 7.95
Northwestern Deluxe 1c and 5c.	13.95	13.95		13.95
Northwestern Model 39, 1c.	7.95	7.95	7.95	7.95
Northwestern 49, 1c.	12.50	12.50 17.35	12.50	12.50
Northwestern 49, 5c.	12.50	12.50 17.35	12.50	12.50
Northwestern Stamp	69.00(2)	69.00(2)	69.00(2)	69.00
Northwestern Tab Gum	18.95	18.95	18.95	18.95
Pencil or Ball Pen Vendor	65.00	65.00	49.50 65.00	49.50 65.00
Pop Corn Sez.	65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn	145.00	145.00	145.00	145.00
PX (8 col.)	145.00	145.00	145.00	145.00
PX (10 col.)	145.00	145.00	145.00	145.00
Revco Model 400 Ice Cream	150.00	150.00	150.00	150.00
Rowe Candy (8 col.)	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)	95.00	95.00	95.00	95.00
Rowe Imperial (8 col.)	155.00	155.00	155.00	155.00
Rowe President (8 col.)	135.00	135.00 150.00	135.00	135.00
Rowe President (10 col.)	155.00(2) 100.00	155.00(2) 100.00	155.00(2) 100.00	155.00(2) 100.00
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00
Rowe Royal (10 col.)	145.00	145.00	145.00	145.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Shipman, 1c.			7.50	7.50
Silver King	8.50	8.50	8.50	8.50
Silver King Ball Gum Vendor		19.50		
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mds.	7.45	7.45 8.50	7.45 8.50	7.45 8.50
Silver King, 5c.	7.45 7.50	7.45 7.50	7.45 7.50	7.45 7.50
Silver King, 5c.			8.50	8.50
Silver King, 5c.			50.00	50.00
Silver King, 5c.			135.00	135.00
Silver King, 5c.			325.00	325.00
Stoner Candy (8 col.)	65.00	65.00	65.00	65.00
Stoner Candy (10 col.)	110.00	110.00	110.00	110.00
Stoner Candy (12 col.)	125.00	125.00	125.00	125.00
Stoner Candy (15 col.)	65.00	65.00	65.00	65.00
Stoner Candy (18 col.)	87.50	87.50	87.50	87.50
Stoner Candy (21 col.)	50.00 75.00	50.00 75.00	50.00 75.00	50.00 75.00
Stoner Candy (24 col.)	85.00	85.00	85.00	85.00
Stoner Candy (27 col.)	95.00 110.00	95.00 110.00	95.00 110.00	95.00 110.00
Stoner Candy (30 col.)	135.00	135.00	135.00	135.00
Stoner Candy (33 col.)	100.00	100.00	100.00	100.00
Stoner Candy (36 col.)	49.50	49.50	49.50	49.50
Stoner Candy (39 col.)			85.00	85.00
Stoner Candy (42 col.)			85.00	85.00

**RINGS! RINGS! RINGS!**

**\$10.25** Per M Nickel Plated  
**\$11.00** Gold Plated

**A TERRIFIC PRICE and a TERRIFIC NEW RING**

Twenty-four different subjects (That's Right—TWENTY-FOUR), 23 Funny Faces plus a Lucky Eight Ball Ring. Gold and nickel plated Rings that hold a marble firmly and keep your machines emptying like wildfire. Just like jewelry rings. Order direct or from your distributor. Special prices on quantities. Order a thousand and be convinced, or send \$1 for 50 plus items.

samples of other  
All prices F.O.B., N.Y.C.  
**JACK ZIMMERMAN**  
110 West 86th St., New York City, N. Y.

**The Latest... for Rocket Machine Operators!**  
A Charm! A Game!  
They Wear It! They Play It!

**TIC-TAC-TOE**

**\$16.00** per M F.O.B. N.Y.

Comes in two-toned colors, complete with peg-board, pegs and case for pegs... not too bulky for pocket... has loop for chaining!

Write, Phone or Wire Your Orders

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

*you never had it so good!*

**ATLAS MASTER penny-nickel PROFIT MAKER**

the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

**THE BIG LITTLE Money Maker**

Be first with the best in your territory!

**ATLAS MFG. & SALES CORP.** Phone: ORchard 1-7725  
12220 Triskett Road Cleveland 11, Ohio

Manufacturers of Coin-Operated Vending Machines Since 1925

Get Full Particulars! Write, Wire or Phone TODAY!

**CIGARETTE MACHINES**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

**UNEEDA CIGARETTE VENDORS**

Model E, 5 cols., 140 cap. \$65.00  
Model E, 6 cols., 168 cap. 75.00  
Model E, 8 cols., 240 cap. 85.00  
Model A, 6 cols., 180 cap. 87.50  
Model 500, 9 cols., 350 cap. 95.00

**ROWE CIGARETTE VENDORS**

Imperial, 4 cols., 180 cap. \$ 85.00  
Imperial, 8 cols., 240 cap. 95.00  
Royal, 8 cols., 320 cap. 100.00  
President, 10 cols., 475 cap. 135.00  
Crusader, 10 cols., 475 cap. 155.00

**CANDY MACHINES**

Rowe Candy Machine, 120 Bar Cap. \$ 85.00  
DuGrénier Candyman, 72 Bar Cap. 49.50  
Uneeda Candy, No Base, 102 Cap. 65.00  
Stoner Candy Machine, Pre-War, 8 cols., 160 Cap. 135.00

**SODA and COFFEE MACHINES**

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—

**WRITE FOR INFORMATION**

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.

1/3 Deposit, Balance C.O.D.

**UNEEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

**THEY'RE HERE...**

Ready to Bring You Big Profits!  
The New Penny-Nickel Combination

**VICTOR MODEL HMS**

6 Venders in One

**\$16.95** each less than \$16.50 each 100 or more

We stock the entire Victor line  
Write today for our complete line of ball gum and charms at low, low prices.  
Telephone—EMerson 4300

**H.B. HUTCHINSON, JR.**  
860 North Ave. N.E.  
Atlanta 6, Georgia

**MAKE MORE MONEY IN VENDING!**

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

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

Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 810

Name .....

Address .....

City..... Zone.... State.....

Occupation .....



There's a **SMALL FORTUNE** in it... for You!

## PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

### AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## N. Y. Charm Decision to Be Handed Down Wed.

NEW YORK, Feb. 13.—Whether or not New York bulk venders can continue to operate all-charm units will be determined Wednesday (17) in Bronx Magistrates Court, when Magistrate Samuel Ohringer rules on a case which was heard November 19 (The Billboard, November 28).

If the court rules against the all-charm venders, a spokesman representing the Charm Venders' Association of Greater New York said the case will be appealed. He added that a favorable ruling is expected.

The district attorney's office is attempting to prove that the machine is a gambling device for children "because it affords an element of chance" in that the

same number of charms do not come out each time.

**Efficient Method**  
However, Magistrate Morris Plascow in Brooklyn, dismissed a similar case. One of the defense contentions is that vending machines are the only efficient methods of dispensing charms.

In the case heard in November, a policeman testified that he had inserted five nickels in a vender in a Bronx candy store and had obtained 8, 4, 1, 3 and 3 charms respectively.

Sam Eppy, charm manufacturer, had pointed out that packaging charms for retail sale would boost their cost, that the distribution cost in any other channel but venders would be prohibitive, and that it is physically impossible to deliver the same count each time in a bulk vender when irregular shaped objects are involved.

**Retail Cost**  
He maintained that retail outlets sell charms at prices up to 25 cents each, while a child receives an average of four for a nickel in a vender.

On the manufacturing level, he argued, every effort is being made to build venders which dispense quantities as uniform as possible. Stanley Kreutzer, CVAGNY counsel, is representing the defense.

## Nat'l Vague On Starting Date of Tests

LYNBROOK, L. I., N. Y., Feb. 13.—A trial run of 50 venders has been completed by National Cigarette Service here, according to Harold Roth, National sales executive.

Roth said that the venders will be placed by the firm's operating division in locations throught the country, where they will be thoroly field tested before mass production is attempted. He said, however, that National had set no definite date for the tests to begin, and indicated that it might be several months.

Roth said the 20-column electrically operated units will have two flat-pack columns, with the other 18 columns capable of vending either regular or king-size packs. He added that any column could be set to vend at any price and that the unit could take up to \$1.65 at a time.

## NCWA Meet Set Aug. 1-5

NEW YORK, Feb. 13.—The National Candy Wholesalers' Association's ninth annual convention, to be held in the Commodore Hotel here August 1-5, is now accepting reservations. NCWA officials said that the exposition floor plan calls for 100 exhibits, with most of them already sold.

Detailed plans and the convention theme will be worked out at the annual meeting of the NCWA board of directors, Jacksonville, Fla., February 25-27.

Preliminary plans call for the business sessions to open August 2, preceded by registration, board meetings and a preview of the exposition, August 1.

## N. Y. Candy Club to Fete 50-Year Men

NEW YORK, Feb. 13.—Six members of the New York Candy Club, who have been in the industry for 50 or more years, will be honored by the membership March 25 at a reception and dinner in the Park Sheraton Hotel.

They are Charles Beauchemen, Henry Heide, Inc.; Fred I. Gisbourne, broker; Harry Hargous, National Licorice; Ike Kamber, broker; Ernie E. Majer, Mason Au Magenheimer, and David B. Marsh, Agrest Nut.

Abe Josephson will be in charge of the entertainment committee.

## NEW KIND OF PLATING OXIDIZED COPPER-PLATED RECORD CHARMS



NOW—we put a new finish to Record Charms by copper-plating and oxidizing the copper. Then we apply the variety of top hit-tune labels.

The successful achievements of Record Charms is well known to every Operator. It ranks among the best of all gimmicks which emptied machines.

Once Good—Always Good. Time and Time again and item after item it was proved IN MACHINES on LOCATIONS that good gimmick items (false teeth, Bull's Hot Dogs, Variety Letters, etc.) which were improved with New Finishes CAME BACK STRONGLY AND were successful all over again.

OXIDIZED PLATED \$15.00 per 1000  
BLACK PLASTIC . . . 12.00 per 1000

f.o.b. Jamaica, New York Or: At Your Distributor

Time has passed and a New Finish is here. Now's the time to put RECORD CHARMS into your machines again.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 2, L. I., N. Y.

### RECONDITIONED MACHINES FOR LIMITED TIME ONLY!

 6 Col. GV GUM VENDOR With 600 pieces of assorted Adams Gum <b>ONLY \$17.25 EA.</b>	 MASTER 1c NOVELTY VENDORS LIKE NEW Porcelain finish, screw type lock top & bottom. <b>SPECIAL \$6.95 EA.</b>	 Silver King Hunter Ball Gum Vender Amusement Game <b>SPECIAL . . . \$19.50</b>
 ATLAS 5c ALMOND TRAY VENDOR Special Deal 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95	 NORTH-WESTERN Model 33 1c Ball Gum BRAND NEW! 1 machine with 10 lbs. of ball gum and 100 prize balls Complete \$11.95	 SILVER KING 1c or 5c Bulk completely re-conditioned \$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

## ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**NEW! SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**IAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.  
WESTERN OFFICE OPERATORS VENDING MACHINE SUPPLY CO. 1025 So. Grand Ave. Los Angeles 15, Calif.

## BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. . . . .	24¢ lb
Clor-o-Vend Ball Gum, 140 & 210 ct. . . . .	40¢ lb
Clor-o-Vend Chicks, 275 & 320 ct. . . . .	45¢ lb
Chicle Chicks, 320 & 520 ct. . . . .	36¢ lb
Bubble Chicks, 320 & 520 ct. . . . .	30¢ lb

These LOW prices F.O.B. factory 150 lb. lots.  
**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

## HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 809 2160 Patterson St., Cincinnati 22, Ohio  
Please enter my subscription to VEND for  1 year \$4  2 years \$6  3 years \$7.50  
 Payment enclosed  Please bill me (Foreign rate, one year, \$6)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

## Buy the New Victor HMS Penny-Nickel Vendor on Torr Time Payment Plan

Price **\$16.95** each (packed 4 per case)

TIME PAYMENT PLAN in lots of 8 or more. 24 weeks to pay. SMALL DOWN PAYMENT.

8 HMS Vendors @ \$16.95 ea. . . . .	\$135.60
Finance charge 75¢ ea. . . . .	6.00
	<b>\$141.60</b>
1 Check with order . . . . .	\$ 21.60
24 Post-dated weekly checks of \$5.00 each . . . . .	\$120.00
	<b>\$141.60</b>

When ordering, specify vending wheel desired. Write for credit application and full details.

**ROY TORR — LANSDOWNE, PA.**  
Giving friendly service and liberal financing since 1910

## PROFIT and LOSS

Question: What is the formula for a successful vending operation?

Answer: Establish carefully a "close-knit" route; then diversify with the right machines within that route!

FACT: That's why established operators continue to buy VICTOR bulk venders from PIONEER, the house maintaining prompt service, accepting trade-ins and offering a time payment plan. Are you missing out?

Write for our circular on Victor models; also, our complete charm and merchandise list.

**PIONEER VENDING SERVICE**  
590 Albany Ave. Brooklyn 3, N. Y.  
Phone: PResident 4-5358

HMS Penny-Nickel Combination  
**\$16.50 Ea., 100 or more \$16.95 Ea., less than 100** (Packed 4 to case)

**SPECIAL TRIAL!**  
4 Victor HMS machines plus 25 lbs. roasted and salted Pecans. . . . . **\$84.95**

The Greatest Bulk Vender in Years . . .

**VICTOR HMS PENNY-NICKEL COMBINATION**

Earns Extra Profits . . .

**\$16.95 Ea.**

All Victor Machines and parts in stock for immediate delivery.

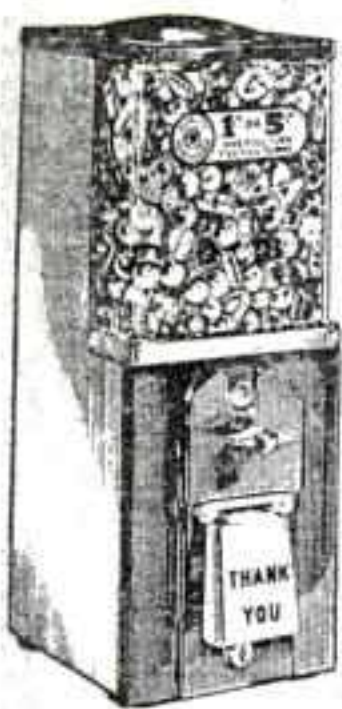
**LOGAN DISTRIBUTING CO.**  
916 Milwaukee Avenue Chicago 22, Illinois

## CONVENTION TIME IS BUYING TIME . . .

See Page 76



Proudly Presenting  
The New, Different



**Victor  
MODEL  
HMS**

\$16.95 ea.  
Less than 100  
\$16.50 ea.  
100 or more

**TIME  
PAYMENT  
PLAN**  
Write for  
catalog on  
lowest  
prices for  
Charm,  
Ball Gum  
and all  
Vending  
Supplies.

**BERNARD K. BITTERMAN**

4709 East 27th St.  
Kansas City 27, Missouri

**ELECTRIC MONEY MAKER!**  
**Famous ACME  
ELECTRIC  
MACHINE**



Sample ..... \$24.35  
2 to 11 .... 19.50  
12 to 49 ... 18.25  
Bracket .... 1.00  
Floor Stand.. 5.00  
1/3 deposit, bal.  
C.O.D., F.O.B. N. Y.

Vibration is the law of life... the medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will... indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

**ORDER TODAY!**  
**J. SCHOENBACH**

Distributors of Advance Vending Machines  
1447 Bedford Ave., Brooklyn 25, N. Y.

**THE FASTEST TV  
DEAL IN TOWN**

MINNEAPOLIS, Feb. 13.—Don Leary, local juke box operator and TV dealer, is not a man to pass up a chance for publicity, even tho it may cost money.

He hit the jackpot this week when he landed on the front page at a cost of \$599. It all began when Merton P. Collom complained to the sheriff's office that someone had entered his home, taking his old \$195 table model TV set and leaving in its place an expensive combination phono-television set.

The next day, Leary ruefully admitted that his driver had made a mistake; that the machine should have gone next door. But mistake or not, said Leary, Collom could keep the set if he would give him the bill of sale for the old model.

After complaining that his old model had a better picture, even tho the new screen was nearly twice as large, Collom finally agreed to turn over the bill of sale for the old set—and perhaps pay a gift tax on the \$599 model.

**Green Presented  
Dallas Club Award**

DALLAS, Feb. 13.—Leonard M. Green, president of the Dr. Pepper Company, was named "Salesman of the Year" by the Dallas Sales Executives Club and received a special plaque for "his outstanding contribution to the civic and business advancement of Dallas in 1953" at the club's sixth annual dinner.

Green is president of the Dallas chapter of the American Red Cross and chairman of the Cotton Bowl Athletic Association. He is also a trustee of Baylor University; a director of the Dallas Symphony Orchestra; a director of the Greater Dallas Planning Council, and chairman of the board of Greenhill School, which he helped found. He is active in the YMCA, Community Chest, Boy Scouts and the Dallas Salesmanship Club.

Leo Shoemaker, club president and branch manager of the National Cash Register Company, presented Green with the award.

**Mass. Cigarette Group  
Names Goran President**

BOSTON, Feb. 13.—The Cigarette Merchandisers' Association of Massachusetts, at its annual meeting in the Hotel Kenmore February 2, elected a new slate of officers.

Samuel Goran, Metro Automatic Sales Company, Brookline, was elected president; Philip Swartz, Winrox Vending Company, Inc., Brookline, vice-president, and Sidney Levy, Worcester Cigarette Service, Inc., Worcester, treasurer.

The executive committee includes the officers and Elliot Islerlis, National Automatic Sales, New Bedford; Jason Nourse, Nourse Cigarette Service, Medford; Louis Risman, Mystic Auto-

matic Sales Company, Medford, and Alfred I. Sharenow, Cigarette Service Company, Inc., Cambridge.

The Guild Associates, Boston, will continue to manage the association.

**Match Book  
Competition  
Is Underway**

NEW YORK, Feb. 13.—Competition for the 1953 Match Industry Information Bureau's match book awards got underway this week, with all elements of the tobacco trade—manufacturers, retailers and vending operators—entering their lists.

Winners in 60 industries will receive bronze wall plaques, shaped like giant match books; merit certificates will be awarded to runners up.

The panel of judges, chosen from among the leaders in advertising and crafts organizations, will also give special awards for best containers or packets in which promotional match books were distributed. Judging will be held February 24.

In the tobacco division last year, Old Gold won the plaque and Lucky Strike and the Sheffield Smoke Shop, Boston, received certificates of merit.

**Chi Bottlers Form  
New Trade Group**

CHICAGO, Feb. 13.—The Chicago Soft Drink Foundation, a newly created industry-wide organization, has been set up by Chicago bottlers. CSDF replaces the Chicago Bottlers of Carbonated Beverages as a trade group.

E. E. Beisel, Pepsi-Cola Bottling Company, president of the new group, said that CSDF has two objectives: to establish harmonious labor relations and to increase per capita soft drink consumption in the greater Chicago area.

Officials include Morris Gittitz, Chicago Beverage Company, vice-president; Robert O'Shea, Lincoln Bottling Company, treasurer, and Sidney Medintz, Hi-Hat Beverage Company, secretary. Sidney M. Libit was named executive secretary and counsel.

The Foundation is "dedicated to service to the consuming public by introducing efficiencies and cost reduction techniques in the bottling and distribution of soft drinks."

Directors of the new group are Charles Jegen, A. J. Canfield Company; Lawrence Schulte, Bostelmann-Hydrox Company; Fred Parbs, Bireley's Beverage Company, and Arthur Salotti, Globe Beverage Company.

**MANDELL GUARANTEED  
USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. 23 1c Porc.	7.95
N.W. 33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c B.G. or Mds.	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #D 5c	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	73
Pistachio Nuts, Shell	55
Cashew Whole	55
Cashew Butts	50
Peanuts, Jumbo	38
Spanish	30
Mixed Nuts	55
Almonds 480 ct. 5 lbs. vac. pk.	85
Baby Chicks	30
Rainbow Peanuts	37
Boston Baked Beans	30
Jelly Beans	28
Licorice Lozenges	25
M & M	44
Assorted Fruit Charms, 100 ct.	42
Rain Bio-Ball Gum, all sizes, 200 lbs. minimum	26
Adams Gum, all flavors, 100 ct.	44
Wrigley's Gum, all flavors, 100 ct.	47
Schard Chocolate, 200 ct.	1.20
Hershey's Chocolate, 300 ct.	1.30
Minimum Order, 75 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.	
1/3 Deposit. Balance C.O.D.	

**NORTHWESTERN  
SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
Longozre 4-6467



**NORTHWESTERN  
10 SELECTOR  
GUM VENDOR**  
Greatest  
Money-Maker  
We stock  
complete line of  
Northwestern  
Vendors, Parts,  
Accessories and  
Supplies.  
Immediate  
Delivery  
Reconditioned Like New  
N. W. Tab Gum Vendors.....\$18.95  
N. W. 49ers, 1c or 5c..... 12.50  
N. W. Natl. Postage Service..... 49.00  
New N.W. 39, 39, 40 porc..... 6.95  
Acorn, 1c..... 7.50  
Silver, King, 1c..... 7.50  
Gottlieb Grippers..... 24.50  
Write for complete list of supplies.  
**BADGER SALES CO., INC.**  
2251 W. Pico Blvd., Los Angeles 5, Calif

**Dr. Pepper Ups  
Net Take 14%**

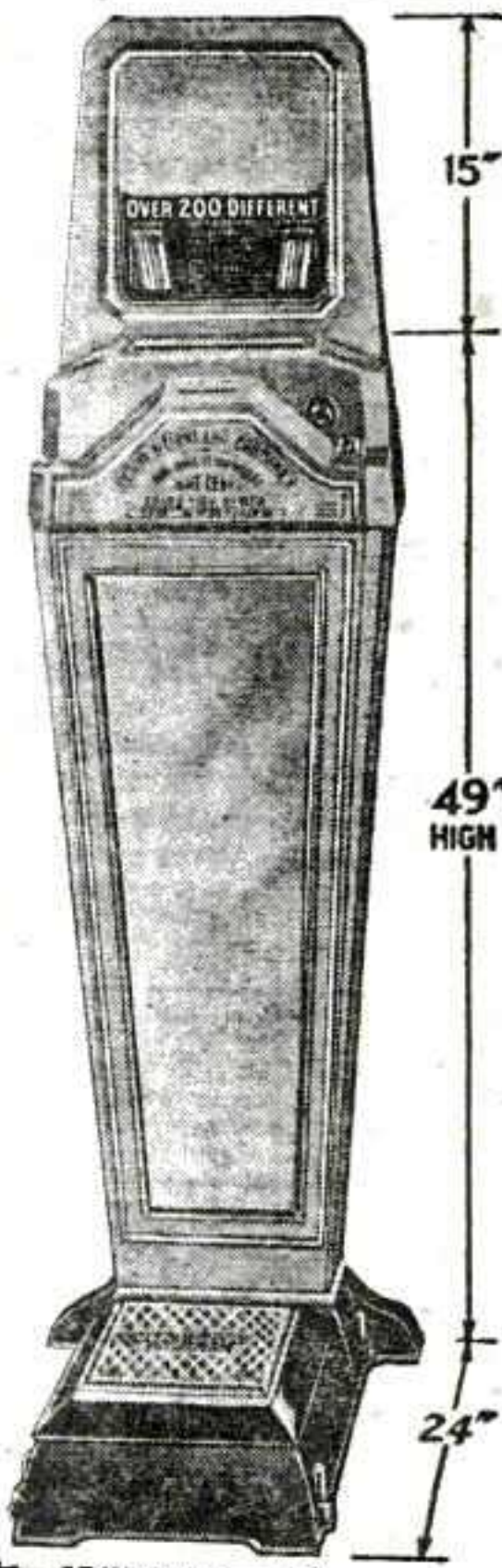
DALLAS, Feb. 13.—Net earnings of 93 cents a share—a 14 per cent boost in net earnings, highest in five years—and a sales increase of 9.5 per cent for 1953 were reported today (9) by the Dr. Pepper Company.

Net earnings compare with 82 cents a share in 1952. Leonard Green, president, pointed out that earnings per share had increased despite the fact that income taxes per share were 14 cents higher than 1952.

The board of directors declared the 97th consecutive quarterly dividend, a 15-cent disbursement on common stock, payable March 3 to stockholders of record February 19.

Gross profits in 1953 rose to \$5,938,918 from \$5,273,408 the preceding year. Net income before taxes was \$1,412,700 as against \$1,236,509 in 1952. After taxes, net earnings for 1953 were \$652,647, compared with \$574,168 in 1952.

Green predicted 1954 offered great possibilities. "The soft drink industry as a whole is far from the full realization of its maximum potential and Dr. Pepper's sales increases in recent years indicate the company's unusually outstanding growth potential."



WEIGHT 165 LBS.  
**\$25  
DOWN**  
Balance \$10 Monthly  
400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS  
Invented and made only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**YOUR TICKET TO  
SALES RESULTS—  
THE ADVERTISING COLUMNS OF  
THE BILLBOARD!**

**Money-Making, Money-Saving  
IDEAS FOR OPERATORS!**

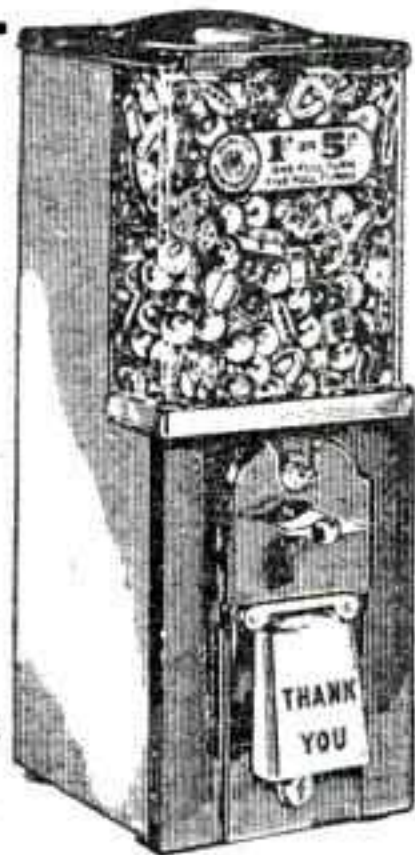


**Valuable Information Can Be Yours  
Every Month...Without Cost!**

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**

Ready to Supply You With the



Brand New Penny-Nickel Combination

**VICTOR MODEL HMS**

6 Vendors in One

\$16.95 each  
less than 100

\$16.50 each  
100 or more

We also carry a complete line of all types of Victor Machines.

**WRITE FOR FREE  
32-PAGE CATALOG**

**Parkway Machine Corp.** 715 ENSOR STREET  
BALTIMORE 2, MARYLAND

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) 812

Name .....  
Address .....  
City..... Zone ..... State.....  
Occupation .....



GIVE TO DAMON RUNYON CANCER FUND



# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23
ABC (United).....	\$69.00	115.00	\$69.00	115.00
Across-the-Board (United)...			75.00	
All Baba (United).....		115.00		
All Star Basketball (Gottlieb)	115.00		115.00	115.00
Aquacade (United).....	39.00	59.50	39.00	59.50
Arizona (United).....		79.50		79.50
Army-Navy (Williams).....		210.00		
Atlantic City (Bally).....	150.00	175.00	165.00	175.00
		185.00		179.50
		195.00(2)		185.00(2)
		225.00(3)		225.00(3)
		245.00		245.00
		225.00(2)		245.00
Baby Face (United).....	35.00	49.50	39.00	49.50
Basketball Champ (Chicago Coin).....	175.00	275.00	175.00	275.00
Batting Practice.....	34.50	89.50		89.50
Beach Club (Bally).....	349.00	360.00	375.00	360.00
	395.00(2)	379.50	395.00(3)	360.00
		395.00(2)		375.00(2)
Beauty (Bally).....	250.00	299.00	295.00	299.00
		295.00		325.00(4)
		325.00(2)		350.00
		350.00(2)		350.00
Be Bop (Exhibit).....	65.00	84.50	65.00	84.00
Bermuda (Chicago Coin).....		49.50		49.50
Big Hit (Exhibit).....				100.00
Big Top (Genco).....	54.50	54.50	54.50	45.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb)...	69.50	69.50	69.50	45.00(2)
Bright Lights (Bally).....	75.00	85.00	90.00	110.00
		110.00		110.00
		125.00		125.00(2)
		135.00		125.00(2)
		125.00(2)		135.00
Bright Spot (Bally).....	135.00	135.00	115.00	145.00
	175.00(2)	115.00	145.00	115.00
	125.00	150.00	175.00(3)	150.00(3)
	175.00(3)		175.00(3)	175.00(3)
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Cabana (United).....	225.00	295.00	295.00(2)	295.00(2)
	300.00	375.00	300.00	375.00
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campos (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	59.50	59.50	59.50	40.00
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	89.50	89.50	89.50	89.50
Chinatown (Gottlieb).....	159.50	160.00	159.50	160.00
Circus (Exhibit).....				160.00
Circus (United).....	225.00	245.00	175.00	225.00
		175.00		225.00(2)
		245.00		245.00
Citation (Bally).....	79.50	79.50	79.50	79.50
College Daze (Gottlieb).....				45.00
Coney Island (Bally).....	119.50	129.50	95.00	119.50
		150.00		130.00
		129.50		145.00
		175.00(2)		150.00(2)
Control Tower (Williams)....	109.50	109.50	109.50	109.50
Coronation (Gottlieb).....	165.00	165.00	165.00	165.00
County Fair (United).....				35.00
Crazy Ball (Chicago Coin)....				45.00
Cross Roads.....				150.00
Cyclone (Gottlieb).....	139.50	139.50	139.50	139.50
Dallas (Williams).....	69.50	69.50	69.50	69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Deluxe World Series (Williams).....	144.50	295.00		125.00
		49.50		195.00
Dew-Wa-Ditty (Williams)....	49.50	49.50	49.50	49.50
Double Action.....				45.00
Double Feature (Gottlieb)....	89.00	89.00	89.00	75.00
Double Shuffle (Gottlieb)....	65.00	65.00	65.00	45.00
Dreamy (Williams).....	89.50	89.50	89.50	40.00
				55.00
Dude Ranch (Bally).....	405.00	389.50	425.00(3)	425.00(3)
	425.00(2)	425.00(2)		450.00
	465.00	465.00		450.00
Eight Ball (Williams).....	119.50	119.50	119.50	119.50
Fairway.....				160.00
Fighting Irish (Chicago Coin)...	75.00	75.00	75.00	45.00
Five Star (Universal).....	75.00	85.00	75.00	85.00
Floating Power (Genco).....		49.50		49.50
Flying High (Gottlieb).....				150.00
Football (Chicago Coin).....	65.00	35.00	65.00	45.00
400 (Genco).....		69.50	65.00	95.00
Four Corners (Williams)....	120.00		115.00	125.00
Four Horsmen (Gottlieb)....	109.50	109.50	109.50	109.50
Four Stars (Gottlieb).....				85.00
Freshie (Williams).....				45.00
Frolic (Bally).....	150.00	175.00	175.00	185.00
		185.00(2)		175.00(2)
		200.00		200.00(2)
		250.00(2)		250.00(2)
		265.00		265.00
		250.00(2)		265.00
		265.00		265.00
Fortunally.....				60.00
Georgia (Williams).....	89.50	89.50	89.50	89.50
Gizmo (Williams).....	35.00	49.50	35.00	49.50
Globe Trotter (Gottlieb)....	135.00	135.00	135.00	135.00
Gold Cup (Bally).....	59.50	59.50	59.50	59.50
Golden Nugget (Genco).....	100.00	115.00	115.00	110.00
		269.50		110.00
				125.00
				269.50
Grand Award (Chicago Coin)...	35.00	35.00	35.00	35.00
Gun Club (Williams).....	210.00			
Gays-Dolls (Gottlieb).....	175.00	185.00	175.00	195.00
Happy-Go-Lucky (Gottlieb)...	129.50	149.50	129.50	149.50
Harp Time (Genco).....	65.00	65.00	65.00	45.00
Hayburner.....	75.00	75.00	75.00	75.00
Hi 'N' Rue (Gottlieb).....	140.00	140.00	140.00	85.00

### Miami

The balmy South Florida climate has drawn a number of coinmen as visitors in recent weeks. **Dave Gottlieb**, president of D. Gottlieb Company, his wife, **Dorothy**, and their daughter, **Roberta**, are staying at the Martinique Hotel, Miami Beach. Gottlieb does quite a bit of fishing from his yacht, the Flipper, and the other day landed a large wahoo.

Other out-of-town coinmen visiting here are **Al (Senator) Bodkin**, of New York, who operates music and shuffle alleys and is on the board of the New York Operators' Association; **Charlie**

**Aaronson**, of Brooklyn, who recently sold his juke box route but still operates shuffle alleys; **Mannie Ehrenfeld**, Newark, N. J., music operator; **Roy McGinnis**, president of J. H. Keeney & Company, and **Sam Stern**, owner of Williams Manufacturing Company. . . . **Joe Madden**, Old Reliable Music Service, Forest Hills, N. Y., left after spending some time here, and **Barney Sugarman**, Runyon Sales Company, is expected any day.

**Harry Burge**, disk jockey at station WQAM, and **Cracker Jim**, of WMIE, continue to beat the drums for the AMOA. Burge has

altered the format of his Twin Spin Contest but still gives away an album of records to winners, as does Cracker Jim, in the name of the AMOA.

**Jimmy Lowrance**, Commercial Music, has rejoined the AMOA because, as he puts it, "it's the only way to stay in business." . . . The cigarette vending machine operators are no longer affiliated with the AMOA, making it now a music and games organization.

At its last meeting a week ago, the AMOA in a resolution appointed a committee headed by **Willie Blatt**, president, to attend the fourth annual convention of the Music Operators of America, to be held at the Palmer House in Chicago on March 8, 9 and 10. Blatt faces a busy schedule in the next month. On February 19 he will go to New York to attend two weddings in one day (February 20)—one of them the marriage of his son, **Martin**, to **Patricia Sackin**. Next month he will be busy with the three-day festivities of the MOA in Chicago. Blatt jokingly warns his gin-rummy cronies in New York not to telephone him on February 20 when he'll be shuttling back and forth between the two weddings.

Business came to an abrupt halt in the office of Brooke Distributors, Decca distributor, when secretary **Mildred Marks** used her finest nursing skill to extract a splinter from the finger of **Henry Stone**, a &r. man for King, De Luxe and Federal records. A visitor at Brooke Distributors was **Carmen Cavallaro**, Decca artist billed as "The Poet of the Piano."

**Dave Shedd**, who manages the Miami office of the Binkley Distributing Company, distributors of M-G-M and other record lines, expects to become a papa again any day. He and his wife, **Donna**, already have two girls and one boy. **Allan Thorud**, Shedd's brother-in-law, has just received his bachelor of laws degree at the University of Miami. **Mrs. Jo Hiller**, record clerk at Binkley Distributing, reports that "Love Contest" with **Ruth Brown** on the Atlantic label is making a big hit on the juke boxes.

Radio and TV star **Arthur Godfrey** spent another week in Miami Beach and did his broadcasts from the Kenilworth Hotel. The popular redhead has given this resort a million dollars worth of publicity in the past couple of years, boosting the advantages of this climate to his vast network audience at every turn.

**Gus Dana**, a University of Miami student, whose father is known as "The Polka King" because of his recordings on the Dana label, says that "If You Love Me" is No. 5 on the hit parade in England. Naturally, it's on the Dana label. Gus assists deejay **Harry Burge** in rounding up disks for Burge's "Juke Box Serenade" program heard daily over station WQAM.

Employees at Taran Distributing are having a series of birthdays. Bookkeeper **Jean Guberman** received birthday felicitations February 10, just two days after her mother, **Rose**, celebrated hers. Parts boss **Red Mohre** had his February 22, as did **Sybil Ross**, whose hubby, **El**, is sales manager of Ross Distributing Company. **Tommy Yesbick**, a former employee of Taran who now works for Marino Music Company, also celebrated his birthday February 22. Taran accountant **Gil Gross**' daughter, **Gerilyn**, was 3 years old in January. **Sammy Marino**, Marino Music Company, also became a year older in January.

**Harold Brown**, of Sea Coast Distributors, which distributes RCA Victor records, is beating the drums for a series of new **Artie Shaw** recordings. . . . **Mrs. Norma Elliott** is the new secretary at Southern Music Distributing Company.

**Marvin Lieber**, Pan American Distributing Corporation, is wearing a bright smile these days. The reason is that he has several hit records on his hands—and the juke box operators are buying them like hotcakes. One of them is "My Happiness" on the Cardinal label, featuring **The Mulcahys**. Others are "Till Then" and "From

(Continued on page 86)

	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30	Issue of Jan. 23
Holiday (Chicago Coin).....			125.00	
Holiday (Keeney).....	125.00			125.00
Horseshoes.....			125.00	95.00
Humpty-Dumpty (Gottlieb)...	49.50	49.50	49.50	49.50
Jalopy (Williams).....	120.00	120.00	120.00	65.00
Joker Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	95.00	99.50	95.00	99.50
Judy (Exhibit).....		94.50		94.50
Jumping Jack (Genco).....	100.00		100.00(2)	100.00(2)
			110.00	110.00
Just 21 (Gottlieb).....	59.50	59.50	59.50	45.00
K. C. Jones (Gottlieb).....	89.50	89.50	89.50	89.50
King Arthur (Gottlieb).....	65.00	65.00	65.00	65.00
King Pin (Chicago Coin)....	115.00	124.50	115.00	124.50
		125.00		125.00
Knock Out (Gottlieb).....	69.00	89.50	69.00	89.50
			69.00	89.50
Leader (United).....	90.00	115.00	90.00	115.00
		135.00		135.00
Lite-a-Line (Keeney).....	69.00	75.00	40.00	69.00
Long Beach (Williams).....	125.00	125.00	125.00	125.00
Lucky Inning (Williams)....	84.50	84.50	84.50	84.50
Majors '49 (Chicago Coin)...	45.00	45.00	45.00	45.00(2)
Marble Queen (Gottlieb)....	210.00	210.00	210.00	210.00
Maryland (Williams).....	49.00	49.00	49.00	49.00
Mermaid.....	125.00	125.00	125.00	125.00
Minstrel Man (Gottlieb)....	129.50	129.50	129.50	129.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nevada (United).....				45.00
Niagara (Gottlieb).....	145.00	145.00	145.00	85.00
Oklahoma (United).....	69.50	69.50	69.50	145.00
One, Two, Three (Genco)....	45.00	49.50	45.00	49.50
			45.00	49.50
Palm Beach (Bally).....	159.00	189.50	195.00	175.00
	235.00(3)	195.00(2)	235.00(3)	195.00(3)
		235.00(2)		200.00
				225.00
				235.00(3)
Photo Finish.....	35.00			
Pin Bowler (Chicago Coin)...	99.50	99.50	99.50	99.50
Playland (Exhibit).....		55.00		55.00
Playtime (Exhibit).....	45.00	45.00	45.00	45.00
Puddin' Head (Genco).....	39.00	54.50	39.00	54.50
Quarterback (Williams)....	19.50	50.00	22.50	65.00
		65.00	50.00	65.00
Quartette (Gottlieb).....		190.00		125.00
Queen of Hearts.....	160.00		160.00	165.00
Quintette.....	190.00		160.00	190.00
Rag Mop (Williams).....	99.50	99.50	99.50	99.50
Ramona (United).....	39.00	39.00	39.00	39.00
Red Shoes (United).....	89.50	89.50	89.50	89.50
Rockette (Gottlieb).....	85.00	94.50	85.00	94.50
Rodeo.....			225.00	225.00
Rose 'owl (Gottlieb).....	135.00	135.00	135.00	135.00
Saratoga.....	49.50	49.50	49.50	49.50
Screwball (Genco).....	35.00	49.50	35.00	49.50
Shantytown (Exhibit).....	85.00	85.00	85.00	85.00
Shindig (Gottlieb).....	195.00			195.00
Shoot the Moon (Williams)...	120.00	120.00	120.00	120.00
Shoe Shoe (Williams).....	95.00	119.50	95.00	119.50
Silver Chest (Genco).....			250.00	275.00
Silver Skates (Williams)....			115.00	125.00
Skill Pool (Gottlieb).....	150.00	150.00	150.00	90.00
Sluggest.....	119.50	119.50	119.50	119.50
South Pacific (Genco).....	69.00	69.00	69.00	69.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot Bowler (Gottlieb)....	119.50	119.50	119.50	119.50
Spot-Lite (Bally).....	75.00	85.00	75.00	85.00
	89.50	100.00	89.50(2)	85.00
	109.50	125.00	109.50	125.00
	145.00(2)	100.00	109.50	145.00(2)
		145.00(2)		110.00(2)
				125.00(2)
				135.00
				145.00(2)
				145.00(2)
Springtime (Genco).....	89.00	89.00	89.00	45.00
Stardust (United).....	39.00	39.00	39.00	39.00
Starlite (Williams).....	125.00	125.00	125.00	125.00
Stars (United).....	125.00	145.00	150.00	145.00
		150.00		150.00
Sunshine Park (Bally).....			75.00	95



Arcade Equipment

Table listing various arcade equipment such as Ace Bomber, Baseball, and Basketball with prices for different issues.

Shuffle Games

Table listing various shuffle games such as Bank Board, Big League Bowler, and Bowl-a-Ball with prices for different issues.

MUSIC MoneyMakers advertisement for Atlas Music Company, featuring reconditioned and refinished records.

For Everything You Need in new and used equipment advertisement for David Rosen.

DAVID ROSEN advertisement listing address and phone number.

HI-MAN advertisement for a coin-operated game, including an image of the machine.

VERY CLEAN advertisement for amusement sales, listing various items and prices.

We Need the Room OUT THEY GO advertisement for Frank Swartz Sales Co.

VERY CLEAN Ready for Location! advertisement for Amusement Sales Co.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD! advertisement.



Have You Seen  
**THE BIG NEWS**  
**ABOUT THE MOA**  
**CONVENTION ISSUE!**

Turn to Page 76

## Coinmen You Know

Continued from page 84

the Vine Came the Grape," on Dot by The Hilltoppers; "You'll Never Walk Alone," Roy Hamilton on Epic; "Things That I Used to Do," Guitar Slim on Specialty, and "Life Is Just a Bowl of Cherries," Jaye P. Morgan on Derby. Mrs. Nikki O'Connor has

joined Pan American as inventory control clerk.

**Rusty Draper**, Mercury recording star, appeared as a guest on the "Juke Box Serenade" program conducted by Harry Burge on radio station WQAM. Draper is appearing in person as star of the Olympia Theater stage show. . . . **George Burger**, mechanic, has joined the staff at Southern Music Distributing Company.

Both **Sammy Marino**, Marino Music Company, and **George Caravasio**, of Southern Phonograph Company, have something in common. They bought train sets for their sons at Christmas and now have as much fun as their offspring playing with them. . . . **Bill Rogers**, Rogers Music Company, Fort Myers, was in town on a buying trip.

Sales of the Rock-Ola phonograph are at a high level, says **Eli Ross**, of Ross Distributing, who just returned from business trips to Havana and to West Palm Beach. Besides maintaining another office in Jacksonville, Ross also has road salesmen covering the entire State of Florida. In the games line, Ross reports good operator response to Genco's Shuffle Pool and Williams' 9 Sisters. "But our hottest game right now," Ross declares, "is the new Williams Super Pennant Baseball piece. This one is simply terrific!" Visitors to Ross' office comment on the new framed picture of his wife, **Sybil**, and their two daughters, **Judy Ann** and **Sharon Betty**.

**Sam Benton**, export manager for Taran Distributing, came to town for a couple of days and then returned to his headquarters in Mexico City. Benton covers the Central and South American countries from his post in Mexico City, making frequent trips to those republics. His orders are sent to the home office in Miami.

**Eloise Mangone**, of Mangone & Mangone, reports that games on her route are doing well and holding to about the same level thruout the year. She believes the constant addition of new, clean equipment is the salvation of the business. "You can milk old equipment just so long and then you reach the point of diminishing returns," she commented. In this connection, she adds, front money is of paramount importance to the operator since it enables him to buy the new units which will result in higher collections. A step in this direction was taken this week with adoption of a scale of guaranteed minimums by shuffle alley operators belonging to the AMOA (see separate story). On her music route, says Mrs. Mangone, the top nickel-puller is "Stranger in Paradise." Mangone & Mangone only recently scrapped the last machines geared to 78 r.p.m. records. Now the entire route is on 45 r.p.m. play.

**Joe Mangone**, All-Coin Amusements, is showing the new Gottlieb game, **Lovely Lucy**, in his territory of Florida, Georgia and South Carolina. Mangone and **Willie Blatt** designed the decal which juke box operators are placing on all machines being converted to two-for-a-dime, six-for-a-quarter play.

**Bob Norman**, manager of Southern Music Distributing Company, which handles the AMI line, received a testimonial on the durability of the AMI Model E from **Carl Janroga**, executive of the Wometco chain of movie theaters. A Model E was set up in the lobbies of the Miami, Carib and Miracle theaters during the recent world premiere of "The Glenn Miller Story." The juke boxes, with the coin chute made inoperative, played constantly for an entire week under the worst possible conditions and not once did they require repairs, said Janroga in a letter of thanks to Norman. Janroga also sent a complimentary letter to the AMI factory.

### Duncan Names Prexy

CHICAGO, Feb. 13.—Duncan Parking Meter Corporation announced the election of **Jerome J. Robinson** as president to succeed **Donald F. Duncan Sr.**, who was named chairman. **Robinson** was executive vice-president.

## Announce Program for 2d Day of NATD Convention

NEW YORK, Feb. 13.—A talk by **Leon H. Keyserling**, former chairman of the President's Council of Economic Advisors, on "America's Business Outlook," will highlight the second day of the annual convention of the National Association of Tobacco Distributors. The convention runs from March 28 thru April 2 at the Palmer House, Chicago.

The day's activities get underway with a press breakfast. Later in the morning, the Merchandising Fair opens in the Palmer House Exhibit Hall. The NATD Intra-Industry Luncheon is scheduled for noon.

For the ladies, a Dejeuner en France luncheon will be held in the Grand Ballroom of the LaSalle Hotel, followed by a fashion show sponsored by **Marshall Field & Company**.

### Afternoon Session

At the afternoon session, the delegates will be welcomed by **Bert P. Cunningham**, the **Henry Straus Company**, Cincinnati, NATD board chairman.

The keynote address will be "Patience and Fortitude" by NATD President **Leroy F. Ball**, King Cigar Company, Flint, Mich., followed by **Keyserling's** address.

**Joseph Kolodny**, NATD managing director, will talk on "The Tobacco Industry—a Reappraisal."

## Four New Calif. Vending Firms Granted Charters

SACRAMENTO, Feb. 13.—Four new vending firms were granted charters by the State this week. **Valley Cigarette Vendors** and **Acme Service, Inc.**, will operate vendors in Los Angeles County. **Coffee Service of California** will buy, sell and service vending machines; the **Harmon Manufacturing Company** will sell machines at wholesale and retail in Van Nuys, Calif.

Valley's incorporation papers were filed by **Victor Ford Collins** of Los Angeles. Authorized capital was listed at 3,000 shares of no par value. Its directors are **Stanley P. Roberts**, Sherman Oaks; **Warren S. Roberts**, West Los Angeles, and **Benjamin Otto Fussell**, Van Nuys.

Acme's authorized capital is 2,500 shares, no par value. Incorporation papers were filed by **Caidin, Bloomgarden & Kalman**, of Beverly Hills. Directors are: **Albert H. Weymouth** and **Stanley R. Caidin**, of Los Angeles, and **John W. Wheelus**, of Ontario.

**Coffee Service** is a Delaware corporation with main offices in San Francisco. Its California agent is listed as **United States Corporation of Los Angeles**. Authorized capital for the firm was listed as 20 shares no par value.

**Harmon's** authorized capital is \$50,000. Incorporation papers were filed by **Royal M. Galvin**, of Beverly Hills. Directors are **R. L. Benson**, Los Angeles; **Dale Matthews**, Port Hueneme, and **A. L. Jones**, Kansas City, Mo.

## Coin Tax Take

Continued from page 70

from fiscal 1953. The December take from the cigarette tax amounted to \$115,320,000, a decline of \$4,469,000 from December of 1952. The tax on cigars yielded \$23,825,000 in the six-month period, up less than 1 per cent from the first six months of fiscal 1953; the December take from this levy was \$3,296,000, down \$3,000 from December, 1952.

The tax on sugar brought in \$35,538,000 in the six-month period, a decline of more than 33 per cent from the take in the first six months of fiscal 1953.

## Cantrell & Cochrane To Get Chicago Plant

NEW YORK, Feb. 13.—**Cantrell & Cochrane Corporation**, producers of the Super line of canned soft drinks, will set up a canning plant in Chicago at 1104 N. Homan Avenue, **Walter Mack**, president, announced.

**Mack** indicated that operations at the plant would get underway some time in February.

At present, the firm has plants at **Englewood, N. J.**, and **Los Angeles**.

The American Tobacco Company will be host to the ladies in the evening at a Hawaiian dinner in the Grand Ballroom of the **Palmer House**.

## L. & M. Ups Net To \$23 Million Despite Sales Dip

NEW YORK, Feb. 13.—Despite a sharp 1953 sales drop—\$16.5 million below 1952—**Liggett & Myers Tobacco Company** lifted its net by \$1.5 million to almost \$23 million (after taxes). Net equals \$5.50 a common share after preferred dividends, compared to 1952's \$5.11 a share or \$21.5 million. Net sales for 1953 were \$586,498,727, compared to 1952's record \$603,080,876.

A wider profit margin realized by a price boost was the chief reason for the net jump, a company official explained. Cigarette manufacturers upped their wholesale prices by 38 to 40 cents a thousand last February, increasing revenue by about 0.8 cents a pack.

**Liggett & Myers** also lowered operating expenses in 1953, according to the annual report which lists \$526.8 million for "cost of goods sold, selling, administrative and general expenses," compared to \$549.7 million in 1952.

No direct mention was made in the report of recent medical reports linking cigarette smoking and lung cancer.

But the report stated that **Liggett & Myers** had used research "day in and day out" for 30 years. " . . . our research department has found no reason to believe that the isolation and elimination of any element native to cigarette tobaccos today would improve smoking," the report added.

Last year the company introduced **L & M filters** and brought out its **Fatima brand** with cork tips.

## M. & M. Service Sells Miami Cig Operation

MIAMI, Feb. 13.—**Morris Marder, M & M Service Company**, announced the sale of his cigarette machine route to **Independent Cigarette Service**, owned by **Ray Helfrich** and **Louis Spratlin**.

Involved in the transaction, **Marder** said, were 50 vendors on location in Miami. The move takes **Marder** out of the tobacco vending business, but he will continue to operate a route of juke boxes.

## COMPLETE ARCADE OUTFITS!

### NEW MACHINES

Air Hockey	\$449.50
Air Football	499.50
Set Shot Basketball	349.50
Exhibit Gun, 1954 Western	265.00
Mighty Mike, mechanical sparring partner	Write
3-D Still and Moving Pix, various makes	Write
Midget Movies	295.00
Pitching Practice, training and recreation, indoor and outdoor	Write
Tango Electric Athletic Scale	149.50
Seeburg's Cool Hunt	249.50
Grandmother Predications	Write
A.B.T. Rifle Sport Shooting Gallery	Write
A.B.T. Challenger	55.00
Photo Machines	Write
Poker machines, new and rebuilt	Write
Voice-O-Graph, factory reconditioned	550.00
Photomatic, post-war factory reconditioned	650.00
Kiddle Rides, large assortment; Fortune Telling and Athletic, etc.; Parts and Supplies	---

### SHOOTING MACHINES

Exhibit Space Gun, floor sample	\$249.50
Shoot-A-Line	185.00
Exhibit Dale Gun	95.00
Keeney Submarine	95.00
Chi. Coin Pistol	95.00
Bally Rapid Fire	125.00
Bally Jungle Fury, 3-targets, rapid fire conversion	125.00
Evans Tommy Gun	125.00
Evans Super Bomber	125.00
Shoot-the-Bear	225.00
Seeburg Chicken Sam	110.00
Shoot-the-Chutes	110.00
Jail Bird	110.00
Bartender	110.00
Tank	110.00
Trap-the-Rat	110.00
Has-A-Bunny	110.00

### Munves Reconditioned Machines

Look and Work Like New Large Illustrated Catalog FREE

MIRE MUNVES

577 Tenth Ave. (at 42nd St.)

New York 36, N.Y. BRyant 9-6677

42 YEARS SERVICE - EST. 1912

## ATTENTION

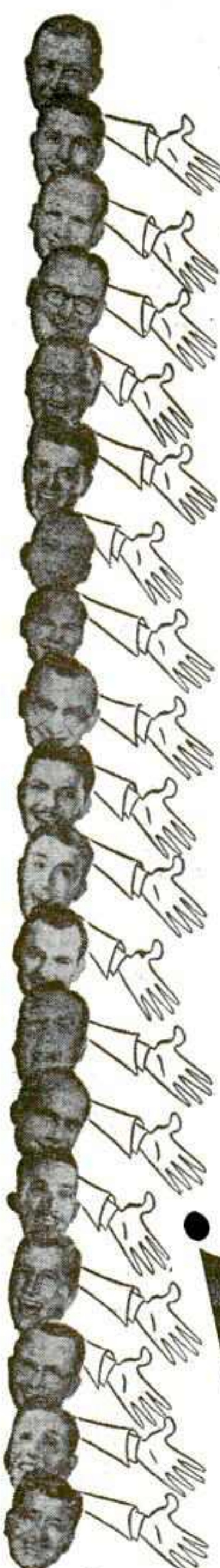
### OWNERS OF BELL TYPE MACHINES

We are in the market for brand new Mills Bells. Write giving full description, price, etc., to

**MILLS SALES COMPANY, LTD.**

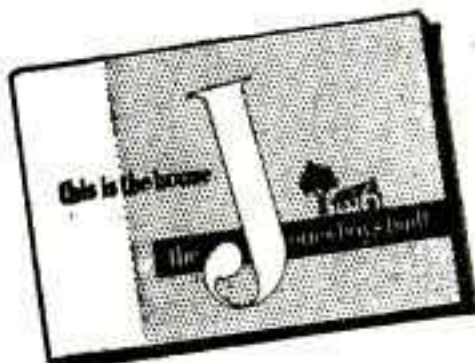
ATTN: E. STEWART

Bender Warehouse Reno, Nevada



# To the foreign buyer who wants a Helping Hand

And who doesn't? No business is so good that it can't get better. If you're a foreign buyer of used coin-operated equipment and you want better prices, it's time you found out about the Jones Boys. If you want better service on equipment and parts, it's time you were doing business with the Jones Boys. Our hands are out. Find out what you've been missing.



Send for our story, "The House the Jones Boys Built" — yours free without obligation. Write **R. F. Jones Co.**, Dept. A, 1263 Mission Street, San Francisco 3, California.

R. F. JONES CO.

Cable Address:  
"JONCO" - San Francisco

1263 Mission St., San Francisco  
127 E. 2nd So. St., Salt Lake City  
1314 Pearl St., Denver  
1200 S. E. Morrison St., Portland  
2600 2nd Ave., Seattle

Cliffy Clef

\$695

1217 Hideaway,  
with 10-48 selection  
Wall Boxes in  
perfect condition

ASK FOR

Our Fully Illustrated  
Catalog of Post-War  
Phonographs—Free!

<b>PHONOGRAPHS</b>	
WURLITZER	4820's, 48 selections . . . \$34.50
1015, off location . . . \$99.50	2140's, practically new . . . 9.50
1100, off location . . . 235	
1500 . . . 895	
<b>SEEBURG</b>	
146 . . . \$ 65	
147 . . . 75	
M-100A . . . 395	
<b>A.M.I.</b>	
B . . . \$250	
8 . . . 285	
<b>ROCK-OLA</b>	
1428 . . . \$195	
<b>EVANS</b>	
Constellation . . . \$245	
<b>WALL BOXES</b>	
3020's, can't tell from new . . . \$19.50	

COVEN

music corporation

3181 Elston Chicago 18, Ill. Independence 3-2210  
1545 Kelly St., Indianapolis, Ind. Garfield 9386

Distributors of SMOKESHOP

Cigarette Vendors

CAPCO CLEANER

(plastics, chrome, etc.) \$3.95 per gal.  
\$12.00 per 4-gal. case



# Timm Industries in Law Suit

Continued from page 79

and that the machines and certain accessory equipment were never delivered.

Mehen further alleges that then, as well as now, the Timm Aviation Corporation is the owner of the issued and outstanding stock of Timm Industries, and that Timm Aviation controls the board of directors and officers of the industries firm. The petition lists Charles D. Rudolph as president of both Timm Aviation and Timm Industries; Robert M. Waggener as vice-president of both firms, and further states that Rudolph is the treasurer of both concerns. Timm Aviation is pointed out as a holding company with Timm Industries a "wholly held and controlled subsidiary" of Timm Aviation.

Carrying these charges further, the petition states that neither Timm Industries nor Timm Aviation issue or publish separate balance sheets or profit and loss statements, this being handled thru a consolidated statement. And because this is distributed thru generally used channels, they are disseminated also thru credit information and rating bureaus. And that "Timm Aviation Corporation is the alter ego of Timm Industries" but substantially all of the business activities are

conducted thru the asserted subsidiary company.

### Financial Structure

Mehen also claims that Timm Industries is under capitalized and has assets of value wholly disproportionate to the business transacted, but that Timm Aviation holds the capital stock and owns and holds the land, buildings and plant equipment used by Industries.

Business activities are financed thru large money advances from the Aviation corporation on an unsecured basis "thereby allowing the pretension that the said parent company is a true creditor of said subsidiary to the extent of the said advances."

The advances are said to exceed \$50,000 and that TI's capital is about \$10,000, against which there is now an outstanding judgment of at least \$39,500. This alone, Mehen adds, exceeds that total capital and assets of TI. TI's obligations are guaranteed by the parent company under a board of directors ruling made about May, 1951. Credit, the plaintiff further contends, was based upon this arrangement and that it was this financial basis upon which he relied.

Mehen declares that any judgment obtained against Timm Industries in the amount asked or in any part would be uncollectable unless Timm Aviation paid it.

Mehen seeks return of his \$7,022.40 down payment, plus interest, \$10,000 exemplary damages and an additional \$109,560, which is based upon \$3 per day profit per machine for a period of five years, the estimated life of the machines.

Offered as an exhibit is a photostat of the said order covering 20 Frank-O-Mat machines at \$1,595; 2 sets of spare units at \$1,296; 20 waste containers at \$22; 20 Swifts Premium Ham & Cheese signs at \$4.50, and 20 Swift's Old Fashioned pot roast signs at \$4.50. Order totals for equipment, \$35,112, plus \$1,228 in taxes, making a gross of \$36,340.92. Part of the order was to have been delivered May 3, the other June 3, 1953.

## New Horizons

Continued from page 79

Problems"; a speech by Harold Price, Price Waterhouse & Company, on operator accounting problems and a general convention questionnaire.

William Fishman, Automatic Merchandisers, will speak on the hiring and training of personnel Saturday. A discussion period on new ideas and business methods will be followed by a five-operator panel in a question and answer program. Round-table discussions will be held on 5-and-10-cent candy, cigarette brands, soft drink, coffee, ice cream and milk operations; also sanitary problems in all types of operations. Service films will be shown in the afternoon. Social events will occupy both evenings.

The second sectional meeting will be held March 19-20 at Hotel Hershey, Hershey, Pa., for operators from Pennsylvania and New Jersey. Principal speaker and program have not been announced so far. Dates and sites of the other five meetings have not been set so far.

The new sectional meetings replace the area meetings held for the last two years and regional meetings held before that. It was decided that the sectional meetings would provide a better opportunity for extensive programming to cover the current problems in the industry.

All meetings will cover every phase of vending, feature leading trade figures as principal speakers, and include question and answer programs.

## Weekly Average

Continued from page 79

magazine grossing four times what a single newspaper will.

Rosenberg said the LaGuardia unit presented few operating difficulties, but said that a unit with more selectivity would probably do much better.

The Life-Union News experiment is not the first venture into publication vending. A pocket book vender was introduced a couple of years ago, meeting with limited success, and New York newspapers have attempted to vend in the subways.

## Sell Oil, Lotion Vender to Clubs

LOS ANGELES, Feb. 13.—The Fred Miller Organization is taking over the sale of the Griffin Dispenser for hair oil and a hand lotion, with emphasis on civic clubs sponsoring the operation.

The deal is being handled by Fred Miller. Machines will be sold one of three ways: outright sale, sponsored locations with the club or group taking 20 per cent commission, and sales to members with the club sponsoring.

Miller declared that protected territories will be assigned clubs entering the deal. An office has been established in New York to give personal attention to groups in that area.

Miller said the machines were being built by Jerry Griffin, the designer. They will sell for \$49.50 each.

## SuperVend

Continued from page 79

1950. At that time he announced he was turning over national sales and manufacturing rights to a new firm—SuperVend Sales Corporation, Chicago, headed by Mike Hammergren, ex-vice-president of the Rudolph Wurlitzer Company.

Following the Miller-Hammergren deal, TEMCO announced it would continue to build the SuperVend machine on contract. TEMCO announced a contract involving "several million dollars" had been signed.

In June, 1950, Hammergren's company began deliveries of the new run of SuperVends. This followed settlement of a patent infringement action brought by Frosti-Drink, patent holding company for Spacarb. Frosti-Drink charged the SuperVend machine violated its patented Mis-A-Drink feature, used exclusively on Spacarb equipment.

Texas SuperVend agreed to pay Frosti-Drink \$48,000 and to install a locking device on all future models which would prevent customers from mixing drinks.

During the patent difficulties, it developed that the two SuperVend companies and TEMCO had agreed to a contract whereby TEMCO would build 3,000 of the drink machines in a 12-month period. On these machines, SuperVend sales was to pay a \$75 per machine royalty to SuperVend of Texas.

SuperVend Sales was a relatively short-lived proposition. By May of 1951 there were rumors that all was not well between the two companies and in June, 1951, it was announced that Coan Manufacturing Company, Madison, Wis., had been given the national sales rights to the SuperVend machine.

In December of 1951, TEMCO announced it had acquired the entire SuperVend inventory (then 1,796 machines) for \$510,000. TEMCO indicated it was looking for a buyer, and in May announced it had sold the machines to Navenco Manufacturing Company, newly formed by a group of Texas oil and cattlemen. The purchase price was not announced, but TEMCO had been asking about \$800,000 for the entire inventory.

Since that time, Navenco has concentrated on building up a supply of parts and has sold approximately 600 of the three-drink machines.

The Dallas rumors this week had it Dean Porter, president of Navenco, wanted to retire from the vending machine business to devote his entire time to other interests.

## Fed. Gaming Licenses Surrendered in Kansas

WINFIELD, Kan., Feb. 13.—Three Federal licenses issued for coin-operated gaming devices in Cowley County here have been surrendered to County Attorney Lawrence Christianson.

No explanation was offered for the action by the three groups which held the licenses—The Arkansas City Country Club; BPO Elks Club, Winfield, and the VFW Spencer-Ralston Post No. 1254, Arkansas City.

## Vending Firm Set Up

DETROIT, Feb. 13.—Terry Vending Company, a new operating firm, has been set up in nearby Dearborn by three brothers—Peter, Charles and Sam Terry.

The Terry brothers operate nut and gum machine routes in Dearborn and hope to expand into Detroit later. The firm is located at 6401 Payne Street, Dearborn.

## Ops Cite Hike In Filter Tip Cig Volume

DENVER, Feb. 13.—That the recent spotlight on probable effects of cigarette smoking has "registered" with the public, has been evidenced by a switch to filter-tip merchandising in the city's cigarette venders.

Public concern grew in early January when a full-page ad, signed by most of the nation's top cigarette manufacturers, promised that a "thoro investigation" into lung cancer was being collectively carried out.

Immediately following, most of Denver's major cigarette vending concerns tested one or two columns of filter-equipped cigarettes, and reported results at the end of the first week "outstanding" in many instances.

Some operators placed top-price filter-equipped cigarettes, which normally sell for 25 cents even in cut-price retail outlets, in the column formerly occupied by the slowest selling brand of the "big four" and found sales ran approximately three to one.

Operator Frank Crastro, whose route is concentrated in East Denver's hospital district, experimented with six machines, containing exclusively filter-tip and de-nicotized brands, and found that while sales did not increase sensationally, there was "certainly no drop."

While all of the six top cigarette vending firms in the Colorado capital are experimenting with the idea of allocating one or two columns in standard-size machines to filter tips, Lou Davidoff, of Ace Cigarette Service, believes that the public's concern, and the resultant demand for filter-type cigarettes will be only temporary.

Meanwhile, location owners themselves surprised cigarette operators by requesting the addition of filter brands.

## Gruebert Named Cole Zone Mgr.; Doyle Resigns

CHICAGO, Feb. 13.—Richard Cole, vice-president of Cole Products Corporation, announced the appointment of George Gruebert to the newly created post of zone manager this week and the resignation of Frank Q. Doyle as head of the firm's coffee division.

Gruebert was formerly divisional sales manager in New York and later in Chicago. He is the first of five zone managers to be named, and will cover Southern Illinois, Eastern Missouri, Arkansas, Kentucky, Tennessee, North and South Carolina, Georgia and Northeastern Alabama.

Cole stated that the new post was created to set up "home office representation in the field." Each zone manager will be active in both sales and service, and because they will be constantly in the field will have no central headquarters.

The new post will not alter or conflict with the present divisional sales system, or the divisional sales managers or sales representative, Cole said.

No replacement for Doyle was announced. Doyle joined Cole Products in October, 1953. He did not reveal his future plans.

## Fla. Schweppes Bottler

MIAMI, Feb. 13.—Southern Beverages, Inc., was awarded the franchise for protection, sales and distribution of Schweppes Quinine Water in Miami and Fort Lauderdale.

Pamela Rank niece of British film producer J. Arthur Rank, visited Miami in behalf of the parent Schweppes company to help launch the newly appointed bottler.

## Okay Mainliner For Chicago

CHICAGO, Feb. 13.—Mainliner, a six-player shuffle game made by J. H. Keeney & Company, Inc., was approved for licensing by the City of Chicago Tuesday (9).

The game has straight skill scoring, oversized pins, Formica playfield and features an eight-foot playfield on a seven-foot cabinet. It is also available with nine-foot playfields on eight-foot cabinets.

## BARGAINS

Reconditioned—Guaranteed SHUFFLE ALLEYS

### UNITED

Empire ..... \$399.50  
Broadway ..... 374.50  
Cascade ..... 294.50  
Liberty ..... 294.50

### CHICAGO COIN

Ten Frame Double  
Bowler ..... \$299.50  
Bowl-A-Ball ..... 150.00

1/3 Deposit, Balance C.O.D.

### WANT

United Supers

Any quantity, state price and condition first letter.

### KINGS

AMUSEMENT CO.

1505 Coney Island Ave.  
Brooklyn 30, N. Y.  
Espanade 7-0788

## "SATISFACTION GUARANTEED"

RECONDITIONED MACHINES

A.M.I. Model B Phone ..... \$259.00  
Seaburg 148-ML, Blonde ..... 179.50  
Rock-Ola 1423 ..... 89.50  
Exhibit Space Gun ..... 169.50  
Electric Shocker & Stand ..... 34.50  
A.B.T. Hunter (New) ..... 39.50  
United 4-Player, form./lg. pins ..... 95.00  
United 5-Player, form./lg. pins ..... 110.00  
United 10th Frame Stars ..... 250.00  
United Classic ..... 360.00  
Bally Spot Light ..... 89.50  
Atlantic City ..... 185.00  
Frolics ..... 210.00  
Yacht Club ..... 275.00  
Beauty ..... 295.00

NEW—ICE FROLICS—HAVANA—LEADER CHIEF—CRISS CROSS—WMS. BASEBALL LOVELY LUCY

1/3 Deposit, Balance C.O.D.

IRV OVITZ

ACME-INTERNATIONAL

DISTRIBUTORS  
3643-45 W. Montrose Chicago 18, Ill.  
Cornelia 7-7272

## HORSES WANTED!

BALLY CHAMPION  
EXHIBIT BIG BRONCO  
B & R GALLOPING BEAUTY (2 SPEED)  
MEMPHIS CRUSADER  
State Price, Age, Condition and Quantity.

BOX NY-147

Care The Billboard  
1564 Broadway, New York 36, N. Y.

## GET SET FOR THE BASEBALL SEASON!

EVANS'

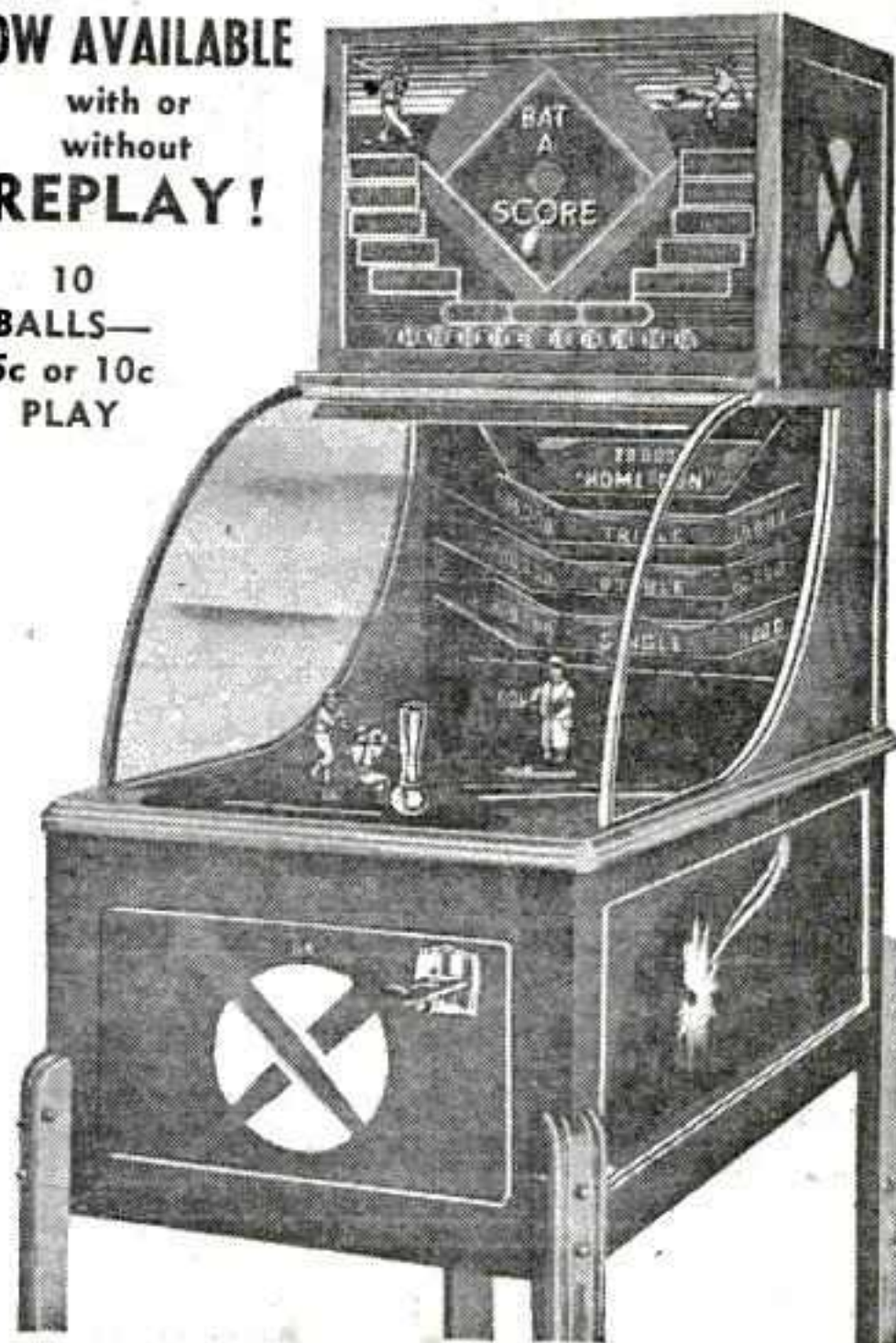
# BAT-A-SCORE

NOW AVAILABLE

with or without

REPLAY!

10 BALLS—  
5c or 10c PLAY



ANIMATED MANIKIN ALL SKILL BASEBALL—AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for profits! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run, depending on skill of the player! If batter misses, ball lands in catcher's mitt!

IT'S HIGH SCORING BASEBALL UNDER LIGHTS WITH BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!

IMMEDIATE DELIVERY!

H. C. EVANS & CO.

1556 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS



**TUNED WITH THE TIMES!**

**Gottlieb's LOVELY LUCY**

*Sweetheart of the Game Lanes!*

**Resetting Sequence From 1 to 8 . . .**  
 Advances value of Roll-Overs for High Score. Additional Resets award REPLAYS; also lights Roll-Overs for REPLAYS.

**6 Drop-Thru Holes . . .**  
 Ball in lit hole sets up next lit hole for REPLAYS.

**Hold-Over Sequence . . .**  
 Second ball in lit hole adds another letter to L-O-V-E-L-Y L-U-C-Y until entire name is completed and awards additional REPLAYS.

**High Score to 7 Million**  
 • 3 POP BUMPERS • 2 FLIPPERS  
 • 2 CYCLONIC KICKERS

*It's a Honey!*

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

AT YOUR DISTRIBUTOR NOW

Location Tested Products  
 QUALITY  
 GAUGED PRODUCTION AND CONTROLLED DISTRIBUTION  
 Protect Your Investment!

**More Money for You**  
*(higher profits - lower service costs)*  
**with DAVIS PHONOS**

REPLACE PREWAR PHONOGRAPHS with DAVIS GUARANTEED POSTWAR EQUIPMENT for LARGER INCOME

**DAVIS GUARANTEE**  
 ✓ Mechanism Overhauled ✓ Speaker inspected  
 ✓ Worn parts replaced ✓ Tonehead renewed  
 ✓ Amplifier reconditioned ✓ Cabinet professionally refinished

**SEEBURG**  
 146 . . . . \$ 99 | 148M . . . \$189  
 147 . . . . 129 | 148ML . . 199

**ROCK-OLA**  
 1422 . . . . \$ 89 | 1432 . . . . \$275  
 1426 . . . . 109 | 1434 . . . . 375

**AMI**  
 "B" . . . . \$269 | "C" . . . . \$299

**WURLITZER**  
 1250 . . . . \$325 | 1080 . . . . \$ 99

**WALL BOXES**  
 Reconditioned and Rebuilt  
 Seeburg 3W2-LS6, 3-Wire, 5c-10c-25c . . . . \$ 6.95  
 Wurlitzer 3020, 5c-10c-25c . . . . 14.95

*We Specialize in Export Trade  
 Cable Address: "DAVDIS"*

**DAVIS** Distributing Corporation

738 Erie Blvd. E., Syracuse, N.Y. Ph. 75-5194  
 BRANCHES IN BUFFALO, ROCHESTER, ALBANY  
 SEEBURG FACTORY DISTRIBUTORS

**Let's Look at the Record!**

**YOU KNOW WHO READS YOUR COIN MACHINE ADVERTISING WHEN YOU RUN IT IN THE BILLBOARD**

**9,606 OPERATORS\***  
 of whom

- 7,207 Operate Juke Boxes
- 5,845 Operate Amusement Games
- 2,954 Operate Vending Machines
- 2,296 Operate Shuffle Games
- 1,513 Operate Arcades
- 794 Operate Service Machines
- 1,381 Operate Other Equipment

\*Source: The Billboard Eighth Annual Reader Survey

The breakdown totals more than 9,606 operators since many of them operate two or more types of equipment.

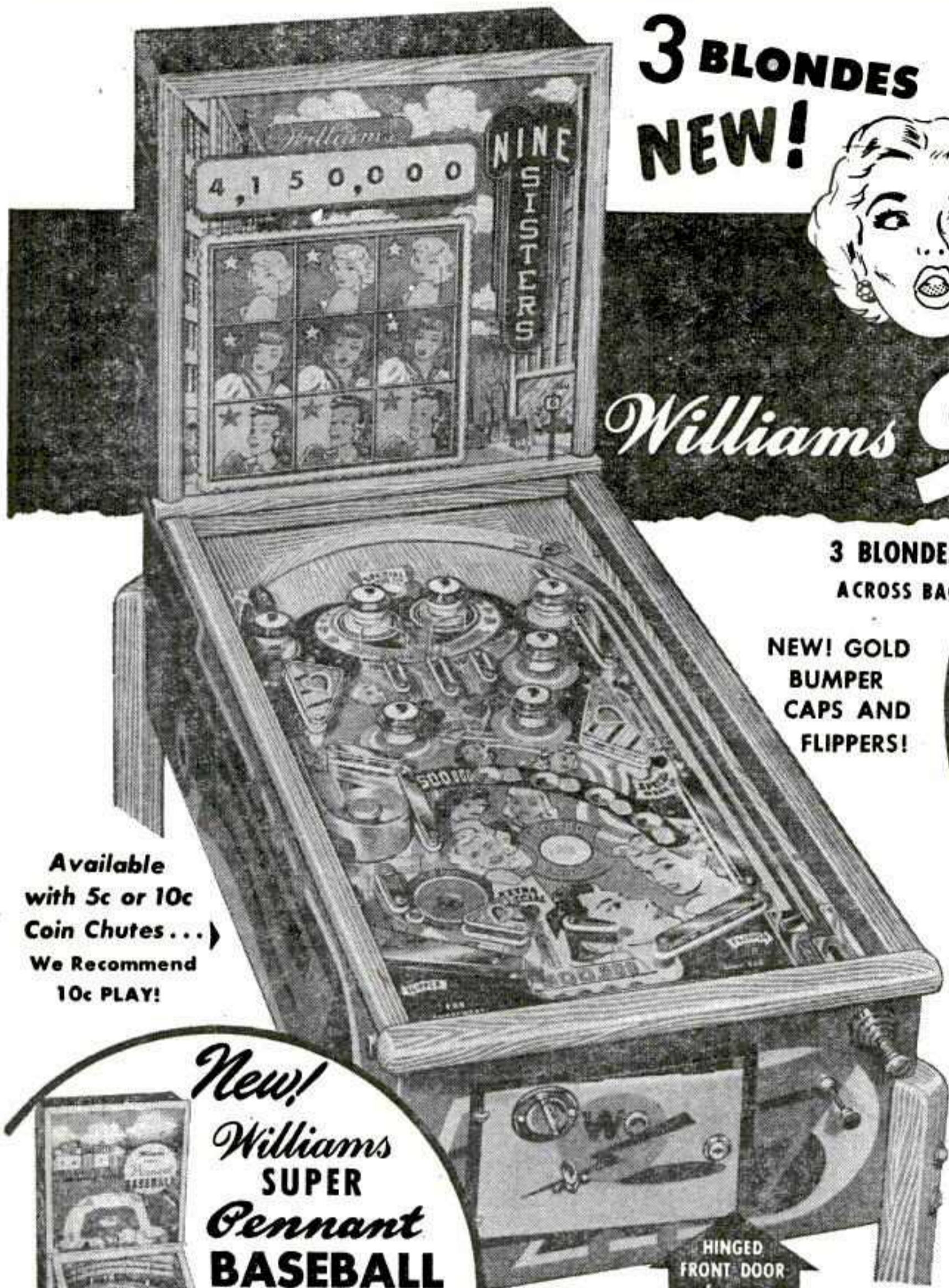
This survey also shows that an average of 2.7 coinmen read each and every bought-and-paid-for copy of The Billboard. That's a weekly total of 25,936 industry readers!

**ABC** AUGUSTED PAID CIRCULATION  
**ABP** BUSINESS PAPER CREDENTIALS

**The Billboard**  
 COIN MACHINES

A Continuing Story of **Leadership in Action**





**3 BLONDES NEW!**      **3 REDHEADS NEW!**      **3 BRUNETTES NEW!**



*Williams* **9 SISTERS**

**5-BALL NOVELTY PLAY!**

**3 BLONDES OR 3 REDHEADS OR 3 BRUNETTES**  
ACROSS BACKGLASS LITE UP ROLLOVERS FOR "SPECIAL"!

**NEW! GOLD BUMPER CAPS AND FLIPPERS!**

**ALL 9 SISTERS LITE BOTTOM ROLLOVER FOR "EXTRA SPECIAL"!**

**4 TRAP HOLES SPELL N-I-N-E AND SCORE REPLAY. ALSO LITE TOP KICKOUT HOLE FOR REPLAY!**

*The Automatic kicker at bottom left hand side kicks ball half way up the field around "whirligig" where another kicker shoots it all the way to the top!*

**1 AUTOMATIC RUBBER REBOUND KICKER**  
**3 THUMPER BUMPERS    2 KICKOUT POCKETS**  
**2 KICKERS    1 FLIPPER**

Available with 5c or 10c Coin Chutes... We Recommend 10c PLAY!

**New!**  
**Williams SUPER Pennant BASEBALL**  
REPLAY OR NOVELTY PLUS  
"DOUBLE MATCH FEATURE"

**★ SUPER STAR BASEBALL**  
Novelty with Double Match Feature  
**SPECIAL DELUXE BASEBALL**  
For Straight Novelty Play  
Licensed by the City of New York

*Williams*  
**ORIGINATORS OF:**  
• Interchangeable Front Door  
• Hinged Front Door for 5-Balls  
• Drum Type Scoring Reels on 5-Ball Games



**CREATORS OF DEPENDABLE PLAY APPEAL**  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

**ALL KIDDIE RIDE PRICES REDUCED!**

Because of the success of our KIDDIE RIDE EXCHANGE we can cut Kiddie Ride prices drastically. YOU DO NOT HAVE TO TAKE DELIVERY NOW. A small deposit will hold your machines until you are ready for them. We will ship anytime you say. WRITE-WIRE-CALL TODAY!

BALLY CHAMPIONS (Western Champ) .....	\$485	ATOMIC JET SPACE SHIPS .....	\$195
EXHIBIT BIG BRONCOS (Prairie King) .....	395	BALLY SPACE SHIPS .....	465
LEE BEAUTY HORSES .....	225	DECO SPACE RANGERS .....	385
THUNDERBOLT HORSES .....	195	HOT ROD AUTOMOBILE .....	185
		BERT LANE MERRY-GO-ROUND .....	Write
		LEE MERRY-GO-ROUND .....	Write

**WANTED** Music, Bally Bingo, United Shuffle Alleys, Chi. Coin World Trainer

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040  
Exclusive distributors for **AMI BALLY-UNITED**

**FOREIGN BUYERS!**

we carry the world's largest stock

In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

**Our Service Is Quick, Efficient and Reliable**

Cable Us for Our Special Price Lists

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

**SCOTT-CROSSE COMPANY**

PHILADELPHIA 30, PA.

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS... WRITE

**RECONDITIONED SHUFFLE GAMES**

Chicoin Triple Score .....	Write	Un. Clover .....	\$345	Un. DeLuxe .....	\$185
Un. Imperial .....	Write	Un. Official .....	195	Un. 6 Play, F/7-10 .....	145
Un. Classic .....	\$375	Un. 10th Fr. Super .....	225	Un. 8 Play, F/7-10 .....	125
Un. Olympic .....	345	Un. 10th Fr. Star .....	275	Un. 4 Play, F/7-10 .....	110

**BINGOS IN STOCK-RECONDITIONED**  
Spot Light .....

**SPECIAL EXHIBIT'S**  
PETE THE RABBIT-WRITE

**Write for New 1954 Price List**

**CLAYT NEMEROFF • CHARLEY PIERI**  
**Monarch Coin Machine, Inc.**

2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

**New United SHUFFLE ALLEYS CHIEF and LEADER**

Spot Light .....	\$109.50
Coney Island .....	129.50
Atlantic City .....	195.00
United Cabana .....	295.00
Happy Go Lucky .....	149.50
Chinatown .....	159.50
Hayburner .....	75.00
Seeburg 47 .....	99.50
Rock-Ola 1422 .....	99.50
Genco Sky Gunner .....	Write
Exhibit Silver Bullets .....	129.50
Seeburg Bear Gun .....	149.50
Genco Gold Nuggets .....	269.50

Central Ohio Coin Machine Exchange  
525 S. High St. Columbus, O. Adams 7254

**SHOOT THE SPOOK**

The conversion target for Bear Guns, offers proven performance, a new face, a different action and a heavy cash box for **\$37.50**

**100 SERVICE COMPANY**  
2634 Olive St. St. Louis 3, Mo.

**WANTED UNITED SUPER DE LUXE SHUFFLE ALLEYS**  
Must be in excellent condition, ready for location.  
BOX 672, THE BILLBOARD  
188 W. Randolph Chicago 1, Ill.

**Panoram Operators! FOR SALE**  
Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-FOA).  
**Phil Gould**  
283 Market St. Newark, N. J. Market 2-4275



OPERATE

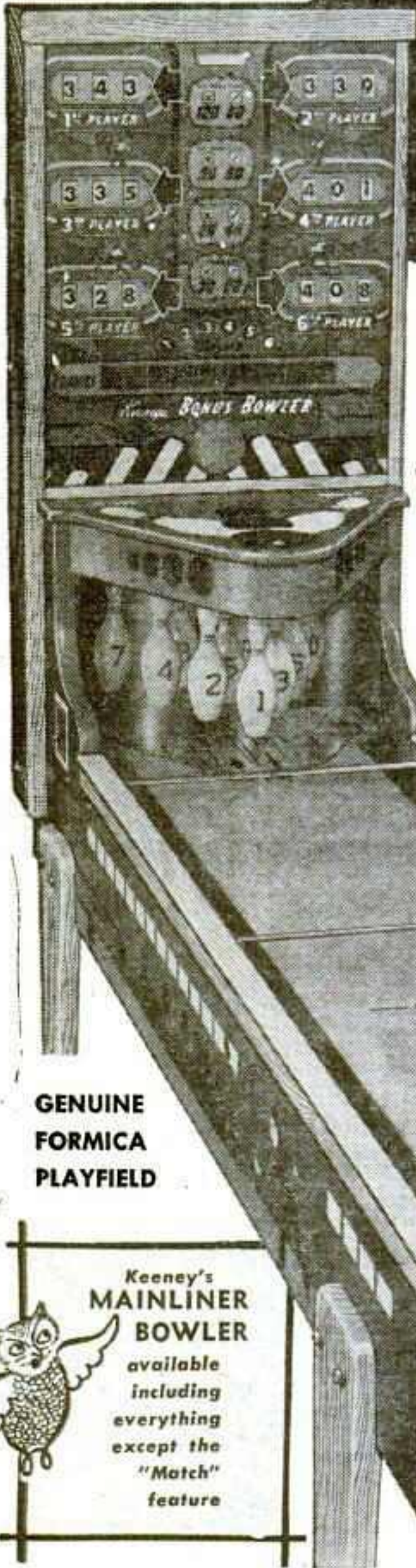
Keeneys  
Capturing  
locations  
everywhere!

# BONUS BOWLER



Something to hoot about!

RECORD-BREAKING PREFERENCE JUSTIFIED BY TREMENDOUS APPEAL!  
3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!



GENUINE  
FORMICA  
PLAYFIELD

Keeneys  
MAINLINER  
BOWLER  
available  
including  
everything  
except the  
"Match"  
feature

HINGED FRONT DOOR

DISAPPEARING  
FOLD-AWAY  
KNEE ACTION  
MAMMOTH PINS!



HINGED LITE  
INSERT FOR  
EASY SERVICING!

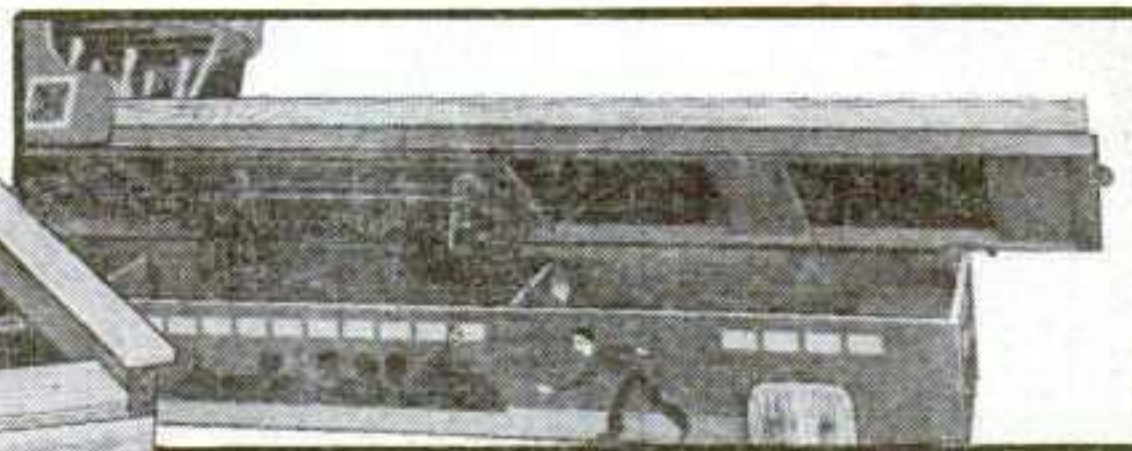
2 SIZES: 9 foot Playfield on 8 foot Cabinet  
8 foot Playfield on 7 foot Cabinet

The game that CONSERVES SPACE in any location.

## 3 CARD BONUS SCORING!

2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame  
• When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.  
• "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

PINS AND CONTACT AREA RECESSED UNDER LITEBOX.  
ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX  
plus FLOODLITE  
WHEN DOOR OPENS!

Single-Double-  
Triple-Quadruple  
Scoring for  
Strikes and Spares  
• Shoot again in  
10th frame

Reduce to 5 FRAME GAME by Simple Plug Adjustment

J. H. Keeneys & CO. INC.  
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

If not obtainable from your distributor—contact factory direct for name of nearest distributor.



Now! In Our Showroom...  
CHICAGO COIN'S  
New Money Maker

- ARCADE**
- Bally Big Inning ..\$140.00
  - Exhibit Gun Patrol 195.00
  - Exhibit Space Gun. 185.00
  - Mutoscope Voiceograph  
—Late Model ... 295.00
  - Wilcox Gay Voice Recorder .. 195.00
  - Midget Movies .. 185.00
  - Mill Panoram .. 250.00
  - Genco Sky Gunner Write Midget Skee Ball. 165.00
  - Exhibit Dale Gun .. 69.50
  - Exhibit Jet Gun .. 175.00
  - Seeburg Shoot the Bear .. 195.00
  - Goalee .. 95.00
  - 4 Player Derby .. 195.00
  - Foot Ease, 54 .. 75.00
  - Big Bronco .. 500.00
  - Bally Champion Horse .. 500.00
  - Chicago Coin Band Box—Used .. 139.00
  - Heavy Hitter and Stand .. 45.00
  - Exhibit Card Vendors .. Write
  - Pitcher and Balfem .. 185.00
  - Chicago Coin Bowl-a-Ball .. 200.00
  - Evans Bat-a-Score Muto Photomatic—Late Model .. Write
  - Sky Fighter .. 125.00
  - Texas Leaguer .. 50.00
  - Williams Super World Series .. 145.00
  - Keeneys Submarine Gun .. 110.00
  - Blow Ball .. 125.00
  - Chicago Coin Super Jet .. 495.00

- COUNTER GAMES**
- ABT Challengers .. \$25.00
  - Shipman Art Show. 49.50
  - Pop Ups .. 18.00
  - Pitchem—New .. 20.00
  - Love Meters—Old Style .. 20.00
  - Pee Wee .. 18.00
  - Flip Skill .. 25.00
- BINGOS**
- ABC .. \$ 50.00
  - Atlantic City .. 150.00
  - Spot Lites .. 90.00
  - Life-O-Line .. 50.00
  - Frolics .. 185.00
  - Cabana, Like New. 275.00
  - Dude Ranch .. 425.00
  - Palm Springs .. Write
  - Leader .. 90.00
  - Beach Clubs .. 385.00
- MUSIC**
- Seeburg Model 100-A .. \$450.00
  - 1948 Rock-Ola (Blond) .. 250.00
  - 1947 Rock-Ola .. 125.00
  - Williams Music Mite .. 90.00
  - Packard Wall Boxes .. 8.00
  - Seeburg 54 2 Wire Wall Boxes .. 15.00
  - Seeburg 5-10-254 Wall Box, 3 Wire. 25.00
  - Seeburg 1948 Hideaway .. 165.00
- SPECIALS**
- Genco Scoring Units for Shuffle Boards. \$ 85.00
  - Genco Gold Nugget 100.00
  - Nat. King Candy, Single Col., New 25.00

- Acorn Charm Vendors, New .. \$14.95
  - Nat. King Ball Gum Vendors, New .. 8.50
- SHUFFLE GAMES**
- Williams Double Header .. \$ 40.00
  - United 2 Player Formica Top .. 50.00
  - United 4 Player Formica Top .. 75.00
  - United 5 Player Formica Top .. 90.00
  - United 6 Player Formica Top .. 100.00
  - United 6 Player Deluxe .. 115.00
  - United 6 Player Super .. 190.00
  - United 6 Player 10th Frame .. 220.00
  - Chicago Coin & Player Matched Bowler .. 185.00
  - Chicago Coin & Player Formica Top .. 95.00
  - Chicago Coin & Player Drum Scoring .. 185.00
  - Chicago Coin 10th Frame Special .. 285.00
  - Chicago Coin Triple Frame .. 385.00
  - Chicago Coin Bowl-a-Ball .. 195.00
- ONE BALLS**
- Bally Turf Kings .. \$39.00
  - Photo Finish .. 35.00
  - Winner .. 39.00
- WANTED TO BUY**
- Muto Scope Voiceograph
  - Muto Scope Drive Mobile
  - Muto Scope Cross Country
  - All Types of Arcade Equipment

**BANNER is RELIABLE!**

When Banner sells you equipment—new or reconditioned like new—you know you can depend on it for the kind of sustained trouble-free performance on location that keeps profits up!

And you also know that behind every piece of equipment you buy at Banner there are complete stocks of parts and supplies that can reach you at a moment's notice.

That's why operators everywhere will tell you, "It's always A BETTER BUY AT BANNER!"

**BANNER SPECIALTY COMPANY**

Home Office: 199 W. Girard Ave., Philadelphia 23, Pa.  
Branch: 1508 Fifth Ave., Pittsburgh 19, Pa.

**ATTENTION OPERATORS OF BELL MACHINES**

We still have a lot of good slot machines in A-1 condition, priced from \$100 up.

Call—Wire—Write  
**Milton Braun & Sons**  
Phones 4-3161 & 4-4989  
Rt. 3, Box 144, on Ferguson Ave., Savannah, Ga.

**30th ANNIVERSARY SPECIAL**  
(This offer expires March 1)

**25 GAMES—BEAUTIFULLY RECONDITIONED**

CONSISTING OF THE FOLLOWING.....ONLY \$75 Each

ARCADE MAJORETTES	DOMINO CARAVAN	HONG KONG 4 CORNERS
OLYMPICS	PARATROOPER	

When writing specify second choices

1924 30th 1954 ANNIVERSARY ← WATCH FOR OUR 30th ANNIVERSARY SPECIALS → 1924 30th 1954 ANNIVERSARY

Exclusive Cottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

**TRIMOUNT**

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS  
Tel. LIBerty 7-3180

**"Peachy" Parts Prices!!!**

MINIATURE BULBS—Name Brand—Packed 10 to Box

#44, 46, 47, 50—Per 100 .. \$5.55	#81—Per 100 .. \$ 5.92
#51, 55—Per 100 .. 4.65	#145B—Per 100 .. 6.95
#63—Per 100 .. 5.07	#1129—Per 100 .. 12.69

Heath Drop Chutes, 5c, 10c or 25c. Ea. .. \$ 2.50	Male Rubber Plugs, Straight Blade. Per C. .. \$4.50
Feather Touch Coin Chutes, All Denom. .. 3.50	Male Rubber Plugs, Spring Action .. 5.95
National Slug Rejectors for 1 Balls and Bingo Games, Specify 5c, 10c, or 25c .. 4.95	Wood De Luxe Title Strips, Packed 500 Sheets to the Box .. 2.75
Wen 250 Watt Instant Solder Gun .. 8.95	—1 Side Printed Red. Per Box For Seeburg Select-O-Matic 100 .. 2.95
#18/2 POS) Zip Cord, 250 Ft. Spools .. 4.65	For AMI Models D or E, Specify Solid or Window .. 1.25
7 1/2 or 15 Watt, 130 Volt Bulbs. Case .. 13.35	Hi-Speed Wax, Packed 24 Cans to Case .. 6.95
Universal Pinball Covers, Weather Proof .. 12.95	Shuffle & Bowler Wax, 24 Cans to Case .. 5.50

Write for FREE CATALOG!

**PEACH STATE DISTRIBUTING CO.**  
549 PINE ST. (Phone 3-1588) MACON, GA.

**MONROE COIN MACHINE EXCHANGE, INC.**

2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4660)



# NEW! SHUFFLE POOL

## For Match or Regular Play!



Genco's  
1 to 4  
Player

# Match Pool

with  
**TRIPLE MATCH FEATURE!**

**EACH PLAYER MATCHES LAST DIGIT OF SCORE WITH RED-WHITE-BLUE MATCH NUMBERS!**

The most exciting build-up . . . the most thrilling finish . . . of any game you've ever seen! Red, White, and Blue Match Numbers are concealed during game—flash on with colorful drum type matching reels immediately after final shot. Last number of player's score must match one or more for single—double—or triple match!

Strikes galore give higher score . . . to please any player. Stimulates profitable repeat business.

WRITE...WIRE...PHONE YOUR GENCO DISTRIBUTOR—TODAY!

Match  
RED NUMBER

Match  
RED and WHITE

Match RED,  
WHITE and BLUE



plus ALL THESE TESTED "SHUFFLE POOL" FEATURES!

- NOW! 20-30-40 Bonus Build-Ups!
- Realistic "3-D" Colored Light-Reflected Balls!
- Endless Combinations of Straight or "Bank" Shots!
- 50 Seconds Playing Time
- Plays Like a Bowler (Not Rotation-Type Pool)

Choose Shuffle Pool in REGULAR OR MATCH PLAY to fit your location needs

# GENCO

MFG. & SALES CO.

2621 North Ashland Avenue  
Chicago 14, Illinois

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

## SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
1535 Delaware Ave., Lexington, Ky. 129 W. North St., Indianapolis, Ind.

### WORLD WIDE . . . A "BUY" WORD!

#### NEW GAMES

Bally ICE FROLICS  
United HAVANA—LEADER  
Gottlieb LOVELY LUCY

#### USED PHONOS

ROCK-OLA 1428 .....\$225  
ROCK-OLA FIREBALL, 45 RPM ..... 645  
WURLITZER 1100 ..... 245  
MILLS CONSTELLATION .. 215  
WMS. MUSIC MITE ..... 75

#### ACE COIN COUNTER

New 1954 Model  
Weighs 8 lbs. Counts 1¢, 5¢, 10¢, 25¢. Only ..... **\$149.50**

#### LATE PIN GAMES

WILLIAMS	GOTTLIEB
Disk Jockey .....\$145	Skill Pool .....\$165
Four Corners ... 115	Shindig ..... 195
Twenty Grand ... 115	Grand Slam ..... 185
Starlite ..... 135	Pin Wheel ..... 225
Gun Club ..... 225	Marble Queen ... 195
Fairway ..... 160	Chinatown ..... 150

NEW—Williams SUPER PENNANT BASEBALL  
Star and Number Match Feature  
Immediate Delivery

#### MISCELLANEOUS EQUIPMENT

Exhibit Gun Patrol .....\$175  
Exhibit Six Shooter ..... 145  
Exhibit Dale Gun ..... 45  
Exhibit Goalee ..... 95  
Williams Pennant Baseball ..... 325

Terms, 1/3 Deposit. Balance Sight Draft.



Phone: EVerglade 4-2300

Chicago 47  
2330 N. Western Ave

#### MUSIC EQUIPMENT

3 Model M100-A Seeburg Phonographs, Each .....\$375.00  
1 Model 1100 Wurlitzer Phonograph ..... 185.00  
40 Model 3020 Wurlitzer Wall Boxes, Each ..... 9.00  
10 Model 3W2L56 Seeburg Wall Boxes, Each ..... 7.95  
1 Band Box ..... 95.00  
7 Model 3025 Wurlitzer Wall Boxes, Each ..... 5.00  
30 Model 1530 5¢ Rock-Ola Wall Boxes, Each ..... 4.00

**WERTZ MUSIC SUPPLY COMPANY**  
1013 E. Cary St. Richmond 19, Va.  
Phone 7-3021

#### ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horseshoe ..... \$125 ea.  
15-21-50 pts. .... \$95.00 ea.  
Wall Model 15-21 pts. and 15-21-50 pts. .... \$75.00 ea.  
3 Monarch and 2 Chicago Coin Overhead Scoreboards, recond. 15-21 ..... \$75.00 ea.  
500 ASS'T SALESBOARDS . . . . . CLOSEOUT PRICES:

TICKETS  
2500 7-11 .....\$1.15 bag  
2170 R.W.&B. 1.00 bag

#### 22' SHUFFLEBOARDS

Recond. Cabinet, New Maple Tops Access. **\$169.50** ea. crated  
New Maple Tops for 22' Shuffleboards \$90.00 ea. crated.  
Shufflebd. Adj., set \$12.00  
Pucks (set of 8) ..... 12.00  
2-Faced Pucks, Ea. .... 1.50  
Wax, dozen ..... 3.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel. Dickens 2-3444

#### Life-a-Line

5-Star ..... 75.00  
Spot Light ..... 125.00  
Bright Spot ..... 150.00  
Coney Island ..... 150.00  
Keen, Holiday ..... 125.00  
Leader ..... 125.00  
Atlantic City ..... 225.00  
United Stars ..... 145.00  
Jumplet Jacks ..... 100.00  
Golden Nugget ..... 100.00  
Circus ..... 245.00  
Frolics ..... 245.00  
Palm Beach ..... 235.00  
Bally Shuffle Line ..... 69.50  
Genco Shuf. Target 49.50

WHAT'S NEW IN COIN MACHINES?  
WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in

The **Billboard**

Order NOW at LOW Subscription Rates.  
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 813

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....



GIVE TO DAMON RUNYON CANCER FUND





# MISTER!

## Don't Sign A Thing!

'Till You See

### chicago coin's

# New

# BASEBALL GAME

## COMING SOON!

**chicago coin**  
MACHINE COMPANY 1725 W. Diversey Chicago 14, Ill.

# Shaffer Specials

## BETTER VALUE CORNER

SEEBURG		AMI	
M-100-A	\$495.00	D-40	\$395.00
148-ML	159.50	Model C	279.50
147	109.50	Model B	229.50
146	99.50	Model A	139.50
1946 Hideaway	89.50	<b>ROCK-OLA</b>	
1947 Hideaway	99.50	Fireball (120 Sel.) 45-	
1948 Hideaway	109.50	RPM, Like New	\$475.00
		1432	289.50
WURLITZER		MISC.	
1500	\$595.00	Seeburg Shoot the Bear	\$179.50
1400	429.50	Bally Champion	395.00
1250	249.50	<b>WALL BOXES</b>	
1100	189.50	Seeburg 3W2-L56	\$ 8.95
1015	99.50	Wurlitzer 3020	12.50

VISIT OUR ENLARGED SALES & SERVICE OFFICE

Terms: 25% Deposit, Balance C.O.D.  
Write for Illustrated Catalog of Late Model Phonographs

### 5-BALLS

UNITED HAVANA  
UNITED RIO  
BALLY ICE FROLICS  
EV. SADDLE & TURF

### -BINGO-

Dude Ranch \$425  
Yacht Club 345  
Beach Club 395  
Beauty 325  
Palm Beach 235  
Atlantic City 225  
Frolics 250  
Bright Spot 175  
Tahiti 425  
Bright Lights 125  
Tropics 375  
Cabana 375  
Circus 225  
Stars 150  
ABC 115  
Long Beach 125

### WILLIAMS

8 Ball \$119.50  
Sluggfest 119.50  
Shoo Shoe 119.50  
Control Twr. 109.50  
Rag Mop 99.50  
Dreamy 89.50  
Georgie 89.50  
De-Icer 89.50  
Lucky Inning 84.50  
Boston 79.50  
Dallas 69.50  
Virginia 49.50  
Yanks 49.50  
Dew-Wa-Ditty 49.50  
Saratoga 49.50  
Tennessee 49.50  
Gizmo 49.50

### GENCO

Tri-Score \$89.50  
Canasta 59.50  
Puddin' Head 54.50  
Big Top 54.50  
Screwball 49.50  
1-2-3 49.50  
Floating Pwr. 49.50

### UNITED

Red Shoes \$89.50  
Arizona 79.50  
Utah 84.50  
Tampico 79.50  
Oklahoma 69.50  
Aquacade 59.50  
Monterrey 49.50  
Moon Glow 49.50  
Baby Face 49.50

### EXHIBIT

Judy \$94.50  
Be Bop 84.50  
Campus 84.50  
Tumbleweed 74.50

### CHICAGO COIN

King Pin \$124.50  
Pin Bowler 99.50  
Bermuda 49.50

### VENDERS

ACORN VENDER, 1c or 5c. WRITE  
ACORN 10 COL. TAB GUM. \$21.95

Mills 8 Col. \$198.50  
Candy \$198.50  
Mills Tab Gum 27.50  
Mills Tab Gum 16.50  
Rebuilt 16.50  
Silver Kings 13.95  
25¢ Razor Blade 19.95  
N.W. 49 1/2, 5¢ 17.35  
S.K. Hot Nut 29.95

### CHARMS

New-Assorted \$2.25  
Per Bag of 400

## SALE!

Atlantic City \$179.50  
Spot Lites 89.50  
Coney Islands 119.50  
"EMPIRE RECONDITIONED"

### Continental CHANGEMAKER

2 Dimes, 1 Nickel for 25c  
\$89.50

### SHUFFLE GAMES

UNITED CHIEF, HIGH SCORE } BUILD-UP SCORING  
UNITED LEADER, MATCH }  
GENCO SHUFFLE POOL }  
GENCO MATCH POOL }

United Imperial, Match Score \$425.00  
United Royal, High Score 399.50  
United Classic, Match Score 375.00  
United Olympic, High Score 350.00  
United Clover, Match Score 350.00  
United Cascade, High Score 325.00  
United Star 10th Frame 295.00  
United Super 10th Frame, 6 Pl. 275.00  
United Star 6 Player 250.00  
United Super 6 Player, S.A. 229.50  
United De Luxe S.A., 6 Player 175.00  
United 6 Player w/Formica, 7-10 150.00  
United 5 Player w/Formica, 7-10 135.00  
United 4 Player w/Formica, 7-10 119.50  
Chicoin 6 Player, High Score 159.50  
Chicoin Bowling Alley, w/Formica 59.50  
Keeney 6-Player 119.50  
Keeney League Bowler, 4 Player 99.50  
Star Bowler, 10', 2 Player, Wood Balls 295.00  
Universal 18' Bowl-A-Matic 345.00

### Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT

For United 4, 5 and 6 Players \$49.50  
Also Chicago Coin's.

### LIFT DOLLY \$89.50

### MARVEL'S NEW ELECTRIC SCOREBOARDS

OVERHEAD \$125.00 WALL \$95.00

### COUNTER GAMES

Art Show & Film, New \$49.50  
Mercury Counter Grip, New 34.50  
ABT Challenger, 29.50  
ABT Challenger, New 65.00  
Acme Shocker, New 24.50  
Texas Leguier, 49.50

### 1-BALLS

Bally Futurity... Write  
Turf King \$109.50  
Winner 99.50  
Champion 89.50  
Citation 79.50  
Gold Cup 89.50  
Special Entry 49.50  
Jockey Special 54.50

### CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS.  
Rowe President, 10 Col. or 8 Col. \$155  
National Model 950, 9 Col. 145  
National 930, 9 Col. 130  
Unedapak Model 500, 9 Col. 135  
DuGrenier Model "W", 9 Col. 125

### ARCADE

GENCO INVADER  
GENCO SKY GUNNER  
AUTO-PHOTO  
ABT RIFLE SPORT

Photomatic, Late \$450.00  
Voice-o-Graph 525.00  
Midget Movies 295.00  
Ev. Bat-a-Score 275.00  
Shoot the Bear 229.50  
Ch. Basketball Champ 275.00  
Photomatic, Pre-War 250.00  
Exh. Jet Gun 195.00  
Muto. Silver Gloves 195.00  
Muto. Sky Fighter 195.00  
Muto. Ace Bomber 195.00  
4 Player Derby 195.00  
Evans Super Bomber 175.00  
Scientific Field Goal 175.00  
Telequiz & Film 169.00  
Exh. Silver Bullets 149.50  
Star Series 139.50  
Exh. Foot Ease, Late 129.50  
Bally Rapid Fire 125.00  
Goales 119.50  
Chi. Pistol 99.50  
Jack Rabbit 99.50  
Life League 99.50  
Exh. Date Gun 94.50  
Batting Practice 89.50  
Marion Scale 89.50  
Scientific Baseball 79.50  
Mer. 13-Way Ath. Scale 79.50  
Flash Hockey 75.00

# Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. Main 6310  
Columbus, Ohio New Address 849 N. High St. KLondon 4614  
Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

## "THERE IS A DIFFERENCE"

Our Used Merchandise Is The Finest

### UNITED BOWLERS

3 Pl. with Formica \$ 75.00  
6 Pl. Stars 225.00  
6 Pl. DeLuxe 115.00  
6 Pl. Super 195.00  
6 Pl. 10th Frame 225.00  
6 Pl. with Formica 100.00  
Cascades 325.00  
Olympics 225.00  
Royals 425.00  
Keeney, 4 Pl. 85.00  
Keeney, 6 Pl. 100.00

### BINGOS

Atlantic City \$185.00  
Brite Spots 115.00  
Brite Lites 110.00  
Frolics 185.00  
Five Stars 85.00  
3-4-5 85.00  
Spot Lites 85.00  
Beautys 350.00  
Yacht Club Write

### COUNTER GAMES

ABT Skill Gun \$25.00  
ABT Challengers, new 65.00  
Advance Elec. Shockers, new 24.50  
Ship, Art Show & Film 45.00  
Hit-a-Homer 20.00  
Nerf, Grippers 18.50  
Three of a Kind 18.50

### ARCADE EQUIPMENT

Edelco Pool Table \$ 75.00  
Evans Ski Ball 95.00  
Evans Bat-a-Score 165.00  
Evans Tommy Gun, DeLuxe 95.00  
Exhibit Jet Gun 225.00  
Exhibit Silver Bullets 125.00

### DRINK & ICE CREAM VENDORS

Craig Ice Cream \$210.00  
Hupp Cold Drinks 110.00  
Hot Snak Bars 150.00  
Super Vend, 9 col. 275.00  
Bradley, 2 sel. 275.00  
Kalva, bot. 3 sel. 125.00  
Revco, Ice Cream 150.00

### CIGARETTE VENDERS

Rowe Diplomat, Elec., 8 col. \$150.00  
Keeney, Elec., 9 col. 150.00  
Ajax, 8 col. 125.00  
Nat. Elec. 75.00  
C-8 Electros 150.00  
Uneda E, 6 col. 50.00  
Rowe Royal, 9 col. 100.00  
P-X, 8 or 10 col. 145.00  
Uneda 500, 9 col. 110.00  
Un. Challenger, 8 col. 110.00  
DuGrenier W, 9 col. 95.00  
All factory shipped and Painted, 25c operation

### MERCHANDISE VENDERS

Nat. King Candy, single col., new \$ 25.00  
Shipman, 3 col. Candy, new 48.00  
Pop-n-Hot Popcorn 65.00  
Hawkeye Hot Popcorn 55.00  
25 Pop Sez Popcorn 65.00  
12 Adv. 16 Stick Gum 8.50  
15 Hershey, 2 col., 1c 4.50  
100 Silver Kings, like new 8.50

### RIDES

Bally Champion Horse \$525.00  
Big Bronco 475.00  
Ocean Liner 475.00  
Miss America Boat 375.00  
Choo-Choo Train 495.00  
Merry-Go-Round with music, new 625.00  
Rocket Ship 350.00  
Space Ship 475.00  
Super Jet 475.00  
T.V. Ride, new 495.00

### SPECIALS

SCIENTIFIC X-RAY POKERS, brand new, place your order now for early delivery. Write for prices.  
SCIENTIFIC NEW T.V. KIDDIE RIDES, \$495.00 - trades accepted.  
MERRY-GO-ROUND, KIDDIE RIDES, brand new, \$495.00, trades accepted.  
6 AUTO PHOTOS, completely shipped, new guarantee, \$1,875.00 each.  
10 AUTOMATIC 10¢ BOWLING BALL CLEANING MACHINES, special \$125.00.  
Philadelphia Toboggan Skee Ball Alleys, especially for Park, Arcades, New. Write.

Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI** Distributors for Northern Ohio  
NOW DELIVERING MODEL E



M. S. GISSER Sales Manager

# Cleveland Coin

MACHINE EXCHANGE, INC.

20-21-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715



## Brand New!

# Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins.

**BUCKLEY WALL AND BAR MUSIC BOXES** 20-24-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 24, Ill.

### For Sale

## PANORAM PEEKS

Overhauled Projectors and completely reconditioned. With Plexiglas Fronts, Chrome Peeks, New Mirrors and Screens.  
\$275, C.O.B. New Jersey  
1/2 deposit with order, balance C.O.D.  
PHIL GOULD  
283 Market St. Newark, N. J. Market 2-4275

## COERA CARTRIDGES

Realigned and Resurfaced, 75c each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

ELECTRONIC INDUSTRIES  
P. O. Box 2008 Mesa, Arizona

GIVE TO DAMON RUNYON CANCER FUND

## EVERY PIECE GUARANTEED

BEACH CLUBS \$350.00	8-PLAYER SHUFFLE TABLE \$45.00
PALM BEACH 175.00	C. C. TWIN BOWLING ALLEY 35.00
ATLANTIC CITY 150.00	UNIVERSAL TWIN BOWLING ALLEY 35.00
SPOT LITE 90.00	EXHIBIT'S DALE GUN 35.00
BRIGHT SPOTS 90.00	GOTTLIEB FOUR HORSEMEN 40.00
BRIGHT LIGHTS 70.00	WILLIAMS FOUR CORNERS 95.00
UNIVERSAL 5-STARS 50.00	AIREON CORONET 45.00

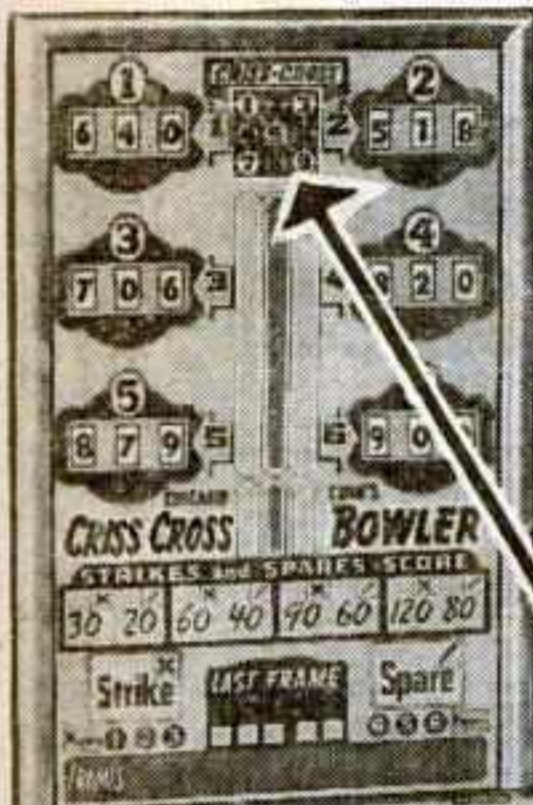
ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT

## PARKER DISTRIBUTING COMPANY

311 8th AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194



chicago coin *Does it Again!*



OPERATORS EVERYWHERE ACCLAIM NEW BOWLING GAME MOST EXCITING ATTRACTION EVER INTRODUCED!

# CRISS CROSS

## BOWLER

Featuring **PROGRESSIVE ADVANCE SCORING**  
— Plus: —  
**TRIPLE-MATCH SCORING**

**LOOK!**

8 Ways To CRISS CROSS By Matching Numbers — Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

*Plus*

★ Match A Number & Star — and Crown Feature!

★ Advance Scoring Feature!

★ Giant Pins!

★ Beautiful Cabinet Styling!

★ 5 or 10 Frame Play!

★ 45 Second Scoring!

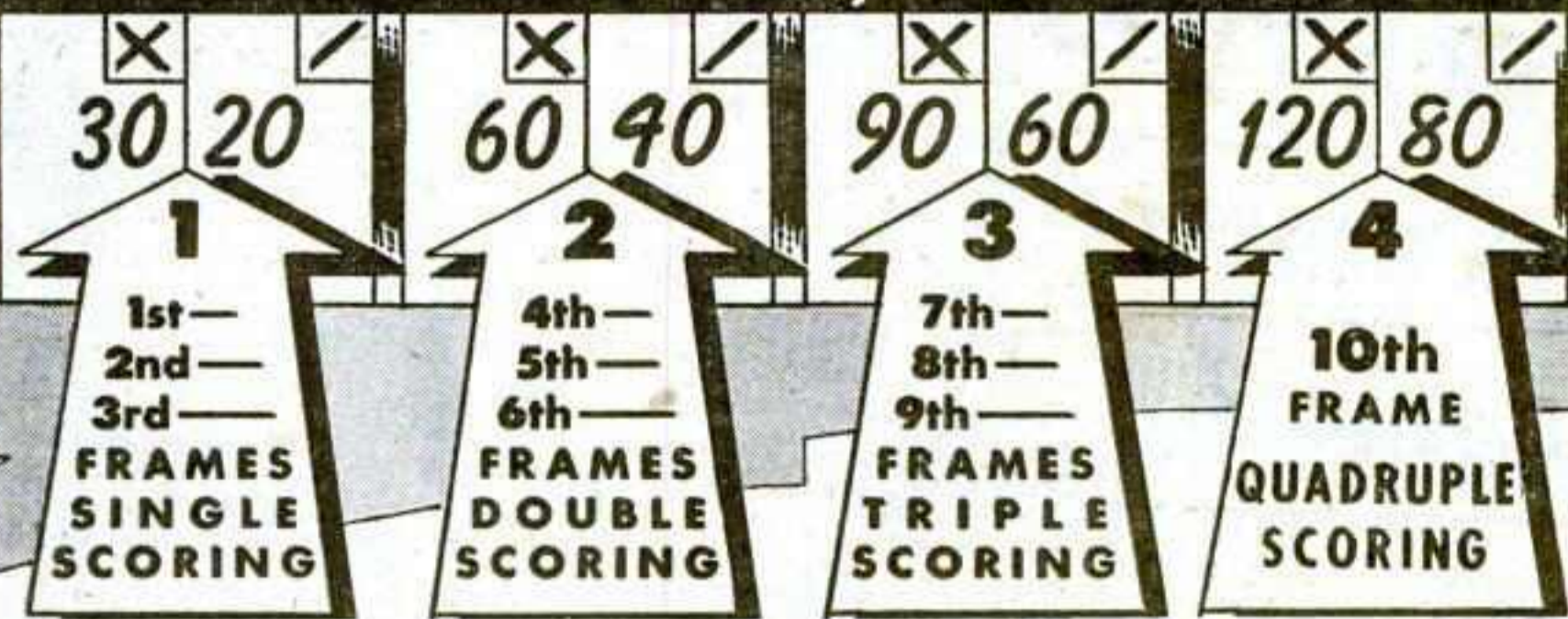
**chicago coin**

MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.

chicago coin's

# ADVANCE BOWLER



★ *Featuring* **ADVANCE SCORING**

★ **New Scoring Thrill! Top Score of 900!**

★ **FAST! 45 Second Scoring! Multiple Scoring on Strikes and Spares only!**

★ **Adjustable to Play 5 Frames**

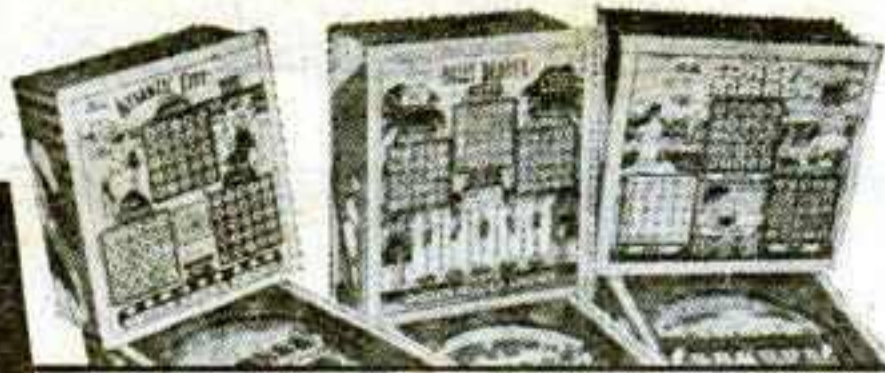
★ **Giant Pins!**

**chicago coin**

MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.





Another great 3-cards hit by Bally®

# ICE-FROLICS

**NEW SELECTABLE SUPER-SCORE**

Player lights Super-Score Signal on his "favorite" card or on card on which he is "getting there" fastest

**NEW SCORE-BOOSTER STAR ROLL-OVERS**

Boost 3-in-line to 4-in-line Score if hit when lit

EXCLUSIVE

**Bally HOLD BUTTONS**

hold player's choice of ODD or EVEN numbers. Player builds up score with BALLS RETURNED from numbers not held.

**ADVANCING SUPER-SCORES**

**CORNER SCORES**

**EXTRA BALLS**

Built to meet the demand for a 3-cards Ballygame with extra play-appeal, ICE-FROLICS features the attractive variety of 3 cards . . . plus profit-proved features of recent Ballygames . . . plus brand new money-making features. Get ICE-FROLICS on location now to increase your in-line earnings in a hurry.



Earn more in '54

with

**Bally Games!**

**Bally MANUFACTURING COMPANY**

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

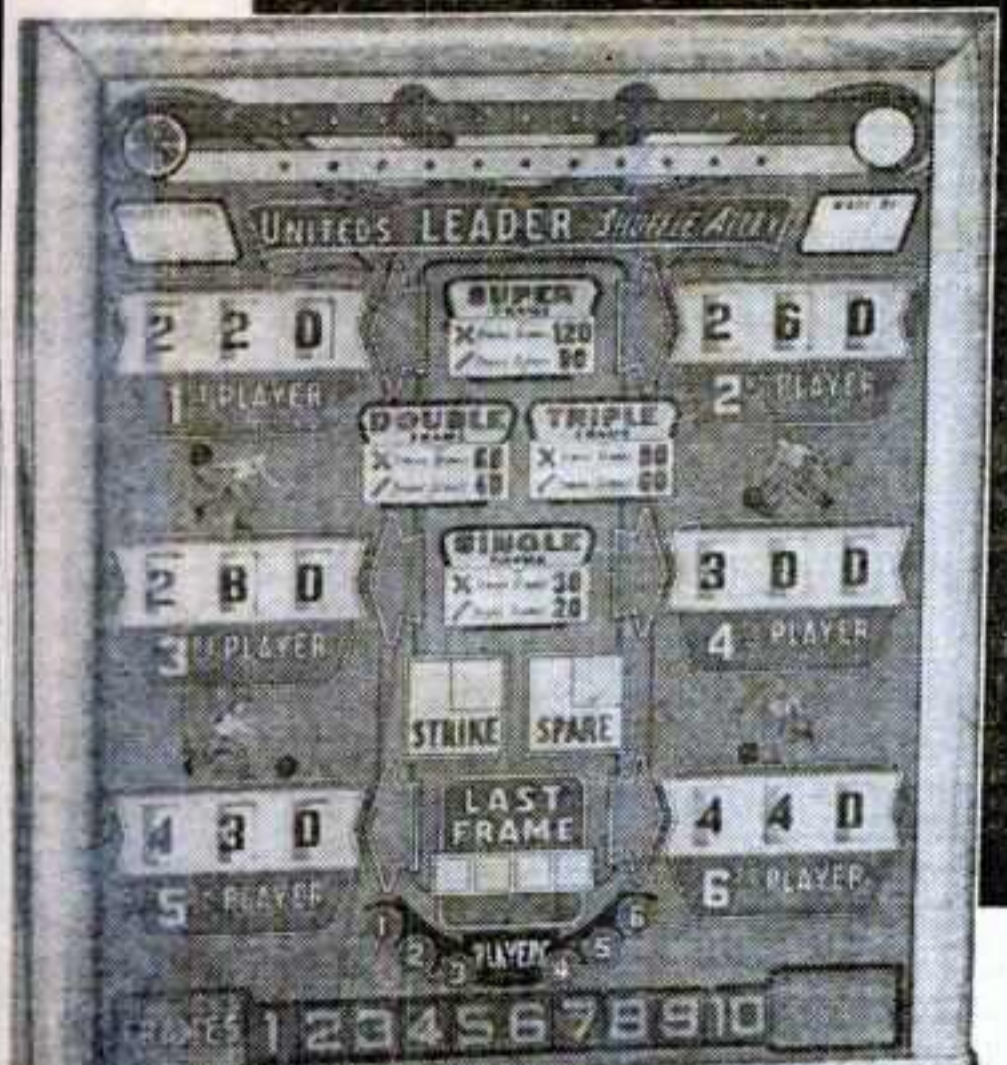


**UNITED'S**

# LEADER

## SHUFFLE ALLEY

with **BUILD-UP** scoring



1st Frame SINGLE SCORE	2nd Frame SINGLE SCORE	3rd Frame DOUBLE SCORE	4th Frame TRIPLE SCORE	5th Frame QUADRUPLE SCORE
---------------------------	---------------------------	---------------------------	---------------------------	------------------------------

MULTIPLE SCORES ON STRIKES OR SPARES ONLY ★ ADJUSTS TO 5 OR 10 FRAME GAME ★ Last Frame Feature (5 OR 10 FRAME GAME) 2 EXTRA SHOTS FOR STRIKE 1 EXTRA SHOT FOR SPARE

6th Frame SINGLE SCORE	7th Frame SINGLE SCORE	8th Frame DOUBLE SCORE	9th Frame TRIPLE SCORE	10th Frame QUADRUPLE SCORE
---------------------------	---------------------------	---------------------------	---------------------------	-------------------------------

**TOP SCORE 900 FOR 10 FRAME GAME**  
LEADER and CHIEF Also Available  
in 10c-3 for 25c Model

ORIGINAL **KING-SIZE** BOWLING PINS

**TRIPLE MATCH FEATURE**  
(0-9) ★ ♣  
MATCH NUMBER AND STAR WITH CLOVER LIT

HINGED PIN-HOOD  
HINGED FRONT DOOR  
SERVICE LIGHT  
FORMICA PLAYBOARD

TWO SIZES | 8 FT. BY 2 FT.  
9 FT. BY 2 FT.

**SEE YOUR DISTRIBUTOR**

**UNITED'S HAVANA**  
Fast Action In-Line Game with  
**Return All Balls Feature**

Standard Pinball Cabinet Size  
NOW AT YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**UNITED'S CHIEF Shuffle Alley**  
Has All the Features of LEADER  
Except Triple Match Feature





**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 Chicago 22, Illinois



*America's finest  
 and most complete  
 music systems*