

The Billboard

JANUARY 24, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Gross for Ike's Inaugural Passes Million-Dollar Mark

BLUE SHIRT WITH TAILS!

WASHINGTON, Jan. 17.— Ben Grauer's shirt almost threw a sour note into the Inaugural Ball, scheduled Tuesday (20) night. Grauer will handle the mike chores for the National Broadcasting Company TV pick-up of the ball, and was told to wear the customary white tie, white boiled shirt and tails. However, TV-wise Grauer decided to wear a blue shirt and blue tie with his tails. When word of his departure in formal garb reached the Ball Committee, Grauer was told the blue trend was "verboten." A compromise was effected, however. Grauer will wear a pique ribbed white shirt, and the ball will go on as scheduled.

Kaye Spruce-Up Costs Palace 15G

NEW YORK, Jan. 17.— The Palace has spent about \$15,000 to clean up the theater for the Danny Kaye date which already promises to do a minimum of \$50,000 for the first week. Ordinarily the take would be larger, as much as \$60,000, but the preem night (18) will be given over to so many newspaper critics, invited guests and other paper, that the cut will be that much less.

Winter Cruise Jobs Await 600 Acts

By BILL SMITH
NEW YORK, Jan. 17.— More than 600 acts will find additional work before the current cruise season winds up next spring, making it the biggest yet for sea-going shows. There are a couple of new twists this season. Up to now practically all cruises started from New York, and all acts boarded the ships here. This season the Home Line's Italia sails out of New Orleans using five to six acts on each of its 10 to 14 day cruises. The chief reason is a drive to tap the cruise business of the West and Gulf Coasts. Nat Abramson, probably the most important figure in the cruise business (out of 76 cruises skedded, he has 69, including such major lines as Holland-American, Cunard, etc.), is now

GOING FOX HUNTING?

Way down in Texas, where the hunting is always good, they're turning out some mighty beautiful, high-fine, high-finish genuine fox-hunt blowing horns. They'll route out more foxes than you can shake a stick or shoot a gun at! Read all about 'em in this week's Billboard classified columns. Now that's just a sample of the many unique and useful items you may find any week in any of three big Billboard classified sections. Read them and see for yourself and use them to sell your own merchandise profitably and quickly. What Do You Want to Buy or Sell? Turn now to pages 46, 64, 79.

AGVA Lists 36 Midwest Agents Unfair

Union Has No EMA Pact; Big Agencies Must Withdraw Jobs

CHICAGO, Jan. 13.— The storm that had been hanging over Chicago agents and club date bookers broke last week when the American Guild of Variety Artists placed 36 reps on its national unfair list.

Most of the bookers involved had been members of Artists Representatives' Association. When they pulled out of ARA, the latter insists they were dropped, they were left without franchises. Under AGVA's agreement with ARA, if the agent org notifies it that any of its people are no longer members, AGVA notifies these former ARA members they cannot operate in the variety field without franchises. The Chicago contingent re-formed the Entertainment Managers Association. AGVA, however, has no deal with the association.

Jack Irving, AGVA topper, took
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PETRILLO LIKES GOLF-PLAYING PREXIES, TOO

WASHINGTON, Jan. 17.— James C. Petrillo, president of the American Federation of Musicians, apparently "likes Ike," even the President-Elect Dwight D. Eisenhower, unlike President Harry S. Truman, plays golf instead of the piano. Petrillo, who enjoys cordial relations with out-going President Harry S. Truman, will be on hand for next week's inaugural featuring some of the top talent in Petrillo's union.

The AFM president is booked in at the Statler Hotel along with the President-Elect and such other dignitaries as Sherman Adams, assistant of the new President; Gov. Thomas E. Dewey; Joseph Dodge, new director of the budget; Mrs. Oveta Culp Hobby, new federal security administrator; Arthur Summerfield, incoming post-master-general; Gov. Earl Warren, of California; Henry Cabot Lodge, who heads the United States delegation to the United Nations; George Murphy, head of inaugural entertainment arrangements, and Morton Downey.

Nathan for TV Twain Series

HOLLYWOOD, Jan. 17.—Contract is expected to be signed over the week-end between novelist Robert Nathan and Filmcraft Productions for Nathan to pen the screenplays for Filmcraft's "Mark Twain Theater" series. Contract is for the entire series of 26 half-hour films. This marks the first time TV film has attracted a writer of Nathan's stature to write a complete series.

Filmcraft last year acquired the Mark Twain writings and disclosed that it was negotiating with "top" writers and directors to contribute their talents to what the production company intends to be a prestige series. High budget series is
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Mutual's Fineshriber Shifts To Top Exec Post at NBC

NEW YORK, Jan. 17.—William H. Fineshriber, executive vice-president and general manager of the Mutual Broadcasting System and WOR-AM, New York, this week was reported set to shift to a top post at the National Broadcasting Company. Fineshriber is slated to take over the position of vice-president and general manager of the radio and TV networks at NBC. These are the same duties vacated by Frank White two weeks ago when White assumed the job as president of NBC.

The official announcement of Fineshriber's move will not be

made until the board of directors' meeting of the network. This session is due to be held February 6, so it is not likely that he will join the NBC staff until sometime later in the month.

With this move the old team of White and Fineshriber is again united. The team worked together so smoothly at Mutual, when both men moved to MBS in May, 1949. At that time White assumed the MBS presidency, having filled a similar position with Columbia Records. He also had been treasurer at the Columbia Broadcasting System. Fineshriber assumed the job as veepee in charge of

Yields Top Truman Jamboree by 300G

Events With Multi-Million-Dollar Talent Pull Fancy Prices; Hawkers See \$1 Million

By BEN ATLAS
WASHINGTON, Jan. 17.— President-Elect Dwight D. Eisenhower's inauguration festivities will draw a million-dollar gate, the biggest in the history of presidential inaugurations. The scope of the three-day (January 18-20) celebration honoring the first GOP White House debut in 24 years is shattering all precedent showbizwise as well as politically. All inaugural talk for the first time in history is in figures of nothing less than millions. There's a multi-million-dollar talent array contributing free to the inaugural shows. There's an estimated million dollars in revenue for the four major TV-radio networks transmitting Tuesday's (20) Inaugural Parade under commercial sponsorship for the first time in history to upwards of 75 millions across the nation. And there's a million-dollar bill which the webs will likely have to pay for their trouble, which they apparently figure is worth it.

With practically all of the inaugural events sold out at fancy prices that should make Broadway showfolk drool (tomorrow night's symphony concert at Constitution

Hall brings \$9.60 a head and choicest parade ducats cost many times that), the gate has easily shattered records. Highest previous yield from inaugural jamboree events was the \$700,000 "take" rolled up four years ago under management of legalist-showman Melvin D. Hildreth and the late
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Switch: Sponsors Now Plug Station

NEW YORK, Jan. 17.— Local radio station WOR here is readying a spot promotion gimmick, whereby advertisers offer on-the-air testimonials in praise of the station's sales-appeal. Sponsors will record one-minute spots, with copy describing sales results obtained for their products thru WOR.

First three advertisers on record are J. Wilbur Lewis, prexy of Union Dime Savings Bank; Leonard V. Colson, advertising manager of the Mennen Company, and Peter Chambers, owner of Peter C. Chambers Fur Salon.

JAZZ BEST SINCE '30'S

Disks, Road, Clubs Enjoy Crazy Year

By BOB BOLONTZ
NEW YORK, Jan. 17.— Jazz music, the progressive type or the plebeian kind, showed a remarkable growth during 1952. This was evidenced both by the increasing number of jazz platters released by the established and new diskeries; the great success of the jazz road packages, and the healthy grosses racked up by

top jazz artists as night club attractions. To many an experienced tradester, this was the most successful year experienced by jazz since the late 1930's.

As a reflection of the present important position of jazz artists as night club attractions, two clubs here, The Bandbox and Birdland, located side by side on Broadway, are competing for the customer dollar with jazz attractions exclusively (see separate story).

As an indication of the widening market for jazz music, diskeries such as Mercury, with Norman Granz' "Jazz at the Philharmonic" platters, Prestige, Discovery, Blue Note, Good Time Jazz
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Billboard Backstage

By JOE CSIDA

If you spend as much time as I do catching TV shows like "Lucy," "What's My Line," "Howdy Doody" and "Wild Bill Hickock," and talking to the people who make them, you're apt to lose sight of a pretty important fact: Some fine minds, inside and outside the industry, are rather constantly turned toward the more important and significant present aspects and future potentials of television.

Bill Paley, who chairs the Columbia Broadcasting System board, for example, proposed an idea in a speech before the Poor Richard Club in Philadelphia last week, which should win him another Gold Achievement Medal like the one the Richards bestowed on him at that session.

Major party national conventions, suggested Mr. P., should start about September 1, and active campaigning should run no longer than six or seven weeks. Reasons? (1) Such campaigns wouldn't result in the horrific wear and tear on the man who shortly thereafter must take over the toughest job in the world, President of the U. S. (2) The "atmosphere of controlled hostility" which campaigns generate at home would last only a month and a half instead of four months. (3) The impression our friends and enemies abroad get, to the

effect that we are politically disunited, and the resultant instability, would be lessened. (4) Government operations wouldn't be suspended, as they now are, over such a disgracefully long period. (5) Campaign costs would be considerably lowered.

The high probability that in 1956 the politicians will be able to reach virtually every person in America via video, of course, makes such a shorter campaign period more than ample.

I hope both parties will get behind and accept Bill's suggestion. It would be a prime example of putting television to a practical and important usage.

A second gent who has pondered one of TV's true potentials for vast good is Father Patrick Peyton of the Family Prayer Crusade. Father Peyton is the director of the highly successful series of five one-hour TV films known as the "Family Theater." The good father has knocked out a piece for our February TV Film Program Guide (which will be published in the February 21 issue). In it he discusses video and the home.

Permit me to give you this little trailer from Father Peyton's essay:

"... let us consider the tremendous potential of television as a restorer of home life in Amer-

ica. In this great social respect, television may have a historic role. Obviously the sanity and happiness of a people does not depend on material things. I recall my boyhood on a rocky Irish farm, with no luxuries or even comforts (by modern standards); yet our home life was serene, our relationships with each other and with our parents loving, and our joy of living heartier, perhaps, than if we had all the modern necessities. For it is not things that make people happy or unhappy, or good or bad. It is how those things are used. Thus a nation of 60,000,000 viewers would not be the better or happier for it unless the tremendous positive potential be considered—and implemented.

"If it is, there is scarcely a limit to television's beneficent effect. Members of families will find their best and most wholesome recreation in each other's company, and not apart—each with his separate interests—away from home... It would be the tragedy of ages if such a felicitous invention were put exclusively to the use of what is merely flippant or worse; or if the tremendous ideals and concepts we live by were to find only a beggar's place in its whole national program."

Food for the mind and heart, no?

Legit Line-Up

Actors Equity is studying a request from the Fabian Theater Corporation to televise the touring "Gigi" production... The Museum of the city of New York will present a memorial exhibit, called "A Star Danced," in honor of Gertrude Lawrence, January 28 thru April 30. The exhibit will include a reconstruction of her dressing room, with furniture, costumes, photos, programs, paintings of and by her, and many other mementos... S. M. Charlock's Gilbert and Sullivan troupe, which suddenly closed in Chicago, expects to resume its tour Easter Week... Margaret Webster has dropped out of the directorial job on the "The Star-cross Story"... Norris Houghton will direct Eddie Dowling in "A Neighborhood Affair," by Harry J. Essex and Joseph Ruscoll, for Alexander Ince and Joel Schenker.

NEW INSURANCE FOR ACTORS...

The New York State Department of Insurance approved this week several policies affecting working actors. One called the Performer's Non-Performance Policy, issuable to players appearing in regular productions, protects them against loss of income because of illness or accident and is good for the run of the show. Other policies include the Variety Artist's Non-Appearance Policy, the Producer's Indemnity Policy and the Financial Interest Non-Appearance Policy which protects theater owners if a show closes temporarily or permanently due to a star's inability to appear. Willard Swire, Actor's

Equity Association assistant executive secretary, assisted on the draft of the policies.

The New York City Council will act on the new building code recommendations on January 20. The draftees of the codes reached agreement on laws for building theaters either above or below street level, liberalizing construction, allowance for sale of liquor and relaxing of smoking rules... Edward Gould, "Tobacco Road" producer, is up for trial in the Superior Court in Providence on charge of producing an "indecent and immoral show." The production ran last week there without license by a court order which stayed police interference, but allowed action if the police found the show immoral. Gould pleaded innocent and paid \$300 bail last Friday (9).

Gould called it quits in Providence after Saturdays (17) performance of "Native Son," due to the fact that the city council has denied him Sunday performances, on grounds of illegality in the State. Gould was also denied Sundays for a previous production, "Macbeth," but "Ice Capades" and "Bagels and Yox" have played Sundays since... The council is now studying laws to bolster censorship of films and stage shows on the basis of immorality, indecency, profanity and obscenity.

ARNOLD MOSS TO EQUITY COUNCIL...

Equity Council has appointed Arnold Moss to fill Jack Sheehan's post on the council until June's annual meeting. Sheehan resigned due to pressure of TV

commitments. The council also agreed to underwrite the Equity Community Theater by \$2,500... On Leonard Sillman's docket is "When All Else Fails," by George Kelly, and the musical of "Serena Blandish," by S. N. Behrman... Kermit Bloomgarden will co-sponsor "When Late the Sweet Birds Sang" with Thomas Hammond... Brandon De Wilde's third engagement for producer Robert Whitehead will be "The Emperor's Clothes"... Jose Ferrer, who'll direct "Three Angels," left for Paris Saturday (17) with Producer Arnold Saint Suber's co-sponsors, Rita Allen and Archie Thomson, to view the play's version there... Ruth and Augustus Goetz will adapt "The Queen of Clubs" from the French for Producer Gilbert Miller... Due the week of February 9 is the first revival of "On Borrowed Time," presented by Richard Krakeur and Randolph Hale and featuring Victor Moore, Leo G. Carroll, Beulah Bondi and others in the cast.

William De Lys has announced another try at launching his off-Broadway theater with Esther McCracken's "Quiet Wedding"... The Documentary Theater will try out stage documentary techniques at the YMHA on Monday (26), with Arthur Oshlag and David Hooks producing "Nothing Softer Than Water"... The Dobbs Ferry (N. Y.) Playhouse opened Friday (16) with "Arms and the Man"... The Henry Street Settlement Playhouse, New York, will present Reginald Lawrence's "Pardon the Sergeant" on February 20, with Betty Young producing.

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 17.—Four of the eight major motion picture companies this week withdrew their support from the Academy of Motion Picture Arts and Sciences. This blow struck the Academy at a time when it is in the midst of polling its members for the selection of the past year's Oscar winners. The studios last year contributed approximately \$70,000 to the Academy. The staging of last year's awards cost the Academy close to \$90,000. On Monday of this week, the Academy's board of governors asked that the studios contribute \$100,000 for the forthcoming year. The resignations of Warner Bros., Columbia Pictures, Universal-International and Republic Pictures followed.

Approximately four years ago, withdrawal of financial support of all the majors threatened the life of the Academy. However, as the time drew near for the Oscar

awards, the studios got back into line and agreed to once again support what has become an American motion picture tradition.

This time, the Academy is set to tighten its belt and go thru with the awards whether or not it has the unanimous support of the majors. The following was issued as a statement by the Academy's board of governors:

"The Academy deplores that at this late date it was notified by the Motion Picture Producers' Association that four of its member companies, for reasons best known to themselves, have withdrawn their traditional financial support of this all-important industry event.

"Nevertheless, the Academy announces that its board of governors has unanimously approved proceeding with its 25th annual awards program on the evening of March 19th as scheduled, just as the Academy has for the past

24 years, and as it hopes to do as long as there is a motion picture industry.

"The board has as yet not determined how the program shall be presented. However, it wishes to assure the entire Academy membership, its co-workers, and the world-wide supporters of American motion pictures, that it is cognizant of its obligation to those creative men and women in the industry whose achievements in 1952 will receive the recognition from the Academy they have earned.

"It was the intent of the board of governors to make this an event worthy of its silver anniversary year. Due to the withdrawal of the anticipated financial support, however, it may be found necessary to present the award statuettes in the library of the Academy. No matter how simple the ceremony, the significance of the

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Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 17.—Now that screen actor George Murphy has achieved his mission of mustering a dazzling array of stars for President-Elect Dwight D. Eisenhower's inaugurating festivities next week, it's safe to reveal that the whole shindig nearly got snafued by some legal over-sights. Inaugural committee officials shudderingly recall that it is only a matter of days since they discovered to their dismay a mass of legal obstacles which threatened to scratch a flock of big names from the talent line-up. There were movie stars whose contracts forbade TV appearances. There were TV stars whose contracts barred extra-curricular shows. With the help of a battery of lawyers, actor Murphy got it straightened out in time.

NETS' REASONS TO SKIP BIG SHOW...

At first glance it may appear that the TV networks missed a sure bet by refusing to cover the star-studded inaugural festival show Monday night (19). However, the networks figure they had a sound reason. They didn't want to interrupt regularly scheduled entertainment programs with practically the same type of fare. There were other reasons too. Since a lot of the inaugural show's talent hails from Hollywood, the webs would have been giving the film industry a million dollars worth of free promotion. Furthermore, since the program includes stars from all of the major webs, each of the networks would have been giving free promotion to TV competitors. Maybe that accounted for hush-hush instructions to network cameramen at the Inaugural Ball to keep their lenses focussed on government biggies instead of showbiz celebrities.

INTEGRATED PLUGS FOR PARADES TV...

The TV networks found a slick way to display their sponsored products during the inaugural parade telecasts without violating a commitment to avoid cheap commercials. The methods is a simple one. Camera crews for the individual networks will be riding in cars manufactured by their sponsors. NBC's crew will ride in a Cadillac. Columbia Broadcasting System's will occupy a Packard. American Broadcasting Company's will ride in a Willys-Overland. Since the cars will take turns cruising alongside of incoming President Eisenhower's car in

the parade, the vehicles will be under the eyes of other TV cameras.

A GOOD HALF DAY'S WORK WELL DONE...

NBC staffers are quietly chuckling over a confab attended early this week by a squad of NBC vice-presidents. Purpose of the meeting was to work out the text of the General Motors commercials for Tuesday's (20) parade telecast. "It was the fanciest confab in years," said an NBCer. "They chewed the fat for half a day to dope out a couple of minutes of commercials that will open and close the telecast."

WEBS DRAG OUT FANCIEST GEAR...

Networks covering the parade installed some of their fanciest gear in improvised "studios" overlooking the White House reviewing stand. Camera crews, however, are groaning over memory of their experience four years ago when their cameras faced directly into the sun during the afternoon-long parade... CBS Commentator Walter Cronkite, whose job as anchor man covering the Chicago political conventions won him plaudits, has a similar assignment in the Inaugural Parade coverage. This time, Cronkite will be doing his chore from a specially-rented office in the Warner Building overlooking the Pennsylvania Avenue line of march. There'll be half a dozen TV monitors alongside of him... NBC's \$65,000 Cadillac covering the parade is the most elaborate in telecast history, says NBC. Its rooftop turrets and built-in transmitter give it a spectacular appearance. President-Elect Eisenhower's inaugural committee was appropriately impressed but asked the network to find some other moniker than "industrial monkey," which is the title given by NBC to its fancy mounting crane. "Call it something more dignified," whispered a committee official.

Seek Canadian Action Against McCarran Act

TORONTO, Jan. 17.—The Toronto branch of the American Guild of Variety Artists has asked the Canadian government for relief from the present restrictive measures of the McCarran Act imposed on Canadian acts wishing to appear in the U.S. At the same time, the group seeks to have counter-measures imposed on U.S. acts wishing to appear in this country.

In submitting the brief, Robin Logan, executive secretary of the branch, said "We are in no way trying to hurt the U.S. performers. Rather we are trying to make conditions even on both sides of the border. We welcome any performers from anywhere in the world, but we expect to be treated the same way."

According to the McCarran Act Canadians are unable to get club date jobs in such border cities as Buffalo and Detroit.

For a Canadian to get a club date in the U.S., the employer must fill out numerous forms, must have them certified and finally he is required to pay a fee of \$10 for registration of the forms. Very few American talent buyers will bother with such things. The result is the Canadian performer simply doesn't get the job.

Tax Problem

The brief also claims that most of the theatrical booking offices and agencies who have 90 per cent of the weekly engagement spots in Canada do not have offices in Canada. They are therefore "not liable to any form or forms of taxation payable to federal, provincial or civic governments in Canada."

Under the laws of the U.S. it is illegal for a performer to cross the border to seek employment. Because of that, most of the performers filling engagements in Canada are American. These pay a 15 per cent income tax to the Canadian government, as a result of which "a very considerable amount of Canadian funds thus

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BROADWAY SHOWLOG

Performances thru January 17, 1953

DRAMAS

Bernardine (Playhouse)	10-16, '52	110
Be Your Age (48th Street)	1-14, '53	5
Dial "M" for Murder (Plymouth)	10-29, '52	156
The Children's Hour (Coronet)	12-18, '52	36
The Deep Blue Sea (Morosco)	11-5, '52	85
The Fourposter (Golden)	10-24, '51	519
The Love of Four Colonels (Shubert)	1-15, '53	4
The Male Animal (Music Box)	1-17, '53	299
The Moon Is Blue (Henry Miller)	3-8, '51	771
The Seven-Year Itch (Fulton)	11-20, '52	68
The Time of the Cuckoo (Empire)	10-15, '52	109
Time Out for Ginger (Lyceum)	11-26, '52	61

MUSICALS

An Evening With Beatrice Lillie (Booth)	10-2, '52	125
Guys and Dolls (46th Street)	12-15, '50	972
New Faces of 1952 (Royale)	5-16, '52	284
Pal Joey (Broadhurst)	1-3, '52	437
South Pacific (Majestic)	4-7, '49	1,556
The King and I (St. James)	3-19, '51	755
Two's Company (Alvin)	12-15, '52	40
Wish You Were Here (Imperial)	8-25, '52	237

COMING UP

(Week of January 19)

The Bat (National)	1-20, '53	
Mid-Summer (Vanderbilt)	1-21, '53	
The Crucible (Martin Beck)	1-22, '53	
The Fifth Season (Cort)	1-23, '53	

CLOSED

My Darling Aida (Winter Garden)	1-11, '53	89
(Opened 10-27, '52)		

Rome Round-Up

By SYD STOGEI

ROME, Jan. 17.—Bosomy Gina Lollobrigida, who is considered one of the top fem stars in Italian pix, is getting lots of experience as a target for political attacks. Two years ago she made a picture called "Achtung Bandits!" which glorified the leftist partisan movement, and all the Fascists began to label her as a Communist. Now, because she got tired of playing sexy roles and bedroom scenes, she walked out of Producer Domenico Forges - Davanzati's "The Lady Without Camelias," making her liable to a \$300,000 lawsuit. Since her walk-out, the Communists have been attacking her bitterly, saying she really quit to work for the Americans with Errol Flynn in "Don Juan's Teacher." Things have reached such a pitch that even the Commie Actors' Union here is blasting away at her in support of the producer. That, however, is not surprising because Producer Davanzati has always been a favorite of Italian leftists and the Red Union.

NEW FILMS SET FOR ITALY . . .

George Raft has finally started "Cairo Incident," which Bernie Luber is producing in Rome. . . . Valentina Cortese has the lead role in "Lulu," her first Italian flick in three years. . . . Jose Ferrer spent a few days in Rome, arranged to do a comic film with French actor Fernandel and promised to come back to make a couple of other pictures here next year. . . . Other visitors include John Huston, who will be back in March to do a flick starring Jennifer Jones and Humphrey Bogart; the Irving Berlins, and Spyros Skouras, 20th-Century Fox proxy.

American songstress Mary Meade, of the Casino de Paris, is a smash hit at the Jicky Club, where she's been headlining the show since December 8. Her "I'm Lookin' for an Apartment" number is really big-time stuff for these here parts. The Jicky Club floor show, incidentally, is certainly international. In addition to Miss Meade, the line-up includes Americans Dick and Dot Remy, Britain's Jack Simpson, several Italian performers, 20 French can-can girls and Edmea Coutinho and his Brazilian orchestra.

GASSMANN IN 'HAMLET' HIT . . .

Everyone told Vittorio Gassmann he was throwing his money away when he announced he was going to stage "Hamlet," but they're eating their words. While Gassmann probably won't show a profit (no Italian drama ever

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Glasgow Gleanings

By CLIFF TANLEY

GLASGOW, Jan. 17. — First theater news to penetrate the pantomime hypnosis of Scotland is the impending visit of Jose Ferrer's production of "The Shrike," which will spend a week in Edinburgh starting February 2 before opening in London. The cast is headed, of course, by Sam Wanamaker and Constance Cummings, with support from TV character actor David Kossoff and giant West Indian baritone Edric Connor.

March brings to Edinburgh another long-awaited visitor in Maurice Chevalier, who will do his one-man bill routine supported only by a pianist and a straw hat. Big business is anticipated, although practically nobody in Scotland can remember seeing him in the flesh before. But his old, old rendering of "Louise" is still a much-imitated legend here.

The first play written by Graham Greene direct for the stage, "The Living Room," has its premiere in the Scottish capital February 9, starring Eric Portman.

PANTOS HOLD SCOT GRIP . . .

Elsewhere in Scotland, tho, pantomime will be by no means dead by that time. Many current panto shows are set to run well into the spring, and business is very good indeed. Interesting to note that pantomime as such seems to be fading out altogether in London while continuing to exercise its traditional grip farther north. Interesting, too, is the big box-office success of the panto-ice combination. Glasgow's present pantomime line-up includes a long-running ice show, "Robinson Crusoe," playing to packed houses in competition with traditional Christmas shows in other city theaters. This show is a straightforward adaptation in which the skaters also act, dance and sing. It is unlike the more massive shows in English arenas where the Jolson system is employed, and hidden performers provide all voices while the skaters mouth silently. But by either method, the addition of speed and athleticism fits well into the pantomime conception. If the trend continues, can we expect orthodox pantos in future to describe themselves as "Cinderella (on wood)" to make the distinction?

NO BIG RANKING YULE DISKS . . .

An odd fact reported over the festive season is that while disk business has been generally well up on last year's figures in Scotland, few individual records have made sensational figures. Sales have been distributed over a bewilderingly wide selection. Why, nobody knows. . . . A novel combination is going on a series of H. M. V. disks this month when Scots singer Robert Wilson cuts several sides in Glasgow accompanied by the Joe Loss orchestra. Wilson specializes in meaty folk stuff; Loss, in slick dance music.

Loss, incidentally, at present playing at Green's ballroom in Glasgow, is yet another name band leader who is facing up to the present crisis in his field by throwing in a visual show to attract the customers instead of relying on his admittedly excellent and reputable music-for-dancing style. The public, even in this dance-daft city, likes something to look at before they will pay name-band admission prices.

Gag of the month has been uttered by Glasgow journalist Eric Morgan, who announces that he is going to Hollywood to make the biggest movie of 1953—"Son of Quo Vadis."

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Highlight Reviews

TV FILM

Ziv Launches Fine Series on Classic Yarns—But, Oh, Those Commercials!

By SAM CHASE

This, the tee-off film of Ziv-TV's new series, offered a forceful and moving adaptation of the Leo Tolstoy story, "How Much Land Does a Man Need?" In doing so, it set a high mark for this and other series to shoot at, in the way of mature and sensitive film production of genuine literary gems. With successful films to feature works of such other notable authors as Poe, Kipling, Stevenson, Dostoevski and Anatole France among others, there is every reason to hope that the quality will be maintained.

However, all the benefits of the program itself were nearly vitiated by some of the most appalling commercials yet lensed. Perhaps it's not fair to put it quite that simply. In Adolphe Menjou one would expect to find a narrator of poise and dignity, as smooth in speech as he is in dress. His rendition of the commercials, it might be anticipated, would be on a slick plane, possibly even too slick.

Shenanigans

Perhaps it was the fear that this might be so which prompted the shenanigans which took place. With the action of the drama placed first in Southern Russia, then in distant Tannu Tuva, in mid-Asia near Tibet, Menjou was used to introduce the setting and to serve as a bridge between the action and the commercials, as well as to render the plugs. The device was anything but formal. It consisted of some riotous costume changes which distracted from the very worthy story.

Thus, we beheld Menjou clad in his Madison Avenue best at the show's beginning, and while riding a horse-drawn cart in Russia. At this point, he swapped clothes with a local peasant for the initial venture into the uncommon look. When, at the show's midpoint, the hero of the story was in Tannu Tuva, where the natives wear fur hats and coats, there was Menjou wandering onto the scene at the moment the central character was knocked senseless, looking incongruous in the costume of the region. A quick switch, almost instantaneously, and there he was again but clad in formal attire at a billiard table, at which point he launched into a lyrical account of the qualities of the sponsor's brews.

Again, at the show's end, there was Menjou in his mouton parka, just to say he'll be back as soon as he can brush off the Tannu Tuva dust. A couple of frames later, Menjou again was on hand, this time in tux, to deliver the final spiel and wind up the show. His delivery of the plugs, moreover, was at machine-gun speed, with little change either in pace or tone. Surely a narrator need not be injected needlessly into the story line, either with or without ludicrous costume changes, to serve his proper function. Come, boys, keep Adolphe in check.

Raymond Burr

The drama featured Raymond Burr in a fine characterization as a land-hungry farmer who spends all his money for more land rather than for his family's needs, until he was told one day of the far-off land where a man would be given all the land he wants. Deserting his family, he made the tedious trek and found the rumor to be true. He was to be given all of the fertile soil he could walk around in the time between sunrise and sunset; in pursuing a frantic pace, however, he fell dead as he approached the finish line with seconds to go before sun-set. It was a tensely acted and tautly directed drama, with particularly good supporting work by Barbara Woodell as the greedy man's wife, and excellent jobs by the rest of the cast. Eddie Davis' direction was particularly notable in making and sustaining mood.

But oh, those commercials!

Favorite Story

TV FILM—Reviewed Sunday (11), 10:30-11 p.m., EST. Sponsored by F.&M. Schaefer Brewing Company via WNBT, New York, thru Batten, Barton, Durstine & Osborne. Producer, Ziv-TV. Director, Eddie Davis. Property, "How Much Land Does a Man Need?" by Leo Tolstoy. Production consultants and adapters, Jerome Lawrence and Robert E. Lee. Narrator, Adolphe Menjou. Cast: Raymond Burr, Barbara Woodell, Everett Glass, Adeline de Walt Reynolds, Byron Foulger, Everett Hamilton, Harold Blake.

RADIO

'End of Era' Round-Up Points Way To Fresh Documentary Techniques

By JUNE BUNDY

Altho radio and TV round-up reports on events of the last two decades are considered standard January programing material, the National Broadcasting Company's hour-long digest of the Roosevelt-Truman period (1933-1953), titled "End of an Era," had a flavor of special excellence all its own.

By-passing the production gimmicks usually used to stimulate listener interest in documentary airers (terse commentary, flag-waving, martial music, etc.) the program brought a welcome touch of softness to the edited newscast format via tasteful selections of recorded material and musical bridges, Burgess Meredith's warmly sympathetic narration, and a beautiful writing job. Word imagery of latter was downright poetic at times, particularly in its tenderly perceptive

treatment of the Roosevelt funeral.

However, there was nothing maudlin or melodramatic about the show. If anything, Meredith deliberately underplayed, letting the taped oratory of Roosevelt, Churchill, Truman and MacArthur, and the dramatic impact of the Nuremberg trials and Hiroshima take their rightful places center stage.

Scripter William Bayles did a remarkable job of condensing the most important events of the last 20 years into an hour show. However, the omission of General Eisenhower, altho undoubtedly deliberate, was questionable, and the wind-up would have been more complete with a mention of Adlai Stevenson.

Musically, the show recreated the most vivid "End of an Era" picture of all, with Eddie Cantor's

"Potatoes Are Cheaper" and "Brother Can You Spare a Dime" spelling out the depression years; Artie Shaw's "Begin the Beguine" representative of the blissful lull before World War II; Glenn Miller's "Don't Sit Under the Apple Tree With Anyone Else But Me" a sprightly reminder of the first peace-time draft, and "The Missouri Waltz" and "I'm Just Wild About Harry" as accompaniment for a rundown on the human side of Harry Truman.

End of an Era

RADIO—Reviewed Friday (16), 9-10 p.m., EST. Sustaining via National Broadcasting Company. Producer, Joseph O. Myers. Director, Arthur Wakelee. Writer, William Bayles. Narrator, Burgess Meredith.

LEGITIMATE

'Colonels,' Short on Moral But Long On Fun, Is Frolic for Rex and Lilli

By BOB FRANCIS

Since conservative reports give "Love of Four Colonels" some \$300,000 or better already in the till, it is obvious that the new Theater Guild-Aldrich and Myers offering gets off on a solid financial foot. Tradewise, therefore, anything said to its detriment at the moment doesn't mean very much. As a matter of fact, "Colonels" is a difficult play to evaluate, not only because it is so delightfully played, but likewise because author Peter Ustinov, while only re-stating some masculine schools of thought a la George Branch Cabell, projects them in terms of deceptively

clever dialog. Consequently, his comedy is frequently fine fun while it is slipping by, but in the last analysis of more sober retrospect it begins to dawn on a pew-sitter that he has been somewhat taken in by a considerably superficial, tongue-in-cheek exercise in the humanities.

"Colonels" has plenty of laughs, sparked by witty and sometimes outrageous chit-chat. But that's just as far as it goes. Ustinov appears more interested in batting around ideas like badminton birds, than following them thru to any depth. The result is a play that is 90 per cent icing to 10 per

cent cake. If the full savoring isn't as rewarding as expected, the frosting is spicy.

Ustinov's targets are four colonels, American, British, French and Russian, each with a nationalistic viewpoint toward taking over a local castle in occupied Germany. For some cloudy, but indifferent reason, appear masculine and fem symbols of right and wrong to lead the quartet into a realm of romantic fantasy.

It seems that the castle houses the fabled sleeping beauty and each is allowed an opportunity to awaken his ideal according to his

(Continued on page 12)

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Vol. 65 No. 4

N. Y. Spot Discount Pattern Is Complete With WJZ, WABD

NEW YORK, Jan. 17.—A new weekly TV spot schedule announcement discount structure, titled the "Octopus Plan," will be unveiled to time buyers by WJZ-TV, here, next week. The move all but rounds out the trend by local video outlets to set up bargain discount plans to buyers of bulk spot time, particularly on long-range contract basis. WABD execs this week were huddling over a new plan of their own, while WNBT has come up with a new plan to go along with two now in use. WCBS-TV, WPIX and WOR-TV already had going discount plans.

The WJZ-TV "Octopus" plan requires a minimum schedule of five spots weekly. The station pitch to the buyers will claim that the cost is as low as would be paid for two spots weekly at card rate. This amounts to a 60 per cent discount, topping anything in the city. The plans operated by WPIX, WCBS-TV and WNBT allow cuts of up to 50 per cent from card rate.

Also being stressed by WJZ-TV salesmen is that Octopus applies to all time classifications, while the WCBS-TV and WNBT discount plans are not applicable to Class A time, altho spots carried in that time may be counted toward the total number airing for a sponsor in aggregating the discount accruing in other time periods. The WJZ-TV package permits sponsors to use any length spot desired in any time classification at any time periods chosen with any frequency selected.

"45 and 12" Plan

WCBS-TV for some time has been peddling its "45 and 12" plan, under which sponsors buying a minimum of 12 announcements weekly get a 45 per cent discount from regular prices, effective immediately. With additional overriding discounts, the slash can go as high as 50 per cent.

About eight weeks ago, WNBT

Chi Stations Get First Bids To Crime Probe

CHICAGO, Jan. 17.—The heads of the four Chicago TV stations and the chief of the Chicago office of the Federal Communications Commission will get the first invitations to appear at the Chicago City Council investigation of crime programs on television.

The council committee making the probe held its first meeting Thursday (15). The first hearings will be held in several weeks, Alderman Pat Petrone, chairman, announced. Petrone still is waiting for an opinion from the city attorney on the council's power regarding TV programs.

The probe was ordered after Police Commissioner Tim O'Connor said that crime shown in TV shows could have an effect on the crime rate in Chicago.

NEW TITLE FOR NBC'S 'TODAY'?

WASHINGTON, Jan. 17.—Washington hears that National Broadcasting Company's five-mornings-a-week news program, "Today," will get a new title soon. Reason reportedly is that some newspaper publishers, who own NBC-affiliated stations, are worried lest folks get the impression that news comes faster on the "Today" show than in their newspapers.

The publishers presumably would like to see at least the title toned down. Network brass, apparently, are consenting to the change, altho they don't believe that the newsreel really competes with daily newspapers. Competition, they think, hits largely the picture magazines.

instituted its own variation, by which buyers of 13 or more announcements weekly get discounts ranging up to 50 per cent, but not immediately. Length of run is the deciding factor, with a 30 per cent discount effective during the first 13 weeks, 35 per cent from 13 to 26 weeks, 40 per cent after the third cycle, and 50 per cent after a year. Use of participation shows is not included in this offer.

A second WNBT plan is its "Personality Prize Package," in which sponsors who buy three participations in shows featuring the outlet's stable of live talent get a fourth plug free. Talent includes Jinx Falkenburg, Morey Amsterdam and Richard Willis, and is slotted between 9 a.m. and 3 p.m.

Newest Discount

The newest WNBT discount, offered this week for the first time, is for buying into the local five-minute cut-ins on "Today," the early morning web stanzas. Originally sold at a flat \$340 for each five-minute slot, one show per week now sells for \$340, two

for \$650, three for \$900, four for \$1,100, and five for \$1,250.

WABD Chief Dick Jones said this week that he expects to formalize a plan of his own in the next week or so. The outlet, he said, has been "meeting the competition" on an individual basis up till now.

WPIX, which instituted its "Volume Sales Plan" in mid-November, got two new bankrollers this week for its blueprint, which gives an equal weekly bonus in free time to sponsors who invest \$500 per week or more for four successive weeks on certain selected shows. The new sponsors are the New York Herald-Tribune and Bisceglia Brothers Wine Corporation.

Last July, WOR-TV instituted a plan calling for three weekly spots in the daytime and five in the evenings for \$1,200 per week, fully commissionable. The station guarantees that the plan will get a minimum of 1,500,000 viewer impressions weekly, or additional free announcements will be furnished to make up the deficit.

See Better TV Blurbs In NARTB Board Study

WASHINGTON, Jan. 17.—Improvement of TV commercials is the expected outcome of a stepped-up study authorized this week by National Association of Radio and Television Broadcasters TV Code Review Board which got a strong pat on the back from Sen. Charles W. Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee. Tobey, addressing the TV board, hailed television as "one of the greatest miracles of all times," praised the industry for the "tremendous job" TV is doing for the nation, predicted "ever-greater accomplishments," and advised the code review board to pay particular attention to "the tendency toward too much advertising." The commerce committee chairman said TV's "many shortcomings" can be "expected in a medium which has not yet had an opportunity to 'grow up,'" but he added, "frankly, I wouldn't be without it in my home."

The code board highlighted a two-day study here this week by unanimously adopting a resolution to re-examine the whole area of commercial lengths and content. The board authorized a staff study on present practices by stations and networks, concluding that such a study was necessary before final consideration could

be given to subscriber efforts to tailor their advertising practices to meet the code's suggestions. The board reiterated its criticism of "pitchman type" programs, concerning which, it stated, numerous complaints have been received since this subject first occupied the board's attention last fall. At that time the board had adopted a resolution calling for revision of "all such material" to bring it "within the code provision both as to good taste and time limits." The board noted that some improvement in "pitchman programs" has been made since October 1, and advised against "excessive repetition" of single releases of such programs. The board plans to meet again in April to review the study preparatory to reporting to the national convention of NARTB in Los Angeles April 26-May 1.

The code board also expects to have formulated by April a policy on religious broadcasts. Presumably the new policy will reflect the board's current view that allocation of free time for religious broadcasts "is in keeping with the broadcaster's responsibility to serve the public interest."

Tobey, who conferred with the group for a half hour this week, assured members that "my door is always open to you when you want to discuss these problems with me." He said he might conceivably make mistakes on legislation affecting TV "because of my enthusiasm for the medium."

B. Meredith to Do ABC Series

NEW YORK, Jan. 17.—Burgess Meredith, film and legit star, this week was signed by the American Broadcasting Company to play the lead in a new video series. The stanza was still untitled at the week end, but it is known that it will be a dramatic series.

The show goes into the 9:30-10 p.m. Sunday slot, and will tee off shortly. The web is rushing to get the initial airtel ready by January 25, if possible.

GF Buys 2 CBS Shows

NEW YORK, Jan. 17.—General Foods this week purchased two programs on the Columbia Broadcasting System radio network for its Calumet and Post Toastie divisions. The advertiser will use most of the CBS web for a 4-4:05 p.m. strip featuring Robert Q. Lewis, starting January 21.

GF will also sponsor "Rocky Jordan," 6-6:30 Pacific time on the CBS Pacific network, beginning January 23. Foote, Cone & Belding is the agency.

Reber May Retire; Jackson Job Heir?

NEW YORK, Jan. 17.—John U. Reber, long-time head of the radio-TV department of the J. Walter Thompson agency, this week was reported considering retiring from the business soon. Reber, who has been with the agency for over 35 years, has not been in good health recently. He is said to be well-fixed financially.

Speculation over a possible successor spotlights Cornwell (Corny) Jackson, JWT vicepee and AM-TV chief of its Hollywood office. Jackson has a strong background, formerly having been an agent with the old Berg-Allenberg outfit, and having a reputation for outstanding work during the war with the Army's Special

Services Division and with the Advertising Council.

Also mentioned as possibilities are Cal Kuhl, who is a V.-P. in radio-TV in New York after extensive work on the Coast for JWT, and two other radio-TV veeps, Bob Ballin, who specializes on the Ford account, and Ed Rice.

'MONO-DRAMA'

Menkin Pkg. To Be Aired Twice Daily

NEW YORK, Jan. 17.—Mainly on the strength of its success in presenting a one-man serial version of "Hamlet," the Lawrence Menkin TV package, formerly titled "One Man's Experience," this week had three good things happen, in the following order: It got a new and more dignified title, "Mono-Drama Theater," was expanded to air twice daily via an evening show, which will be different from the daytime outing, and immediately picked up a sponsor for the nighttime strip.

The bankroller of the evening version, which will air in the 11:15-11:30 p.m. strip via WABD, New York, will be Broil-Kwik infra-red broilers. The business was placed via the Zlowe agency.

The daytime airing will shift from its present 11:45 a.m. slot to 2:45 p.m. The time change and addition of the evening time are effective January 26, and the sponsor comes in February 2. Simultaneously, WABD cut back further its sign-on time from 11 a.m. to noon.

Thor Backs 'Quick, Flash'

NEW YORK, Jan. 17.—The Thor Electric Washing Machine Company this week signed to bankroll alternate weeks of "Quick as a Flash" via the American Broadcasting Company video network.

The show airs in the 10:30-11 p.m. slot, Thursdays.

Renewal Sparks NBC's Chi Biz

CHICAGO, Jan. 17.—A network radio renewal and an expansion of stations sparked National Broadcasting Company AM business in the central division this week.

International Shoe Company thru Henri, Hurst & McDonald, renewed "Howdy Doodie," 9-9:15 a.m., EST Saturdays, for 52 weeks starting March 21. Armour & Company upped its station line-up from 100 to 160 for "Dial Dave Garraway," 2:30-2:45 p.m., EST Mondays thru Fridays.

Du Mont Billings 35.6% Over '51

NEW YORK, Jan. 17.—Du Mont Television Network's gross billings for 1952 totalled \$10,531,839, an increase of 35.6 per cent over 1951.

The three largest Du Mont advertisers were General Foods, Drug Store Television Productions and Larus and Brother Company.

Wax Co. Sponsors Raney News Seg

NEW YORK, Jan. 17.—Johnson's Wax this week began sponsoring "Walter Raney and the News" three nights a week via WABD here. The 15-minute show is on nightly at 6:30 p.m.

The 52-week contract, involving over \$135,000, was made thru Needham, Lewis and Brorby.

Radio Cincy Buys WTVN For \$1 1/2 Mil

CINCINNATI, Jan. 17.—Purchase of WTVN, one of three TV stations in Columbus, O., for \$1,500,000 by Radio Cincinnati, Inc., was announced Monday (12) by Hubert Taft Jr., president of the local firm which owns and operates radio station WKRC and TV and FM adjuncts here. Sale is subject to Federal Communications Commission approval.

WTVN, owned by Picture Waves, Inc., headed by Edward Lamb, has been on the sales block for some time. Lamb reportedly turned down a \$1,000,000 offer for the outlet by Cleveland radio interests. The station is affiliated with the Du Mont and American Broadcasting Company networks.

A new Ohio corporation will be set up to administer the Columbus operation, Taft said. R. C. Crisler & Company, Cincinnati brokers, represented the Columbus firm. First National Bank of Cincinnati handled finances for Radio Cincinnati.

NBC Unifies Chi Set-up

CHICAGO, Jan. 17.—Operations of the Chicago radio and television stations of the National Broadcasting Company were unified this week.

Jules Herbuveaux, formerly director of TV operations, becomes assistant general manager of WMAQ and WNBQ (television) reporting to Harry Kopf, vice-president and general manager. George Heinemann, WNBQ program manager, becomes head of the merged radio and TV program department, with Homer Heck, WMAQ program manager, manager of the consolidated production staffs.

FCC Sees Greater Use Of TV Pick-Up Shows

WASHINGTON, Jan. 17.—TV broadcasters will rely more and more on TV pick-up stations for greater diversity in programming, the Federal Communications Commission predicted in its 18th annual report, scheduled for release tomorrow. The success of these mobile pick-up stations in bringing on-the-spot telecasts from the political conventions in Chicago last summer proved the effectiveness of the facility, the FCC pointed out.

The FCC considered the removal of the "freeze" on new TV station construction, which "opened the door for more than 2,000 TV stations to ultimately serve nearly 1,200 communities," as the highlight of the fiscal year ending last June 30. This action was followed by a "sudden surge of interest in UHF TV," the FCC commented.

Other trends noted by the commission included the continued growth of AM broadcasting, altho the number of AM authorizations fell off from the previous year.

Canada Stations Battle CAPAC Music Fees

TORONTO, Jan. 17.—In the fight for fees now proceeding before the Copyright Appeal Board, the Composers, Authors and Publishers Association of Canada, Ltd., lost the first round to the ballrooms, dance halls, roller or ice skating rinks. The board awarded the group a reduction in fees for use of music in the CAPAC repertoire.

Formerly these establishments paid CAPAC 1 per cent of the receipts. The board ordered the rate reduced to .7 per cent after Gordon McLaughlin, counsel for the Canadian Ballroom Operators' Association, produced evidence to show that the copyright fee in the U. S. was .7 per cent.

Radio Rates

Following this round, the board began hearings concerning radio rates, tho the status of television was given a hiatus by mutual agreement. The board agreed to postpone indefinitely the fixing of fees for use of CAPAC works by the television stations.

In their application for copyright fees for 1953, CAPAC proposed that television stations pay \$500 a month until agreement can be reached on a permanent tariff.

Agreement was reached following a statement by Peter Wright, counsel for the publicly-owned Canadian Broadcasting Corporation, that there seemed no way at present to show evidence which would assist the three-member board in fixing a fee. Justice J. T. Thorson, chairman of the board, said that since all parties were in agreement there would be no

'VOICE' HEARD

Seeks Green Light, Asks Expansion

WASHINGTON, Jan. 17.—As the Republican Congress prepared to re-examine the whole "Voice of America" structure, the "Voice" yesterday (16) in a report to Congress, appealed for perpetuation, claiming that there is "widespread listening" to its programs. VOA, which comes under congressional attack every year for "incompetence" and "waste," insisted: "We should maintain and increase our efforts to reach behind the Iron Curtain."

The report, sent to Congress by outgoing Secretary of State Dean Acheson, recommended that the U. S. "demonstrate our decent and constructive purposes so effectively that we will inspire the confidence of people in other countries and their greater willingness to join with us in developing a world community of free nations."

The recommendations were based on the assumption that "the Soviet Union will continue its policy of using all available means to defeat our policies and program."

Acheson said that from January thru June, 1952, more than 131,000 letters were received in response to VOA programs in 46 languages. The VOA system includes 42 stations in the United States and 36 U. S. owned or leased transmitters overseas.

objection to allow the item to stand.

The problem of fees for the CBC, insofar as use of CAPAC music was concerned, was solved easily by the ready agreement of the CBC to pay CAPAC 1.75 per cent of commercial revenues plus 1 cent per capita of population.

Not so the case of private radio station. In 1952, the stations were ordered to pay CAPAC 1.75 per cent of gross revenues. This was challenged in the courts in a test case between CAPAC and radio station CHML. This is still waiting decision. Despite this, the private stations presented new arguments to the board.

Evidence was presented on be-
(Continued on page 16)

Expect Three-Way, Big-Time Fight In Scheduled Theater TV Hearings

WASHINGTON, Jan. 17.—A three-way battle among the giants appears to be shaping up for the theater TV hearings scheduled to begin January 28 and expected to continue intermittently over two or more months. In an 11th-hour petition to the Federal Communications Commission, Western Union Telegraph Company has requested the commission to determine once and for all whether it is desirable to provide theater TV service on a common carrier basis and to establish physical connections between theater TV service channels. American Telephone & Telegraph will oppose the petition, since it now is alone in the intercity video field. WU charges that this amounts to a

"practical monopoly" as a result of a recent FCC decision to withhold approval of a WU-AT&T link-up, sought by WU.

Expectations are that the motion picture industry, which claims the relay of TV programs for theater TV, cannot be accomplished by common carriers on a technically or economically satisfactory basis, will be fighting in another corner.

WU, struggling against a TV industry freeze-out, argues that "common carriers are in a most favorable position to furnish intercity circuits for theater TV from an economic standpoint, as they have the advantage of being able to share certain physical facilities and maintenance person-

nel with other types of services, thereby holding down the cost of all types of channels to a minimum."

National Association of Radio and Television Broadcasters will also be in there fighting to prevent any intrusion on broadcast channels already allocated for broadcast purposes. Neal McNaughten, NARTB's director of engineering, will marshal the battle lines. The Allen B. Du Mont Laboratories is planning to get in on the rebuttal.

The full commission will consider both technical and general theater TV policies, with rebuttal permitted on each. The Motion Picture Association of America, Inc., and the National Exhibitors Theater Television Committee will offer initial testimony at the hearing. Others who will be heard, in addition to WU, AT&T, Du Mont and the FCC, include Central Committee on Radio Facilities of the American Petroleum Institute, Aeronautical Radio, Inc.; National Broadcasting Co., Inc.; American Trucking Associations, Inc.; National Bus Communications, Inc.; Skiatron Television & Electronics Corp.; Radio Corporation of America; Columbia Broadcasting System, Inc.; National Association of Radio and Television Broadcasters, American Broadcasting Co., U. S. Independent Telephone Association; Paramount Television Productions, Inc.; Association of American Railroads; Theater Network Television, Inc., and American Civil Liberties Union.

NEWS CAPSULES—COAST TO COAST

NARTB Member Drive Nears Goal; FCC Denies KTLA Inaugural Plan

WASHINGTON, Jan. 17.—National Association of Radio & Television Broadcasters' first membership drive of 1953 has brought in 27 new members already, altho the drive does not end officially until February 28, NARTB reported last week. If NARTB goal is reached, over-all membership will be increased by 28 per cent. Georgia leads so far in individual State gains, with 10 new members, NARTB revealed. Some 28 broadcasters in 17 NARTB districts are pushing membership on the local level.

Simultaneously, the association announced that 15 more TV stations have joined NARTB, swelling TV membership to 112. Among the new members is KOB-TV, owned by Wayne Coy, former Federal Communications Commission chairman, and Time Magazine.

KTLA BID NIXED FOR INAUGURAL PICK-UP . . .

WASHINGTON—The Federal Communications Commission Friday (16) turned down a request by KTLA, Los Angeles, for permission to pick up inaugural telecasts carried by local outlets for the three major webs. KTLA, an independent holding of Paramount Television Productions, Inc., owned by Paramount Pictures, argued that there were no additional microwave facilities from

the East, except those used by the networks. The station offered to pay a "reasonable share" of transmission charges.

3 NEW CLIENTS FOR WNBC PLAN . . .

NEW YORK—Gorton Codfish, Surf (Lever Brothers) and La Rosa Spaghetti this week were pacted as new clients for WNBC's "Chained Lightning" merchandising program.

TV GUIDE SOLD TO TRIANGLE CO . . .

NEW YORK—A TV fan magazine with national distribution and local program listing inserts for each market came into prospect yesterday when Triangle Publications purchased TV Guide of New York. Triangle formerly published Radio Guide, which it suspended in 1943. Current circulation of TV Guide is over half a million. Title and staff is being
(Continued on page 48)

WCBS-TV Ahead of '52

NEW YORK, Jan. 17.—WCBS-TV here this week racked up \$632,000 in advance booking of renewals and new business during the first two weeks of 1953. This is an increase of 63 per cent over the same period last year when the station's advance bookings were only \$388,000. George Dunham, general sales manager of the station, attributes the increase in bookings to a larger use of daytime TV by local advertisers who have upped their TV budgets.

The station also reports that its "Late Matinee" strip show, which is programed 4:30-6 p.m. is sold out completely. Twelve spots each day or 60 rotating spots a week have been purchased by sponsors. Pream powdered sugar bought the last available spots in the time segment.

Skinner to Sponsor 'No School Today'

NEW YORK, Jan. 17.—The Skinner Manufacturing Company (Raisin-Bran) this week signed to sponsor 30 minutes of "No School Today," the "Big Jon" Arthur radio kid series, over the American Broadcasting Company's radio network, beginning Saturday, February 28.

Skinner takes the 9:30 to 10 a.m. portion of the 9-10:30 show. The 13-week contract was placed thru Bozell and Jacobs, Inc., Omaha.

11 More TV Okays; Total Reaches 305

WASHINGTON, Jan. 17.—Total TV authorizations reached the 305-mark this week as the Federal Communications Commission issued 11 more CP's for new TV stations. Latest batch brought Montana and North Dakota for the first time into the roster of States with TV grants and brings to 197 the number of CP's issued since the freeze lift. Seven of this week's CP's are for VHF stations.

FCC expects no let-up in its current pace of issuing TV grants. One FCCer said the pace can continue without hindrance thru spring despite the heavy load of contested applications.

Montana CP's this week went to Rudman-Hayutin Television Co., Billings, VHF Channel 8; Copper Broadcasting Co., Butte, VHF Channel 4, and Buttrety Broadcast, Inc., Great Falls, VHF Channel 5.

WDAY, Inc., Fargo, N. D., received the State's first CP to operate on VHF Channel 6. Other CP's went to Salinas-Monterey Television Co., Salinas, Calif., UHF Channel 28; Idaho Broadcasting & Television Co., Boise, Idaho, VHF 9; Robert W. Rounsaville, Louisville, UHF Channel 41; Southern Minnesota Broadcasting Co., Rochester, Minn., VHF Channel 10; The Curators of the University of Missouri, Columbia, Mo., VHF Channel 8 (commercial); Broadcast House, Inc., St. Louis, UHF Channel 36; UHF Television Co., Dallas, UHF Channel 23.

WGN-TV Lenses Cubs, Sox Games

CHICAGO, Jan. 17.—WGN-TV Friday (16) signed contracts with officials of the Cubs and White Sox baseball clubs to televise the entire Cub home schedule and the Sox daytime games. The set-up is identical with last year's, with the same two sponsors, Chesterfield and Hamm's Beer, each carrying 4½ innings of all games.

The deal will bring in more than \$400,000 to WGN-TV and announcers Jack Brickhouse and Harry Creighton plus an estimated \$100,000 to each of the ball clubs.

Hullinger to East for ABC

HOLLYWOOD, Jan. 17.—Ned Hullinger will leave his Coast post as manager of American Broadcasting Company's Western stations relations department to take a key position in the net's New York station relations operations. Promotion is effective February 16.

Hullinger first joined ABC as a member of its publicity department and later succeeded Bob Hall as head of the department. Other positions held with the net include assistant promotion manager, publicity and audience promotion manager. He became manager of station relations in 1950.

WJZ Acquires WABD Aired

NEW YORK, Jan. 17.—The "Little Lady" video show, featuring Irene Wicker, this week was acquired by WJZ-TV from WABD, sponsor and all. The bankroller, Pissel moppet cosmetics, will continue to sponsor the show in the same time slot when the station shift occurs, on February 1. The show airs in the 11:30 a.m. to noon period on Sundays.

Follow-Thru By Tobey in ABC-Para Case

WASHINGTON, Jan. 17.—Sen. Charles W. Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, is indicating that he intends to follow thru with plans for a hearing on issues involved in the American Broadcasting Company-United Paramount Theaters, Inc., case despite a reported coolness among some members of his committee. Tobey, who last week notified the Federal Communications Commission of his intention (The Billboard, January 17), has obviously slowed the FCC's ABC-UPT final verdict. The commission, it was learned, was ready to okay the merger in a decision it began to write last week when the latest Tobey bombshell landed. Previous one was a warning by Tobey late last year (The Billboard, December 6, 1952).

Guessing continues to be that the commission will okay the merger, with some modifications in hearing examiner Leo Resnick's initial decision. It is agreed, tho, that the longer the delay, the more reduced are the chances for a green light. Meanwhile it is expected that incoming Attorney General Herbert Brownell will ignore a token letter sent by outgoing Attorney General James P. McGranery advising the commission to think twice before decreeing the merger. Insiders say that McGranery, by avoiding action until a week before quitting the department and until after the hearing record was closed, has washed the department's hands of the case.

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

Clair R. McCollough, Pres.

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

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Wilmington, Del.

TOPS all stations in this richest market.

Let it sell your product effectively, economically.

Write for information.

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New York Chicago Los Angeles San Francisco

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

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in NEW YORK

(3,180,000 TV Sets;* Panel Size, 600)

... According to Videodex Reports

WABD	Allen B. Du Mont Laboratories	Du M
WATV	Bremer Broadcasting Corp.	Ind.
WCBS-TV	Columbia Broadcasting System	CBS
WJZ-TV	American Broadcasting Company	ABC
WNBT	National Broadcasting Company	NBC
WOR-TV	General TeleRadio, Inc.	Ind.
WPIX	New York Daily News	Ind.

Videodex reports monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets. In the 25 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 25 markets are determined by comparing the average ratings.

DECEMBER, 1952

July, '52 Pos.	Rtg.	SUNDAY, SIGN-ON TO SIGN-OFF	Avg. Rtg.
(1)	(27.6)	1. WHAT'S MY LINE? CBS 10:30-11:00	33.4
(2)	(23.0)	2. COMEDY HOUR NBC 8:00-9:00	31.5
(3)	(19.0)	3. TOAST OF THE TOWN CBS 8:00-9:00	28.4
(4)	(18.2)	4. TV PLAYHOUSE NBC 9:00-10:00	21.8
(5)	(17.9)	5. THE WEB CBS 10:00-10:30	21.7
(6)	(17.8)	6. FRED WARING CBS 9:00-9:30	19.8
(7)	(17.6)	7. THIS IS SHOW BUSINESS CBS 7:30-8:00	19.6
(8)	(17.5)	8. SEE IT NOW CBS 6:30-7:00	19.5
(9)	(19.0)	9. RED SKELTON NBC 7:00-7:30	19.0
(10)	(18.3)	10. BREAK THE BANK CBS 9:30-10:00	18.3

MONDAY, SIGN-ON TO SIGN-OFF

(1)	(43.0)	1. I LOVE LUCY CBS 9:00-9:30	63.0
(2)	(19.3)	2. TALENT SCOUTS CBS 8:30-9:00	47.8
(3)	(21.8)	3. ROBERT MONTGOMERY PRESENTS NBC 9:30-10:00	27.8
(4)	(18.2)	4. LUX TV THEATER CBS 8:00-8:30	22.1
(5)	(18.2)	5. PERRY COMO CBS 7:45-8:00	20.9
(6)	(19.3)	6. STUDIO ONE CBS 10:00-10:30	19.3
(7)	(18.6)	7. CBS NEWS CBS 7:30-7:45	18.6
(8)	(17.9)	8. LIFE WITH LUIGI CBS 9:30-10:00	17.9
(9)	(12.4)	9. THE EARLY SHOW CBS 6:15-7:30	13.9
(10)	(13.9)	9. HOLLYWOOD OPENING NIGHT NBC 9:00-9:30	13.9

TUESDAY, SIGN-ON TO SIGN-OFF

(1)	(28.6)	1. CIRCUS HOUR NBC 8:00-9:00	28.6
(2)	(27.4)	2. FIRESIDE THEATER NBC 9:00-9:30	27.4
(3)	(26.0)	3. MARCH OF MEDICINE NBC 9:30-10:00	26.0
(4)	(22.1)	4. DANGER CBS 10:00-10:30	22.1
(5)	(19.6)	5. TWO FOR THE MONEY NBC 10:00-10:30	19.6
(6)	(19.3)	6. LIFE IS WORTH LIVING DuM 8:00-8:30	19.3
(7)	(16.6)	7. SUSPENSE CBS 9:30-10:00	19.2
(8)	(18.8)	8. YOUR JEWELER'S SHOW-CASE (film) Non-Net 10:30-11:00	18.8
(9)	(18.1)	9. CRIME, SYNDICATED CBS 9:00-9:30	18.1
(10)	(18.0)	10. RED BUTTONS SHOW CBS 8:30-9:00	18.0

WEDNESDAY, SIGN-ON TO SIGN OFF

(1)	(32.4)	1. GODFREY & FRIENDS CBS 8:00-9:00	50.4
(2)	(28.2)	2. MAN AGAINST CRIME CBS 9:30-10:00	28.2
(3)	(16.6)	3. KRAFT TV THEATER NBC 9:00-10:00	26.9
(4)	(19.6)	4. STRIKE IT RICH CBS 9:00-9:30	24.8
(5)	(13.2)	5. PERRY COMO CBS 7:45-8:00	20.9
(6)	(18.7)	6. CBS NEWS CBS 7:30-7:45	18.7
(7)	(18.0)	7. THIS IS YOUR LIFE NBC 10:00-10:30	18.0
(8)	(17.2)	8. THE EARLY SHOW CBS 6:15-7:30	17.2
(9)	(16.9)	9. THE UNEXPECTED (film) Non-Net 10:30-11:00	16.9
(10)	(14.7)	10. KATE SMITH NBC 4:00-5:00	14.7

THURSDAY, SIGN-ON TO SIGN-OFF

(1)	(23.2)	1. DRAGNET NBC 9:00-9:30	47.2
(2)	(43.5)	2. GROUCHO MARX NBC 8:00-8:30	43.5
(3)	(34.8)	3. T-MEN IN ACTION NBC 8:30-9:00	34.8
(4)	(33.2)	4. FORD THEATER NBC 9:30-10:00	33.2
(5)	(30.4)	5. RACKET SQUAD CBS 10:00-10:30	30.4
(6)	(21.7)	6. CAMEL NEWS CARAVAN NBC 7:45-8:00	21.7
(7)	(19.6)	7. I'VE GOT A SECRET CBS 10:30-11:00	19.6
(8)	(19.5)	8. BURNS & ALLEN CBS 8:00-8:30	19.5
(9)	(19.5)	9. DINAH SHORE NBC 8:00-8:30	19.5
(10)	(17.7)	10. FOREIGN INTRIGUE (film) Non-Net 10:30-11:00	17.7

FRIDAY, SIGN-ON TO SIGN-OFF

(2)	(23.0)	1. MY FRIEND IRMA CBS 8:30-9:00	30.7
(1)	(26.6)	2. OUR MISS BROOKS CBS 9:30-10:00	27.3
(3)	(10.0)	3. MAMA CBS 8:00-8:30	26.7
(4)	(15.0)	4. BIG STORY NBC 9:00-9:30	23.8
(5)	(19.7)	5. PLAYHOUSE OF STARS CBS 9:00-9:30	19.7
(6)	(19.6)	6. RCA SHOW NBC 8:00-8:30	19.6
(7)	(14.2)	7. MR. & MRS. NORTH CBS 10:00-10:30	19.1
(8)	(17.4)	8. PERRY COMO CBS 7:45-8:00	17.4
(9)	(16.3)	9. ABBOTT & COSTELLO SHOW (film) Non-Net 10:30-11:00	16.3
(10)	(15.0)	10. GULF PLAYHOUSE NBC 8:30-9:00	15.0

SATURDAY, SIGN-ON TO SIGN-OFF

(1)	(38.1)	1. YOUR SHOW OF SHOWS NBC 9:00-10:00	38.1
(2)	(34.2)	2. ALL STAR REVUE NBC 8:00-9:00	34.2
(3)	(24.5)	3. YOUR HIT PARADE NBC 10:30-11:00	24.5
(4)	(23.9)	4. YOUR SHOW OF SHOWS NBC 10:00-10:30	23.9
(5)	(21.5)	5. JACKIE GLEASON SHOW CBS 8:00-9:00	21.5
(6)	(18.6)	6. BEAT THE CLOCK CBS 7:30-8:00	18.6
(7)	(17.4)	7. MY HERO NBC 7:30-8:00	17.4
(8)	(16.9)	8. CEREBRAL PALSY DuM 8:00-1:00	16.9
(9)	(14.5)	9. JANE FROMAN-USA CANTEN CBS 9:00-9:30	14.5
(10)	(14.1)	10. STORK CLUB CBS 7:00-7:30	14.1

*NBC estimate for November, 1952.

NEXT WEEK

Videodex and Pulse Studies of ST. LOUIS

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows . . . ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

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

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

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

Share of Total Audience Radio vs. TV in NEW YORK

... According to Pulse Reports December, 1952

7 P.M. to Midnight

	TELEVISION % of Total Aud.	Radio % of Total Aud.	TOTAL AUD. Sets in Use Radio & TV
SUNDAY	63.6	36.4	46.1
MONDAY	61.4	37.6	49.0
TUESDAY	59.8	40.2	46.2
WEDNESDAY	60.5	39.5	48.0
THURSDAY	61.3	38.7	48.7
FRIDAY	61.0	39.0	48.5
SATURDAY	64.6	35.4	51.5

6 A.M. to 6 P.M.

MON.-FRI. 28.8 71.2 27.6

6 A.M. to Midnight

ENTIRE WEEK 45.0 55.0 34.1

WWJ
NBC AFFILIATE
in DETROIT

Owned and Operated by
THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY COMPANY

Fight Polio Join the **MARCH OF DIMES**

JANUARY 2 TO 31

Top 5 Radio Shows Each Day of the Week in NEW YORK

(3,561,440 Radio Families*)

... According to Pulse Reports

WBNX	5,000 watts	Ind.	WMGM	50,000 watts	Ind.
WCBS	50,000 watts	CBS	WNBC	50,000 watts	NBC
WEVD	5,000 watts	Ind.	WNEW	10,000 watts	Ind.
WHOM	5,000 watts	Ind.	WOR	50,000 watts	MBS
WINS	50,000 watts	Ind.	WOV	5,000 watts	Ind.
WJZ	50,000 watts	ABC	WQXR	10,000 watts	Ind.
WLJB	1,000 watts	Ind.	WWRL	5,000 watts	Ind.
WMCA	5,000 watts	Ind.			

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 40 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

DECEMBER, 1952

July, '52 Pos.	Rtg.	Sunday, 7 to 12 P.M.	Highest Qr. Hr. Rtg.
(1)	(7.2)	1. JACK BENNY SHOW CBS 7:00-7:30	7.2
(2)	(6.6)	2. AMOS 'N' ANDY CBS 7:30-8:00	6.6
(3)	(6.6)	3. WALTER WINCHELL ABC 9:00-9:15	6.6
(4)	(6.3)	4. BERGEN-McCARTHY CBS 8:00-8:30	6.3
(5)	(5.3)	5. THEATER GUILD NBC 8:30-9:30	5.3

MONDAY, 7 TO 12 P.M.

(1)	(7.5)	1. LUX RADIO THEATER CBS 9:00-10:00	7.5
(2)	(4.7)	2. BOB HAWK SHOW CBS 10:00-10:30	4.7
(3)	(4.7)	3. SUSPENSE CBS 8:00-8:30	4.7
(4)	(4.4)	4. GODFREY'S TALENT SCOUTS CBS 8:30-9:00	4.4
(5)	(4.4)	5. JACK SMITH SHOW CBS 7:15-7:30	4.4

TUESDAY, 7 TO 12 P.M.

(1)	(4.7)	1. LIFE WITH LUIGI CBS 9:00-9:30	4.7
(2)	(4.4)	2. MARTIN & LEWIS NBC 9:00-9:30	4.4
(3)	(4.4)	3. MY FRIEND IRMA CBS 9:30-10:00	4.4
(4)	(4.4)	4. PEOPLE ARE FUNNY CBS 8:00-8:30	4.4
(5)	(4.1)	5. FIBBER MCGEE & MOLLY NBC 9:30-10:00	4.1
(6)	(4.1)	6. MR. & MRS. NORTH CBS 8:30-9:00	4.1
(7)	(4.1)	7. EDWARD R. MURROW CBS 7:45-8:00	4.1

WEDNESDAY, 7 TO 12 P.M.

(1)	(5.0)	1. YOU BET YOUR LIFE NBC 9:00-9:30	5.0
(2)	(4.7)	2. DR. CHRISTIAN CBS 8:30-9:00	4.7
(3)	(4.4)	3. BIG STORY NBC 9:30-10:00	4.4
(4)	(4.4)	4. MYSTERY THEATER Non-Net 8:00-8:30	4.4
(5)	(4.1)	5. BOXING CBS 10:00-10:30	4.1
(6)	(4.1)	6. F. B. I. IN PEACE & WAR CBS 8:00-8:30	4.1
(7)	(4.1)	7. EDWARD R. MURROW CBS 7:45-8:00	4.1
(8)	(4.1)	8. THE LONE RANGER ABC 7:30-8:00	4.1

THURSDAY, 7 TO 12 P.M.

(1)	(5.0)	1. BING CROSBY SHOW CBS 9:30-10:00	5.0
(2)	(4.1)	2. MICHAEL SHAYNE ABC 9:30-10:00	4.1
(3)	(4.1)	3. EDDIE CANTOR NBC 9:30-10:00	4.1
(4)	(4.1)	4. FATHER KNOWS BEST NBC 8:30-9:00	4.1
(5)	(3.8)	5. TOP GUY ABC 8:00-8:30	3.8
(6)	(3.8)	6. MEET MILLIE CBS 8:00-8:30	3.8
(7)	(3.8)	7. EDWARD R. MURROW CBS 7:45-8:00	3.8
(8)	(3.8)	8. JACK SMITH SHOW CBS 7:15-7:30	3.8
(9)	(3.8)	9. BEULAH CBS 7:00-7:15	3.8
(10)	(3.8)	10. JANE PICKENS NBC 10:30-11:00	3.8
(11)	(3.8)	11. NEWS-K. BANGHART 11:00-11:15	3.8

FRIDAY, 7 TO 12 P.M.

(5)	(3.4)	1. THIS IS YOUR F. B. I. ABC 8:30-9:00	4.4
(2)	(4.1)	2. CRIME LETTER-DAN DODGE Non-Net 8:00-8:30	4.1
(3)	(4.1)	3. EDWARD R. MURROW CBS 7:45-8:00	4.1
(4)	(4.1)	4. JACK SMITH SHOW CBS 7:15-7:30	4.1
(5)	(3.8)	5. BOXING ABC 9:00-10:00	3.8
(6)	(3.8)	6. MR. CHAMELEON CBS 9:00-9:30	3.8
(7)	(3.8)	7. OZZIE & HARRIET ABC 9:00-9:30	3.8
(8)	(3.8)	8. JOHNNY DOLLAR CBS 8:30-9:00	3.8
(9)	(3.8)	9. MR. KEEN CBS 8:00-8:30	3.8
(10)	(3.8)	10. YOUR HIT PARADE NBC 8:00-8:30	3.8
(11)	(3.8)	11. THE LONE RANGER ABC 7:30-8:00	3.8
(12)	(3.8)	12. BEULAH CBS 7:00-7:15	3.8

SATURDAY, 7 TO 12 P.M.

(1)	(4.7)	1. GANGBUSTERS CBS 9:00-9:30	4.7
(2)	(4.1)	2. GENE AUTRY SHOW CBS 8:00-8:30	4.1
(3)	(3.8)	3. BROADWAY'S MY BEAT CBS 7:00-7:30	3.8
(4)	(3.8)	4. CAMEL CARAVAN CBS 7:30-8:00	3.8
(5)	(3.8)	5. TWENTY QUESTIONS Non-Net 8:00-8:30	3.8
(6)	(3.8)	6. THEATER OF THE AIR Non-Net 8:30-9:30	3.8
(7)	(3.8)	7. GUNSMOKE CBS 9:30-10:00	3.8

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

(1)	(7.1)	1. ARTHUR GODFREY CBS 10:00-11:30	7.1
(2)	(5.2)	2. BIG SISTER CBS 1:00-1:15	5.2
(3)	(5.1)	3. HELEN TRENT CBS 12:30-12:45	5.1
(4)	(4.9)	4. MA PERKINS CBS 1:15-1:30	4.9
(5)	(4.9)	5. OUR GAL SUNDAY CBS 12:45-1:00	4.9

SATURDAY, 6 A.M. TO 7 P.M.

(1)	(8.4)	1. MAKE BELIEVE BALLROOM Non-Net 10:00-11:30	7.2
(2)	(5.3)	2. UP AND COMING Non-Net 11:30-12:00	4.4
(3)	(4.1)	3. MAKE BELIEVE BALLROOM Non-Net 5:30-7:00	4.1
(4)	(3.8)	4. CITY HOSPITAL CBS 1:30-2:00	3.8
(5)	(3.4)	5. NBC SYMPHONY NBC 6:30-7:00	3.4
(6)	(3.4)	6. NEWS-P. ROBINSON Non-Net 8:00-8:15	3.4
(7)	(3.4)	7. NEWS-H. HENNESSEY Non-Net 9:00-9:15	3.4
(8)	(3.4)	8. NEWS-H. GLADSTONE Non-Net 10:00-10:15	3.4
(9)	(3.4)	9. THEATER OF TODAY CBS 12:00-12:30	3.4
(10)	(3.4)	10. BILL HARRINGTON SHOW Non-Net 12:00-1:00	3.4
(11)	(3.4)	11. MAN ON THE BEAT Non-Net 1:00-2:00	3.4
(12)	(3.4)	12. MUSIC HALL Non-Net 2:00-4:00	3.4
(13)	(3.4)	13. OPERA ABC 2:00-5:15	3.4

SUNDAY, 6 A.M. TO 7 P.M.

(2)	(3.8)	1. THE SHADOW MBS 5:00-5:30	4.1
(3)	(4.1)	2. NICK CARTER MBS 6:00-6:30	4.1
(4)	(4.1)	3. OUR MISS BROOKS CBS 6:30-7:00	

Introducing the newest members of the RCA VICTOR family

To our many associates who are readers of Billboard, RCA Victor makes this special announcement of new products in new fields, presenting the first RCA Estate Gas and Electric Ranges, and the 1953 line of RCA Victor Room Air Conditioners.

The appearance of the RCA symbol on a new line of home appliances makes news. To you, to your neighbors, it's the famous and familiar standard of quality, now identified with welcome new services.

We've seen solid proof of this in the ten

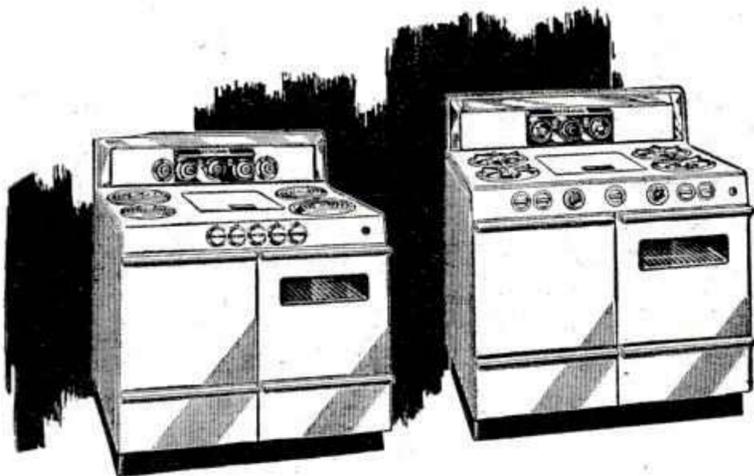
months since the first RCA Victor Room Air Conditioners were introduced. We're confident you'll give the new RCA Estate Stoves just as hearty a reception.

You can count on the kind of performance people invariably expect—and get—from RCA Victor products. In the near future it will be as everyday an occurrence to “tune in” RCA air-conditioned weather, to switch on an RCA range-cooked meal, as to switch on RCA Victor television, radio, or recorded music.

Franklin Salsom

President
Radio Corporation of America

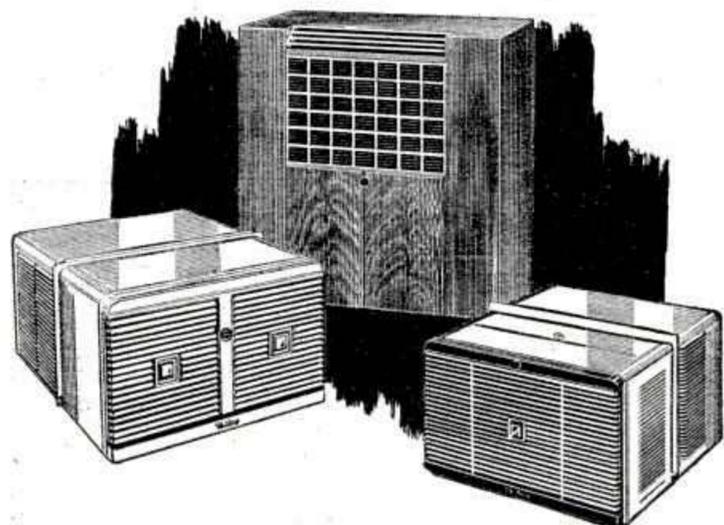
The new RCA ESTATE Gas and Electric Ranges



Long known by those who seek the very finest in home luxury and convenience, Estate Gas and Electric Ranges are now allied with the great resources of RCA.

In the new RCA Estate models, householders will discover how many new built-in ways and means to finer, easier cooking are here now. Every family whose kitchen is its pride will want to see these superb new appliances bearing the famous RCA symbol.

The new RCA Room Air Conditioners for 1953



RCA Victor presents its newest line of room air conditioners—five smart new window units, two outstandingly handsome new console units, as far ahead in appearance and performance as you'd expect of the name they bear.

For important luxury features at non-luxury prices, for built-in health and comfort the year around, we urge you to see and to test the newest RCA Victor Room Air Conditioners.

RCA **RCA VICTOR**
Tmk. © Division of Radio Corporation of America "HIS MASTER'S VOICE"
 WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION

This One

 AR01-BS1-1K08

Rosenb'm for Frye In Snader Hearing

HOLLYWOOD, Jan. 17. — Col. Samuel R. Rosenbaum this week concluded his hearings in the first of four phases of the entangled Snader-Bisno hassle and ruled the Ben Frye contract for the tele-descriptions to be valid. This means that Frye and Studio Films are the rightful owners of the Tele-descriptions and that United Television Programs have the right to distribute this product.

Colonel Rosenbaum will resume hearings on the remaining three phases of the Snader-Bisno case on January 23. Points to be taken up will include hearing bids for the 26 half-hour films in the "Dick Tracy" series produced by Snader Tele-descriptions and the Korda feature films owned by the Snader firm; settlement of personal claims existing between Louis Snader, Al and Henry Bisno, and means of

returning approximately \$1,000,000 invested in the Snader firms by approximately 200 persons as limited partners in the TV film venture. Of this sum, only \$200,000 has been returned to investors to date.

Frye, representing Studio Films of Cleveland, bought the 750 Tele-descriptions from Al Bisno and Sam Markowich for \$600,000. Snader, third partner in the company, contested the Frye sale on the grounds that he had not been consulted, and claimed the deal could not be legally executed since he as a partner in the firm had not given his approval. On the basis of Colonel Rosenbaum's decision, Snader's claims against the Frye transaction were withdrawn and the Frye deal was approved as legally valid. For surrounding his position in the case, Snader was granted the right to use the name Snader Tele-descriptions for all future productions of musical shorts he should undertake. However, rights to the Snader Tele-descriptions name for the existing product owned by Frye remains with the Frye firm.

Snader told The Billboard he is immediately starting plans for the production of new Tele-descriptions. Also this week, Snader was named producer of the "Liberace Show," now in production by Guild Films. Half-hour series will also be syndicated by Guild. Interest here is that Reub Kaufman, Guild proxy, who appointed Snader as series' producer, was named a few years ago by Snader as sales exec on the Tele-descriptions now owned by Frye. Kaufman, as head of Snader Tele-descriptions Sales, was responsible for the wide distribution of the Tele-description product. This week, Kaufman named his former boss to head production of his new "Liberace" series.

Crosley Buys Johnston Firm

CINCINNATI, Jan. 17.—Purchase of the physical assets by the Crosley Broadcasting Corporation of Bert Johnson Productions, Inc., local producer of industrial and commercial TV films, was announced Thursday (15) by Robert E. Dunville, Crosley president. Dunville and G. Carlton Hill, executive vice-president of the Johnston firm, conducted negotiations. Purchase price was not announced.

Dunville said that there will be no change in personnel of the film firm under Crosley ownership. The company will continue to make industrial films and low-cost commercial pictures for Crosley TV stations in Cincinnati, Columbus and Dayton, O., and the Atlanta station when purchase of that outlet is completed by Crosley.

'OPENING NIGHT' USES TRAILERS

HOLLYWOOD, Jan. 17.—National Broadcasting Company borrows the trailer technique from the movie industry to help build its audience for the "Hollywood Opening Night" series in the face of Columbia Broadcasting System's formidable "I Love Lucy" show. "Lucy" appears opposite "Opening Night" in many markets.

Trailers use stars from the "Opening Night" show and are filmed following the live telecast at NBC's Burbank plant. Paul Douglas will be used in the first trailer and Ezib Pinza is skedded for the next one. Noteworthy point here is that film comes to the aid of its bitterest foe, live TV, by helping to boost the latter's audience. Pearson Pharmaceutical Company sponsors the "Opening Night" program.

Atlantic Sells 41-Film Pkg To WPIX

NEW YORK, Jan. 17.—The Atlantic Television Corporation this week sold a package of 41 big-name feature films to indie TV station WPIX here. The flicker's first run in New York will be shown on the station's three feature film series: "First Show," "Night Owl Theater" and "Rainbow Theater." The pact is for one year.

Films include "The Devil and Daniel Webster" with Walter Huston; several "Dr. Christian" films; "Lady of Burlesque" with Barbara Stanwyck; "Guest in the House" with Anne Baxter and Ralph Bellamy; George Sanders and Hedy Lamarr in "Strange Woman"; "Dishonored Lady," another Hedy Lamarr starrer; "Delightfully Dangerous" with Jane Powell and Constance Moore; "Sensations" with Eleanor Powell, Sophie Tucker and W. C. Fields; "The Great John L." with Linda Darnell and Rory Calhoun; "Young Widow" with Jane Russell, and "The Bachelor's Daughters" with Claire Trevor, Gail Russell, and Adolph Menjou.

'FDR Hyde Park' Released for TV

NEW YORK, Jan. 17.—In time for the March of Dimes campaign and the birthday of the late Franklin D. Roosevelt, Pictorial Films is releasing to TV stations its two-reeler, "FDR Hyde Park." The film runs 16 and a half minutes. It has been shown theatrically over the past year. Pictorial has been contemplating using the film as part of a TV series around the homesteads of great men.

Prospects Dull for SAG-Exec Accord

NEW YORK, Jan. 17.—Parties concerned in the negotiations between the Screen Actors' Guild and the producers of TV film commercials, against whom SAG is currently striking, were closeted at National Republican Club headquarters here all this week, hoping to break what seemed a complete deadlock. None of the participants was optimistic that any settlement would be reached.

SAG was understood to be standing adamantly on the repayment principle as it originally proposed it. The producers reportedly altered their original counter-proposals so that the minimum payment to the actor would be cut off at \$800, but this was not acceptable to the union.

It did not appear likely that negotiations would be extended into next week. If no agreement results from the current meetings, the Hollywood producers and SAG execs, here for the negotiations, will probably go home and the strike will continue on the West Coast and here.

Even Chance
In that event, there was an even chance that the producers, in whose offices orders for TV blurbs have been piling up, would go back into production anyway. Many of the producers believe that not only would cameramen and other technicians break the strike, but that they could get performers too, to say nothing of the non-actors who are frequently used in commercials.

It was reported that SAG spokesmen had indicated that if any "scab" commercials were

used in live shows, their members participating in the live show would be instructed to do a "slow-up," but the producers were skeptical that this would happen.

Ronald Reagan, past president of SAG, as well as John Dales Jr., exec secretary of the union, attended negotiations. Representing the producers were Pete Mooney and Attorney John Wheeler for the Film Producers Association, and Mel Gold for the National Television Film Council.

IN COSTUME

SEG Strike Would See New Picket

HOLLYWOOD, Jan. 17.—Unless the Screen Extras' Guild and the Alliance of Television Film Producers can resolve their collective bargaining contract negotiation differences, Hollywood will see one of the most colorful picket lines in all labor history. Western characters, showgirls and extras garbed in period costumes will join forces in what is hoped to be the headline-getting strike effort dramatizing the Guild's side of the hassle.

Guild's board of directors this week unanimously approved a recommendation to its membership to call a strike against the Hollywood TV film producers' group. Guild proxy Richard Gordon also said that the producers' org refused an SEG offer to bring the issues that have created an impasse before impartial arbitration. Board's strike recommendation will now be brought before the Guild's membership who will vote by mail ballot whether or not to strike. Membership approval for the strike is expected. Guild's next step will be to ask the American Federation of Labor to support the action.

Two main points that have caused the deadlock between the producers and the extras are: the Guild's demands that extras receive additional pay for appearing in more than one film in a single day; extras receive additional compensator for re-use of TV films.

NBC Inks Deal With INP for Spot News Pix

NEW YORK, Jan. 17.—The National Broadcasting Company this week signed an agreement with Interntional News Photos for the first installation of facsimile equipment for television. The new equipment, which will be used for the first time on NBC's early morning TV show "Today," beginning Monday (12) will enable NBC to screen still photos from any part of the world within minutes after they are taken.

INP will also supply NBC with all spot news still photos needed on other web shows. In line with this, INP this week set up a separate TV news picture desk her functioning on a 24-hour basis.

Cesano Halts 'Continental'

NEW YORK, Jan. 17.—Further production in "The Continental" series has been blocked after completion of the first 13. Renz Cesano, star of the show, on the advice of his manager, Charl Wick, has backed out on signing new contract with the producer Dynamic Films.

Nathan Zuckor of Dynamic said that if they could not come to an agreement with Cesano, they would go ahead and syndicate the 13 segments they have completed.

CBS, Du Mont, NBC Receive Vistascope

HOLLYWOOD, Jan. 17.—Columbia Broadcasting System, Du Mont and National Broadcasting Company TV nets will receive Vistascope equipment Monday (12) for use in their live telecasts. Vistascope, a matte stere process, is owned jointly by Paramount Pictures and Sol Lesser. According to Paramount proxy Barney Balaban, Vistascope provides live TV with a realistic background. Device is used during the actual shooting to combine the live action with the backgrounds.

Balaban said the first units will be delivered to the three nets next week and subsequent units will be available to tele nets and stations interested in acquiring the equipment. Device, Balaban said, can be used in motion picture production, and is being made available for theatrical and TV film production.

Williams Quits Fox for Ziv

NEW YORK, Jan. 17.—Phil Williams this week resigned as assistant to the director of TV for 20th Century-Fox, Inc., to join Ziv Television Productions, Inc. The exec will represent the TV film outfit in Texas markets, effective February 16. He will remain with Fox until January 31.

Prior to joining Fox, Williams was with Time, Inc., for 15 years, serving as theatrical sales manager for the "March of Time" and public relations-sales head of Fortune magazine. During his stay with Fox, he formulated sales policy and set up promotion and market-testing operations for the film company's three major TV series, "Crusade in Europe"; "Three Guesses," a news-quiz show, and "News Adventures for Young America" a children's newsreel.

WTOP-TV Buys Republic Films

NEW YORK, Jan. 17.—WTOP-TV, Washington, this week purchased most of the films in the Republic Picture package of about 100 features. WTOP-TV thus becomes the third Columbia Broadcasting System owned and operated station to buy the Republic features. KNXT-TV, Los Angeles, bought the entire package, plus 20 westerns. WCBS-TV, New York, bought the features minus the horse operas.

It is estimated that Republic will clear about \$500,000 from the sale of the films to these three stations alone. David Savage, the CBS film buyer for the web handled the deal for the stations.

There's still time to get in on

THE BILLBOARD'S FIFTEENTH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION

Deadline has been extended one week to Midnight, Saturday, February 7, 1953

Four Divisions this year:

- Audience Sales Promotion
- Public Service Promotion
- Radio-As-A-Medium Promotion
- Merchandising Promotion (A brand new division this year)

Wires for rules and entry forms to:

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

Promote Your Promotion. Enter the Promotion Competition.

THE BILLBOARD TV-Film Buying Guide

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

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

Series Name Length in Minutes No. Releases Available ARB Ratings

CHILDREN'S

Crusader Rabbit 3.33.195

Dist.: Consolidated TV Programs PHILADELPHIA (3 stations) WCAU, 4:45-5, Tues.-Fri. Dec. ARB Rating (Average) 10.5

Dick Tracy 30.39

Dist.: Snader Telescriptions Sales, Inc. BOSTON (2 stations) WBZ, 6-6:30, Sat. Dec. ARB Rating 25.3

DETROIT (3 stations) WXYZ, 7-7:30, Tues.

Dec. ARB Rating 16.2 (Previous Month's Rating 18.6) Prec. Show: Famous Playhouse 7.6

NEW YORK (7 stations) WABD, 6:30-7, Sat.

Dec. ARB Rating 4.3 (Previous Month's Rating 3.6) Prec. Show: Frontier Theater 1.3

WASHINGTON (4 stations) WTTG, 5:30-6, Sun.

Dec. ARB Rating 13.3 (Previous Month's Rating 13.9) Prec. Show: The Children's Hour 12.8

ALSO CURRENTLY SHOWING IN: Atlanta, Baltimore, Brownsville, Charlotte, Columbus, Dallas, Dayton, Minneapolis-St. Paul, Nashville, Houston, Indianapolis, Kansas City, New Orleans, Norfolk, Philadelphia, Phoenix, Providence, Salt Lake City, San Antonio.

Time for Beany 15. Weekly

Dist.: Paramount TV Productions, Inc. BOSTON (2 stations) WNAC, 5:15-5:30, Mon.-Fri. Dec. ARB Rating (Average) 6.1

CHICAGO (4 stations) WGN, 5-5:15, Mon.-Fri.

Dec. ARB Rating (Average) 2.4 (Previous Month's Rating 3.1) Prec. Show: Trailblazers Theater 1.2

Series Name Length in Minutes No. Releases Available ARB Ratings

DETROIT (3 stations) WJBK, 5:15-5:30, Mon.-Fri.

(Except Thursday) Dec. ARB Rating (Average) 8.9 (Previous Month's Rating 8.7) Prec. Show: Cartoons for Kids; Twilight Theater 11.6

NEW YORK (7 stations) WCBS, 10:45-11, Sat.

Dec. ARB Rating 1.0 (Previous Month's Rating 4) Opposition Shows, 10:45-11: WNBT-Saturday Stagecoach 6.3

SAN FRANCISCO (3 stations) KPIX, 5-5:15, Mon.-Fri.

Dec. ARB Rating (Average) 17.4 (Previous Month's Rating 14.3) Prec. Show: Search for Tomorrow 5.6

WASHINGTON (4 stations) WTTG, 6:45-7, Mon.-Fri.

Dec. ARB Rating (Average) 11.2 (Previous Month's Rating 12.5) Prec. Show: Muppet Movies 8.3

ALSO CURRENTLY SHOWING IN: Chicago, Denver, Erie, Greensboro, Johnstown, Miami, Milwaukee, Nashville, New York, Pittsburgh, Toledo, Tulsa, Washington.

WARNING • WARNING • WARNING

Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

WMAL-Valley Forge News 5.2

WTOP-CBS News, W. Cronkite 3.7 ALSO CURRENTLY SHOWING IN: Birmingham, Cleveland, Davenport, El Paso, Honolulu, Los Angeles, Lubbock, Oklahoma City, Portland, San Diego, Schenectady, Spokane, Springfield.

DRAMA

Invitation Playhouse 15.26

Dist.: Guild Films, Inc. CHICAGO (4 stations) WGN, 9:45-10, Wed. Dec. ARB Rating 1.3

LOS ANGELES (7 stations) KTLA, 7-7:30, Wed.

Dec. ARB Rating 6.6 (Previous Month's Rating 9.7) Prec. Show: Cleve Roberts 1.1

ALSO CURRENTLY SHOWING IN: Bloomington, Denver, Indianapolis, Johnstown, Kansas City, Minneapolis, New Orleans, New York, Portland, Providence, Schenectady.

Detective 26.39

Dist.: Tee Vee Company DETROIT (3 stations) WWJ, 9:30-10, Thurs.

Dec. ARB Rating 20.4 (Previous Month's Rating 39.6) Prec. Show: Dragnet 39.6

ALSO CURRENTLY SHOWING IN: Chicago, Denver, Erie, Greensboro, Johnstown, Miami, Milwaukee, Nashville, New York, Pittsburgh, Toledo, Tulsa, Washington.

Series Name Length in Minutes No. Releases Available ARB Ratings

Teleideo Theater 26.13

Dist.: Stuart Reynolds Productions CINCINNATI (3 stations) WKRC, 8-8:30, Mop. Dec. ARB Rating 18.6

MUSICAL

Old American Barn Dance 30.26

Dist.: United Television Programs, Inc. SAN FRANCISCO (3 stations) KGO, 10:30-11, Mon. Dec. ARB Rating 2.2

MYSTERY

Boston Blackie 30.78

Dist.: Ziv Television Productions BALTIMORE (3 stations) WBAL, 6:30-7, Sat. Dec. ARB Rating 7.7

CHICAGO (4 stations) WBKB, 9:30-10, Thurs.

Dec. ARB Rating 27.8 (Previous Month's Rating 24.1) Prec. Show: Racket Squad 31.6

ALSO CURRENTLY SHOWING IN: Atlanta, Birmingham, Bloomington, Grand Rapids, Charlotte, Dallas-Fort Worth, Detroit, Houston, Huntington, Indianapolis, Jacksonville, Kalamazoo, Lansing, Los Angeles, Memphis, Miami, Minneapolis-St. Paul, New Haven, New Orleans, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Providence, Richmond, St. Louis, Syracuse, Toledo, Utica.

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available.

THEATRICAL

AND SO THEY WERE MARRIED Comedy 16mm. Columbia 1936

AND THEN THERE WERE NONE Drama 16mm. 20th Century-Fox 1945

ANGEL ON MY SHOULDER Drama 16mm. United Artists 1946

ANGEL WITH A TRUMPET Drama 16mm. Snader Telescriptions Sales, 229 W. 42d St., New York

AVALANCHE Drama 16mm. Motion Pictures for Television, 655 Madison Ave., New York

BACHELOR DAUGHTERS Comedy 16mm. Pathe 1919

BASHFUL BACHELOR Comedy 16mm. RKO 1942

THE BATTLE Drama 16mm. Garganoff 1934

BEYOND TOMORROW Drama 16mm. RKO 1940

CAPTAIN FURY Adventure 16mm. United Artists 1939

THE CHEATERS Drama 16mm. Republic 1945

THE CORSIAN BROTHERS Drama 16mm. United Artists 1941

ENCHANTED FOREST Drama 16mm. PRC Pictures 1945

ENCHANTED VALLEY Drama 16mm. Eagle Lion 1948

FOREIGN CORRESPONDENT Drama 16mm. United Artists 1940

G.I. HONEYMOON Comedy 16mm. Monogram 1945

GIRL FROM MANHATTAN Drama 16mm. United Artists 1948

HANGMEN ALSO DIE Drama 16mm. United Artists 1943

HIDEOUT Drama 16mm. M-G-M 1934

I STAND ACCUSED Drama 16mm. Republic 1938

INTERNATIONAL LADY Drama 16mm. United Artists 1941

INTRIGUE Drama 16mm. United Artists 1947

IT HAPPENED TOMORROW Comedy 16mm. United Artists 1944

LITTLE GREY NECK Cartoon 16mm. Official Films, 25 W. 45th St., New York

LOVE FROM A STRANGER Drama 16mm. United Artists 1937

THE MAGIC BOW Drama 16mm. Universal 1947

MAN IN THE IRON MASK Drama 16mm. United Artists 1939

MARCH OF WOODEN SOLDIERS Comedy 35mm. Peerless Productions, 729 7th Ave., New York

MAYTIME IN MAYFAIR Musical 16mm. Cheryl TV Corp., General Service Studios, Hollywood

MEET THE NAVY Musical 16mm. M & A Alexander, 6040 Sunset Blvd., Hollywood

MELODY MASTER Drama 16mm. Atlantic Television, 130 W. 46th St., New York

MERRY CHRISTMAS Musical 16mm. Sterling Television Co., 316 W. 57th St., New York

MOZART STORY Drama 16mm. Mozart Films 1940

MY SON, MY SON Drama 16mm. United Artists 1940

OUR TOWN Drama 16mm. United Artists 1940

OVER THE RAINBOW Musical 16mm. Motion Pictures for Television, 655 Madison Ave., New York

POWERS GIRL Comedy 16mm. United Artists 1942

THE PURPLE V Drama 16mm. Republic 1943

PYGMALION Drama 16mm. M-G-M 1938

RAW DEAL Drama 16mm. Eagle Lion 1948

RED HOUSE Drama 16mm. United Artists 1947

REPEAT PERFORMANCE Drama 16mm. Eagle Lion 1947

ROGUES GALLERY Mystery 16mm. PRC Pictures 1944-45

SCROOGE Drama 16mm. Paramount 1935

SENSATION Musical 16mm. Film Alliance of U. S. 1940

SLEEP MY LOVE Drama 16mm. United Artists 1948

SMALL BACK ROOM Drama 16mm. Snader Telescriptions Sales, 229 W. 42d St., New York

SO ENDS OUR NIGHT Drama 16mm. United Artists 1941

SON OF MONTE CRISTO Drama 16mm. United Artists 1940

STAGE DOOR CANTEEN Musical 16mm. United Artists 1943

STRANGLER OF THE SWAMP Mystery 16mm. Motion Pictures for Television, 655 Madison Ave., New York

(Continued on page 10)

Series Name Length in Minutes No. Releases Available ARB Ratings

Files of Jeffrey Jones 30.29

Dist.: CBS Television, Film Sales CHICAGO (4 stations) WBKB, 9:30-10, Fri. Dec. ARB Rating 23.5

(Previous Month's Rating 25.7) Prec. Show: Mr and Mrs. North 26.9

Opposition Shows, 9:30-10: WNBQ-Cavalcade of Sports; Greatest Fights 25.0

WENR-Chicago Klose Ups 1.3 WGN-Down You Go 10.8

DETROIT (3 stations) WJBK, 6-6:30, Sun.

Dec. ARB Rating 16.4 (Previous Month's Rating 14.8) Prec. Show: Omnibus 5.3

Opposition Shows, 6-6:30: WWJ-Meet the Press 11.8

WXYZ-Starlit Stairway 10.2 SAN FRANCISCO (3 stations) KPIX, 8-8:30, Sun.

Dec. ARB Rating 15.9 (Previous Month's Rating 11.1) Prec. Show: What's My Line 24.8

Opposition Shows, 8-8:30: KRON-Golden State Movie 43.2

KGO-Remember These Things; Film 1.3

ALSO CURRENTLY SHOWING IN: Amarillo, Boston, Charlotte, Cincinnati, Colorado Springs, Columbus, El Paso, Honolulu, Indianapolis, Kansas City, Lansing, Lincoln, Lubbock, Memphis, Mexico City, Nashville, Pittsburgh, Providence, Los Angeles, Toledo. (Continued on page 10)

The FIRST name in outstanding television production ZIV-TV ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio New York Hollywood Write for information on Available ZIV PROGRAMS

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

Listed below are additional TV film series currently available to stations and sponsors. Films in program categories other than those listed below will be covered in the next three issues. None of these films are currently covered in any of the city reports issued by the American Research Bureau. For ratings of films now showing in any of the markets individually surveyed by the American Research Bureau, see the chart in this issue headed "ARB Ratings of Non-Network TV Films."

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
CHILDREN'S					
Bobo the Hobo and His Traveling Troupe	15	13	TV Disk Jockey Toons	3	60
Dist.: Mahon Mohr Associates			Dist.: Screen Gems, Inc.		
Birmingham, Johnstown, Norfolk, Syracuse.			Atlanta, Boston, Charlotte, Chicago, Cleveland, Columbus, Dayton, Detroit, New York, Philadelphia, Toledo, Washington.		
Jim & Judy in Teeland	5	45	The Vienna Philharmonic Orchestra	15-30	13
Dist.: Television Screen Productions			Dist.: CBS Television Film Sales		
Greensboro.			New Orleans.		
Junior Crossroads	15	104	The World's Immortal Operas	30	7
Dist.: Sterling Television Co., Inc.			Dist.: CBS Television Film Sales		
Kansas City, Miami, Philadelphia, Phoenix.			Amarillo.		
Streamlined Fairy Tales	15	Weekly	MYSTERY		
Dist.: Du Mont Television Network			Cases of Eddie Drake	30	13
Willie Wonderful	15	65	Dist.: CBS Television Film Sales		
Dist.: Official Films, Inc.			Amarillo, El Paso, Mobile.		
Atlanta, Charlotte, Cincinnati, Toledo.			I'm the Law	30	26

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
DRAMA					
American Wit and Humor	30	8	American Wit and Humor	30	8
Dist.: The March of Time			Dist.: The March of Time		
Seattle, Honolulu.			Seattle, Honolulu.		
Counterpoint (Rebound)	30	26	Counterpoint (Rebound)	30	26
Dist.: United Television Programs, Inc.			Dist.: United Television Programs, Inc.		
Davenport, Denver, Pittsburgh, Rochester			Davenport, Denver, Pittsburgh, Rochester		
Douglas Fairbanks Presents	30	39	Douglas Fairbanks Presents	30	39
Dist.: NBC TV Film Division			Dist.: NBC TV Film Division		
Albuquerque, Ames, Bloomington, Boston, Chicago, Davenport, Denver, Detroit, El Paso, Grand Rapids, Honolulu, Houston, Indianapolis, Kalamazoo, Kansas City, Lansing, Lubbock, Minneapolis, Nashville, New Haven, New York, Oklahoma City, Omaha, Peoria, St. Louis, Salt Lake City, San Francisco, Seattle, Spokane, Toledo.			Albuquerque, Ames, Bloomington, Boston, Chicago, Davenport, Denver, Detroit, El Paso, Grand Rapids, Honolulu, Houston, Indianapolis, Kalamazoo, Kansas City, Lansing, Lubbock, Minneapolis, Nashville, New Haven, New York, Oklahoma City, Omaha, Peoria, St. Louis, Salt Lake City, San Francisco, Seattle, Spokane, Toledo.		
Hollywood Half Hour	30	26	Hollywood Half Hour	30	26
Dist.: Consolidated Television Sales			Dist.: Consolidated Television Sales		
Amarillo, Atlanta, Denver, Grand Rapids, New York, Norfolk, Richmond, Rock Island, Spokane, Tucson.			Amarillo, Atlanta, Denver, Grand Rapids, New York, Norfolk, Richmond, Rock Island, Spokane, Tucson.		
The Jonathan Story	15	52	The Jonathan Story	15	52
Dist.: Sterling Television Co., Inc.			Dist.: Sterling Television Co., Inc.		
Pulse of the City	15	13	Pulse of the City	15	13
Dist.: Telescene Film Production Co.			Dist.: Telescene Film Production Co.		
Indianapolis, Kansas City, Memphis, Milwaukee, New Haven, Providence, San Francisco, Schenectady.			Indianapolis, Kansas City, Memphis, Milwaukee, New Haven, Providence, San Francisco, Schenectady.		
Royal Playhouse	30	52	Royal Playhouse	30	52
Dist.: United Television Programs, Inc.			Dist.: United Television Programs, Inc.		
Charlotte, Davenport, Denver, Grand Rapids, Houston, Indianapolis, Kansas City, Milwaukee, New Haven, Phoenix, Richmond, San Diego, Tulsa.			Charlotte, Davenport, Denver, Grand Rapids, Houston, Indianapolis, Kansas City, Milwaukee, New Haven, Phoenix, Richmond, San Diego, Tulsa.		
Strange Adventure	15	52	Strange Adventure	15	52
Dist.: CBS Television Film Sales			Dist.: CBS Television Film Sales		
Amarillo, Austin, Colorado Springs, Denver, Detroit, El Paso, Lincoln, Los Angeles, Lubbock, Minneapolis, Nashville, San Antonio, San Francisco, Tucson.			Amarillo, Austin, Colorado Springs, Denver, Detroit, El Paso, Lincoln, Los Angeles, Lubbock, Minneapolis, Nashville, San Antonio, San Francisco, Tucson.		

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
MUSICAL					
Ballets De France	15	26	Ballets De France	15	26
Dist.: The March of Time			Dist.: The March of Time		
Concert Hall	15-30	62	Concert Hall	15-30	62
Dist.: Sterling Television Co., Inc.			Dist.: Sterling Television Co., Inc.		
Enchanted Music	30	13	Enchanted Music	30	13
Dist.: Sterling Television Co., Inc.			Dist.: Sterling Television Co., Inc.		
Holiday in Paris	30	13	Holiday in Paris	30	13
Dist.: CBS Television Film Sales			Dist.: CBS Television Film Sales		
Amarillo, Honolulu.			Amarillo, Honolulu.		
Music of the Masters	30	13	Music of the Masters	30	13
Dist.: Screen Gems, Inc.			Dist.: Screen Gems, Inc.		
Musical Sketchbook	60	9	Musical Sketchbook	60	9
Dist.: Major TV Productions			Dist.: Major TV Productions		
Paradise Island	15	26	Paradise Island	15	26
Dist.: Consolidated TV Programs			Dist.: Consolidated TV Programs		
Amarillo, Lincoln, Mobile, Spokane, Tucson.			Amarillo, Lincoln, Mobile, Spokane, Tucson.		
Telescriptions Library	2	800	Telescriptions Library	2	800
Dist.: Snader Telescriptions			Dist.: Snader Telescriptions		
Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Davenport, Detroit, Houston, Kansas City, Lancaster, Los Angeles, Memphis, Minneapolis-St. Paul, New York, New Orleans, Norfolk, Philadelphia, Pittsburgh, San Antonio, San Diego, San Francisco, Schenectady, St. Louis, Washington.			Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Davenport, Detroit, Houston, Kansas City, Lancaster, Los Angeles, Memphis, Minneapolis-St. Paul, New York, New Orleans, Norfolk, Philadelphia, Pittsburgh, San Antonio, San Diego, San Francisco, Schenectady, St. Louis, Washington.		

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
NEWS					
Adventures in News	15	15	Adventures in News	15	15
Dist.: 20th Century-Fox			Dist.: 20th Century-Fox		
Buffalo, Charlotte, Cleveland, Detroit, Houston, Kansas City, Minneapolis, New Orleans, San Francisco, Seattle			Buffalo, Charlotte, Cleveland, Detroit, Houston, Kansas City, Minneapolis, New Orleans, San Francisco, Seattle		
Close-Up	15	52	Close-Up	15	52
Dist.: Guild Films, Inc.			Dist.: Guild Films, Inc.		
Denver, Indianapolis, Providence, Rock Island.			Denver, Indianapolis, Providence, Rock Island.		
Daily News Report	10	Daily	Daily News Report	10	Daily
Dist.: NBC Film Syndication Sales			Dist.: NBC Film Syndication Sales		
Cincinnati, Dallas-Fort Worth, Dayton, El Paso, Huntington, Indianapolis, Lubbock, Memphis, Miami, Minneapolis-St. Paul, Roanoke, St. Louis, Spokane, Utica, York.			Cincinnati, Dallas-Fort Worth, Dayton, El Paso, Huntington, Indianapolis, Lubbock, Memphis, Miami, Minneapolis-St. Paul, Roanoke, St. Louis, Spokane, Utica, York.		
NBC Weekly News Review	15	Weekly	NBC Weekly News Review	15	Weekly
Dist.: NBC Film Syndication Sales			Dist.: NBC Film Syndication Sales		
Amarillo, Binghamton, Boston, Buffalo, Charlotte, Columbus, Dallas, Dayton, Denver, Greensboro, Indianapolis, Johnstown, Kalamazoo, Los Angeles, Lubbock, Pittsburgh, Salt Lake City, Schenectady, Washington, York.			Amarillo, Binghamton, Boston, Buffalo, Charlotte, Columbus, Dallas, Dayton, Denver, Greensboro, Indianapolis, Johnstown, Kalamazoo, Los Angeles, Lubbock, Pittsburgh, Salt Lake City, Schenectady, Washington, York.		
Telenews Weekly Review	15-20	Weekly	Telenews Weekly Review	15-20	Weekly
Dist.: International News Service			Dist.: International News Service		
Chicago, Cleveland, Dallas-Fort Worth, El Paso, Houston, Kansas City, Louisville, Lubbock, Milwaukee, New York, Omaha, Portland, San Antonio, St. Louis, Seattle, Spokane, Toledo, Washington.			Chicago, Cleveland, Dallas-Fort Worth, El Paso, Houston, Kansas City, Louisville, Lubbock, Milwaukee, New York, Omaha, Portland, San Antonio, St. Louis, Seattle, Spokane, Toledo, Washington.		

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
TRAVEL					
Fitzpatrick Travelogues	15	26	Fitzpatrick Travelogues	15	26
Dist.: Sterling Television Co., Inc.			Dist.: Sterling Television Co., Inc.		
Davenport, Memphis.			Davenport, Memphis.		
It's a Small World	30	26	It's a Small World	30	26
Dist.: Major TV Productions			Dist.: Major TV Productions		
WOMEN'S			WOMEN'S		
Feminine Touch	15	104	Feminine Touch	15	104
Dist.: Sterling Television Co., Inc.			Dist.: Sterling Television Co., Inc.		
Dallas-Fort Worth, Kansas City, Louisville.			Dallas-Fort Worth, Kansas City, Louisville.		
In the Fashion Spotlight	5	65	In the Fashion Spotlight	5	65
Dist.: Du Mont Television Network			Dist.: Du Mont Television Network		
The Feminine Angle	15	13	The Feminine Angle	15	13
Dist.: United Artists Television			Dist.: United Artists Television		
Portland, Rochester.			Portland, Rochester.		

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
FRONT PAGE					
Little Theater	15	39	Little Theater	15	39
Dist.: Consolidated Television Sales			Dist.: Consolidated Television Sales		
WASHINGTON (4 stations)			WASHINGTON (4 stations)		
WTOP, 10:30-11, Fri.			WTOP, 10:30-11, Fri.		
Dec. ARB Rating		9.2	Dec. ARB Rating		9.2
(Previous Month's Rating...11.3)			(Previous Month's Rating...11.3)		
Prec. Show: Mr. and Mrs. North...15.7			Prec. Show: Mr. and Mrs. North...15.7		
Opposition Shows, 10:30-11:			Opposition Shows, 10:30-11:		
WNBW—Cavalcade of Sports; Greatest Fights		21.0	WNBW—Cavalcade of Sports; Greatest Fights		21.0
WTWG—Down You Go		6.7	WTWG—Down You Go		6.7
WMAL—Mystery Theater		7.1	WMAL—Mystery Theater		7.1
ALSO CURRENTLY SHOWING IN:					
Amarillo, Austin, Bloomington, Chicago, Denver, El Paso, Los Angeles, Lincoln, Lubbock, Mobile, Minneapolis, New York, Philadelphia, Roanoke, Spokane, Tucson.			Amarillo, Austin, Bloomington, Chicago, Denver, El Paso, Los Angeles, Lincoln, Lubbock, Mobile, Minneapolis, New York, Philadelphia, Roanoke, Spokane, Tucson.		

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
HEART OF THE CITY					
Heart of the City (Big Town)	30	26	Heart of the City (Big Town)	30	26
Dist.: United Television Programs, Inc.			Dist.: United Television Programs, Inc.		
DETROIT (3 stations)			DETROIT (3 stations)		
WJBK, 9:30-10, Thurs.			WJBK, 9:30-10, Thurs.		
Dec. ARB Rating		18.2	Dec. ARB Rating		18.2
(Previous Month's Rating...32.4)			(Previous Month's Rating...32.4)		
Prec. Show: Biff Baker, U.S.A. ...6.2			Prec. Show: Biff Baker, U.S.A. ...6.2		
WVJ—Little Theater		20.4	WVJ—Little Theater		20.4
WXYZ—Rebound		2.2	WXYZ—Rebound		2.2
LOS ANGELES (7 stations)					
KTTV, 7:30-8, Tues.			KTTV, 7:30-8, Tues.		
Dec. ARB Rating		10.8	Dec. ARB Rating		10.8
(Previous Month's Rating...11.3)			(Previous Month's Rating...11.3)		
Opposition Shows, 7:30-8:			Opposition Shows, 7:30-8:		
WNXT—Danger		7.7	WNXT—Danger		7.7
KNBH—Dinah Shore; Camel News		6.7	KNBH—Dinah Shore; Camel News		6.7

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
LOS ANGELES (7 stations)					
WABC, 11:15-12, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.			WABC, 11:15-12, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.		
Dec. ARB Rating (Average)		8.7	Dec. ARB Rating (Average)		8.7
(Previous Month's Rating...5.5)			(Previous Month's Rating...5.5)		
Prec. Show: Chronoscope; I've Got a Secret; Jeweler's Showcase...10.8			Prec. Show: Chronoscope; I've Got a Secret; Jeweler's Showcase...10.8		
Opposition Shows, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.			Opposition Shows, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.		
WNBT—News; Sports; Weather; Theater		5.2	WNBT—News; Sports; Weather; Theater		5.2
WABD—Various Programs		2.5	WABD—Various Programs		2.5
WJZ—Various Programs		1.3	WJZ—Various Programs		1.3
WOR—Various Programs		.6	WOR—Various Programs		.6
WPIX—Various Programs		1.3	WPIX—Various Programs		1.3
WATV—Stardust Theater		1.0	WATV—Stardust Theater		1.0
PHILADELPHIA (3 stations)					
WFIL, 6:30-6:45, Mon.-Fri. (Esso Reporter)			WFIL, 6:30-6:45, Mon.-Fri. (Esso Reporter)		
Dec. ARB Rating (Average)		2.6	Dec. ARB Rating (Average)		2.6
(Previous Month's Rating...2.5)			(Previous Month's Rating...2.5)		
Prec. Show: Movie Matinee		4.7	Prec. Show: Movie Matinee		4.7
Opposition Shows, 6:30-6:45:			Opposition Shows, 6:30-6:45:		
WPTZ—Frontier Playhouse; Six Gun Cinema		27.7	WPTZ—Frontier Playhouse; Six Gun Cinema		27.7
WCAU—Names in News		1.4	WCAU—Names in News		1.4

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
NEW YORK (7 stations)					
WCBS, 6-6:15, Mon.-Fri. (Six o'clock Report)			WCBS, 6-6:15, Mon.-Fri. (Six o'clock Report)		
Dec. ARB Rating (Average)		4.7	Dec. ARB Rating (Average)		4.7
(Previous Month's Rating...3.7)			(Previous Month's Rating...3.7)		
Prec. Show: The Late Matinee ...5.3			Prec. Show: The Late Matinee ...5.3		
Opposition Shows, 6-6:15:			Opposition Shows, 6-6:15:		
WNBT—Sense and Nonsense		10.6	WNBT—Sense and Nonsense		10.6
WABD—Cinema Theater		.6	WABD—Cinema Theater		.6
WJZ—The Picture Show		1.7	WJZ—The Picture Show		1.7
WOR—Merry Mailman		2.8	WOR—Merry Mailman		2.8
WPIX—The Best Show		1.1	WPIX—The Best Show		1.1
WATV—Hollywood Playhouse		.4	WATV—Hollywood Playhouse		.4
NEW YORK (7 stations)					
WABC, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.			WABC, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.		
Dec. ARB Rating (Average)		8.7	Dec. ARB Rating (Average)		8.7
(Previous Month's Rating...5.5)			(Previous Month's Rating...5.5)		
Prec. Show: Chronoscope; I've Got a Secret; Jeweler's Showcase...10.8			Prec. Show: Chronoscope; I've Got a Secret; Jeweler's Showcase...10.8		
Opposition Shows, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.			Opposition Shows, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.		
WNBT—News; Sports; Weather; Theater		5.2	WNBT—News; Sports; Weather; Theater		5.2
WABD—Various Programs		2.5	WABD—Various Programs		2.5
WJZ—Various Programs		1.3	WJZ—Various Programs		1.3
WOR—Various Programs		.6	WOR—Various Programs		.6
WPIX—Various Programs		1.3	WPIX—Various Programs		1.3
WATV—Stardust Theater		1.0	WATV—Stardust Theater		1.0
PHILADELPHIA (3 stations)					
WFIL, 6:30-6:45, Mon.-Fri. (Esso Reporter)			WFIL, 6:30-6:45, Mon.-Fri. (Esso Reporter)		
Dec. ARB Rating (Average)		2.6	Dec. ARB Rating (Average)		2.6
(Previous Month's Rating...2.5)			(Previous Month's Rating...2.5)		
Prec. Show: Movie Matinee		4.7	Prec. Show: Movie Matinee		4.7
Opposition Shows, 6:30-6:45:			Opposition Shows, 6:30-6:45:		
WPTZ—Frontier Playhouse; Six Gun Cinema		27.7	WPTZ—Frontier Playhouse; Six Gun Cinema		27.7
WCAU—Names in News		1.4	WCAU—Names in News		1.4

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
LOS ANGELES (7 stations)					
WABC, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.			WABC, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.		
Dec. ARB Rating (Average)		8.7	Dec. ARB Rating (Average)		8.7
(Previous Month's Rating...5.5)			(Previous Month's Rating...5.5)		
Prec. Show: Chronoscope; I've Got a Secret; Jeweler's Showcase...10.8			Prec. Show: Chronoscope; I've Got a Secret; Jeweler's Showcase...10.8		
Opposition Shows, 11-11:15, Tues. & Thurs.; 11:15-11:30, Mon., Wed., Fri.			Opposition Shows, 11-11		

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The Billboard

THE TV FILM INDUSTRY'S LEADING WEEKLY TRADE NEWSPAPER

PRESENTS ITS

Monthly TV FILM PROGRAM GUIDE and MARKET REPORT

SECTION TWO

N. Y. Rebuts Hollywood On Film Commercials

Production of commercials winging Westward? New York producers of TV-film commercials greeted this claim of the Hollywoodites, as set forth in The Billboard's TV-Film Supplement of last month, with a mixture of skepticism, nonchalance and open hostility.

Morris Behrend, or Sarra, which has studios in New York and Chicago but may eventually open a Hollywood branch too, wanted to know what geography had to do with it. According to Behrend, the advertisers will continue to give their TV blurb business to those producers from whom they've learned to expect the kind of job they want, regardless of the location of their studios.

Another producer shrugged his shoulders and said that if the Hollywood prediction ever came true he would simply close up shop here and go back West. This producer had originally gone into the film commercial business in Beverly Hills more than four years ago, and had moved to New York when it became evident that the business was there.

Another producer claimed that it was only the existence of certain gimmicks out West that was drawing commercial production there. One such gimmick, according to this producer, is the Garutso lens, which gives high definition to the background as well as the object in focus. This is a natural for advertisers, since it enables them to make double impact of brand name and sales message simultaneously. There are only a few of these lenses in existence, and they're all in Hollywood. But this condition is only temporary, and according to this producer, since with the rapid technical progress in this business, the same or other devices can shortly be expected to become available in New York.

In general there was emphatic denial among New York producers that Madison Avenue was relinquishing its grip on blurb production. "How could the agencies justify their existence if they turned the entire operation, from creation to delivery, over to the producer?" this reporter was repeatedly asked. If anything, it was argued, the agency control of commercial production is firmer today than it was four years ago, and getting stronger all the time. In the early days of

TV-film commercials, the agencies simply did not have any personnel with any real film sense, because they'd never had to do any film work before then.

But that situation has changed radically in the intervening years. The bright young men who in the early days only pretended they understood the possibilities and limitations of film, have since learned a lot from their experiences — and their mistakes. And in addition, because of the increasing use of film blurbs, the agencies have attracted to their ranks people with varied and extensive motion-picture backgrounds.

The producers of TV-film commercials in New York do not make any apologies for their know-how or their facilities. Among the leaders are men whose experience goes all the way back to the silent era. Among the major commercial studios here are some of the best facilities the country has to offer for animation, stop motion, or live shooting.

Some of these producers even doubt that the scarcity of film program production in New York is necessarily a permanent and irrevocable condition. As far as the consistent quality of the program and the blurb is concerned, most New York producers deny that the Hollywoodites have a real point there. Most of the New Yorkers deny knowledge of instances in which the commercial failed to live up to the show, or in which the grain, contrast or sound level was annoyingly different.

A spokesman for Screen Gems, which shoots programs in the West and commercials in the East, said that a sponsor who takes both the show and its blurbs from them is particularly happy about the co-ordination and consistency obtained thereby, not only in terms of film quality but in such matters as scheduling as well. But this does not mean, he said, that SG would close up its commercial production in New York and move it out West. He, too, did not believe that commercial production could ever stray too far from Madison Avenue.

So the New York producers in general are not worried that they will either lose business to the West Coast filmeries or be forced to fold tent and go West themselves. When it comes to worrying, the producers, at the time of this writing, give all their attention to the month-old strike of the Screen Actors Guild, which has virtually stymied all work for them.

A Financing Slant: Developing Foreign Income From TV Series

By LEON FROMKESS
President, Arrow Productions

At a time when TV film production abroad for U. S. viewing looms as an industry problem, my story of trying the reverse procedure may have a "man bites dog" ring to it. Briefly, our program calls for the utilization in foreign markets of footage shot for "Ramar of the Jungle," our TV film series. So far, this plan is working according to schedule.

I just concluded an agreement with London's Anglo Amalgamated Film Distributing, Ltd. to handle distribution throughout the United Kingdom of "African Adventure," a feature film starring Jon Hall. The film consists in its entirety of footage taken from the first 13 episodes of "Ramar of the Jungle." Prior to this, we sold theatrical rights to our first 13 "Ramar" episodes in New Zealand and Belgium, and intend to cover a number of other foreign markets in a similar manner. These are used by exhibitors as shorts and are usually booked with a feature length film.

Additions Big Aid

We will soon enter the third phase of our foreign sales plan. This calls for the re-editing of the "Ramar" episodes into a theatrical serial, cutting the film at cliff-hanger points in the story line. The serial form will also be distributed for foreign theatrical use.

I will venture to estimate that our foreign distribution revenue will equal 50 per cent of our negative cost.

Of course, the foreign sales phase of our operations was planned carefully before we went into production. The scripts were so prepared that serialization and feature film re-editing would be possible and still retain a story line continuity. We were also careful to keep the production values of the series as high as possible so that the product itself could be marketable for theatrical use abroad. Normally, a series of

this kind when shot for domestic television use could be brought in at approximately \$15,000 per episode. Our production cost averaged \$22,000 per half-hour film. Since these films will have to be blown up to fill a theater screen, we had to use more extras than one would normally require for smaller screen television. We also took care to pro-



LEON FROMKESS

vide other costly elements in production that under normal TV conditions one would not use.

Audience Interest

I like to feel that these additions to the series also helped us immeasurably in winning the quick reception our series is now enjoying across the nation. However I hasten to add that if we could not have counted on the additional foreign revenue, such additional production expenditures would not have been economically feasible.

More to show how the foreign sales system has benefited us rather than boast of our domestic accomplishments, I'd like to point to the sales record in this country as evidence of how these foreign earnings have helped us to produce a product that can be sold easily in this country. "Ramar" has been on

the market for only 90 days. During that short period we were able to sell 21 TV markets in the U. S. to such sponsors as Coca-Cola, Chase & Sanborn, Crunchy Candy, Cott Beverages, and many others. We wrote contracts during the 90 days amounting to \$271,000.

Better production has paid off in audience following as well. The December ARB rating for Los Angeles, for example, gave us a 17.3. We were also surprised to discover, according to ARB findings, that the show has a greater adult following than juvenile audience. ARB gave "Ramar" 297,000 adults to 281,000 youngsters. This is particularly gratifying and most helpful to us in continuing our foreign theatrical sale since it proves to buyers abroad that the show appeals to all members of the family.

Entering Third Phase

Foreign sale of American made product is possible, provided the plans are mapped out in advance of production. The story has to be such as to command theater audience interest and yet be suitable for domestic TV viewing. Above all, script material has to be so designed to permit re-editing into serial and feature length forms, provided, of course, the producer wants to tap these sources of foreign revenue as well. The final chapter to the foreign sales story involves the eventual sale of the films to TV stations abroad once they have exhausted their use at theater box-office.

While making American produced TV films available for foreign theatrical exhibition may be reversing the existing course of procedure, we also intend to try our hand at foreign production. In mid-summer, we plan to start production on our "King Arthur and the Knights of the Round Table" in England. This second series as well as our third, "The Arabian Knights," to go into production in September of this year, will also be sold in a like manner: Domestic TV, foreign rights, serial rights, theatrical shorts, and eventually, foreign TV.

13-CITY NOV. ARB RATINGS OF SYNDICATED SHOWS

Where Syndicated Series Are Showing

This chart gives the ARB ratings for syndicated film series showing the second week in November in each of the 13 cities surveyed individually by the American Research Bureau. The program titles are arranged alphabetically by program category under each city. The reader may thus compare the audiences of these film shows in each of these key markets. The ARB charts in The Billboard over the past three weeks have shown how each of these shows compared with its own time-slot competition and with the show preceding it. For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C.

Telesports Digest..... 6.8
United Artists Television
WBNS, 7-7:30, Wed.
WESTERN
Gene Autry Show..... 15.0
CBS Television Film Sales
WBNS, 7-7:30, Sun.
Hopalong Cassidy..... 15.0
NBC TV Film Division
WBNS, 1-1:30, Sat.

The following chart gives the cities in which each of the syndicated TV-film programs were showing as of the last week of December. The program titles are grouped according to program category, beginning with Adventure. For the American Research Bureau's November ratings on many of these shows, see the chart elsewhere in this section.

BALTIMORE

(3 stations—WMAR-TV, WBAL-TV, WJZ-TV)

ADVENTURE
China Smith..... 7.4
PSI-TV, Inc.
WJZ-TV, 11-11:30, Fri.
Dangerous Assignment..... 15.5
NBC Film Syndication Sales
WBAL, 10:30-11, Thurs.
The Unexpected..... 14.8
Ziv Television Productions
WBAL, 10:30-11, Tues.
DOCUMENTARY
March of Time..... 6.6
The March of Time
WBAL, 7-7:30, Wed.
MYSTERY
Boston Blackie..... 18.5
Ziv Television Productions
WBAL, 10:30-11, Mon.
Hollywood Off-Beat..... 11.0
United Television Programs
WMAR, 10:30-11, Thurs.
NEWS
Televens Daily
(Your News Reporter) (Avg.)..... 6.8
International News Service
WMAR, 6:45-7:30, Mon-Fri.
SPORTS
Football This Week..... 7.6
Station Distributors
WMAR, 7:15-7:30, Fri.
Touchdown..... 2.1
Tel-Ra Productions
WJZ-TV, 11-11:30, Mon.
WESTERN
Cisco Kid..... 25.2
Ziv Television Productions
WBAL, 7-7:30, Tues.
Hopalong Cassidy..... 21.2
NBC TV Film Division
WBAL, 6:30-30, Sat.

BOSTON

(2 stations—WBZ-TV, WNAC-TV)

ADVENTURE
Dangerous Assignment..... 20.6
NBC Film Syndication Sales
WBZ, 10:30-11, Mon.
Foreign Intrigue..... 10.5
J. Walter Thompson
WNAC, 10:30-11, Sat.
CHILDREN'S
Dick Tracy..... 22.9
Snader Television Sales
WBZ, 6-6:30, Sat.
Time for Beany..... 3.3
Paramount TV Productions
WNAC, 5:15-5:30, Mon-Fri.
DOCUMENTARY
March of Time..... 6.7
The March of Time, Inc.
WNAC, 6-6:30, Sat.
MISCELLANEOUS
Stranger Than Fiction..... 9.1
United World Films
WNAC, 7:30-7:45, Tues.
MYSTERY
Boston Blackie..... 34.1
Ziv Television Productions
WNAC, 7-7:30, Sat.
NEWS
Televens Daily
(Nightly Newsteller) (Avg.)..... 12.7
International News Service
WBZ, 7:15-7:30, Mon-Fri.
U. P. Movietone News (Avg.)..... 8.4
(Your Esso Reporter) (Avg.)
WBZ, 6:15-6:30, Mon-Fri.
SPORTS
Wrestling From Hollywood..... 4.5
Paramount TV Productions
WNAC, 11:45-12:15, Thurs.
WESTERN
Hopalong Cassidy..... 15.5
NBC TV Film Division
WBZ, 1-1:30, Sat.
The Range Rider..... 36.2
CBS Television Film Sales
WBZ-TV, 7-7:30, Sun.

CHICAGO

(4 stations—WBKB, WNBQ, WENR-TV, WGN-TV)

ADVENTURE
China Smith..... 11.4
PSI-TV, Inc.
WNBQ, 9:30-10, Thurs.
Dangerous Assignment..... 14.3
NBC Film Syndication Sales
WENR, 10-10:30, Tues.
Foreign Intrigue..... 5.7
J. Walter Thompson Co.
WENR, 10-10:30, Wed.
CHILDREN'S
Dick Tracy..... 9.6
Snader Television Sales
WGN, 6-6:30, Sat.
Time for Beany (Avg.)..... 3.1
Paramount TV Productions
WGN, 5-5:15, Mon-Fri.
DOCUMENTARY
March of Time..... 4.3
The March of Time
WENR, 10-10:30, Thurs.
DRAMA
Invitation Playhouse..... 1.6
Guild Films, Inc.
WGN, 9:45-10, Wed.
Little Theatre..... 8
Tec Vee Company
WBKB, 10:45-11, Thurs.
MYSTERY
Boston Blackie..... 24.1
Ziv Television Productions
WBKB, 9:30-10, Thurs.

Files of Jeffrey Jones..... 25.7
CBS Television Film Sales
WBKB, 9:30-10, Fri.
Hollywood Off-Beat..... 10.6
United Television Programs, Inc.
WENR, 9:30-10, Tues.
NEWS
U. P. Movietone News..... 1.0
United Press Movietone
WBKB, 11:15-11:30, Mon-Fri.
WESTERN
Cisco Kid..... 17.4
Ziv Television Productions
WENR, 2-2:30, Sun.
Hopalong Cassidy..... 14.5
NBC TV Film Division
WENR, 3-3:30, Sun.

CINCINNATI

(3 stations—WLW-TV, WCPO-TV, WKRC-TV)

ADVENTURE
Dangerous Assignment..... 13.1
NBC Film Syndication Sales
WLWT, 10:30-11, Wed.
Foreign Intrigue..... 14.6
J. Walter Thompson Co.
WKRC, 9:30-10, Mon.
DOCUMENTARY
March of Time..... 10.4
The March of Time
WCPO, 9:30-10, Wed.
DRAMA
Televideo Theater..... 14.2
Stuart Reynolds Productions
WKRC, 8-8:30, Mon.
MYSTERY
Boston Blackie..... 29.2
Ziv Television Productions
WLWT, 8:30-9, Thurs.
U. P. Movietone News (Avg.)..... 3.9
United Press Movietone
WCPO, 6:30-6:45, Mon-Fri.
Washington Spotlight..... 1.9
United Television Programs
WCPO, 7:30-7:45, Sun.
WESTERN
Cisco Kid..... 26.2
Ziv Television Productions
WCPO, 6-6:30, Sun.
Hopalong Cassidy..... 14.4
NBC TV Film Division
WLW-TV, 5:30-6, Sat.

CLEVELAND

(3 stations—WNBK, WEWS, WXEL)

ADVENTURE
Dangerous Assignment..... 14.7
NBC-TV Film Division
WNBK, 10-10:11, Thurs.
Foreign Intrigue..... 23.7
J. Walter Thompson Co.
WEWS, 10-10:30, Sun.
COMMENTARY
Hollywood Red..... 3.0
Paramount TV Productions
WEWS, 7:15-7:30, Wed.
DOCUMENTARY
March of Time..... 7.2
The March of Time
WNEWS, 7:30-8, Sat.
NEWS
Washington Spotlight..... 3.3
United Television Programs, Inc.
WNBK, 6:45-7, Mon-Fri.
QUIZ
Movie Quick Quiz..... 4.9
United Television Programs, Inc.
WNBK, 6:45-7, Mon-Fri.
SPORTS
Football This Week..... 3.3
Station Distributors
WNBK, 7:15-7:30, Fri.
Sportsman's Club..... 8.7
Syndicated TV Films
WEWS, 1:30-1:45, Sun.
Wrestling From Hollywood..... 5.5
Paramount TV Productions
WXEL, 8-9, Sat.
WESTERN
Cisco Kid..... 32.8
Ziv Television Productions
WNBK, 6-6:30, Sat.
Hopalong Cassidy..... 19.5
NBC-TV Film Division
WNBK, 9:30-10, Sun.
The Range Riders..... 27.9
CBS Television Film Sales
WEWS, 6-6:30, Sun.

COLUMBUS

(3 stations—WLW-C, WTVN, WBNS-TV)

ADVENTURE
Dangerous Assignment..... 17.6
NBC Film Syndication Sales
WBNS, 9:30-10, Sun.
The Unexpected..... 27.6
Ziv Television Productions
WBNS, 9:30-10, Tues.
DOCUMENTARY
March of Time..... 8.7
The March of Time
WBNS, 7-7:30, Fri.
MYSTERY
Boston Blackie..... 27.2
Ziv Television Productions
WBNS, 9-9:30, Sun.
NEWS
Washington Spotlight..... 6.1
United Television Programs
WBNS, 6-6:15, Sun.
SPORTS
Football This Week..... 4.8
Station Distributors
WLWC, 7:15-7:30, Fri.

DAYTON

(2 stations—WLW-D, WHIO-TV)

ADVENTURE
Dangerous Assignment..... 7.5
NBC Film Syndication Sales
WLW-D, 10:30-11, Sun.
The Unexpected..... 15.0
Ziv Television Productions
WHIO, 10-10:30, Sat.
DOCUMENTARY
Crusade in the Pacific..... 17.3
The March of Time
WLW-D, 7-7:30, Thurs.
March of Time..... 7.3
The March of Time
WHIO, 6:30-7, Tues.
SPORTS
Sports Parade..... 12.5
United Artists Television
WHIO, 10-10:11, Wed.
WESTERN
Hopalong Cassidy..... 11.4
NBC TV Film Division
WLW-D, 6-6:30, Mon.

DETROIT

(3 stations—WJBK, WJW-TV, WXYZ-TV)

ADVENTURE
Big Game Hunt..... 4.2
Explorers Pictures Corp.
WJW, 11-11:30, Sun.
China Smith..... 10.8
PSI-TV, Inc.
WXYZ, 8-8:30, Thurs.
Dangerous Assignment..... 22.0
NBC-TV Film Division
WJW, 6:30-7, Sun.
Foreign Intrigue..... 18.0
J. Walter Thompson Co.
WJW, 10-10:11, Fri.
CHILDREN'S
Dick Tracy..... 18.6
Snader Television Sales
WXYZ, 7-7:30, Tues.
Time for Beany (Avg.)..... 8.7
Paramount TV Productions
WJBK, 5:15-5:30, Mon-Fri.
DOCUMENTARY
March of Time..... 5.8
The March of Time
WJBK, 7-7:30, Fri.
MISCELLANEOUS
Stanger Than Fiction..... 8.8
United World Films, Inc.
WXYZ, 1:30-1:45, Sun.
MYSTERY
Boston Blackie..... 23.0
Ziv Television Productions
WJW, 10-10:11, Thurs.
Files of Jeffrey Jones..... 14.8
CBS Television Film Sales
WJBK, 6-6:30, Sun.
Heart of the City..... 32.4
United Television Programs, Inc.
WJBK, 9:30-10, Thurs.
Hollywood Off-Beat..... 9.4
United Television Programs
WJW, 10:30-11, Thurs.
NEWS
Televens Daily (Avg.)..... 2.3
International News Service
WJBK, 6:30-6:45, Mon-Fri.
SPORTS
Football This Week..... 2.8
Station Distributors
WJW, 7:15-7:30, Fri.
Sports Parade..... 10.4
United Artists Television
WJBK, 10:45-11, Wed.
Telesports Digest..... 4
United Artists Television
WJBK, 7:15-7:30, Sat.
WESTERN
Cisco Kid..... 29.2
Ziv Television Productions
WXYZ, 7-7:30, Thurs.
Hopalong Cassidy..... 14.0
NBC TV Film Division
WJW, 5:30-6, Sun.

LOS ANGELES

(7 stations—KNXT, KNBH, KTLA, KECA-TV, KHJ-TV, KTTV, KLCAT-TV)

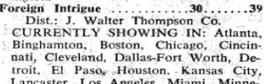
ADVENTURE
China Smith..... 12.3
PSI-TV, Inc.
KECA, 8:30-9, Fri.
Dangerous Assignment..... 13.0
NBC-TV Film Division
KNBH, 10:30-11, Fri.
Foreign Intrigue..... 12.7
J. Walter Thompson Co.
KNBH, 10:30-11, Thurs.
The Unexpected..... 6.0
Ziv Television Productions
KECA, 8-8:30, Wed.
DOCUMENTARY
Clete Roberts' World Report..... 4.0
United Artists Television
KTLA, 6:45-7, Fri.
March of Time..... 2.7
The March of Time, Inc.
KTTV, 7:30-8, Mon.
DRAMA
Invitation Playhouse..... 9.7
Guild Films
KTLA, 7-7:30, Wed.
MYSTERY
Heart of the City..... 11.3
United Television Programs
KTTV, 8-8:30, Tues.
Hollywood Off-Beat..... 8.0
United Television Programs
KNXT, 9:30-10, Sat.
Boston Blackie..... 21.5
Ziv Television Productions
KNBH, 9-9:30, Sun.
(Continued on page 14)

Series Name Length in Minutes No. Releases Available



Adventure

Armchair Adventure..... 15..... 104
Dist.: Sterling Television Company
CURRENTLY SHOWING IN: Kansas City, St. Louis, Indianapolis.
Big Game Hunt..... 30..... 26
Dist.: Explorers Pictures Corp.
CURRENTLY SHOWING IN: Johnstown, Minneapolis, St. Paul, New Orleans, Los Angeles, Philadelphia, Pittsburgh, San Antonio, San Francisco, St. Louis, Washington.
Dangerous Assignment..... 30..... 29
Dist.: NBC-TV Film Division.
CURRENTLY SHOWING IN: Albuquerque, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Bloomington, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Detroit, Dallas-Fort Worth, Detroit, El Paso, Erie, Grand Rapids, Greensboro, Honolulu, Houston, Huntington, Indianapolis, Jackson, Johnstown, Kalamazoo, Kansas City, Lansing, Los Angeles, Louisville, Lubbock, Miami, Milwaukee, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Richmond, Rochester, St. Louis, Salt Lake City, San Antonio, San Francisco, Syracuse, Toledo, Tulsa, Utica, Washington.
Foreign Intrigue..... 30..... 39
Dist.: J. Walter Thompson Co.
CURRENTLY SHOWING IN: Atlanta, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, El Paso, Houston, Kansas City, Lancaster, Los Angeles, Miami, Minneapolis-St. Paul, Mobile, New Haven, New Orleans, New York, Norfolk, Philadelphia, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Schenectady, Syracuse, Utica, Washington.
Going Places With Uncle George..... 9..... 26
Dist.: Consolidated Television Sales
CURRENTLY SHOWING IN: El Paso, Houston, Dallas-Fort Worth, Detroit, El Paso, Houston, Kansas City, Lancaster, Los Angeles, Miami, Minneapolis-St. Paul, Mobile, New Haven, New Orleans, New York, Norfolk, Philadelphia, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Schenectady, Syracuse, Utica, Washington.
Talk About Adventure..... 15..... 13
Dist.: Videopix, Inc.
Thrill of Your Life..... 30..... 13
Dist.: Louis Weiss & Co.
The Unexpected..... 30..... 52
Dist.: Ziv Television Productions
CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Bloomington, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Detroit, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, New Haven, New Orleans, New York, Norfolk, Philadelphia, Rochester, San Francisco, Schenectady, Seattle, Syracuse, St. Louis, Toledo.



Commentary

Hollywood Newsreel..... 15..... 15
Dist.: Screen Gems, Inc.
CURRENTLY SHOWING IN: Cleveland, Detroit, Toledo, Washington.
Hollywood Red..... 15..... 15
Dist.: Paramount TV Productions.
CURRENTLY SHOWING IN: Buffalo, Washington.
Clete Roberts' World Report..... 15..... 15
Dist.: United Artists Television
CURRENTLY SHOWING IN: Amarillo, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle, Tucson.
Crusade in Europe..... 20..... 20
Dist.: 20th Century-Fox
CURRENTLY SHOWING IN: Attila, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle.
Crusade in the Pacific..... 30..... 30
Dist.: The March of Time
CURRENTLY SHOWING IN: Brownsville, Dayton, Kansas City.
King's Crossroads..... 30..... 30
Dist.: Sterling Television Co., Inc.
Current showing via ABC Television Network.
March of Time..... 30..... 30
Dist.: The March of Time
CURRENTLY SHOWING IN: Albuquerque, Atlanta, Austin, Baltimore, Birmingham, Bloomington, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Detroit, El Paso, Greensboro, Houston, Huntington, Indianapolis, Jacksonville, Johnstown, Kalamazoo, Lansing, Los Angeles, Louisville, Memphis, Miami, Minneapolis, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Reading, Richmond, Rochester, Rock Island, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Schenectady, St. Louis, Toledo, Tulsa, Washington.



Children's

Adventures of Cyclone Malone..... 30..... 26
Dist.: Consolidated TV Programs
Bob the Hobo and His Travelling Troupe..... 15..... 13
Dist.: Mahlon Mohr Assoc.
CURRENTLY SHOWING IN: Birmingham, Johnstown.
Crusader Rabbit..... 3:33..... 19
Dist.: Consolidated TV Programs
CURRENTLY SHOWING IN: Amarillo, Houston, Philadelphia, San Diego.
Dick Tracy..... 30..... 39
Dist.: Snader Television Sales, Inc.
CURRENTLY SHOWING IN: Atlanta, Baltimore, Boston, Charlotte, Chicago, Columbus, Dallas, Dayton, Detroit, Mexico, Minneapolis-St. Paul, Nashville, Houston, Indianapolis, Kansas City, Los Angeles, New Orleans, New York, Norfolk, Philadelphia, Phoenix, Providence, Salt Lake City, San Antonio, San Francisco.
Football The Great..... 30..... 20
Dist.: PSI-TV
CURRENTLY SHOWING IN: El Paso.
Jim & Judy in Tealand..... 5..... 45
Dist.: Television Screen Producers
CURRENTLY SHOWING IN: Greensboro.
Junior Crossroads..... 15..... 104
Dist.: Sterling Television Co., Inc.
CURRENTLY SHOWING IN: Kansas City, Miami, Philadelphia, Phoenix.
Streamlined Fairy Tales..... 15..... Weekly
Dist.: Du Mont Television Network
Time for Beany (Avg.)..... 15..... Weekly
Dist.: Paramount TV Productions, Inc.

Series Name Length in Minutes No. Releases Available

ADVENTURE
CURRENTLY SHOWING IN: Boston, Chicago, Cleveland, Davenport, Detroit, El Paso, Honolulu, Los Angeles, New York, Oklahoma City, Portland, San Diego, San Francisco, Schenectady, Spokane, Springfield, Washington.
Willie Wonderful..... 15..... 15
Dist.: Official Films, Inc.
CURRENTLY SHOWING IN: Atlanta, Charlotte, Cincinnati, Columbus, Toledo



Comedy

Hank McCune Show..... 30..... 30
Dist.: Atlas Television Corp.
CURRENTLY SHOWING IN: San Antonio, Atlantic City.
Abbott & Costello Show..... 30..... 30
Dist.: MCA-TV
CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Denver, Detroit, El Paso, Indianapolis, Johnstown, Honolulu, Kalamazoo, Lansing, Los Angeles, Lubbock, Memphis, Minneapolis-St. Paul, New Orleans, New York, Philadelphia, Phoenix, Portland, Salt Lake City, San Francisco, Schenectady, Spokane, Syracuse, Utica, Jackson & Hill.
Dist.: Consolidated Television Sales
CURRENTLY SHOWING IN: Kansas City.
The Clumps..... 15..... 15
Dist.: United Television Programs
CURRENTLY SHOWING IN: Dallas-Fort Worth, Denver, Kalamazoo, Los Angeles, Miami, Salt Lake City, Washington.



Documentary

Hollywood Newsreel..... 15..... 15
Dist.: Screen Gems, Inc.
CURRENTLY SHOWING IN: Cleveland, Detroit, Toledo, Washington.
Hollywood Red..... 15..... 15
Dist.: Paramount TV Productions.
CURRENTLY SHOWING IN: Buffalo, Washington.
Clete Roberts' World Report..... 15..... 15
Dist.: United Artists Television
CURRENTLY SHOWING IN: Amarillo, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle, Tucson.
Crusade in Europe..... 20..... 20
Dist.: 20th Century-Fox
CURRENTLY SHOWING IN: Attila, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle.
Crusade in the Pacific..... 30..... 30
Dist.: The March of Time
CURRENTLY SHOWING IN: Brownsville, Dayton, Kansas City.
King's Crossroads..... 30..... 30
Dist.: Sterling Television Co., Inc.
Current showing via ABC Television Network.
March of Time..... 30..... 30
Dist.: The March of Time
CURRENTLY SHOWING IN: Albuquerque, Atlanta, Austin, Baltimore, Birmingham, Bloomington, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Detroit, El Paso, Greensboro, Houston, Huntington, Indianapolis, Jacksonville, Johnstown, Kalamazoo, Lansing, Los Angeles, Louisville, Memphis, Miami, Minneapolis, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Reading, Richmond, Rochester, Rock Island, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Schenectady, St. Louis, Toledo, Tulsa, Washington.



Drama

American Wit and Humor..... 30..... 30
Dist.: The March of Time
CURRENTLY SHOWING IN: Seattle
Counterpoint (Rebound)..... 30..... 30
Dist.: United Television Programs
CURRENTLY SHOWING IN: Denver, Grand Rapids, Houston, Lubbock, Milwaukee, New York, Norfolk, Phoenix, Richmond, Rock Island, Spokane.
Invitation Playhouse..... 15..... 15
Dist.: Guild Films, Inc.
(Continued on page 18)

**Radio City Music Hall,
New York**
(Thursday, January 15)

Capacity, 6,200. Price range, 90 cents-\$2.40. Four shows daily. Producers and house bookers, Leon Leonidoff and Russell Markert. Show played by Raymond Page house ork.

Obviously, trade attention on the Music Hall's first 1953 show will be centered on its intro of the "Dancing Waters" spectacle, imported from Germany by Sam Shayon and Hans Hasslach (The Billboard, January 17). Be it said that the German fountain device looks like a natural complement for almost any type of indoor or outdoor entertainment. Its effect is absolutely eye-filling, with literally thousands of towering jets of circulating water blending into delicately tinted rhythmic patterns, superbly integrated to a musical background—actually an H2O fireworks display.

It can, and possibly will, become a permanent adjunct to Music Hall stageshows. However, it seems to this reporter, that continued use is best suited to a part in imaginative production numbers, rather than to put the accent solely on its individual spectacle value. The former it could continue to charm indefinitely, but latterwise, familiarity could pull it down to the status of an opulent gimmick. For its local unveiling, Leon Leonidoff has spotted it as the grand finale of a stagemusical themed liquidly thru-out.

Choral Group

Opening number features the choral group in a tourist sequence, chanting a somewhat tepid travelog with a trio of soloists touching on the virtues of various watering places, plus a Spanish dancer seemingly dragged in for no good reason. The rather dull notion, however, leads into a splendidly staged ballet interlude, in which the Hall's toe-terp corps, headed by Jeanette Tannan, vitalizes the fountains of Versailles.

To hold the mood, the show's single vaude seg, Joe Jackson Jr., and his standard tramp-bike routine, gets a park drinking-fountain interpolated into the act. Jackson's panto is sock, as usual, with the customers. Lead in for the finale sequence is a centennial park celebration (circa 1853), giving the Rockettes an opportunity for one of their top precision stepping routines as occupants of a gas-lit bandstand, and setting up the electrified fountain-jet finale to give it all the impact of the opening of Brooklyn Bridge.

Over-all, current stage proceedings are up to Music Hall standards, but if the "Dancing Waters" gadget is to become a permanent tenant of the house, a lot more imagination and forethought must go into its presentation. Seen once, it is scintillatingly beautiful. Seen twice, it could still be mechanically titillating. Three times—so what? It's an electric fountain! Messrs. Leonidoff and Markert will have to indulge in some production huddles.

The pic is "The Bad and the Beautiful."

Bob Francis.

Olympia, Miami

(Wednesday, January 14)

Capacity, 2,170. Price range, 68 cents to \$1.03. Four shows daily. House booker, Harry Levine. Show played by Les Rhode's orchestra (11).

A scene from their TV stanza is about the gist of what Stu Erwin and June Collyer purvey as headliners of the current bill in this house. It's all homely humor, geared for the family trade, and while they exude considerable charm and pleasantness, it doesn't add up to excitement in any form. New comers here are Angelina & Francisco, fresh imports from Madrid. The girl is the workhorse of the duo, providing a full share of authentic Spanish dancing, including a modified flamenco. She's a hot bet for a class nitery. Francisco starts with clarinet and violin accompaniment to the gal's warbling, and finishes as baton-wielder for Les Rhode's music-crew. He's said to be former conductor of Madrid Symphony.

Bill rolls open with Danny Dennis on a unicycle, performing as a juggler while cavorting around stage on the one-wheel job. An assistant fills in with some acros. Picking up good

Night Club-Vaude Reviews

**Flamingo Room,
Flamingo Hotel,
Las Vegas, Nev.**

(Monday, January 12)

Capacity, 450. Price policy, no cover, no minimum. Operator, Ben Goffstein. Booking, Maxine Lewis. Publicity, Abe Schiller. Estimated budget, \$15,000.

Mickey Rooney has come up with a pleasing show, with the only thing lacking being more of him. Rooney, always a crowd pleaser on personal appearances, brought in just about the same show that toured Korea with him late last year, and altho the applause he got on the show reviewed was probably not even close to that received on the front, it was still big enough to prove a solid hit. Business, too, in the Flamingo Room on a Monday night was proof enough that his show goes.

Coming out right after the opening Flamingo Starlets' number, a "Jungle Drums" dance, Rooney slid in with his cute version of "It All Depends on You," cleverly warming them up. After this came Yukie Sheron, Rooney's stooge, posing as a fresh-out-of-the-sticks customer. Right here it should be stated that Sheron's bits here and thruout the entire show were powerful enough to save the program from falling flat in several places. Working with Rooney thru the program, Sheron's easy manner and clever lines, some of them obviously ad libs, broke up Rooney and the audiences as well, and gave the show a delightful lightness.

Tyrell & Winslow

Another solid click was the team of Alice Tyrell and Dick Winslow, with an intro as one of the cleverest seen in a long time. Coming up from the audience as tho she were a star-struck dame, Miss Tyrell made the "mistake" of thinking Dick Winslow was Rooney, and then the two eased into their act. A smart tune about Hollywood auditions, and then a fast repartee-type version of "Pappa Don't Preach to Me" got them off to a good start. The crowd wanted more, but the show moved on.

Rooney showed his versatile talent in a satire on TV shows, portraying Senator Swindlegrafter in a typical campaign TV program; the husband in the "Happy Bickerings," a homey, battling household; Ted Mack in "Amateur Hour," and an unsuspecting customer in a fishing tackle store in a rib on "Candid Camera." Rooney's real acting ability came out as he portrayed a country lad trying to get back \$14.95 for broken fishing tackle. It was easily the hit of the show. He also mimicked Oscar of the Waldorf in a take-off on a woman's program, "Miss Mabel Goodtable," with Yukie Sheron as a fellow chef, which displayed brilliant writing and was a real boffo-gatherer.

Extra Yocks

Swinging into a "preview" of his imaginary new picture, "Andy Hardy Strikes Back," he ran thru a series of take-offs on Edward G. Robinson, Jimmy Stewart, Clark Gable, Clem McCarthy, Lionel Barrymore and Vaughn Monroe that were good for extra yocks.

The seven DeWaynes (five boys and two girls) spun and somersaulted from a spring board in an amazing show of talent. When they finished, there were actually footmarks on the ceiling of the Flamingo stage.

One of the best parts of the show was the material, most of which was written by Dick Winslow and played by the excellent band of Torres Brand. Here is a musical outfit that ought to move up with Billy May and Ray Anthony, but quickly. Unmistakenly, here is a great band, and their talent helped the show greatly. Al Freeman.

hands are the Martin Brothers with their marionettes, adding a few cute and clever gimmicks to a standard act. In the closing spot is Maurice Colleano & Company, a group of four offering a melange of comedy, dancing and teeter-board acros.

Pic, "The Woman's Angle," a British import. Herb Rau.

**Empire Room,
Palmer House, Chicago**

(Friday, January 2)

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

Les Compagnons de la Chanson dominate this show with delightful a cappella singing and masterful pantomime. The nine French youths do "Dreams Never Grow Old" in both French and English. Their pantomime overcomes the language barrier when they offer "Perrine" in French and demonstrate how rats make hash of a gent whose girl friend hid him and forgot him. "Galley Slave Song" with Fred Mella's excellent tenor lead brings forth more of their smooth singing. In "King Dagobert," another French folk song, the team does its best pantomime, with the king's painting and the royal funeral as high points.

Comedy is well done in their versions of an American dance band and the Don Cossack Chorus doing "Au Clair de la Lune." Choral work in "The Three Bells," which they have recorded for Columbia, is exceptional; Mella tells the story of "Jimmy Brown" in a pleasing accent and the Compagnons' unobtrusive impression of the bells is fine.

Chandra Kaly's dance group is back in the room with its versions of Oriental and Latin-American dances. The interpretations are broadened so that most viewers understand what it's all about. The Honey Brothers come up with comedy dancing and acrobatics plus such antics as swiping purses and shoes from customers and scooting seated payees onto the stage. They are perhaps overly boisterous for this spot, but they've got some laugh-getters. Bobby Jule's juggling fails to go over. Most of his bits are routine and he moves slowly.

Emil Coleman's orchestra backs the show well and his peppy jazz meets dancers' approval. Tom Parkinson.

Chez Paree, Chicago

(Friday January 9)

Capacity, 500. Price Policy, \$1.10 cover and \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive. Estimated budget this show, \$8,000. Estimated budget previous show, \$8,000.

Jackie Miles, with his assortment of comic skits and full command of Miami and New York regional humor, holds the lead spot. His plaintive voice and trick accents combine with generally clever material to reap sold laughs.

Best of the routines has Miles saving a stranger's theater seat. He has the knack of setting a scene without props or support. A bit about two women with competing wardrobes goes over. However, his version of a couple of hopheads borders on poor taste and strains with little success for a final point. Miles does his interpretation of a singing cowboy (Continued on page 47)

**La Vie En Rose,
New York**

Capacity, 190. Price policy, \$4-\$5 minimum. Shows at 8:30-12:30 and 2:15. Operator, Monte Proser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget, \$4,000.

Guy Mitchell came on like a storm and went off like a hurricane. The way the crowd paid off, nothing he did could be wrong—and it wasn't. Displaying a warm, ebullient personality, the Columbia Record seller opened with a fast "Truly, Truly Fair" and followed with "Keep It a Secret"—and he was in like Eisenhower. Then came his "Pittsburgh, Pa." and "Roving Kind." After a breather, tho the house yelled itself mad, he came back with a guitar for a series of novelties headed by "High Noon." (Continued on page 47)

**Club Morocco,
Cablanca Hotel,
Miami Beach**

(Wednesday, January 14)

Capacity 450. Price policy, \$2.50 beverage minimum. Two shows nightly, 9:30 and 11:30. Owners-operators, Ivar Blacker and Sam Cohen. Booking non-exclusive. Publicity, Stu Newman and Irv Mandell. Show played by Maya's orchestra (8). Estimated talent budget, \$2,500.

Everybody has a good time when Billy Vine is on, but when he teamed up with canary Betty George for a satire of "Rain" he had 'em splitting their sides. The pair is a natural combo for belly-laughs, with Miss George reading her lines excellently and playing a slick foil for Vine's ad-liberties.

The gal, for this off-the-cuff comedy bit, wears a tight red dress slit up the front to the black-lace pantie area. She wiggles, wriggles, bumps and grinds, and only Vine's laugh-provoking gags can keep the minds of the customers off her well-stacked frame.

Vine is plenty hot by himself, too. Starts off with pleasantries directed toward ringsiders and offers some new twists to his well-known crying drunk act. He finishes with a dramatic, and schmaltzy, show business reprise titled "Memories."

Miss George opens the show with a selection of pop, Greek, and show tunes for mild hands. But when she's teamed with Vine she's a completely different—and better—personality.

Maya's Latin-type band offers fair backgrounding for her vocals. Herb Rau.

Paramount, New York

Capacity, 3,654 seats. Price range, 55 cents-\$1.60. Four shows daily. Chain booker, Harry Levine. Show played by Carmen Cavallaro and ork.

This is one of those shows that seemed to be put together in a hurry and for the least amount of dough. The chances are that the pic, "Jazz Singer," came in on such a high percentage deal there just wasn't enough money for a show that would compare with previous Paramount bills.

Opening night house was sold out for a "March of Dimes" drive. But the second night, when the kleig light fantasy and sleek Cadillacs loaded with top-drawer names were no longer present, the lack of a solid fletcher to back the "Jazz Singer" was painfully apparent.

The show has two acts, Larry Storch and Toy and Wing, plus Carmen Cavallaro with his 802 pick-ups doing the backing. As performers, the acts were excellent.

Storch Excellent

Larry Storch has improved considerably in the past few months. He has picked up some more routines, dressed up some of his old material and come thru with a walloping performance. Maybe some of his stuff isn't all yock calibre, but there's enough of it there for pacing and timing (Continued on page 47)

**Cocoanut Grove,
Ambassador Hotel,
Los Angeles**

(Thursday, January 8)

Capacity, 900. Price Policy, \$1.50 cover. Shows at 10:45. Director of entertainment and promotion, August Tozzi. Booking policy, non-exclusive thru Tozzi. Estimated budget last show, \$7,200. Estimated budget this show, \$9,500.

With the return of August Tozzi, the hostelry room has upped the budget, bringing in a name band (Harry James) and headliner (Margaret Whiting) plus a supporting act (Margaret Sisters with Bruno). Previously the spot used a house band and a headliner. The varied fare and bigger marquee draw should up business considerably.

Biggest improvement generally is the James band, which gives this nitery the only name ork on a local stand among the boites. (Continued on page 47)

Copacabana, New York
(Monday, January 14)

Capacity, 610. Price policy, \$3.50 to \$5 minimum. Shows at 8:30, 12:15 and 2:30 p.m. Operator, Jules Podell. Booking, non-exclusive. Publicity, Paul Benson. Estimated talent budget, \$8,000.

This is by far one of the funniest shows the Copa's had in a long time. Not only is it a side-splitter, but what is more important it's doing business. Caught on a Monday night, the room was jammed; the spot looked like a hot Saturday night with a big headliner.

Myron Cohen as the headliner was seldom funnier. Working to an audience that dug him all the way, Cohen, in his bumble fashion, hit 'em with his dialect yarns with such strength the yocks rolled around the room like thunder in the mountains. Using his dead-pan delivery for consummate effect, Cohen gave them throw-aways, mixed them up with his classic garment industry tall tales and worked like the expert he is. We have caught Cohen time and again. But seldom has he been better than here.

The Kean Sisters are frankly superb, if low and high comedy can be called superb. Coming in with a flock of Eli Basse material that must have set them back plenty of weeks' work, the two girls broke it up from the time they came on until they went off. Using a mixture of topical situations, plus tumult tactics and mad buffoonery, Betty and Jane did a tremendous job. Their take-offs, satirical jabs, pieces of business plus a routine that was hilarious as it was literate put them in a class by themselves. The jammed room couldn't get enough of them.

Alan Dale

Alan Dale, out because of illness, was replaced by Del Casino. Casino is one of the better bary singers around. He looks good, sings well and sells pleasantly. Some day he'll break thru, and the boys will all point out how they knew it all the time.

Production singer Helene Dimone, a stacked, gorgeous blonde, did nicely with a big voice. Ted Martin, a tall, handsome lad, did equally well in the bary department. Dancers Ramona Lang and Jack Purcell helped in building a really fine show.

The music and lyrics by Matt Dubey and Harold Karr showed an ability that promised considerable for the future. The boys showed at least two items that have commercial potentials with their "Love and Money," a calypso, being unusually listenable.

The productions, staged by Doug Coudy, had plenty of eye-appeal. The Billy Livingstone costumes, executed by Madame Berthe, showed taste as well as beauty. Girls worked in three productions, each a gem of costuming.

Michael Durso's band cut the show in fine style. Frank Marti's Latin band did the reliefs.

Bill Smith.

Blue Angel, New York

(Tuesday, January 13)

Capacity, 150. Price policy, \$4.50-\$5 minimum. Operators, Herbert Jacoby and Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated talent budget, \$3,000.

This class spot has another one of its buff-bang shows loaded with talent, actual and potential, making up one of the best bills the room has had in a long time.

The headliner is Alice Pierce, working with Mark Lawrence as piano-accompanist (who also does voice). Miss Pierce, who also has been around now for some time, has made it out of here in broader showbiz fields. On her current date, however, she showed a much more accomplished commercial routine. Her act still has the ingredients of madness bordering on sheer lunacy characterized by a peculiar giggle that crops up at the most unexpected moments. Her new panto record bit to an off-speed disk was the epitome of the frustrated but dignified madcap. The crowd howled with glee.

Charles Cart's sleight of hand card tricks, accompanied by a (Continued on page 47)

* Derby Records Star *

JACKIE BROOKS
His Modern Piano and Song Styling
FIVE o'CLOCK CLUB, Camden, N. J.

Write
JOLLY JOYCE
2005 Paramount Theater Bldg.
New York City LACKAWANNA 4-9449
Earle Theatre Bldg., Philadelphia, Pa.
WA 2-4677 and 2-3172

Toronto Performers Seek Can. Action Vs. McCarran Act

Ask Appeal to U. S. to Drop Ban Or Impose Like Law on Americans

• Continued from page 2

leave the country weekly and the nominal tax deduction represents the sole monies paid to the Canadian Government."

The brief stresses the fact that while U.S. performers are allowed to enter Canada freely to take up engagements, the reverse is not true for Canadians in the U.S.

Altho it is true that Canadians can seek employment thru Canadian booking agencies, these booking agencies are prohibited, by law, from seeking employment for their talent in the U.S. In Canada, with the exception of Quebec, no such system exists.

Wants Freedom

The brief suggests the removal of barriers which prevent Canadian talent from soliciting engagements in the U.S., or conversely "to establish similar barriers to U.S. performers and booking agencies."

Also, "to remove by agreement the McCarran Act barriers to Canadian performers, or to establish suitable counter measures."

Eric Madriguera Opens Conn. Club

NEWTOWN, Conn., Jan. 17.—Eric Madriguera opened his night club, tagged La Ronda-an-Inn December 19. His wife, Patricia Gilmore, singer, helps to operate the room. Madriguera's band plays for dancing.

New club is surrounded by 72 acres of woodland, and has many unusual features including a revolving wall, which during the day is a rotisserie and by night is transformed into a stage with a backdrop of a Brazilian scene.

Extra Added

Jimmy Lyons, AGVA's Eastern director, will be moved from that job to take over the union's house organ, AGVA News. . . . General Motors put up a cash bond of \$10,000 with AGVA, plus the welfare fund contributions. . . . Serval, now prepping two units for country-wide shows, has also been asked to put up enough bond dough to safeguard the performer's weekly salary. . . . The French Casino was put into involuntary receivership by Federal Judge George W. Clancy.

Association of Theatrical Press Agents and Managers is feuding with the Palace over the Danny Kaye show. It claims one of their own members should get the Palace publicity job. "If we are refused," said Milton Weintraub, head of ATPAM, "we'll use our economic power to reply." . . . Another shake-up is in the wind for MCA agents as a result of the agency's recent Coast confab. . . . Park Sheraton Pool and Health Club is going out of business. Space will be used for ballrooms. . . . Shelly Rothman and Betty Maywood were made associate agents by Lew and Leslie Grade. . . . Danny Thomas will do three

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HE GETS DATE, MARRIES HER

ST. THOMAS, Virgin Islands, Jan. 17. — Singer Bob Ellis, who has worked in several Miami clubs during the past few years, will be the featured attraction at the Mahogany Club here during January, February, March. He also will be married Easter Sunday to socially prominent Christine (Cee Cee) Cromwell, heiress to the Dodge motor millions. P.S.: Miss Cromwell owns the Mahogany Club.

The brief suggests that a licensing system be established in Canada to control the operation of theatrical booking agencies so "as to eliminate the unfair competition now facing Canadian theatrical agencies and performers alike."

Similar conditions exist in the music field. The U.S. government prohibits entry of all musical groups except those which are in the concert category. The possibility of the musicians seeking counter measures is remote, since the restrictions were only removed about 10 years ago.

It is possible should Canadian musicians be not used more frequently by Canadian clubs then restrictive measures may be imposed.

Sands Water Show Mapped

HOLLYWOOD, Jan. 17.—Henry Dunn, of Lew and Leslie Grade's local office, this week set a deal for Noel Sherman, prominent water show producer, to start organizing a summer length aquacade for pool of the Sands Hotel, newest entrant in the Las Vegas casino row.

The water show will be held twice per day, once late in the afternoon and an evening show. In addition, a regular floor show will continue in the Sands' show room. Show will last from eight to 10 weeks.

Dizzy for Sweden

STOCKHOLM, Sweden, Jan. 17.—Dizzy Gillespie, the American trumpet ace, will appear here at the Concert House February 2 to be followed by Ella Fitzgerald and Norman Granz's "Jazz at the Philharmonic" unit on February 16. Other American jazz celebs skedded to appear here shortly are Sarah Vaughan, Count Basie and his ork and Muggsy Spanier.

Winter Cruise Season to Be Biggest Yet for U. S. Acts

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ican's Nieuw Amsterdam and Ryndam. These three ships will be the first to use talent on trans-Atlantic passages. Under an Atlantic Shipping Conference rule, trans-Atlantic ships are not permitted to use talent. But in this case the rule will not apply because the three vessels will not be on regular trips; they will be cruises. Acts bought will stay aboard in England (as will the passengers because the ship will tie up and be the hotel). Each ship will use 10 to 12 acts.

The chief demand for acts on the regular West Indies and South American run is for dance teams (who can also teach), a boy singer, girl singer (preferably a prima donna), a rhythm singer, and novelties, such as magicians, ventriloquists or musical acts. One of the acts also does emcee. The money in most cases is not big, it usually ranges from \$50 and up for seven-day cruises. But the opportunity for breaking into the New York club date field as a result of these cruises, is tremendous, according to Abramson.

Club Dates May Follow

"Some of our passengers are the most important people in the country. Many acts who sailed with us made such good impressions that they've been in steady demand for club dates from such people—and at important money too," Abramson said. But if the actual cruise pay

MOULIN SUES ON TITLE USE

HOLLYWOOD, Jan. 17.—Moulin Rouge, Parisian niterie, filed suit in Federal District Court here Friday (16) against a group that includes John Huston, producer of the picture, "Moulin Rouge"; Pierre La Mure, writer of the book from which the pic was made, and others, seeking \$5,000,000 damages for alleged unauthorized use of the name of the cafe.

Claiming that the cafe has operated for 60 years building a name thru its services and its goods, the cafe ops claim that they copyrighted the name in France and with the International Office Safeguarding Industrial Property in Switzerland in 1940.

Meeting Fails To End Rift of AGVA-Chi Ops

NEW YORK, Jan. 17.—The end of the strike between the Chicago Cafe Owners' Association and the American Guild of Variety Artists seemed further away than ever, after a meeting here last week between union heads and CCOA attorneys Milton T. Raynor and Stanford Clinton.

AGVA has demanded a welfare fund contribution of \$2.50 per week per act from cafe ops. CCOA called a meeting and challenged AGVA to do its worst. After the first few verbal exchanges, AGVA marked "unfair," actors who had continued to work in clubs that had refused to meet its demands.

After a series of phone conversations between Jack Irving, AGVA topper, and cafe owners' lawyers, a conference was set before the union's executive board.

Raynor and Clinton offered counter-proposals which AGVA characterized as "Completely unacceptable." The cafe ops' proposals consisted of 18 points, calling for a three-year agreement, no strikes or lockouts, arbitration, a new deal on bond deposits calling for escrow funds.

Some of these points AGVA agreed to discuss further, but flatly refused others. It objected

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AGVA PLACES 36 ON UNFAIR LIST

Fight With Chi Agents, Club Date Bookers Culminates in Action

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the action late Thursday (15) night on two bases: 1) agents having been dropped from ARA, are no longer AGVA franchise holders, and 2) club date bookers having violated the club date code by refusing to agree to the Welfare Fund contribution, had breached their agreement with AGVA of April 6, 1951.

Act Ban

Placing these agents and bookers on the unfair list will mean that ARA members (Music Corporation of America, William Morris, General Artists Corporation and others) will no longer permit their acts to be booked by them for club dates or any other jobs they may have.

AGVA, as part of the Associated Actors and Artistes of America, may also call on its sister talent unions to take similar action against such agents who AGVA may claim violated its rules. Such unions are Equity, American Federation of Radio and Television Artists, Chorus Equity and the two screen guilds.

On Unfair Lists

The agents on the unfair list are: Richard C. Barne, Chicago; Marty Bloom Talent Mart, Chicago; Jack Blue Circuit, Denver; Lou Breese, Chicago; Vic Brown Attractions, Chicago; Lou Browne Attractions, Chicago; William S. Cahan, Chicago; Alpha Demaree Consolidated Radio Artists of Illinois, Chicago; John J. Donovan, Chicago; Inez Gamble, Chicago; Reilly and Goss, Chicago; Manfred Gotthelf, Chicago; Arthur Goldsmith, Chicago; Irving Grossman, Des Moines; Naomi Horrabbin, Des Moines; Hartler Artist Bureau, Milwaukee; Doris Hurtig, Chicago; Dave O'Malley, Chicago; Leo Nadell, Chicago; Ruth Orr, Des Moines; Elynore Ott, Chicago; Sidney Page, Chicago; Estelle Prager, Chicago; Tom Riordan, St. Louis; Mike Riff, St. Louis; Sam Roberts, Chicago; Tommy Sacco, Chicago; Seymour Shapiro, Chicago; Frank Shortridge, Des Moines; E. B. Sligh, Chicago; Spamer Associates, Chicago; Voorhees Fleckles, Chicago; Toby Wells, Chicago; Ralph Williams Music Corporation, Chicago, and

Boyle Woolfolk Agency, Chicago. None of the Chicago agents queried had received any notification from AGVA. All contacted, however, feel that the battle will be the test of the EMA's strength. EMA officials Sam Roberts and Vic Brown said that as soon as AGVA's letters are received they will be turned over to John Moser, EMA attorney.

All Chicago bookers, including those from Des Moines, say it is now up to EMA. Sid Page, Chicago booker, said this will be a showdown to see if acts will work despite the blacklist of agents. Page added that the Midwest bookers are fighting for their living and will carry the fight to a finish.

The Chicago consensus is that there are enough acts there who will work despite any AGVA blacklist due the dough and the large number of jobs available in the Midwest.

CURFEW?

Disturbances Bring Atl. City Clubs Warning

ATLANTIC CITY, Jan. 17.—Public Safety Director Thomas B. Wooten warned recently that a curfew may be clamped on the resort's niteries if early morning disturbances continue at some places.

Wooten said that while he had received co-operation from the Atlantic City Licensed Beverage Association and the bartenders' union in stamping out sales to minors and other violators, there have been frequent disturbances in some places during the early morning hours. The situation came to a head when a shooting took place in front of Shick's Tavern during the early morning hours on December 1.

"If these disturbances continue," declared Wooten, "it will be necessary to fix a closing hour for all places by law."

Atlantic City is one of the few municipalities in the entire State which has no time for closing or opening licensed premises. Until now, the biggest problem faced in policing the local clubs has been in sales to the under-aged and the reported passing of narcotics on licensed premises. The dope situation reached major proportions during the height of the summer season.

Chi Opera Club Now Blue Angel

CHICAGO, Jan. 17.—The former Opera Club will reopen here Saturday (24) as the Blue Angel, using opera and operetta talent on Mondays and niterie fare on other days. First opera night is to be February 2.

Minas Booras will be manager and Gean Fardulli will be director. Fardulli, formerly with the Chicago Civic Opera, has appeared in operas throughout Europe. Bob Howe will handle publicity.

Jack Russell has booked Bob Arbogast and Pete Robinson, local d.j. duo, as headliners for the opener. Marilyn Lovell and Jose Rosada Latin-American trio will complete the bill. Dick Mareks Trio and Lucy Reed will work off-nights.

Initial opera fling will be headed by Phyllis Paige, dramatic coloratura, who has appeared in shows with Jack Benny, George Jessel and Eddie Cantor in the Middle West. Pete Staniec, of the Len Fisher office, has booked her in for an indefinite run.

shows. But most ships (they're all foreign registry) carry their own bands. Foreign bands are signed on as crew members, work 12-hour days and get about \$85 a month. Friction between American and foreign orks became inevitable. Now Abramson sends along a piano player with each unit who can read and cut a show.

In the majority of cases acts get what amounts to a vacation with pay. They eat with the passengers, get quarters similar to that given passengers (when available), and do four shows a cruise—two going and two coming back. Occasionally acts do an extra show for the crew. But these are on a voluntary basis.

Another twist in cruise ships using American acts has been worked out by Abramson for the Empress of Scotland, scheduled to leave Montreal with American acts for Liverpool. From Liverpool the ship will sail for the British West Indies. It then goes back to England and then back to New York for another West Indies cruise and finally returns acts to New York.

Lou Lane and Henry Hermann, indie agents, also book acts aboard cruise ships. Lane and Hermann book the Moore-MacCormack Lines, which has ships in the cruise business. The Furness-Bermuda Line, which books direct, also uses acts between New York and Bermuda.

Music Is Problem

Music is a major problem aboard cruise ships. In the past Abramson put American bands aboard. They were treated as passengers (as are all acts), got 802 scale and just worked the

BEST JAZZ YEAR SINCE '30'S

More Disks, New Diskeries, Road Successes Tell Story

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and a score of others, stepped up their issues during 1952. And the major firms helped contribute to the flow, with Columbia pushing out the second Benny Goodman LP package and a number of other hot jazz waxings, RCA Victor contributing with a large number of releases on its "Immortal Performances" series, Capitol releasing half a dozen jazz series disks as well as a number of new Stan Kenton waxings, and Decca re-issuing many old Lunceford masters and re-activating the Brunswick label, mainly for jazz slicings, and M-G-M with its George Shearing items.

Disk Sales Up

In spite of the fact that more releases came out on the market, jazz record sales were better during 1952 than in many a year since the lush days of the wild '30's. The jazz records never did rack up sales comparable to a good pop hit or a big r.&b. even a decade ago, a number of records hit respectable figures for jazz slicings.

A number of strong jazz cuttings hit 30,000 or better during 1952.

Some jazz records, which spilled over into the r.&b. or the pop field, such as Illinois Jacquet's "Port of Rico" on Mercury, or some of the Shearing platters, did more than this. The Jacquet disk for example has passed 100,000 in sales. The Benny Goodman "Concert No. 2" on Columbia has had a remarkable sale, with over 75,000 LP's already moved by the firm. It is estimated that the average 78 r.p.m. jazz release of quality can now sell between 5,000 and 20,000 records per year, a much better figure than a number of years ago.

What is most important here, of course, to the record company on one hand and the dealer on the other, is that most jazz platters use a small group and the diskery

Rival Jumperies Give Solid Hype To Jazz in N. Y.

NEW YORK, Jan. 17. — With the opening of The Bandbox Friday (16) next door to Birdland, Broadway has two jazz clubs jumping side by side for the first time since the wild days of the Royal Roost and Bop City. With both The Bandbox and Birdland presenting top jazz musicians of the modern genre, aficionados of the progressive school, musicians and booking agencies are watching the competition between the clubs with interest. On Friday night, business was strong both at The Bandbox and Birdland.

The opening bill at The Bandbox, plush spot erected on the site of the old Iceland Restaurant, features stars of Norman Granz' "Jazz at the Philharmonic" road

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DISK BUSINESS GETS A DC REP

HOLLYWOOD, Jan. 17. — The record business gets a representative in a high post among the Eisenhower cabinet, with the naming of Daken K. Broadhead prexy of Allied Record Manufacturing Company, local custom record pressing facility, as executive assistant to Erza T. Benson, new secretary of agriculture.

Prior to going into the disk business, Broadhead was in the food industry and agriculture. Lawrence Giles, director of the firm, will act as president of the company during Broadhead's absence.

can get off the nut quickly, and that jazz disks continue to sell for many years.

Jazz Units

The success of the jazz units, such as the Granz JATP groups, has been mentioned previously. This was one of JATP's best years, with the package having a successful U. S. trek, and racking up strong grosses in Europe and Hawaii, the first time a JATP unit had toured the Old World. A number of other jazz promotions, run sporadically in various auditoriums and halls thruout the country, also did good business but not run on the same continuing basis as the Granz unit.

Another noteworthy item is that other road packages, tho not primarily jazz units, like the Eckstine package or the "Biggest Show of '52" with Nat Cole, usually included a jazz ork or jazz group to strengthen its general appeal.

Small Niteries

More and more, small night clubs, in various sections of the country, have been turning to jazz units, combos and orks as a club policy. Some of the reasons are the re-awakened interest in jazz, and the fact that the aver-

age club has run thru all other types of attractions and is now willing to try a jazz group. Under any circumstance, according to a number of bookers, clubs seem to like the jazz policy.

Many reasons are given for the renewed interest in jazz and the widened jazz market today. Norman Granz' road packages, which assiduously cultivated the jazz market, plus his JATP waxings for Mercury, are credited with much of the excitement. In a sense, JATP has practically cornered the market on modern or progressive jazz stylists.

Most of all thru Mercury's JATP waxings, many new and young jazz artists have been introduced to the public.

The LP record has been another factor in the growth of jazz since 1947, since the LP platter has made it possible to program longer selections and jam sessions not possible on the standard 78 r.p.m. disk. And the pirating of many old jazz masters by a number of companies a few years ago helped convince a number of the majors to re-enter the jazz market strongly again, since it indicated the demand for jazz re-

MCA Studies Ways To Hype Band Biz

Agency Launches Over-All Survey to Find Solutions of Current Problems

NEW YORK, Jan. 17.—Music Corporation of America has under way an exhaustive study of the band business, purpose of which is to pin down some of the numerous theoretical reasons for difficulties encountered in building new bands, sustaining older ones on a profitable basis, etc. Objective then, of course, would be to find practical solutions to some of the problems.

Survey was initiated at an MCA meeting in Beverly Hills January 7 and 8, attended by the heads of the corporation's band and acts departments from all offices. Attendees were: Larry Barnett, veepee in charge of MCA band and act department, Harry Romm, Johnny Dugan, Harry Diner, Jim Breyley, Eddie Green, Hal Howard, Bill Beutel, Charlie Richter, Verle Bogue and Don Mulford. These band department heads and staffers were organized into committees to attack various aspects of the problem. MCA is keeping quiet on the specific details of the survey or the committees' work, for the time being.

News of the meetings, and decisions made at them, dispelled current rumors that the giant agency was planning to drop the band department. Barnett told The Billboard on this score: "We'll be in the band business as long as there is a single band left in the business. We're doing everything possible to find the answer to why the band business

hasn't made the same amount of progress and developed as strongly as most other branches of show business. And we intend to do everything in our power to stimulate the band business."

Actually, the agency still has some 80 large bands on its roster, and about 40 small bands. The agency's gross billings in the band department in 1952 were among the highest ever racked up, but net profits were way down, due to vastly increased cost of doing business, particularly on the sales end.

Barnett leaves for Europe January 30 to handle several matters in the London and other Continental offices. He will be in Europe for about two weeks.

McCarran Would Ban Dirty Disk Shipping

WASHINGTON, Jan. 17.—A new attempt to ban interstate shipments of obscene phonograph records was launched this week. Sen. Pat McCarran (D., Nev.) introduced a bill to outlaw interstate shipments of "obscene, lewd, lascivious or filthy" disks, tape recordings and other articles for sale or distribution. Under the bill the transportation of two or more of the articles will be presumed to be "for sale or distribution," and carries a fine up to \$5,000, imprisonment up to five years, or both.

Bills affecting the music industry continued to pile up. Among the new ones is a proposal by Rep. Arthur G. Klein (D., N. Y.) to create a corporation for the improvement of federal employee efficiency and morale, which among other things, would sponsor musical and theatrical productions, drama groups and little theater activities, choruses, symphony orchestras, bands and ballet for government workers. Full use of all public land, including federal park land, for this purpose is advocated by Klein.

Reps. Abraham J. Multer (D., N. Y.) and T. Millet Hand (R., N. J.) both sponsored legislation to terminate post-Korea excise taxes on admissions, but Hand goes further in urging repeal of excise taxes on permanent use or

ASCAP NBC Seg To Aid Longhairs

Institutional Promotion to Originate From Eastman School; 13-Week Series Set

NEW YORK, Jan. 17. — The American Society of Composers, Authors and Publishers, in cooperation with the National Broadcasting Company, will present a program titled "American Composers," starting Monday, February 21, 11:30-midnight, EST.

The program particularly aimed at familiarizing listeners with the works of composers of serious American music, will originate from the Eastman School of Music, Rochester, N. Y. The program, which is scheduled for a 13-week series, is definitely set for WNBC, but is also offered to network affiliates.

The ASCAP-TV series has long been in the works. It is another

indication that the Society is hyping its activity in serious music.

Pitt Music Festival

An earlier indication of similar interest by ASCAP in the serious music field was the Society's participation in the recent Pittsburgh Music Festival. Viewed from an over-all vantage point, the Society's NBC program is indicative of the Society's increasing attempt to sell itself institutionally to the public. Other instances, in addition to the Pittsburgh Festival, were the two ASCAP programs presented several months ago on the Ed Sullivan TV program.

The NBC programs, emanating from the Eastman school, will be performed by the Eastman School Symphony Orchestra under the direction of Dr. Howard Hanson and the Eastman School Wind Ensemble, conducted by Dr. Frederick Fennel.

The music for each program will be selected by a board of judges including Dr. Hanson; Howard Taubman, author and music editor of the New York Times, and Samuel Chotzinoff, NBC general music director.

ASCAP said that altho the program is being provided by ASCAP, the music will not be limited to the works of ASCAP composers. "The major emphasis will be on contemporary American music, but occasional excursions into the past will be made, particularly of American music which has not been too widely played."

In addition to the Symphony and Wind Ensemble, the school's chorus will from time to time be utilized, along with other instrumental combinations.

Program format provides for a short address by a composer or figure in the music world on each program.

Otto A. Harbach, ASCAP president, said the series would further the ASCAP goal of giving a hearing to new compositions—as well as more familiar works—by American composers.

Anti-Piracy Bill In N. Y. Legis.

NEW YORK, Jan. 17.—An anti-piracy bill, similar to that vetoed last year by Governor Dewey, was introduced in the State Legislature this week. The bill, introduced by Sen. John D. Bennett, of Nassau County, chairman of the Senate's Code Committee, and Rep. Malcolm Wilson, chairman of the Assembly's Code Committee, would amend the Penal Law with regard to the unauthorized copying of phonograph records or broadcasts for sale or for use for gain or profit. The bill would make piracy a misdemeanor.

Last year the Legislature passed

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Cap Bids High For Acuff Pact

HOLLYWOOD, Jan. 17.—Capitol Records, which has been consistently building its country and western catalog, is dickering for its first big acquisition from another diskery, it was learned this week. While Ken Nelson, Cap's country chief, wouldn't comment, it was known that the firm is topping all bidders for Roy Acuff, the WSM, Nashville, veteran who inked his Columbia pact about three weeks ago. Up to now Cap's acquisitions in the country field have been either newcomers or short-time performers with other diskeries. Acuff worked for Columbia almost 20 years before getting his release.

Nelson has inked Fred Segrest, Columbus, Ga., country warbler, who was discovered by Steve

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Victor's Marek On European Business Trip

NEW YORK, Jan. 17.—George Marek, director of artists and repertoire for RCA Victor, leaves tomorrow (18) for an extended European business trip. While abroad, he will cover England, Paris, Brussels, Vienna, Rome, Milan, Germany and Spain.

The chief purpose of Marek's trip is to assist the new RCA plant in Italy in setting up repertoire for its catalog. The new plant, near Rome, is scheduled to begin the manufacture of records and phonos in July. These disks will be released on the RCA label, and will concentrate on the new speeds. Since HMV owns the rights to the "His Master's Voice"

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Kay, Howard Join RCA Thesaurus

NEW YORK, Jan. 17.—Beatrice Kay and Joe E. Howard have been added to the roster of names with RCA's Thesaurus. They will be featured on a library series titled "Music Hall Varieties," a half-hour radio show highlighting songs of the 1890's.

Other talent includes Irving Kaufman, Aileen Stanley, the Howard Boys, Aileen Stanley Jr. and the Knickerbocker Four.

McCarran Would Ban Dirty Disk Shipping

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N. E. Gets Poor Disk Delivery

NEW YORK, Jan. 17.—A large part of New England is suffering from the slowest delivery of disks in years, according to Jerry Flato, owner of Boston Record Distributor, key one-stop in upper New England. "It's the worst in seven years," said Flato, and he puts the onus for the situation on record manufacturers rather than distributors. According to Flato, all distributors in the area are back-ordered.

The situation is at its worst in 45 r.p.m., according to the report. The fact that operator sales are

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Boyd Wants Out From Greshler

HOLLYWOOD, Jan. 17.—Bernard Reich, attorney for teen-age Jimmy Boyd, whose rendition of "I Saw Mommy Kissing Santa Claus" on Columbia topped new Christmas releases, filed suit in Santa Monica District Court Friday (16), seeking declaratory relief from the youngster's pact with Abner J. Greshler and an accounting of all monies earned by the singer. The Santa Monica suit follows a Superior Court hearing Tuesday (13), in which

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NATIVE LONGHAIRS

Columbia Releases 'Modern American'

By IS HOROWITZ

NEW YORK, Jan. 17. — The greater attention being devoted by diskeries to serious American music was underscored this week by Columbia Records with the release of six LP's, the first issue in its long-term "Modern American Music Series." The series will run at least five years, with six LP's to be released each January.

The increased interest in the scorings of American composers by the record companies stems from several sources. One of the most compelling is the gradual saturation of the standard repertoire by the LP diskeries.

Major works have been waxed in several versions, and in many cases show a decreasing return with each new duplication. As the search for unwaxed repertoire dips further into the esoteric sphere, it is reasoned that the American product will stand an almost equal commercial chance for success with the obscure writing of a third-string European longhair.

Another reason for the growing attention paid the American composer is a new willingness by interested organizations, philanthropic and otherwise, to pick up recording tabs when domestic works are etched. Most active in this respect is the Alice M. Ditson Fund of Columbia University, which finances the efforts of the American Recording Society.

A few months ago, it was reported in these columns that the American Composers' Alliance, operated largely thru funds obtained from Broadcast Music,

Philips Signs British Artists

LONDON, Jan. 17. — Philips, whose initial release under its own imprint is due to hit the market here next week, has signed a number of British artists to exclusive recording pacts. Included among the signees are Gracie Fields, Gilbert Harding, Hermione Gingold, Johnny Brandon, Jean Carson, Flanagan and Allen, Gary Miller and David Hughes.

The company is also due to step up exploitation of American Columbia artists, who will now be showcased here on Philips wax. The reciprocal pact between Columbia and Philips took effect January 1, replacing a long-time

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Capitol Signs Bob Manning

NEW YORK, Jan. 17. — Bob Manning, young singer signed this week to a long-term pact by Capitol Records, will be given an all-out promotional push by the diskery. Manning, who hails from Philadelphia, will cut his first platters for the diskery in a few days. The warbler is booked by the Music Corporation of America, and is managed by Buddy Wecht.

First step in the build-up of the new singer will encompass specially packaged deejay waxings of his first release, and a unique slicing which will tell the background of the warbler, his career before being signed by the diskery, etc. This latter disk, tho only for personal deejay use, will be shipped to over 1,800 jocks. The disk will be called "A Star Is Born."



Inc., performance credits, paid for a series of recording dates for still unreleased vinyl to be offered under the RCA Victor imprint.

Further action in this direction can be expected. It is known, for instance, that the Koussevitsky Foundation and Mercury Records are holding talks that may lead to more substantial releases of contemporary works by the diskery. Other foundations and trusts are also believed to be casting benevolent glances at recording companies which give an extra shake to American serious music.

The new Columbia series has several aspects worthy of special

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GOP Inherits ASCAP's Beef Against BMI

Court Test Seen Certain Regardless Of Action In D. C.

WASHINGTON, Jan. 17.—American Society of Composers, Authors and Publishers' long-pending complaint to Justice Department against Broadcast Music, Inc., is among "unfinished business" inherited by incoming Attorney General Herbert Brownell. ASCAP submitted its complaint months ago asking Justice Department's anti-trust division to look into BMI's ties with the broadcast

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Canada Stations Battle CAPAC Music Fees

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half of the stations that Canadian radio stations can operate without using any music from the CAPAC repertoire. This evidence was presented by representatives from the various stations which are challenging what is estimated will cost them as a group \$350,000, instead of the former \$152,000.

Lyman Potts, assistant manager of station CKOC, Hamilton, Ont., testified his station had made a catalog of all the music in its library. On the basis of information obtained from publishers and record companies, the record music was classed as belonging to CAPAC, Broadcast Music, Inc., or public domain. The survey over a period of two weeks showed that in one week 65 per cent of the music used was non-CAPAC and 35 per cent was CAPAC. In the second week, the percentage was 67 per cent non-CAPAC and 33 per cent CAPAC.

Cuts CAPAC

Russ Eastcott of CHML, in Hamilton, showed his station had followed a policy of cutting CAPAC music, and was able to reduce it from approximately 70 per cent to 32 per cent.

About 50 per cent of the music

Weiss On Cap Junket Abroad

HOLLYWOOD, Jan. 17.—Bobby Weiss, new Cap European rep, leaves next week on a sweep thru Continental Europe and Britain that will take him to Amsterdam, Brussels, Luxembourg, Zurich, Berne, Geneva, Hamburg, Oslo, Copenhagen, London, Manchester, Birmingham, Glasgow and Edinburgh, visiting Cap's foreign distribution points. He'll screen "Wanna Buy a Record?" the firm's promotional film for distributors, dealers, the press and radio.

In addition, he'll canvass these cities, seeking new talent and tunes. While in London, he'll palaver with Lew and Leslie Grade regarding projected European treks for such Capitol artists as Martin and Lewis, Billy May, Nat Cole and Stan Kenton.

Daniels Buys 'Moonlight'

NEW YORK, Jan. 17.—The old standard, "Moonlight and Roses," has been acquired by the Charles N. Daniels Music Company. The first 28-year copyright period of the tune which was written by Neil Moret and Ben Black expired last Saturday (10). The copyright had previously been held by Miller Music, of the Big Three, which came by the tune when it bought the Villa Moret catalog some years ago.

The new Daniels firm, which is affiliated with the American Society of Composers, Authors and Publishers, is jointly owned by Charles Daniels, son of the composer; the Aberbach brothers, Jean and Julian, and Max Dreyfuss.

was CAPAC and 50 per cent was BMI, testified owner - manager Jack Radford of CFJR, Brockville, Ont. He said he felt it unrealistic for CAPAC to ask that fees be based on revenues. Use of such a base meant that CAPAC collected on revenues from all programs whether they contained music or not.

For a period of six months station CKSF, Cornwall, Ont., was able to operate without using CAPAC repertoire, according to Fred Pemberton, manager. He qualified it by saying without counting the music that came thru on the network.

H. E. Manning, counsel for CAPAC, said that if that was the case why didn't the station just forget about CAPAC music.

"Maybe we shall," retorted Mr. Pemberton.

Board Vs. Membership Vote Is Issue at 802

NEW YORK, Jan. 17.—A problem of much significance both to the membership of Local 802, American Federation of Musicians, and to the management levels of the different segments of the show business, was revealed Monday (12) at a musicians' membership meeting at Palm Garden. The problem is this: Whether or not the executive board of the local has the power to make firm decisions—or whether these decisions can be overturned by a vote of the membership.

The controversy — with the aforementioned implications — stems from a political condition at the local whereby the executive board is controlled by the Blue Ticket, and the three top union posts — president, vice-president and treasurer — are held by members of the opposition. In the meeting at Palm Garden, attended by between 750 and 1,000 members of 802, it was asserted that the membership had the right to override decisions of the executive board by a two-thirds vote.

The musicians at the Palm Gar-

RCA Releases Allegro Disks

NEW YORK, Jan. 17.—Allegro Records, bought by Eli Oberstein's Record Corporation of America at a forced sale late last year, are being released under their new sponsorship. A first release consisting of 60 LP's has been shipped to retailers. More than half the records are new records not previously released by Allegro. The remainder are re-issues.

Tho the suggested list of the 12-inch LP's is \$5.95, they are being marketed as half-price merchandise. Price to retailers is 40 per cent off \$2.85.

The Oberstein diskery is also readying a second release of 50 EP's for early next month. There are now 204 disks in the firm's \$1.89 Royale line of LP's.

Opera Set Drive to Be Pushed By RCA

NEW YORK, Jan. 17. — RCA Victor is gearing itself for the biggest drive on opera sets the diskery has ever undertaken. Stocks of nine complete operas are now on the way to distributors and will be in the hands of dealers by the February kick-off date. Eight of the operas were formerly available in Red Seal 78 r.p.m. albums and are being issued on the new speeds for the first time. These include three Gigli sets: "Il Pagliacci," "Madame Butterfly" and "A Masked Ball"; the Glyndebourne Festival performance of "Cosi Fan Tutti"; "Der Rosenkavalier" with Lehmann and Schuman, and two Gilbert and Sullivan favorites, "HMS Pinafore" and "The Mikado," with the original D'Oyly Carte Company.

In addition to these eight, a new recording of "Barber of Seville" will be included in the promotion. Waxed in Italy, the opera features the soprano Victoria de los Angeles.

Premium Offer

A strong merchandising campaign has been planned by the label. The promotion will be announced at the consumer level via a full page ad in Life. In addition, consumers will be given a premium Caruso 45 EP disk with

Welk Paper Good for 4G

HOLLYWOOD, Jan. 17.—Lawrence Welk ends a record-length engagement of 80 weeks at the Aragon Ballroom, Ocean Park, Calif., March 11, returning after a two-week vacation for another year at \$4,000 weekly for the five-day week with a 50-50 split over \$5,000. Welk has also renewed his TV pact with KTLA, calling for a weekly one-hour show, for another two years, starting March 11.

Decca Pacts Russ Morgan

NEW YORK, Jan. 17. — Russ Morgan has been re-signed by Decca to a new three-year artist contract.

With the label for 15 years, Morgan has about 150 record sides as pianist and ork leader listed in the current Decca catalog.

den meeting were obviously supporters of President Al Manuti and his anti-Blue Ticket associates. These men, blocked from control of the union by a Blue Ticket exec board, are anxious for recognition of the principle that a

(Continued on page 46)

Few DJ's Don't Read Signs, Like, Say, 'Not for Re-Sale'

NEW YORK, Jan. 17. — The diskeries are finding out the legend "For Deejay Use Only—Not for Re-Sale" stamped on all deejay disks is having less and less effect as more and more of these platters are finding their way into record shops. In fact, in spite of the legend, deejay copies are bringing higher prices at many stores than the standard commercial disk.

A spot check of a few dealers here this week showed that they are receiving higher prices from customers for deejay disks for a number of reasons. One is that some customers actually prefer the jock copy, because it is unbreakable. And some dealers pick up extra loot for these platters because they are able to convince the buyer that they are "better" disks than regular commercial records, with a better sound, etc. This build-up often makes the customer walk out with a deejay disk that he has paid extra loot

the purchase of any of the complete opera sets.

The premium offer, which begins February 15, will be in effect for 30 days. After that the Caruso disk will go on sale at the regular Red Seal EP price of \$1.50 plus tax. The Caruso disk contains five operatic arias never before available on the new speeds. The label will also make available a variety of dealer point-of-sale promotional material to hypo the event.

In addition to the complete operas, five other operatic items will be released. Three of these will be highlight sets of the Tosca, Faust and Aida re-issues of last year.

Mizzy Files \$2,200 King Diskery Claim

NEW YORK, Jan. 17. — Vic Mizzy, songwriter, arranger and husband of vocalist Mary Small, has taken to Local 802, American Federation of Musicians, his claim against King Records for arranger's fees. Mizzy claims that King owes him \$2,200 for arrangements he penned for Mary Small during the term of her recent contract with King. Miss Small, who is now pacted to Mercury Records, had had a one-year deal with King, the paper calling for 12 sides.

According to testimony by Mizzy, Miss Small, at the conclusion of the year, had lost about \$10,000 on the King deal, owing to expenses incurred on the dates. Mizzy claimed that during Eli Oberstein's tenure with King, he (Mizzy) had received from Oberstein authorization to do the arrangements.

One of the interesting aspects (Continued on page 46)

Anti-BMI Fund Grows

NEW YORK, Jan. 17. — The fund being raised by some songwriter members of the American Society of Composers, Authors and Publishers, to fight the alleged monopolistic practices of Broadcast Music, Inc., has progressed to the point where a half dozen important cleffers have signed pledges.

The pledges call for the cleffers to allocate 5 per cent of their ASCAP income for a specified period to the fund. There is no indication at this point as to when the proposed anti-BMI move, in which attorney John Shulman is active, would get underway. Trade reports are that it will wait for disposition of the ASCAP anti-BMI complaint filed with the Justice Department (see separate story).

for, feeling that he has purchased a "collector's item."

Admission When these dealers were queried as to where they were getting their deejay platters, no direct replies were received, but it was understood that only a few jocks thruout the country engage in the practice of selling their advance copies. Some of these few jocks have made a special practice of this, as noted by a diskery exec last week. A jock called him and asked for a copy of a new release. When the jock was asked if he hadn't already received one from the firm, the platter-spinner replied, "Oh yes, but I won't play that one over the air. It might get scratched, and then I couldn't sell it."

One way to solve this type of problem, was advanced by the same disk exec. "We should start making deejay copies out of a special material that will disintegrate at the end of three months."

RELEASED JAN. 12

Shipped 346,000 JAN. 14

Kay Starr's

SIDE BY SIDE

AND

NOAH

**RECORD No.
2334**

'Nuf Said?



Hill and Range Invade Selling Agent Field

HOLLYWOOD, Jan. 17.—Julian and Jean Aberbach, of Hill and Range, threw their hats into the selling agent field with the announcement this week that they are actively pitching publishers for sheet music only tie-ins. The Aberbachs have completed arrangements to take over sheet distribution rights on "Hot Toddy," the current Ralph Flanagan instrumental on RCA Victor. Nat Tannen and E. H. Morris have also been active as selling agents.

Under terms of the 4 Star Sales-Morris deal (The Billboard, January 17), the former remains holder of the copyright to "Don't Let the Stars Get in Your Eyes" and "I Let the Stars Get in My Eyes," with Morris taking foreign rights and sheet music distribution. Performance rights go to Star, and Morris collects mechanicals on the four versions of the tunes which it set, including the Perry Como, Eileen Barton, Bobby Maxwell and Jerry Jerome diskings. All other mechanicals go to 4 Star. Morris is writing the eight other diskeries which cut "Don't," informing them that mechanical royalties go to the Pasadena firm.

BLOCK TO WALK, NOT TO WED

NEW YORK, Jan. 17.—Deejay Martin Block of WNEW here will waltz down the aisle next Wednesday at noon on the Columbia Broadcasting System's TV show "Bride and Groom." However, he doesn't have to get married to be a member of the CBS-TV wedding. The bride is Block's secretary, Jane Goff, and the platter spinner will give her away to non-pro Ted Palesky.

'BLUE TANGO' TOPS IN CAN.

TORONTO, Jan. 17.—"Blue Tango" took top place in the listings by British United Press of the 10 Top Tunes each week in Canada. The survey covers 17 Canadian cities. The tune gained 150 points, was No. 1 for six weeks and showed itself in the survey for 23 weeks. Its closest competitor was "Half as Much," which racked up 138 points, and, tho it reached first place, was mentioned in the survey for 22 weeks. The other eight on the list, in order, were "You Belong to Me," "Auf Weiderseh'n," "Cry," "Tell Me Why," "Kiss of Fire," "Here in My Heart," "I Went to Your Wedding" and "Wheel of Fortune."

Glazer Sues S-B, Pick, RCA

NEW YORK, Jan. 17.—Tom Glazer has filed suit in Federal Court here against Shapiro-Bernstein, Pickwick Music and RCA Victor for damages totaling \$36,500. The suit charges mishandling of the Glazer ditty, "Rugged, But Right," and also asks for return of the copyright.

Glazer's brief charges the song, an adaptation of the public domain opus, "Ragged, But Right," was placed with Pickwick in September, 1951. A Phil Harris recording on Victor was obtained, but exploitation of the copyright was halted when Shapiro-Bernstein claimed superior rights to the ditty. The Shapiro-Bernstein claim is disputed by Glazer. He is suing for \$25,000 from Shapiro-Bernstein, \$10,000 from Pickwick, and \$1,500 from RCA Victor.

Columbia to Release New 'Cavalleria'

NEW YORK, Jan. 17.—Columbia Records will release a new recording of "Cavalleria Rusticana," with the Metropolitan Opera. The set will feature Richard Tucker, Margaret Harshaw and Frank Guerra.

Local 47, 767 Reps Meet to Plan Merger

HOLLYWOOD, Jan. 17.—John te Groen, prexy of Local 47, white chapter of the AFM here, and either Leo McCoy Davis or Marl Young, representing 767, Negro branch of the musickers' union, will visit New York soon to discuss the impending merger of the two locals, with the international executive board of the union. Final machinery for the amalgamation was completed January 10 when members of 767 followed the lead of 47's membership in voting 270 to 127 in favor of merger. In addition to these votes, nine votes were voided, making a total of 406 votes, which was the biggest member turnout for any vote by 767 in history.

At the present time, no new members are being initiated into 767, awaiting welding with 47. Under the new merger, all members of 767 will be transferred into membership of 47, taking with them all privileges accrued as 767 members. During the first year of their new membership with Local 47, 767 initiates will receive only a \$400 death benefit in the event of their death during that year, but after that, any 767 member transferring into the 47 ranks will get \$1,000, save for 767 members who were 40 years or older at the time of the amalgamation. The assets of 767 will be turned into the 47 treasury, except for the death fund benefit, which will be set up separately to pay the \$400 death benefit for over-40-year-old ex-767 members.

Ernie Rudy Band Signed by Coral

NEW YORK, Jan. 17.—The Ernie Rudy band, group which recently left the Sammy Kaye combo to barnstorm on their own, has been signed to a term pact by Coral Records. Eight of the Rudy orkmen were formerly with Kaye. A rhythm section of three has been added. The band is now playing at the Standishall, near Ottawa in Quebec. Other dates are being set.

DISK ALBUMS TO ROWZIE WINNERS

WASHINGTON, Jan. 17.—One-hundred RCA-Victor record albums, containing the best of Benny Goodman, Artie Shaw, Tommy Dorsey and Glen Miller, will be awarded winners of a "hit" guessing contest currently conducted on Station WWDC here by early morning disk jockey Jack Rowzie. Contestants must guess the percentage of times a specific hit record, announced daily by Rowzie, has been played on Washington juke boxes as compared to other disks in the machines for a solid week. Ten albums go to each winner. The 10-day contest winds up January 25.

Roderick Files Infringe Suit

HOLLYWOOD, Jan. 17.—Hearings will start February 2 in Federal District Court here on a suit involving Charles Roderick, songwriter who alleges infringement of copyright, against Erwin King, Cleveland country song writer, Hill & Range Songs and Victor Records. He contends that he wrote "Darling, Please Kiss Me Again," which he submitted to Hill & Range for publication. He contends that the song, "There's a Rainbow in Every Teardrop," written a year later by King and recorded by Victor, infringes on his ditty. He estimates in his complaint that the record sold 100,000 copies for which he claims \$1 per record damages for a total of \$100,000. In addition, he estimates that 100,000 copies of sheet music were sold, and asks 50 cents per copy damages or \$50,000.

In an answer filed recently, the defendants stated that they had the song only two or three days before returning it and that Erwin King, who lives in Cleveland, never had access to the song.

'Anna Russell' Columbia Hit

NEW YORK, Jan. 17.—Columbia Records' classical release "Anna Russell Sings?," featuring the concert comedienne in a taping made at her Town Hall concert here last January, has become one of the diskery's hottest sellers. The platter is now tied for fourth spot on The Billboard Classical Best-Sellers.

Currently, the diskery is moving the LP disk at the rate of 1,500 per week. The firm attributes a lot of the action to the two appearances of the singer on the Fred Waring TV show, as well as her concert work. She appeared at Town Hall here again a few weeks ago.

Cleffer Org Launches Membership Drive

NEW YORK, Jan. 17.—The Mutually Owned Society for Songwriters, an organization formed to help new cleffers place material with publishers and diskeries, has launched a membership drive.

The society, headquartered here, charges fledgling writers yearly dues, but takes no cut on income from material placed.

Davis Handles Waxings Of Leslie U. Crayne

NEW YORK, Jan. 17.—Leslie Uggams Crayne, nine-year-old thrush recently signed by Joe Davis to record for M-G-M Records, is under the management of Leroy Collins, who has power of attorney for the young thrush. Her contract with Joe Davis is for waxing only and not a management pact.

Vox Sets 11th Album In Master Music

NEW YORK, Jan. 17.—Vox Records is readying for February release the 11th album in its Music Master Series, sets for children highlighting the lives and music of great composers.

The new set, offered as three 10-inch 78's or as one 10-inch LP, will be about Brahms. It will be followed by an album on Stephen Foster. The Vox series was started by the diskery in 1946.

Greene Tours To Plug Tunes

NEW YORK, Jan. 17.—Plans for four separate tours that will carry M-G-M artist Norman Greene to all parts of the country to plug his new instrumentals, "Suspicion" and "Blue Porcelain," are now being buttoned up. The tours, which open January 28 with an East Coast-Midwest jaunt, are scheduled to be among the most intensive ever undertaken by a recording artist. While first planned to cover more than 20 cities and intermediate points over a two-month period, it has now been considerably enlarged and is being broken into four sections, each covering one part of the country.

The exploitation campaign is a three-way promotion between M-G-M Records, Veronique Music (publishers of "Suspicion" which Greene penned) and the Sardeau Perfume Company creator of "Suspicion" perfume. Along with visits to disk jockeys, distributors and other trade sources, Greene will visit key department stores in a tie-in promotion worked out by the perfume company.

A strong campaign is set to back up the trip and further exploit Greene and "Suspicion." Three thousand samples of the perfume are being sent to jockeys and others in the record business. All Sardeau national magazine advertising in the coming months will carry prominent mention of the tune, as well as a picture of the 22-year-old conductor. Nearly 2,000 copies of the disk will flood deejays.

McKim Recovering From Heart Attack

TORONTO, Jan. 17.—Don McKim, head of Quality Records of Canada, is on the mend in St. Michael's Hospital here, following a heart attack a few weeks ago. Hopes are that he will be out of wards within a couple of weeks, after which he will rest at home for a few weeks before returning to the office. Quality is distributor in Canada for M-G-M and King, as well as a number of other labels, and McKim is well known both in the record and radio fields.

Treniers Stymied On 'Hi Yo, Silver'

NEW YORK, Jan. 17.—The Lone Ranger may utter his stirring cry of "Hi Yo, Silver" over the radio, but The Treniers, who wax for Okeh, are not allowed to use the copyright slogan as the title of a song.

This was the information Okeh Records received from the Lone Ranger, Inc., this week, and thus they have withdrawn The Trenier's waxing of the ditty from the market. The record will be released with another ditty, "Moon Dog," written by Fletcher Peck, with the original coupling "Poon Tang."

Lubinsky Files Merc. Distrib Suit

NEW YORK, Jan. 17.—Herman Lubinsky of Savoy Records filed an injunction recently in the Federal District Court, Newark, N. J., against Mercury distributors, enjoining them against selling any Mercury disks with Mel Walker.

Lubinsky recently was awarded a decision in the same court which enjoins Mercury from manufacturing, pressing or selling disks cut by Walker, prominent rhythm and blues artist. Suits were filed, according to Lubinsky, because Walker's contract with Savoy still has three years to run.

IT'S A DOGGONE PANEFUL TALE

CHICAGO, Jan. 17.—Hypo or not, it just had to happen to Patti Page's new disk of "The Doggie in the Window." A customer entered Alexander's Record Shop and said to a salesgirl, "I'd like to have 'The Doggie in the Window'." Wide-eyed the salesgirl turned to owner Sam Alexander and asked, "Mr. Alexander, do we have a dog in the window?"

And Now . . .

DESI ARNAZ Sings It!

I LOVE LUCY

THE THEME SONG OF AMERICA'S TOP TELEVISION SHOW



On
Columbia
Record 39937

Columbia Records

Vol. 2, No. 4

ONE OF THE GREATEST RECORDS OF ITS KIND!
A BEST SELLER FOR OVER A YEAR!

PEACE IN THE VALLEY

and
**WHERE COULD I GO
BUT TO THE LORD**

by
RED FOLEY



Decca 14573
(78 rpm) and
9-14573 (45 rpm)

NEW RELEASES—SINGLES

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| I HEAR THE MUSIC NOW
THIS IS A VERY SPECIAL DAY
<small>Both from Warner Bros. Picture "The Jazz Singer"
Peggy Lee and Gordon Jenkins</small> | 28565* |
| SHADRACK
THE THRILL IS GONE
<small>Bob Craig and Gordon Jenkins</small> | 28547* |
| GO 'WAY FROM MY WINDOW
A FOOL
<small>Trudy Richards with Elliot Lawrence</small> | 28564*
28549* |
| BEGIN THE BEGUINE
ON THE SUNNY SIDE OF THE STREET
<small>Eddie Heywood</small> | |
| I WILL MISS YOU WHEN YOU GO
DEAR JUDGE
<small>Ernest Tubb</small> | 28550*
28551* |
| HANGOVER BLUES
WHY NOT CONFESS
<small>Maddox Brothers and Rose</small> | |

*Also available in 45 rpm (add prefix "9-" to record number)

DECCA BEST BETS

- | | |
|--------------------------------------------------------------------------------------|--------|
| MY DEVOTION
I'LL NEVER SMILE AGAIN
<small>Four Aces</small> | 28391* |
| JOHN, JOHN, JOHN
I'M SKIPPING ROPE WITH A RAINBOW
<small>Guy Lombardo</small> | 28546* |
| THE THINGS I MIGHT HAVE BEEN
DIVIDED BY TWO
<small>Kitty Wells</small> | 28525* |
| YOU SAY IT WITH YOUR EYES
MY DARLING
<small>Roger Coleman</small> | 28529* |
| THE SINGING ZITHER
FLASHING PEARLS
<small>Music by Camarata</small> | 28528* |
| MOONLIGHT MYSTERY
YOU ARE HAPPINESS
<small>Bill Kenny of The Ink Spots</small> | 28412* |

*Also available in 45 rpm (add prefix "9-" to record number)

BEST SELLERS

COUNTRY

- | | |
|---------------------------------------------------------------------------------------------------------------------|--------|
| THAT'S ME WITHOUT YOU
I'LL GO ON ALONE
<small>Webb Pierce</small> | 28534* |
| I LET THE STARS GET IN MY EYES
WAITING FOR A LETTER
<small>Goldie Hill</small> | 28473* |
| BACK STREET AFFAIR
I'LL ALWAYS TAKE CARE OF YOU
<small>Webb Pierce</small> | 28369* |
| DEEP BLUES
MIDNIGHT
<small>Red Foley</small> | 28420* |
| A WEDDING RING AGO
I HEARD THE JUKE BOX PLAYING
<small>Kitty Wells</small> | 28432* |
| FORTUNES IN MEMORIES
SO MANY TIMES
<small>Ernest Tubb</small> | 28310* |
| STEAL AWAY
JUST A CLOSER WALK WITH THEE
<small>Red Foley</small> | 14505* |
| IT WASN'T GOD WHO MADE HOVKY TONK ANGELS
I DON'T WANT YOUR MONEY, I WANT YOUR TIME
<small>Kitty Wells</small> | 28232* |

- | | |
|------------------------------------------------------------------------------------------|--------|
| SIoux CITY SUE
SEPTEMBER SONG
<small>Grady Martin</small> | 28497* |
| KNOCK KNEED SUZY
TELL ME WAS IT WORTH IT IN THE END
<small>Lonzo and Oscar</small> | 28510* |

INTERNATIONAL SERIES

- | | |
|--------------------------------------------------------------------------------------|--------|
| BEHIND THE GARAGE—POLKA
ALL I WANT IS YOU
<small>Bernie Roberts</small> | 28503* |
| ROCKIN' RHYTHM POLKA
OKLAHOMA WALTZ
<small>Bernie Roberts</small> | 28331* |
| KEYSTONE POLKA
LOVE'S JOY
<small>Georgie Cook</small> | 28440* |
| LULUBELLE POLKA
WAITING FOR YOU
<small>Eddie Habat</small> | 28475* |
| BEER AND PRETZELS POLKA
STARLIGHT WALTZ
<small>"Whoopee" John Wilfahrt</small> | 28427* |

*Also available in 45 rpm (add prefix "9-" to record number)

DECCA DATA

YOUR WEEKLY GUIDE
TO AMERICA'S FASTEST
SELLING RECORDS

BEST SELLERS

POPULAR

- | | |
|---------------------------------------------------------------------------------------------------------------|--------|
| THE GLOW WORM
AFTER ALL
<small>Mills Brothers</small> | 28384* |
| HEART AND SOUL
JUST SQUEEZE ME
<small>Four Aces</small> | 28390* |
| DON'T LET THE STARS GET IN YOUR EYES
SALLY (What a Pal—What a Gal)
<small>Red Foley</small> | 28460* |
| OPEN UP YOUR HEART
YOU DON'T KNOW WHAT LONESOME IS
<small>Bing Crosby</small> | 28470* |
| OH, HAPPY DAY
TILL I WALTZ AGAIN WITH YOU
<small>Dick Todd</small> | 28506* |
| MUST I CRY AGAIN
TILL I WALTZ AGAIN WITH YOU
<small>Russ Morgan</small> | 28539* |
| TAKES TWO TO TANGO
I LAUGHED AT LOVE
<small>Louis Armstrong</small> | 28394* |
| NO TWO PEOPLE (with Jane Wymann)
THUMBELINA
<small>Danny Kaye and Gordon Jenkins</small> | 28380* |
| CHLO-E (Song of the Swamp)
LISTEN TO THE MOCKING BIRD
<small>Louis Armstrong and Gordon Jenkins</small> | 28524* |
| WHY DON'T YOU BELIEVE ME
BECAUSE YOU'RE MINE
<small>Guy Lombardo</small> | 28476* |
| BLUE TANGO
BELLE OF THE BALL
<small>Leroy Anderson</small> | 27875* |
| ANYWHERE I WANDER
WONDERFUL COPENHAGEN
<small>Danny Kaye and Gordon Jenkins</small> | 28379* |
| TRYING
MY BONNIE LIES OVER THE OCEAN
<small>Ella Fitzgerald</small> | 28375* |
| PEACE IN THE VALLEY
WHERE COULD I GO BUT TO THE LORD
<small>Red Foley</small> | 14573* |
| PICKING SWEETHEARTS
THAT HEART BELONGS TO ME
<small>Jane Turzy and Grady Martin</small> | 28499* |
| KEEP IT A SECRET
SLEIGH BELL SERENADE
<small>Bing Crosby</small> | 28511* |

CHILDREN'S BEST SELLERS

DANNY KAYE
Sings
THE UGLY DUCKLING
and
THE KING'S NEW CLOTHES
from "Hans Christian Andersen"
K-80 • 1-206

DANNY KAYE Sings
I'M HANS CHRISTIAN ANDERSEN
and
INCHWORM
from "Hans Christian Andersen"
K-81 • 1-207

NUTCRACKER SUITE
FRED WARING
CU-117 • 1-111

BIG JON ARTHUR
and the "No School Today" Cast
Sings
THE LITTLE TRAIN WHO SAID AH-CHOO
and
THE E.I.O. SONG
K-86 • 1-212

THE ADVENTURES OF THE LONE RANGER

- | | |
|--------------------------------------------|----------------------------------------------|
| HE BECOMES THE LONE RANGER
K-29 • 1-152 | HE HELPS THE COLONEL'S SON
K-32 • 1-155 |
| HE FINDS SILVER
K-30 • 1-153 | HE MEETS THE WAR HORSE
K-76 • 1-202 |
| HE FINDS DAN REID
K-31 • 1-154 | HE SAVES THE BOONEVILLE GOLD
K-77 • 1-203 |

DECCA *Curtain Call* SERIES

CURTAIN CALL SERIES—Vol. 3
Musical Milestones in the History of Show Business
GUY LOMBARDO • RUSS MORGAN • GLEN GRAY
JIMMY DORSEY
DL 7020
(All sets listed below, except Al Jolson, are included in DL 7020)



Al Jolson
SONNY BOY
and
MY MAMMY
DU-1516 • 1-716



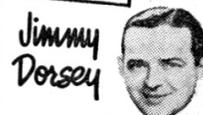
and His
Royal Canadians
AULD LANG SYNE
and
HUMORESQUE
DU-1508 • 1-708



and His Orchestra
DOES YOUR HEART BEAT FOR ME?
and
WABASH BLUES
DU-1509 • 1-709



and The
Casa Loma Orchestra
SMOKE RINGS
and
SUNRISE SERENADE
DU-1510 • 1-710



and His Orchestra
CONTRASTS
and
GREEN EYES
DU-1511 • 1-711

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

Another BMI Pin-Up Hit!
TELL ME YOU'RE MINE
 Published by Capri
 Recorded by (Mercury) (Columbia) (Decca) (Prom)
 The Gaylords (Mercury) Mindy Carson (Columbia) Russ Morgan (Decca) Ralph & Buddy Bonds (Coral) Enoch Light (Prom)
 Exclusively Licensed by **BROADCAST MUSIC, INC.**

A TERRIFIC NOVELTY RECORD!
 BY **GUY MITCHELL**
 With Mitch Miller's Orch and Chorus
"PRETTY LITTLE BLACK-EYED SUSIE"
SANTLY-JOY, Inc.
 1619 Broadway N. Y. 19, N. Y.

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

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

Music as Written

COLUMBIA RENEWS MITCHELL PACT...
 Guy Mitchell's two-year term contract with Columbia Records was renewed this week. The pact calls for a minimum of 12 sides per year, plus albums. Mitchell has sold over 5,000,000 records for the diskery since his "My Heart Cries for You" in January, 1950. His latest waxing, "She Wears Red Feathers," is showing some healthy signs.

PATTON TO RECORD ON ALLEN LABEL...
 Rosalind Patton, who has been the featured thrush with the Elliot Lawrence ork for the past few years, will make her initial waxings as a featured singer for the Allen label next week.

EDGEWATER GARDENS BIZ UP 20 PER CENT...
 Business at the new Edgewater Gardens Ballroom in Detroit has shown an increase of about 20 per cent over last summer in recent months, according to Cy Wagner of the park management. Opened last summer for dancing for the first time, after remodeling of the former Edgewater Park rink, the spot has followed a name band policy, switching in September to one night a week only.

CARROLL TO BE FETED IN CHI...
 Larry Newton, of Derby Records, and Jimmy Martin, Derby distributor in Chicago, are throwing a cocktail party for Bob Carroll Thursday (22), the day before the warbler opens at the Chicago Theater. The shindig, for local ops and deejays, will be held at Linn Burton's Steak House, in Chicago. Edwin Barg, Big Three representative and Maury Goldman, Jimmy Martin sales manager, are making the arrangements. Carroll's booking at the theater stems from his Derby Record hit "Say It With Your Heart."

EYDIE GORME GOES TO GAY HAVEN...
 Eydie Gorme, Coral Records artist, goes into the Gay Haven, Detroit, January 19, for a week's stand. After that, the thrush opens at the Copa, Pittsburgh, January 26, and then to the Yankee Inn, Akron. Her next Coral waxing will be released in about two weeks.

DAVIS TO FETE BENJAMIN, WEISS...
 Eddie Davis, of Leon and Eddie's, is throwing a special party in honor of Benny Benjamin and George Weiss, the song-writer team who penned "Wheel of Fortune" and other hits, at the night club, Sunday (25). Many celebrities have been invited to salute the duo. Benjamin and Weiss are currently writing for Laurel Music.

DECCA ARTISTS AT INAUGURAL...

Jimmy Hilliard, Decca a.&r. chief, will be on hand in Washington when five of his name artists help entertain at General Eisenhower's Inaugural Ball. Decca talent at the affair will include Ehel Merman, Dolores Gray, Guy Lombardo, Hoagy Carmichael and Fred Waring.

DOT TOPPER PLAYS HOST...
 Randy Wood, owner of Dot Records, is in town for an extended stay. Prior to his arrival, he gave a cocktail party in Cincy for the Hilltoppers and Johnny Maddox, local deejays, record librarians, record dealers and distributors and juke box operators. Dejays attending included Nelson King, Don Davis, Walter Phillips, Rex Dale, Marly Roberts, Leo Underhill, Norman Keller, Gel Shepard and Paul Cowley.

TONY MORELLI INKS M-G-M PACT...
 Tony Morelli, 23-year-old baritone, has been signed to M-G-M record and film contracts.

The singer was discovered and signed by Frank Walker in Detroit.

New York

Juggy Gale, of United Music, leaves for a three-week road trip next week to work on the Tony Bennett Columbia waxing of "Congratulations to Someone." Bill Darnell waxed the tune "I Don't Know" for Decca this week with Ruth Casey. Seena Starr, of United Music, and Paula Kursman, of St. Nicholas Music, leave for a two-week vacation in Florida at the end of the month. Jimmy Boyd cut records with Rosemary Clooney and Frankie Laine for Columbia on the Coast this week. Felicia Sanders Columbia thrush, arrives here next week for deejay rounds. Toni Arden has named Ray Kaiz as her new personal manager. Hannah Epstein, of E. H. Morris, is recovering from a major operation at Bronx Hospital here. Okeh Records has appointed Portem Distributing Company as local distributor for this area. Webb Pierce and Goldie Hill, Decca artists, in town to appear on TV and radio shows. Duke Niles, of Ardmore and Beechwood Music, is now on the road working on Fran Warren's new M-G-M waxing of "Unless You're Near Me." Al Defoe, Dixieland cornetist, has formed a new pop ork, with Theresa Heisler as vocalist. Ork will play thru the South and Midwest. Mary Mayo opens at the Statler Hotel in Los Angeles on January 23. Lucky Light will sponsor a jazz show at Peabody Auditorium.

(Continued on page 44)

Music Publishers' Record Scoreboard

Sides in Current Release

... Week Ending January 17

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

PUBLISHERS	TUNE	ARTIST AND LABEL
Acuff-Rose group —Acuff-Rose	Nobody's Lonesome for Me	Molly Bee, Cap (p)
	Hoat Many More	Nellie Lutcher, Col (f)
	I Could Never Be Ashamed of You	Bibi Johns, RCA (p)
	Fiddle Sticks	Country All-Stars, RCA (f)
	Your Cheatin' Heart	Hank Williams, M-G-M (f)
	Howlin' and A-Prowlin'	Champ Butler, Col (p)
	Kaw-Liga	Jesse Rogers, M-G-M (f)
	Kaw-Liga	Bill Farrell, M-G-M (f)
	Kaw-Liga	Hank Williams, M-G-M (f)
	The Devil's Pitchfork	Jesse Rogers, M-G-M (f)
	Sweet Temptation	Tennessee Ernie, Cap (p)
American Ardmore Group	Salty Dog	Lizzie Miles, Cap (p)
—Beechwood	Midnight Belongs to You	George Shearing, M-G-M (p)
Bayes	Honky-Tonk Mountain	Molly Bee, Cap (p)
Breeman-Vocco-Conn Rourke Group	Good	Ella Mae Morse, Cap (p)
—ABC	My Heart Is a Kingdom	Ken Remo, M-G-M (p)
Bourne	I'll Get By	Ben Light, Cap (p)
Century	Close Your Eyes	Gene O'Quin, Cap (f)
	I'm Gonna Take My Baby Dancing	Gene O'Quin, Cap (f)
Chappell Group —Chappell	I Wish I Was a Puppet on a String	Bibi Johns RCA (p)
—De Sylva, Brown & Henderson	The Thrill Is Gone	Bob Carra, Dec (p)
M. M. Cole	Hillbilly Hula	Jenks (Tex) Carman, Cap (f)
—Crestwood	Love Me Tender	Freddy Cole, Col (r)
Dallas	Gone	Bobby Wayne, Mer (p)
Disney	The Price I Paid for Loving You	Barbara Ruick, M-G-M (p)
Eastern	Don't Fall in Love With Anyone	Kip Hale, Mer (p)
Edition Musicus	Mexico	Ken Remo, M-G-M (p)
Famous	My Jealous Eyes	Patti Page, Mer (p)
	Whatever Happened to the Old Songs	Robert Q. Lewis, M-G-M (p)
	Schererazade	Art Wanner, M-G-M (p)
	Shadrack	Bob Carra, Dec (p)
	Hangover Blues	Maddox Brothers & Rose, Dec (f)
	Why Not Confess	Maddox Brothers & Rose, Dec (f)
	Dancer's Delight	Tex Beneke, M-G-M (p)
Carl Fischer Four Star Sales	Seven League Boots	Kip Hale, Mer (p)
Griffin Hill & Range Group	The Guy Who Invented Kissing	Ella Mae Morse, Cap (p)
—Hill & Range	An Angel in the Choir	Bob Nolan, RCA (f)
	Dear Judge	Ernest Tubb, Dec (f)
	Blue Bonnet Waltz	Sam Nichols, M-G-M (f)
	Texas Lady	Sam Nichols, M-G-M (f)
	The Mystery of His Way	Bob Nolan, RCA (p)
	I Will Miss You When You Go	Ernest Tubb, Dec (f)
	I Just Can't Remember the Words	Robert Q. Lewis, M-G-M (p)
	Changeable	Don Cherry, Dec (p)
	A Lover's Quarrel	Don Cherry, Dec (p)
	Whispering Grass	Freddy Cole, Col (f)
	Mademoiselle De Paris	Art Wanner, M-G-M (p)
	Diga Diga Doo	Tex Beneke, M-G-M (p)
E. H. Morris Group —Mayfair	A Good Man Is Hard to Find	Lizzie Miles, Cap (p)
E. H. Morris	That's Him Over There	Barbara Ruick, M-G-M (p)
Music Publishers' Holding Group	Begin the Beguine	Eddie Heywood, Dec (p)
—Harms	Hush-a-Bye	Danny Thomas, RCA (p)
	Oh, Moon	Danny Thomas, RCA (p)
	You Can't Stop Me From Dreaming	Bill Farrell, M-G-M (p)
	I'm a Poor Lonesome Fellow	Jenks (Tex) Carman Cap (f)
—Remick Ted River Talent Group	Small World	Vaughn Monroe, RCA (p)
—Harman Tideway Tobbins Group	Railroad Boogie	Pee Wee King, RCA (f)
—Robbins —Feist —Miller Andy-Joy	There's a Lull in My Life	George Shearing, M-G-M (p)
	Fit as a Fiddle	Champ Butler, Col (p)
	Do You Ever Think of Me	Ben Light, Cap (p)
	The Mexican Hat Dance	Bobby Wayne, Mer (p)
	The Doggie in the Window	Patti Page, Mer (p)
	On the Sunny Side of the Street	Eddie Heywood Dec (p)
—Naporo-Bernstein Imon House Group	Muchly Verily	Nellie Lutcher, Col (r)
—Bradshaw Imon House	Lonely Eyes	Vaughn Monroe, RCA (f)
—Lannen	Fiddle Stick	Country All-Stars, RCA (f)
	Crying Steel Guitar Waltz	Pee Wee King, RCA (f)
World Group —Republic	I Don't Know	Tennessee Ernie, Cap (p)

Total Sides for Week Released by Each Label

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

... Week Ending January 17

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

Total Number of Sides Released by Each Label

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

... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	30	12	—
COLUMBIA	14	12	6
DECCA	35	12	—
MERCURY	8	—	—
M-G-M	44	16	—
RCA	26	20	14

Announcing

the First of The Billboard's
Special Music-Record Editions
 for 1953

ANNUAL MUSIC-RECORD PROGRAMING GUIDE
The Billboard
 THE INDUSTRY'S LEADING NEWSWEEKLY • PRICE 25 CENTS
New Rate Cuts
FEBRUARY 28 ISSUE

THE "The Amusement Industry's
BILLBOARD
 Leading Newsweekly"

... with Audited Paid Circulation to match!



Here It Is!
JIMMY BOYD'S New Smash!

Early

Bird

with Orchestra and Chorus
directed by JIMMY CARROLL



b/w I'LL STAY IN THE HOUSE

78 rpm 39927 • 45 rpm 4-39927

Columbia Records

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

SHE'S HOT!!! THE ORIGINAL!

'RACHEL'

b/w
"TONIGHT OR NEVER"

**KEM Record 2718; 45-2718
Hollywood 38, Calif.**



Introduced by

ARTIE WAYNE

**She's in the Arms of 1800 D.J.'S
She's on the LIPS of the NATION!!!**

published by **HALLIBURTON MUSIC** 1608 No. Argyle Ave.
Hollywood 28, Calif.

Publicity

GEORGE JAY HOLLYWOOD	JERRY SIMON NEW YORK
JIM KRUM CHICAGO	FRANK ZARIDER OHIO

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... for Week Ending January 17

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

- | This Week | Last Week | Weeks on Chart |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| 1. Don't Let the Stars Get in Your Eyes | 2 | 8 |
| By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Corso, V 20-5064. OTHER RECORDS: L. Ameebe, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; G. MacKenzie, Cap 2256; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614 | | |
| 2. Why Don't You Believe Me? | 1 | 11 |
| By Lew Douglas, King Lancy, Roy Roddes—Published by Brandom (ASCAP)
BEST SELLING RECORDS: J. James, M-G-M 11333. OTHER RECORDS: Five Crowns, Rainbow 202; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Otis, Mercury 70038; P. Page, Mercury 70025; J. Valli, V 20-5017; M. Whiting, Cap 2292. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated. | | |
| 3. Till I Waltz Again With You | 5 | 6 |
| By Sidney Prosen—Published by Village (BMI)
BEST SELLING RECORD T. Brewer, Coral 60873. OTHER RECORDS: C. Gore-R. Wright, King 1169; R. Morgan, Dec 28539; T. Sosebee, Coral 60916; D. Todd, Dec 28506; D. Travis and J. Swanson, Jubilee 6014. | | |
| 4. Glow Worm | 3 | 18 |
| By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B Marks (BMI)
BEST SELLING RECORDS: Mills Brothers, Dec 28384. OTHER RECORDS: F. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. TRANSCRIPTIONS AVAILABLE: Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork, D'Artega, Modes Moderne, Lang-Worth | | |
| 5. Keep It a Secret | 4 | 10 |
| By Jesse May Robinson—Published by Shapiro-Bernsteir (ASCAP)
BEST SELLING RECORDS: J. Stafford, Col 39891. OTHER RECORDS AVAILABLE: B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. TRANSCRIPTIONS AVAILABLE, Henry Jerome, Lang-Worth. | | |
| 6. Oh Happy Day | 9 | 3 |
| By Don Howard Kopicow—Published by Bregman, Vocco & Conn (ASCAP)
BEST SELLING RECORD: Don Howard, Essex 311. OTHER RECORDS: M. Baker, Savoy 874; Four Knights, Cap 2315; K. Griffin, Col 39915; J. J. Johnson, V 20-5097; D. Todd, Dec 28506; L. Weik, Coral 60893. | | |
| 7. Have You Heard | 13 | 3 |
| By Douglas, La Vere, Rodde. Published by Brandom (ASCAP)
BEST SELLING RECORD: Joni James, M-G-M 11390. | | |
| 8. Tell Me You're Mine | 11 | 3 |
| By Fredianelli-Vasin. Published by Capri Music (BMI)
BEST SELLING RECORD: Gaylords, Mercury 70030. OTHER RECORD: M. Carson, Col 39914. | | |
| 9. Because You're Mine | 8 | 18 |
| By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)
BEST SELLING RECORDS: Mario Lanza, V 20-10-3914. OTHER RECORDS: N. (King) Cole, Cap 2212; B. Eckstine, M-G-M 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 28337; B. Wayne, Mercury 5897. TRANSCRIPTIONS AVAILABLE: E. T. Terry, Associated. | | |
| 10. You Belong to Me | 6 | 24 |
| By Pee Wee King, Redd Stewart and Chilton Price—Published by Ridgeway (BMI)
BEST SELLING RECORDS: J. Stafford, Col 39811; P. Page, Mercury 5899; OTHER RECORDS: G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James MGM 11295; M. Katz, Cap 2267; A. Laurie, Okeh 6915; B. Lucas, E. McGriff-Sonny Gill, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated | | |

Second Ten

- | | | |
|--------------------------------------------|-----------|-----------|
| 11. I WENT TO YOUR WEDDING | 11 | 21 |
| Published by St. Louis (BMI) | | |
| 11. LADY OF SPAIN | 7 | 16 |
| Published by Sam Fox (ASCAP) | | |
| 13. HOLD ME, THRILL ME, KISS ME | 18 | 2 |
| Published by Mills (ASCAP) | | |
| 14. MY BABY'S COMING HOME | 14 | 4 |
| Published by Roxbury (ASCAP) | | |
| 15. JAMBALAYA | 15 | 22 |
| Published by Acuff-Rose (BMI) | | |
| 16. BYE, BYE BLUES | 15 | 3 |
| Published by Bourne (ASCAP) | | |
| 17. TAKES TWO TO TANGO | 17 | 14 |
| Published by Harman (ASCAP) | | |
| 18. OUTSIDE OF HEAVEN | 19 | 16 |
| Published by Bregman, Vocco & Conn (ASCAP) | | |
| 18. IT'S IN THE BOOK | 10 | 14 |
| Published by Magnolia (BMI) | | |
| 20. EVEN NOW | — | 1 |
| Published by Pickwick (ASCAP) | | |

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Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
2. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
3. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316
4. SIDE BY SIDE NOAH!	K. Starr 2334
5. HOW STRANGE	N. Cole 2309
6. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
7. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
8. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
9. ON THE TRAIL STREET SCENE	R. Anthony 2327
10. I'M NEVER SATISFIED BECAUSE YOU'RE MINE	N. Cole 2212
11. COMES A-LONG A-LOVE THREE LETTERS	K. Starr 2213
12. YOU CAN DO IT I JUST CAN'T REMEMBER THE WORDS	H. O'Connell 2324
13. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
14. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
15. A CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE	G. MacKenzie & H. O'Connell 2266
16. BUNNY HOP BLOW, MAN, BLOW!	R. Anthony 2251
17. WHY DON'T YOU BELIEVE ME COME BACK TO ME, JOHNNY	M. Whiting 2292

LATEST RELEASE

NO. 352

I DON'T KNOW SWEET TEMPTATION	Tennessee Ernie 2338
NOBODY'S LONESOME FOR ME HONKY-TONK MOUNTAIN	Molly Bee 2339
DO YOU EVER THINK OF ME I'LL GET BY	Ben Light 2340
SALTY DOG A GOOD MAN IS HARD TO FIND	Lizzie Miles 2341
THERE'S A HIGHER POWER INSPIRATION FROM ABOVE	Martha Carson 2342
THE GUY WHO INVENTED KISSIN' GOOD	Ella Mae Morse 2343
CLOSE YOUR EYES I'M GONNA TAKE MY BABY DANCING	Gene O'Quin 2344
HILLBILLY HULA I'M A POOR LONESOME FELLOW	Jenks Carman 2345

Christy
JUNE IS BUSTIN' OUT ALL OVER
with her hit renditions of
"MY HEART BELONGS TO ONLY YOU"
and
"I WAS A FOOL"
Record No. 2308

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
2. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
3. I DON'T KNOW SWEET TEMPTATION	T. Ernie 2338
4. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
5. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
6. HIGH MOON GO ON! GET OUT!	T. Riffer 2120
7. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
8. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
9. SATISFIED HIDE ME, ROCK OF AGES	M. Carson 1900
10. GONE NOW AND THEN	T. Preston 2298
11. WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	H. Thompson 1942
12. CRYIN' HOLY UNTO THE LORD FEAR NOT	M. Carson 2252
13. HEARTBREAKER YOU DIDN'T HAVE TIME	J. Heap 2294
14. THAT'S ME WITHOUT YOU COOL, COLD, AND COLDER	S. James 2259
15. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely 2272

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BYE BYE BLUES Les Paul & Mary Ford 356
2. PROLOGUE Stan Kenton 386
3. MUSIC FOR LOVERS ONLY Jackie Gleason 352
4. WITH A SONG IN MY HEART Jane Froman 309
5. CITY OF GLASS Stan Kenton 353
6. THE NEW SOUND! Volume I Les Paul 226
7. ROUGHHOUSE PIANO Joe (Fingers) Carr 345
8. YOGI YORGESSION'S FAMILY ALBUM Yogi Yorgesson 336
9. A BAND IS BORN Billy May 349
10. BIG BAND BASH! Billy May 329
11. PENTHOUSE SERENADE Nat (King) Cole 332
12. UNFORGETTABLE Nat (King) Cole 357
13. SPOTLIGHT SONGS Four Knights 346

The "King" Proclaims ANOTHER HIT!

Nat "King" Cole

Pretend

and **"DON'T LET YOUR EYES GO SHOPPING"**

Record No. 2346

— get on board with THE Money-Maker!

Coming Home* **FAST!**

*No. 1 on the Hit Parade

"MY BABY'S COMING HOME"
and
"LADY OF SPAIN"

LES 'n' MARY

Record No. 2265

HAVE YOU HEARD?...
THESE ARE ALL BIG HITS

JONI JAMES



HAVE YOU HEARD
and
WISHING RING

MGM 11390 78 rpm
K11390 45 rpm

WHY DON'T YOU BELIEVE ME

and
PURPLE SHADES

MGM 11333 78 rpm
K11333 45 rpm

BILLY ECKSTINE



UNTIL ETERNITY

EV'RYTHING DEPENDS ON YOU

MGM 11396 78 rpm—K11396 45 rpm

TOMMY EDWARDS



A FOOL SUCH AS I
and
I CAN'T LOVE ANOTHER

MGM 11395 78 rpm
K11395 45 rpm

YOU WIN AGAIN
and
SINNER OR SAINT

MGM 11326 78 rpm
K11326 45 rpm

ALAN DEAN

SAY YOU LOVE ME
and
HIGH ON A WINDY HILL

MGM 11393 78 rpm
K11393 45 rpm

DAVID ROSE & Orch.

BEAUTIFUL MUSIC TO LOVE BY
and
SUDDENLY

MGM 30724 78 rpm
K30724 45 rpm

BILL HAYES

HOW DO YOU SPEAK TO AN ANGEL?
and
THE DONKEY SONG

MGM 11394 78 rpm
K11394 45 rpm

SHIRLEY SCOTT

RAINBOW IN THE VALLEY
and
BOOM BOOM POLKA

MGM 11398 78 rpm
K11398 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

M-G-M means Mighty Good Music

The Billboard's Music Popularity Charts

Favorite Tunes

... for Week Ending January 17

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	1	7
2. WHY DON'T YOU BELIEVE ME (R)—Brandon.....	2	9
3. KEEP IT A SECRET (R)—Shapiro-Bernstein.....	5	6
4. GLOW WORM (R)—E. B. Marks.....	3	14
5. BECAUSE YOU'RE MINE (R) (F)—Feist.....	4	17
6. OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	11	4
7. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	9	4
8. LADY OF SPAIN (R)—Sam Fox.....	7	10
9. YOU BELONG TO ME (R)—Ridgeway.....	6	22
10. I WENT TO YOUR WEDDING (R)—St. Louis.....	8	20
11. TELL ME YOU'RE MINE (R)—Capri Music.....	—	1
12. TAKES TWO TO TANGO (R)—Harman.....	12	10
13. JAMBALAYA (R)—Acuff-Rose.....	10	19
14. MY BABY'S COMING HOME (R)—Roxbury.....	13	4
15. HOLD ME, THRILL ME, KISS ME (R)—Mills.....	—	1

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

A Million Tears (R)—Jubilee—ASCAP	Lady of Spain (R)—Sam Fox—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	Mister Tap Toe (R)—Montclare—BMI
Because You're Mine (R)—Feist—ASCAP	My Baby's Coming Home (R)—Roxbury—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Open Up Your Heart (R)—Longridge—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Even Now (R)—Pickwick—ASCAP	Sleepy Time Gal (R)—Miller—ASCAP
Everything I Have is Yours (R)—Robbins—ASCAP	Steighride (R)—Mills—ASCAP
Glow Worm (R)—Marks—BMI	Stay Where You Are (R)—Broadcast—BMI
Heart and Soul (R)—Famous—ASCAP	Strange (R)—Marvin—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Thumbelina (R)—Frank—ASCAP
How Do You Speak to an Angel (R)—Chappell—ASCAP	Till I Waltz Again With You (R)—Village—BMI
I Went to Your Wedding (R)—St. Louis—BMI	To See You (R)—Burvan—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Why Don't You Believe Me? (R)—Brandon—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Winter (R)—Remick—ASCAP
	You Belong to Me (R)—Ridgeway—BMI
	Yours (R)—Marks—BMI

Top 10 in Television

Anywhere I Wander (R)—Frank—ASCAP	Lady of Spain (R)—Sam Fox—ASCAP
Because You're Mine (R)—Feist—ASCAP	Why Don't You Believe Me? (R)—Brandon—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Wish You Were Here (R)—Chappell—ASCAP
Glow Worm (R)—Marks—BMI	You Belong to Me (R)—Ridgeway—BMI
It's the End of the Line (R)—Gallico—ASCAP	You'll Never Walk Alone (R)—Williamson—ASCAP

England's Top Twenty

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

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

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

Last week we had a pair of waltzes from Sarah Vaughan; this week we have a new single from Champ Butler. Anybody who's been following this kid's records knows that he's one of the most versatile lads in the business. You can hand him a ballad and he'll give it a full-throated treatment that's relaxed and controlled at the same time. Or a novelty—like "Cakewalk Rag"—and he tears it apart. This week he's on "Kaw-Liga" with the Buddy Cole Quintet, and "Fit as a Fiddle," with an orchestra directed by Jimmy Carroll. Champ is not only a good singer, but he has an interesting story as well. While he was hanging around in California, waiting for his break, he worked in the parking lot of one of the plush places out there, parking the cars of the patrons. Well, sir, there he was, singing away to himself, when an agent with a very astute ear heard him, took him under the wing and sharpened up his act. One year later Champ was headliner at the same club. This happens in the movies, but not so often in real life, but it's nice to know that it can happen. Just a sidelight for you to remember when they ask about the boy.

While you're at it, take a look at what's selling on the Masterworks label right now. (No harm in putting in a pitch for the other half of the business.) Apart from being great records, the subjects are interesting. There's a sensational theatrical performance transferred to records, one of the great works of the Romantic movement, a modern Russian fable, a popular old operetta, and a smooth Tchaikovsky symphony. Bet you'd have guessed Gershwin and Beethoven and let it go at that. Somebody—Nathan or Mencken—once said that no one ever lost money under-rating the intelligence of the American public, but this list shows that you don't lose money if you give it an honest rating either. These things may sound intellectual, but they're sharp entertainment all the way through. Which is substantially the same approach we use in the pop department. It's good business and good music.

Mitch

What a combination!
ROSEMARY CLOONEY
and
GEORGE MORGAN

WITHERED ROSES
YOU LOVE ME JUST ENOUGH TO HURT ME
21071 • 4-21071

Okeh Releases

NELLIE LUTCHER with rhythm acc.
HOW MANY MORE
MUCHLY VERILY 6935 • 4-6935

FREDDY COLE
Orchestra under the direction of Joe Reisman
WHISPERING GRASS (Don't Tell the Trees)
LOVE ME TENDER 6936 • 4-6936

swing is hotter than ever!

THE KINGDOM OF SWING
Benny Goodman Carnegie Hall Jazz Concert (2 records)
Benny Goodman Jazz Concert No. 21937-38 (2 records)
Benny Goodman Combos (1 record)
Benny Goodman and his Orchestra (1 record) (available separately) Set 5L-176
BENNY GOODMAN

Popular Release

CHAMP BUTLER
KAW-LIGA
FIT AS A FIDDLE 39935 • 4-39935

two new albums to build big sales

JO STAFFORD in BROADWAY'S BEST
Come Rain or Come Shine • They Say It's Wonderful • All the Things You Are • Night and Day • My Romance • Dancing in the Dark • Embraceable You • September Song
with Paul Weston and his Orchestra
"Lp" CL 6238 • 45 Set B-328

AN EVENING WITH LIBERACE
"Yakety Yak" Polka • Begin the Beguine • Chopsticks • The Old Piano Roll Blues • Cement Mixer • Slaughter on Tenth Avenue • Cumana • Lover
Orchestra under the direction of George Liberace
"Lp" CL 6239 • 45 Set B-329

Masterworks Best Sellers

SHAW: DON JUAN IN HELL
Paul Gregory presents the First Drama Quartette: Charles Boyer, Charles Laughton, Cedric Hardwicke, Agnes Moorehead
Set 5L-166 (2 records)

BERLIOZ: HAROLD IN ITALY
William Primrose, viola, with Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra
"Lp" ML 4542

PROKOFIEV: PETER AND THE WOLF
Arthur Godfrey, narrator, with Andre Kostelanetz and his Orchestra
(with Kern: Mark Twain and Grofe: Mississippi Suite)
"Lp" ML 4625

LEHAR: THE MERRY WIDOW
Dorothy Kirsten, Robert Rounseville and others, with chorus and orchestra conducted by Lehman Engel.
"Lp" ML 4666

TCHAIKOVSKY: SYMPHONY NO. 6 IN B MINOR, OP. 74 ("Pathetique")
The Philadelphia Orchestra, Eugene Ormandy, Conductor
"Lp" ML 4544

Best Sellers

Based on actual sales reports for week ending January 17

JO STAFFORD
KEEP IT A SECRET ONCE TO EVERY HEART
39891 • 4-39891

DORIS DAY
MISTER TAP TOE YOUR MOTHER AND MINE
39906 • 4-39906

JO STAFFORD
JAMBALAYA EARLY AUTUMN
39838 • 4-39838

FRANKIE LAINE
I'M JUST A POOR BACHELOR TONIGHT YOU BELONG TO ME
39903 • 4-39903

TONY BENNETT
CONGRATULATIONS TO SOMEONE
TAKE ME 39910 • 4-39910

GUY MITCHELL
SHE WEARS RED FEATHERS
PRETTY LITTLE BLACK-EYED SUSIE
39909 • 4-39909

JOHNNIE RAY
THE TOUCH OF GOD'S HAND
I'M GONNA WALK AND TALK WITH MY LORD
39908 • 4-39908

JO STAFFORD
YOU BELONG TO ME
PRETTY BOY 39811 • 4-39811

DORIS DAY and JOHNNIE RAY
A FULL TIME JOB MA SAYS, PA SAYS
39898 • 4-39898

CARL SMITH
MY LONELY HEART'S RUNNIN' WILD
THAT'S THE KIND OF LOVE I'M LOOKING FOR
21051 • 4-21051

ROSEMARY CLOONEY and HARRY JAMES
YOU'LL NEVER KNOW THE CONTINENTAL
39905 • 4-39905

MINDY CARSON
TELL ME YOU'RE MINE
THE CHOO BUY SONG 39914 • 4-39914

COLUMBIA RECORDS

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

The Billboard Music Popularity Chart

... for Week Ending January 17

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

PATTI PAGE

The Doggie in the Window 90
MERCURY 70070—This side will break up everyone who hears it, as it is probably the zaniest and cutest effort since "Mairzy Doats." And it should be another smash for Patti. Tune is a tear-jerker, with a poignant vocal by the thrush, but the on-the-beat dog barks add a comic touch that is delightful. This could be one of the biggest waxings of the new year. Tune was penned by Bob Merrill of "Pittsburgh, Pa."

My Jealous Eyes... 80

The thrush is smooth and sincere on this melodic Latin opus, and it will grab a lot of jock spins too. Patti's change of pace on these two sides is most refreshing.

EDDIE FISHER

How Do You Speak to An Angel?.... 88

The top tune from the new musical "Hazel Flagg," is handed a big, show-styled reading by Fisher, full of heart and feeling. The backing by the Winterhalter crew is outstanding. Tune is a lovely one. In spite of fact that this is the second Fisher release in a few weeks, this disking should move right up there too, and should be a real winner.

Downhearted... 87

Fisher with a bounce is an apt description of this cute item. The warbler sings the bright effort in his own easy style and the ork supports him neatly. Side is a very potent one, stacking up as a real coin-grabber as well as a healthy seller for the singer.

JO STAFFORD

A Fool Such as I 88

COLUMBIA 39930—Jo Stafford, who has had three hits in a row, has another big one here. This platter should make both the thrush and the diskery happy sales-wise. Tune is already a hit in the country field, and the thrush delivers a ringing performance of the tune, with lovely backing from the Paul Weston ork. Tommy Edwards has already cut the ditty for M-G-M, but this version should grab most of the juke and sales loot.

Just Because You're You... 75

A pretty tune, nice backing by the Weston ork and a fine performance from Jo Stafford, should help this side grab some deejay spins. The flip is the power, however.

EDMUNDO ROS ORK

Marching String 82

LONDON 1277—The Ros ork, enlarged to a full-stringed crew, turns in a sparkling reading of a bright, melodic instrumental item, that should have the jocks playing it again and again. Tune is striking and the ork work is excellent. Side could catch juke loot as well as spins.

Ecstasy Tango... 79

Here's another fine job by the Ros ork on an exciting tango, that brings out the sweep and beauty of the band's string section. The jocks ought to hop on this side too.

THE MODERNAIRES

New Juke Box Saturday Night..... 82

CORAL 60899—The Modernaires do a series of smart takeoffs on Don Cornell, Four Aces, Les Paul-Mary Ford, Johnnie Ray, on this "new" version of the oldie, a hit many years ago. The group's great work should help this one bust thru easily.

Runnin' Wild... 76

The oldie is performed here with spirit. The Modernaires' fine warbling is matched by relaxed and zestful ork work directed by George Cates.

KAY STARR-LOU BUSCH ORK

Side by Side 86

CAPITOL 2334—Could be that this will be another big one for Miss Starr. Material is proven—just some 5 years ago it hit as a string band item. Electronics gimmicks like gal's duetting with herself, two-part harmony, etc., all make this a likely item. It's from her latest album.

Noah... 80

A vocal group backs the chirp in a spirited reading of a spiritual like item based on the Bible story of note.

SARAH VAUGHAN-PERCY FAITH ORK

A Lover's Quarrel 80

COLUMBIA 39932—Somewhat unusual material for the chirp, but it could be a big one for her. New alternative verse and chorus waltz is a most attractive ballad. Miss Vaughan, of course, is her usual wonderful self.

I Confess... 78

More good material and another good reading.

ELLA MAE MORSE-

NELSON RIDDLE ORK

The Guy Who Invented Kissin'..... 80

CAPITOL 2343—First fem version of the Hank Snow click should grab off coin. Ditty looks like it's ready to make noise in the pop market. Ork's calypso beat is strong.

Good... 78

Ops should be pleased with this driving version of retentive ditty. Honking tenor and big beat add interest to the Morse gal's vocal.

MARGARET WHITING-

LOU BUSCH ORK

Singing Bells 79

CAPITOL 2331—This is one of the most attractive efforts the thrush has

(Continued on page 37)

NEW RECORDS TO WATCH

Popular

VAUGHN MONROE

Lonely Eyes—RCA Victor 20-5145—Monroe shows up with his best vocal effort in some time. Very attractive ork backing helps make this stack up as a potentially good one for the ork leader.

NAT (KING) COLE

Pretend—Capitol 2346—See "This Week's Best Buys."

JULIUS LA ROSA

Anywhere I Wander

This Is Heaven—Cadence 1230—First disk for both Cadence and La Rosa, the Arthur Godfrey protege. Teen-ager fans will probably get a big kick out of hearing their idol on wax.

Country & Western

ERNEST TUBB

Dear Judge

I Will Miss You When You Go—Decca 28550—Two powerful sides. Tremendous sincerity is projected by Tubb. Material is very strong, particularly "Judge." His many fans should really go for this disk.

SLIM WILLET

Let Me Know—4 Star 1625—Willet's follow-up to "Don't Let the Stars Get in Your Eyes" is projected in the same manner. Already showing some action in the Southwest. Skeets McDonald's version, received earlier, was listed in this column last week.

Rhythm & Blues

FATS DOMINO

Cheatin' 84

IMPERIAL 5220—Penetrating beat by the ork sets an effective stage for a solid vocal effort by Fats Domino. A powerful waxing that could earn a bundle for the artist.

Nobody Loves Me... 80

Plaintive weeper blues is read warmly by the chanter, for another fine side.

WILLIE JOHNSON-THELMA

Thrill Me Baby 80

SAVOY 881—Piercing whines by Thelma at strategic points in an otherwise routine effort creates a humorous situation ditty that should give kicks to many. Jukes, especially, can use.

Don't Tell Mama... 74

There are a couple of smiles in this one too, a slow boogie opus sung in conversational style by the twosome.

ILLINOIS JACQUET

The Cool Rage 80

MERCURY 89021—This bouncy effort contains a lot of tenor sax stylings by Jacquet and fine work by Basie on organ and Hank Jones on piano. Tune builds nicely and the band pounds out the beat. Jazz fans will enjoy this side, and it could catch a little action in the r.&b. field.

Lean Baby... 82

Tune waxed by the Billy May ork in the pop field, and penned by the ork leader, receives a quiet swing reading from the Jacquet ork, with the orkster turning in some nice work on tenor. Basie is quite effective on organ. A good platter.

AL SEARS ORK

Huffin' and Puffin' 75

V 20-5131—Pleasant riff effort is sold in okay style by the Sears ork. The orkster comes thru with a wild solo and the band lends a hefty beat, could cull some loot.

Mag's Alley... 72

A listenable new effort, that sounds a lot like the "Goin' Home" theme, is handed an offbeat performance by the Sears ork (the Hodges crew?) while Sears turns in some arresting tenor work. Jazz fans should give this a listen.

LIL' SON JACKSON

Black and Brown 74

IMPERIAL 491—Deep from the deep South Lil' Son Jackson tells about his troubles with women, on this blues disking. Jackson sings it with feeling and turns in some good guitar work. Okay for the market.

Sad Letter Blues... 72

Same comment.

BUDDY JOHNSON ORK

Just to Be Yours 73

DECCA 28530—Noland Lewis delivers an Eckstine-like vocal with a strong finish on a routine ballad offering penned by Johnson.

Somehow, Somewhere... 70

Vocal chores are handled by Ella Johnson and she and the ork run thru a so-so blues ballad.

T-BONE WALKER

Blue Mood 73

IMPERIAL 404—T-Bone is capable on this so-so blues effort, and the ork lends adequate support. Tune incidentally was penned by Jessie Mae Robinson, who clefled "I Went to Your Wedding."

Got No Use for You... 69

Walker laments that his girl is leaving him, and an unbilled thrush tells him why.

FAT MAN MATTHEWS

Later Baby 73

IMPERIAL 5211—Matthews' wavering pipes come across warmly in this rhythm item.

When Boy Meets Girl... 66

New ballad is given a highly individual treatment by the high-voiced chanter. The market for this one is probably limited.

STEVE GIBSON

Do I, Do I, I Do 73

V 20-5130—Tho there is no billing on the platter, the femme vocalist sounds very much like Damita Jo, and probably is. She hands the bouncy ballad a strong reading, while the Redcaps back her in good style. Material isn't very exciting however.

Big Game Hunter... 65

Steve Gibson sings this novelty adequately, and the group is good, but tune won't get any attention.

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

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

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

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

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong overall potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

JACK CARDELL

The Death of Hank Williams—King 1172—Childhood chum of the late Hank has penned a piece of material that stacks up strongly. His sincere reading should make a deep impression on Williams' host of fans.

TOMMY SOSEBEE

Till I Waltz Again With You—Coral 60916—Sosebee has turned in some nice singing on a number of sacred sides in the past. This waxing of the big pop tune is his best to date. The tune stacks up as a good one for the market, and this disk could help the singer crack the field.

Rhythm & Blues

RUTH BROWN

(Mama) He Treats Your Daughter Mean—Atlantic 986—Thrush turns in a very sensitive performance on this story ballad. It's good material, and she sells it all the way. There's strong distributor ordering going on.

ROY MILTON

Hurry, Hurry Baby—King 4602—A rhythm side that rocks all the way with Milton punching thru a fine vocal. A few early and favorable reports have already been received.

Hot Jazz

ANNIE ROSS

Twisted—Prestige 794—Thrush comes thru with an appealing bop vocal patterned on a Wardell Gray sax solo. Could catch a lot of action in the r.&b. field.

FLIP PHILLIPS SEXTET

Cottontail—Mercury 89022—Exciting version of the Ellington oldie could dip into r.&b. market as well. Phillips' group features, in addition to Flip, Shavers, Kessel, Peterson, Stoller and Ray Brown.

Latin American

TRIO MARAVILLA

Me Quieres Perjudicar 81

SEECO 7195—Fast guaracha is given a sparkling ride by the trio. Many should like this import from Colombia. An exciting side.

Lagarto Sea... 78

Delivery of this cute effort has a broad touch of humor. Another fine side.

BOBBY CAPO

El Patio De La Morocha 79

SEECO 7219—Tender warbling by Capo of a ditty full of appealing sentiment. Good wax.

Piel Canela... 75

A warm chant job by Capo to strong orking in bolero-mambo style. A danceable waxing.

Sacred

MARIE KNIGHT

Jesus Walk With Me 85

DECCA 28545—Miss Knight sings the slow spiritual with great emotional persuasion. Perfect phrasing and rhythmic support of the guitars add to the effectiveness of the wax. A powerful entry that should find its way quickly.

Get Away Jordan... 81

Jubilee-style opus is another natural vehicle for the singer. A choral group contributes effectively.

THE LE FEVRE TRIO

I'm Feeling Fine 76

BIBLETONE 7038—The happy feeling engendered by religious fervor is expressed joyfully by the trio in a brisk effort with a pleasant bounce. Fine for the market.

Nothing Can Compare... 70

Conventional sacred opus is sung in simple harmony to steady piano backing.

Country & Western

TENNESSEE ERNIE

I Don't Know 85

CAPITOL 2338—The wild ditty which is becoming the biggest hit in the r.&b. field in many a year, is handed a first-rate interpretation by the warbler, that could move up quickly in both the c.&w. and pop market. Ernie sings it powerfully, socking over the bright lyrics with spirit. A solid disk.

Sweet Temptation... 79

Another solid reading by the Tennessee warbler, this time of a bouncy country effort, with a pounding beat behind him furnished by the Cliffie Stone band. Side should catch loot too.

SKEETS McDONALD

Let Me Know 82

CAPITOL 2326—Warbler Skeets McDonald comes thru with a powerful rendition of this Latin-flavored tune written by Slim Willet and reminiscent of Willet's "Don't Let the Stars" ditty. Should catch lots of juke and jockey plays, and share loot with Willet's waxing.

I'm Sorry to Say I'm Sorry... 75

Interesting ditty receives a good rendition from the singer. Flip is stronger side.

ELTON BRITT

Korean Mud 81

V 20-5140—This one is more than just a song; it's an emotional musical appeal for donations of blood to help wounded G.I.'s in Korea. Britt gives it a sincere rendition that has strong values. Platter is natural for the jocks.

The Unknown Soldier... 78

Another unusual side. This has the characteristics of a patriotic hymn and couples appropriately with flip. It's a very pretty tune.

RED SOVINE

A Quarter's Worth of Heartaches..... 76

M-G-M 11402—Clever weeper, about heartaches from juke box tunes is sold with the proper amount of dolefulness by Sovine. A good platter that should pull loot.

I'm Gonna Lock My Heart... 74

Here's a melodic ditty, and it receives a bright reading from the singer, who projects it spiritedly. Side is an effective one and could pull juke coins.

(Continued on page 40)

Hot Jazz

FLIP PHILLIPS SEXTET

Cottontail 84

MERCURY 89022—Here's a tremendously exciting version of the fine Ellington standard by the Phillips crew that drives all the way. With performers like Peterson, Shavers, Kessel, Stoller and Ray Brown it should be a great disk and it is. Side could grab spins and juke loot in the r.&b. field.

Blues For the Midgets... 78

The boys, especially Phillips, show off a lot of smooth solos on this swingy riff, plus good ensemble work. Peterson sparks the group on piano. Another good side.

JOHNNY HODGES ORK

Duke's Blues (Part 1 & 2) 79

MERCURY 89018—Here's an interesting, listenable two sided disking, a swinging blues dedicated to the Duke. Hodges, of course, sparks the waxing with his alto work but the ork's ensemble playing is fine. Tune has appeal and the crew hands it a rhythmic ride. Good wax for jazz fans, in spite of a disturbing break musically at the end of the first side.

LESTER YOUNG ORK

Little Pee Blues 78

MERCURY 89017—Pres solos right thru the smooth blues spinning out his own special tenor sax stylings, with imagination and freshness. Group backs him quietly. For the man fans of Pres.

Jeepers Creepers... 75

Another fine solo by Pres with good support from the combo on the bouncy oldie. A good platter.

CHIC O'FARRILL ORK

Peanut Vendor 77

MERCURY 89019—Here's a wild version of the oldie, sung by Bobby Escoto in Spanish, while the ork pounds out a solid beat. The ork, from south of the border, is a good outfit.

Malaguena... 74

A smooth version of the Latin oldie with the warbler demonstrating a big style as he sings the ditty in Spanish. Ork work is attractive. Platter could sell in the jazz field and to the Spanish market here.

Spiritual

THE SPIRIT OF MEMPHIS QUARTET

Toll the Bell Easy 80

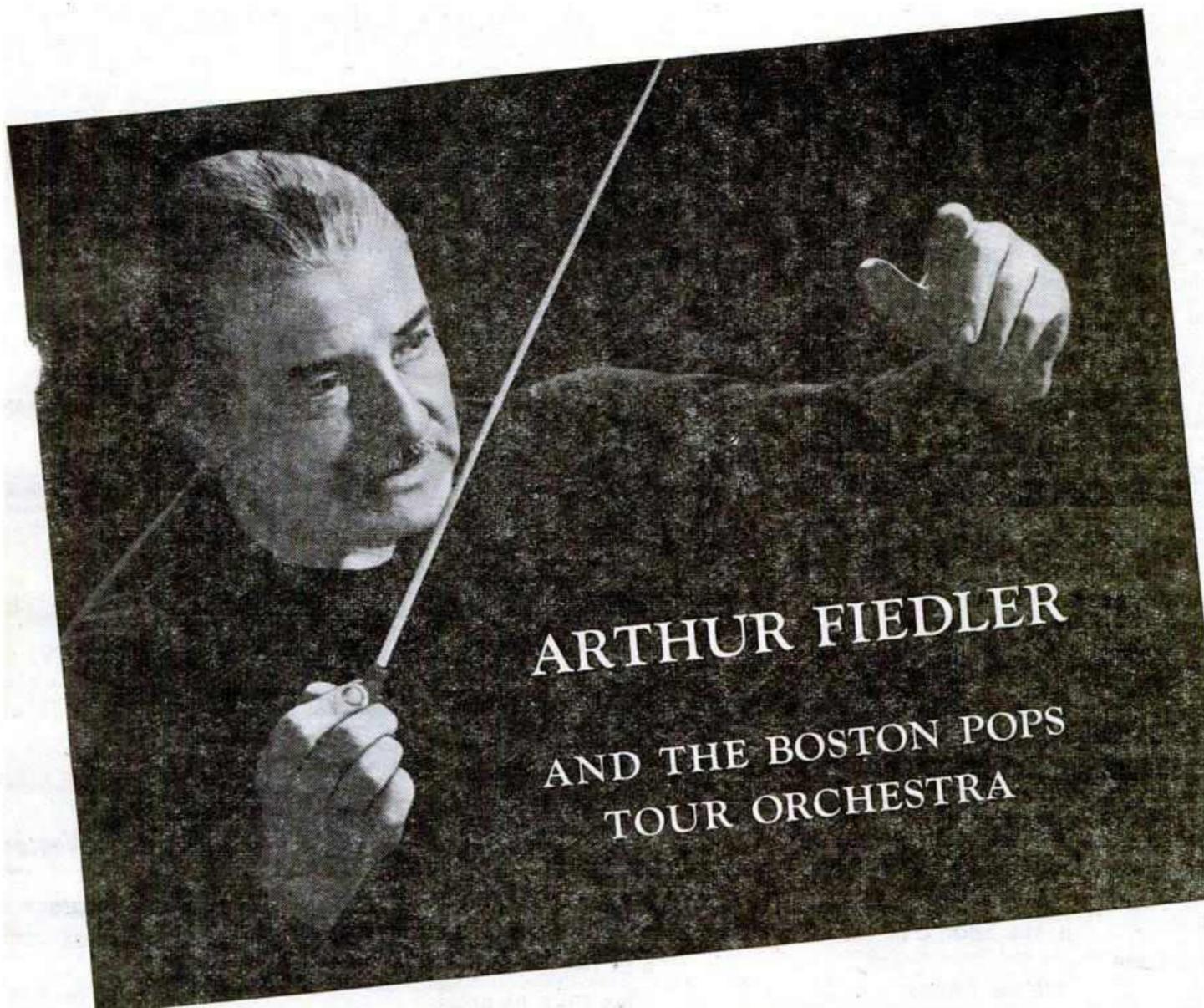
KING 4575—The group projects with compelling appeal in a sock reading of a fast-moving spiritual. Side should be due for a fine reception in the market.

God's Amazing Grace... 77

Slow opus is shouted strongly by the lead singer to effective support by the other members of the group. Another fine effort.

COMING TO YOUR TOWN

in their first nation-wide tour



Now . . . the conductor whose RCA Victor light classical recordings are America's top-sellers takes the Boston Pops Tour Orchestra into 61 cities on its first concert tour. Check appearance dates for your area—and plan promotion tie-ins in advance. Be sure you have a large enough stock to fill all the demands for the Boston "Pops" records!

Among their favorite RCA Victor recordings:

- All Time Favorites by the Boston Pops. ERA 20
- "Annie Get Your Gun" Medley. "Kiss Me Kate" Medley. ERA 4
- Ballet Egyptien (Luigini). Le Cid—Ballet Suite (Massenet). LM 1084
- Beautiful Galatea: Overture (Von Suppe). Light Cavalry Overture (Von Suppe). ERA 3
- Boston Pops Favorites. ERA 52
- Boston Pops Marches. ERA 22
- Boston Pops Plays. ERA 58
- Boston Pops Plays Music of Leroy Anderson. ERA 63
- Boston Pops Program. WDM 1647. LM 164
- Capriccio Italien, Op. 45 (Tchaikovsky). 1812 Overture, Op. 49 (Tchaikovsky). WDM 776. LM 1134
- Classic Marches by The Boston Pops. ERA 27

- Classical Juke Box Album (Leroy Anderson). WDM 1441. LM 1106
- The Comedians (Kabalevsky). WDM 1443. LM 1106
- España Rapsodie (Chabrier). Finlandia (Sibelius). ERA 1
- Faust Ballet Music (Gounod). ERA 64
- Gaité Parisienne (Offenbach). WDM 1147. LM 1001
- Gilbert and Sullivan Overtures. WDM 7006. LM 7006
- Golden Melodies by The Boston Pops. ERA 66
- The Gypsy Baron: Overture (Johann Strauss, Jr.). Zampa: Overture (Herold). ERA 23
- Heart of The Piano Concerto. WDM 1408. LM 1105
- Heart of the Symphony. WDM 1410. LM 1085
- Hungarian Dances Nos. 1 to 6 (Brahms). WDM 1518. LM 67

- Husitska Overture, Op. 67 (Dvořák). The Moldau (Smetana). LM 1
- In a Persian Market (Ketelbey). Marche Slave, Op. 31 (Tchaikovsky). ERA 2
- Intermezzo (Cavalleria Rusticana). (Mascagni). LM 1160
- In the Latin Flavor. WDM 1639. LM 162
- Irish Suite (Anderson). Matinéés Musicales (Britten). LM 1093
- "Jalousie" and Other Favorites. ERA 21
- Latin Rhythms. ERA 25
- Masquerade Suite (Khatchaturian). WDM 1166. LM 1029
- "The Music Box" and Other Selections. ERA 26
- Musical Comedy Medleys. LM 97
- Nutcracker Suite, No. 2 (Excerpts). (Tchaikovsky). WDM 1164. LM 1029

- Old Timers Night At The Pops Waltz Medley (Rodgers). ERA 6
- Operatic Ballet Music. LM 9005
- Peer Gynt Suites, No. 1 and No. 2 (Grieg). WDM 7002. LM 7002
- Der Rosenkavalier: Waltzes (R. Strauss) and Faust Waltzes (Gounod). ERA 5
- Slaughter on 10th Avenue and Other Ballet Selections. WDM 1726. LM 1726
- Sousa Marches. WDM 1521. LM 69
- Strauss Polkas (Vol. 2). WDM 1520. LM 1226
- Strauss Waltzes. Vol. 1. WDM 445. LM 9025 Vol. 2. WDM 1519. LM 68
- Les Sylphides (Chopin). WDM 1119. LM 10
- Treasure Waltz (Strauss) and Danube Waves. ERA 24
- Waltzing with Waldteufel. WDM 1520. LM 1226

- TROY, N. Y. Jan. 20
- AMHERST, MASS. Jan. 21
- WHITE PLAINS, N. Y. Jan. 22
- SCRANTON, PA. Jan. 23
- BALTIMORE, MD. Jan. 24
- WASHINGTON, D. C. Jan. 25
- HARRISBURG, PA. Jan. 26
- ALTOONA, PA. Jan. 27
- PITTSBURGH, PA. Jan. 28
- LIMA, OHIO Jan. 29
- LAFAYETTE, IND. Jan. 30 & 31
- LOUISVILLE, KY. Feb. 1
- LEXINGTON, KY. Feb. 2
- HUNTINGTON, W. VA. Feb. 3
- CHARLESTON, W. VA. Feb. 4
- BLACKSBURG, VA. Feb. 5
- ROANOKE, VA. Feb. 6
- GREENSBORO, N. C. Feb. 7
- CHARLOTTE, N. C. Feb. 8
- RALEIGH, N. C. Feb. 9
- DURHAM, N. C. Feb. 10
- RICHMOND, VA. Feb. 11
- SPARTANBURG, S. C. Feb. 13
- MACON, GA. Feb. 14
- AUGUSTA, GA. Feb. 15
- SAVANNAH, GA. Feb. 16
- JACKSONVILLE, FLA. Feb. 17
- DAYTONA BEACH, FLA. Feb. 18
- MIAMI, FLA. Feb. 20
- MIAMI BEACH, FLA. Feb. 21
- TAMPA, FLA. Feb. 23
- GAINESVILLE, FLA. Feb. 24
- TALLAHASSEE, FLA. Feb. 25
- MONTGOMERY, ALA. Feb. 26
- HATTIESBURG, MISS. Feb. 27
- MONROE, LA. Feb. 28
- ALEXANDRIA, LA. March 2
- SHREVEPORT, LA. March 3
- HOUSTON, TEX. March 4
- BEAUMONT, TEX. March 5
- LAFAYETTE, LA. March 6
- NEW ORLEANS, LA. March 7
- BILOXI, MISS. March 8
- VICKSBURG, MISS. March 9
- LITTLE ROCK, ARK. March 10
- FORT SMITH, ARK. March 11
- STILLWATER, OKLA. March 12
- KANSAS CITY, MO. March 13
- DES MOINES, IOWA March 14
- WAVERLY, IOWA March 15
- BLOOMINGTON, ILL. March 16
- E. LANSING, MICH. March 17 & 18
- FT. WAYNE, IND. March 19
- MADISON, WISC. March 20 & 21
- CHICAGO, ILL. March 22
- ANN ARBOR, MICH. March 23
- DETROIT, MICH. March 24
- CLEVELAND, OHIO March 25
- YOUNGSTOWN, OHIO March 26
- ROCHESTER, N. Y. March 27
- SYRACUSE, N. Y. March 28

PROMOTIONAL MATERIAL IS AVAILABLE FROM YOUR LOCAL RCA VICTOR DISTRIBUTOR



The Billboard Music Popularity Charts . . . for Week Ending January 17

THIS WEEK'S BEST BUYS

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

Popular

SAY IT WITH YOUR HEART—Bob Carroll—Derby 814

This disk is stacking up as a real sleeper item. First introduced in St. Louis about six weeks ago, it broke out for a solid territorial hit. Now it has cracked open in Chicago and is showing very good initial action in Boston, Philadelphia and L. A. Derby is working hard on this one. It's picked by dealers this week.

SIDE BY SIDE—Kay Starr—Capitol 2334

Whopping activity on this one during the week. Strong reports from both one stops and dealers have been received from the Coast, Philadelphia, Chicago and St. Louis. Distributors have already come back to the label for solid re-orders. A previous "New Records to Watch" selection.

JOHN, JOHN, JOHN—Guy Lombardo Ork—Decca 28546

Regularly a steady seller on his many cover disks, Lombardo is the first out with this clever novelty that looks like a good money-maker. It's getting a very good early reception, and has shown building action in the last few weeks in Chicago, Boston, Western New York State as well as other Eastern points. It's tops in re-orders of the disks recently released by Decca. Label would do well to lay off one or two upcoming Lombardo disks and give this a real ride. Listed in "New Records to Watch" two weeks ago.

I DON'T KNOW

HEY, MRS. JONES—Buddy Morrow Ork—RCA Victor 20-5117

Morrow's sales curve has shot up spectacularly since he started recording r.&b. tunes. This one is starting off as his best yet. "I Don't Know" already on the Detroit territorial chart. Chicago and St. Louis say the sales are good. Cincinnati and L. A. report strong to very strong sales. Both sides are getting action. United Records credits the Morrow disk for a sudden surge in sales taken by Jimmy Forrest's original r.&b. waxing of "Hey, Mrs. Jones." Previously listed as "New Record to Watch."

PRETEND—Nat (King) Cole—Capitol 2346

The tune has been getting real action via the Ralph Marterie (Mercury 70045) and Dan Belloc (Dot 15048) instrumental waxings. Now Cole has cut it with a lyric and turns in his best performance in some time. It looks like a cinch for solid profits.

Country & Western

I DON'T KNOW—Tennessee Ernie—Capitol 2338

The hillbilly disk of the Willie Mabon hit shapes up the tune as one of the few r.&b. ditties which goes across the board. Solid early sales reports have been received from three points in the Midwest as well as Philadelphia. There's some pop as well as hillbilly action on this disk.

THE THINGS I MIGHT HAVE BEEN

DIVIDED BY TWO—Kitty Wells—Decca 28525

Disk is building well in Midwest with good action in Chicago, St. Louis and Cincinnati. Reception is also good in New England.

Rhythm & Blues

NOBODY LOVES ME

CHEATIN'—Fats Domino—Imperial 5220

This one looks solid. Both sides are getting good action, the "Nobody" is showing in more areas. Strongest reports came from the South, Philadelphia and Cincinnati.

BLOCK BUSTER—Boots Brown—RCA Victor 20-5110

Label has one here that is getting solid action in the areas where it has been given a whirl. Buffalo and Cincinnati have done a real job with it. Philadelphia has just opened a push on it and is showing good early action.

Late Reports on Recent "Best Buys"

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

Popular

HOT TODDY

Ralph Flanagan—RCA Victor 20-5095

Disk hit the best seller chart for first time. Continued on jockey chart. On Detroit and Dallas-Fort Worth territorial. Had its best week yet in re-orders with the label.

TEARDROPS ON MY PILLOW

STOLEN WALTZ

Sunny Gale—RCA Victor 20-5103

"Teardrops" hit hard on the juke box chart, entering in 13th place. On the Pittsburgh territorial chart. Disk is now beginning to move strongly in other areas. New York is strong. It's moving in Dallas. "Stolen Waltz" is top side in the Midwest.

OH, HAPPY DAY

The Don Howard disk (a previous "Best Buy") has been well established on charts for some weeks. Now two other versions of the tune are beginning to show strength. The Lawrence Welk (Coral 60893) is on the best seller list this week with real strength on the West Coast and in Western New York State and some Midwestern spots. Another version that is starting to show territorially is the Four Knights (Capitol 2315) which is strong in the Seattle area and showing some action in Pittsburgh.

(Continued on page 78)

Coming Up in the Trade

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

The Dealers Pick

Popular

1. I WENT TO YOUR WEDDING
Spike Jones—RCA Victor 20-5107
2. CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910
3. SHE WEARS RED FEATHERS
Guy Mitchell—Columbia 39909
4. SIDE BY SIDE
Kay Starr—Capitol 2334
5. NO MOON AT ALL
Ames Brothers—Les Brown Ork—Coral 60870
6. SAY IT WITH YOUR HEART
Bob Carroll—Derby 814
7. A STOLEN WALTZ
Sunny Gale—RCA Victor 20-5103

Country & Western

1. THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051
2. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
3. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
4. LET ME KNOW
Skeets McDonald—Capitol 2326
5. LET ME KNOW
Slim Willet—4 Star 1625
6. PLEASE BELIEVE
George Morgan—Columbia 21052
7. MY OLD SCRAPBOOK
Ray Price—Columbia 21053

Rhythm & Blues

1. CROSS MY HEART
Johnny Ace—Duke 107
2. LEAN BABY
Illinois Jacquet—Mercury 89021
3. TELL ME, PRETTY BABY
Lloyd Price—Specialty 452
4. NOBODY LOVES ME
Fats Domino—Imperial 5220
5. LOVE B.J.G. BOOGIE
Johnny Otis—Mercury 70050
6. BLUE TURNING GREY
Roy Milton—Specialty 446

The Disk Jockeys Pick

Popular

1. THE DOGGIE IN THE WINDOW
Patti Page—Mercury 70070
2. I DON'T KNOW
Buddy Morrow—RCA Victor 20-5117
3. PRETTY LITTLE BLACK-EYED SUSIE
Guy Mitchell—Columbia 39909
4. IF IT WERE UP TO ME
Eddie Fisher—Hugo Winterhalter—RCA Victor 20-5106

5. STRANGE
Nat (King) Cole—Capitol 2309

6. OPEN UP YOUR HEART
Ricky Hale—Decca 28521

7. OPEN UP YOUR HEART
Bing Crosby—Decca 28470

8. I WENT TO YOUR WEDDING
Spike Jones—RCA Victor 20-5107

Country & Western

1. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
2. THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051

3. STRANGER IN THE NIGHT
George Morgan—Columbia 21052

4. LET ME KNOW
Skeets McDonald—Cap 2326

5. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534

6. MY OLD SCRAP BOOK
Ray Price—Columbia 21053

The Operators Pick

Popular

1. TEARDROPS ON MY PILLOW
Sunny Gale—RCA Victor 20-5103
2. IN THE MOOD
Johnny Maddox—Dot 15045
3. MA SAYS, PA SAYS
Johnnie Ray—Doris Day—Columbia 39898
4. I WENT TO YOUR WEDDING
Spike Jones—RCA Victor 20-5107
5. FULL TIME JOB
Doris Day—Johnnie Ray—Columbia 39898
6. LIES
Perry Como—RCA Victor 20-5064
7. STRANGE
Nat (King) Cole—Capitol 2309
8. SHE WEARS RED FEATHERS
Guy Mitchell—Columbia 39909

Country & Western

1. PLEASE BELIEVE
George Morgan—Columbia 21052
2. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
3. THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051
4. YOU'RE UNDER ARREST
Ray Price—Columbia 21053
5. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
6. LET ME KNOW
Skeets McDonald—Capitol 2326
7. MY LONELY HEART IS RUNNING WILD
Carl Smith—Columbia 21051
8. STRANGER IN THE NIGHT
George Morgan—Columbia 21052

Rhythm & Blues

1. I BELIEVE
Elmore James—Meteor 5000
2. AIN'T IT A SHAME
Lloyd Price—Specialty 452
3. NOBODY LOVES ME
Fats Domino—Imperial 5220
4. CROSS MY HEART
Johnny Ace—Duke 107
5. GAMBLER'S BLUES
Dinah Washington—Mercury 70046

Country & Western

EDDY'S SONG

CONDEMNED WITHOUT TRIAL

Eddy Arnold—RCA Victor 20-5108

"Eddy's Song" on best seller chart for week. On Nashville and Dallas-Fort Worth charts. Both sides hit Memphis chart. Sales building in other areas reported with growing action on "Condemned."

THE THINGS I MIGHT HAVE BEEN

Wade Ray—RCA Victor 20-5091

Except for a strong report from L. A. and one good report in Chicago, all other reports showed record isn't happening.

(Continued on page 78)

Rhythm & Blues

BABY, DON'T DO IT

"5" Royales—Apollo 443

This is now a smash hit. It came into best seller and juke box lists. On six territorials.

I BELIEVE

Elmore James—Meteor 5000
On Chicago, New York and St. Louis charts. Top operator pick.

DREAM GIRL

Jesse and Marvin—Specialty 447

Hit both the national sales and juke box charts. On St. Louis chart.

CROSS MY HEART

Johnny Ace—Duke 107

Disk surging up fast. Already on New York, Philadelphia and St. Louis charts. Picked by dealers and operators.

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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THE NO. 1 HIT FOR '53!
(BASED ON ACTUAL SALES)

**“The
Doggie
In The
Window”**

MERCURY 70070 • 70070X45

By America's Favorite Enchantress

Patti Page

**DEALERS AND DISC JOCKEYS...
WE ARE GIVING AWAY FREE!**

**Cocker Spaniel
Puppies**

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The Billboard Music Popularity Charts

... for Week Ending January 17

TOP POPULAR RECORDS

Best Selling Singles

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 19 singles including 'DON'T LET THE STARS GET IN YOUR EYES' and 'WHY DON'T YOU BELIEVE ME?'.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 juke box records including 'DON'T LET THE STARS GET IN YOUR EYES' and 'WHY DON'T YOU BELIEVE ME?'.

Most Played by Jockeys

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 jockey records including 'DON'T LET THE STARS GET IN YOUR EYES' and 'WHY DON'T YOU BELIEVE ME?'.

Best Selling Popular Albums

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 10 popular albums including 'BENNY GOODMAN 1937-38 JAZZ CONCERT NO. 2'.

Best Selling Children's Records

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 14 children's records including 'BOZO HAS A PARTY' and 'ROBIN HOOD'.

IMPORTANT NOTICE

We have just released a new recording by Perry Como entitled "Wild Horses." It is coupled with a ballad, "I Confess," both sides orchestrated by Hugo Winterhalter. It is the opinion of many sound music-business men, for whom this performance has been previewed, that this record can be one of the great moneymakers of all time.

We will not attempt to describe this performance. Listen to it: Perry Como's "Wild Horses" coupled with "I Confess."

RCA Victor record #20/47-5152.

GOING STRONG

RCA VICTOR'S
BEST SELLERS

Based on actual sales
reports for week ending
January 16.

	78	45		78	45
DON'T LET THE STARS GET IN YOUR EYES/LIES Perry Como20-5064 (47-5064)*			I DON'T KNOW/HEY MRS. JONES Buddy Morrow20-5117 (47-5117)*		
DOWNHEARTED/HOW DO YOU SPEAK TO AN ANGEL Eddie Fisher20-5137 (47-5137)*			BLUE VIOLINS/FANDANGO Hugo Winterhalter20-4997 (47-4997)*		
EVEN NOW/IF IT WERE UP TO ME Eddie Fisher20-5106 (47-5106)*			BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING Mario Lanza10-3914 (47-3914)*		
TEARDROPS ON MY PILLOW/STOLEN WALTZ Sunny Gale20-5103 (47-5103)*			WISH YOU WERE HERE/THE HAND OF FATE Eddie Fisher20-4830 (47-4830)*		
I WENT TO YOUR WEDDING/I'LL NEVER WORK THERE ANY MORE Spike Jones20-5107 (47-5107)*			A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN' Hank Snow20-5034 (47-5034)*		
CONDEMNED WITHOUT TRIAL/EDDY'S SONG Eddy Arnold20-5108 (47-5108)*			JAM-BOWL-LIAR/YOU BELONG TO ME #2 Homer & Jethro20-5043 (47-5043)*		
LADY OF SPAIN/OUTSIDE OF HEAVEN Eddie Fisher20-4953 (47-4953)*			HOLD ME/EVERYTHING I HAVE IS YOURS Eddie Fisher20-4841 (47-4841)*		
HOT TODDY/SERENADE Ralph Flanagan20-5095 (47-5095)*					

PERRY ON WILD HORSES

We'd advise all music lovers to watch for Perry Como on WILD HORSES. He seems certain to ride WILD HORSES into the million seller class. WILD HORSES is the new untamed tune which Perry has gotten into the grooves for RCA Victor. The impressive orchestral backing is provided by Hugo Winterhalter, and the result is something too good to describe, so we'd rather not rupture our vocabulary trying. Why not listen to the record? After you've heard it once, wild horses won't be able to drive you away from the phonograph.

For the flip, Perry does a fine romantic ballad, I CONFESS. Again, that man with the union men in the background is the redoubtable Hugo Winterhalter.

P.S.: Thanks to everybody for their generous work in helping to make Perry's recording of DON'T LET THE STARS GET IN YOUR EYES a million seller. Perry has a gold record to show for it, and you to thank for it.

THIS WEEK'S NEW RELEASES

Release #53-4
Ships Coast to Coast, Jan. 23

POPULAR	78	45	COUNTRY-WESTERN	78	45	ALBUMS	78	45
HUSH-A-BYE OH MOON (both from the Warner Bros. film "The Jazz Singer") Danny Thomas20-5142 (47-5142)*			THE MYSTERY OF HIS WAY AN ANGEL IN THE CHOIR Bob Nolan20-5127 (47-5127)*			LISTEN TO HENRI RENE Henri Rene and His Orch. ... (EPB-3076)* (LPM-3076)**		
LONELY EYES ISN'T IT A SMALL WORLD Vaughn Monroe20-5145 (47-5145)*			FIDDLE PATCH FIDDLE STICKS Country All-Stars, featuring Dale Potter, Fiddle20-5129 (47-5129)*			WINTERHALTER MAGIC Hugo Winterhalter's Orch. ... (EPB-3100)* (LPM-3100)**		
I WISH I WAS A PUPPET ON A STRING I COULD NEVER BE ASHAMED OF YOU Bibi Johns20-5146 (47-5146)*			RAILROAD BOOGIE THE CRYING STEEL GUITAR WALTZ Pee Wee King20-5144 (47-5144)*			"Gene Norman Presents JUST JAZZ" Les Thompson, Harmonica... (EPB-3102)* (LPM-3102)**		
MAMBO JAMBO BIM BAM BUM Al Caiola with Rhythm						CLANCY LOWERED THE BOOM Dennis Day and Quartet (EPA-402)*		
						DANCE WITH LUIS ARCARAZ Luis Arcaraz and His Orch. ... (EPA-403)*		
						"MAMBO" by The King Perez Prado and His Orch. ... (EPA-404)*		

COMING UP

GHOST OF A ROSE
Tony Martin ..20-5116 (47-5116)*
Disk Jockeys Pick, Billboard, January 17th.

HOT TODDY
Ralph Flanagan20-5095 (47-5095)*
Operators Pick, Billboard, January 17th. Also Best Buys, Billboard, January 17th.

TEARDROPS ON MY PILLOW
Sunny Gale20-5103 (47-5103)*
Dealers Pick; Disk Jockeys Pick; Operators Pick, Billboard, January 17th.

TIPS

CONDEMNED WITHOUT TRIAL
Eddy's Song
Eddy Arnold20-5108 (47-5108)*



The Billboard's Music Popularity Charts

... for Week Ending January 17

Territorial Best Sellers (Popular)

LADDER OF Best Sellers FROM King AND Federal RECORDS Popular

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

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

Folk/Western

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

TENNESSEE TANGO RIVER OF TEARS 1135 and 45-1135

HAWKSHAW HAWKINS BETTY LORRAINE TANGLED HEART 1154 and 45-1154

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

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

MOON MULLICAN A CRUSHED RED ROSE (AND A FADED BLUE RIBBON) A THOUSAND AND ONE SLEEPLESS NIGHTS 1152 and 45-1152

Rhythm/Blues

TINY BRADSHAW SOFT STRANGE 4577 and 45-4577

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

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

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

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

Federal

BILLY WARD AND HIS DOMINOES THE BELLS PEDAL PUSHIN' PAPA 12114 and 45-12114

I'D BE SATISFIED NO ROOM 12105 and 45-12105

HAVE MERCY, BABY DEEP SEA BLUES 12068 and 45-12068

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

BIG JAY McNEELEY EARTHQUAKE PENTHOUSE SERENADE 12111 and 45-12111

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New York

- 1. Don't Let the Stars Get in Your Eyes P. Como, Victor
2. Why Don't You Believe Me? J. James, M-G-M
3. Tell Me You're Mine Gaylords, Mercury
4. Glow Worm Mills Brothers, Decca
5. It's in the Book J. Standley, Capitol
6. Oh, Happy Day D. Howard, Essex
7. Till I Waltz Again With You T. Brewer, Coral
8. Because You're Mine M. Lanza, Victor
9. Takes Two to Tango P. Bailey, Coral
10. Have You Heard J. James, M-G-M

Chicago

- 1. Don't Let the Stars Get in Your Eyes P. Como, Victor
2. Till I Waltz Again With You T. Brewer, Coral
3. Tell Me You're Mine Gaylords, Mercury
4. Why Don't You Believe Me? J. James, M-G-M
5. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
6. Have You Heard J. James, M-G-M
7. It's in the Book J. Standley, Capitol
8. Because You're Mine M. Lanza, Victor
9. Glow Worm Mills Brothers, Decca
10. Pretend R. Marterrie, Mercury

Los Angeles

- 1. Don't Let the Stars Get in Your Eyes P. Como, Victor
2. Why Don't You Believe Me? J. James, M-G-M
3. Till I Waltz Again With You T. Brewer, Coral
4. Glow Worm Mills Brothers, Decca
5. Oh, Happy Day L. Welk, Coral
6. It's in the Book J. Standley, Capitol
7. Lady of Spain E. Fisher & H. Winterhalter, Victor
8. Have You Heard J. James, M-G-M
9. I Went to Your Wedding P. Page, Mercury
10. Jambalaya J. Stafford, Columbia

Washington, D. C.

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

Boston

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

New Orleans

- 1. Till I Waltz Again With You T. Brewer, Coral
2. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
3. Oh, Happy Day D. Howard, Essex
4. Have You Heard J. James, M-G-M
5. Why Don't You Believe Me? J. James, M-G-M
6. Don't Let the Stars Get in Your Eyes P. Como, Victor

Detroit

- 1. Tell Me You're Mine Gaylords, Mercury
2. Hot Toddy R. Flanagan, Victor
3. Don't Let the Stars Get in Your Eyes P. Como, Victor
4. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
5. Oh, Happy Day D. Howard, Essex
6. Why Don't You Believe Me? J. James, M-G-M
7. Till I Waltz Again With You T. Brewer, Coral
8. I Don't Know B. Morrow, Victor
9. No Moon at All Ames Brothers, Coral

St. Louis

- 1. Till I Waltz Again With You T. Brewer, Coral
2. Oh, Happy Day D. Howard, Essex
3. Say It With Your Heart B. Carroll, Derby
4. Don't Let the Stars Get in Your Eyes P. Como, Victor
5. Have You Heard J. James, M-G-M
6. Even Now E. Fisher-H. Winterhalter, Victor
7. Bye, Bye, Blues L. Paul & M. Ford, Capitol

Dallas-Ft. Worth

- 1. Till I Waltz Again With You T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes P. Como, Victor
3. Keep It a Secret J. Stafford, Columbia
4. Why Don't You Believe Me J. James, M-G-M
5. Glow Worm Mills Brothers, Decca
6. You Win Again T. Edwards, M-G-M
7. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
8. Fool Such as I T. Edwards, M-G-M
9. Oh, Happy Day D. Howard, Essex
10. Hot Toddy R. Flanagan, Victor

This Week's Territorial Best Sellers to Watch

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

- Seattle... PRETTY LITTLE BLACK-EYED SUSIE G. Mitchell-M. Miller, Columbia 39909
Seattle... WITHOUT MY LOVER M. Miller, Columbia 39901
Pittsburgh... CONGRATULATIONS TO SOMEONE T. Bennett, Columbia 39910
Dallas-Fort Worth... FOOL SUCH AS I T. Edwards, M-G-M 11395
Detroit—I DON'T KNOW B. Morow, Victor 20-5117

Seattle

- 1. Don't Let the Stars Get in Your Eyes P. Como, Victor
2. Why Don't You Believe Me? J. James, M-G-M
3. Oh, Happy Day Four Knights, Capitol
4. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
5. Oh, Happy Day D. Howard, Essex
6. Jambalaya J. Stafford, Columbia
7. Glow Worm Mills Brothers, Decca
8. Till I Waltz Again With You T. Brewer, Coral
9. Pretty Little Black-Eyed Susie G. Mitchell, Columbia
10. Without My Lover M. Miller, Columbia

Philadelphia

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

Denver

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

Cincinnati

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

Pittsburgh

- 1. Tell Me You're Mine Gaylords, Mercury
2. Don't Let the Stars Get in Your Eyes P. Como, Victor
3. Say It With Your Heart B. Carroll, Derby
4. Have You Heard J. James, M-G-M
5. Till I Waltz Again With You T. Brewer, Coral
6. Bye, Bye Blues L. Paul & M. Ford, Capitol
7. Congratulations to Someone T. Bennett, Columbia
8. Teardrops on My Pillow S. Gale, Victor

Atlanta

- 1. Why Don't You Believe Me? J. James, M-G-M
2. Don't Let the Stars Get in Your Eyes P. Como, Victor
3. Glow Worm Mills Brothers, Decca
4. Keep It a Secret J. Stafford, Columbia
5. Oh, Happy Day D. Howard, Essex
6. Why Don't You Believe Me? P. Page, Mercury
7. Lady of Spain E. Fisher-H. Winterhalter, Victor
8. Yours V. Lynn, London
9. Must I Cry Again Hilltoppers, Dot

Advertisement for Billboard magazine featuring a cartoon character and a subscription order form. The cartoon character says: "... 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!"

America's #1 Piano Stylist

JOHNNY MADDOX



and the RHYTHMASTERS

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- 2. **IN THE MOOD** Johnny MaddoxDot 15045; 45-15045
- 3. **PRETEND** Dan BellocDot 15048; 45-15048
- 4. **TRYING** The HilltoppersDot 15018; 45-15018
- 5. **I KEEP TELLING MYSELF** The HilltoppersDot 15034; 45-15034



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 Cosnat Dist. Corp., Philadelphia, Pa.
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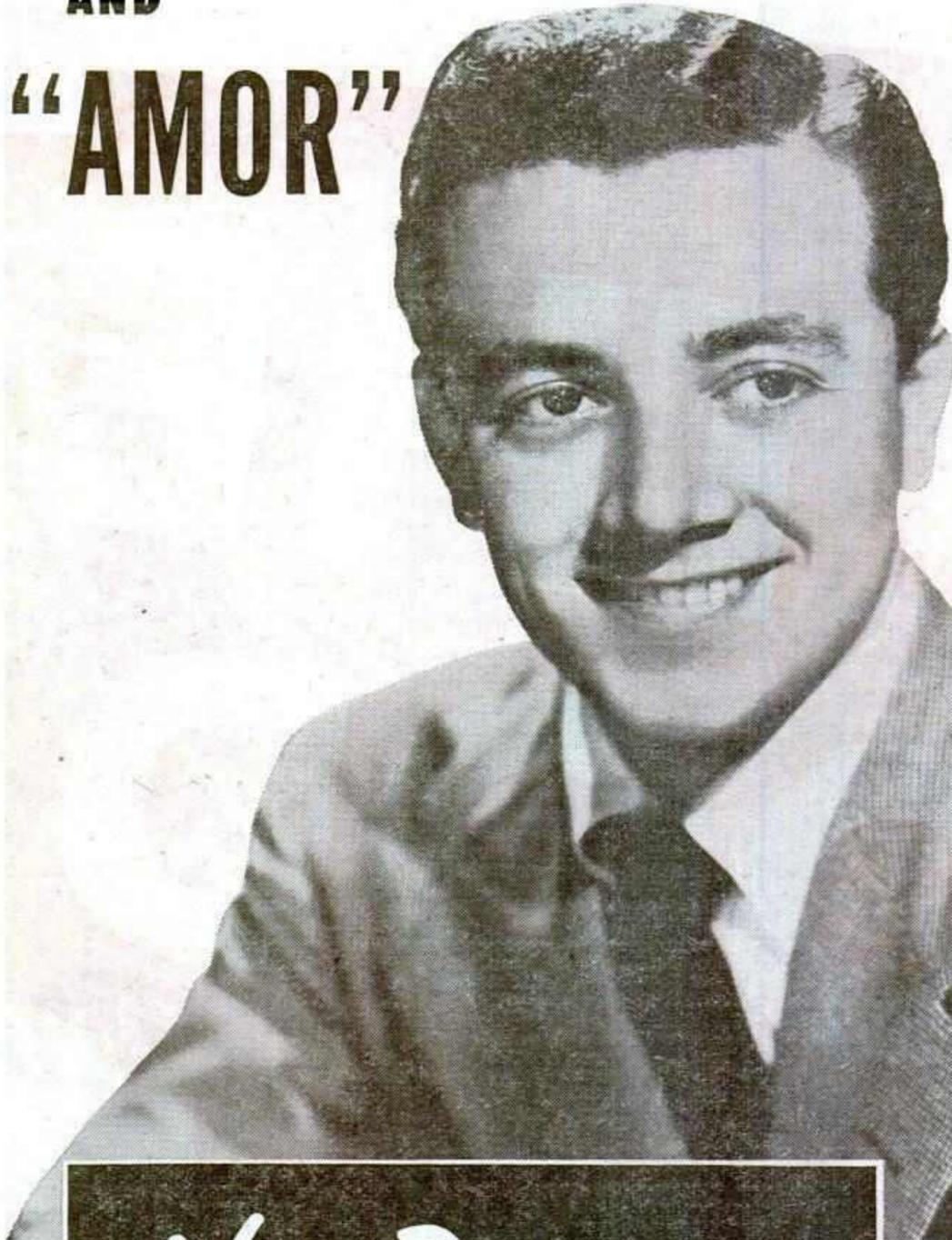
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VOX JOX

By GENE PLOTNIK

CHATTER:

Rex Dale, WCKY, Cincinnati, after playing Tiny Bradshaw's "Soft" on a recent show, remarked on the air that the next time he saw Bradshaw he would ask him to write a theme song for the show. Bradshaw called Dale 10 minutes later and is now at work writing the tune. . . . Hal Murray of WKAT, Miami Beach, is leaving to join WHKK, Akron, with a three-hour morning

show, "Shattering Remarks by Glass." Glass says the champ turned in a splendid deejay performance. . . . Ralph Wayne, chief announcer at WCIL, Carbondale, Ill., has started a 40-minute platter show called "Wax 'n' Wayne." . . . Dave Teig returns to WILK, Wilkes-Barre, Pa., around March 1. He's been in the Army, stationed at Wolters Air Force Base, and has been spinning disks at KORC, Mineral Wells, Tex., while off duty. . . . Lew Meyer has gone deejay an hour a day on KAKC, Tulsa, Okla., with a show that, he says, "features unrestrained love making between disks." . . . Jimmy Trippe, 201 Eustis, St., Huntsville, Ala., is seeking connection with a station. . . . Jerry Salesin has been made deejay contact man for Radio Distributing, Company, distrib of M-G-M and London Records in Detroit.

YESTERYEAR'S TOPS—

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

JANUARY 24, 1948

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

JANUARY 23, 1943

1. There Are Such Things
2. I Had the Craziest Dream
3. Why Don't You Fall in Love With Me?
4. Why Don't You Do Right?
5. When the Lights Go On Again
6. Mr. Five by Five
7. Moonlight Becomes You
8. Juke Box Saturday Night

stint. . . . Jack Mills, KSIB, Creston, Ia., who plays semi-pro basketball on the side, is having trouble spinning the disks these days. He broke his right hand. . . . Reid Leath is joining WHBS, Huntsville, Ala., with two and a half hours of pops daily. . . . George Baumann of WBMD, Baltimore, reports that his station now features folk music exclusively, from sign-on to sign-off. . . . Ray Golden, KSTN, Stockton, Calif., is searching for ideas for TV platter shows. His station just got a TV construction permit. . . . Mike Lange has left WGPA, Bethlehem, Pa. . . . Charles Glass, WJDA, Quincy, Mass., recently had heavy-weight Rocky Marciano on his

COMMENTS:

Rex Stein, music librarian at WLDS, Jacksonville, Ill., suggests that the diskeries try to eliminate "dust and litter in their record shipments, which cut the life of a record and make even some new ones unplayable." . . . Paul Barnett, KNEA, Jonesboro, Ark., says, "Try comparing Evelyn Knight's 'Pretty Bride' with the Williams Brothers' 'Mad About 'Cha.' Also Red Saunders' 'Hambone' with Jimmy Dorsey's 'Jump Back Honey.' The first two are the same tune, and the latter two are very similar insofar as presentation is concerned." . . . Martin Musket, WHOL, Allentown, Pa.: "It's about time we deejays crack down on some of the horrible records they palm off on us, time to censor them just on esthetic grounds. We've been told to play this record, 'Oh Happy Day,' because some people like it. Some people like to use four letter words, too, but we draw the line at saying them on the air." . . . Bob Bassett, WPEP, Taunton, Mass.: "I maintain that there are a lot of really nice ballads in the blues fields, well sung and played, and, if given a chance to be heard in normal pop locations, could catch on."

DEALER DOINGS

By BOB FRANCIS

Convention Suggestions

Leon Ferguson, of Ferguson's Record Shop, Memphis, has forwarded a copy of an open letter, addressed by him to the National Association of Music Merchants and leading record manufacturers. His subject is the making of future NAMM trade shows of more value to record dealers. Ferguson points out that he found the 1951 and 1952 shows primarily devoted to displays of regular merchandise already available to record dealers and offering little help in the way of new or different merchandising ideas, and he has some concrete suggestions for improvement along that line for the 1953 edition. "When I go to this year's show," he says, "I want to learn things I cannot learn from local distributors and get new ideas for advertising, display, etc., that I can't get at home. I'll want to know more details about what records in the catalog are best for hi-fi demonstration. I'd like to know how Mercury's Olympian LP's are made so much better than others and if there are more to come in the series. I'd like to know if Decca Gold Label Classics are made from old 78 masters or are all hi-fi. I'd like to know what other dealers are doing to reduce shoplifting, which is becoming a serious problem since I went supermart. I'd like to see how records are made. If Mercury or Decca have their Chicago plants in operation, why can't they have open house or a conducted tour on one or two afternoons during the convention? It would give dealers a first-hand picture of manufacturing problems in pressing records, assembling albums,

etc., and could be mutually beneficial at small cost to anybody." In sum, Ferguson hopes that his attendance of this year's trade show will find "the manufacturers' personnel more familiar with their products than in the past, that they will have up-to-date and sufficient literature on anything displayed, and with the latter something more than just routine pictures of artists and album covers." This department welcomes further suggestions from other dealers along similar lines.

Here and There

Bill Anderson, of Chicago's Record Center, thinks Columbia is making a serious mistake on the speeds they are selling and consequently aiming at the wrong audience. Buyers of 45's, says Anderson, are primarily new customers—the high school and college crowd. Over the holiday vacation period, school kid buys of 45's increased tremendously in proportion to 78's. Eddie Fisher and Perry Como platters, popular with youngsters, have Record Center sales of 45's equaling those of 78's. However, says Anderson, a Ken Griffin release appeals to a different age group and will sell 100 78's to one 45. But Columbia is putting out the new Griffin album on LP and EP 45's and neglecting the bread-and-butter 78. . . . Alfred Chrzanowski is opening Carlow's Music Shop in Hamtramck, Detroit suburb, and will feature a general music line. . . . Angeline Babinski, former manager of Mel's Record Shop, Detroit, has bought the business from Freda Berman, who has moved to the West Coast.

The Billboard's Music Popularity Charts

Classical Records

... for Week Ending January 17

Best Selling Classics

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

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9 —E. Farrell, N. Merriman, J. Pearce, N. Scott, R. Shaw Chorale; NBC Symphony Ork, A. Toscanini, conductor... V(33) LM-6009	1	15
2.	SHAW: DON JUAN IN HELL —Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer... Col(33)SL-166	2	16
3.	VERDI: IL TRAVATORE —Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw Chorale, RCA Victor Ork... V(33)LM-6008	3	5
4.	BERLIOZ: HAROLD IN ITALY —W. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork... Col(33)ML-4542	4	20
4.	ANNA RUSSELL SINGS —A. Russell, H. Dworkin, piano... Col(33)ML-4594	4	3
45 R.P.M.			
1.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2 —A. Rubinstein, NBC Symphony Ork... V(45)WDM-1075	1	8
1.	TCHAIKOVSKY: NUTCRACKER SUITE —E. Ormandy, Philadelphia Ork... V(45)WDM-1020	1	8
3.	OFFENBACH: GAITE PARISIENNE —Boston Pops Ork, A. Fiedler, conductor... V(45)WDM-1147	3	11
4.	MUSIC OF JOHANN STRAUSS —L. Albanese, L. Brown-ing, J. Melton, RCA Victor Ork, Weissmann, conductor... V(45)WDM-1068	—	26
5.	TCHAIKOVSKY: SWAN LAKE BALLET —St. Louis Symphony Ork, V. Golschmann, conductor... V(45)WDM-1028	4	57

DJ COINS \$-- FOR W. UNION

PHILADELPHIA, Jan. 17. —There's no question in Joe McCauley's mind that Western Union must have a particular love for his "Dawn Patrol" record show on WIP. McCauley, who has been the chief pilot of the program for the past 11 years, took an end of the year count of the amount of money coined by Western Union for request telegrams the past year. It came to a tidy \$9,500, representing more than 17,000 telegrams

Comet Music Suit Seeks \$50G From H&R

HOLLYWOOD, Jan. 17.—Damages amounting to \$50,500 were sought from Hill & Range Songs and Julian and Jean Aberbach in a Federal District Court suit initiated by Max Fidler, Nellie Kane and Margaret Taylor, ops of Comet Music, a BMI pubbery. The trio contend that the Aberbachs sent letters to various segs of the music business January 2, 1952, seeking to induce people in the business from doing business with Comet Music.

They allege that they are owners of the song, "A Heartsick Soldier on Heartbreak Ridge," which they state was written by Fidler and Miss Kane. They claim the Aberbach letter inferred or stated that the duo were not writers of the tune. Because of the Aberbach letters, they contend that they had to hire an attorney to get Capitol to do business with Comet and that they had to file suit against Decca, who also cut the tune.

Because of the letter they ask \$10,000, charging unfair competition; \$10,000 for inducing the breaches of pacts with disk firms, \$10,000 for loss of benefits as writers, \$10,000 for loss of benefit as publishers and \$10,000 for exemplary and punitive damages, along with \$500 to pay attorney's fees.

Alamo Signs Team of Toomey, Wise, Weisman

NEW YORK, Jan. 17. — Alamo Music has signed the song-writing team of Kay Toomey, Fred Wise and Ben Weisman to an exclusive long-term writer pact. Alamo is the ASCAP affiliate of Hill and Range.

David Kaplan, BMI Arranger, Dies

NEW YORK, Jan. 17. — David Kaplan, 65, chief arranger for Broadcast Music, Inc., died suddenly Wednesday (14) of a heart attack. Kaplan had been watching a show in the recreation room of Memorial Hospital, where he had been under treatment for several weeks.

Kaplan, in show business 40 years, played piano at Churchill's, noted Broadway restaurant, during the ragtime era. In later years he was arranger and accompanist for top ranking vaudeville acts and on radio programs. For years he was arranger and accompanist for the Happiness Boys (Billy Jones and Ernie Hare), noted team in the early radio days. Prior to coming to BMI, Kaplan was with various music publishers, including G. Schirmer, Chappell & Company, Inc., and others.

Survivors are his wife, Alice, and son, Arthur.

Lawrence Adds Disk Session Yet

NEW YORK, Jan. 17.—Elliot Lawrence, now conducting orks on two TV shows and one radio program, handled the arranging and conducting for Trudy Richards' recording session for Decca Records this week.

Tunes waxed were "Go Way From My Window" and "A Fool," which will be relased by the diskery next week. Lawrence is batoning the bands on the "Guide Right" TV seg, the Red Button TV show and leading his quartet, which features May Osborne, on the morning Jack Sterling seg.

Thomas Parrish Joins NAMM Chicago Staff

CHICAGO, Jan. 17. — Thomas G. Parrish has joined the headquarters staff of the National Association of Music Merchants, Inc., consumating that group's desire to expand its newly organized education division. His duties will include field work with the members for the education division, and general administrative functions at the headquarters office. He will also help in building NAMM membership.

'PRETEND'

The **FIRST** Real Hit
By a Dance Orchestra
In The Last Five Years!



Ralph
Marterie

AND HIS

DOWN-BEAT

ORCHESTRA

... And don't pass up

"AFTER MIDNIGHT"

Going Just As BIG

MERCURY 70045 • 70045X45



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

NEW STARS ON CORAL

the 3 McGuire Sisters

CATHY CARR



Sings...

PICKING SWEET-HEARTS

"HALF PINT BOOGIE"

ONE, TWO, THREE, FOUR

and -

"HEART-BROKEN"

CORAL 60917 (78rpm) • 9-60917 (45rpm)

CORAL 60907 (78rpm)
9-60907 (45rpm)

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

Record Reviews

Continued from page 26

Popular

had in a long time. She handles it in her usual very capable style, selling the Swiss-type tune with a lot of spirit, with good choral help. The ork arrangement and the bell sounds are very listenable. Platter could create some action with jocks and on the boxes.

Take Care, My Love... 77
A pretty, fragile ballad is sung most becomingly by Miss Whiting over a warm ork performance by the Lou Busch crew. Platter is certain to receive a bundle of jock spins.

DAN BELLOC ORK
Pretend 79
DOT 15048—A capable performance of the lovely instrumental by the Belloc ork. Disk has already been issued in some areas and has shown good action.

You Are Ecstasy... 70
A pretty new effort is handled smoothly by the ork, and the platter should pick up deejay spins.

GUY LOMBARDO ORK
How Do You Speak to an Angel? 78
DECCA 28523—The plug song from the upcoming musical, "Hazel Flagg," due for wholesale coverage, is finely spun out in this stylish etching. Should win good consumer response.

I Feel Like I'm Gonna Live Forever... 74
Cute ditty from the same show is read as a bouncy fox trot by the Lombardo ork. Kenny Gardner reads the lyrics gracefully.

DON CHERRY-GRADY MARTIN ORK
A Lovers' Quarrel 78
DECCA 28548—This is one of Cherry's best sides in many a moon. The golfer-chanter gets a slick backing from the country group on the highly interesting new verse-chorus waltz item. The song catches on.

Changeable... 72
Tempo picks up here for a lightweight reading of a bubbly little ditty with a hoked up background.

ROGER COLEMAN
My Darling 78
DECCA 28529 — The label's new chanter, who's been knocking around for some time on kidisks, small labels, etc., continues to impress with his style. The familiar sounding song gives him a chance to deliver a feelingful reading. Background is a la Mantovani strings.

You Say It With Your Eyes... 71
Somewhat less effective is this side which sports a Latin-American beat. It's listenable.

ART LOWRY ORK
Studio One Concerto 77
COLUMBIA 39912—This instrumental is a classy treatment of an adaptation from "Prelude to the Stars." The number and Lowry's interpretation are in a romantic mood. A good disk.

I'm Used to You... 75
Marked rhythm pattern in the background, the chanting by the Tee Tappers, and the precise work by the ork make this a good side.

BILL HALEY
Stop Beatin' 'Round the Mulberry Bush 77
ESSEX 311—There's a frenetic quality to this exciting, lively rendition of the oldie. Guitars and bass make a driving beat to back Haley's vocal. This wild rendition could create action with exposure, and should pull juke loot.

Real Rock Drive... 72
Plenty movement and rhythm to this side, with vocal by Bill Haley. Delivery is relaxed, free swinging. The flip side, however, is the stronger.

THE BELL SISTERS
I'm Teaching My Dolly to Pray 77
V 20-5122—Simple little opus is delivered with a good deal of charm by the gals. The message scored here should appeal and the disk could attract loot.

A Fool Such as I... 70
Rendition of the sentimental ballad doesn't have the ring of sincerity necessary, and the platter is not up to the duo's previous work.

JOHNSTON BROTHERS
Oh My Love, Oh My Heart 76
LONDON 1285—Well-written tune gets a fine performance. The chanting Johnston Brothers, backed by full ork accompaniment, deliver melody with a gang spirit. A bright record.

Choobay Song... 74
Rhythm number with strong novelty appeal. Production is unusually good, with smart arrangement and spirited warbling.

LIZZIE MILES
Salty Dog 76
CAPITOL 2341—Thrush Lizzie Miles generates considerable excitement and bounce with this tune. Backing, featuring piano, is fine for the tune and Lizzie's style. Could sell r.&b. as well as pop.

A Good Man Is Hard to Find... 74
Lizzie really belts it out on this side, breaking into New Orleans French for some of the lyric. A good performance.

CATHY CARR
Heartbroken 76
CORAL 60907 — A most auspicious bow on Coral for Miss Carr via this disking. Backed by a small, organ-led group she delivers well-recorded and well-sung rendition of an attractive and simple ditty.

Half Pint Boogie... 73
Material here is a little different and just a little less commercial for the

gal's style. It's still a good disking. Gal bears watching.

BEN LIGHT ORK
Do You Ever Think of Me 76
CAPITOL 2340 — Real stylish piano playing by Light to rhythmic backing by his ork. Effort has a good beat and should prove a good instrumental entry on the coin boxes.

I'll Get By... 73
Light's rapid work on the keyboard brings out the many beauties of the evergreen. Fine listening here.

BOBBY WAYNE
Gone 76
MERCURY 70074 — Moody country ballad, one of the better tunes around is given a warm reading by Wayne. Ork backing is fine. With enough exposure this disk could get action.

The Mexican Maidens... 69
Bright opus about the gals south of the border is sung engagingly. Okay wax.

ROBERTA LEE-GORDEN JENKINS ORK
Dear Joe 75
DECCA 28541—Roberta Lee's rendering of the touching ballad is warm, and sincere. Gordon Jenkins ork gives full-toned, beautiful performance. A pleasant side.

Say It Isn't So... 75
The Irving Berlin oldie gets a double-barreled sendoff—Roberta Lee's vocal and Jenkins' lush ork work—for a very listenable disking.

DICK HAYMES-GORDEN JENKINS ORK
Let's Fall in Love 75
DECCA 28540—The great evergreen sounds as beautiful as ever in this warm warble by Haymes. The Jenkins ork provides a sympathetic backing. Fine wax for deejay programing.

All I Need to Know... 74
Haymes awards the pretty ballad a tender performance that should please many.

SAMMY KAYE ORK
Hurry, Hurry, Hurry (Darling Come Home) 75
COLUMBIA 39917—The ballad gets a soulful performance. The ork, vocalist Jeffrey Clay and the Kaye Choir blend their talents to achieve neat production effects.

The Dance of Mexico... 74
The traditional melody is performed here with spirit; the Kaye Choir chants the lyric with gusto.

GUY LOMBARDO
Humoresque 75
DECCA 11061—The Dvorak material adapted by Lombardo some years ago is herewith being reissued in the label's "Curtain Call" series. It's familiar and a natural for the many Lombardo followers.

Auld Lang Syne... 70
This, of course, is the ork's theme as originally recorded years ago.

THE WEAVERS
Down in the Valley 75
DECCA 28542—The Weavers have a new arrangement of the folk classic that's great for audience participation. They sing it with unusual charm and warmth. Fine wax that could move with exposure.

The Bay of Mexico... 70
Simple folk-style ballad is projected easily by the group.

KIP HALE
Don't Fall in Love With Anyone 75
MERCURY 70073—Pretty pleader is soaked in sentiment as chanted by Hale, new singer on the label. If his light, but distinctive voice, watered here and there with a tear, catches on with the gals, this etching could go places.

Seven League Boots... 69
Hale sounds more virile here. Big, outdoorsy ballad is kind of pre-ententious, tho, and only slight action can be predicted.

NORMAN GREENE ORK
Suspicion 74
M-G-M 30725 — Bright instrumental with sharp, modern harmonies. Performance by Norman Greene ork is precise, authoritative. Subdued Latin beat contrasting with strongly delineated melody line is effective.

Blue Porcelain... 73
Beautifully - performed instrumental. Composition has color, evocative moods and harmonies.

OWEN BRADLEY ORK
My Heart's Desire 74
CORAL 60908—Rhythm and blues material is neatly adapted for the pop-country market by Bradley and the duet. Should grab some coin.

Baby, I'm Lost Without You... 70
Dottie Dillard and Jack Shook handle the boy-girl reading of this attractive country waltz.

FRAN WARREN
Everyone Knew But Me 74
M-G-M 11412—Fran Warren, singing quietly these days, does a capable job on the melodic new story ballad. The arrangement by the Joe Lipman crew is good.

Unless You're Near Me... 70
Thrush handles the unusual ballad tastefully, tho there isn't much here commercially.

ERROLL GARNER
Am I Blue? 74
COLUMBIA 39918—Beautiful phrasing marks this sensitive reading of the ballad. Support given the piano by the small combo is gentle and the side could move well. Jukes in class spots might program with profit.

I Never Knew... 70
Garner lets loose with a virtuoso display of 88-ing in the rhythmic cutting of the oldie. Jazz fans should like.

(Continued on page 41)

NEW STAR ON CORAL

(2nd Release)

I HEAR THE MUSIC NOW

From Warner Bros.' Picture "The Jazz Singer"

and

THE OLD SEWING MACHINE

by

KAREN CHANDLER

Coral 60911 (78 rpm)
and 9-60911 (45 rpm)

1st smash hit release!

HOLD ME, THRILL ME, KISS ME

and

ONE DREAM (Tells Me)

by

KAREN CHANDLER

and

JACK PLEIS

Coral 60831 (78 rpm) and 9-60831 (45 rpm)

Personal Management, Fred Amsel, Hollywood, Calif.

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

Another Smash by...

**EDDY
HOWARD**

Singing



**I'LL GO
ON
ALONE**



b/w "NOW I LAY ME DOWN TO DREAM"
MERCURY #70072—70072x45

Not 1 but 2 Hit Versions -

Rusty Draper

Just Released his Latest and Greatest

b/w

Texarkana Baby

Mercury 70077—70077x45

"NO HELP WANTED"

ALREADY A HIT
on the
COUNTRY CHARTS

The Carlisles

b/w

This Heart Is Not For Sale

Mercury 70028—70028x45



The Billboard Music Popularity Charts

... for Week Ending January 17

TOP COUNTRY & WESTERN RECORDS

National Best Sellers

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

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like 'I'll Never Get Out of This World Alive' and 'Jambalaya'.

FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

Disk Jockey Doings

Carl E. Lamm, program director of WCKB, Dunn, N. C., reports that Mac Wiseman (Dot) is going good in the station's territory. Arlene Wright, formerly leader of the Prairie Maids, who worked the Eastern territory and more recently winner of an Arthur Godfrey "Talent Scout" competition, is d.j. at WMTR, Morristown, N. J. Montana Mike

FIVE YEARS AGO THIS WEEK

Billy Caswell was dinking for Echo-Encore Records and was airing over CJCB and CJCX, Cape Breton, N. S. Fred Edwards was doing a two-hour show over KRLD, Dallas. Tiny Hill took his band, plus Rex Allen and the Hoosier Hot Shots, on a three-month tour of Midwestern theaters. Spade Cooley got his release from GAC and began booking thru Continental Artists. Grandpa Jones worked a guest spot at WPDJ, Clarksburg, W. Va., where Buddy Starcher was a member of the regular cast. Marty Roberts was playing electric steel guitar with the Kitchen Frolic Gang at Tuscola, Ill. Hawkshaw Hawkins organized his own band at WWVA, Wheeling, W. Va., called the Corn Huskers. Red Belcher added Jimmy Walker as vocalist at WWVA. Uncle Tom George joined WWVA as emcee-d.j. Al Rogers, WSAZ, Huntington, W. Va., ran a big h.b. concert date January 25 at the local auditorium, starring Bill Monroe, Bradley Kincaid and local entertainers. Bob Atcher switched from WGN, Chicago, to WBBM in that city. Lulu Belle and Scotty guested at WSM, Nashville, January 21, 1948.

Kirkmeyer is splitting his country time at KONG, Visalia, Calif., with Dusty Duncan, recently with KSTN, Stockton, Calif., according

Most Played in Juke Boxes

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

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like 'Back Street Affair' and 'Jambalaya'.

Most Played by Jockeys

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

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like 'I'll Go on Alone' and 'Jambalaya'.

to Murray Nash, of Acuff-Rose. Joe Sikes has ankle KUM, New Iberia, La., to join WEBJ, Brewton, Ala. Ned Gilbeau replaces him at KUIM. Sheriff Tex Davis, WLOW, Portsmouth, Va., is running his annual artists' popularity poll this month. Jack Davis reports that Jim and Jesse, new with Capitol, have joined his station, WROM, Rockmart, Ga. Carl Shook, WKYW, Louisville, pens that Pee Wee King and his band played one-nighters thru the Midwest December 25-31. King and the band, featuring Redd Stewart, have been renewed on NBC Saturday nights for 13 more weeks. Ted Kirby, WZOB, Fort Payne, Ala., wants guests for his Saturday afternoon jamboree. Leroy Woodard, WVJS, Owensboro, Ky., reports that Boyd Bennet, young station singer, has joined King Records. Charlie Walker, KMAC, San Antonio, reports that

Leon Payne has bought a house there and is set permanently at WOAL, San Antonio. Skip-A-Long Hathaway, KUGN, Eugene, Ore., is promoting one-nighters at the Hayloft Jamboree Ballroom there. He has the musician local's okay to use the full bands of artists like Lefty Frizzell and Wade Ray when they work dance dates there. Eddie Zack, WHIM, Providence, R. I., has ended his 13-week Saturday night web seg for NBC and is back doing heavy sked of personals in the East. He worked dates the past week with Kenny Roberts and Ray Smith. Smiling Jim Flaherty, WHAY, New Britain, Conn., wonders why a good country instrumental doesn't hit the charts. C. V. (Red) Jones, KVET, Austin, Tex., reports that the Carlisles on Mercury are top faves in his area. Curly Smith, new d.j. at WGAY, (Continued on page 41)

C & W Record Reviews

Continued from page 26

T. TEXAS TYLER He Done Her Wrong...75 DECCA 28544 - This is really "Frankie and Johnny." T. Texas Tyler's version is virtually identical with the version most people know. Delivery is forthright, and it should get a lot of spins. Much More Than the Rest...72 Rhythm number with some novelty appeal. Instrumental backing is pop, having scant country flavor. AL DEXTER DECCA 28508 - Ditty has a happy sound as sung here by Dexter. Retentive melody and simple lyrics make it a good gang-sing item and the waxing could do nicely on the boxes. Guitar Polka...65 Bouncy instrumental is played at a rapid bounce. JIMMY THOMASON Bouncing Heart...74 KING 1157 - Cute song about a flighty gal is warbled warmly by Thomason to pleasant backing. Big Deal...71 Rhythm ditty, co-authored by Thomason, is delivered energetically by the chanter. Ought to attract some juke nickels. SHEB WOOLEY Freight Train Cinders in My Eyes...74 M-G-M 11403 - A lively, listenable novelty is read neatly by the warbler, with guitar, accordion and other effects adding train sounds. A Heart Bound in Chains...68 Country weeper is performed adequately by Wooley. DELMORE BROTHERS Whatcha Gonna Gimmie...73 KING 1158 - Novelty country tune, sung by the Delmores with zest and rhythm. A good disk. The Trail of Time...69 Routine performance by the Delmore Brothers, vocal group. Harmonies are pleasant, tho there is nothing exciting on the disk. JIMMY LEE MISTAKES...71 CAPITOL 2320 - Oldie ballad was around on a revival about a year ago and didn't quite make the hit class. This is a honky-tonk country version with a trombone leading the combo. Blowin' and Goin'...71 Lee delivers a novelty-style vocal on the ditty which details the happenings of a "drag race." Nice beat.

JIM REEVES What Were You Doing...70 ABBOTT 115 - Sad country love tune receives sincere, melodic performance. Reeves warbling has lyric quality, good diction. Wagon Load of Love...68 Bouncy country tune gets adequate vocal performance by Reeves. KENTUCKY RED Double Personality...69 KINGSPORT 109 - Red does okay with this fast-tempo weeper as he tells his ex-girl friend that she lied to him once too often. Baby Talk...65 A fast-tempo novelty receives a pleasant reading from Red. BILLY BARTON You Will Always Be in My Heart...68 ABBOTT 117 - Barton, a guy with a high tenor, has a good country weeper here and he projects it with moderate appeal. Blues in the Blue of the Night...60 Novelty rhythm ditty is piped in okay fashion. DAVE AND CORNNY Traveling Alone...66 EXCELLENT 203 - There might be some demand for this moody waxing in the hill country. It's sung pleasantly to simple backing. Like flip, it has religious overtones. Our Mother...61 Sentimental opus about a mother who has passed on is piped easily by the duo. An okay effort.

MOLLY BEE TENNESSEE TANGO Capitol 2258 RIDGEWAY MUSIC, INC. 4087 Sunset Blvd., Hollywood 28, Calif. Sole Selling Agent, KEYS MUSIC, INC. 146 W. 54th St. New York, N. Y.

Out of NOWHERE into 6th place the first week in The Billboard Music Popularity Charts TOP C & W RECORDS Most Played by Jockeys "NO HELP WANTED" by The CARLISLES On MERCURY 70028 and 70028x45 PERSONAL MANAGEMENT TILLMAN FRANKS STATION KWKH SHREVEPORT, LA.

The Billboard Music Popularity Chart

... for Week Ending January 17

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

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

- Memphis ... YOU'RE UNDER ARREST**
Ray Price—Columbia 21053
- Memphis ... CONDEMNED WITHOUT TRIAL**
Eddy Arnold, Victor 20-5108

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- ### Cincinnati
- I'll Never Get Out of This World Alive
H. Williams, M-G-M
 - Back Street Affair
W. Pierce, Decca
 - Jambalaya
H. Williams, M-G-M
 - Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
 - Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
 - Keep It a Secret
S. Whitman, Imperial
 - No Help Wanted
Carlises, Mercury
 - You Win Again
H. Williams, M-G-M
 - Midnight
Red Foley, Decca
 - Let Me Know
S. Willet, Four Star

- ### Dallas-Ft. Worth
- Jambalaya
Hank Williams, M-G-M
 - Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
 - Fool Such as I
Hank Snow, Victor
 - No Help Wanted
Carlises, Mercury
 - I'll Go on Alone
M. Robbins, Capitol
 - I Let the Stars Get in My Eyes
G. Hill, Decca
 - Midnight
R. Foley, Decca
 - I Could Never Be Ashamed of You
Hank Williams, M-G-M
 - Eddy's Song
E. Arnold, Victor
 - You Win Again
Hank Williams, M-G-M

- ### Houston
- Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
 - No Help Wanted
Carlises, Mercury
 - Bumming Around
J. Dean, Four Star
 - Jambalaya
H. Williams, M-G-M
 - I'll Never Get Out of This World Alive
H. Williams, M-G-M
 - I Could Never Be Ashamed of You
H. Williams, M-G-M
 - I'll Go on Alone
M. Robbins, Columbia
 - Let Me Know
S. Willet, Four Star
 - I'm An Old, Old, Man
L. Frizzell, Columbia
 - Keep It a Secret
S. Whitman, Imperial

- ### New Orleans
- I'll Never Get Out of This World Alive
H. Williams, M-G-M
 - Jambalaya
H. Williams, M-G-M
 - I'm an Old, Old, Man
L. Frizzell, Columbia
 - Let's Turn Back the Years
H. Williams, M-G-M
 - I Let the Stars Get in My Eyes
G. Hill, Decca
 - Deep Blues
Red Foley, Decca
 - Gal Who Invented Kissing
Hank Snow, Victor
 - Back Street Affair
W. Pierce, Decca
 - Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
 - Keep It a Secret
S. Whitman, Imperial

- ### Memphis
- Fool Such as I
Hank Snow, Victor
 - Gal Who Invented Kissing
Hank Snow, Victor
 - Goin' Steady
F. Young, Capitol
 - You're Under Arrest
R. Price, Columbia
 - I'll Go on Alone
M. Robbins, Columbia
 - No Help Wanted
Carlises, Mercury
 - I'm an Old, Old, Man
L. Frizzell, Columbia
 - My Lonely Heart Is Running Wild
C. Smith, Columbia
 - Condemned Without Trial
E. Arnold, Victor
 - Eddy's Song
E. Arnold, Victor

- ### Nashville
- I'll Never Get Out of This World Alive
H. Williams, M-G-M
 - Midnight
R. Foley, Decca
 - That's the Kind of Love I'm Looking For
C. Smith, Columbia
 - I'll Go on Alone
A. Robbins, Columbia
 - My Lonely Heart Is Running Wild
C. Smith, Columbia
 - Eddy's Song
E. Arnold, Victor
 - So Full of Tears
York Brothers, King
 - I Heard a Juke Box Playing
K. Wells, Decca
 - Please, Believe
G. Morgan, Columbia
 - Fool Such as I
H. Snow, Victor

FOLK TALENT AND TUNES

Continued from page 40

Silver Springs, Md., is operating weekly dances with his own band at a local dancery.

R. D. Hendon, KREI, Baytown, Tex., reports the station needs new releases. **Peanut Faircloth, WRDW, Augusta, Ga.**, reports that he and **Poop Deck Pappy Pope** have started their weekly midnight jamboree show from the local Modjester Theater. They have both inked personal management contracts with **Jim Granger**. **Joe Morris, WKDK, Newberry, S. C.**, reports that the Auditorium Booking Company, Knoxville, is now booking the **Silver Dew Boys**. **Cliff Rogers, WHKK, Akron, veteran**, visited with **George Morgan** over the holidays while the Columbia artist visited his parents in Barberton, O. **Howdy Kemp (King)** was also in. He has been working at **KPHO, Phoenix, Ariz.** **George Popkins, WXGI, Richmond, Va.**, witnessed the January 1 wedding of **Martha Carson and Lee Bonds** in Richmond. The wedding was part of a show, staged at the local auditorium by **Bill Railey**, retail record store owner there.

Dan Ross, WATL, Atlanta, is leading an all-girl band at the Lucky Seven, local nitery, Monday nights.

Artists' Activities

A legal hassle over the estate of the late **Hank Williams** is shaping up in perhaps four States. Williams, who died January 1, left no will as far as is known. Contending for a portion of his estate will be his former wife, **Mrs. Audrey Williams**, mother of William's only child, **Randall**, four; his mother, **Mrs. W. W. Stone, Montgomery, Ala.**, who has asked the Montgomery Civil Court to name her as executor of her son's estate, and his wife, **Billie**, to whom the late M-G-M ace was married October 19, 1952. The value of the Williams estate is unknown and may remain so for years until some of the estimated 90 songs, as yet unreleased, hit shellac. Williams is reported to have had a \$5,000 bank account in Shreveport, a \$4,000 bank account in Montgomery, Ala., two

(Continued on page 78)

Popular Record Reviews

Continued from page 37

YOGI YORGESSION
The Object of My Affection74
CAPITOL 2335 — Gag chatter that makes up most of the platter will have Yorgesson fans chuckling merrily. Novelty rework of the oldie should do okay on many juke.

Who Hid the Halibut on the Poop Deck69
The chanter with the Scandinavian dialect has another cute platter side here. Most action should go to flip, tho.

BOB EBERLY
Don't Believe a Word They Say74
CAPITOL 2333 — Fine song material here lets Eberly deliver the vocal in his best manner. One of his best waxings in some time.
Rosie
(Must You Wear Your Skirt So Short)68
Verse-chorus calypso ditty is capably read off by Eberly and the vocal group.

AL JOLSON
Sonny Boy73
DECCA 11044 — Not much to be said about this except that it's one of the label's "Curtain Call" reissues from the vast catalog. Platters may get deejay attention due to remake of "Jazz Singer" flick.
My Mammy73
Ditto.

DICK BROWN
Ready, Willing and Able73
KING 15215 — The warbler has a good time with a bouncy new effort, singing the mambo-styled effort warmly. Unfortunately the choral and ork backing is overpowering.
Five Wives72
A cute idea, on a Bob Merrill-type kick, about a guy with five wives, who ends up in jail for his attachments. The story is told effectively here by Brown. The tune doesn't live up to its initial promise and the ork and choral work again overwhelms the singer.

ROBERT FARNON ORK
The Waltzing Cat73
LONDON 1276 — Finely orchestrated version of the Leroy Anderson composition. Farnon performs it with color and taste.
Melody Fair72
Lush, melodic and mood-evoking instrumental. Interesting composition, finely performed.

JERRY GRAY ORK
No Moon at All73
DECCA 28561 — Fine old ditty currently on a revival is done with a good vocal by Jo Ann Greer (who recently joined the Ray Anthony ork) and a strong dance beat.

My Heart Belongs to Only You71
The Gray ork delivers another nice dance disk with Miss Greer handling the vocal chores effectively.

RUSS MORGAN ORK
Wabash Blues72
DECCA 11062 — Best remembered for the wah-wah muted trombone opening, this, of course, is old Morgan and part of the "Curtain Call" reissues.
Does Your Heart Beat for Me?72
This is the well-known Morgan theme.

JIMMY DORSEY ORK
Green Eyes72
DECCA 11064 — One of the big hits of its day, this is a re-issue of the Dorsey-O'Connell-Eberly version of the ditty. About a year ago, O'Connell-Eberly revival was attempted on another label with not much success. This is a re-issue.
Contrasts70
Memories of thousands of dance band remotes should be stirred up by this "Curtain Call" re-issue of the original Dorsey waxing of the ork's theme.

JIMMY YOUNG
This Is Our Night72
LONDON 1282 — Young opens this in the big-voiced style which seems to be picking up coin these days. Altho his voice and style are good, they're not distinctive.
My Heart Is a Kingdom70
Above average material gets a lush waltz treatment from Young and the ork for a listenable side.

WOODY HERMAN ORK
Mother Goose Jumps72
MARS 500 — Rhythmic take-off on familiar nursery ditties is driven unmercifully by the Herman ork. Herman works over the lyrics and the jumpy ork treatment creates some excitement. Might snare deejay spins.
I'm Making Up for Lost Time68
Ditty about a gal on the loose is

(Continued on page 43)

TERRIFIC!
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PAGE 46

The Billboard's Music Popularity Charts

... for Week Ending January 17

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'I DON'T KNOW' by W. Mabon, 'I'M GONE' by Shirley & Lee, etc.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'I DON'T KNOW' by W. Mabon, 'DREAM GIRL' by Jesse & Marvin, etc.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

New York City added a new jazz spot this week with the opening of The Bandbox right next door to Birdland. Both clubs featuring top jazzmen...

more, on February 20, then the Howard in Washington, and the Apollo, New York, on successive weeks. Varetta Dillard starts at the Cavackas Club, Washington...

This Week's Territorial Best Sellers to Watch

Table with 3 columns: City, Record Title, Artist. Includes records like 'LEAN BABY' by I. Jacquet, 'AIN'T IT A SHAME' by L. Price, etc.

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

New York

- 1. I Don't Know W. Mabon, Chess
2. You Know I Love You B. B. King, RPM
3. Port of Rico I. Jacquet, Mercury
4. Cross My Heart J. Ace, Duke
5. Soft Tiny Bradshaw, King
6. I Believe E. James, Meteor
7. I'm Gone Shirley & Lee, Aladdin
8. Lean Baby I. Jacquet, Mercury
9. Ain't It a Shame L. Price, Specialty
10. My Song J. Ace, Duke

Washington-Baltimore

- 1. I Don't Know W. Mabon, Chess
2. I'm Gone Shirley & Lee, Aladdin
3. Soft Tiny Bradshaw, King
4. Wake Up, Fool O. Blackwell, Victor
5. I Played the Fool Clovers, Atlantic
6. Sad Hours Little Walter, Checker
7. Hey, Miss Fannie Clovers, Atlantic
8. Story From My Heart and Soul B. B. King, RPM
9. My Story C. Willis, Okeh
10. My Song J. Ace, Duke

Chicago

- 1. I Don't Know W. Mabon, Chess
2. Soft Tiny Bradshaw, King
3. Baby, Don't Do It Five Royals, Apollo
4. Sad Hours Little Walter, Checker
5. I Believe E. James, Meteor
6. Dream Girl Jesse & Marvin, Specialty
7. Gabbin' Blues Big Maybelle, Okeh
8. Port of Rico I. Jacquet, Mercury
9. Juke Little Walter, Checker
10. Johnny, Johnny M. Jones, Modern

Cincinnati

- 1. I Don't Know W. Mabon, Chess
2. Baby, Don't Do It Five Royals, Apollo
3. Soft Tiny Bradshaw, King
4. I'm Gone Shirley & Lee, Aladdin
5. Hey, Miss Fannie Clovers, Atlantic
6. Bells Dominos, Federal
7. Sad Hours Little Walter, Checker
8. I Played the Fool Clovers, Atlantic
9. Juke Little Walter, Checker
10. I'd Be Satisfied Dominos, Federal

Los Angeles

- 1. I Don't Know W. Mabon, Chess
2. I'm Gone Shirley & Lee, Aladdin
3. Blockbuster Boots Brown, Victor
4. I Played the Fool Clovers, Atlantic
5. Soft Tiny Bradshaw, King
6. Story From My Heart and Soul B. B. King, RPM
7. I'd Be Satisfied Dominos, Federal
8. Oooh, Oooh, Oooh L. Price, Specialty
9. Port of Rico I. Jacquet, Mercury
10. Bells Dominos, Federal

Philadelphia

- 1. I Don't Know W. Mabon, Chess
2. I'm Gone Shirley & Lee, Aladdin
3. Soft Tiny Bradshaw, King
4. Baby, Don't Do It Five Royals, Apollo
5. Oooh, Oooh, Oooh L. Price, Specialty
6. Cross My Heart J. Ace, Duke
7. So Tired R. Milton, Specialty
8. I'd Be Satisfied Dominos, Federal
9. Port of Rico I. Jacquet, Mercury
10. Restless Heart L. Price, Specialty



Advertisement for Elmore Nixon's 'FORGIVE ME BABY' and 'Over Here Pretty Baby' featuring a photo of the artist and promotional text.

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The Billboard's Music Popularity Charts ... for Week Ending January 17

TOP R & B RECORDS

Territorial Best Sellers

Continued from page 42

St. Louis

1. I Don't Know
W. Mabon, Chess
2. I'm Gone
Shirley & Lee, Aladdin
3. Dream Girl
Jesse & Marvin, Specialty
4. Sad Hour
Little Walter, Checker
5. Gabbin' Blues
Big Maybelle, Okeh
6. Cross My Heart
J. Ace, Duke
7. I Believe
E. James, Meteor
8. Tell Me, Pretty Baby
L. Price, Specialty
9. My Story
C. Willis, Okeh
10. Baby, Don't Do It
Five Royals, Apollo

Detroit

1. I Don't Know
W. Mabon, Chess
2. Soft
T. Bradshaw, King
3. Bells
Dominoes, Federal
4. You Know I Love You
B. B. King, RPM
5. Gabbin' Blues
Big Maybelle, Okeh
6. I'm Gone
Shirley & Lee, Aladdin
7. Port of Rico
I. Jacquet, Mercury
8. Oooh, Oooh, Oooh
L. Price, Specialty
9. Five Long Years
E. Boyd, Job
10. I Played the Fool
The Clovers, Atlantic

Charlotte

1. I Don't Know
W. Mabon, Chess
2. You Know I Love You
B. B. King, RPM
3. Baby, Don't Do It
Five Royals, Apollo
4. Story From My Heart and Soul
B. B. King, RPM
5. I'M GONE
Shirley & Lee, Aladdin
6. I Got Loaded
P. Harris, Aladdin
7. My Story
C. Willis, Okeh
8. Bells
Dominoes, Federal
9. My Song
J. Ace, Duke
10. Hey, Mrs. Jones
J. Forrest, United

Popular Record Reviews

Continued from page 41

warbled easily by Dolly Houston to vibrant ork backing. Hipsters might give a nod.

LOUIS JORDAN
A Man's Best Friend Is a Bed71
DECCA 28543—This comes closer to the kind of stuff with which Louis hit the jackpot so often, but it still isn't up to some of his sock novelties. Ray McKinley penned this cute little ditty and Louis does his usual job. **You Didn't Want Me, Baby**....71
Standard blues pattern item is handed a typical Jordan reading which should please his fans.

GLEN GRAY ORK
Sunrise Serenade71
DECCA 11063—Penned by Frankie Carle—and also the ditty which Carle used on his way to disk stardom, this is the original version by the Casa Loma ork. The slow, deliberate beat evident explains much of the ork popularity in days gone by.
Smoke Rings....71
The ork's theme, also being reissued in the "Curtain Call" series, should revive many fond memories for listeners.

BUDDY GRECO
And So Goodbye71
CORAL 60904—Attractive reading of an interesting new ballad.
I'll Always Love You Some....68
Greco tackles a listenable ditty with the aid of the ork and Heathertones.

THE SQUADRONAIRES
The Last Waltz70
LONDON 1284 — Attractive waltz item is capably done in good dance tempo by the English ork with Roy Edwards handling the vocal.
Hesitation....70
Glenn Millerish ork takes on the Winterhalter item for another good dance disk—but Hugo's version has been out for some time now.

MUSIC BY CAMARATA
Flashing Pearls70
DECCA 28528—Franz Deitschmann's zither handles the solo portions of this attempt to come up with another "Third Man Theme." It doesn't quite make it despite the lush ork.
The Singing Zither....70
More of the same.

FRED WARING ORK
True, Be My True Love70
DECCA 28527—Another new alternating verse and chorus waltz here is capably handled in typical Waring style by Keith and Sylvia Textor with the vocal chorus and ork. It's a pleasant disk.
Somebody Loves You....70
More of the same on a fine old ballad.

DEAN MARTIN-DICK STABLE ORK
Kiss70
CAPITOL 2319—Good flick-song material and a concerto-like backing are both superior to Martin's reading.
What Could Be More Beautiful....66
Both the material and the reading are cut of all-too-familiar cloth to make much of a dent in the market.

RETA MOSS-GEORGE WILLIAMS ORK
When Day Is Done70
MERCURY 89024 — Reta Moss, a thrush with a voice with a three-octave range, shows off her range on the oldie, via vocal tricks and gimmicks interspersed with her reading. In spite of the vocal tricks gal doesn't impress strongly as a wax artist. Ork work is good.
You Never Had It So Good....65
A pleasant ballad is handled well by the thrush, who sticks to singing here.

FRED WARING ORK
Ike, Mr. President68
DECCA 28559—This musical homage to our new president is tuneful and bright. It's done in march tempo, but ends in hymn style. Spins around inauguration time should be heavy, but action may taper rapidly.
Mamie....65
Mrs. Eisenhower gets her turn here in another professional-sounding ditty and ultra-smooth projection by the Waring ork and glee club.

THE SATISFIERS
Please Be Kind68
RUDDER 207—This ballad bears no relation to the oldie of a decade ago. The new effort is handed an effective reading by the Satisfiers, a good group, backed quietly by the Rufus Smith Quintet. A nice disk.
Choose Your Partner....60
The Satisfiers again come thru with some bright vocals on this fast-tempo item, with good help from the combo. Flip is the stronger side.

TONY ALAMO
Is It Love You're After.....65
Alamo gives an enthusiastic interpretation to this one. Some bounce and rhythm, but generally a weak production.
The Clown....63
Pretentious ballad gets adequate vocal by Alamo and tasteful backing by Norman Greene ork. Nothing much happens.

DANNY SUTTON
I Was Wrong65
KING 15213—The big style ballads

are still in favor, as illustrated by this new waxing. Sutton works hard on it, and the band is effective, but side won't mean very much.
Oh! What a Foolin'....60
Sutton hands the new ditty a fair performance, and the ork backing is adequate.

TONY MORRELLI
I Confess63
M-G-M 11410—Ballad gets adequate vocal by Morelli and soulful backing by Leroy Holmes ork.
Am I to Blame....60
Schmalzy fiddles, expert orchestral backing, plus fair vocal by Morrelli, and the disk still fails to click.

BOB ROBERTS TRIO
Persian Lamb Rag58
M-G-M 11414—A casual instrumental reading of the item featuring banjo.
NC-4 March....54
A modest effort all around.

CHUCK FOSTER'S ORK
I'd Like to Walk and Talk With Johnnie55
RUDDER 213—In spite of an okay vocal by Delores Marshall and some pleasantly corny work by the Foster ork, the material here is so weak that their efforts are wasted.
When I'm Alone....55
Singers Delores Marshall and Tommy Daniels come thru adequately on this reminiscent effort. The Foster ork backs them with an over-blown arrangement.

LARRY MARTIN
Down Where the Shamrocks Grow....55
HOROSCOPE 1006 — Irish-flavored tune sung by Martin has a lyrical quality, but no strong appeal. Martin has pleasant pipes; will do better with stronger tune.
I Never Worry 'Bout the Weather....40
Larry Martin sings a tune more than ordinarily full of cliches. Disk has no charms.

Boyd Distrib. Sets 200G Building

DENVER, Jan. 17. — Capitol Records' Mountain States distributor, Boyd Distributing Company here, has started work on a new \$200,000 warehouse. The new building will have over 30,000 square feet of floor space and will contain the general offices of the company as well as the Capitol Record department and other merchandise handled by the firm. Boyd Distributors, which handles Motorola radios and TV sets, Norge refrigerators and other appliances as well as Capitol Records, has branches in Albuquerque, N. M., and El Paso, Tex. The new Denver offices and warehouse will be ready early in March.

THEY'RE TOUGH AT ALL TIMES

HOLLYWOOD, Jan. 17. — Bob and Jim Edwards, the fraters who d.j. several daily shows at WFBC, Greenville, S. C., sent out a sheet of original Christmas music, over-printed with a big "Merry Christmas," as a novel card during the past yule season. One of the envelopes, sent to an unidentified publisher, came back, overprinted: "We Don't Accept Unsolicited Material."

SURE FIRE IMPERIAL HITS!



FATS DOMINO
"NOBODY LOVES ME"
"CHEATIN"
Imperial 5220

T-BONE WALKER
"BLUE MOOD"
"GOT NO USE FOR YOU"
Imperial 5216

LIL' SON JACKSON
"BLACK & BROWN"
"SAD LETTER BLUES"
Imperial 5218

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

NEW SENSATION!
"THE RIVER'S INVITATION"
by PERCY MAYFIELD
#451 451-45
Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

By Popular Demand!
THE ORIOLES singing
HOLD ME, THRILL ME, KISS ME and
TEARDROPS ON MY PILLOW
Jubilee 5108
"A Double Barrelled SMASH!"
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

ANOTHER GREAT
RUTH BROWN SMASH!
"MAMA, HE TREATS YOUR DAUGHTER MEAN"
Atlantic 986
Atlantic RECORDING CORP.
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Since Jesus Came Into My Heart
By ANGELIC GOSPEL SINGERS
GOTHAM
Record G 723

Write for LATEST CATALOG
NEW RECORDS
500 Different "Standards" and
Hit Tunes. 33 1/3, 45 & 78 rpm.
\$9.00 per 100
(78 RPM)
1/2 with order, balance C.O.D.
L. P.'s UP TO 75% OFF.
45 RPM 60% OFF
Over 1,000 Satisfied Customers
VEDEX COMPANY
734 10th Ave., New York 19, N. Y.
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Complete Inventories Bought

TV is ALL of SHOWBUSINESS Only THE BILLBOARD covers ALL of SHOWBUSINESS

Another Smash Hit on Chess ...
"OH RED"
by
THE HOWLING WOLF
Chess No. 1528
CHESS RECORD CORP.
750 E. 49th Street
Chicago 15, Illinois

A NEW YEAR ...
NEW RELEASES ...
and the OLD, OLD PUNCH!!!

Amos Milburn "LET ME GO HOME, WHISKEY" AL 3164	The Five Keys "CAN'T KEEP FROM CRYING" b/w "COME GO MY BAIL, LOUISE" AL 3167	Lynn Hope & Orchestra "SEPTEMBER SONG" b/w "BLUES FOR ANNA BACOA" AL 3165
------------------------------------------------------	---------------------------------------------------------------------------------------	------------------------------------------------------------------------------------

Aladdin RECORDS

A Juke-Box Jangler
Sure Cure for the Blues!
"MY PHILOSOPHY"
 (Just Whistle Along)
 Top-rated
MABEL BUGH MINSON—COMPOSER
"Every One a HIT!"
GLORIA CRAIG—VOCALIST
KENNY BURT CANDLELITERS—
ORCHESTRATION
 "A solid combo packed with 'punch'!"
 A new release **PROVING** itself!
 (straight row repeats on 60% coin-
 operated machines, scored area)
HORIZON label
 Write—Wire
MINSON PUBLISHING CO., BMI
 2294 44th Ave. San Francisco, Cal.

The New
PATTI PAGE RAGE
 (HOW MUCH IS)
"THAT DOGGIE
IN THE WINDOW"
 Mercury #70070
SANTLY-JOY, Inc.
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Johnnie Ray Sings
"The Touch of
God's Hand"
 Columbia Record #39908

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

THE BIG ONE for 1953
"TILL I
WALTZ AGAIN
WITH YOU"
 Recorded by **TERESA BREWER CORAL**
RUSS MORGAN DECCA
TOMMY SOSEBEE CORAL
DICK TODD DECCA
VILLAGE MUSIC COMPANY
 1619 Broadway N. Y. 19, N. Y.

Hey! Joe, Jack, John, Mac!
 You're in for a load of fun when you hear
GUY LOMBARDO'S Great New Decca Record
John, John, John
 (Every Tom, Dick and Harry's Called John)

 Decca 28546 (78 RPM) and 9-28546 (45 RPM)

Other Records Released This Week

Popular

Accelerations — Mantovani Ork (Emperor Waltz) London 1271
 Artist's Life—Mantovani Ork (Voices of Spring) London 1273
 Blue Danube—Mantovani Ork (Roses From the South) London 1268
 Did Anyone Call for Me—Blue Barron Ork (Second Fiddle) M-G-M 11404
 Emperor Waltz—Mantovani Ork (Accelerations) London 1271
 I'll Think of You—Chuck Foster's Ork (Skirts) Rudder 215
 I'm Gonna Ring the Bell Tonight—Jack Smith-Lawrence Welk Ork (She Looked Down From Her Window) Coral 60905
 Morning Papers — Mantovani Ork (Tales From the Vienna Woods) London 1270
 Over the Rainbow—Buddy De Franco Ork (Summertime) M-G-M 11411
 Roses From the South—Mantovani Ork (Blue Danube) London 1268
 Second Fiddle—Blue Barron Ork (Did Anyone Call for Me) M-G-M 11404
 She Looked Down From Her Window—Jack Smith-Lawrence Welk Ork (I'm Gonna Ring the Bell Tonight) Coral 60905
 Skirts—Chuck Foster's Ork (I'll Think of You) Rudder 215
 Summertime—Buddy De Franco Ork (Over the Rainbow) M-G-M 11411
 Tales From the Vienna Woods—Mantovani Ork (Morning Papers) London 1270
 Thousand and One Nights, A—Mantovani Ork (Treasure Waltz) London 1274
 Treasure Waltz—Mantovani Ork (Thousand and One Nights, A) London 1274
 Vienna Blood—Mantovani Ork (You and You) London 1272
 Village Swallows—Mantovani Ork (Wine, Women and Song) London 1269
 Voices of Spring—Mantovani Ork (Artist's Life) London 1273
 Wine, Women and Song—Mantovani Ork (Village Swallows) London 1269
 You and You—Mantovani Ork (Vienna Blood) London 1272

Rhythm & Blues

I Want to Be With Her—Gene Gilmore (Mable Bell) Imperial 511
 I Want to Hold You—Bobby Prince-Al Smith's Ork (Tell Me Why, Why, Why) Chance 1128
 Mable Bell—Gene Gilmore (I Want to Be With Her) Imperial 511
 Tell Me Why, Why, Why—Bobby Prince-Al Smith's Ork (I Want to Hold You) Chance 1128

Country & Western

All the Time—Al Rogers (Honky-Tonk Heaven) Capitol 2322
 Black Spider—Rock Heart Johnson (Midnight Rambler) V 20-5136
 Chicken Strut — Arthur (Guitar Boogie) Smith (Indian Boogie) M-G-M 11413

Album and LP Reviews

Popular

SONGS OF OLD HAWAII60
 Hal Aloma Ork (1-10")
 M-G-M (33) E-189
 Hal Aloma and his ork turn in smooth readings of a group of Hawaiian melodies. Aloma carries

Honky-Tonk Heaven—Al Rogers (All the Time) Capitol 2322

Indian Boogie — Arthur (Guitar Boogie) Smith (Chicken Strut) M-G-M 11413
 Midnight Rambler — Rock Heart Johnson (Black Spider) V 20-5136
 Much Oblige — Pearl Webster (Precious Darling) Excellent 204
 Precious Darling — Pearl Webster (Much Oblige) Excellent 204
 You Must Be Born Again—Jack Hunt (We Will Serve the Lord) Capitol 2323
 We Will Serve the Lord—Jack Hunt (You Must Be Born Again) Capitol 2323

Latin American

Amor De Cobre—Leo Marini (Tomando Te) Secco 7258
 Artevida—Sonora Matancera (La Cancion Del Borracho) Secco 7236
 El Bombero—Perez Prado (Mambo Universitario) V 23-5916
 Ignorancia—Carmen Delia Dipini (Sigue Tu Vida) Secco 7238
 Ingrato Perjido—Rosita Quintana (Que Modotes) V 23-5919
 La Cancion Del Borracho—Sonora Matancera (Atrevida) Secco 7236
 Lagrimas De Amor—Tito Rivera y su Orquesta (Pancho Mambro) V 23-5917
 La Ventana—Ruben Morales (Que Desesperacion) Secco 7260
 (Continued on page 78)

Montilla Finds New Domestic Market

NEW YORK, Jan. 17.—Montilla Records, formed here last fall as a specialty LP diskery to market recordings of Spanish operettas in Latin America, has uncovered a budding domestic demand for its product. The firm has already set a few Stateside distributors and is re-designing its packaging to broaden domestic appeal.

The company was organized by Fernando J. Montilla, a former National Broadcasting Company sound engineer, and is run as a three-man operation with the assistance of P. J. Rosaly and Wally Bestard. It has thus far produced seven Zarzuelas, a popular Spanish operetta form, recorded in Spain with the co-operation of Spanish Columbia. The latter firm distributes the disks in Spain under its own label.

The early success of the Montilla enterprise has set several other LP diskeries off on a search thru Zarzuela catalogs. There are 100 or more which are frequently performed in Spain today.

the vocal on the selections, with help from the choral group. Best items in the set include "A Song of Old Hawaii," and "Lovely Hula Hands." The ork handles the ditties sweetly.

Hot Jazz Records

NEW SOUNDS FROM SWEDEN (Volume 3)68
 Arne Domnerus Four Brothers; Lars Gullin Quartet (1-10")
 Prestige (33) PRLP 133

NEW SOUNDS FROM SWEDEN (Volume 4)68
 Arne Domnerus Clarinet Solus. (1-10")
 Prestige (33) PRLP 134

That progressive music is not confined to this country, or even to the corridors of The Birdland, was illustrated when the first of the New Sounds From Sweden slicings were brought out by the label. These new waxings feature Swedish artists that are now fairly well known here, including Arne Domnerus and his various combos and the Lars Gullin Quartet. The Domnerus Four Brothers group turn in two good sides on Volume 3 of the series, and the Lars Gullin combo handles two other riff items. Best sides however are by the Domnerus Sextet, including a swingy effort, "Stuffy" and the oldie "The Way You Look Tonight." Volume 4, is the best of the two waxings, with Domnerus turning some bright clarinet work on a group of fine standards, including "Love Walked In," "All the Things You Are," and "Night and Day." Jazz fans should enjoy both LP's.

Sacred

FAITH OF OUR FATHERS62
 The Canterbury Choir; Ernest White, Organ, Macklin Marrow, Cond. (1-10")
 M-G-M (33) E-146
 Rather pedestrian performances of well-known hymns by the choir. Selections include "Rock of Ages," "Lead Kindly Light," "Now the Day Is Over," "Onward Christian Soldiers," "Abide With Me" and other favorites.

Music—As Written

• Continued from page 20

Daytona Beach, Fla., on March 21. Singer Al Martino left Wednesday (14) for deejay stops in Pittsburgh, Cleveland, Chicago and St. Louis. From there he will head for a week date at the Golden Hill in Reno, beginning February 4. Following that he's set for three weeks at Ciro's, Hollywood. . . . Nat (King) Cole into Ciro's, Miami Beach, for two weeks, beginning February 3. . . . Billy May ork set for three-week stint at N. Y. Hotel Statler on March 23. . . . Johnny Desmond to Hollywood with the Don McNeil "Breakfast Club" radio show. He's also set for a part in the Universal International filming of "The Glenn Miller Story."

Songstress Rita Moss has been signed to a Mercury recording pact by Norman Grant. Her first release is "You Never Had It So Good" and "When Day Is Done." Norman Weinstroer, Coral sales manager, is off on a business trip taking him to Boston, Cincinnati and Cleveland. . . . Phil Rose, recent Coral a.&r. acquisition, is on a promotion trip visiting deejays in Philadelphia, Baltimore and Washington. . . . Bart Stewart is touring the New England states promoting his Seger waxing of "Sad." . . . Tempo Distributing, which now handles about 25 labels in this area, has added Prestige and Parade records to its disk roster.

Pianist Irving Fields sails for the West Indies January 21 to do a bit of research on a new Latin rhythm, "The Baiao." Irving believes it will succeed the mambo. Fields opens at the Park Sheraton with his trio February 9 for his fifth consecutive year.

Herman Lubinsky, Savoy and Regent diskery chief, is ill with the virus at Beth Israel Hospital, Newark, N. J. . . . Ricky Hale opens January 19 at the Coral Club, Washington, following Eileen Barton. . . . Paul Kapp has signed Joe Costa to a personal management deal.

Walter Heebner has been named a vice-president of Capitol Records Distributing Corporation. Heebner, who has been with the firm for about two years, is in charge of Studio and Record Services and Broadcast Sales.

John Arcesi opens at the Boulevard, in Queens, for a four-week stint January 28. . . . Capitol Records will cut a session with comic Jackie Gleason conducting his ork. . . . Okeh a.&r. chief Danny Kessler left on a two-week junket thru the East and Midwest Wednesday (14). . . . Deejay Sid Dickler, of the Pittsburgh stations, WMCK and WHOD, was in town this week huddling with publishers on promotion plans. . . . Bob Carroll is in from the Coast to cut some sides for Derby Records. He opens at the Chicago Theater January 23, following the date with an appearance at the Chase Hotel in St. Louis. He'll visit with deejays en route. . . . Mary Small goes into the London Palladium in February for three weeks. She will then tour the Continent for eight weeks under the auspices of Val Parnell.

A GREAT HIT
 BY
THE KING OF POLKAS

FRANK WOJNAROWSKI
"I DON'T WANT YOU ANY MORE"
 (Picked by Billboard as a potential Hit)
DANA Record #779
 45 and 78 RPM.
 Free D.J. copies available.
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Records ONLY 5¢ ABOVE COST
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ALL LABELS **ALL ARTISTS**
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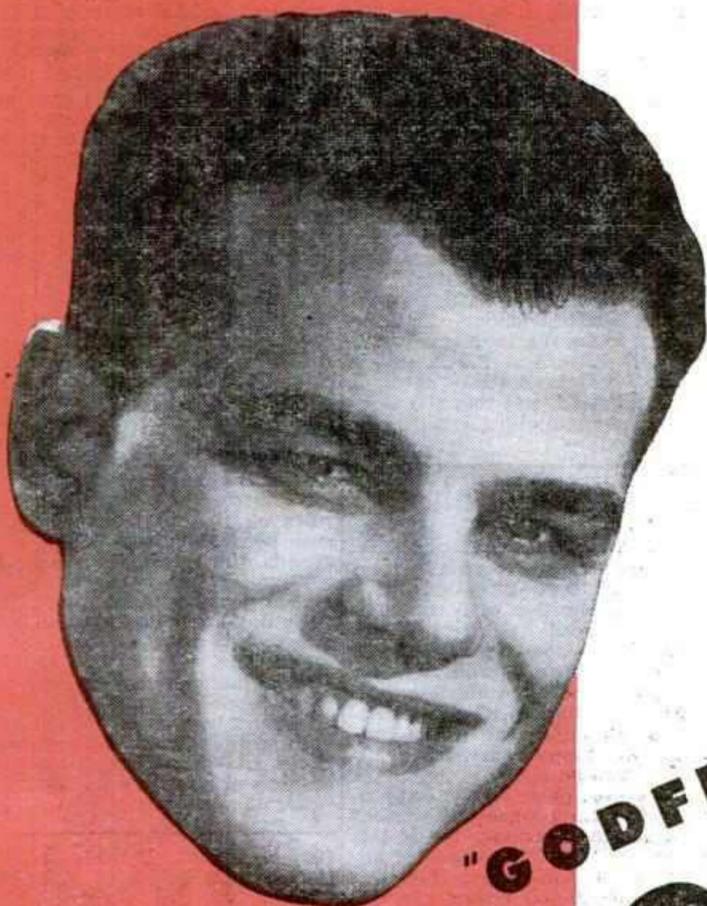
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 Tomorrow's Top Tunes!
 They're New! They're Beautiful!
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 If you never date you'll never share in the dollars of tomorrow!
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 Also Scripts or other material for Kiddie Records by national record company. Send samples if possible.
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 King #15208
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THANKS, DJ's, FOR YOUR SWELL CO OPERATION
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THEY'RE OUT-READY TO GO ON . . . T & M RECORDS
"THE MOON TOLD OUR SECRET" MIMI MARTEL WITH THE TROOPERS #105
"ALONE IN A CROWD" MIMI MARTEL WITH THE TROOPERS #106
"RED HILLS OF OKLAHOMA" JIMMY GERRY AND HIS BAND #101
DISTRIBUTORS—WIRE FOR TERRITORY
FREE SAMPLES TO DISTRIBUTORS AND DISK JOCKEYS. WRITE TODAY.
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 Produced by T & M Records, Burbank, Calif.



NOW on record

the "Voice of Romance"

... the new "SIGH GUY"

"GODFREY'S BOY"

JULIUS

LA ROSA

with

ARCHIE BLEYER

conducting the Orchestra

"ANYWHERE I WANDER"

(Frank Loesser's hit tune from Goldwyn's musical "HANS CHRISTIAN ANDERSEN")

Each and every time LA ROSA did this song on Radio or TV, the audience mail poured in—much more than for any other song he's done on the GODFREY Show!

backed up by another coin-collector

"THIS IS HEAVEN"

(written by Boston's WLAW Disc Jockey Composer—Sherman Feller)

This is it! This is the tune with "HIT" written all over. Everybody hearing the song feels absolutely sure another nation-wide hit is on the way.

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OHIO RECORD SALES
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PAN-AMERICAN DISTRIBUTORS
Detroit, Mich.

PAN-AMERICAN DISTRIBUTING CO.
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SUNLAND MUSIC CO., INC.
Los Angeles, Calif.

LEONARD SMITH, INC.
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UNITED MUSIC SALES CORP.
San Francisco, Calif.

I. W. YOUNG
Pittsburgh, Pa.

Note: Some distributor territories are still available.

802 Board Vs. Membership

Continued from page 16

membership vote can overturn board decisions.

Tradesters, however, pointed out the following: (1) That the Palm Gardens meeting represented only a small segment of the membership of Local 802; (2) That the present executive board was duly elected by the member-

ship and therefore is properly representative of the membership, and that (3) should the decisions of the board be submitted to a referendum of the membership, the decisions of the board are likely to be upheld inasmuch as the board members were elected by a majority of the musicians in the last election.

The possibility that James C. Petrillo, AFM chief, will necessarily have to step into the matter is considered likely. This would seem probable both for the benefit of the 802 membership, and in order to protect the rights of the different show business managements with whom 802 holds contracts—including radio stations, legit theaters, presentation houses, etc.

To many tradesters it appears obvious that the musicians' union must be able to make decisions firmly, if it is to deal adequately with managements. If this is not possible, one observer pointed out, then contracts tend to lose their validity.

Beichman, Vladeck Out

At the Monday meeting, the men repudiated the re-appointment by the board of Arnold Beichman as publicity director of the union at a salary of \$6,500, and the re-appointment of Stephen Vladeck of the firm of Vladeck & Elias, as legal counsel, at \$13,000 annually.

Both men issued the following statement: "We have decided to withdraw our services reluctantly, but with the feeling that it is in the best interest of the present membership. Since apparently the issues will have to be resolved by higher authorities, we prefer that these issues concern matters of principle rather than areas of paid employment..."

Observers noted that the Palm Garden affair followed shortly after pledges of harmony. Others noted if decisions of members could overturn decisions of a board, then decisions of members could also overturn decisions of other union brass. What is so surprising to many in the trade is that both the board, and the top three execs, were elected by a substantial majority of the membership.

Victor's Marek

Continued from page 15

slogan and logotype thruout Europe, the normal RCA Victor label cannot be used. At the same time, HMV's reciprocal agreement to distribute RCA Victor disks in Italy will have expired by July, thus obviating competition between the two labels in that country.

Another major purpose of the trip is to stimulate HMV's interest in the 45 r.p.m. records, with specific reference to 45 EP. The British company started 45 r.p.m. production last October, but has yet to take the plunge into extended play donut disks. Marek's stay abroad will be at least six weeks.

Philips Signs

Continued from page 16

exchange deal between the American diskery and Electric and Musical Industries.

Until such time as Philips sets up its own recording studios here, dates will be held at Portland Palace and Conway Hall. Records will be pressed at the company's Walthamstow plant.

A Philips spokesman said "We shall utilize various musical directors and arrangers, and the first record issues will contain the names of Peter Yorke, Gerardo, Bruce Campbell, Geoff Love and Norman Warren. We are not exclusively employing any musical directors on Philips Records, as we intend to promote a policy of experimenting in the arranging field and build up names to world prominence."

Cap Bids High

Continued from page 15

Stebbins, American Booking Corporation chief. Segrest has inked with Central Songs, the Cliffee Stone firm. In addition, Jean Shepard, Hanford, Calif., chirp featured at Nobles' Melody Ranch there, gets her first release soon. The Louvin Brothers, ex-M-G-M duo from Memphis, are also recent Capitol additions.

Rival Jumperies

Continued from page 15

package, including Flip Phillips, Gene Krupa, Buddy Rich, Charlie Ventura, the Oscar Peterson Trio, with Ray Brown and Barney Kessel, and Charlie Shavers, Hank Jones and Teddy Napoleon. At the same time Birdland is presenting the Lester Young Quintet, Stan Getz's Quintet and the Dave Brubeck Quartet. Lester Young and Stan Getz also wax for the JATP label.

The competition between the two clubs is heightened by the fact that The Bandbox is offering free admission with a \$1.25 minimum and Birdland has a \$1.25 gate charge, with no minimum. The Bandbox is run by Bill Levine, who also runs the Rustic Cabin in Englewood, N. J., with Monty Kaye, who was with the old Bop City and Le Downbeat handling promotion and booking. The Bandbox will have Slim Gaillard doing a deejay program over the Mutual net, but he will perform at Birdland next month.

Some hipsters are of the opinion that with the growth of jazz names the millennium is here and there will be more jazz clubs opening up in the future. More sober tradesters are cautious about the future and want to see how the two clubs make out. Booking agencies are happy with another spot to place their clients and the musicians are happy over the loot being offered. One thing is certain—the street is now progressively alive.

Boyd Wants Out

Continued from page 15

Greshler gave a regular review of Boyd's progress, as is normal in California State law. At the Tuesday hearing, Reich asked the court that Boyd's mother be named his guardian and that all monies collected by Greshler from Boyd be frozen. The judge denied both requests, but granted a continuance until January 21, so that a study of Boyd's royalties could be made. Greshler told The Billboard that he has not yet received a financial statement from Columbia on his earnings from the yule hit.

The Greshler contract with Boyd is typical of those used by the movie studios, Greshler said. The contract calls for all agents' fees to come from the top of Boyd's gross earnings, an additional 25 per cent to Greshler for promotion and a 50-50 split of what's left. Greshler said he advanced \$10,000 at the end of 1952 on the 1953 portion of Boyd's pact with the court's approval. Boyd has a seven-year pact with Abner Greshler Productions, Inc., which started in August, 1952.

N.E. Delivery

Continued from page 15

split 50-50 between 45 and 78 r.p.m. aggravates the problem for the area. The problem is at its worst in new releases.

The all labels are failing to fill complete orders, Capitol, Decca and Mercury are the worst. The other majors rated just fair. As of Thursday (15), the Four Aces' "My Devotion" had not yet been received. Neither had "Side By Side" by Kay Starr or Patti Page's new record. Only 78's had been received on the new Eddie Fisher record.

Spot checks in Philadelphia and Buffalo showed the situation to be much better in those two areas. Tho there were a few delivery problems noted on new releases, the over-all situation in Philadelphia appeared to be pretty good. Buffalo reported no real problems.

Mizzy Files

Continued from page 16

of the situation, according to tradesters, stems from the husband-wife relationship of Mizzy and Miss Small. Were Mizzy's arrangements done for Mary Small, with the latter in the role of employer? or were the arrangements done for King?

Local 802 has only heard Mizzy's side of the story and will not take any action until it familiarizes itself with King's story. Jack Pearl, King's attorney, has thus far been unable to appear at the Local. Pearl late this week stated that inasmuch as he had not yet told King's side of the story to Local 802, he did not wish to divulge it at this time. To do so would be unfair, he stated.

Anti-Piracy Bill

Continued from page 15

the anti-piracy bill close to the end of the session. When Governor Dewey vetoed the bill, the Legislature was not in session and nothing could be done.

The Record Industry Association of America, of course, has always supported anti-piracy measures. One week ago, John Griffin, RIAA chief, contacted Governor Dewey's office seeking an appointment in order to determine why the Governor had vetoed the bill last year.

The Governor's legal counsel wrote Griffin saying that he wished to familiarize himself with the bill prior to an RIAA session with the Governor's representatives. RIAA hopes that the Governor's original objections may be dissipated.

Native Longhairs

Continued from page 16

note. All music recorded is selected for such attention by a special committee of name composers, headed by Virgil Thomson. His associates are Aaron Copland, Henry Cowell, William Schuman and Columbia's executive vice-president, Goddard Lieberman. Most of the works they will select are not currently available on records.

Wherever possible, the composers sit in at the recording sessions as soloists or conductors. If this is impractical, they attend to advise on interpretation. For this extra chore, the composers will receive a special royalty on disk sales. The 30 LP's to be issued over the five-year period will showcase the works of about

GOP Inherits

Continued from page 16

industry. ASCAP contended in its complaint that the situation is tantamount to a monopoly which is discriminatory to ASCAP.

Current outlook is the issue will get a major test in a New York City court within the next few months, whether or not Justice Department acts on ASCAP's complaint. It has long been known that the issue will be raised by ASCAP at upcoming hearings before Federal Judge Goddard on the per-program TV contract question. The per-program rates hearing is expected to be placed on the federal court calendar soon. ASCAP is prepared to introduce at that time its complaint that the telecasters have failed to ask BMI for similar per-program time, furthermore, that the attempt to sign up ASCAP is "discriminatory" against the latter society.

No matter how Judge Goddard rules on that particular issue or even whether he admits it into the agenda, the hearing is sure to be a sounding board on the controversial question. As a result, Justice's anti-trust division has been planning to have an observer at the hearing.

Word here is that a date will be set within a month for Judge Goddard's hearing on the per-program issue. ASCAP's complaint to the anti-trust division has been unresolved since it was filed late last summer.

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Burlesque Bits

By UNO

Los Angeles dailies led by Paul Coates in his Mirror column took up the cause in behalf of stripper Betty Rowland and manager Maurice Rosen, who were dealt unusually severe 120-day jail sentences for an objectionable performance in the New Follies Theater, with the result that Miss Rowland was freed after serving 12 days and Rosen after 15. . . . Diminutive Ora May, of the front liners at the Hudson, Union City, N. J., is a constant show-stopper in almost every ensemble as well as in solo strips because of her body quivers and contortions. . . . Customers at Jimmie Lake's Ninth Street restaurant and bar in Washington are mourning the death on December 26 of Bill Malone, 69-year old showman, for years a barker outside Lake's old Gayety Theater and more recently operator of the weighing concession at Uncle Billy's, North Beach, Md. Pallbearers at the funeral included Colonel Jimmie Lake Sr., Nate Tash, Eddie Chesler, Jack Kearns and Charlie Morris. . . . Rialto, Chicago, re-opened Christmas day with a new cast consisting of Eddy Innis, Irving Benson, Bobby Goodman, Stanley Montfort, Bettina, Scotty Tomar, Toni De Marco, Trudy Wayne and Chili Pepper. Lili St. Cyr is due to follow. . . . Dixie Dare and Vickie Dale, with their respective labels "Your Date and Mine" and "Tassie Twirling Torso," are back in San Francisco

after a long engagement at the Last Chance Club, Anchorage, Alaska. . . . Vesta (Luveeta) Vorhees and Mary Lou Mitchell re-opened at the Mayfair, Dayton, O., where the rest of the cast includes Lew DeVine, Nat Mercy, Ricci Cortez, features: Judy Randall, Janie Wales, and Jerry (Red) Murphy. Headlined as the New Year's baby was Suzy, 9-month-old daughter of Janie Wales and Jerry Murphy. Mildred DeVoe, wife of straight man Stanley Montfort, is back home recuperating from a major surgical operation at Wesley Memorial Hospital, Chicago. . . . Mrs. Buster Nate Tash is operating the concession for Oscar Markovich at the Sam S. Shubert Theater in Washington, while her husband is associated with Lacy's TV, Radio and Appliance stores, near by. . . . Joe Gilluly, of the Gayety stage crew in Detroit, is vacationing for five weeks in St. Petersburg, Fla.

Blue Angel, N. Y.

Continued from page 13

slick accented chatter routine, demonstrated beautifully his art that the hand is quicker than the eye. Carts' amazing dexterity drew gasps of surprise almost entirely through his act, finishing to a big hand.

Earthy Kitt was aboard pinching for ailing Harry Belafonte and did a fine job.

Helen Halpin

Helen Halpin, new girl singer-mediocre, showed a strange mixture of the buffoon and singer plus a rare gift for sharp satire. Her take-offs of Peggy Lee and Rosemary Clooney were biting, though unfortunately they can best be appreciated by traders who have seen these canaries on record dates. Their commercial appeal must therefore be limited. In the straight singing department Miss Halpin gave a faithful carning of Judy Garland doing her famous "Over the Rainbow" including the Garland heart-throb for rapt attention. Basically, however, Miss Halpin, tho she shows potentials, needs a better rounded act to make it. With added experience and proper guidance she should make the grade. Her talents seem to be there. Building on them and smoothing out the rough edges are now necessary. The Jimmy Lyons trio cut the show in smooth, listenable unobtrusive fashion and also played the intermissions. Bart Howard, intermission pianist and emcee, a standard fixture here, continued to work in slick, polished fashion.

Cocanut Grove

Continued from page 13

The band is heavily muted and the fact that the ork isn't blowing out seems to give the heavy band a new lease on life. Because each section is holding down the volume, they seem to get a better chance to hear each other and the resultant blend is the James band's best effort in years. Because the spot wanted emphasis on melody, James has unearthed scores as far back as 10 years. It's a pleasure to hear the trumpet king do such fine oldies as "Cherry." Dance floor was crowded thruout and James' backing of the show was the finest job this writer has heard in ages.

In fact, the James crew, patronized by Miss Whiting's hubby, Lou Busch, gave the Capitol chirp a new lease on life. Blond gal in a smart black strapless really kicked on all her ditties, even the mellow ballads by her dad, the late Richard Whiting. She has three great original songs, which she uses as pacing between her Capitol renditions. Gal has a fine comedy flair. A good writer should pop up the patter between her songs emphasizing the laugh material.

The Margaret Sister with Bruno are another great European importation. The husky male does a double adagio with the two lissome gals, who, dressed in diaphanous white gowns, appear as ethereal, flying beings when he does graceful double lifts and spins with them. For a sharply contrasted change, they change to Parisian garb for a spirited double apache. This latter bit should be scissored for there are some bad lulls. Johnny Sippel.

La Vie En Rose

Continued from page 13

a couple more, and wound up with "Pat Him on the Popo." In between there was an exciting Dixieland band arrangement behind him on "Too Late" that had them screaming themselves hoarse.

There's little doubt that Mitchell's picked up a lot of know-how since he was last caught at the Strand. He's no longer the clumsy kid, all hands and feet. He's now an assured performer, with plenty of charm and graciousness, backing these qualities with vocal savvy. With his disk rep plus his personal charm and selling style, there's hardly a spot he can't work in and do a big job.

Joni James Grounded

Joni James skedded to appear, was grounded by the fog somewhere in Montreal on Georgia Carr, Capitol Records canary, June 1. Considering the kid had only a four-hour notice plus a talk-over rehearsal, she got by in okay style. Miss Carr is a very pretty girl with a voice to match. But either nervousness or lack of training kept her from singing out when she needed it most. At times her mouth moved but nothing came out.

At first it was overlooked, but when it was repeated it became distracting. The girl was best on the up numbers, but she sang too few. Her routine rested on the mood numbers which were too much alike to generate any sustained interest. With a better routine, the gal should make it. She has the voice and the looks.

Eddie Beal, Georgia Carr's manager and pianist, gave her an able assist. Dolf Traymon's trio (Traymon on piano) kicked up quite a storm. The group played a tremendous show backing the acts. Van Smith's lack in the intermissions, likewise did a big job.

Para, N. Y.

Continued from page 13

to get more than satisfactory returns. Storch's dialects are wonderful things. His Irishman, Italian and Englishman were gems. His hot shot lad on a telephonic romantic spree was sufficiently identifiable by the greater portion of the younger set in the audience to get yocks, appreciative by the fems and derisive by the men for a well-rounded reception. After it was over there was little doubt that Storch was a solid hit.

Toy and Wing were pleasantly adequate as an opening act. Their straight ballroomology, segueing into novelty tunes was well handled for good hands. Cavallaro's chorus called for backing the acts and doing a couple of spots himself. The piano mike was well tuned, so one could hear Cavallaro's pianistics with faithful clarity. The end result, however, was a "so what!"

The show seemed badly in need of a girl singer with sufficient bounce to get the thing off the floor. Toy and Wing, tho very nice, were hardly the warmer-uppers to get Storch a big build-up. Cavallaro, listenable as he is, was inadequate as the bridge between the two acts.

Bill Smith.

Chez Paree, Chi

Continued from page 13

who's invulnerable to attack by countless Indians. The nitery copy clicks but for general appeal his broadcasting edition is by far the funnier.

Movie-ex Gale Robbins turns up as vocalist. She's at her best with a medley of old film tunes. In these, her voice and manner are in proper focus. She's a looker, too. In some other tunes, however, she is melodramatic, and a conversation about turning on the sexy 'lights fails to accomplish its aims.

George Johnstone and Betty open their magical turn with high-speed effort to leisurely effect, but things get much better. This is comedy magic in a different vein. Where another act finds a trick doesn't work, Johnstone completes it in a fashion devoid of illusion. There's all the build-up for magic, then an obvious pay-off. With a couple of volunteers, he moves to a fast and funny series that's obvious to all but the fall guy.

Chez Adorables and emcee Johnny Martin are the regulars. —Tom Parkinson.

Hocus-Pocus

By BILL SACHS

THE veteran Arthur Leroy, who recently opened a theater of marionettes and magic at the Jan Hus House, New York, writes under date of January 13 regarding the Charles Hoffman-Jay Palmer hassle as to who was first in this country with drink magic. "Both Doc Hoffman and my beloved friend, Jay Palmer, sound as tho they have been imbibing of their own magical libations," scribbles Leroy. "They both know that the drink trick was performed in one form or another by every prominent magician during the 19th century." Heller, Anderson, and going back ever farther than that, Robert Houdin, had a version of this uncanny enigma. David Devant, in the very early 1900s, featured the mystery of the magic kettle at Maskeleyne's London Magic Theater. It is believed that the Devant magic kettle was actually created by Chris Charlton.

At any rate, Charlton made a wonderful mystery of the effect in his own act. It was the same Chris Charlton who first showed the drink pouring here in America. In the early 1930s Charlton toured the RKO houses here with it. To both the public and the magical enthusiasts the effect was a great novelty at that time. Madame Margo performed with the routine all over the world, with the exception of the United States, in the early 1900s. Here is an Australian review of her act. "Madame Margo invites the audience to name what drinks they want. Shows clear glass jug. A gentleman tastes it and pronounces it to be water. This is poured into an earthenware jug (like a cocktail shaker, eh, Charley?), and glass jug is examined and found unprepared. Water is poured back to glass jug and now held by a volunteer assistant. Audience calls, and from the jug is

poured whiskey, which is tested by assistant. Beer, milk, sherry, absinthe, port and other drinks are poured and carried into the audience. Clean turn, well received." First time we saw the glass jug used over here was when the Parisian, DeRoye, appeared in New York with Lucienne Boyer in her "Continental Varieties." This was several years before either Doc or Jay appeared professionally. DeRoye, who is still playing in Europe, has a routine that beats them all. It is so baffling that even the insider is stymied."

Extra Added

Continued from page 14

weeks of cafes (a week in each) before he opens at the Copa, here, March 5. He'll do Boston's Latin Quarter, February 4; Buffalo's Town Casino, February 12, and Philly's Latin Casino, February 20. . . . The Copa will slowly slide into a two-show-a-night policy when it brings in Jimmy Durante.



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Caught Again

RALEIGH ROOM, WARWICH HOTEL, N. Y.: Alice Cavell, new here, is a pleasant singer, suited to intimate spots. The gal's range is of the subdued kind, obviously straining for high notes, when the lower ones are more listenable. Miss Cavell is a Junoesque brunette making a good appearance. Her routine consisted mostly of down tempo production numbers such as "The Ruby and the Pearl." Her "Pedro the Fisherman" a novelty showed an interpretive ability that could be further developed.

Bill Smith.



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John Harris Readies Outdoor 'Ice Cycles'

Tour Starts in July With Own, Local Promotion; 'Cinderella' Production

PITTSBURGH, Jan. 17.—Producer John H. Harris will put out the Arena Managers Association's "Ice Cycles" for a summer tour of both indoor and outdoor stands. The show will reopen under the new arrangement in July, and Harris said this week that the scheduling is in progress. Cast will number about 100

Conventions Bring \$26 Mil To At. City

ATLANTIC CITY, Jan. 17.—Conventions brought 260,000 visitors and \$26,000,000 in "fresh" money to Atlantic City in 1952. "It was a terrific year," said Albert H. Slean, manager of the Convention Bureau, as he went over the records. "We had more conventions than ever, and attendance was exceeded only by the record year of 1947."

According to the records, 296 conventions and expositions were held here in 1952, with attendance of 260,000, in 1947, there were 261 meetings, but attendance totalled 273,000, or 12,000 higher than in 1952. Slean explained the higher figure in 1947 resulted from two big gatherings—the Shriner's convention, which attracted some 30,000 visitors, and the American Medical Association, attended by 34,000 doctors and guests—which were not here last year. But the resort had quite a number of large conventions last year. Fifty-nine of them chalked up attendance of 1,000 to 15,000 persons each.

Columbia, S. C., Fills Feb. Book

COLUMBIA, S. C., Jan. 17.—Township Auditorium here has been scoring solid bookings that forced Manager A. H. Rion to turn down some events because of lack of available time, he said this week.

Recent events included the Metropolitan Opera's Ballet Theater, which drew a good house Wednesday (14). Upcoming are Bill Bailey's Minstrels, January 26; Lionel Hampton's Orchestra, February 5; "Ice Varys," nine days starting February 8; the Horace Heidt show, February 20, and the 115-piece Philadelphia Symphony, February 21.

In addition, a flower show is slated this month and three dances are on tab. Wrestling is a regular Tuesday night event.

Canadian Icer Clicks

RED DEER, Alta., Jan. 17.—Canadian "Ice Fantasy of 1953" played matinee and evening performances to attendance of better than 5,000 when the new \$200,000 arena was opened here recently. Opening was sponsored by the Elks lodge.

Hutton Package to Vancouver; PNE Plans New 10,000-Seater

VANCOUVER, B. C., Jan. 17.—Screen actress Betty Hutton will head a package show which will play Georgia Auditorium here February 25-26. The show will include the Sky Lark singing group and other acts and will follow the same formula as the Danny Kaye show. It is a William Morris Agency package out

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Charles Blake Mulls Musical Package Tour

LOUISVILLE, Jan. 17.—Charles H. Blake, of Charles H. Blake Productions, Louisville and Santa Monica, Calif., is making a survey to determine whether to put out a package of musicals.

A fall tour will be considered, he said. Chief of the musicals would probably be "The Merry Widow." Blake said the package would be designed to play towns of 50,000 population and less.

The Blake company had operettas at the Chicago Lakefront Fair and recently handled Middle Western dates for the Slavensky-Western Ballet. Blake said that of 59 theatrical and musical events his office has handled, none has been a loser.

Spike Jones Starts Trek

PHOENIX, Ariz., Jan. 17.—Spike Jones Musical Depreciation Revue opened its winter road tour here Thursday (8). Thru February 4, the show will play all one nighters except for three days at Wichita, Kan.

Aud-arena stops on the route include the El Paso, Tex., Coliseum; Albuquerque, N. M., Ice Arena; Wichita Falls, Kan., and Dallas auditoriums; Will Rogers Auditorium, Fort Worth, and Oklahoma City Municipal Auditorium.

and program is to include 10 production numbers and 20 acts, Harris said. The feature will be Walt Disney's "Cinderella" on ice. A minimum of 4,000 seats will be required. Show will play in front of grandstands and in open-air stadiums. Two sets of equipment, including tanks, will be leap-frogged to eliminate delays between towns. Tanks will measure 60 by 120 feet, and can be reduced in any division of 20 by 20; however, a space 60 by 100 feet will be required to produce the full show, Harris stated.

The performance will be the same as last season's edition of "Ice Capades," with performers moving from "Capades" to "Cycles" to continue the show, according to Harris.

"Cycles" will be set up to promote itself or use local promotion, Harris reported. It will carry its own public address system, spotlights and bandstand.

Alberta Arena Bows

BARREHEAD, Alta., Jan. 17.—A \$30,000 arena and agricultural building, to seat more than 2,000, has been opened here. Canadian skating show, "Ice Fantasy of 1953," was on hand for the opener.

'Hollywood Ice Review' Opens Strong at Garden

NEW YORK, Jan. 24.—The 16th annual run of "Hollywood Ice Review," the Arthur Wirtz-produced show starring Barbara Ann Scott, opened Thursday (15) in Madison Square Garden. The show, which opened October 8 in Indianapolis, also played St. Louis, Omaha, Denver, Milwaukee and Chicago. In Chicago, the revue was held over two days for two evening performances and one matinee.

A crowd of 13,000 was on hand for the opener. As is customary with this show, one end of the arena, representing well over 1,000 seats, is not sold. This group of seats is directly behind the orchestra and revolving stage.

The icer will run nightly thru February 4, with six matinees. No performances are scheduled January 28-30. Opening next in Detroit at the Olympia February 6, the show will remain there until March 1 when it moves to Cincinnati for a March 4-11 stand.

As of opening day, New York advance sales were reported 52 per cent ahead of last year. Advertising pointing out that the show will not be televised might account for a portion of the increase. Show representatives attribute the jump to word-of-mouth

New Foam Lake Arena

FOAM LAKE, Sask., Jan. 17.—A new arena was opened here recently. Building will be used for skating in the winter and as an agricultural exhibit building during the summer fair.

of Los Angeles and is being booked in Vancouver by Famous Artists.

In a taxpayers' election here recently funds were authorized for improvements to the Pacific National Exhibition. Included in the plans are a new 10,000-seat sports arena.

The new structure will replace the Forum, which has been used for the PNE-Shrine Circus by Polack Bros. and sports events. The Forum has proved too small for the continually larger crowds.

Construction is scheduled to start in February. Also to be included in the million-dollar project are a British Columbia Building, commercial buildings and an administration building.

advertising on the part of patrons who first saw Miss Scott in her Garden appearance with the Wirtz show last year.

Sunday night advance sales, influenced to a degree by the 7:30 curtain, an hour earlier than other performances, are reported good. This is the first time the show has scheduled early Sunday evening shows in New York, and is being done primarily for the benefit of out-of-towners.

The current New York bus strike, if continued, is not expected to hurt the box office. City-operated cross-town busses have been in operation thruout the strike and stop on two corners adjoining the Garden. Subway facilities are convenient, and the Port Authority Bus Terminal, which is used by commuter busses, is only a few blocks away.

Dramatic & Musical Routes

- Ballet Theater: Nashville 20; Birmingham 21; Florence, Ala., 22; Memphis 23-24; New Orleans 25; Pensacola, Fla., 26; Houston, Ala., 27; Jackson, Miss., 28; Shreveport, La., 29; Fort Worth 31.
- Bat. The. (Ford) Baltimore.
- Bell, Book and Candle: (Court Square) Springfield, Mass.
- Call Me Madam: (Shubert) Chicago.
- Cornell, Katharine: (Selwyn) Chicago.
- Country Girl: (The) Indianapolis 19-21; (Hartman) Columbus, O., 22-24.
- Dial "M" for Murder: (Cass) Detroit.
- Footloose: (The National) Washington.
- Gigi: (Harris) Chicago.
- Good Night, Ladies: (Shea's) Erie, Pa., 19-21; (Colman) Akron 22-23.
- Guys and Dolls: (Nixon) Pittsburgh.
- Hazel Flagg: (Shubert) Philadelphia.
- Hutton, Betty: (Curran) San Francisco.
- I Am a Camera: (Lyceum) Minneapolis, starting Jan. 20.
- Josephine: (Shubert) Washington.
- Maggie: (Folies) Philadelphia.
- Maid of the Ozarks: (Majestic) Boston.
- Mr. Roberts: (Walnut Street) Philadelphia.
- St. Nicholas: (The) New Haven.
- My Sister Ellen: (Shubert) New Haven, Conn.
- Oklahoma: (Biltmore) Los Angeles.
- Paint Your Wagon: (Playhouse) Wilmington, Del.
- Picnic: (American) St. Louis.
- Point of No Return: (Taft) Cincinnati.
- Strike, The: (Davidson) Milwaukee.
- Skinner, Cornelia Otis: (Geary) San Francisco.
- South Pacific: (Auditorium) Daytona Beach, Fla., 19-22; Fort Lauderdale 23-25.
- Sliding 17: (Shubert) Detroit.
- Strike a Match: (Civic) New Orleans.
- Top Banana: (Great Northern) Chicago.
- Touchstone: (Locust) Philadelphia.

Skating Shows

- Ice Follies of 1953: Cleveland 22-Feb. 1; Toronto 2.
- Skating Vanities: (KRST Theater) Des Moines, 20-25; (Armory) Springfield, Ill., 27-Feb. 1.

NEWS CAPSULES

NARTB Member Drive; Inaugural Plan Nixed

Continued from page 5

maintained with Bob Stahl, former trade-paper reporter, hired to head up New York coverage. Martin Lewis will be the magazine's West Coast representative.

TV FILM GROUP ELECTS GOLD . . .

NEW YORK—Mel Gold, of National Screen Service, was elected chairman of the board of the National Television Film Council Thursday (15). The next membership meeting was set for Thursday, January 29, at the Warwick Hotel, at which the main program will be a panel of TV trade-paper editors. Until this month, Gold was president of NTFC. He was succeeded by Arche Mayers, of Unity Television.

SEEK STATION ON MOUNT WASHINGTON . . .

WASHINGTON—A group headed by Horace Hildreth, former governor of Maine and now president of Bucknell University, has filed for a TV station atop Mount Washington, New Hampshire, which has the world's worst weather. The company has requested VHF channel 8, the station address, which will highlight the Jefferson-Jackson Democratic dinner in New York on Valentine's Day will be broadcast and telecast by the networks, the Democratic National Committee announced.

WEBS TO CARRY STEVENSON TALK . . .

WASHINGTON—Adlai E. Stevenson's first major post-campaign address, which will highlight the Jefferson-Jackson Democratic dinner in New York on Valentine's Day will be broadcast and telecast by the networks, the Democratic National Committee announced.

TV "listening parties" are being planned in various parts of the nation, according to the committee.

DOTTIE MACK GETS NEW WCPC-TV SHOW . . .

CINCINNATI—Dottie Mack, on leave from WCPC-TV following a disagreement with Paul Dixon, with whom she formerly teamed in an afternoon pantomime-disk show, will have a show of her own on the outlet, station officials announced last week. Miss Mack will appear with Bob Braun in "Pantomime Hit Parade" from 11:15 to midnight, Monday thru Friday, starting February 9. The show will feature pantomime to disked music and chatter about hit tunes. Braun, who formerly sang on "Armed Forces Review" on the Mutual web, has been with the station since 1949.

Following her break with Dixon, Miss Mack was scheduled to kick off a pantomime show of her own at 6 p.m., beginning December 14, but the station canceled when Dixon, the station's most important program personality, objected to the plan. At that time Miss Mack said she thought it best to leave the station. Since then she has been vacationing in Miami Beach, Fla.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Joseph Goodfellow has been appointed sales director of WRC

and WNBW, Washington. . . . William Miller, formerly sales manager of WCBW, New York, has been named to the same post at WBBM, Chicago. He is replaced at WCBW by Henry Untermyer. Gilman Johnston, formerly WBBM assistant sales manager, has been moved to CBS Radio Spot Sales. . . . Guy Capper, who had been with ABC's spot sales department, is going to Headley-Reed TV next week. . . . John A. Thomas is new radio-TV director of Ewell & Thurber.

New music director at Washington's WMAL is Jeanne Ruhling, and new night TV traffic manager, Ruth Proudfoot, were both formerly associated with WTOP there. E. Stratford Smith, former Federal Communications Commission lawyer, has joined the DC law firm of Welch, Mott & Morgan, to specialize in radio-TV cases. . . . Robert W. Jonscher, former sales executive at WTOP, Washington, has been named radio-sales manager of station WMAL and WMAL-TV under re-merchandising of its sales, promotion, merchandising, and publicity departments. Harvey L. Glascock, former WMAL radio sales manager, is now sales manager of WMAL-TV. George L. Griesbauer has become manager of WMAL and WMAL-TV's newly organized Sales Service Department. He was in the sales department of WMAL-TV. WMAL's new merchandising sales manager is Charles S. Tappy, formerly with WTOP-TV's sales department.

E. H. Meeks is the new director of WMAL's promotion and publicity departments, assisted by Adrian Gonzales. Meeks was formerly sales promotion director of WTOP and assistant promotion director of WLW, Cincinnati. Gonzales came to WMAL from WLW. Joseph Goodfellow has been appointed sales director of National Broadcasting Company's D. C. radio and TV outlets, WRC and WNBW. He has been Eastern sales manager for NBC spot sales.

Mike and Buff

choke leaves are to be peeled away one by one. Cliff Norton was also on hand to show how he would wrestle with an artichoke. His humor was a mite overdone, but he seemed to be working against time limitations. Mike read the program's "Letter of the Day" in which a parent complained that TV was giving his child bad eating habits; Mike told the father that time would solve the problem. The show must guard against a tendency natural to quarter-hour shows—too much material in too short a space of time. A slower pace and less crowded agenda would not only be more relaxing, but would give the viewers a chance to enjoy the personalities of Mike and Buff. Leon Morse.

Mardi Gras Revelry Packs New Orleans Aud Schedule

NEW ORLEANS, Jan. 17.—One of the biggest monthly auditorium schedules in the country is under way here with the New Orleans Municipal Auditorium starting its near-capacity bookings of Mardi Gras events. Managing Director William A. Coker announced that at least one carnival ball was being held in the building every night this month except Monday (5). On that night the New Orleans symphony had a concert. Three other concerts and a ballet are set during the month but carnival balls are also scheduled on those nights.

The balls are staged by the various Mardi Gras organizations and Krewes of New Orleans and the most part. Others are booked by dancing schools. Coker's schedule calls for two events on 14 nights. In these cases, one uses the Concert Hall and one uses the Auditorium side. Among the uniquely named organizations are the Krewes of Hera, Okeanos, Acheans, Sparta, Janus, and Iris, and the Caliphs of Ciro, Bards of Bohemia, the Virgilians, Maids of Troy and the Aparamot.

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help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Barnes Named URO President for 1953

PHILADELPHIA, Jan. 17.—Joe Barnes, Adelphia Sporting Club, Philadelphia, was elected president of the United Rink Operators at that association's annual convention held December 10 and 11 in the LaSalle Hotel here.

Owing to a last-minute change in plans the meeting was held here instead of at the previously announced Jung Hotel site in New Orleans, set for December 15 and 16. Because of the shift in location, attendance at the meeting was small, said Secretary Robert L. Baker, operator of Palomar Roller Gardens, Lansing, Mich.

Flanking Barnes on the official slate are Norman Barber, Skateland, Cranston, R. I., first vice-president; Stephen Seipp, North Avenue Rollerway, Melrose Park, Ill., vice-president; James Wall, Rollerrome, Fort Wayne, Ind., treasurer, and Baker.

In the future, it was decided, three cities will be selected as possible sites for annual meetings, with the entire membership voting on the matter. Semi-annual meetings, as in the past, will be held during championships of the

United States Amateur Roller Skating Association.

The following were selected as regional meetings chairmen for the coming year: Frank Ferrera, Seattle, Northwest; Cliff Neschke, Pasadena, Calif., Southwest; A. H. Generose, New Orleans, South; Perry B. Giles, Muskegon, Mich., Midwest; Robert and Harry Black, Huntington, W. Va., Southeast, and William Schmitz, Elizabeth, N. J., East.

Three rinks have been registered as members of the URO during the past month, it was announced. They are Peekskill (N. Y.) Arena (of the America on Wheels chain), Tom Brown, manager; Palomar Roller Gardens, Lansing, Mich., Robert Baker, operator, and Akron Rollerade, R. Gordon, manager. Several applications for membership are now being processed.

The following are members of the executive board which scheduled a special meeting at the Akron Rollerade for January 13: Harry Black, Black's Roller Rink, Ashland, Ky.; Perry Flick, Roller Rondo, Indianapolis, and Frank Ferrera, Skateland, Everett, Wash.

Roadshow Rep

BRUCE E. RINALDO, veteran dramatic and rep-tent show performer, will celebrate his 76th birthday January 24 at his home in Shelby, O. Rinaldo, who retired several years ago from show business, is still painting all the signs for the Wilkins Air Force Depot, Shelby, and says that he's enjoying his work and the best of health. . . . Tent and rep show-folk lost a capable and highly respected member in the recent death of **Jack Brooks**, of the Jack and Mrude Brooks Stock Company, in City Hospital, Sarasota, Fla., January 8. His body was shipped to Sabula, Ia., for burial.

Neil E. Schaffner, of the Schaffner Players, reports that the Brooks company has been a household word in Wisconsin for over 40 years. . . . **Arnold S. Lawson** is showing his puppets in the New London, Conn., area. . . . **Harry Blatchford** is promoting amateur shows around Montpelier, Vt. . . . **Mr. and Mrs. H. H. Curtis** are playing sponsored dates in churches in Terrill, Tex.

GREGG TERRELL writes from New Orleans that he hopes to hear that the minstrel show which is playing Florida will get enough business to permit it to move over into Louisiana. "I'd like to see a revival of burnt cork," Terrell says. "Old-time minstrels might be the means of bringing back some of the good old-time roadshows. TV can't touch anything like seeing live men parading down the main stem to the tune of "Dixie." . . . **L. J. Morrison** reports from Sarnia, Ont., that his solo novelty show has been playing there to fair results. Morrison has been doing sponsored dates for the most part but he plans to take on some outside engagements

soon with a musical act that he has been breaking in. . . . **Francis Osgood** asks from Wichita, Kan., that someone send thru the roster of Side Tracked, the one-day stand roadshow that toured the various sectors of the country for many years. Osgood says that **A. O. Scammon** was manager of the show, with **E. H. O'Connor** playing the feature roles.

EQUIPMENT of the Glenn Allen Players has been stored in Midvale, O., following a successful 16-week tour of Eastern Ohio and Western Pennsylvania. **Mutt Murphy**, boss canvasman and superintendent, reports that the new stage built on a 30-foot semi proved satisfactory. He adds that **Dick Johnson's** Saturday kiddie matinees, featuring magic and a puppet show, proved successful. **Murphy** says that **Mr. and Mrs. Allen** are vacationing in Florida. **Phil and Neal Roath** will be back with the show for the 1953 tour. **Murphy** says that **Allen** is planning a Tom Show cast to play established Ohio territory.

Drivin' Round The Drive-Ins

BERNIE SWINEY is building a new drive-in theater in El Paso, Tex., which will be named the Cactus Drive-In. It is expected to be opened soon. **Ezell & Associates**, operators of a circuit of drive-ins thruout Texas, held its annual convention in Galveston January 5-7. Attending the meeting were all drive-in managers, partners and home office personnel from Dallas. . . . The Jefferson Amusement Company, Beaumont, Tex., has announced plans for the construction of a new 500-car capacity drive-in theater at Vidor, Tex. A site has been purchased. . . . A dusk-to-dawn New Year's Eve Moviethon was held at the San Pedro Drive-In and the Kelly Drive-In theaters, San Antonio. Free coffee and doughnuts were served at both spots. There were five feature films shown, five color cartoons, comedies and musical shorts.

Jack Adams to Exhibit

NEW YORK, Jan. 17. — Jack Adams & Son, Inc., local rink equipment supplier, will exhibit at the National Sporting Goods Show to be held at the Hotel New Yorker here, January 25-28.

TV SPLASH

Skateland's 'Dimes' Show Takes to Air

CLEVELAND, Jan. 17.—Skateland Roller Rink here will present its annual March of Dimes Roller Revue on January 31-February 2, the latest edition promising to be "bigger and better than ever" because Manager Al Campana is sparing no expense in producing the extravaganza, said Paul R. Svec, rink publicity and promotion manager.

"Press, radio and television are all co-operating to make it a success," said Svec. "Prime purpose of the show is to raise funds for the 'Dimes' campaign, but in the TV show we expect to reach the non-skating audience in their homes to show those people the high caliber roller skating has attained. This should stimulate skating activity on a local basis."

Campana has purchased 100 tuxedos for one of the male numbers in the show. New costumes purchased by the management, will be seen in all girl numbers. Skateland; with the co-sponsorship of the Cleveland Skate Company, is putting a half hour of the show on TV Station WXEL.

First night show will be staged January 31.

Arena's Iron Lung Campaign; Big Revue Set

DETROIT, Jan. 17.—A special fund to present an iron lung to the city is being raised by skaters of Arena Gardens as an "extra-curricular activity," apart from their regular program of events.

Cost of the unit, estimated at \$2,500, is being raised by voluntary donations, with the active leadership of the Arena management under Fred A. Martin and Earl King. This is one facet of the program of community relations activities being directed by Martin at Arena.

The Arena skating clubs have scheduled one of the highlights of the year for Tuesday (20), the annual revue, to include some 200 skaters. This event will have as its financial objective the raising of funds to send Arena's own entrants to the State, regional and national contests.

The show is being sponsored by the Arena Parent-Management Benefit Fund Committee. **Rose Blavatt**, **James Carroll** and **William Best** are directors, with scenery by **Walter Segar**. The revue will be produced in 12 scenes and a finale, one to represent each month of the year, with **Russell Bice** as organist for the production.

Scenes include: January—Ensemble featuring **Carolyn Greene**, American novice ladies' figure champion; March—"The Big Wind," **Johnny Matejec**, American junior boy singles champion, with **Earl Tries**, **Thomas Obie**, **Donald Gates**, **Bernard Lick**, **Bob Bennis** and **Jim Miller**; February—"Valentine Sweethearts," featuring **Marilyn Adams**, American ladies' singles novice champion, with **Robert Drummond**; April—"Sunshine," with **Sally and Susanne Richardson**, with **Patricia Kendall**, **Bonny Gray**, **Angela Maisano**, **Elizabeth Olmsted**, **Bonnie Belle Kellan**, **James Miller**, **Bernard Lick**, **Gerardine Greive**, **T. Gates** and **T. Obie**; May—"Flight of the Bumblebee," featuring **Patsy Martino**, juvenile champion; "Queen of the May," **Sandra Kreiger**, American junior figure champion, supported by **Bernard Lick**; "The Little Glowworm," featuring **Denisse Blavatt**, with **Marilyn Adams** and **Charlotte Walshon**; "Easter Parade," **Carol Pittinger** and **James Miller**.

June—"Graduation Procession," featuring **Nancy Kromis**, American senior ladies' figure champion; July—"Three Firecrackers," **William Pate Jr.**, **J. Matejec** and **B. Lick**; and "Liberty," **Charlotte Walshon**; August—"Travel Time," **Gail Locke**, American international ladies' figure and singles champion; September—School numbers, with **Marilyn Adams**, **Charlotte Walshon**, **B. Drummond**, **R. Posniac**, **Nancy Kromis**, **J. Matejec**, **William Pate Jr.** and **Chester and Stella Lichowski**; October—"Harvest Moon," **Jerry Grieve** and **Donald Gates**, Michigan junior dance champion; "Two Little Hayseeds," **Michele Segar** and **Kenneth Gerych**, and "Scarecrow," **Robert Drummond**; November—"Spirit of Harvest," **Gail Locke** and **William Pate Jr.**, American senior pairs champions, and "First Nighters," featuring **Richard Posniac**; December—Christmas numbers, **Nancy Kromis**, **Gail Locke**, **William Pate Jr.**, and **J. Matejec**, American senior fours champions.

Martin Sees Better Business in Offing

Report Made to Pennsy Ops Who Elect Sternberg Prexy; to Enlarge Chapter

HARRISBURG, Pa., Jan. 17.—A new era of improved business is in the offing for roller rink operators, **Robert D. Martin**, Detroit, secretary of the Roller Skating Rink Operators' Association, told members of the Pennsylvania chapter, RSROA, at their Monday (12) quarterly meeting in the Harrisburg Hotel.

Martin warned, however, that if operators expect to share in the better business he foresees, they will have to keep their establishments spic and span because today skaters place a high premium on clean facilities. Martin outlined the advantages to operators of an RSROA membership and also spoke on such subjects as the tax problem, RSROA dance books now at the printers, methods of advertising the rink business and the importance to operators of holding down prices on skating equipment.

About 55 people, including operators, their wives, professionals and visitors, attended the meeting which was presided over by **Arthur Litzemberger**, Crystal Palace, Philadelphia. In an election he was succeeded to the presidency by **David Sternberg**, Playland, York. **Robert Gosnell**, Latrobe Roller Gardens, was named vice-president, and **K. D. Strayer**, Skateland, Johnstown, was elected secretary-treasurer to succeed **Walter Wolf**, who has held the post for two years. Wolf was unable to attend the meeting because of illness and members voted to send him a telegram of cheer and flowers.

Michigan Race Program Kicks Off Well in '53

DETROIT, Jan. 17.—Start of the new year has seen a fresh peak of interest in Speed Derby events being sponsored by the Michigan chapter, Roller Skating Rink Operators' Association, with each derby being held in a different rink.

Top record for attendance for any such event was set by **Fairview Gardens**, which drew 300 patrons. Speed club members at Fairview did an active job of selling tickets, getting skaters and spectators out for the evening. The speed events, with about 75 participating, occupied an hour in the middle of the evening, with regular skating the rest of the time.

At **Arena Gardens**, the second New Year's Marathon drew a field of about 30 entries, altho only four finished the full event. Entries came from Ohio, Indiana and Michigan rinks.

The Michigan chapter's monthly meeting, held Monday at the Ambassador Rink in Clawson, was devoted to routine business discussion, with plans for the February 2 meeting to be held in a novel setting. **Shaw D. Hakim**, operator of Fairview Gardens, will be host to the group at his home, and will show movies and color slides of his recent trip to Bagdad and other Near East spots.

Upon a motion by **James Cicero**, Ebensburg, and seconded by **Cecil Milam**, Washington members voted to enlarge the chapter by putting it on a regional basis. Under the new set-up all RSROA rinks in the Eastern RSROA Region will be permitted to join the chapter. The secretary was instructed to contact these operators in order to learn their views on the matter and invite them to join. Membership in the Pennsylvania chapter was reported up. It is the aim of the new president to enroll all operators in the area who are eligible for membership, feeling that it will make the chapter one of the strongest in the country.

While the operators met, the professionals gathered in another room. They have been meeting monthly, an outgrowth of these meetings being inter-rink competitions, the Penn-Del contests. **Jim Wells**, pro at Playland, York, is president of the Eastern Regional Society of Roller Skating Teachers.

Next chapter meeting will be held April 6 in York during State competitions at Playland. At that time officials hope to complete plans for chapter enlargement.

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Savannah, Ga., Jan. 23; Charleston, S. C., 24; Augusta, Ga., 25 (Sunday); Columbia, S. C., 26; Raleigh, Ga., 27; Danville, 28; Statesville, N. C., 29; Charlotte, N. C., 30; Rocky Mount, 31; Norfolk, Va., Feb. 1-3. (Permanent address: P. O. Box 849, Ft. Myers, Fla.)

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The Final Curtain

ACKERMAN—Ruth, 66, January 15 in Detroit of cancer. She was the wife of Samuel Ackerman, who has owned and operated the East Side Theater, Detroit, since 1911, and at various times the Alvin, Arcade and Dreamland. She is survived by her husband, three children, including Alfred, a partner with his father in the East Side, and eight grandchildren. Interment in Clover Hill Park Cemetery, Detroit.

BLASH—Joseph Sr., 51, concessionaire, January 5 in Elmira, N. Y., where he was visiting relatives. He was a member of the Pacific Coast Showmen's Association. Survived by his widow, Emma; a son, Joe Jr.; a brother, sister and grandson. Burial in the family plot in Arcadia, Calif., January 14.

BURKE—Felix, 91, well-known wire worker, in Sacramento recently. Services in San Francisco January 9 conducted by Harry Seber, Show Folks of America chaplain.

CALLAHAN—Peter, 74 in Bridgeport, Conn., January 9. He was an acrobat with the old Ringling Bros., Barnum & Bailey and other circuses until retirement 25 years ago, when he became manager of the Elks' Club in that city. For the past several years he has been on the front door at the Loew Poll Theater in that city. He was also on the executive board of Headliners, Past and Present, a Bridgeport theatrical organization. Survived by his widow, Lillian; a daughter, Mrs. Mary Riley, Beverly Hills, Calif., and two sisters, Marguerite and Anna, of Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn., January 13.

CLARK—Mrs. Fannie, 87, widow of M. L. Clark, who owned the old M. L. Clark & Sons Circus that headquartered in Alexandria, La., for many years, January 5 in an Alexandria hospital. She had been ill for a number of years. Survived by a son, Lee, of Alexandria. Services January 6 and burial in Greenwood Memorial Park, Alexandria.

CURRIE—George, 58, former drama critic for The Brooklyn Eagle, January 8 in Silver Lake, S. I. A columnist, sports writer, literary editor, editorial writer and editor of the Sunday supplement at various times with the paper, he was known by many show business people for his sharply focused drama reviews. His widow, two sons, father, stepmother, two brothers and two sisters survive.

DE THORAN—Cornell, director of the Theater Royal De La Monnaie (Brussels Opera House), January 6 in Brussels, Belgium.

DIXON—Lee, 42, musical comedy actor and dancer, January 8 in New York. He had appeared on Broadway in "Oklahoma!" with the St. Louis Opera Company in "Angel and the Badman," "America's Sweetheart," "The Red Mill" and many others, and in such motion pictures as "The Gold Diggers of 1937," "Ready, Willing and Able," "Singing Marine" and "Variety Show."

EDWARDS—Samuel, 98, pioneer in the presentation of motion pictures in North Carolina, January 11 at Mills River, N. C. When he started his movie career, Miller traveled by train or buggy to remote points of the State.

FREEBURG, V. O., 77, editor, teacher and author of several books, including "Disguise Plots in Elizabethan Drama" and "The Art of Photoplay Making," in Boston January 9. Services January 16 in Lindsborg, Kan. His widow, sister and brother survive.

GRAFFOULIERE—Armand W., 44, known as Frenchy in the entertainment world, January 8 of cirrhosis of the liver in Veterans' Hospital, Phoenix, Ariz. He was a widely known orchestra man and pianist in the Midwest. Survived by his widow, Peggy M.; his parents and a brother, Ronald L., Kokomo, Ind. He was born at Galesburg, Ill., where interment took place January 12.

GRASSO—Frank, 58, musical director at Station WFLA, January 11 in Plant Park, Fla. He died while conducting the Tampa Symphonette Orchestra in Schubert's "Unfinished" Symphony. Grasso had been a flutist with the Victor Herbert Orchestra and a baritone singer with the Creators Band and Opera Company.

HARGREAVES—John, 30, night program supervisor for NBC-TV, New York, January 16, when he fell 10 stories during an early-morning fire at his Manhattan apartment. His wife, Arlene, and 20-month-old son, Kevin, were led to safety while he was seeking means to fight the blaze. Trapped in a bathroom, he fell 150 feet in attempting escape thru a window. He was the son of Robert Hargreaves, former Metropolitan Opera tenor, of Schroon Lake, N. Y.

HUME—John Robert, 82, an honorary director of both the Provincial Exhibition and Manitoba Winter Fair, Brandon, and an active worker in the exhibitions for many years, at Souris, Man., January 7. He was also a life member of the Souris and Glenwood Agricultural Society and as a breeder of prize-winning cattle was noted as an exhibitor. Survived by his widow, one son and a sister. Burial was at Souris.

JENCKS—Maurice W., 74, veteran fair man and secretary of the Kansas Free Fair Association, Topeka, January 17 at his home in that city. (Details in General Outdoor Department.)

JOHNSTONE—John M., 77, for 40 years a theater manager with the Shubert enterprises, January 16 of a heart attack, while waiting for a bus near his home at Dumont, N. J. A native of Savannah, Ga., he settled in New York in 1912. For a time he managed the Century Theater. He was manager of the Winter Garden at the time of his death. He was a member of the Association of Theatrical Press Agents and Managers. His widow, Ethel, a son, John Jr., and a daughter Mrs. Thomas J. Colgan, survive.

JONES—Edward P. (Peg Leg), 63, well-known Eastern owner and driver of harness horses, January 7 in the track room of Dufferin Park race track, Toronto. The throat was cut and a razor lay near by. The coroner called the death a suicide. Jones was well known

around Batavia and Hamburg, N. Y., tracks. He had been at the Dufferin track to take part in the winter meeting there. Survived by two daughters and three sons, who reside at Jones' New Haven, N. Y., farm; three brothers and a sister.

KAPLAN—David, 65, chief arranger for Broadcast Music, Inc., of a heart attack January 14 in New York. (See Music Department for details.)

KNOTE—Heinrich, 82, Wagnerian tenor of the Metropolitan Opera early in the century, January 15 at Garmisch-Partenkirchen, Germany. A native of Munich, he began his career as a comic actor, later studied voice and became a member of the Munich Court Opera from 1892-1914. He sang several seasons with the Met, from 1903-1906, on leave from the Munich post. His last visit to this country was in 1923, when he gave a recital at New York's Yorkville Casino.

KUSHNER—Milton I., 46, December 15 in Detroit. He was president of the Sperber Furniture Manufacturing Company, Detroit, novelty products manufacturer. His widow, Vivian, and a daughter, Caroline, survive. Interment in Beth Abraham Cemetery, Detroit.

LAWRENCE—Nick, 30, program director of Radio Station WHPB, High Point, N. C., January 30 in that city after an illness of several months. He was High Point's Young Man of the Year in 1951 and was active in many civic ventures. He leaves his widow, two sons and a daughter.

LUCAS—Rupert, sales manager for Barry & Enright Productions, Inc., television production firm, January 13 of a heart attack at the Du Mont Studios, New York. His firm produces "Wisdom of the Ages." Born in England, he had a successful stage and operatic career before entering the radio field in Toronto in 1929, where he pioneered development of Canadian radio dramas. At one time he was with Young & Rubicam as producer of "Silver Screen Theater," later a sales executive for the American Broadcasting Company. He is survived by his widow, Constance, and a daughter, Linda.

IN LOVING MEMORY
Of My Beloved Husband
and Our Dear Dad
Leo Shultz Marshfield
Who passed away January 12, 1952
Ruth, Jean and Artie

MCDONALD—Margie, retired circus dancer, in Los Angeles recently. She had been with John Robinson, Hagenbeck-Wallace, LaTena, Walter L. Main, Palmer, Gentry Bros., Robbins Bros. and Christy Bros. circuses as well as tab shows and vaude.

McKAY—Samuel H., 72, billposter and lithographer for years with such circuses as John Robinson, Hagenbeck-Wallace, Al G. Kelly-Miller Bros., Bailey Bros., Downie Bros., Ringling-Barnum and all shows operated by the American Circus Corporation, January 11. Services January 13 and burial in Myrtle Cemetery, Ennis, Tex.

MILLS—Fred, 49, female impersonator appearing at Jake's Cafe, McKeesport, Pa., January 2 in Braddock General Hospital, Pittsburgh, from burns suffered when his clothing caught fire as he was making a costume change for a show. Body was sent to New Orleans.

MULL—Leon H., 43, musician, January 7 in Reading (Pa.) Hospital. A trumpet player, he and his brother, Carl, conducted a dance band known as the Charleston Ramblers. Other survivors include his widow, Fern. Services January 12 in Reading, and burial in Cedar Hill Cemetery, Ephrata, Pa.

NUNN—John James, 65, for more than 20 years with the Ringling-Barnum show, December 22 in Winston-Salem, N. C., of a heart attack. Survived by a sister, Rosalie. Burial December 26 in Kinston, N. C.

PARSELLA—Charles Augusta, 77, veteran stage employee of more than 55 years in show business, January 9 in Troy, N. Y. He had been a long-standing member of the International Alliance of Theatrical Stage Employees and was once shop foreman at the old Hippodrome Theater, New York. A former staffer for Flo Ziegfeld, he was last employed for the "Voice of the Turtle" at the Morosco, New York. A brother survives.

PORTER—Horace A., 73, who was secretary-treasurer and manager of the St. John (N. B.) Exhibition Association from 1912 to 1933, January 13 at Rothesay, N. B. He had also been secretary of the Dominion

In Loving Memory
of
MIKE ROSEN



Who Passed Away
January 27, 1945
His Loving Wife
FRIEDA ROSEN

Exhibition. Surviving are his widow, a son, daughter and his mother. Services January 16.

RAHO—Edward, 79, former musician, January 8 at his home in Philadelphia. He was an oboe player and retired 20 years ago after playing for many years with the Philadelphia Orchestra. He came to America at the turn of the century with Creator's band. He joined the New York Symphony and later played in the Cincinnati Symphony Orchestra. Surviving are his widow, Concetta F.; a son, Lewis, who teaches music, and two daughters. Services January 12 in Philadelphia. Burial in Holy Cross Cemetery there.

RAIFORD—Council, pioneer West Coast showman and for years associated with the Foley & Burk Shows, recently. Survived by his widow, Edna. Services in San Francisco January 9.

ROBINSON—Mrs. Natalie Tafel, 84, mother of violinist Natalie Robinson, January 13 at her home in Cincinnati. Also surviving is a son. Services January 15 and burial in Spring Grove Cemetery, Cincinnati.

SACKETT—Edward T., 71, retired vaude song and dance man, January 10 in Collingswood, N. J. He was a member of the Ed Taylor and Ed Nelson team which toured the old Keith and Orpheum circuits.

SALAWAY—H. M. (Red), owner-manager of Red's United Shows for the past seven years, January 1 of a heart attack in a Westlake, Tex., restaurant while dining with his wife and friends. Survived by his widow, Ethel, and his mother and two sisters of Newton, Ia. Burial in Sioux City, Ia.

SHEA—Thomas J., 53, assistant president of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, January 13 in Saranac Lake, N. Y.

SKINNER—Mrs. Neil M., 40, playwright and scenic designer, January 13 near Stamford, Conn. Mrs. Maria Middleton Cox Skinner was best known for her volume of sketches, "Masque of Queens," which has been used extensively by groups throughout the country.

SMITH—Arthur Edward, 52, former superintendent of the Moose Jaw (Sask.) wild animal park, at Saskatoon, Sask., recently. Burial was at Moose Jaw.

STITZEL—Melville J., 50, pianist and musical arranger for the National Broadcasting Company, December 31 in Chicago. He first began with show business as an accompanist for vaude acts on the Orpheum Circuit, then became an arranger for various bands and finally led his own orchestra. Some of the songs he composed were "Tin Roof Blues," "Doodle Doo Doo," "The Chant," "Land of Dreams," "I'm Goin' Home" and "Bittersweet Rag." His widow, daughter and son survive.

WARNER—Russell T., 56, magician, January 5 at his home in Allegan, Mich. He owned the Russ Art Studios of Allegan, manufacturer of tricks and illusions. Professionally he was known as Jack Russell. One of the original members of the Allegan Community Players, Warner appeared for several seasons in stock. He was a member of the American Society of Magicians. Survived by his widow, Sarah; a daughter, Mrs. Robert King, Allegan, and four grandchildren. Services January 8 and Masonic burial in Oakwood Cemetery, Allegan.

WILLIAMS—Florene, 47, wife of Dave Williams, who had a mechanical attraction at Chicago's A Century of Progress in 1933, January 15 in Chicago. In addition to her husband, she leaves a son, David Jr., and two daughters, Florene and Mary.

WINNIE—Mrs. Clara Louise, 76, in Madison, Wis., after a lengthy illness. She was the mother of Russell G. Winnie, assistant general manager of WTMJ and WTMJ-TV, the Milwaukee Journal stations.

WOODWARD—Ann, radio singer known professionally as Ann Loranger, December 30 in Mount Carmel Hospital, Detroit. She started about 1924 with the "Red Apple Club" on WCX, Detroit, billed as "Detroit's Sweet-Voiced Soprano." When that station changed to WJR she played a role in a Seth Parker show. She retired professionally in 1940. Survived by her husband, Roscoe, and two sons. Interment in Woodmere Cemetery, Detroit.

WOODYBURY—Mrs. Frank H., 91, writer of ballads, January 14 at a Kansas City, Mo., nursing home. Two of her numbers, "A Letter Edged in Black" and "When the Leaves Come Drifting Down," enjoyed wide popularity in the '90s.

ZIEGLER—Charles A., 63, founder and former owner of the Ziegler Shows, Redondo, Wash., December 21 in the Auburn (Wash.) Hospital. He owned the carnival 20 years and sold the business following World War II. Survived by his widow, Bessie; a brother, Jake, Tacoma, Wash., and three sisters, Mrs. George Blake and Mrs. Sverre Peterson, both of Tacoma, and Mrs. Sue Peterson, Grass Valley, Calif. Masonic services December 26 at the C. O. Linn Chapel, Tacoma, and burial in Tacoma Cemetery.

Births

AUBREY— A son to Mr. and Mrs. James T. Aubrey Jr., January 5 in Hollywood. Father is a TV exec. Mother is film actress Phyllis Thaxter.

COYLE— A daughter, Devorah, to Mr. and Mrs. Don Coyle, at St. Joseph's Hospital, Paterson, N. J., January 9. Father is manager of ABC research department.

CROWLEY— A daughter, Juanita Anne, to Mr. and Mrs. John J. Crowley at Doctors' Hospital, Philadelphia, January 11. Father is assistant to producer Theron Bamberger at Bucks County Playhouse, New Hope,

Inaugural Gross Tops \$1 Mil

Continued from page 1

Carter Barron. At that, Hildreth had to turn back a chunk of the revenue to Uncle Sam in taxes. This time the inaugural coin is tax-free. There's a chance that when the last dollar is counted from sale of medals, programs and other souvenirs, the Eisenhower celebration may yield \$1,100,000 in revenue. Besides, D. C.'s night stem should do a land-office business; eve of the celebration finds the city jampacked with visitors.

For color and humor sidelights on the inaugural celebration, see Washington Once-Over column, page 2.

Multi-million-dollar talent array lined up for free by Hollywood actor George Murphy will portray "every aspect of show business" from the minstrel era to the current TV age at the inaugural festival Monday night (19), one of the top highlight events of the three-day celebration. Demand for tickets was so great that even with two shows running (one Uline Area at 8:30

Picture Business

Continued from page 2

awards will not be diminished."

The key men that set Hollywood studio policies have won world recognition as masters in the art of ballyhoo, an honor they well deserve. They sold a shadow on the wall into becoming the biggest grossing facet of show business. In face of this promotional savvy, it is hard to conceive that these same men could turn a blind eye to the tremendous exploitation values of the Academy and permit personal politics within an industry of "studio economy" to stand in the way of keeping alive the most potent promotional force the Hollywood movie has ever had.

It is also difficult to comprehend such action by studios who themselves rush award contenders to the screen in the hope of walking away with a box-office building Oscar. This applies particularly to Warners, who threw "The Jazz Singer" on the Los Angeles screen at the eleventh hour to comply with Academy Award regulations. It applies to Republic, who holds similar hopes for John Ford's "The Quiet Man," and to Columbia, who rushed Stanley Kramer's "Member of the Wedding" into release late last month with Oscar nominations in mind.

If support of the Academy is too great a cost burden to be borne by the picture companies, it would seem wise to permit the Academy to draw its financial aid from other sources. Last year, during Academy Award time, this reporter tossed an idea into the suggestion box that the annual gala award affair not be limited only to the handful of persons that can be jammed into the theater, but instead thrown open to theater TV. This, I pointed out, would bring patrons back to the theaters, for it would give them another shot of the Hollywood glamor potion that had kept them going to the movies for so many years. Theater TV equipped exhibitors would also gain thru the sale of tickets.

If theater TV isn't the answer, the Academy could surely find a sponsor willing to pay heavily for the home TV rights to the event. Charles Brackett, head of the Academy, told me this couldn't be permitted since many of the stars appearing at the event were restricted from appearing on TV. If the studios can't afford to keep the Academy going on their own purse, it seems only logical that they should lift the TV ban if only for that one night and permit TV to keep alive the movie institution that can help sell their pictures.

Pa., and an independent booking agent. Mother is assistant to press representative Phyllis Perlman at the Playhouse.

GIBBERSON— A son, Robert Edward, December 27 in Chehalis, Wash., to Mr. and Mrs. L. E. Giberson, operators of an animal show on the Cavalcade of West Shows.

McCLUNG— A son to Mr. and Mrs. C. C. McClung, owners-operators of a boa constrictor farm at Laplace, La., January 3.

SPANGLER— A daughter, Psyche Martina, January 6 in Gelsing Memorial Hospital, Danville, Pa., to Mr. and Mrs. Roman M. Spangler Jr. Father is assistant manager of Rolling Green Park, Sunbury, Pa.

WILDING— A son, January 6 to Mr. and Mrs. Michael Wilding in Santa Monica, Calif. Father is an actor. Mother is film actress Elizabeth Taylor.

WILSON— A son to Mr. and Mrs. John Wilson recently in San Antonio. Father is a staff member of KONO there.

p.m. and another at Loew's Capitol two hours later), inaugural committee officials say they could have packed still a couple more auditoriums. Demand for invitations to the Inaugural Ball, necessitating two separate balls (one at the National Armory and the other at McDonough Auditorium) was almost as great. At least nine dance bands will be on hand for the events. Among them are Fred Waring and His Pennsylvanians, Emil Coleman, Guy Lombardo, Noble Sissle, Wayne King, Meyer Davis and Barnee's band.

On hand will be nearly a thousand TV-radio professionals, including sound crews, commentators, announcers, engineers, other technicians and top brass. Tomorrow night's symphony concert at Constitution Hall, featuring Yehudi Menuhin, Jeanette McDonald, James Melton and the National Symphony Orchestra, will be shunned by the webs. So, too, will be the festival concert on the night following. Coverage will be pooled at the ball and at the Capitol Plaza swearing-in ceremony.

The Monday night festival show, officially called "A Salute to the Entertainment World," opens with a minstrel act and moves on to other acts in the following sequence: A tribute to vaudeville, opera, ballet, musical comedy, motion pictures, radio and finally a tribute to television.

TV Preparation Stymied

WASHINGTON, Jan. 17.—TV networks' preparations for the inauguration coverage took a temporary tailspin Thursday (15) when D. C. was afflicted in a single day with a spectacular train wreck at Union Station, an explosion which injured scores in another part of the city, and a burst water main at the Pentagon. Newsmen and technicians going thru their pre-inaugural planning had to drop everything to cover the stories.

One of the fastest direct TV pick-ups of the Union Station wreck was made by NBC, which interrupted web show "Ask Washington" with a direct report. However, one of the best human-interest stories of the day was provided by two WTOP engineers who were riding the train when it crashed thru Union Station. Don Horner and Bernard Swandic, unhurt, made their way around the wreckage to a phone booth. "I figured I'd better call WTOP to tell them I might be a little late for work," Horner explained later.

Incidentally, Horner's call tipped off Bill Shadel, who was going on the air with the CBS 9 a.m. show, "News of America." Horner then took a cab to the station to provide some eye-witness accounts. At the end of the working day, Horner and Swandic rode their regular commuter Pennsylvania trains back home to Baltimore.

Rome Round-Up

Continued from page 3
does!), his "Hamlet" will come pretty close. The show, which stars Gassmann, has been playing to SRO consistently since opening night over a month ago and is attracting audiences who hitherto never saw the inside of a legitimate theater. Thanks to unanimous acclaim by the critics and to the low admission prices (90 cents for an orchestra seat), Gassmann is drawing a lot of young movie fans into the Valle Theater. Consequently, Italian bobby-soxers are now talking about Gregory Peck and quoting Shakespeare in the same breath!

Nathan for TV

Continued from page 1
expected to go into production in early February. Nathan has written a number of best-selling novels and is best known for such works as "The Bishop's Wife," "Enchanted Voyage," "Portrait of Jenny," "The Orchid" and "One More Spring." He also collaborated in preparing the screenplays for his novels when they were made into feature films.

Attendance Up 7% At Kansas Fairs

Confab Turnouts Hit All-Time High;
Harold D. Shull Elected Assn. Prexy

By FRANK JOERLING

TOPEKA, Jan. 17.—Kansas fairs as a whole showed a 7 per cent increase in attendance in '52, it was announced here at the 30th annual convention of the Kansas Fairs Association, Tuesday and Wednesday (13-14) in the Hotel Jayhawk. In addition to the attendance bulge, almost all annuals reported income as a whole was up from the previous year.

A new all-time attendance record was chalked up at this week's confab. Delegations of from one to six execs were on hand from 84 fairs and, according to Everett E. Erhart, association secretary, the turnout was almost a perfect 100 per cent.

Plan Centennial

A large number of the fairs in the State announced that in view of 1953 being the 100th birthday of Kansas as a State they would sponsor tie-in events at their fairs this year. Plans were also set in motion here to include six fairs in the harness racing circuit during the coming season. George Ledermann, and Jim Page, both of the Coffeyville fair, were leaders in this movement.

Harold D. Shull was elected president of the organization succeeding Virgil C. Miller. Erhart was again named to the post of secretary-treasurer, and Richard Nichols, Topeka, was appointed publicity director.

All directors were re-elected including D. Linn Livers and John Keas, 1st district; John H. Morse and George Dietrich, second district; Lloyd Hittle and Dr. V. L. Partridge, third district; C. S. Peck and Fred Arnold, fourth; Louis A. Baker and Virgil

(Continued on page 67)



MAURICE W. JENCKS

Maurice W. Jencks Succumbs in Topeka

Veteran Fair Man Built Kansas Free Fair
Into Topflight and Debt-Free Institution

TOPEKA, Kan., Jan. 19.—Funeral services were held in the First Congregational Church at 4 p.m. today for Maurice W. Jencks, veteran fair man and secretary of the Kansas Free Fair Association, who died at his home here Saturday morning (17). Jencks, who was 74 years old, had been in ill health for the past several years. His survivors requested that any moneys which normally would be spent for floral tributes by friends be sent to the Jencks Cancer Research Fund, Kansas University Endowment Association, Lawrence, Kan.

Born in Yankton, S. C., Jencks built an enviable record for himself among fair men. His exacting demands, requirements for the best in quality and sound perseverance enabled the Topeka Free Fair to grow into a sound institution. Shortly after World War I Jencks entered the motion picture theater business when Major Gen. Leonard Wood urged him to build and operate five theaters, three at Camp Funston, Kan., and two at near-by Army City. These proved big losses.

He came to this city, obtained an interest in two theaters and later became president of a company which owned the Grand Theater here. Subsequently, in association with others, he leased the six remaining motion picture theaters in Topeka. In 1929 these were sold at a good profit to the Fox chain.

In 1932 at the bottom of the depression, Jencks was urged to take over management of the Kansas Free Fair here. The fair was badly in debt and the plant was anything but what it should have been. The more Jencks detailed the fair's faults, the more

insistent were the demands that he take over its management. He finally consented and as a result the annual developed into a big institution and became debt free.

Until recently Jencks was president of Topeka's Christ Hospital, a post he assumed in 1935. In his early years in Yankton, S. D., he was secretary of its Chamber of Commerce. Later he was twice president of the Topeka chamber. He also has served as president of the Topeka Rotary Club, Topeka Country Club, Capital Square Building Company and as a director of the Central National Bank, Topeka.

He also was president of the National Theaters Corporation and Jayhawk Hotel Company. In the fair field, Jencks served as president of the International Association of Fairs and Expositions, the Kansas Association of Fairs and the Middle West Fair Circuit. His widow and a daughter, Mrs. John H. Abrahams, of Topeka, survive.

Raiford, Burke Die in Calif.

SAN FRANCISCO, Jan. 17.—The deaths of two veteran showmen, Council Raiford and Felix Burke, further thinned the ranks of old-time showmen in California. Both were buried here Friday (9) with Harry Seber, Show Folks of America chaplain conducting the services.

Raiford was for many years associated with the Foley & Burk Shows and various independent enterprises. He had served as chairman of the house committee of SFA here the past few seasons. His widow, Edna, was recording secretary of SFA the past five years.

Burke, who was 91, died in Sacramento, where he had lived for many years. He was known thruout the nation for his tented attractions of years ago and in the past 30 was a familiar figure at fairs and expositions with his wire work. He was regarded as one of the most versatile workers in the latter line.

According to the wishes of both, Seber conducted the funeral services. Raiford was cremated. Burke was interred in Showmen's Rest at Olivet Cemetery.

Ricks, Dallas P. A., On Clinic Panel

Will Be Discussion Leader at Workshop
For Fair Men Sponsored By The Billboard

CHICAGO, Jan. 17.—Thad Ricks, publicity-advertising director of the State Fair of Texas, Dallas, will be one of the discussion leaders at the publicity-advertising-promotion clinic for fairs to be held here at the Sherman Hotel Monday and Tuesday, February 23-24 under sponsorship of The Billboard. He will head up a discussion on "Organizing an Effective Publicity-Advertising Department."

One of the ablest men in the publicity-advertising fields, Ricks as full-time publicity director at Dallas administers an advertising-publicity budget of about \$100,000. In addition to publicity for the annual exposition itself, he directs the exploitation for summer midway operations and other major projects the fair supports as part of its year-round operation.

14 On Staff

At the peak of his operations, his department includes 14 persons. He shops around for his help and tries to hire the best persons possible. He assigns them specific duties and gives them free rein within the structure of his basic campaign once they have become oriented in their jobs.

His staff usually includes a general news writer, a radio-TV co-ordinator, a livestock publicity man, a women's news writer, and a livestock reporter.

Ricks depends on detailed planning for each phase of his campaign and upon carefully

laid-out work schedules to tie loose ends together and keep things running smoothly.

He has been publicity-advertising director at the Dallas exposition since the spring of 1951. He worked temporarily for the fair as a newswriter in 1949 and as publicity manager in 1950, becoming director in the spring of 1951.

Prior to joining the fair staff he worked as a reporter and a copy editor on numerous daily newspapers, mostly in Texas. He has handled publicity for the Dallas Community Chest, the American Legion and a number of political campaigns, including successful campaigns for the Texas governorship, Dallas City Council, School Board and various city and county bond issues.

Ricks, who is 32, was graduated from the University of Missouri Journalism School in 1941.

BURNT-CORK REVIVAL

All-Star Opry Gate OK at Daytona Beach

By PAT PURCELL

DAYTONA BEACH, Fla., Jan. 17.—Happy Kellems' dream of reviving old time minstrel entertainment on a professional basis is now a going concern under the management of Si Rubens and Marshall Green, Bill Bailey's All Star Minstrels having offered their 10th performance as a one-nighter (with a parade and matinee) in Daytona Beach's Peabody Auditorium Thursday (15) before an appreciative audience assembled under auspices of Zangi Grotto.

True, the customers did not bulge the walls of the 2,900-seater, but the well-promoted program brought in enough cash to assure the success of the venture here, and Rubens was confident that even adverse weather opening week couldn't keep this one from showing a profit for the first seven days.

Kellems directed the entire production and wrote or revised all the material. It was old-time minstrelly all the way, with 39 people taking part in the actual production, which substantiates the "company of 50" billing when the stage and management staff is included.

Kellems held firm on the old-time minstrelly format in framing the show, the only modern touch being 10 girls in the second row of the opening episode. The girls' voices blended in well in the chorus numbers and they added a bit of flash to parade routines, which were limited.

Kellems took the leading role, and his graveyard bit was outstanding in the oleo. But he wasn't alone in gathering the plaudits, as "Brother Slim" Williams' "Darktown Deacon" monolog was heartily received, and tiny Colonel Casper and Claude West timed their material well with Bill Armond, interlocutor.

The show was well costumed, and the scenery and lighting effects were outstanding, particu-

larly in the graveyard bit and for the "Show Boat" finale.

The Grotto's ticket sales promotion was weak here, and it is quite obvious the advance will have to spend some time doing "educational" work. Newspaper ads were effective, but might be stronger if reshaped to emphasize "all professional" so the folks won't think it is just another home town amateur group.

Rubens, Green and Kellems ap-

(Continued on page 54)

Grossman Inks Minn. Fair Loop

MINNEAPOLIS, Jan. 17.—Irving Grossman, head man of the Irving Grossman-Gus Sun Agency, Des Moines, last week was awarded the contract to produce the night grandstand shows at the five fairs of the Red River Valley Circuit here in Minnesota. The pact was awarded at the annual meeting of the Minnesota Federation of Fairs here in the Radisson Hotel, Monday thru Wednesday (5-7).

Grossman last played the loop in 1951. Fairs include Barnesville, Fertile, Warren, Roseau and Mahanomen. The midway contract was awarded Don Franklin Shows several weeks ago, marking that org's second season on the circuit.

Motor Speedways Inks 3 M. W. Fairs

CHICAGO, Jan. 17.—Motor Speedways, auto race organization, announced here this week that they have signed to operate CSRA-sponsored races at three Midwest fairs this year.

Speedways will run big car races at the Crown Point, Ind., fair August 29 and at the Traverse City, Mich., annual on September 5. Earlier Motor Speedways announced they had closed to stage two days of big car events at the Ionia (Mich.) Free Fair, August 14-15.

Chitwood Set For '53 Debut At Tampa Fair

PHILADELPHIA, Jan. 17.—Joie Chitwood's Auto Daredevils make their 1953 debut at Florida State Fair, Tampa, February 3. Billed as the "Tournament of Thrills," the Chitwood unit will play five shows. This marks the seventh year that the Chitwood unit has played the midwinter event.

According to Charles (Buddy) Wagner, Eastern unit operator and manager, who begins his third season with the Chitwood organization, Chitwood will appear in person at Tampa. Wagner has signed as operator and manager of two units which will cover 18 States during 1953.

All new 1953 Ford stock sedans will be used by Chitwood; this marks the sixth consecutive year he has used Ford equipment. Johnny Purcell and Bob Lynch are now in Florida beating the drums for the event.

Propose Board For La. Cele

WASHINGTON, Jan. 17.—A nine-man Louisiana Purchase Sesquicentennial Commission, headed by the President of the United States, was proposed last week by Rep. Hale Boggs (D., La.) to "create an interesting, appropriate, informative program of public celebrations, exhibits, dramatic pageantry and other features" to commemorate the 150th anniversary of the Louisiana Purchase from France by President Thomas Jefferson in 1803.

The Boggs' bill before the House calls for an appropriation of \$75,000 to be used by the commission in blue-printing the demonstration in the 17 Louisiana purchase States: Louisiana, Missouri, Arkansas, Iowa, Kansas, Nebraska, South Dakota, Texas, Minnesota, Colorado, North Dakota, Montana, Oklahoma, New Mexico, Alabama, Mississippi and Wyoming.

Frank Winkley Expands 1953 Auto Racing Schedule

MINNEAPOLIS, Jan. 17.—Auto Racing, Inc., this year will operate one of its longest schedules on record according to Frank R. Winkley, manager of the organization. One reason for the expanded schedule, Winkley pointed out, is that a number of Iowa and Minnesota county fairs have added lights to their tracks, making it profitable to now stage mid-week night engagements.

Major ARI dates include five days of racing at the Minnesota State Fair, St. Paul; three days each at the South Dakota State Fair, Huron, North Dakota State Fair, Minot, and the Northwest Missouri State Fair, Bethany; and a two-day meet, May 30-31 at the Cedar Rapids, Ia., fairgrounds.

A total of between 90 and 100 days of racing is planned, Winkley said, with the opening engagement a 100-lap late model stock car meet at the Louisiana State Fairgrounds, Shreveport, March 29. At present Winkley's contracted engagements stand at 67 days of speed events.

In addition to the regular ARI dates, Winkley will also be interested with Sam Nunis in the operation of several engagements

under the Nunis and Winkley Enterprises. Dates under this organization will be sanctioned by the American Automobile Association.

Sets Staff

Heading up the Winkley press staff this year will be Harold Kreft, assisted by a staff of six. Several new men will be taken on this year to do the billposting and assist Kreft in press and radio publicity.

Cotton Grable is again expected to take charge of the ARI operational crew while Winkley will manage the speedway type racing and his wife, Verna, the stock car events.

Drivers who have signified their intention of competing for ARI include Deb Snyder, 1952 IMCA dirt track champion; Bert Hellmueller, Louisville; Pete Folse, Tampa; Clair Cotter, Austin, Minn., and Bob Carpenter, Wabash, Ind. Stock car pilots who have consistently shown at the org's meets include Shorty Perlick, Minneapolis, 1952 IMCA stock car king; Wild Bill Harrison, Topeka, and Jimmy Clark, Fort Worth.

MAKE 1953 A PROFITABLE YEAR FOR YOU!!!!!!

Include a new **BIG ELI Wheel** in your plans for the coming season. All size **BIG ELI Wheels** are available for shipment in ample time for the 1953 Season.

Regardless of your operation. Whether you have a Kiddieland, a Carnival or a Park, there is a **BIG ELI Wheel** designed and built for you.

Write for Price List A-67 today. It contains complete specifications, prices and terms.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

George J. Keller, and his mixed cat act, will play a number of dates for **Orrin Davenport** this winter and will fill in open time with **Frank Wirth** and television and other bookings. Act will join **Tom Packs** around June 1. Keller is also booked to play the Puyallup, Wash., fair for nine days beginning September 19, thru **Hans Lederer**. He will also again play the Chicago Stadium Circus for **Sam J. Levy**.

Jerry D. Martin's 3 Fearless Stars, high act, will be busy people during the winter fair season in Florida. Jerry writes that they are set to play fairs at Tampa, February 3-14; Largo, February 16-22; Plant City, February 24-29, and Eustis, March 16-22. Trio's bookings for the summer fair season will be handled by Boyle Woolfolk office, Chicago.

Popo de Bathe, made a recent trip to Los Angeles from his San Francisco headquarters and reports that his 1952 activities included playing 28 fairs and 15 weeks of department store work in the Bay Area. He has already booked eight California fairs for this year. He leaves in mid-April for the St. Louis Police Circus but will head back west in time to play the Chowchilla, Calif., annual.

Bob Perry, ski-trampoline stylist, will play the Sunday (25) stanza of the Super Circus video show from Chicago, according to **Vic Brown**, show's booker. Also on the bill will be the **Ming-Sing Trio**, acro and plate spinning; **Elimar**, juggling and slack wire, and **Leon's Great Danes**, dog turn.

Miss Luxem, fem swaypole performer, has been held over to play in Cuba thru April 12. At that time, her and husband-manager **Harvey Earlin**, will hie to St. Louis to the Police Circus. First open-air date for Luxem this season will be Idlewild Park, Ligonier, Pa., May 3.

Elsa and Waldo, comedy dance, and **Asia Boys**, contortion, opened their second week on the stage of the Chicago Theater, Friday (16). . . **Clem Bellings** and his canines were skedded to play the Palace Theater, Rockford, Ill., Friday (16) thru Sunday (18).

George Emond has joined the **Pedro and Durand** act, which is now rehearsing for the coming season at the winter home of the **Six Ericksons** in Tampa. . . **Paul and Roberta Brady**, comedy acro act, has been signed for park and fair dates, starting May 30, by the **Cooke & Rose** office, Lancaster, Pa. . . **Charlotte LeVine** and her performing chimps have been signed by the **George A. Hamid** office for 1953 fair and park dates.

Missouri Assoc. Seeks Increase In State Aid

Confab Delegates Told Health Dept. Plans Crack-down

JEFFERSON CITY, Mo., Jan. 17.—Delegates to the annual convention of the Missouri Association of Fairs and Agricultural Expositions here Thursday and Friday (15-16) at the Hotel Governor heard a representative of Missouri Health Department disclose that that agency will crack down on violations of sanitary regulations at fairs in the State this year. The regulations are now available in booklet form, delegates were told.

The association went on record urging the State legislature to provide a \$200,000 appropriation for State aid to county fairs for the biennial beginning July 1. State aid for the two-years period ending June 30 will total \$150,000.

Elect Low

E. F. Low, Warrensburg, was elected association president for '53. Named as vice-presidents were **Joe Knollmeyer**, Linn; **Charles Joliff**, Sikeston; **T. R. Nickerson**, Bethany; **H. M. Boucher**, Memphis, and **Asher Williams**, Clinton. **Roll E. Singleton**, this city, was re-elected secretary treasurer.

Annual banquet Thursday night (15) was attended by a record 232 persons. Toastmaster was **Charles I. Krueger**, Kirksville, Mo., the association's outgoing president.

Announce Contracts

Bookings announced at the conclusion of the convention included three fair midways, **Cape Girardeau**, **Columbia** and **Porageville**, by the **Sunset Amusement Company**; a like number—**Osceola**, **Cole Camp** and **Butler**—by the **Floyd O. Kyle Shows**, and six by the **American Beauty Shows**. **Latters'** bookings were **Kirksville**, **Warrenville**, **Jefferson City**, **Neosha**, **Lamar** and **Aurora**. **Boyle Woolfolk Agency**, repped by **Frank Shortridge**, announced the signing of grandstand contracts with fairs at **Bethany**, **Cape Girardeau**, **Kirksville**, **Columbia**, **Memphis**, **Marysville** and **Kahoka**. **Art Swenson**, of **Swenson's Thrillcade**, closed for two performances at **Springfield**, Mo., and also set his unit into fairs at **Cape Girardeau**, **Bethany**, **Mexico** and **Memphis**.

Attraction agents, carnival reps, and fair and show suppliers in attendance include the following:

Fred H. Kressmann and **Billy Senior**, **Barnes-Carruthers Theatrical Agency**; **Ernie Young**, **Ernie Young Agency**; **Frank M. Shortridge**, **Boyle Woolfolk Agency**; **Mr. and Mrs. Sidney Belmont**, **Belmont Amusement Service**; **Tom Drake**, **Hazel Randall**, **Truex Drake Enterprises**; **Alma La Rose**, **La Rose Theatrical Attractions**.

Elmer McDonald, **Elmer McDonald Attractions**; **J. C. Michaels Sr.**, **J. C. Michaels Jr.**, **J. C. Michaels Attractions**; **Ted Tillman**, **Eddie Gromacki**, **Ted Tillman Enterprises**; **Edna Deal**, **Ray Shute**, **Deal-Shute Theatrical Agency**; **Charles May**, **Mike Raiff**, **Raiff Amusement Enterprises**; **W. T. Hale**, **Hale Shows of Tomorrow**; **Charles Oliver**, **Larry Becker**, **W. A. (Red) McCoy**, **Mound City Shows**; **W. A. Schafer**, **Charles Ford**, **John Francis**, **Schafer's Just-for-Fun Shows**; **C. A. Vernon**, **Charles Noel**, **United Exposition Shows**; **William G. Catlett Jr.**, **Catlett's Greater Shows**; **Mr. and Mrs. Joe Sharp**, **American Beauty Shows**; **Mr. and Mrs. Kenneth Garman**, **Sunset Amusement Shows**.

Mr. and Mrs. Jim Henson, **Dixieland Shows**; **Stanley Warwick**, **Wolf's Shows**; **Al Martin**, **J. D. Swords**, **20th Century Shows**; **F. Burkhardt**, **Burkhardt Shows**; **Mickey Stark**, **Roy Swanner**, **Gold Bond Shows**; **Bill Dillard**, **Sonny Myers Amusements**; **Mr. and Mrs. Floyd Kile**, **Floyd O. Kile Shows**; **Joe O. Green**, **Don Franklin Shows**; **F. M. Sutton Jr.**, **Great Sutton Shows**; **Ed Campbell**, **Campbell's Rides and Shows**; **L. A. Weaver**, **Grand American Shows**; **Frank Winkley**, **Auto Racing, Inc.**; **Al Sweeney**, **National Speedways**; **Earl Newberry**, **Leo Overland**, **Tournament of Thrills**; **Mr. and Mrs. Pete Bailey**, **Hollywood Thrill Drivers**; **Art Swenson**, **Swenson's Thrill Drivers**.

(Continued on page 53)

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 Card, 35 cards, \$3.50; 50 Cards, \$4.75; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ 55¢ per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, 23, same weight as #1, in Green, Red, Yellow \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack-Pot Slips (strips of 7 numbers), Per 100 1.25
Middle-weight Cards, 5 1/2 x 7 1/2: White Green, Red, Yellow, Per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 4.50
Plastic Markers, Red or Green, round or square, 3/4" diam., M 2.50
Scalloped Edge, Green only, M. 2.00
Smaller Size, 3/4" diam., Red or Green Plastics, M 1.50
Adv. Display Posters, size 24x36, 2x Cardboard Strip Markers, 10 M for 75
Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
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., 1000 to 1b.; larger size, 3/4 diam., 1000 to 1b. Either size, lb. Yellow. 65
Capitol Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100¢.
Send for illustrated circular for 160.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted immediate delivery.

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FORT SMITH, ARKANSAS

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Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA, VERNORS and Root Beer for HIRS, RICHARDSON ROCHESTER, BUCKEYE, DAD'S, LYONS, CANADA-DRY, TRIPLE AAA, MENLO, BOWLEYS, HUNTER, NESBITTS.

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The TLT-A-WHIRL Ride

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- * Good Looking
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- * Economical and What a Repeater!!
- * Good Quality
- * Economical

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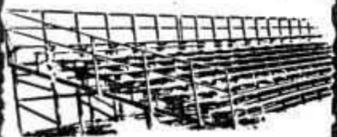
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N. C. Leaders Face Tight Rules Control

Commissioner Ballentine Warns on Need To Conform With Existing State Laws

RALEIGH, N. C., Jan. 17.—L. Y. Ballentine, commissioner of agriculture, told members of the North Carolina Association of Agricultural Fairs Friday (16) that enforcement of existing regulations would be tightened as time goes on and urged that they plan conformity with the law as they set plans for future events. In 1948 the fair men sought and obtained legislation that was designed to enforce improvement in many of the State's annuals. In addition, the legislation was planned to provide the so-called bona fide events with protection against promotional endeavors which operated under the guise of fairs but which failed to live up to any of the purposes usually ascribed to fairs.

Norman Y. Chambliss, chairman of the legislative committee, proposed additional legislation that would require carnivals seeking still dates within the State to secure the approval of the Department of Agriculture. Since that department would be aware of all of the scheduled fair dates, Chambliss reasoned that permits could then be withheld from any unit or organization which was planning to run less than 30 days ahead of an annual event.

Funds for State Aid Chambliss and his committee also proposed that the fees usually paid by carnivals, ranging from \$100 to \$300 for each date, be turned into a fund and disbursed as State aid to fairs. He estimated that this might provide a fund of some \$200,000.

Chambliss also stated that the existing law was not being enforced and that it was necessary to put "teeth" into its administration if the legislation was to mean anything to the existing fairs.

Commissioner Ballentine said that it was not the job of his department to promote legislation. He pointed out that there was a number of member fairs which are not yet living up to the law. Many fairs would be ruled out thru strict interpretation of the laws at this time, he said adding that it was the obligation of fair operators to make their events something more than carnival dates.

Proposes Challenge Program Ballentine also suggested the setting up of specific, or at least general, goals. A challenge program would benefit all events, he said. He intimated that much of the concern felt over carnival still dates resulted from the knowledge that some events were not far above this status.

Dr. J. S. Dorton, manager of the State fair, came up with a spirited defense of State agricultural leaders and workers after

several had been quizzed on exhibit costs by Chambliss. Dorton said that purely local questions were involved and that these could be answered only by the field men. He warned new operators to devote plenty of time to securing the help of agricultural and educational leaders, since their efforts could mean a great deal in the success or failure of any event.

W. M. Oliver, Reidsville, was elected president. W. C. York and Norman Y. Chambliss were named vice-presidents and Corbin Green, secretary-treasurer.

The new directors are Curtis Leonard, retiring president; T. R. Walker, W. B. Burchette, Elbert C. Jackson, Max Culp, Clyde Sneyer and Jack Jackson.

In the open forum discussion centered around the manner and extent of participation that could be expected from State agricultural and educational employees, and the building of afternoon attendance.

Other speakers included Bernard (Bucky) Allen, World of Mirth Shows; Curtis C. Finch, president of the Virginia Association of Fairs; Dr. A. H. Fleming; George A. Hamid Sr.; D. S. Weaver, of the Extension Service; L. R. Harrill, 4-H Club Leader, and A. L. Teachey, of the vocational agricultural division.

Leaders in the open forum were Hobart Brantley, Willard T. Kyser and W. C. York.

Missouri Assn.

Continued from page 52

son's Thrillcade; Art Bries, Thearle-Duffield Fireworks Company; Fred Herrin Jr., Paramount Fireworks Company; Leroy Hackmann, Hackmann's Music and Sound Service; Wallace R. Lashbrook, Orla Lashbrook and Sons Tent and Awning Company. Fred and Red Mahaffey, Mahaffey Tent & Awning Company; Russell Green, E. G. Staats & Company; Frank W. Sharp, John J. Willis, Regalia Manufacturing Company; M. S. Albright, Albright Concessions; V. E. Buddemeyer, Gerald Hoey, Pinkerton's National Detective Agency; Harry Beller, Harry Beller and his Trained Mules; Roger Wohlberg, Warkup and Wohlberg Insurance Agency; Jimmy Downey, Jimmy Downey Enterprises; Ernie Campbell, Campbell Tent & Awning Company.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Big State: Corpus Christi, Tex. Florida Expo.: Ashburn, Ga.; Columbus 28-Feb. 6. Prell's Broadway: Sarasota, Fla. Royal Expo.: Palmetto, Fla. Stephens, C. A.: Dade City, Fla. Tassel, Barney: Perrine, Fla.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Circus Enterprise, Inc.: Belle Glade, Fla., 20; Moore Haven 21; Clewiston 22; West Palm Beach 23-24. Harris & Rowe: Bowling Green, Ky.; Cookeville, Tenn., 26-31. Polack Bros.: Western (IMA Aud.) Flint, Mich.; (Civic Aud.) Hammond, Ind., 26-Feb. 1.

Misc. Routes

Miller's, Irvin C., Brown-Skin Models: (Carver) Wichita Falls, Tex., 21; (Gsm) Waco 23; (Dunbar) Temple 24; (Melba) Corpus Christi 25-26; (Cameo) San Antonio 27; (Rainbow) Houston 28; (Linton) Houston 29; (Booker) Galveston 30-31; (Hollywood) Port Arthur Feb. 2. Spike Jones Musical Depreciation Revue: (Arcadia) Wichita, Kan.; (Moose Club) Wichita; (Coliseum) Hays 23; (City Aud.) Great Bend 24; (Aud.) St. Joseph, Mo., 25; (Memorial Hall), Chanute, Kan., 26; (Music Hall) Kansas City, Mo., 27; (Aud.) Arkansas City, Kan., 28; (Aud.) Enid, Okla., 29; (Aud.) Pittsburg, Kan., 30; (Aud.) Salina 31.

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ALL SIZES—ALL TYPES Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks. WRITE TODAY GEO. W. JOHNSON

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R B Decision Pending On Auspices Policy

Upcoming Meeting to Determine '53 Status of Sponsorship Plan

SARASOTA, Fla., Jan. 17.—Whether Ringling Bros. and Barnum & Bailey Circus will continue its local auspices plan in 1953 will be decided at an executive meeting here late this month.

Those who will be in on the session will include John Ringling North, Henry Ringling North, Arthur M. Concello and Frank McClosky.

Last season the show ran a full-scale test of the plan, with auspices being used in nearly every town thru August and in about 20 per cent of the stands made after that time.

Considerable difference of opinion exists on the circus and throught the business as to whether the plan benefitted the show. Business was generally weak during the first part of 1952 and powerful during the second half. Some observers blame the poorer takes on the auspices plan, while others cite the steel strike and similar conditions as the cause.

Ringling's unit, just returned from its annual Havana, Cuba, run, scored better business there than a year ago, it was reported. Last year was con-

sidered a successful run. A Ringling package of acts is scheduled to join the Orrin Davenport show for winter dates starting at Detroit January 26.

Polack Elephant School Watched By TV Program

THOUSAND OAKS, Calif., Jan. 17.—Training of Polack Bros.' new elephant act by Mac McDonald at Louis Goebels' Animal Farm here is being watched by the television program, "You Asked For It," and comments on the progress will be made by the program.

The animals are six of the seven which arrived recently from the Orient. Noel Rosefelt, who brought the animals, plans to return to the Far East next month and return here with several more young elephants he has lined up there. Goebel said that he expected the next shipment to arrive in April or May.

More Bulls Coming

Rosefelt and the animals were held for three days by rebels in French Indo-China. When his American citizenship was proved, Rosefelt proceeded to Hong Kong, from where the elephants were shipped.

While no definite assignment of the new act has been made by Polack, it was understood present plans for placing it with the Western Unit for a trial run at mid-season, when the show is on the West Coast, and that it will be featured later on the Eastern Unit.

Louis Stern, managing director, and Sam Ward, promotion staffer for Polack, were on hand here when the baby elephants arrived.

Margolis Files Suits Against Two Shows

FORT MYERS, Fla., Jan. 17.—Adolph Margolis of Chicago filed foreclosure actions against Seers Bros. Inc., and Rogers Bros., Inc., here December 24. The complaints said interest payments on promissory notes had not been paid. He asked that the court appoint a special master to take control of the equipment and animals owned by the two corporations. Thru an attorney, Margolis also asked for a court order allowing sale of the show equipment. The suits were for \$65,000 each.

Rogers Acts, Bosses With Enterprises Show

HOLLYWOOD, Fla., Jan. 17.—Circus Enterprises, Inc., the former Rogers Bros. show under new management, opened at Fort Myers quarters Friday (9) and is playing a Florida route.

Much of the staff and performing personnel is the same as that for last year's Rogers Bros. Heading up the operation, which uses titles selected by various auspices, is Leonard Simons, manager, and Mike Rubin, treasurer. The 25-display program includes:

Joe Horwath, eight-cat act; Bert Pettus and Leon Snyder, riding monkeys; Eva and Jose Vasquez and Frankie Cain, trampoline; Leon Snyder, pony drill; Eva Vasquez, Marie Pettus and Jackie Tolliver, ladders; Buck Leahy, Frankie Cain, Willie Clark and Eddie Doucetts, clowns six appearances; chimp act; Leon Snyder and Jackie Tolliver, men-

Loyal-Repensky Readies Train For Cuban Tour

Extended Havana Engagement Ends; Business Strong

HAVANA, Cuba, Jan. 17.—The Loyal Repensky Circus closed its successful run here Sunday (11). Opening night (December 23) was to a capacity house and subsequent business above expectations. The run originally had been scheduled to end on January 6.

The show layed over in Havana for three days while its railroad equipment was completed, and it was scheduled to open its Cuban road tour at Matanzas on Thursday (15).

A premiere on the day before the Havana opening was attended by about 1,000 newspaper and radio people and government officials. Wife of the president of Cuba made an appearance. Loyal Repensky and the three other circuses in town at the time gave an extra matinee for orphans at the request of the president's wife.

On the same day the show placed four floats in a big parade. An act worked on each float and these were the Great Galasso; Dolly, six-year-old member of the Loyal Repensky Family, single trap; the 13-piece band; Valencianos, trampoline; the Seven Brannocks, teeterboard, and eight clowns, headed by Chalupin. One float was a coach pulled by four of the show's horses. The parade was reviewed by the president.

The show also gave a special performance in Havana for personnel of the Ringling-Barnum unit here. Visitors from the States included the Cristianis, Eddie Pedrero and family and Jerry Wilson.

Noni Tops Bill At Medrano

PARIS, Jan. 17.—Noni, English musical clown, and his daughters, Nita and Dody, top the bill which opened at Cirque Medrano Friday (9). Other feature acts are Victor Julian and his dogs and the flying trapeze number of the Eight Croneras, held over.

Other acts in the line-up are the Five Indians, tumblers; Three Ballans, cyclists; Chief Eagle Eye (Carson), tomahawk and rifle expert, and Schweizer, juggler.

An old favorite, Rhum, has joined the Medrano clown contingent, working with his former partner, Alex.

Director Jerome Medrano spent three days in London viewing the performances of the three big holiday circuses playing there, as well as vaude spots. Several acts were penciled in for dates at the Medrano.

MILLS COMPLETES WASHINGTON PLAN

Show Owner Returns From Europe; Places Order for New Big Top

NEW YORK, Jan. 17.—Jack Mills arrived here Tuesday (13) from Europe, where he and his wife and daughter scouted talent at numerous circuses.

Immediately after landing here, Mills signed a contract for a new big top to be built by the United States Tent and Awning Company, Chicago. It will be a 130 with three 40s, 12-foot sidewalls and new marquee, and spring delivery is scheduled.

Moving to his Cleveland home, Mills turned to final arrangements for participation next week in the Inaugural Parade at Washington. Three Mills elephants, including Burma, the national GOP mascot, will appear in the parade on Tuesday (20).

A baggage car for elephants; two Pullmans for the Mills party, reporters, guests and Ohio Republicans, plus a third sleeper for additional Greenville people will leave the show's winter quarters at Greenville on Sunday (18) and reach Washington on Monday. The group will live in the Pullmans during the two-day stand in the capital.

Burma in News

Meanwhile, Burma was getting national publicity for her scheduled march in the parade. Wire services carried a story this week about efforts by Dr. William Mann, director of Washington's National Zoological Park and long-time member of the Circus Fans Association, to arrange suitable quarters in Washington for the elephant.

In Greenville, two Chamber of Commerce officials head a citizens' committee handling arrangements there. Among those in the delegation will be Rep. William McCulloch, Ohio Lt.-Gov. Elect John W. Brown, Ohio Secretary of State Ted W. Brown, Judge James G. Stewart of the Ohio Supreme Court, Mayor Marion Perry of Greenville; C. Stanley Mechem, president pro tem of the Ohio Senate; Tom Bateman, clerk of the State Senate; William Saxbe, speaker of the Ohio house of representatives, and other State and local GOP dignitaries. Welcoming ceremonies will be staged for the elephant in Washington.

Jake Mills, handling show details while Jack was abroad, said a new wardrobe semi-trailer has been completed by Charley Brady's crew. Paint shop is in full operation. Mayme Ward has started new wardrobe for 1953 web and menage production numbers. He announced that the Antonettes, teeterboard and aerial perch, have been signed for the coming season with an enlarged personnel.

Cole & Walters To Add Bulls; Agent Named

HUGO, Okla., Jan. 17.—Cole & Walters Circus will make an effort to assemble a 10-elephant herd for the coming season, it was reported here this week. Elephants already set include the Miller & Woodcock baby elephant act (3) which has been playing dates.

Show owners now are Dory and Kelly Miller and Herb Walters. Walters, who is manager, said recently that considerable construction work is scheduled in the show's winter quarters here.

Also not announced here, it was learned that Pete Lindemann will be general agent for Cole & Walters. Lindemann, former partner in the Seils - Sterling show, has been with Kelly-Miller and Ben Davenport shows in recent seasons. Tom McLaughlin, former Cole-Walters agent and partner, sold his share recently and reportedly will be ahead of Wallace & Clark Circus.

N.Y. ZOOS FACE HIGH GRUB COST

NEW YORK, Jan. 17.—The city fathers here are being faced with a problem common to many circus owners—the high cost of feeding animals. Fairfield Osborn, president of the New York Zoological Society, said that he would need \$83,000—a jump of \$6,900 over 1952—for feeding animals in New York City zoos this year. He added that the cost of nourishment "has just about doubled" since 1943.

Davenport Tabs Powerful Start At Grand Rapids

GRAND RAPIDS, Mich., Jan. 17.—Orrin Davenport opened the 1953 season of his indoor show with a bang-up attendance for the opening night here Monday (12). The annual stand's business held up thru the week and sell-outs were assured in advance for the week-end.

An extra Saturday performance was added as advance sales mounted. Matinees were strong, with schools dismissed for circus attendance and special trains again bringing about 1,000 youngsters daily from the surrounding cities.

The show opens Sunday (18) at Saginaw, Mich., for a week's run. It opens Monday (26) at Detroit. The three stands are under Shrine auspices. Show's season continues thru May 16.

Goebel Expecting More Bulls; Start Breaking Polack 6

THOUSAND OAKS, Calif., Jan. 17.—Training of the six baby elephants received here January 4 from the Orient has begun, with Mac McDonald, of Polack Bros., in charge. They are quartered at the Louis Goebel quarters.

Noel Rosefelt, who brought the elephants, plans to return to the Orient next month. He has several young elephants lined up there and Goebel said that it is hoped these can be brought here for April or May deliveries.

Burnt-Cork Revival

Continued from page 51

parently are on the right track, and Bill Bailey's All-Star Minstrels have what it takes to repopularize a form of entertainment as strictly American as Washington Monument.

Cast: Interlocutor, Bill Armond; endmen, Happy Kellems, Slim Williams, Claude West, Colonel Casper; vocalists, Ray Hughes, Ted Hoffman, John D'yar, Charlie Knapp, Gene Ireland, Dennis Burke, Jimmy Carter, Van Vanover; male dancers, Gene Smith, Al Maddox, Larry Armond, Joe Burket, Cleo Plunkett, Tommy Keating; minstrel maids, Marigold Armond, Jerre Lee Smith, Sue Armond, Dean Tanas, Lois Hughes, Terry McCusker, Carol Johnson, Mary Anthony; musicians, Gus Schulze, James Pitlik, Jack Arlotto, Dick Tanas, Phil Cinqueman, Louis Tarantine, Jerry Gordon, Charlie Johnson, Tony Ramirez.

Executive staff: Dorothy Rubens, treasurer; Charles Underwood, publicity director; Bennie Fowler, William M. Breese, I. A. Edlin, advance contracting representatives; Paul E. Walter, carpenter; Bobby Burns, electrician; Jack Adams, props; Helen Freeborne, wardrobe.

Scenery, Schell Scenic Studios; costumes, Lester, Ltd.; parade costumes, DeMoulin Bros. & Company; lighting, Century Lighting, Inc., and Grand Stage Lighting; special costumes, Marigold Armond Designing.

Gainesville Sets 7-Stand Season

GAINESVILLE, Tex. Jan. 17.—Gainesville Community Circus will play seven engagements in three States, it was announced here by F. E. Schmitz, president, at the annual holiday dinner for members of the local show and circus people who winter in Gainesville.

The show will open as usual with an engagement in Gainesville, April 15-17, followed by an April 24-25 showing in the livestock arena at San Antonio in connection with the Fiesta San Jacinto.

Other dates are: May 1 and 2, Abilene, Jaycees; May 8 and 9, Lubbock, Disabled American Veterans; June 5 and 6, Duncan, Okla., Kiwanis club; June 12 and 13, Lawton, Okla., Kiwanis club; and June 19 and 20, Monroe La., North Louisiana Rodeo Association.

The show will have a new lighting system for outdoor engagement, and all-new wardrobe will be made in Gainesville for the show during the next three months.

About 150 persons attended the holiday party including 60 professional circus people wintering here. Mr. Schmitz presented 1952 members of the Gainesville circus with certificates in appreciation of their services.

Polack Folks Hurt in Crash

LONDON, Ont., Jan. 17.—Bill Kay, promotional director of Polack Bros. Circus; his wife, Patricia, and staff man Don Taylor suffered serious injuries recently when Taylor's automobile, in which they were riding, was involved in a head-on collision near Windsor, Ont.

At Dreu Hospital, Windsor, where the circus people were taken, Kay was treated for a broken left leg and ribs and a sprained back. Mrs. Kay suffered shock and bruises. Kay was patched up so that he could return to London, Ont., to prepare for the Polack Canadian tour. Taylor, however, remained in the hospital with broken collar and pelvis bones, fractured ribs and cuts about the legs and face.

Albert Lucas, Detroit driver of the other car, was held by police for reckless driving and failure to halt at a stop sign. Taylor's car was demolished.

AT LIBERTY
 New Booking for 1953
Capt. David C. Hoover's
 3 PERFORMING AFRICAN LIONS
 New this season!
 Fair Directors, Attention!
 We have no fairs booked as yet for this season. All time open.
 Address: 2213 Linden Ave., Middletown, Ohio

PRESS AGENTS
 Capable handling committee detail and getting results for road show playing sponsored auditorium dates . . . press . . . radio . . . exploitation . . . work each town 7-10 days . . . strong show . . . best material, long season. State your lowest salary. Address
BOX 369
 Ft. Myers, Fla.

Wallace & Clark Circus
WANTS
 Big Show Acts and Clowns, Boss Canvasman, Mechanic, Electrician, Boss Prop Man, Hammond Organ Player, Drummer, Billposters, Cook and Concession Help. Want to buy two elephants.
Norman Anderson
 Box 130, Cherryvale, Kansas

2 PHONEMEN—ADS
 100% backing of strongest sponsor in area. 6 month choice booking to follow. No layoffs. Pay every night.
WALTER STANLEY
 1007 1/2 24th St. Parkersburg, W. Va.
 Phone 8-5207

WANTED—ONE PHONEMAN
 To sell Banners. King Bros.-Cristiani Circus Street Parade. If you can't sell banners, don't answer. Write, do not wire or telephone.
ELMER YATES
 White Swan Hotel, Uniontown, Penn.

PHONEMEN (2)
 Sell special editions year round, plenty of reloads. 25% commission paid on the line. Free room in first-class hotel if you qualify. No collect calls! Write or come in.
BEST PUBLISHING CO.
 1119 Mission St. San Francisco 3, Calif.

Professional Phonemen (3)
 Average commission \$100-\$500 week. 100% co-operation. Phone: Hartford, Conn., 24-390. San Antonio, Tex., Circle 4-1351. Cheyenne, Wyo., open.
GBA PRODUCTIONS
 725 Asylum Ave. Hartford, Conn.

PHONEMEN
FOUR
SHRINE CIRCUS, TULSA, OKLA.
 21st & Boston Phone 3-1333
 Six Weeks' Work. Other Dates to Follow
 No Collect Calls.

REWARD
 PRESENT ADDRESS OF
DON KEENER
 erstwhile phone man, or may be working as promoter.
SAM WARD
 Shrine Circus Office, Fort Wayne, Ind.
 P.S.: Art Barrett, let me hear from you.

4—PHONEMEN—4
 UPC and adult tickets. Good auspices—pay every day.
JACK SCHENCK
 Belvedere Hotel, N. Y. C.
 Circle 6-9100 after 6 p.m.
 Or in West New York, New Jersey
 Union 5-1330 from 9 a.m. to 5 p.m.

2—PHONEMEN—2
 Who can sell special feature advertising, daily newspaper. Just starting blood bank edition. DRUNKS, DON'T WASTE YOUR TIME OR MINE, YOU CAN'T LAST HERE. Write or come in.
BEATRICE ALEXANDER
 630 Baker St. Toledo 8, Ohio

WANTED
 Circus Acts eight (8) weeks, August and September. Will buy Animal Acts.
E. R. GRAY
 671 Sweetser Ave., Evansville, Ind.

WANTED
 Girls to train as Aerialists for motion pictures, fairs and television. To be instructed by Linda, teacher of Betty Hutton for her part in "The Greatest Show on Earth." Send photos, Give age, weight and measurements in first letter.
LINDA
 3670 Wade St. Venice, California

Under the Marquee
 Mr. and Mrs. Terrell Jacobs caught Bill Bailey's All Star Minstrels in Daytona Beach, Fla., Thursday (15) and enjoyed a visit back stage with Happy Kellems and his gang. Hi Brown Bobby Burns joined the troupe here as master electrician, and Bill France, the famed auto race promoter, entertained a party at this performance.

John Toy, producing clown with Clyde Bros.' Circus the past four years, returns to that outfit January 31. Toy is now working with his collaborator, Marilyn Peterson, in Minneapolis on a revised version of the Gilbert & Sullivan comic opera, "The Grand Duke," for a debut next fall. Toy said it is the first step in a proposed G&S repertory theater under canvas.

Howard Y. Bary, owner of British Africa Zoo Train, visited in Hugo, Okla., with Dory Miller and Bill Woodcock last week. . . George and Marie Duvall visited Paul VanPool at Joplin, Mo. Duvall formerly was a circus agent. . . Little Bob Stevens has gone to Flint, Mich., to join Polack Bros. Last season he had Stevens Bros.' Circus. . . J. C. Admire reports that the indoor school show owned by him and Jimmie Watts has been doing well in Kentucky.

Earl Shipley, AGVA outdoor rep, is planning to return to Chicago January 23 after about month's stay in Sarasota. . . Frank Braden, Ringling press man who's ahead of the movie, "Hans Christian Andersen" this winter, was the subject of a feature yarn in the Dallas Times Herald recently. In it, Braden recalled his stint with a whale show and the arrival of 46 Cossacks at the 101 Ranch winter quarters. . . Pete Cristiani was in Chicago and Milwaukee recently.

The Glen Henry family escaped serious injury when their car and trailer were wrecked in Illinois Monday (5). They were able to make their "Super Circus" appearance Sunday (11) and open with Orrin Davenport's show on Monday (12). Frank Schmitz, of the Gainesville Community Circus, rushed a new truck to them. Roy Bush, elephant superintendent of Hunt Bros.' Circus, was the topic of a circus tale in a flashlight battery advertisement carried in comic sections of many newspapers on Sunday (11). Art work in the ad transformed the Hunt show into a railroad outfit.

The Chapmans, revolving ladder act, are playing a four-week engagement at Coney Island, Havana. They recently visited the Ringling-Barnum and Loyal Repenski shows, which played Havana, and reported both shows doing top business.

Amy DeGross, formerly of the Aerial DeGross, entertained Eddie Jackson, of the R-B No. 1 car at her home in Fort Myers, Fla., recently. Both were with the Sells-Floto Circus, seasons of 1913-'16. They also caught the opening of Si Rubens' Bill Bailey Minstrels. Jackson is wintering in Sarasota, Fla.

Bette Leonard, president of the Circus Historical Society, recently entered Wesley Hospital, Wichita, Kan., for a skin grafting operation. Mrs. Leonard was seriously burned from hips to ankles three years ago and has had two similar operations previously. She will be at the hospital several weeks and would like to hear from friends.

Charles A. (Kid) Koster, veteran circus and legit show agent and biller, is at his home in North Hollywood, Calif., after several weeks ahead of "South Pacific" with Al Butler. Koster reports that many members of the Clyde Beatty Circus and numerous carnival personnel are making North Hollywood their winter headquarters. He adds that George (Alabama) Florida was in town recently at the Biltmore Theater in advance of "Oklahoma."

Mr. and Mrs. Ed (Kiddie Klown) Raymond were recent dinner guests at the home of Mr. and Mrs. Carleton Smith (CFA) in Cuyahoga Falls, O. Others present were Mr. and Mrs. Carl Elwell, fans of Akron, Miss.; Mona Dillon and Jesse Amonett. Considerable time was spent

reading and discussing Fred Bradna's book, "The Big Top." Elwell also displayed his photographic collection of performers.

Recent arrivals at Hugo, Okla., quarters of the Kelly-Miller Circus were Freddy Logan, Mr. and Mrs. Pinkey Barnes to train dogs, ponies and horses, and Bill Woodcock. Carl Pirnie is also training dogs, ponies and horses. . . Bernie Griggs and family will not be with a circus this season, having lined up a lot of fair and USO show dates.

E. M. Freiburger, former bandmaster on Cole Bros.' Circus and the Great Patterson Shows, is confined in Memorial Hospital, Bartlesville, Okla., with two broken kneecaps, suffered in an auto crash December 4. Freiburger, who now operates a movie theater in Dewey, Okla., expects to be out of the hospital by January 20.

Staff of Si Rubens' Bill Bailey Minstrels includes Charles Underwood, publicity; Walter D. Nealand, press; Bennie Fowler, Ted Edlin and A. R. Levine, agents, and Carl Wyche, transport superintendent. . . Eddie Jackson, Ringling advance man, caught the minstrel show's opening at Fort Myers, Fla.

Winter Quarters
King Bros.-Cristiani

MACON, Ga., Jan. 17. — Shops of the King Bros. & Cristiani Circus moved into full production Monday (5) after a lay-off for the holidays. Charley Lucky, in charge of the wood working department, assisted by Pete Pierce, is working on new cages, dens and tableau vehicles. The training barn is under the direction of Oscar Cristiani. New ring stock and rosin back horses are being worked out daily.

Floyd King is back in winter quarters after a trip to New York, Cincinnati, Chicago and Louisville. An extensive new line of four-color lithograph printing will be completed in time for the opening of the advance in March. Ora O. Parks, general press agent, is back at his home in Marion, Ind., after a visit to Hot Springs. He is due in winter quarters next month. Elmer Kauffman is wintering at the Ottawa Hotel, Chicago. He will be manager of the No. 1 advertising car, making his fifth season with this show.

After a visit to Havana, Cuba, and Sarasota, Fla., Lucio and June Cristiani are back in winter quarters. Arnold and Esma Maley have returned from a visit to Miami. Steve Fanning, superintendent of elephants, is back from a visit to Hot Springs. Pete Pierce and wife spent the Christmas season at their home in Salamanaca, N. Y. Ralph and Rose Clawson have returned to winter quarters after a visit to New York, where they spent the holidays.

Recent visitors to winter quarters were Joseph Kirkwood, general manager of the Florida Exposition Shows; Col. Morrison in charge of the billing brigade of the Silas Green Minstrels; E. W. Adams, Atlanta; Harry Fisher, Pete Lowrance and Oscar Harper.

Dressing Room Gossip

Circus Enterprises
 Show opened Friday (9) at Fort Myers, Fla., quarters and had a three-quarter matinee and full night house. Benny Wells painted all of the trucks. Color scheme is blue and white. Skinny Goe has new uniforms for the band. Leon Snyder and Juanita Carson were married at Fort Myers and received many presents.

Visitors included Dorothy and Si Rubens, Frank Ketrov, Mr. and Mrs. Milt Robbins, the Beers and Barnes families and Herbie and Chatita Weber. Jim Burke, boss canvasman, has a full crew and gets it up and down on time.—BUCK LEAHY.

WANTED FOR 1953 CIRCUS SEASON!
 BIG SHOW Musicians: Cornet and Trombones. Want one Cornet to play 1st or 2nd Cornet—to double Bass Drum. Address: A. Lee Hinkley, bandleader.
 20 Clowns for Big Show. State what you can do, also if you play in clown band. Enclose photo. Can place Horse Trainer in winter quarters and for road who can work Liberty Act, Pony Drill, etc. Want for Concert: Wild West People without stock; Whipcracker, etc. SIDE SHOW: Giant or tiny Midget strong enough to be featured. Lady Sword Swallower, Fire Eater, Freaks, Oddities. Strange and unusual People. SIDE SHOW BAND: Colored Musicians on all instruments including combination Drummer, Arab or Oriental Flageolet Player and Drummer. Also want 2 A-1 Truck Mechanics now. We furnish meals, sleeper berth and transportation after joining. Show opens here April 4. ADDRESS:
KING BROS. & CRISTIANI CIRCUS
 CENTRAL CITY PARK
 MACON, GA.

WANTED
LITHOGRAPHERS—BANNERMEN
 Union Conditions
 WRITE . . . No Telegrams . . . No Long Distance Phones
 If you are a drinker, please do not bother to write us.
RINGLING-BARNUM CIRCUS
 F. A. BOUDINOT, 139 N. Clark
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PROMOTERS & PHONEMEN
 Wire where I can call you or come on. Have three months' work now booked. No hold-backs. Promoters and Phonemen both paid in full daily.
 Phone 2-7770, Norfolk, Va., until Jan. 24th.
J. F. Shafer, Promotional Dir., Midwest Agency
 P.S.: Griffis, Pop Perkins, Romeo Mullins, Bill Boyce, Grunert and any others I know, contact.

PHONEMEN—NOW
 NASHVILLE, TENN.
 Office ready. Book, Tickets. 25% straight. Pay every day.
 St. Patrick's Day deal. Name bands and entertainers.
TERRELL & TERRELL
 TULANE HOTEL
 Nashville, Tenn.

FOR SALE—LION ACT
 Or will sell lions and equipment separately. 30 ft. steel arena, five cage wagons, props, new net, all in excellent condition.
JULIE RAND ALLEN, Director
 CRANDON PARK ZOO
 Miami 49, Fla.

5 PHONEMEN
 FOR MILLS BROS.' CIRCUS—9TH YEAR FOR 42ND RAINBOW DIVISION
 Lots of taps. Boys, come on in—3 big towns to follow.
 Call—Fletcher 2516, Columbus, Ohio.
W. G. PHILLIPS

FOUR PHONEMEN
 POLICE AND FIRE DEAL—SCHOOL FOR BLIND TO FOLLOW.
 TOP PERCENTAGES. TOM SIMMS, CONTACT.
ED HAVERSTICK
 205-206 RAUH BLDG. HEmlock 7391
 A John Collins Production
 DAYTON, OHIO

ACTS WANTED
 For ten consecutive weeks opening Puerto Rico early March, also calliope player. Send photos, full particulars.
Jerome O. Wilson
 162 E. Oakridge Park,
 New Orleans 20, La.

10 Phone Men Wanted 10
 Must be gentlemen, sober and able to produce. Now organizing for our annual California tour. I have 20 Shrine Circus dates! No other promoter can offer that much work. Contact immediately.
JIMMY RISON
Polack Bros.
Shrine Circus
 c/o Shrine Circus Office
 812 So. 2nd St., Louisville, Ky.
 No phone calls or wires.

PHONE SALESMEN WANTED
 Organization established 14 years. Covering principal cities—California, Arizona, Utah, Nebraska, Washington and Oregon. Powerful State-wide labor deal. Advertising. Leads and reloads. \$200.00 and up per week.
W. A. McCOY
 Morris Apt. Hotel, Omaha, Neb.
 California V.F.W. ads and tickets. Strong sponsor. Leads and reloads. \$200.00 and up per week.
MAX STOTLAND
 248 Nieto St. Long Beach, Calif.

ACTS WANTED for 1953 FAIRS
 Etc.
Boyle Woolfolk Agency
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2—Phonemen—2
 National Veterans' Publication. 25% Commission. Pay Daily.
 Call Plaza 1242 or Lincoln 9820
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Four Experienced Labor and Newspaper PHONEMEN
 Permanent. Hottest deal in U.S.A. Daily pay. Come in ready to work. If you can sell, must get \$200 a day. Pay yours.
HOUSTON LABOR NEWS
 704 Hermann Bldg. Houston, Texas

WANTED
 Grooms and Cage Hands for Circus Winter Quarters.
TONY DIANO
 1000 Warner Rd., Canton, Ohio

SHRINE CLUB
 WILL SPONSOR GOOD, CLEAN CIRCUS
 One or two days only at reasonable terms anytime during spring or early summer. Contact
R. E. AKERS
 Erwin, Tennessee

S. C. Group Aims To Eliminate State Tax, Highway Dates

Pres. Black Sparks Session, Promotes Wider Score Thru IAFE Membership

By JIM McHUGH

COLUMBIA, S. C., Jan. 17.—Members of the South Carolina Association of Fairs Wednesday (14) marshaled their strength to seek relief from State and federal taxes. Spurred on by Paul Black, association president and recently elected director of the International Association of Fairs and Expositions, the membership agreed to fight for elimination of the 10 per cent amusement tax now imposed by the State as well as for elimination of all or part of the grandstand tax imposed by the federal government.

Considerable optimism was reflected in the discussions on the State tax. Ransome J. Williams,

former governor and president of the State fair, said that he was confident that the tax could be eliminated. Other fair leaders, including J. Cliff Brown, Sumter, and T. K. Hudgins, Spartanburg, said they believed enough strength could be obtained in the Legislature to obtain the desired result.

Black, IAFE director for Zone 2, secured pledges of membership in the national association from virtually every member fair group before the end of the one-day annual session. Williams said that the State fair would join the International.

May Define Fairs

The encroachment of promotional events which threaten the continued growth and future of established bona fide events also came up for discussion. As a result, the group is prepared to seek State regulation for the industry as a protective measure. The law adopted in North Carolina several years ago will be offered as a model. It provides for supervision by the Department of Agriculture. Fairs are required to meet minimum standards and to have a bona fide premium list. Department inspectors visit each event and score the showing. If an event fails to meet the required standard, then it is refused permission to use the word "fair" in its title or advertising.

All officers were re-elected. They are J. H. Hughes, Orangeburg, chairman of the board; Paul Black, Spartanburg, president; J. (Continued on page 67)

York Profit Tops 104G For 1952

YORK, Pa., Jan. 17.—The 1952 York Fair showed a profit of \$104,531, according to a statement issued this week by the York County Agricultural Society. Total income for the event was \$347,623. Expenses were \$243,092.

Admissions accounted for the bulk of the take—\$232,196, with grandstand admissions racking up \$120,559 and general admissions bringing in \$88,768. The remainder of the admission total was from auto admissions, trailer rentals and exhibitors' tickets.

Concessions were responsible for almost a third of the take at York—\$107,905, while entries accounted for \$4,368.

Expenses

On the expense side of the ledger, \$60,600 was eaten up in office and administrative costs, while cost of grandstand attractions were \$44,395. Premiums were \$18,780, prizes were \$16,271; operating expenses were \$14,824 and maintenance was \$3,697.

The remainder went for such items as insurance, police and attendants' wages, advertising, electrical installations and general labor.

B-C Office Inks Ind. State Fair Stand 20th Time

CHICAGO, Jan. 17.—Barnes-Carruthers Theatrical Enterprises of this city has been awarded the grandstand contract for the 1953 Indiana State Fair, Sam J. Levy, B-C president, announced this week. Award gives the B-C office the Hoosier contract for the 20th year.

Levy also announced that his office had again been pacted to provide the stage program for the Chicago Automobile Show, scheduled for March 14-22 at the International Amphitheater. Show, which will consist of a 16-gal line, plus acts, will be staged under the direction of Dorothy Hild, long-time B-C staffer.

Shaunavon, Sask., Names Doug Force

SHAUNAVON, Sask., Jan. 17.—Douglas Force was elected president of the Shaunavon Agricultural Society at the annual directors' meeting. Clarence Fritz and William Yunck are vice-presidents and Alan Sanburn secretary-treasurer. The tractor rodeo, held for the first time at the 1952 fair, will be enlarged in 1953, it was announced.

Eastern States Gives Track Hard Surface

Nunis to Promote Major Still Dates, Fair Race Events

SPRINGFIELD, Mass., Jan. 17.—A \$50,000 track resurfacing program is under way at Eastern States Exposition here. The renovation will make it possible for Jack Reynolds, manager, to stage a number of major race events apart from operation of the fair. Sam Nunis, head of the speedway set-up bearing his name, will be the promoter.

Nunis said that the first planned major event will be held Memorial Day, May 30, and feature a 100-mile race with late model stock cars. It is possible that three major track events will be staged prior to the fair when Nunis will present two days of big-car automobile races featuring Indianapolis drivers.

The half-mile track has been regraded and raised four feet on the turns. The turns have a parabolic groove which will eliminate the necessity of drivers following in a line when coming out of a turn at high speeds, Nunis said. A four inch crushed rock base has been added and this will be topped with a one and one-half inch layer of asphalt.

Safety a Feature

Every possible safety device has been included in the plans. The track will be lighted so that it will be possible to stage events at night. Nunis said that future plans will be based on the success of the initial events. Racing has long been successful in the area and there is every reason to believe that the big investment in renovating the track will be more than justified, he said.

The paving of the track automatically excludes the possibility of the revival of harness racing at this event.

The announcement of the paving of the track, which will make possible the staging of lucrative off-season events, is in keeping with announcements made by Reynolds when he took over operation of the event last year. At the time he pointed out that ways and means had to be devised to make it possible for plants the size of Eastern States to earn revenue at times other than fair week.

Central Canada Throws Party For Exhibitors

OTTAWA, Jan. 17.—Some 1,400 exhibitors who participated in the 1952 Central Canada Exhibition were guests of the directors of the Central Canada Exhibition Association at the Coliseum here Friday (9).

Music was provided by the Melodiers of Radio Station CFRA, Ottawa, and the Al Saunders ork. Six vaude acts were booked thru the Jack Adams Agency, Montreal.

Guests, who included Dr. Charlotte Whitton, mayor of Ottawa; James G. Gardiner, Canada's Minister of Agriculture, and Mayor Henri Gauthier of Hull, Que., were greeted by L. L. Coulter, CCEA president, and H. H. McElroy, general manager of the organization.

Estevan Ex Takes Coronation Theme

ESTEVAN, Sask., Jan. 17.—With exhibition dates this year three days instead of two, the Estevan Agricultural Society is mapping an ambitious program with a Coronation Year theme, according to E. P. Rae, president.

Besides the fair, year-round activities will include a dressed poultry show, 4-H Club rally, 4-H Club square dance competition, International Livestock Rally and sponsorship of farm boys' and girls' camps.

GA. GROUP SEEKS STATE'S \$\$ AID

Some Execs Express Hope, Altho State Budget Cuts Are Urged

ATLANTA, Jan. 17.—Members of the Georgia Association of Agricultural Fairs were urged to get behind a movement started last year to secure State dollar aid for member annuals at the 40th annual meeting of the association held in the Piedmont Hotel Monday (12).

Otis P. Hughes, Macon, who was elected to a second term as president, read an exchange of letters between himself and Gov. Eugene Talmadge. Hughes offered to Governor Talmadge the State aid law in effect in Tennessee as a working model. In his reply, the governor pointed out that the appropriations committee of the Legislature was the proper initiating body. He also sounded a pessimistic note when he said that requests for funds from department heads exceeded by several millions the potential revenue for 1953, and suggested that the trend might be curtailment rather than loosened in the granting of funds for new causes.

Hughes, however, said that he was personally "enthused" over prospects and urged the body to extend every effort to obtain funds. He also quoted a letter from Tom Linder, secretary of agriculture, who offered to confer with a group of association members for the purpose of discussing State aid.

Blasts Lack of Interest

After briefly reviewing the growth of member fairs during the 40 years that the association has functioned, Hughes criticized fairmen for their apparent lack of interest, evidenced by light attendance here in recent years. He pointed out that showmen who attended sessions each year were investing considerable time and money in this pursuit. As such,

they deserved a good attendance, Hughes said. He reminded delegates that attendance carried no obligation to buy any of the products offered.

George A. Hamid Jr., of the New York talent agency, George A. Hamid & Son, covered the entertainment side of fair business. Stressing the importance of grandstand entertainment, Hamid urged fairmen not to be content with a carnival-supplied "free act" as their offering to the public. He said that attractions in the thrill and novelty field should be purchased thru specialists, the bookers. If a carnival included an act in its contract offerings, the fair manager would do better to request the \$300 or more dollars in cash so that this sum could be built up to the \$500-\$600 it would take to buy a super thrill offering, Hamid said.

Hamid said that fairs had a wide choice of attractions, depending upon their budget. He listed fireworks, auto races, thrill shows, harness racing and novelty acts. He cautioned young and new fairs that it would take some time

(Continued on page 67)

Columbia Sets Plans for New Cattle Barn

COLUMBIA, S. C., Jan. 17.—Construction of a new cattle barn, 150 feet long and 50 feet wide, will start soon at the State fair here, Paul V. Moore, general manager, announced this week. The facility, designed to house entries of the Future Farmers of America, will duplicate a barn already built for 4-H Club exhibitors.

Moore also said that future plans call for erection of a barn in which to display the progress made in the State's growing beef cattle industry, and a grandstand that will seat about 6,000 persons.

Living quarters with modern toilet facilities have already been provided for the junior farmers, Moore said. Accordingly, the current problem is to provide enough facilities for the showing of their many entries.

Moore said that 1952 would have been one of the really banner runs in State Fair history except for a bad break in the weather. Unseasonable cold hit the opening and rain also helped to curb a potential record attendance.

However, the fair was still a big financial success. Funds are already available for the planned building.

Norwalk, O., Event Ends Year in Black

NORWALK, O., Jan. 17.—Huron County Fair ended its '52 operations with a total of \$6,318 in the bank, Mrs. Elfreda Crayton, secretary - treasurer, announced. Income from the five-day September fair totaled \$36,376 including \$10,225 from gate receipts and \$5,929 from the grandstand. Expenditures totaled \$31,541 and the board had a balance of \$1,482 from 1951.

Medicine Hat Event Sets Attractions

MEDICINE HAT, Alta., Jan. 17.—Dates of the Medicine Hat Exhibition and Stampede have been set as July 16-18. Contract for the night grandstand show has been signed with KBD Enterprises, Calgary, and Royal Canadian Shows will again be on the midway, according to Dirk Scholten, managing director. Herman Linder, of Cardston, Alta., will again be arena director for the rodeo and Canadian stock, rather than U. S. animals, will be used.

Name LaPorte Escanaba Mgr.

ESCANABA, Mich., Jan. 17.—Roy LaPorte, this city, has been named secretary-manager of the Upper Peninsula Fair, it was announced by Mayor Andrew G. Phillips, Ignace, who was recently appointed to the board by Governor Mennen Williams.

LaPorte succeeds John MacInnis, who resigned the \$7,500 per year position after serving for two years.

Del Mar, Calif., Elects Young Prexy

DEL MAR, Calif., Jan. 17.—Chaffee C. Young, local businessman, has been named president of the San Diego County Fair here. He succeeds Franklin Barnes, president the past two years.

Other officers include Don Briggs and Duane Hawkins, first and second vice-presidents respectively. Paul T. Mannen was reappointed secretary - manager for the fifth year. Frank W. Babcock Shows have been signed to provide the midway attractions this year.

Scottville, Mich., Cuffos Outside Gate

SCOTTVILLE, Mich., Jan. 17.—The '53 edition of the Western Michigan Fair here will operate for the first time with a free gate, Emmett E. Briggs, new secretary announced. Dates are September 2-5. Briggs succeeds Irving L. Pratt, who recently resigned from the post.

Tyler, Tex., Event Sets Dates, Plans

TYLER, Tex., Jan. 17.—East Texas Fair will hold its 38th run here September 14-19 and Bill Hames' Shows will be on the midway for the fifth consecutive year, C. R. Heaton, fair manager, announced. Offices have been set up in the Blackstone Hotel here.

Ohio Fairmen Pay Tribute to Gus Sun

1,300 Take in Three-Day Conclave; Springfield Voted Fair-of-the-Year

By BILL SACHS

COLUMBUS, O., Jan. 17.—More than 1,000 fair men, showmen, bookers and suppliers and their wives and friends donned their best bib and tucker for the annual banquet and ball held in the main ballroom of the Dehler-Wallick Hotel here Thursday night (15) to climax the 28th annual meeting of the Ohio Fair Managers' Association.

Highlighting the festivities at the getaway party was a special tribute paid by those present to one of America's best known showmen, Gus (The Great) Sun, 84-year-old head of the Gus Sun Booking Exchange, Springfield, O. Introduced by Clair L. Hill, outgoing president of the Ohio Fair Managers' Association, and flanked by his friend of many years, Myers Y. Cooper, former governor of Ohio, Sun was presented with a framed testimonial naming him the oldest active showman in the nation today. Sun, who made the trip here by plane from Miami Beach, Fla., especially for the occasion, also was made an honorary life member of the Ohio fair body. In accepting the testimonial, Sun outlined in brief some of his experiences during his 64 years in show business.

Stockdale Top Speaker

Dr. Allen A. Stockdale, of the National Association of Manufacturers, New York, was the principal speaker, discussing "the science of human relations" in forceful and entertaining manner. A line-up of excellent acts, furnished by the Gus Sun Booking Exchange, Klein's attractions, Pan American Theatrical Booking Agency and WLW Promotions, Inc., made for an entertaining evening. Showing their wares were Larry and Trudie Leung, Terry Ray, Lowry and Russell, Dick Noel, Marion Spellman and Buddy Ross. Bob Shaw, of the Sun office; Joe Smiley, of the Klein firm, and WLW singer, Dick Noel, split emcee honors.

Clark County Tops

Another banquet feature was the finale judging for the Myers Y. Cooper Trophy for the champion Ohio fair in 1952. The honor was won by the Clark County Fair, Springfield, piloted by Secretary B. P. Sandles.

Winter Fairs

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- Arizona**
Mesa—Maricopa Co. Fair, Feb. 21-March 1. Marcel Delporte, 5111 N 10th St, Phoenix.
- California**
Imperial—California Mid-Winter Fair, Feb. 26-March 8. D. V. Stewart
Indio—Riverside Co. Fair & Nat'l Date Festival, Feb. 18-23. R. M. C. Pullen-wider.
San Bernardino—National Orange Show March 19-29. Earl E. Bule
- Florida**
Bowling Green—Hardee Co. Strawberry Festival, Jan. 19-24. G. W. Glendinning.
Ocala City—Pasco Co. Fair, Jan. 22-24. J. P. Higgins.
Daytona Beach—Hallfax Fair, Second week in March. Turner Scott.
Delray Beach—S. Fla. Gladioli Festival & Fair, Feb. 23-28. R. C. Lawson.
Eustis—Lake Co. Fair, March 16-21. Karl Lehmann, Courthouse, Tavares, Fla.
Fort Lauderdale—Broward Co. Fair, March 3-7. B. E. Lawton.
Fort Myers—Southwest Fla. Fair, Feb. 2-7. Jack D. Hughes.
Fort Pierce—St. Lucie Co. Fair, Feb. 9-14. Inverness—Citrus Co. Fair, Jan. 27-31. Quentin Medlin.
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.
Orlando—Central Fla. Expo, Feb. 23-28. Crawford T. Bickford.
Palmetto—Manatee River Fair, Jan. 24-31. Hoke S. Hughes.
Plant City—Florida Strawberry Festival, Feb. 23-28. G. R. Patten.
Punta Gorda—Charlotte Co. Fair, Jan. 19-24. Harry Jack.
Sanford—Seminole Co. Fair, March 9-14. Sarasota—Sarasota Co. Fair, Jan. 19-24. George W. Potter.
Tampa—Florida State Fair & Gasparilla Assn., Feb. 3-14. P. T. Strieder.
Titusville—Brevard Co. Fair, Feb. 2-7. West Palm Beach—Palm Beach Co. Expo, March 6-14. Lamar Allen.
Winter Haven—Florida Citrus Exposition, Feb. 16-21. Phil E. Lucey.
- Louisiana**
Lafayette—South La. Mid-Winter Fair, Jan. 22-25. Dr. T. J. Arceneaux.
Saint Francisville—West Feliciana Fair, Feb. 27-28. C. L. Flowers
- Montana**
Bozeman—Montana Winter Fair, March 21-27. George T. Sims.
- Texas**
Fort Worth—Southwest Expo & Fat Stock Show, Jan. 20-Feb. 8. W. R. Watt
Houston—Houston Fat Stock Show, Feb. 4-15. Herman Engel.
Laredo—Washington Birthday Celebration, Feb. 18-March 1. J. George Loos, Box 455.
Mercedes—Rio Grande Valley Livestock Show, March 5-9. Carl A. Blasig.
San Antonio—San Antonio Livestock Expo, Feb. 20-March 1. W. L. Jones.

Knoxville Event Plans \$200,000 Improvements

Open-Air Theater, New Fem Building Planned This Year

KNOXVILLE, Jan. 17.—Tennessee Valley Fair plans to spend \$200,000 this year in construction of a new open-air theater seating 4,500 and a new Women's Building, if necessary financing is forthcoming, Secretary - Manager Pat Kerr, announced.

The open-air unit is expected to cost between \$75,000 and \$100,000 and have a seating capacity twice that of present facilities. The new fem building is slated to cost \$100,000.

J. H. Anderson, who was re-elected treasurer of the annual, reported the association came thru 1952 with a net gain of \$17,563.80, slightly above the preceding year. Gross of \$127,249.54 was about the same as '51, he said. Disbursements during the year aggregated \$109,685.74.

A. Carter Myers has been re-elected president of the board along with all officers and 50 directors. Other officers include John L. Wilson, assistant treasurer and Charles J. Brown, Wayne Longmire and Sam Wilson, first, second and third vice-presidents, respectively.

Other plant improvements this year will include grading and leveling of the two big park stretches, the parking grounds near the horse show arena and the midway.

At the final business meeting Thursday afternoon the following were elected to head the OFMA for the new year: R. S. Hull, president; C. J. Betsch, vice-president; James Murray, second vice-president; Goldie V. Scheible, executive secretary, and Frank B. Cooper, treasurer. The two last named were returned to office. Hull succeeds Clair L. Hill in the prexy post.

Favored by spring-like weather, the three-day session chalked a registration just around last year's mark of 1,300. The high was hit in 1950 when 1,360 attended the conclave. Altho the Wednesday and Thursday business session were void of any fireworks, the sessions were marked by excellent programing and drew good representation. The door prize gimmick, installed several years ago to hypo attendance at the various sessions was again used successfully this year.

While the various discussions centered around the usual stock fair operating problems, a panel session moderated by Bryan P. Sandles, of the Clark County Fair, Springfield, on the subject "How to Make Your Fairgrounds Available for Year-Round Use," pulled the greatest interest. The meeting attracted the usual heavy representation from outdoor showmen, attraction people, bookers and suppliers, and a room poll indicated that business as a whole was on par with other years.

The Floyd E. Gooding Amusement Company, with headquarters in Columbus and long a feature of the Ohio State Fair midway, was again awarded that contract without opposition. The Gooding organization, the busiest group on the convention floor, likewise pulled its usual bonanza of Ohio county annuals. The awarding of the grandstand contract for the State fair is to be made at a later date, but in all likelihood it will again go to Klein's Attractions, of New Waterford, O., with an assist from the Barnes-Carruthers office.

Concessionaires Change Name

The Ohio Concessionaires Association, Inc., whose members operate almost exclusively at the various Ohio annuals, again met in conjunction with the big meeting, as in other years. The org's banquet, held at Thompson's Restaurant Tuesday night (13), attracted 127 people. It was announced at the business session Tuesday that a new State charter had been obtained to change the group's name to the Greater Ohio Showmen's Association. All officers were re-elected as follows: Walter Byers, president; Jack R. Woods, vice-president; N. H. Cohen, secretary-treasurer; Johnny Meer and Gabe Sterling, trustees, and Bob Keener, trustee for a three-year term. New board of governors is made up of Don Hole, Carl Chaffin, Clay Begien, Ralph Downey, Glenn Baggerly and Harry Deerwester. Plans were also discussed for construction of a \$50,000 building in Columbus to house the organization.

Among Those Present

Among the showmen, bookers, attraction representatives and supply house men on hand for the three-day meeting were:
Emil C. Guidenzorf, Regalia Manufacturing Company; John Gallagan, Gallagan's Concessions; Louis and David Rosenberg, Triangle Poster Company; Julius Kuehnel, Berlin Bleacher Company; Lee Lott, Lucky Lott's Hell Drivers; Henry and Correen Luaders, Luaders' Grandstand Attractions; Jimmy Hetzer, James (Red) Bicknell, Pete Sullivan and Mel Marcus, Hetzer's Booking Agency; Bob Corbin, Corbin's Calliope; Gene Johnson, Station WWVA; Mr. and Mrs. Earl Coburn, Earl Cunningham and John J. Anderson, Enquirer Printing Company; Ken Smith, Earl Haupt, Bill Querner and Jimmy Stroud, WLW Promotions, Inc.; M. R. Levy; Mr. and Mrs. Carl Bradford, Bradford's Dog; Bob Shaw, Gus Sun Sr., Gus Sun Jr., Glenn C. Jacobs, Mr. and Mrs. Bob B. Steele and Cordelia Compton, Gus Sun Booking Exchange.
Ben S. Allen, Posters, Inc.; Chester Rotroff, Rotroff Attractions; Roy B. Jones, Pepsi-Cola; Henry A. Theodor; Frank Ruttman and J. C. Michaels, Hudson Fireworks Company; Jimmie Chanos, Jimmie Chanos Shows; Boyle Woolfolk; Roger M. Work, Playland Amusements; Bob Otto; Ward Beam and Peter Grant, Ward Beam Attractions; Nelson Breeze, Breeze's Rides; Howdy Reed; Bill Reed, Jimmie Lynch Thrill Show; Earl Newberry, Tournament of Thrills; Randolph Avery, Billy Senior and Jinx Hoaglan, Barnes-Carruthers; Charles and Jack Zemeter; Buck and Rose Steele; Al Jones and Joe Decker; Happy Powelson, Powelson Amusements; John H. Foster; Cherokee Hammond, V. S. Scott and V. S. Scott Jr., National Fair Decorations; Tony Diano; Curt McClelland; Floyd E. Gooding, Hal Eifort, Mr. and Mrs. John Enright and Mrs. Lee Franz, F. E. Gooding Amusement Company; Mr. and Mrs.

TENNESSEE EXECS NAME KERR PREZ

31st Association Meeting Draws Reps From 35 of the State's Annuals

NASHVILLE, Jan. 17. — Pat Kerr, secretary-manager of the Tennessee Valley Fair, Nashville, was elected president of the Association of Tennessee Fairs, at the organization's 31st annual meeting here Monday and Tuesday (12-13) in the Noel Hotel. Ernest Thurman, Sevierville, Ralph L. Winters, Clarksville, and A. U. Taylor, Jackson, were named vice-presidents, and L. E. Griffin, manager of the Tennessee State Fair, Nashville, was re-named secretary-treasurer.

Attendance this year was excellent and some 35 of the State's fairs were represented by one or more board members. Buford Ellington, recently appointed Tennessee commissioner of agriculture, gave one of the key addresses of the meeting in which he pledged the support of his office in helping the fair movement. He lauded the events for their job in serving as the show windows for farm production. G. W. Cavender, assistant commissioner of agriculture, also spoke.

Thomas J. Hitch, president of the Tennessee Farm Bureau praised the association as well as the fairs for their work. Hitch also led an open forum on production shows at fairs assisted by Oscar Farris, John Thomason, C. E. King, J. Ben Thomson, Owen E. Hodges, W. O. Sewell and Lewis Dickson.

Henry W. Beaudoin, formerly of the Mid-South Fair, Memphis, headed a forum on advertising and publicity in which the fair advertising clinic to be sponsored by The Billboard February 23-24, in Chicago, was given prominent mention. A new feature of the meeting here this week was a contest among fairs

for the best publicity scrap book, top premium catalog, best collection of photographs and the top assortment of administration forms and letter heads. Stanton Hunter presided with Cecil Yates and George B. Flint serving as judges.

Judge Beverly Briley and Griffen, of the State fair, served as hosts during the meeting. Entertainment at the annual banquet was furnished by Bob Jennings and His Corn Millers from radio station WLAC.

Named to the association board of directors were A. B. Coleman, Kingsport; Mrs. Maude Atwood, Chattanooga; Dave Henrick, Sevierville; W. J. Huddleston, Cookeville; A. W. McCartney, Lebanon; Mrs. Hester Cummings, Woodbury; Horace Dunnigan, Dyersburg; Joe Martin, Brownsville, and Stanley Shoaf, Covington.

Carnival reps, attraction bookers and fair suppliers on hand included:

Sport Mathews, Cook and Rose Attractions; George B. Flint, Boyle Woolfolk Agency; John Anderson, Enquirer Printing Company; Emil C. Guidenzorf, Regalia Manufacturing Company; Louis Rosenberg, Triangle Poster Company; William T. Hatch, Hatch Show Print; Roy Jones and Charles Gordon, Pepsi-Cola Company; Julius Kuehnel, Berlin Bleacher Company; Theodore Meadows, Tennessee Valley Shows; Eddie Young, Sterling Crown Shows; Al Wallace and Cash Wilse, Brown & Wallace Shows; Johnny Denton, Gold Medal Shows; Mr. and Mrs. H. B. Rosen, Interstate Shows; John Stoneman, American Eagle Shows; Hal Eifort, Gooding Amusement Company; Johnny Portemont and James Bush, Johnny's United Shows; William O. and William R. Hammontree, Mighty Hammontree Shows, and W. L. Andre, concessionaire.

FAIR ASSN. MEETINGS

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P O Box 482. Staunton secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21.

Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street Reading secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

Rocky Mountain Association of

Buck Saunders, Mr. and Mrs. Jack Lampson; R. B. Powers Company; Jack Kochman's Hell Drivers.
Bob Kallenbach, Joe Smiley, Laddie Kosla and Ernie Benedict, Klein's Attractions; Gettus and Garnet Pugh, Pugh's Concessions; Dick and Dot Richards, Jewelry; Mr. and Mrs. Lee Becht, Lee Becht Amusements; C. D. Howard and R. S. Howard, Howard Bros. Shows; Joe J. Frederick, Motor State Shows; Wilson P. Storey, Pan American Booking Agency; Leonard Powelson, Happy Attractions; Mr. and Mrs. Joseph Caccavello, Columbus Fireworks Display; Paul Young, Young's Starting Gate; Kirtley Sound Equipment Company; Hagler Sound Equipment & Photo Finish; L. H. Holt, Interstate Fireworks Company.

Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31. Ted Overbey, Texas-Oklahoma Fair, Iowa Park, Tex., secretary.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, January 30. J. A. Theobald, Utah State Fair, Salt Lake City.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 31. Clayton J. Larson, P O Box 170. Dunkirk, secretary.

Arkansas Fair Managers' Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Middle West Fair Circuit, Town House, Kansas City, Mo., February 20. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

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Cedar Point to Open Early in Picnic Pitch

Ohio Resort Schedules Outings, Convention, Fishing Excursions

SANDUSKY, O., Jan. 17.—Earliest opening in its 40-year history is scheduled for Cedar Point on Lake Erie. D. M. Schneider, president of the resort company, announced the spot will open on a limited scale on Memorial Day (May 30) and for full operation on June 13. Previously, there has been no action here until mid-June.

Beach, midway and picnic facilities will be open on Memorial Day, and May 31 plus June 6 and 7. The early opening is being tried in an effort to attract more school picnics. In the past many Ohio schools have closed before the resort opened.

Hotel Opens Early

Schneider said the spot's 1,000-room hotel also will be opened earlier than usual in order to handle a State convention of salesmen. This conclave will open a four-day session on June 10. The hotel, dining rooms, tavern and convention hall will be the only things in business during the first two days of the convention.

Dates for two large industrial picnics already have been set. The Esmond Dairy Company, which is active in much of the State, will have an outing for children on June 20. Westinghouse Electric's Mansfield, O., employees plan a picnic for July 11. Each outing attracts from 12,000 to 20,000 persons.

One or both of the resort's new 65-foot passenger ferries will be available starting April 18 for public fishing parties on Lake Erie or in Sandusky Bay.

Schott Bureau Prexy

CINCINNATI, Jan. 17.—Edward L. Schott, president and general manager of Coney Island here, was elected president of the Cincinnati Convention and Visitors' Bureau last week.

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Parksters Keep Eye on Capital For Tax Moves

CHICAGO, Jan. 17.—National Association of Amusement Parks, Pools and Beaches is keeping close watch on legislative moves in Washington concerning reduction of federal admission taxes but little is expected to develop until the House Ways and Means Committee convenes later, Secretary Paul Huedepohl said here this week.

He said a bill is being proposed by Rep. John D. Dingle (D-Mich.) for reducing many excise taxes but that it apparently has not yet been introduced. Harry J. Batt, of Pontchartrain Beach, New Orleans, is chairman of the NAAPPB legislative committee, which was directed at the NAAPPB convention to make a strong pitch for tax reduction.

Steel Set for Garden Pier Improvement

ATLANTIC CITY, Jan. 17.—Groundwork for the long-range program to improve Garden Pier was advanced this week as 200 tons of decking steel was released with the approval of the National Production Authority. Director of Public Works William F. Casey said the city's application for approval of the steel had been under consideration by NPA since last April.

As a result, he said, an appropriation will be included in the 1953 capital improvement program for about \$375,000 to finance the proposed contract on the second section of pier decking. It calls for reinforcing pillars and decking the center section of the up-town pier where the city intends to create a civic center. Bids on the second section decking job were taken early last year when a low bid of \$375,000 was submitted. However, it was found that the appropriation for the work was not sufficient and the bids were canceled.

Meanwhile, Casey said that construction of two buildings on the front section of the pier will get under way soon after being delayed because of difficulty in obtaining materials. Five separate contracts for the work were awarded last year. The two identical one-story buildings will include comfort stations, reading rooms and rest pavilions. The city is doing the work in sections, hoping to have the civic center ready for the resort's centennial in 1954.

Edgewater to Add Looper, Two Shows

DETROIT, Jan. 17.—Installation of a new Looper, to be the only one in the Motor City area, is planned at Edgewater Park for the 1953 season, according to Cy and Milton Wagner, park managers. Some remodeling of concession attractions, and installation of a Wild Life show and probably one other show also are in the planning stage.

Free acts, at one time a feature of the Edgewater policy, will not be used this year. Key attraction of the park will again be the remodeled Edgewater Gardens Ballroom, which was reopened for dancing this past summer after nearly two decades.

4th Spangler Daughter

SUNBURY, Pa., Jan. 17.—Roman M. Spangler Jr., assistant manager of Rolling Green Park here, became a father for the fourth time January 6 when his wife, Lea, presented him with a seven-pound, 12-ounce daughter, Psyche Martina, in Geisinger Memorial Hospital, Danville, Pa. The latest addition is the fourth daughter born to the Spanglers. The paternal grandfather is R. M. Spangler Sr., owner of the park.

Cinerama Plugs Playland In Newspaper, Video Ads

NEW YORK, Jan. 17.—Rockaways' Playland, Queens park, is being plugged in advertisements for Cinerama, the three-dimensional motion picture being shown in New York.

According to Dick Geist, Rockaways' vice-president, ad copy in all New York dailies for Cinerama stresses that the Roller Coaster shown in the film is the one at Playland. Playland is also being plugged in Cinerama advertising on video, he said.

Geist said that on January 15, construction will be started by the city on building a trestle across Jamaica Bay, connecting Rockaway with Brooklyn and making Playland accessible by rapid transit from New York. The

old trestle burned down three years ago. The structure will cost an estimated \$20,000,000 and will take 15 months to complete.

More Excursions

According to Geist, Al Schultz, New York manager of the Wilson Steamship Line which runs excursion boats to Playland, reports that 1953 bookings for groups are beginning to come in and are running ahead of 1952.

On tap for March 1 is a special promotion to celebrate the 25th anniversary of the purchase of the park from the L. A. Thompson Amusement Company and the birth of the funspot as it is known today, and also the 50th anniversary of the founding of the original park.

Geist said that 1953 plans call for increased outdoor advertising, including posters and billboards, and a cutting down of newspaper space.

NAAPPB Shapes 53' Committees Announcement

CHICAGO, Jan. 17.—Preparation of committee assignments for National Association of Amusement Parks, Pools and Beaches standing committees is almost completed and names are expected to be announced soon, it was reported by Secretary Paul Huedepohl.

Huedepohl said the proposed lists have been returned to George A. Hamid, president of NAAPPB, in New York. Several changes in assignments were made necessary, Huedepohl said, by such events as the resignation of Adrian W. Ketchum as manager of Forest Park Highlands, St. Louis, and the acceptance of Edward Schott of Coney Island Park, Cincinnati, of added Chamber of Commerce activities there.

Nimb Restaurant Due to Reopen At Tivoli, Feb. 28

COPENHAGEN, Denmark, Jan. 17.—Reopening of the modernized Nimb Restaurant, in Tivoli Park, is set for February 28, with the new owner, Carl Muchardt, already promoting a publicity campaign. This will give Tivoli two of the city's largest and best-known restaurants, the de luxe Wivex and Nimb, both operating the year round and both having frontage on main streets.

The Nimb has been operated only during the park season for the past few years by Frode Petersen, but his concession was sold last year to Muchardt for \$49,300, with the Tivoli management stipulating that spot be modernized and run the year round.

Improvement plans necessitated an expenditure of \$101,500, with Tivoli paying \$87,000 of the cost and Muchardt the remaining \$14,500. Muchardt, former operator of the big Slotsgaarden Restaurant, sold his interest in that establishment for \$62,250 in order to take over the Nimb, and has engaged a widely known director, Svenningsson, as manager. The spot has space for banquets, fashion shows and galas.

Granville Trimper Dies at Ocean City

OCEAN CITY, Md., Jan. 17.—Granville C. Trimper, operator of riding devices at this resort for some 40 years, died Thursday (1). His age was 59.

He is survived by his widow; a son, Granville Jr., a daughter and two grandchildren.

Born here in 1893, Trimper carried on a business that was founded by his father. Besides operating stationary units at the beach, his firm, Eastern Shore Attractions, participated in fund-raising activities for various organizations. He was well known thruout this area.

At the time of his death Trimper was busy with plans for the spring opening and a painting schedule was already under way.

Court Order Halts Dismantling of Revere Coaster

BOSTON, Jan. 17.—Revere Beach was on its way toward losing one of the last two Roller Coasters at the famed resort until a temporary injunction to halt the tearing down of the Derby Racer was issued in Suffolk Superior Court in the Hub by Judge John V. Sullivan.

The injunction was issued at the request of Col. H. Chester Trask, of Medford, against Eleanor Realty, Inc., of Revere. The court order directed the realty firm to stop demolition of the Coaster.

Col. Trask, in his petition, filed by Attorney Joseph G. Bryer, said he is half-owner of the Coaster. He claims the realty firm owns adjacent land and leases that part of his land needed for the Coaster. He said that a fire at the Coaster in October was covered by insurance, but the realty firm failed to repair the part burned. Instead, he alleged, without notice to him, the realty firm on December 26 began demolishing the structure.

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200 Showfolk Turn Out For West Coast Banquet

SAN FRANCISCO, Jan. 17.—The Show Folks of America combined banquet-ball and installation ceremonies held Saturday night (10) in the Crystal Room of the Bellevue Hotel here drew nearly 200 people. Altho getting off to a late start in preparing for the top social event of the

year, Al Rodin, committee chairman, succeeded in putting together the factors that made it an outstanding event.

Following a prime rib dinner, brief speeches and some introductions were made. Nate Cohn, local attorney and former showman, emceed the event with Judge Walter Carpeneti handling the installation ceremonies.

New officers included Jack Christensen, president; Charlotte Dalton, first vice-president; Eddie Ralph Meeker, third vice-president; Phil Sapiro, treasurer; Al Roche, corresponding secretary; Bonnie Townsend, recording secretary, and Art Craner, executive secretary. Board of Directors: Frances Seber, Marie Burke, Teddy Texiera, Everett W. (George) Coe, Eddie Harris, Tony Ortega, Lola Krekos, Oscar Mattley, Harry Myers, Charles Albright, Bill Coles, Nate Cohn, Andy Anderson, Sam Dolman, Joe LaMont, Arthur Unger, John Provenzale, Margaret McCloskey, Norman Schue, Josephine Blome, Nellie Baker Ramsey, Al Rodin, Pete DeCenzio, Tony Soares, Ted Levitt, Jack Dalton, Harry Polish Fisher, Hunter Farmer, James McCaffery and Bobby Cohn.

Seated at the speakers table were Moe Levine, Pacific Coast Showmen's Association; Hellwig, Christensen, Frances Seber, Doris Monette, retiring SFA president; Charlotte Dalton, Eddie Harris, retiring SFA second vice-president; Roche, Sapiro, Larry Nathan, Regular Associated Troupers president, and Hunter Farmers, PCSA vice-president.

Dan Anderson, Daly City city manager attended. Telegrams were read from Mike Krekos, SFA past president who was unable to attend because of illness; Nellie Baker Ramsey; Al Flint, PCSA executive secretary; Frank Babcock and Larry Ferris of Babcock United Shows, and Grace Merkel, PSCA Auxiliary president.

Harry Seber, SFA past president, presented Doris Monette, retiring president, with a television set and plaque honoring her administration.

Introductions included Eleanor and Orville Crafts, Mr. and Mrs. William Kindel, Dan Dix, Dave Cavagnaro, Harry Polish Fisher, Sam Abbott, Whitey Monette, Sam Corenson, Jane and Charles Albright, Everett, W. Coe, Dr. E. P. Mannheim, Bob Weidman, and Estelle and Elmer Hanscom.

A floor show, which featured Marcia Gayle and Don Raymond, was presented. Phil Sapiro and his orchestra played for dancing. Dave Cavagnaro, of Napa, supplied wine from his hometown for the event.

The committee included in addition to Rodin as chairman, John Provenzale, James McCaffery, Sam Landsman and Jack Dalton. Balloon decorations were furnished by Bill Kindel of Kindel & Graham and Whitey Monette of M. Monette Company.

Sunset Sets 3 Minn. Celes

MINNEAPOLIS, Jan. 17.—K. H. Garman, owner of Sunset Amusement Company, reported he had signed no new fairs at the Minnesota fair meeting here last week, but closed to provide the midway at three celebrations in the State.

The events are the Hutchinson Water Carnival and the Montevideo Fiesta for the third straight year, and the Winona Steamboat Days for the second consecutive year.

Alta. Okays Fair Bingo

CALGARY, Alta., Jan. 17.—Since January 1 bingo games, raffles and other lotteries are illegal in Alberta and police have been ordered to crack down.

Carnival games are permitted under a special section of the act governing such activities at agricultural fairs or exhibitions. Dice games, shell games, punch boards and coin table games are prohibited at the fairs, however.

PORTER-DALTON, WHO'S VEEPEE?

SAN FRANCISCO, Jan. 17.—Announcement that Charlotte Porter was re-elected first vice-president of the Show Folks of America here proved confusing to some members when the "new" veepee was named as Charlotte Dalton.

The similarity of names explained some of the mystery. However, it was completely cleared up by Jack Christensen, new SFA president. He explained that Charlotte Porter and Jack Dalton were married recently. Dalton is also an ardent SFA worker and serves as executive secretary of the organization.

SFA members believe that the Dalton team will more than double their club activities.

Gayland Ops Buy Crescent, Plan Combine

CALGARY, Alta., Jan. 17.—James (Ab) Greenway and E. (Tiny) Nicholls, owners of the Calgary-based Gayland Shows, announced the recent purchase from M. L. Finrow, Seattle, of the Crescent Shows, formerly owned by H. Meyerhoff, Penticton, B. C. Greenway and Nicholls plan to combine the two shows.

The new show will be titled Gayland Shows, Ltd., and carry 9 rides, 5 shows and 25 concessions. Most of last year's personnel will be re-engaged, with Greenway as manager; Nicholls, assistant manager and legal adjuster; Herb Swanson, ride superintendent; Earl Greenway in charge of rolling stock; E. Herstad, concession manager, and John Baldasty, grab and cookhouse.

The 1953 route will be similar to last year's. Show will open May 1 for a nine-day stand under auspices of the Calgary Zoo. The route will take it thru Alberta, Saskatchewan, Manitoba and British Columbia.

Rides are now being overhauled in quarters here. Two conflicting rides, the Octopus and Skipper, were sold to the Leader Shows of Edmonton, Alta.

SLA Vet Post Sets Overseas Gift Plan

CHICAGO, Jan. 17.—Members of the Showmen's League of America, and members of their families who are serving in the armed forces overseas will receive a monthly gift package from the organization's Al Sopenar Post of the American Legion, Al Sweeney, commander, announced.

H. A. (Whitey) Lehrter is chairman of the overseas package committee which includes Al Carsky, Charles Zemater Sr., Sam Solomon, Ed Sopenar, Harry Duncan and Nat Green. The committee announced this week that it has already received considerable help in the form of donations.

Royal Midwest Pacts Three Fairs

FINDLAY, O., Jan. 17.—Bill Harris, who will again take the reins of Royal Midwest Shows this year, announced here this week that the org has signed to play the two Kentucky and one Indiana fair. The Kentucky dates are Carrollton and Leitchfield, while the Hoosier annual is at Rising Sun.

Harris is busy here lining up attractions and personnel for the coming season, prior to heading for Little Rock to attend the Arkansas fair meeting. Bud Birchman has been signed to again supervise ride help and handle the shows' truck fleet.

QUIET PREVAILS AS ORGS PICK UP GEORGIA DATES

ATLANTA, Jan. 17.—Georgia fair midway contracts were parceled out with a minimum of confusion at the annual meeting of the State association here Monday (12). As a matter of fact, the big ones had been tied up well in advance of the confab staged by the fair group, and so had many of the lesser events.

World of Mirth Shows will again play Savannah and Augusta. They were represented by Bernard (Bucky) Allen. F. E. Gooding will provide the midways at the Fair-A-Ganza here and at Athens and Columbus, and the Cetlin & Wilson Shows will furnish the attractions at Macon. Izzy Cetlin and Al Dorso represented the C&W unit.

Many units seem to have fared well in the Peach State. Joe Fontana, of the L. J. Heth Shows, reported signing Marietta, Griffin, Carrollton, Covington, Monroe, Tifton and Cordele. Because of the conflict in dates, Heth was attending the Tennessee confab while Fontana guarded the organization's interests here.

Dates Listed
Specs Groscurth's Blue Grass Shows reportedly signed Thomaston, Sandersville and Elberton. Shan Wilcox inked Eastman, Gainsville and Cartersville for his Shan Bros. Shows.

Tommy Thompson was on hand for the Tinsely Shows and signed Winder and Newman. Gem City

Heth Shows Report Fair Route Jelled

ATLANTA, Jan. 17.—A complete fair route for the L. J. Heth Shows was reported here this week by Joe Fontana, general agent. In all, 18 fair and celebration dates have been booked, beginning with the Fourth of July Celebration at Connersville, Ind.

Other events and their starting dates are Mount Carmel, Ill., July 13; Sturgis, Ky., 20; Boonville, Ind., 27; Harrisburg, Ill., August 3; Altamont, Ill., 10; Mayfield, Ky., 17; Dickson, Tenn., 24; Oneida, Tenn., 31; Jamestown, Tenn., September 7; Marietta, Ga., 14; Griffin, Ga., 21; Carrollton, Ga., 28; Covington, Ga., October 5; Monroe, Ga., 12; Tifton, Ga., 19; Cordele, Ga., 26, and Brundridge, Ala., November 2.

The Georgia meeting was the only fair confab attended by Fontana. L. J. Heth attended the Tennessee meeting, dates of which coincided with the Georgia session.

H. P. Hill Adds Rides, Diesel Plant

ARANSAS PASS, Tex., Jan. 17.—Hill's Greater Shows, prepping here for the new season, has purchased a G. M. Diesel light plant, a Rock-o-Plane, Octopus and a kiddie Greyhound Bus ride, H. P. Hill, owner-manager, announced. The light plant, purchased from Stuart Stephenson, is built on a 30-foot trailer, completely soundproof and, according to Hill, provides more than enough KW output for the show. The rides are set for spring delivery.

Work here at the winter base is already under way with a good crew on hand to check over and repair the vehicles and paint and overhaul the rides and equipment under supervision of Glenn Joplin.

Plans are to hit the road March 1 for a 36-week season in Texas, New Mexico, Colorado, Wyoming, South Dakota and Montana.

Staff, in addition to Owner Hill, includes Mrs. H. P. Hill, secretary-treasurer; H. N. (Foots) Reeves, legal adjuster; R. E. Stokes, mailman and agent for The Billboard; Joplin, ride superintendent; Andy Widmer, chief electrician, and Jim Crow, press agent and 24-hour man.

was awarded Valdosta and Albany while the J. L. Keefe Shows won Jackson and Manchester.

Al Wagner's Cavalcade of Amusements, one of the three railroad shows scheduled to play fairs in the State, holds the contract for the Rome event.

Dr. Firestone Named Prexy Of Mich. Club

DETROIT, Jan. 17.—Dr. Louis H. Firestone, president and general manager of Flint (Mich.) Park, was named president of the Michigan Showmen's Association, at the club's annual election here Monday (12). Firestone replaces Ben Morrison.

In a simultaneous election, Dotty Miller was named to head the ladies' auxiliary.

Other officers of the men's club include Fred Silber, first vice-president; Marvin Keys, second



LOUIS H. FIRESTONE

vice-president; William Zakoor, third vice-president; Louis Rosenthal, treasurer, and Robert Morrison, secretary. New directors are Adam Spitzer, Sam Malin, Max (Wannie) Berkowitz, Douglas Brown, Lloyd Westerman, Edgar (Mac) McMillen, Harry B. Letzer, Robert Templeton, Ben Miller, Frank Blooming, George Kane, Max Kahn, Sam (Pork Chops) Ginsburg, Herbert Pence and Elmer Nagy.

Officers of the women's group include Clara Silber, first vice-president; Ann Stone, second vice-president; Carrie Dear, third vice-president; Revell Gal, treasurer, and Florence Williams, secretary. Directors are Leona Bennett, Peggy Cohen, Pat Croganale, Marion Dickstein, Marion Fodal, Lottie Johnson, Hazelle Liddon, Marjorie Mansell, Frances Moran and Julia Solef.

The men's election committee was made up of Walter Sala, chairman, Charles Rafal, Jack Zeman, Sam Burd, Jake Kotzen and Alexander Kaplan.

Mac McCollin Org Adds Ride, Lights For 1953 Season

SALT LAKE CITY, Jan. 17.—State Fair Shows will add one ride and new lighting effects for its '53 tour of western states, R. D. (Mac) McCollin, owner-manager, announced here at the show's winter base. Route is already shaping up satisfactorily, he said.

McCollin and his mechanic, Bill Poitra, who was recently released from the armed services, are also shopping for some new rolling stock.

Personnel is being lined up. Charlie Thompson, owner of Frontier Shows, will have the kid rides on the show. Thompson recently spent several days here accompanied by Joe and Jerry Tompkins who will have concessions with the org this year. Mr. and Mrs. Homer Mounts are skedded to join with apples, floss and a fish pond and Mr. and Mrs. Ed Pettys will have jewelry and plush.

St. Louis Club Names Gallagan '53 President

ST. LOUIS, Jan. 17.—John Gallagan, veteran concessionaire, has been elected president of the International Association of Showmen here. Pat McGee was named to the post of first vice-president.

Other officers who will administer the club this year include



JOHN GALLAGAN

William (Red) McCoy, second vice-president; John Lantz, third vice-president; Jack (Red) Donnelly, fourth vice-president; Euby Cobb, secretary; George Regan, treasurer; Ed Mahoney, sergeant at arms, and Tom Cowan, chaplain.

The nominating committee included Morris Lipsky, chairman; Don Donnelly, John Francis, Frank Hanasaki, Buff Hottle, Jack Flynn and John Lantz.

New members recently voted into membership include Johnny Denton, Aaron Mall, James H. Drew Jr., Baron Paul and Jim Flannigan. Pete Brophy is hospitalized at DePaul Hospital, this city.

20th Century Closes With Monroe, La.

OTTAWA, Kan., Jan. 17.—The Al Martin-E. D. McCrary 20th Century Shows has signed to provide the midway attractions at the Ouachita Valley Fair, Monroe, La., Co-Owner Martin announced. This will mark the first appearance of the show at this fair.

Martin, who has been busy making the rounds of the fair meetings, said the org's winter quarters at Opelousas, La., is already open and a full crew arrived there Thursday (15). Co-Owner McCrary and Art Signor, assistant manager, are supervising the make-ready.

W. E. Page Org Inks 6 Tenn. Fairs

SPRINGFIELD, Tenn., Jan. 17.—Page Bros. Shows have signed to provide midway attractions at six Tennessee fairs this year, W. E. Page, co-owner, announced. The annuals are McMinnville, Woodbury, Waverly, Springfield, Ashland City and Lewisburg. Show will also play Kentucky and Alabama.

Page, accompanied by Mrs. Page, plans to leave soon for a month's vacation in Florida. Recent visitors here at the winter base included Joe Stoneman, Pete Hendrix, Mr. and Mrs. Luther Sandlin, W. O. Hammontree, Bryant Carter and Mack House.

DIXIE JOTTINGS

Conflict Headache Still Dogs Confabs

RALEIGH, N. C., Jan. 17.—That perennial killjoy—conflicting dates—earned a measure of attention at the Georgia fair meeting in Atlanta Monday (12). The Tennessee confab was running

concurrently and show and attractions representatives had to journey in the direction in which they felt they could accomplish the most good. Georgia execs are willing to co-operate. They voted to hold off setting their 1954 dates until their sister State had scheduled its meeting. They also want to immediately precede the South Carolina meeting so that the Southeastern circuit will remain intact.

Persons attending the Eastern meetings had an equally serious problem in securing hotel accommodations. All of the hostels were filled to overflowing. In Raleigh, where the O. C. Buck-Model aggregation and the Ross Manning unit had combined to take over the palatial governor's suite in the Sir Walter, their planned occupancy was somewhat upset when they arrived in town only to find it already occupied by Lloyd Serfass, who was busy talking up his Penn Premier Shows.

Thrill show producer Jack Kochman was whispering plans for a new sure-fire grandstand presentation to a number of interested listeners. Altho too late for any widespread booking at fairs in 1953, Jack reported that he will test his new idea before long and offer it to annuals next year.

Bernard (Bucky) Allen flew out of a nine-inch Boston snow fall into as many inches of sleet and slush in New York and then on to Atlanta where, he said, he expected warmth and sunshine. Instead he was greeted with 27-degree weather.

Joe Fontana, general agent of the L. J. Heth Shows, was worried that a tropical storm which hit the Tampa area would seriously damage his partially completed new home. A telephone call reassured him, however. The studs and shingles were still in place and work could proceed as scheduled.

R. C. McCarter, a partner in the new Metropolitan Shows, just in from the Indianapolis meeting where he reported a near miss in signing a big one thru alliance with the Gooding forces, was equipped with photographs of his Tiny Tot Shop, a Spartanburg, S. C., venture. The juvenile store is on the market and Ralph Lockett, who was representing the W. G. Wade Shows, loaned his literate skill in fashioning a "business opportunities" ad for a New York newspaper.

E. Ross Jordan, long-time secretary of the Georgia Association and an official of the Macon event, was operated on Friday (9) in the Macon hospital. Many of those attending the business sessions joined in sending post cards wishing him a speedy convalescence.

Mike Benton and the Fair-A-Ganza staged a cocktail party for guests prior to the banquet. Mike was unable to attend the business sessions because of meetings with attractions people and the press of other business. He had to skip the banquet, too, in order to catch a plane for Florida where he will spend the next several weeks.

The Winston-Salem fair was represented at the North Carolina session for the first time in many years. Jim Graham, the director, was accompanied by Charles Norfleet, "the chef." Both made like sponges as they absorbed information relating to their relatively new interest.

Clyde Kendall, of Greensboro, former big league ballplayer, is mulling the possibility of installing a batting range in that city. His wife, the competent and popular secretary of the Greensboro fair and the State association, was loudly applauded for her efforts in behalf of the latter group when she insisted on being excluded from the office in 1953.

Oscar Buck and Dave Endy told of having to pitch in and take over their agent's chores when the latter disappeared for a time at the Columbia meeting. The agent, Allan Travers, said he had everything under control anyway. There was a small dispute on this point. Anyway, the show, a new venture, is pretty well lined up and there is happiness all around.



MARGUERITE STONE

Phoenix Club Elects Fem As President

PHOENIX, Jan. 17.—Marguerite Stone was elected the first woman president of the Arizona Showmen's Association, at the club's annual election here Monday (12). Mrs. Stone topped an independent ticket that was swept into office by the organization's membership.

Harry A. Lucas was named first vice-president; Louis Block, second vice-president; Marie Berko, third vice-president; Don Hanna, treasurer, and Earl Salters, secretary. For the first time since the club was organized, paid up members were permitted to vote by mail.

The new slate of officers will be formally installed at the President's party and installation ceremonies to be held in the club-rooms Monday (19).

OFF TO CUBA

Ronceverte Indie Bingo To Ben Weiss

COLUMBIA, S. C., Jan. 17.—Bennie Weiss, independent bingo operator, announced here this week that he had been awarded a contract for a bingo operation at West Virginia State Fair, Ronceverte. It is perhaps the first time that space for a bingo operation has been allotted to any operator other than thru the show holding the midway contract, in this instance the newly formed railroad, the Metropolitan Shows.

Weiss, who attended the meeting of the South Carolina Association of Fairs held here Wednesday (14), said that he would tour Cuba with a de luxe bingo unit for about 12 weeks beginning January 30. He will be associated with the Coney Island Shows out of Havana. Show officials include Vincent Nodarse, president; Jean Bedeker, vice-president, and Leo Bistany, manager of rides and shows.

Having gained experience in Cuba on several occasions in the past, and as recently as last winter when he operated a bingo at the newly formed Coney Island park in Havana, Weiss said that he was anticipating a successful run in that country.

Weiss said that the addition of Ronceverte completed his fair route. Other dates are Middletown, N. Y.; Center Hall, Pa.; Flemington, N. J.; Leighton, York, Reading, Allentown and Bloomsburg, Pa.; Trenton, N. J.; Spartanburg and Orangeburg, S. C., and Macon, Ga.

Equipment of the Coney Island Shows will be transported by truck in Cuba. Weiss will move his unit on two tractor trailer units. These will be moved from Macon, Ga., where they are in quarters, and shipped to Cuba by boat.

Jack Lichter Dies

NEW YORK, Jan. 17.—Jack Lichter, 62, veteran showman, died at the Kingsbridge Veterans' Hospital here Friday (16).

Funeral services will be held Monday (19) at the Riverside Memorial Chapel, with burial at the Pinelawn cemetery in Long Island. He was a member of the National Showmen's Association.

Miami Auxiliary Holds Installation Ceremonies

MIAMI, Jan. 17.—Mrs. Harry Schreiber was installed as president of the Ladies' Auxiliary of the Miami Showmen's Association Wednesday night (7) at the Starlight Roof of the Biscayne Terrace Hotel, with 260 members and guests on hand. Also installed were Mrs. Sydney Thomas, first vice-president; Mrs. William Cowan, second vice-president; Mrs. Cliff Wilson, third vice-president; Mrs. William Tucker, treasurer; Mrs. George Whitehead, recording secretary; Mrs. Ethel Weer, corresponding secretary, and Edna Lockhart, chaplain.

Following invocation by the chaplain, Mrs. Muri Deemer, emcee, gave the welcoming address. Tribute was paid Mrs. Jack Levine, out-going president, and membership presented her with a gift. Candles lighted in the fraternal ceremony were represented by Nan Rankin, Chicago; Frances Barnett, New York; Dorothy Finnerty, Hot Springs; Madge Harris, Michigan; Mae Sopenar, Caravans; Kitty Glosser, St. Louis; Lois Hanson, Kansas City, Mo.; Leone Plas, Tampa; Charlotte Wright, Show-folks of America; Babs Geffen, Texas; Peggy Biscow, Pacific Coast, and Mae Levine, Miami. All out-going officers were presented gifts.

After Mrs. Levine turned the gavel over to Mrs. Schreiber, who delivered and acceptance speech, congratulatory wires were read and acknowledgement of flowers was made. Mrs. William Moore was installing officer; Mrs. Elmer Koehenour, banquet chairman; Mrs. Michael Roman, floral arrangement chairman; Nancy Whiteside, flower bearer; Marie Meyers, Rosita Dell, Evelyn Taylor, Carin Glass, Jeanne Lampbell and Agnes Grosso, pages.

Hostesses were Ann Tara, Dorothy Finerty, Emma Rocco, Elsie Keeler, Mickie Levine, Dorothy Pierson, Dorothy Karst, Winnie Edwards, Peggy Heiman, Babs Geffen, and Mickey Hawkins. Betty Di Aiello was guest of honor. Gold awards were made to Irene Moore, Anna Tara and Winnifred Edwards.

Board of directors for 1953 comprises Bea Barry, Frances Deemer, Ellas Dodson, Winnie Edwards, Betty and Louise Endy, Mildred Finn, Kitty Glosser, Raynell Golden, Sadie Goodman, Agnes Grosso, Lois Hanson, Madge Harris, Elsie Keeler, Mae Levine, Alberta Mack, Irene Moore, Elizabeth Murphy, Mae Nelson, Leona Parker, Dora Pierson, Nan Rankine, Hilda Roman, Mae Ross, Laura Sedlmayr, Judith Solomon, Ann Tara, Bea Tarbes, Bea Truesdale, Sue Walters, Martha Weiss, Charlotte Wright and Dally Young. Standing committees are: chaplain, Edna Lockhart; ways and means, Dora Pierson; entertainment, Mae Ross; membership, Charlotte Wright; house, Lucille Leonardson; auxiliary hostess, Mildred Finn;

publicity, Florence Badanes; public relations, Mae Nelson; sick, Bea Truesdale; relief, Hilda Roman; refreshments, Pearl Sholtz; tiler, Babs Geffen; parliamentary, Louise Endy; souvenir journal, Madge Harris, and birthdays, Bess Wernikoff.

Board of trustees includes: Louise Endy, Hilda Roman, Martha Weiss, Dolly Young and Mae Levine.

Midway Reps, Bookers Busy At Topeka

TOPEKA, Jan. 17.—With attendance of fair executives hitting a new all-time high at the Kansas Fairs Association meeting here this week, booking of attractions took on an added importance and most carnival, attraction and supply house reps reported busy sessions.

L. M. Schrader, of Brodbeck-Schrader Shows, formally signed this week to furnish all rides, and some concessions and shows for the Kansas State Fair, Hutchinson. Virgil C. Miller, secretary-manager of the fair and W. H. (Bill) Wegener, concessions manager, repped the annual. The fair had previously booked the Sky Wheel from Forsyth-Dowis Rides of Sterling, Colo.

Bogle Signs
F. C. Bogle Shows were awarded midway contracts for fairs at Liberal, Wakeeney, Colby, Downs, Wamego and Oberlin and also inked the Phillipsburg rodeo. United Exposition Shows reported closing with Iola with several others pending. Rockwell Shows inked Winfield, Burden, Caldwell and Hays and the Cherokee Amusement Company reported contracting the Pittsburg July 4 celebration as well as fairs at Ossawatimie, Osage City and Hillsboro. Central State Shows closed for Abilene and expected to add several more fairs. Frear United Shows signed McPherson while T. J. Tidwell booked the Stockton Fair midway.

Grandstand attractions signed included Swenson Thrillcade, two performances at the Kansas Free Fair, Topeka; Joie Chitwood thrill show, Stockton; Trux-Drake Enterprises, Wakeeney, Goodland, Minneapolis, Overbrook, Osborne, Nortonville, Coffeyville, Iola, Hope, Osage City and Eldorado; J. C. Michaels Attractions, Emporia, Stockton, Oberlin; Wheeler-Pittman Theatrical Agency, Liberal, St. Francis, Salina and others pending; Paramount Fireworks Company, Stockton and Norton.

Carnival, attraction reps and fair suppliers on hand included:

Aut Swenson, Swenson Thrillcade; Leo Overland, Joie Chitwood Auto Daredevils; Rube Liebman and Sam Levy Jr., Barnes Caruthers Theatrical Enterprises; William T. Collins, William T. Collins Shows; C. A. Vernon and Charles Noel, United Exposition Shows; Frank Winkley, Auto Racing, Inc.; Mrs. Clay Evans, William Evans and Ivan Mikaelson, Evans United Shows; F. C. Bogle and Duke Doebber, F. C. Bogle Shows; Ted Webb, concessions; Mr. and Mrs. Louis Blackie Ringol, Hagen Bros. Circus; Capt. E. H. Hugo, W. E. Bill Snyder, George Carpenter and Marvin Lemons, Hugo Novelty Exposition Shows; B. B. Doc Snow, T. J. Tidwell Shows; Russell Green, E. G. Staats & Company; L. M. Schrader, Brodbeck-Schrader Shows; Orrin Maddox, Maddox Bros. Shows; Frank O. Swartz, Rocky Mountain Empire Shows.

Also W. W. and M. M. Moser, Central States Shows; Mike Rockwell, Rockwell Shows; Don Brashar, Frank Gaskins and Sam Epple, American Midway Shows; William Wheeler, Wheeler-Pittman Agency; George Stiechka, Stiechka Rodeo; H. O. Barnville and N. L. Neighbor, Hutchinson Tent & Awning Company; Corky Edminster, KANS Corral Gang; Ty Tyson, William & Lee Attractions; A. E. Raines, Raines Amusement Company; Mr. and Mrs. Pete Bailey, Hollywood Thrill Drivers; Paul Long, Paul Long's Rodeo; Mrs. Ruth Brodbeck, Brodbeck Shows; William G. Catlett Sr. and Jr., Cecil E. Catlett and Charles L. Witt, Catlett's Greater Shows; Sonny Slater, Radio Station KSAL; Frank W. Sharp and John J. Willis, Regalia Manufacturing Company; J. C. Michaels Sr. and Jr., J. C. Michaels Attractions; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Company; Sammy Anscher, Hill's Greater Shows; George Hawk, Fairland Park; L. K. Carter, Rockwell Shows; Jimmie Ferron, Siebrand Bros. Circus and Carnival; Roy Frear, Frear's United Shows; Mr. and Mrs. Floyd O. Kyle, Floyd O. Kyle Shows; Mr. and Mrs. Albert Martin, 20th Century Shows; Fred Herrin Jr., Paramount Fireworks Company; Mr. and Mrs. Tony Martone, Heart of America Shows; Ben Trues, Tom Drake and D. Forest Kuhns, Trux-Drake Enterprises; Harry Sommerville, Central Canvas Company; W. T. Hale and Ginger Sicker, Hale's Shows of Tomorrow; Gerald G. Hoey, Pinkerton National Detective Agency; Virgil F. Crain, Crain's Rides, and Luman S. Hildebrandt, Whittlin' Joe's Mechanical Circus.

Troupers Pull Good Crowd To Banquet

LOS ANGELES, Jan. 17.—Regular Associated Troupers celebrated their 12th annual banquet and ball here Thursday night (8) with a good turnout of members and guests at Larry Potter's Supper Club.

Cocktails were served at 7 p.m. followed by a steak dinner. New and retiring officers were seated at the speakers' table. Guests included Orville Crafts, E. K. Fernandez, Charles Walpert, Mr. and Mrs. Jack Christianson, Larry Ferris, Jerry Mackey and Grace Merkel.

Harry Thompson was chairman of the event assisted by A. J. Scott and Fred C. Smith. Reception committee included Eve Scott, Kay Beaman, Berta Harris, Gail Cecchini, Martha Levine, Nell Robideaux, Florence Lusby, Sunshine Jackson, Charlotte Warren, Eddie Harris, David Freidenheim, Mike Herman, Harold Robideaux, Moxie Miller, Alex Freedman and Charles Walpert.

Congratulatory wires were read from Sam Abbott and Moxie and Babe Miller. Following dinner, a floor show was presented featuring Shanna Crockett, songs; Jeff James Dancers, and Joe Cappel, comic. Daryl Harpa and his ork cut the show and played for the dancing that followed.

Midway Confab

L. (Monty) Moncrief, veteran outdoor showman, was host at a New Year's party for his friends held at his Adel, Ga., home. Included in the guest list were Mr. and Mrs. John Kettle, Mr. and Mrs. Harry (Shorty) Watson, Eileen Kettle, Mr. and Mrs. Horace Williams, Dian Cornwell and Mrs. Tinnel.

Mrs. W. H. Dearmin, known on the midways as Madame Odurs, is confined in Houston after suffering a stroke Sunday (11). She is the wife of Bill Dearmin, veteran showman and concession manager at Herman Park Zoo.

Ida (Insurance) Cohen is recuperating at her Chicago home. . . . Bernie Mendelson, of O'Henry Tent and Awning Company, was expected back at his desk in Chicago following recovery from a recent operation. . . . Carl Sedlmayr Sr., C. J. Sedlmayr, and Bob Lohmar, all of the Royal American Shows, spent several days in Chicago preparatory to entraining for Winnipeg and the Western Canadian Fair meeting. . . . Paul Olson also was in Chicago last week, huddling with J. C. McCaffery before the two left for Winnipeg and the Western Canadian fair get-together. . . . Upon his arrival in Chicago, Olson flashed photos showing catches he, his wife, Mr. and Mrs. McCaffery, Mr. and Mrs. Harry Hennies and Bill Carsky made recently fishing off Riviera Beach, Fla. Chicagoan Mel Harris was off to Detroit last week on business. . . . Sam (Insurance) Solomon left Chicago last week for Florida on business. . . . E. W. (Slim) Wells was a recent Chicago visitor and said he planned to make the Illinois State fair convention.

Prof. J. Wesley Blair reports that he had a good Christmas season in and around Columbus, O., with his magic and marionettes. He took his spook show out of the moth balls and opened at the Carter Theater, Cleveland, December 31, and then played a chain of Pennsylvania houses. He expects to be with a carnival this season, after an absence of a year.

E. Monroe Cox, nephew of Mr. and Mrs. Frankie Shafer, is back in the U. S. after two years with the Army in Japan and Korea and will return to outdoor showbiz soon. Also visiting the Shafers after spending three months in Brooklyn is Hymie Gold. . . . Toni Synrex ("the China Doll"), featured at Billy's Diamond Horseshoe, New Orleans, closed there recently to open at the Silver Palm, Chicago.

Eddie Ames, Girl Show operator, has purchased a Dodge convertible for transporting personnel this season. He also has a Cadillac. Ames has been doing a mental act and emceeing shows in Maryland and Pennsylvania since close of the 1952 season.

Gerald Snellens, publicity director for the World of Mirth Shows, is ill at New York's Midtown Hospital. Among Gerald's visitors were Jim Farley, ex-postmaster general, and Bob Christenberry, head of the New York State Boxing Commission.

Sid and Judie Crane have returned to Houston after visiting James and Louise Charanne in Florida. Crane and Bud Humphreys have placed another order with the Red Star Trailer Com-

pany for a 24-foot unit for a gorilla show. The animal is expected to arrive in New Orleans in time for their opening spring date. The snake illusion will be carried as a separate unit. Humphreys recently returned to Houston from a trip to Mexico.

Joe V. Palmer, former co-owner and manager of the Vitale & Mitchell Shows, who last served as business manager of the Crescent Amusement Company, writes from Toronto that he will be back in action after a lapse of 10 years in which time he regained his health. He expects to locate in an Ontario park.

Bill Meyers, operator of the Minit Studio in Detroit for the past 10 years, has been selling shoes in a department store while his wife, Thora, handles the photo layout. He plans to go out with a Midwestern carnival this season with a cork gallery, candy floss and possibly a photo booth. . . . Mr. and Mrs. Glen Wyble, owners of the Hiawatha Shows, have returned to Morenci, Mich., quarters following a visit over the Christmas holidays with their son, Bill, and his family at Wichita, Kan. Bill and Lee Wyble were both with the Hiawatha Shows before the former re-entered the Air Force, which stationed him at Wichita.

After working jewelry and other concessions on the West Coast for 10 years, Frank Robinson is taking his agent, J. J. Rickey, to Florida fairs to work jewelry and gold wire. . . . Barbara LeMay and Louise Daniels, who had a successful season on the road, have bought a new truck and trailer and returned to night club work for the winter in Florida. The former does Latin dances and the latter is billed as "Queen of the Tassels." Frank W. Peppers, owner-manager of Peppers' All-State Shows, reported from Mobile, Ala., quarters that he will open a ride and concession unit in the Davis Avenue section of Mobile in connection with the annual Mardi Gras, February 4-15. Thomas D. Hickey, of the Gem City Shows, was a recent visitor at quarters.

Mr. and Mrs. J. George Loos recently celebrated their 25th wedding anniversary at their home in Laredo, Tex. . . . Returning from a 10-day Christmas vacation in Mexico, Billy Logsdon and Vicki LaPage were tendered a New Year's Eve party in Beaumont, Tex., by Helen and Jiggs Prenchek. . . . Since closing in November with Irvin C. Miller's Brown-Skin Models on the Gooding Shows at Dothan, Ala., Pat W. Paxton has turned his hand to farming at the home of his mother in Cane Valley, Ky. He expects to be back on the road in April pitching candy. He reports that his son, Charles E., was married December 4 to Dottie Bell of Louisville.

Mrs. Jimmie Leahey, who underwent an appendectomy in General Hospital, Fort Lauderdale Fla., December 26, is again living in her house trailer there. She is a concessionaire on the World of Mirth Shows. . . . Recent dinner guests at the home of Katherine Sub in Lyndova, Pa., were Jack Kellow, Mr. and Mrs. Peter Sub, Mrs. R. P. Thomas, Mr. and Mrs. Stanley Ostwinch and children, Nona Isovitsch, Carl Redline, Sima Cairo, Lois Quinnette and Steven V. Russell.

Representing the Klein Amusement Company, Sioux Falls, S. D., at the recent Minnesota fairs meeting were Mr. and Mrs. Henry Klein, who reported that their 1953 route is the strongest since the show was formed in 1947. Show is to play three celebrations a week in Iowa, Minnesota and South Dakota. A new Tilt-a-Whirl transformer trailer and additional transformers have been added. Show carries six rides plus concessions and shows. It is slated to open May 22 at Wagner, S. D., May 22 and close at the Corn Palace celebration, Mitchell, S. D., in September.

Irma Davis, veteran trouper, is reported by Mrs. Ethel Archer to be in critical condition in the tubercular ward in Harbor General Hospital, Torrance, Calif. She would like to hear from friends.

Mr. and Mrs. J. George Loos, owners of Greater United Shows, hosted a group of fellow show (Continued on page 62)

THOMAS JOYLAND SHOWS

CAN PLACE FOR PROVEN ROUTE OF STILL DATES AND STAR-STUDDED ROUTE OF A-1 FAIRS FOR CONCESSIONS AND SHOWS STARTING JULY 13. SHOW OPENS EARLY IN APRIL.

WANT Girl Show with own outfit. Also place Unborn, 10-in-1, Wild Life, Monkey, Fun House, Arcade, Illusion, Glass House Operator on P.C.	WANT Concessions of all kinds, Long and Short Range, Water Games, Pitch Games, Age and Scales, Cork Gallery, Darts, Balloons, Coca-Cola, Foot-Long Hot Dogs, Milk Bottles, Hoop-La, Cook House, Crab, French Fries, Custard, No Cats, Jewelry, Bingo, Glass, Mitt Camp. Can place Agents for office-owned Slum Store.	WANT Man to handle Motor Drome, with or without Motorcycle. Following people write: Ted Snyder, Cotton Harris, O. L. Hagen, Russe, Thompson.
WANT Ride Men and Foremen who drive semis. Work Wives on Ticket Boxes or Concessions. Good salary and bonus.	WANT Carpenter and Builder to handle Front Gate and Towers. Good salary. Carpenter work extra.	FOR SALE 1947 Looper in good shape. With or without semi. Priced reasonable.

All replies to L. I. THOMAS, Mgr., Box 593, Riverside Station, Miami, Florida (Phone: 64-3756)

CONTINENTAL SHOWS

7 RIDES—THE FINEST AND BEST EQUIPPED IN THE EAST—5 SHOWS

Want Cookhouse, Custard, four Ball Games. No exclusive. Short Range, Pitch-Til-You-Win, Cork Gallery, Balloon Darts, Coke Bottles, Duck Pond, pitches of all kinds, Photo or any other Hunky Panks. What have you? We will not overload the midway, but we do not give out exclusives.

Especially good opening for Fun House, Motordrome or a couple good Grind Shows. We will not finance shows of merit; finance yourselves.

Have complete Ten-in-One, Top, Banner Line and Banners. Will allot you your own truck. No mixed loads. Want reliable operator for the season. Pay the office 25 per cent and keep the rest. We will not pay salaries. Prefer Operator with own equipment and transportation at 20 per cent to office for committee money.

FOR SALE—Smith & Smith Kid Airplane Ride, purchased 1951; original cost \$2,800.00; will sell at \$1,500.00. Beautiful Office Wagon built on 28 ft. Fruehauf Semi Trailer; has 3 rooms, two built-in bunks at front, reception room, cashier's room at back, completely furnished with chrome and leather furniture, safe, cabinets, completely upholstered in leather walls and ceilings, rubber tile floor, priced at \$3,000.00.

14x14 new Wrestling Ring built of steel tubing, never used, \$400.00.

ROLAND E. CHAMPAGNE, Mgr.

3 Courtney Lane Telephone 36594 LOWELL, MASS.

Fireproof Building

Suitable for high-class unique display, such as wax museum, oddities, rare collections, etc. Well located in year around tourist resort, living quarters and income rooms upstairs. Will sell, lease or participate.

M. L. BOALES
511 S. Atlantic Ave.,
Daytona Beach, Florida

FOR SALE—AT SACRIFICE PRICES

FROZEN CUSTARD MACHINE, MOUNTED ON DIAMOND T TRUCK. Custom built body, Fluorescent Lighting, Running Water installed in truck.

COST NEW - \$10,000.00 WILL SACRIFICE FOR \$3,500.00

ALSO HAVE ONE "NU-WAY" FROZEN CUSTARD MACHINE, Completely rebuilt last year, \$1,000.00.

12 1/2 Kilowatt, 110-220 Volt, 60 Cycle, A. C. GENERATOR SET, NEW LE ROI ENGINE (Less than 100 hours' use), \$750.00

E. S. (TED) WEBB, 1279 Oakley, Topeka, Kan.
P. S.—Will be at the Oklahoma and Texas Fair meetings.

FOR SALE

Seven Car Tilt-a-Whirl, completely reconditioned at the factory last April; 1939 model, new type clutch and power jack, new catwalks. Entire ride in A-1 shape. Price \$7,000.00. Transportation if wanted. Two Low Boy Semi-Trailers with special built racks for loading platforms, \$1,000.00 each. Two 1949 KB6 Int. Trucks, only driven 10,000 miles, \$1,000.00 each. Will sell separately or altogether. For full information write:

Ric. I., Box 695
Or Phone 6-9166, Lake Charles, La.

FOR SALE IN CANADA

Having purchased the former Crescent Shows, we have the following surplus equipment for sale: BIG ELLI FERRIS WHEEL, LOOP-O-PLANE, STREAMLINE TRAIN (150 ft. of track), AERIAL JOY RIDE (adult ride), Several Concession Tops and Side Show Tents, all sizes, some new last year. Three complete Generator Units, two 10 K.V.A. single phase, one 10 K.V.A. three phase.

WANTED WANTED WANTED

Ride Help who drive trucks. Will book Side Shows; we have tops and fronts. All Concessions filled, we need no Agents.

WESTERN AMUSEMENTS
P. O. BOX 416 CALGARY, ALTA., CANADA

COOK HOUSE FOR SALE

Complete, kitchen on trailer, canvas in good condition. Can be seen at City Trailer Court, or write to:

BOX 748
Dade City, Fla.

100 FAIRS & CELEBRATIONS 100

In California For You . . .

If you have a show with 6 or more Major Rides, 4 or more Kiddie Rides.

CAN BOOK YOU FOR ENTIRE SEASON

In the greatest State for carnivals. Would advance or assist in management.

HARRY POLISH FISHER
320 TURK STREET SAN FRANCISCO, CALIF.

PORTABLE SHOOTING GALLERY

Long range built on semi-trailer. Complete in every way, ready to operate. Price of \$2,750.00 includes tractor and ten guns.

King Amusement Co.
MT. CLEMENS, MICH.

RIDE FOR SALE—BARGAIN—FOR SALE RIDE

FLY-O-PLANE—mechanically perfect and complete in every respect, ready for operation with exception of paint, paint on ride now, used nine weeks, needs washing and touch up. MOTOR completely overhauled (Factory Dealer) July 1952. Most all cables new, drive gear bearings, and sprocket, heavy chain belt new, plenty of extra new cables, spare parts goes with ride. THIS RIDE DELIVERED F.O.B. Hot Springs, Ark., without transportation, \$5,000.00 CASH. With two CHEVROLET TRUCKS, one 24 ft. Springfield Semi, one 28.6" Semi F.O.B. Hot Springs, Ark., \$6,500.00 cash. Here is BARGAIN for any one wanting FIRST CLASS USED EQUIPMENT. WRITE, no collect wires accepted.

200 Prospect Street **CHAS. T. GOSS** Hot Springs, Ark.

WANTED—CARNIVAL

For Carbon Hill Homecoming, last week of July or the first week or second week in August. The last four days of the week. Write to:

Frank Sistek-Mayer
R.R. 1, Carbon Hill Coal City, Illinois

MILLIKEN BROS.' SHOWS

Want for season '53. Opening in Georgia latter part of March. Want Business Manager, prefer one with Concessions. We play choice towns and locations. Enlarging show, will book any major ride not conflicting. Hunky Panks, one of a kind, Want Man and Wife to work Grab and Pop Corn or will sell X on same. Miss Mary East wants Hunky Pank Agents. Want Help for office-owned Rides, Merry-Go-Round, Ferris Wheel and set of Kiddie Rides. No drunks tolerated, all must be licensed semi-drivers. All replies:

J. A. MILLIKEN, R. #1, BOX 335, BRUNSWICK, GA.
P.S.: Hello, Jr. Wilson, James and Mary Evelyn; good luck.

FOR SALE

Late model Spitfire and Trailer for same; five good tires. Bargain. Come and get it

S. B. RHODES
1701 Harrison Amarillo, Texas

WANTED

FOR CITRUS COUNTY FAIR, AT INVERNESS, FLA., JAN. 27-31

Concessions working for stock. Kitchen gadgets open. Want Shows not conflicting with what we now have. Have 75 KVA Transformer for sale.

C. A. STEPHENS SHOWS
Dade City, Fla., this week

FOR SALE

TOONVILLE TROLLEY TRAIN RIDE

Good money-maker, loads 25 children at a time. Also ROLL-O-WHIRL. Both in good condition.

MIDWAY OF MIRTH SHOWS
R. R. #3, 3111 E. Neffleton Rd. Jonesboro, Ark.

STOCK TICKETS	TICKETS	SPECIAL PRINTED
One Roll \$ 1.50	THIS AD WITH CASH ORDER	Cash With Order. Prices
Five Rolls 4.50	— 20% DISCOUNT —	2,000 \$ 6.90
Ten Rolls 22.00	on SPECIAL PRINTED Tickets	4,000 7.80
100 Rolls 40.00	if postmarked before Jan. 31,	6,000 8.70
ROLLS 2,000 EACH	1953.	8,000 9.60
Double Coupons	THE TOLEDO TICKET CO.	10,000 10.50
Double Prices	Toledo 12, Ohio	30,000 15.50
No C.O.D. Orders		50,000 20.50
Size: Single Tkt., 1x2		100,000 33.00
		500,000 133.00
		1,000,000 258.00

Double Coupon, Double Price

America's Finest Show Canvo:

TENTS—SIDESHOW BANNERS

CONCESSION TENTS.

Immediate Delivery

FLAMEFOIL FABRIC

Available in all colors. All dyed colors also available.

Bernie Mendelson—Charles Drive

O. Henry Tent & Awning Co.

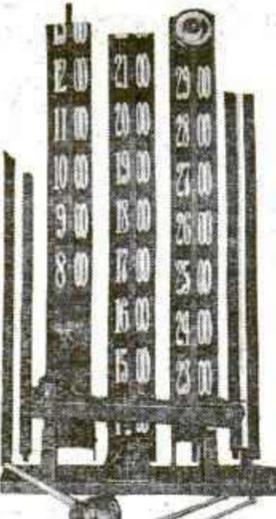
4842 N. CLARK ST. CHICAGO 40

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.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

JAMES E. STRATES SHOWS
AMERICA'S BEST MIDWAY

Want for Pinellas County Fair, Largo, Fla., Feb. 16-21. Major Rides. What have you? Legitimate Concessions. Want for Central Florida Exposition, Orlando, Feb. 23-28. Legitimate Concessions that work for stock.

Can place for 1953 season: Train Porters, Train Crew Help, Ride Men, Canvasmen, Tower Men and other useful Carnival People in all departments. Want Canvasman capable of keeping canvas in repair.

DICK O'BRIEN, Manager
JAMES E. STRATES SHOWS, INC. De Land, Florida

CARNIVAL AND PARK PEOPLE, LOOK
Big Auction Sale—Wed., Feb. 4th

Everything in good shape. Sale starts at 2 p.m., Feb. 4, Lake Charles, La., at Ed's place. Located on Highway 90, east of Lake Charles. All rides will be up and in operation. Come Early, free shrimp dinner will be served on the ground. Two abreast Allan Herschell Merry-Go-Round, No. Five big Eli Wheel, 24 seat Smith & Smith Chairplane 10-car kiddie ride, electric train; 4 Int. trucks, 2 G.M.C., 2 Chev., 1 Dodge, 1 winch truck, all late models and in first class shape; 7 closed van trailers, 2 open trailers. 1 transformer truck, 3 pots, 2-25 kw, 1-37½ kw. Good ground cable and junction boxes.

F. M. SUTTON SR.
Rte. 1, Box 695, Phone 6-9166, Lake Charles, La.
Will be in Baton Rouge, La., Jan. 25-26, Louisiana Fair meeting

SUNSET AMUSEMENT COMPANY

RIDES	CONCESSIONS	SHOWS
Can place 3 Kid-die Rides. No pony Cart.	Exclusive Cookhouse and Grab. X also on Long Range, Derby, Custard or Ice Cream, Live Ducks.	Side Show Monkey Mechanical

HELP—FOREMAN and 2nd MEN for DODGEM, TILT, CATERPILLAR, OCTOPUS, WHEELS, MERRY, C-CRUISE, PONY CART, FRONT GATE, LIGHT TOWERS and an ELECTRICIAN. No power plants.

ADDRESS: SUNSET AMUSEMENT COMPANY, BOX 25, CORAL GABLES, FLA.

FOR SALE—MERRYLAND SHOWS

Because of poor health I must give up life on the road. Show has excellent reputation and good route.

RIDES—Merry-Go-Round, Ferris Wheel, Octopus and Kiddie Rocket Ride.

TRANSPORTATION—1946 Chevrolet Tractor, 28-Ft. semi, built-up for Octopus; 1946 Chevrolet Tractor, 26-Ft. Fruehauf semi-van type; 1947 2½-ton Dodge Tractor, 22-Ft. semi-van type; 1-50 KVA 24-48-72 voltage transformer, mounted and conduited in 1946—2-ton long wheel van-type body with plenty of 110 and 220 ground cable and junction boxes.

One trailer equipped for Popcorn, Carmel Corn, Candy Floss and Candy Apples; 1-14x14 sitdown Grab, fully equipped. Last 2 items may be bought separately. Address all replies to BRUCE CRITTENDEN, Route No. 1, Midland, Mich. Phone 7030W2

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

ROYAL EXPOSITION SHOWS

WANT FOR SARASOTA COUNTY COLORED FAIR, FEBRUARY 2 TO 7

Several merchandise concessions, one or two more rides not conflicting and one or two more shows. Seven more weeks of fairs to follow, with Lake Wales Fair, Feb. 9 to 14, and Arcadia Fair, Feb. 16 to 21.

Address—This week—Manatee County Fair, Palmetto, Fla.

Larry Nathan Names Aids

LOS ANGELES, Jan. 17. — Larry Nathan, new president of the Regular Associated Troupers who was installed December 31, has announced his committees for 1953.

Other officers elected with Nathan include Maxine Ellison, first vice-president; Ed Butler, second vice-president; Myrtle Hutt, third vice president; Pete Steinkfellow, fourth vice-president; Ray Marian, treasurer, and Helen Smith, secretary. Jennie Regal was named color bearer.

Committees selected include: Board of Directors: Orville Crafts, Sam Brown, Max Kaplan, Lillian Eisenman, Tony Spring, Frank Babcock, Phil Davis, Al Freedman, Jimmy Lantz, Jack Kenyon. Ways and Means: Frank Babcock, Fred Smith, Martha Levine, Mike Herman, Al Freedman, Monroe Dolman, Ruth Korte, Lillian Schue, Harold Robideaux, Mora Bagby, Billy Bryant, Elmer Hanscom, Ann Stewart. House Board: Florence Lusby, Ethel Smith, Inez Allton, Gladys Mackey, Emily Friedenheim, Eddie Harris, Wesley Bishop, Ann Stewart, Harold Robideaux, Elsie Brisindine, Max Kaplan. Goodwill Ambassadors: Virginia Kline, Charles Walpert, Jerry Mackey.

Legal Aid: C. H. Allton, Martha Levine, Frank Babcock. Building Fund Committee: Fred Smith, chairman; Babcock, Marie Bailey, Eisenman, Crafts, Martha Levine, Norman Schue, Kenyon, Spring. Auditing Board: C. H. Allton, Marie Bailey, M. H. Ellison. Publicity: Helen Smith, Vincent Kurapatwa, Virginia Kline. Bulletin: Helen Smith, editor; Allton, advertising; John Cardwell, Kaplan, Mackey, Brown.

Banquet and Ball: Eisenman, chairman; Freedman, Friedenheim. Grievance Committee: Alfred Scott, Harold Robideaux, Norman Schue. Gardening, Grounds: Martha Levine, chairman; Mora Bagby, Marie Bailey, Jimmy Dunn, Emily Bailey, Maybelle Bennett, Harold Robideaux, Lucille Dolman. Financial Committee: Babcock, chairman; Crafts, Eisenman, Freedman, Nell Robideaux, Allton, Frank Warren, Alfred Scott. Bazaar Committee: Jennie Regal, chairman; Inez Allton, Gladys Mackey, Myrtle Hutt, Berta Harris, Emily Bailey, Maybelle Bennett, Zoe Wick, Billie Backman, Babe Herman, Peggy Butler, Ruth Kortes, Martha Kenyon, Nell Robideaux, Emily Friedenheim, Estelle Hanscom, Nellie Baker Ramsey. Membership Committee: Eddie Harris, chairman; Jennie Regal, Lillian Schue, Sam Brown, Sis Dyer, Peggy Butler, Jerry Mackey, Elsie Brisindine, Max Kaplan, Al Freedman. Birthdays: Lila Belle Williams. Tylers: Rose Fitzgerald, Emily Bailey, Kay Beaman. Sick and Relief Committee: Tillie Palmateer, Lila Belle Williams, Sunshine Jackson, Mora Bagby, Jimmy Dunn, Marie Bailey. Entertainment Committee: Charles Walpert, Harry Thompson, Ray Boston Kennedy, Florence Lusby, Pete Steinkfellow, Lila Belle Williams, and Sunshine Jackson.

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SHAWANO, WISCONSIN

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Concessions all open except Pictures, Six Cats, Jewelry, Popcorn, Long Range, Balloon Darts, Ring Case Bottles, Hit and Miss and Watch-La. Want capable Cookhouse People with or without equipment. Have all equipment except top. SHOWS—Want Girl Show, Mechanical Show, Fun House or any worthwhile Show with own equipment. Rides—Want Wheel Foreman, Octopus and Rollo Plane; semi drivers given preference. Opening date May 1st.

Write H. H. Gray
Burwell, Nebr.
P.S.: Elmer McCough, call Mr. Gray collect at Burwell.

Midway Confab

• Continued from page 61

folk at a New Year's Eve party in Laredo. Mrs. J. Robert Ward poured the coffee during the buffet supper and Mrs. Leon Raider served the egg nog. A Mexican orchestra provided music thruout the evening. Those attending included Mr. and Mrs. L. J. De-nind, Mr. and Mrs. Charles Peirce, Mr. and Mrs. J. S. Peirce, Mr. and Mrs. Harvey Moore, Mr. and Mrs. Jeff Nix, Mr. and Mrs. Leon Raider, Mr. and Mrs. J. Robert Ward, Fred Myers, Mr. and Mrs. Hartley C. Taylor, Mr. and Mrs. Francisco Durante, Mr. and Mrs. Jerome Dyer, Mr. and Mrs. Eugene Swartz and Captain and Mrs. Von Overholser.

Mrs. John (Lotus) Francis, wife of the veteran outdoor showman, was guest of honor at a recent birthday party held in the club-rooms of the Missouri Show-women's Club, St. Louis. Hostesses were Estelle Regan, Verna Schantz, Sally Prevost and Teresa Sidenberg. Minnie Quillan and Arlene Sidenberg provided the piano music and lunch was served by Clara Campbell. The club will install officers January 22 at the York Hotel, St. Louis.

Paul Neal, owner of the former Neal Family Rides, infos that he plans to return to the road this season altho not as a show owner. The former org went out of business when Neal's brother entered the service and was shipped overseas. Bobby Kork, Le-Ola, Charlie Hunter and Swazette were New Year's Eve guests of Jean Nadja at the Gay Nineties Club, Philadelphia.

Bergen Gives \$200 To Hot Springs Club Monument Fund

HOT SPRINGS, Jan. 17.—Edgar Bergen, who appeared here at the Army and Navy hospital during the Christmas season while conducting his "Operation Santa Claus" tour of service institutions, has sent \$200 to the Hot Springs Showman's Association for its monument fund.

Now estimated at \$3,000, the fund will be used to purchase a monument and beautify the club's burial plot in Memorial Park Cemetery. Bergen was a guest at a club meeting following his appearance at the hospital. While here he saw a picture of the monument the showmen wish to buy, and said that he would make a donation to the fund when he returned to Hollywood. Of the amount now raised, about \$2,500 will be used to buy the monument.

Showfolk Attend Scotty Brown Funeral in Tampa

TAMPA, Jan. 17. — Funeral services for William (Scotty) Brown, who was connected with Vivona Bros.' Shows, were held here Tuesday (13). He died Saturday (10) in a local hospital.

Brown had been employed by Happy and Micky Hawkins, Miami bingo operators, for 20 years. For the last several years, the concession has been connected with Vivona.

Hundreds of carnival people, including Happy and Mickey Hawkins, who flew in from Miami, attended the funeral. Pallbearers were Tommy Allen, Carl Holz-pafel, David Davis, Jesse McCormick and Joe Alexander.

FOR SALE

Kinkajous, \$50.00; Silver Pheasants, \$15.00; Coons, \$15.00; Porcupines, \$15.00; Red Fox, \$15.00; Silver Fox, \$35.00; hundreds of reptiles, Rattlers to Cobras, immediate shipment. To settle an estate the following must be sold: 1 Bengal Tiger Rug (11 ft.), 1 Kodiak Bear Rug (10 ft.), 1 African Male Lion Rug (10 ft.), Black Bear Rug (10 ft.), your choice, \$150.00. Have numerous other smaller African Animal Rugs, all have full head mounts; also have 1 King Tut Mummy, teakwood casket, wrapped and enclosed in parchment, rigged with two-way walkie-talkie in head. Cost \$2500.00, will sacrifice for \$500.00. Also hundreds of Animals and Human Skulls. All write, wire or phone TEPEE REPTILE GARDEN, Rt. 2-K, Golden, Colo. Phone: Lookout 2954.

Kiddie Rides For Sale

#6 Eli Baby Wheel, Swan Swing; electric motors. Excellent condition. Cash—no deals. Can be seen up at Holman Park, Tampa, Fla. Contact

ROBERT E. LEWIS
c/o Barney Tassell Shows, as per route.

\$100 REWARD

for finding right family, couple, man, or woman take over my 100 room brk. motelized hotel, operating at capacity, as buyer or manager, partner or lease. Continuous attention, worker, more important than looks, education, experience, age. \$100 week, plus free apt, plus share \$18,000 yrly. net profit. Am sick, disabled veteran owner forced to quit. Ideal close-in location. Or sell small down, boat, diamonds, what have you, bal. \$400 month. Sacrifice price \$75,000; much under cost duplication this 35,000 sq. ft. bldg. equipment, ground. Huge capital gain possible. Place for everyday folks, nothing fancy, nothing complicated. If you throw this in waste basket better put basket in safe as this rare chance to get into a successful motel-hotel business. Send address for particulars.

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Makes Snowcones and Snowballs!

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FIRST PART OF MARCH
NOW BOOKING RIDES, SHOWS AND CONCESSIONS FOR 1953

WANT Cookhouse, Custard, Candy Floss, Snow Cone, French Fries, Pan Game and Hunky Panks of all kinds.

RIDES—Will book set of Kiddie Rides, Merry-Go-Round, Octopus or any ride not conflicting; low percentage.

SHOWS—White and Colored Girl Show, Snake, Illusion or any Grind Show, Pop Tenier, Whiter Bruckey, get in touch with me. All replies

W. R. (WES) PRICE
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NOW CONTRACTING
SHOWS—RIDES—CONCESSIONS

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WANTED

Adult Rides on contract basis in an already established kiddyland. Within city limits. City of 250,000 population.

Write: **LEROY KENDIS**
or Associated Theatres
Write: Room 300, Film Bldg.
2108 Payne Ave., Cleveland, Ohio

DYER'S GREATER SHOWS
OPEN EARLY APRIL

Want Ride Foremen, Second Men; correspond. Booking Shows, Rides and Concessions. What have you?

For Sale—Caterpillar Ride, several semi-trailers and tractors; Athletic Show, 40x60 anchor top, 20x30 top. No reasonable offer refused. Come see. Or write Box 121, Searcy, Ark.

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Hand-carved 3-Ring Mechanical Circus, 1" scale. Exact replica. Miniature tops, wagons, train, sideshow, etc. Mounted in 34" lobby, one side opens. Ideal for streets. A-1 shape and flashy. COE Dodge Tractor. Complete unit, \$4,000.

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Girl Show framed on semi trailer. State best price for cash; picture if possible with full details. Write

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Want Shows with or without outfits. Ride Foremen all rides. Also Shows with own outfits. Can place Ride Help that drive semis.

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All in first class condition.
Also transportation if wanted.
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1 Allan Herschell Caterpillar Ride; 1 Allan Herschell Moon Rocket Ride; 1 Allan Herschell Auto Ride, 8 cars; 1 Jeep Rollo-Whirl Ride, 1 8-seat Airplane Ride, 1 10-seat Chairplane Ride, 1 32-ft. aluminum fully equipped Concession Diner.

BOX D-270

c/o The Billboard Cincinnati 22, O.

Club Activities

Miami Showmen's Association

233 W. Flagler St., Miami
Ladies' Auxiliary

President Ruth Schreiber presided at her first meeting January 14. Also on the rostrum were Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Mrs. Lillian Tucker, treasurer; Ann Whitehead, recording secretary, and Ethel Weer, corresponding secretary. The pledge of allegiance to the flag was given, followed by the invocation delivered by Edna Lockhart.

Peggy Holmes and Susan Stewart, new members, were welcomed. Members attending their first meeting were Virginia Feldman, Judith Soloman, Marie Fellman and Leah Greespoon. Ethel Weer read correspondence from the auxiliary of the Michigan Showmen's Association and Missouri Showwomen's Club. Frances Deemer, Mae Ross and Mae Nelson reported on the mammy party to be held January 25. The secret pal revealing party was held January 15 at the Colony restaurant, with Millie Finn and Kitty Glosser in charge. Bea Truesdale reported Ann Dernoga on the sick list. Condolences were sent to Dot Eule, whose mother died recently.

Club room was filled with flowers sent to Mrs. Schreiber. Mose (Rip) Weinkle sent a horse-shoe of orchids. Mrs. Schreiber wore a corsage sent by Babs and Dukie Geffen. There were also bouquets from Benny Glass, and Helen, Harry and Sandra Modell. Pearl Schultz served a delicious supper. Marie Casey won the dark horse.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Dec. 17.—Due to icy weather, attendance was small at last meeting. Officers present included President Pearl McGlynn; Veronica Potenza, first vice-president; Eva LeRoy, second vice-president, and Wanda Derpa, secretary. The chaplain, Edith Streibich, gave the invocation.

Correspondence was read from the American Cancer Society, Dorothea Bates, Pat O'Brien, Pacific Coast Showmen's Association Auxiliary, from Yvonne Bailey, the club mascot, and Al Sweeney, commander of the Al Sopenar Post, American Legion. Wanda Derpa, Eva LeRoy and Lillian Lawrence were interviewed by Chuck Bill on the "Chicago at Night" TV program. Many members attended the annual bingo party sponsored by the Al Sopenar Post in the Showmen's League club room.

Marie Broughton, who spent the holidays in Minnesota, moved to Kansas City on her way to the coast. Eva LeRoy left for Cleveland to attend funeral services for her brother.

Pauline Grey, welfare chairman, reports Mae Taylor is in Illinois Masonic Hospital. Mae was struck by an auto. Ann Sleyster's toe was broken in a home accident. Edith Streibich is doctoring a sore throat, and Isabel Brantman is back after a severe cold.

President McGlynn named the following to serve on committees this year: birthday cards, June Milcezny; bonds, Veronica Potenza; entertainment, Claire Sopenar, Ann Marianna Pope, Eva LeRoy, Ruth Clinton, Veronica Potenza; finance, Claire Sopenar, Ann Sleyster, Lucille Hirsch; forget-me-not fund, Mae Sopenar, Marianna Pope, Edna Stenson, Minne Simmonds, Agnes Barnes, Isabel Brantman, Helen Wettour; hostesses, Helen Hoffmeyer, Agnes Barnes.

Other committees include: membership, Dolly Young, Charlotte Wright, Myrtle Hutt, Billie Billiken, Mollie Raymond, Jeanette Hart; house committee, Catherine Rose, Opal Rossi, Nora Heglund, Ann Schmidt, Mildred Maniloff; press, Lillian Lawrence, Clara Etta Barker, Helen Hoffmeyer; sentinel, Elizabeth Jacks; ways and means, Betty Shea, Eva LeRoy, Frances Berger, Mabel Davis, Eva Shine, Mae Sopenar, Frieda Rosen; welfare, Ann Sleyster, Pauline Grey, Mae Taylor, Geraldine Muscarello; chaplain, Edith Streibich, and club mother, Minnie Simmonds.

Greater Tampa Showmen's Association

Tampa, Fla.
Ladies Auxiliary

President Dolly Young presided at the Wednesday (7) meeting. Other officers present included Betty Rodgers, first vice-president; Grace Fullingham, secretary, and Elsie Owens, treasurer. Salute to the flag followed the invocation by Chaplain Ella Stophel.

Membership committee reported three new members. The Hot Springs Club asked Esther Young to represent them at the Tampa installation. The Family Service wrote, thanking the show people for the children's Christmas party, and a letter was received from the Michigan Showmen's Association.

Virginia McGee, chairman of the ways and means committee, reported good progress on the flower queen contest. The winner will ride the showmen's float on Gasparilla Day. The secret pal party was held at the clubhouse on Thursday (8), preceding the annual barbecue. The testimonial dinner is scheduled for Saturday (17).

Ann Dernoga is in Municipal Hospital. Cards were sent to Betty Rodgers and Esther Underwood. Elsie Johnson, garden club president, announced the next meeting would be on January 27. The dark horse brought \$28, while the penny parade netted \$12.58. A toaster brought \$31.75. Furniture for the reception rooms at the cemetery was delivered Friday (9).

Chairman Mickey Wenzik served refreshments to 104 members.

SFA Members Pay Homage To Deceased

SAN FRANCISCO, Jan. 17.—Show Folks of America paid homage to its departed members with simple but impressive services here in Showmen's Rest, Olivet Cemetery. Harry Seber, as chairman of the committee, directed the ceremonies.

During the past year, three club members were interred in the plot. They are Harry (Shorty) Kocos, Emma M. Richardson, and Harper M. Lewis. Two members, Felix Burke and Council Raiford, were buried on Friday (9) preceding the services.

The services opened with allegiance to the flag, followed by the singing of the national anthem led by Bruce Cameron. Cameron made the principal address with Seber acknowledging the representatives of various clubs and organizations. They included Orville M. Crafts; Moe Levine, Pacific Coast Showmen's Association president; Jack Christensen, SFA president; Doris Monette, retiring SFA president; Nina Rodgers, Betty Coe, Margaret Farmer, past PCSA Auxiliary presidents; Larry Nathan, Regular Associated Troupers president; Mrs. Eleanor Crafts; Eddie Hellwig, SFA vice-president; Hunter Farmer, PCSA vice-president; Estelle and Elmer Hanscom, Los Angeles club members.

Seber paid tribute to Sam Corenson, who was SFA president when the cemetery plot was purchased. Seber said that at the time 300 graves were purchased. Since that time in 1944, 52 show people have been buried here. An option has been obtained to buy 300 more graves.

The chairman reviewed some of the history of the PCSA and SFA plots. In discussing the former, he said that the late Felix Burke, who died at the age of 91, was instrumental in the installation of the flag pole in the Evergreen Cemetery in Los Angeles. The cemetery had objected to its erection. However, several men, including Burke and Seber, threw the pole over the wall after dark and installed it, using lamps for light while mixing the concrete.

The graves were decorated by Doris Monette, Frances Seber, and Sam Landsman. Music was by Mrs. Bruce Cameron at the organ. Abe Ettin supplied the sound equipment.

Showmen's League of America

54 West Randolph Street, Chicago
CHICAGO, Jan. 17. — C. J. Sedlmayr, first vice-president, presided at the Thursday (15) meeting. Also at the table were Ned E. Torti, third vice-president; William Carsky, treasurer; Joe Streibich, secretary, and past presidents Sam J. Levy, Carl Sedlmayr, Robert Lohmar and Lou Keller, and Treasurer Emeritus Walter F. Driver.

House committee announced a bingo for January 23. Ned Torti reported the ways and means committee will soon be set for the summer campaign. Paraito Cristiani and Sam Mangano were elected to membership. Frank Daniels continues confined.

Ladies Auxiliary

Mrs. Viola Moore, second vice-president, presided at the Thursday (8) meeting in the absence of Mrs. Mae G. Taylor, president. Mrs. Taylor is confined to Illinois Masonic Hospital because of an accident. Officers present at the meeting were Frances Berge, third vice-president; Carmelita Horan, treasurer, and Elsie Miller, secretary, for the bulletin sent Chicago members on meetings and socials. Viola Moore, chairman, thanked Mrs. L. M. Brumleve, past president, for cakes she donated to the auxiliary.

Sick list includes Isabel Brantman, Billie Wasserman, Ann Sleyster and Alice Hill. Mrs. Delgarian Hoffman, past president, has been ill but is recuperating. Ethel Wadoz has been released from a Milwaukee hospital and is now confined to her home.

Mimi Garneau is in Cuba. Myrtle Hutt is back in Los Angeles with her father. Marie Brown, past president, is on vacation in Los Angeles. Lucille Hirsch, first vice-president, and Mae Sopenar motored to Florida. Sadie Goodman, Sara McCaffery, Nan Rankine and Ethel Weer are enjoying the Florida sunshine.

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Can place set of Kiddie Rides, Pony Ride, Merry-Go-Round. Want Girl Show, Colored Girl Show, Side Show, Wild Life, Animal Show, any show with own equipment. Concessions—Want Popcorn, Candy Apple, Eating Stands, Palmistry, Age, Scale, Hanky Panks of all kinds. Six Cat, Buckets.

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One Major Ride, Kiddie Ride, Monkey Show, Motordrome, Popcorn, Candy Apples, French Fries, Short and Long Range, Guess Your Age and Weight and Hanky Panks of all kinds. No grift. Wire this week.

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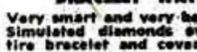
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17 JEWEL, WAFER THIN, Men's Modernistic Watch #1750 with sweep second hand and black suede strap, very smart, non-tarnish metal case in yellow finish.

Unboxed \$10.25 Ea. Send \$11.50 For Postpaid Sample Lots of 3

EXPENSIVE LOOKING BOX WITH GUARANTEE SLIP AND \$92.50 PRICE TAG—\$1.00 EXTRA PER WATCH!

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9 SOCKO LAUGH PACKED MONOLOGUES! "Girl's Room Across the Alley"; \$5; "It's Sam Slime"; "A Detective"; \$5; "Senator Windbag" (politic wit); \$5; "Taxes!" (comic politic speech); \$5; "Music Professor" (music comic); \$5; "Elmer Comes to the City!" (rube); \$5; "Oh! My Cousin"; \$5; "Happy Sam!"; "Yeh Man! (blackface)"; \$5; "Draft Board Calls!" (army fun); \$5. Special! "Oh Honey!" (parody); \$1 with list acts, skits, blackouts, plays, etc. Hollywood Writer's Guild, 7315 Sunset Blvd., Hollywood 46, Calif. fe7

100 COMEDY SONG TITLES. \$1; NIGHT Club Patter, \$1; price list with parody, 10¢. Mary's House, 387 29th Ave, San Francisco, Calif. ja31

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In plastic case with keychain; carded or bulk. Sample 25¢; sample card of 2 dz., \$4 postpaid. Miniature Bible separately, \$6 per 100. Order today. JAY SALES CO. Chicago 2, Ill. fe7

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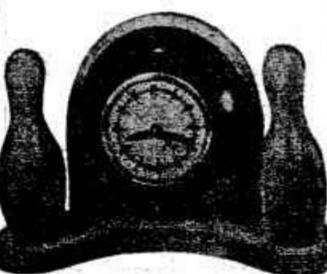
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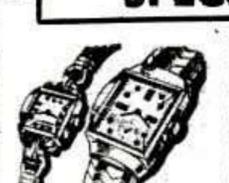
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MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. ja24

MIDGO RACER, PHOTO TRAILER—DIS- count new Trailer Houses, Hobby Horse Ride, Sound System, Snow Machine. 2730 S. Harvard, Tulsa, Okla.

20 FT. HI STRIKER, \$85; GUESS YOUR Weight and Height Joint, \$50; Penny Pitch, \$25; all like new. Roach, 223 Spillman, Rolla, Mo.

INSTRUCTIONS, BOOKS & CARTOONS

YOU CAN ENTERTAIN FOR ALL OC- casions with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. fe14

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graffiti, Magic, 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale Nelson Enterprises, 336-B S. High, Columbus, Ohio. fe28

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. fe28

VENTRILOQUIAL (\$65 UP); PUNCH FIGURES, \$15 each, dressed, America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn. fe14

MISCELLANEOUS

MEN! WANT A REAL BUY? 100 DOUBLE Edge Razor Blades that really cut without pulling, \$1. Cohen, 141 Bristol St., Brooklyn 12, N. Y.

PLAY PIANO TODAY—YOUR FAVORITE song, any key. New invention, with instruction guaranteed, \$2.50. Piano Palette, 101 W. 68th St., N.Y.C. 23.

QUIZ-BINGO, GLOBE-RUMMY, TRIPLE- Deal, Madame-X. Four complete games with playing cards, \$1 postpaid. P. O. Box 842, Denver 1, Colo. np

TAPE RECORDERS, TAPES, ACCESSORIES. Nationally advertised brands. Unusual values. Dressner, 624-B E. 20th St., New York 9, N. Y. np

1000 POSTCARDS, \$12. REPRODUCED from photograph, negative or picture; 15 word advertisement, name and address. Samples, 10¢. Tuclaw Art, Stanhope, New Jersey.

PERSONALS

AUTHENTIC NEWSPAPER CLIPPINGS— Any subject made to order, 2 word, \$1 minimum. Remittance with order. O'Neil, Box 122, Fredonia, N. Y.

HOW TO REDUCE FOR 25¢—CALORIE reducing guide; free additional reducing information, send 25¢. Dept. J, Gyro-Belt, 6920 Market St., Upper Darby 111, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis, Mo. mh7

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc. free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago 11. tf

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. ja31

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

SENSATIONAL OFFER! YOU CAN ACTU- ally buy new Cameras loaded with film at \$2 each postpaid. Order now, Paul G. Wallace, 3763-A S. Wabash, Chicago 15, Ill.

PRINTING

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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. ja31

QUALITY PRINTING, LOW PRICES, large or small quantities. State requirements for free price list and samples. Wilcox, Nichols 2, Ga. ja24

WINDOW CARDS—14x22 AND 11x14. The Bell Press, Winton, Pa. fe7

100 DAY-GLO STICK-ON BUMPER SIGNS— Size 4 1/2x19 1/2, \$18; cash with order; special prices on larger quantities. Postage paid in U.S. Durham Display Studios, 105 1/2 W. Chapel Hill St., Durham, N. C. ja31

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200 6 1/2 ENVELOPES AND 200 WHITE BOND Letterheads, 8 1/2x11, 5 lines copy, \$3; 1,000 Business Cards, \$3.95. Webster's Print-shop, Farmland, Ind. ja24

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IN PROFITS FOR YOU \$\$\$\$

Coronation NECKLACE and EARRING SET

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GET IN ON THE CORONATION RAGE SWEEPING THE WORLD!

PEARLS (Sim.) and Gold Finish
EACH ONE GIFT BOXED

First with the greatest value of all. . . Women are demanding this royal rage. In 3 assorted colored centers with exquisite crown design. Order fast and cash in on the ROYAL CORONATION FEVER that will put dollars in your pocket.

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Individually boxed
4 samples \$5 Postpaid

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PHONE: ADams 4621—Send for Catalogue

GENUINE ALLIGATOR BAGS

Fine Quality Cuban Bags at New Low Prices

GIFT SHOPS—JEWELRY WORKERS—PROMOTERS Are Doing Big With These Bags. Cash In! Order Now!

No. 101—8"x9 1/2", with head (as shown). \$11.50 Ea.
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Samples of any bag, postpaid \$1 extra; all three styles, \$40 P.P. Quantity orders, 25% deposit or cash with order, postage prepaid. Sold for resale only. Sorry, no catalog. All bags available plain 'ess heads' if desired. Suggested retail, \$16.95 to \$29.95.

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For immediate delivery all orders to our Florida address until March 15; 11293 Biscayne Blvd., Miami, Fla.

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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NEW CATALOG

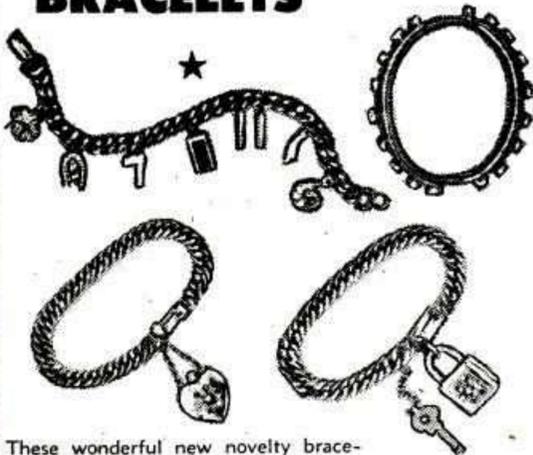
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These wonderful new novelty bracelets are selling by the thousands. Stunning designs, jeweled stones, mother-of-pearl and dazzling rhinestones. 18k gold-plated chain and working charms... heart and jug perfume bottles, piggy and real penny, lock and key, date book, treasure chest and many more appealing numbers.

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HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN NEW! 1952 General Catalog. OPERATORS-AUCTIONEERS-STREET WORKERS. Send today for your Free Copy of our General Catalog, illustrating the most comprehensive line of Premium Merchandise and Novelties ever offered. You owe it to yourself to be well informed before buying. GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

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24 HOURS' SERVICE On Everything You Order!

Household Appliances—Power Tools—Silverware—Jewelry—Watches—Vacuum Cleaners—Sewing Machines—Trouble Lights—Outside White Paint—Neoprene Armored Cable—AND Chrome Dinette Sets!

OVER 400 FAST SELLING ITEMS FOR ALL YOUR NEEDS—

FEATURING NOW

- 100% Virgin Wool 2-color double bed size comforter—a \$22.95 retailer at \$6.00 ea. (Write for quantity prices.) Clock radio—a \$34.50 retailer at \$17.95. Large size Chrome Bells tank vacuum cleaner with attachments—a \$89.00 retailer at \$30.50. Fully automatic, mirror finish chrome pop-up toaster—\$24.95 retailer at \$9.85. Spun glass fishing rods—\$9.95 retailer at \$1.90 each. Benrus—Helbros Clinton Watches, 17 jewels, \$14.00 and up. Continental—Geneva 15 jewel shock-proof—waterproof—stainless steel bands—boxed: \$9.50 each. (Prices quoted in lots of 6 or more)

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CATALOG NOW READY

Now you can get the big name merchandise your customers demand from this centrally located Chicago house—nationally advertised, brand new items that sell fast and which are priced to please you. Not only will we give you speedy 24-hour service, but the merchandise you order is the finest made and backed by our guarantees. We have a terrific line—the one you want. Prices that please you. Write at once. Get our big over-400 item catalog "hot" off the press!

WE SELL WHOLESALE ONLY

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ANYONE CAN SELL HOOPER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully, Hoover, Dept. H-108, New York 11, N. Y. mh28 MAKE MONEY WITH FAST-SELLING Bostonian Shirts, Blouses, too. Spare time, full time. Sales Kit free. Bostonian, 89 Bickford, Dept. U-77, Boston 30, Mass. pp REQUEST TERRITORY WANTED IN YOUR own State. Sell variety nationally advertised carded merchandise: novelties, jewelry, drugs and notions to restaurants, cigar stands, etc. Unusual proposition. Long profit, steady repeat business. AAI rated firm. Contact P. M. Laymon, Sales Manager, World's Products Co., Dept. 38-V, Spencer, Ind. SALES MAN WANTED—CALLING ON wholesale novelty trade. Fast selling line of boxed Jewelry. All year round sales. Give name of lines now handling and territory covering. Box C-216, c/o Billboard, 2189 Patterson St., Cincinnati 22, Ohio. ja24 IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. S-106, 173 W. Madison, Chicago 2, Ill. pp

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. ja31

HELP WANTED

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REGULAR CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms close Thursday for following week's issue

DANCE ORCHESTRAS—ORGANIZED ATTRACTIONS or leaders to organize and operate orchestra. Traveling and location. Also have opening for combos and singles. Prominent agency. Write Box C-232, c/o Billboard, Cincinnati 22, Ohio. ja31 GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work, good pay; also Pitchman, good deal. Stone Theater, 2511 Woodward, Detroit 1, Mich. TENOR, PIANO, DRUMS—WORK ON combo and ten piece tenor band; Memphis territory. Pat Trickey, P. O. Box 1668, Memphis, Tenn. WANTED—LADY TRAPEZE SWINGING Ladder Performer. Going to Florida and Alaska. Send picture and salary wanted. Charles Graffins, White Marsh, Md.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink, free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe28

WANTED TO BUY

RIDES—MAJOR KIDDIE STATE PRESENT condition; cash deal; photos returned. Moe Cohen, Edison Hotel, Baltimore, Md. ja31

SPITFIRE, LOOPER, TRAIN, SKEEBALL, Alleys. Have Jeepride, Allan Herschell Autoride, Jordan Hobbyhorse Ride, Dodgem Floor Steel, Handcar Ride. F. Schafer, Washington, Ind.

USED HORROR SHOW AND WAX MUSEUM pieces, Torture Instruments, Magician and Spiritualist Props, Illusions, etc. Art Cooper, 22 Grand, Mount Clemens, Mich. ja31

WANT TO BUY—SEVERAL KIDDIE RIDES that are priced reasonable. Especially want Baby Merry-Go-Round and Baby Wheel or Sky Fighter. Box C-219, c/o Billboard, Cincinnati 22, Ohio.

WANT TO BUY—KIDS' RIDES. GIVE make, age, condition, price and picture. Write Thompson Bros., 2906 4th Ave., Altoona, Pa.

WANTED TO BUY

12 Car Whip, Carousel or Ferris Wheel. 804 Jamaica Ave., Brooklyn, New York

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

AGENTS & MANAGERS

AT LIBERTY—EXPERIENCED MANAGER circus or theater, also General Agent, E. E. Coleman, Mayfair Theater, Dayton, Ohio.

CIRCUS & CARNIVAL

SIDESHOW MAGICIAN—EXCELLENT Appearance, equipment, habits; ambitious; lecturer. Reputable Coast show representatives reply. Paul Mullen, 1776 North Syracuse, Hollywood, Calif.

WANTED IMMEDIATELY—STEEL Guitarist or Accordionist for Western band; professional, must sing. Steady work. Write Box C-231, c/o Billboard, Cincinnati 22, Ohio.

WANTED—MAN AND WIFE WITH CAR; free to travel Pennsylvania to lecture on hygiene with moving picture. Good salary and percentage. A. Battiston, 1711 Blvd. Allies, Pittsburgh 19, Pa.

WANTED—STAGE SHOWS, BANDS, Exotic Dancers, chorus girls. We also furnish same to theaters, clubs and producers. Licensed and bonded. Send photos and all info in first letter. Fred Ennis Enterprises, 203 Hernando St., Memphis, Tenn.

MISCELLANEOUS

I LIVE DANGEROUSLY—GO ANYWHERE, do anything legitimate for any two weeks in '53. Pictures free. Wire Harry Albacker, Lorain, Ohio.

WILD ANIMAL TRAINER AND RANCH hand available; 10 years' experience; no violence. No female charmer. I'm a cowboy and master of wild beasts. Jesse Meyers, Hanna 5, La.

MUSICIANS

A-1 RINK ORGANIST AVAILABLE FOR any location. Top flight dance and all skate music. Address Box C-223, c/o Billboard, Cincinnati 22, Ohio. ja24

ARRANGER—TENOR, ALTO, CLARINET and flute. Experienced in both band and combo. Prefer South, but all offers considered. Paul R. Simmons, European Courts, Alexandria, La. Phone 9111.

AT LIBERTY—HOTEL PIANIST: ABOVE average; best recommendations. Commercial, Latin, light classics, solos. Travel: locations. Neat, sober. Chody, Be'den Hotel, Hollywood, Calif.

COUPLE—EXPERIENCED IN RINK OPERATION desire positions as manager-organist. Reliable, conscientious, references. If desired, interested in permanent location Box C-222, c/o Billboard, Cincinnati 22, Ohio. ja24

HAMMOND ORGANIST—LARGE REPERTOIRE; your organ. Anywhere; Wisconsin preferred. Standards, Westerns, Vocals; double accordion, guitar, mandolin, banjo. Organist, 150 Plum, Eau Claire, Wis.

LEAD ALTO, CLARINET, FLUTE, TENOR; experienced; location job or will travel out of good locality. Available immediately. Box C-228, c/o The Billboard, Cincinnati 22, Ohio. ja3

LEAD OR COMBO TRUMPET—FEATURE voice; recently Tony Pastor, Eddy Howard. Hotel band preferred. John Pursley, 1507 Georgia, Norfolk 2, Va.

PIANO AND SOLOVOX PLAYER—ALL types of music. Attractive, good personality; no vocals; now available. Box C-230, c/o Billboard, Cincinnati 22, Ohio.

TENOR, CLAR., ALTO—GOOD TONE, reader. Good appearance. Society band or combo. Contact Ralph Hockaday, 729 Main, Manchester, Iowa.

TRUMPET—AGE 39; THOROLY ROUTINED. 10300 Crestridge Drive, Minneapolis, Minn.



Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63. JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Prevalence prices plus 10% discount. Consult catalog. McBRIDE JEWELRY CO. N. Y. 16, N. Y. 303 5th Ave.

WESTERN HORSES In Bronze Finishes

2 1/2 inches \$1.80 Dz. 3 1/2 inches \$2.40 Dz. 4 1/2 inches \$3.75 Dz. 5 1/2 inches \$4.60 Dz. 6 1/2 inches \$8.40 Dz. 8 1/2 inches \$15.00 Dz. 10 inches \$19.20 Dz. These are not closeouts—perfect merchandise.

B. PALMER SALES

304 South Main, Memphis 3, Tenn. Phone 37-6813 1433 Second Ave., Dallas 10, Texas Harwood 9339

TENOR, CLAR.—AT ONCE; COMMERCIAL tone, vibrato; read, transpose; semi name. Box C-229, c/o Billboard, Cincinnati 22, O. 5 PIECE UP AND COMING COLLEGE combo; versatile; wanting resort job for summer. Prefer Colorado area, but will consider anywhere else. Write Warren D. Reynolds, College Post Office Box 399, Kansas State College, Manhattan, Kan. ja24

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe14

OLD TIME BALLOON ASCENSION—1907 Airship display; 1910 Flying Machine. A. J. Hartman, 2127 Summer St., Burlington, Iowa. mh7

TOM OSBORNE—MAGICIAN, AVAILABLE for banquets, fairs, parties, etc. television, etc. Agents welcome. 5223 Cedar Ave., Philadelphia, Pa. mh14



NOVEL ACTION KLOCKER SPANIEL ELECTRIC CLOCK

Guaranteed Size: 10 3/4" high, 5" wide. Tall wags, eyes move to and fro continuously. Luminous eyes, tail and hands. Molded plastic case. 110-120 volt, 60 cycle A. C. current. Synchronized movement. Mantle or hanging styled clock. Individually boxed 12 to master carton. \$5.37 ea., less 2% cash—your net cost \$5.25 ea. F.O.B. Chicago. 25% with order. Send certificate of resale or add 20% Fed. Excise Tax if not for resale.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Gross \$2.98 Lots \$2 ea. Lots of 12...\$3.25 ea. Lots of 6...\$3.35 ea. 14 KT. GOLD PLATED 75c extra.



NEW IMPROVED Independent Movement—Sweep hand stops while watch runs, 20c extra. RS-8 simulated diamonds & 4 rubies, 75c extra. Double Dial Chronograph, 40c extra. Banded, boxed and guaranteed, 40c extra. New illustrated catalog available. 10% Dep. on C.O.D.'s—non-rated firms. On orders under 6 watches add \$1.50 ea.

SARO WATCH CC-5th Floor 37 W. 47th St., N. Y. LU 2-3206

ENGRAVERS No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 14 All Aluminum Grab Bag Idents \$7.50 Gr. (not second) Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 8-8855 Originators of the All-Aluminum Idents. MILLER CREATIONS 7739 Avalon Chicago DAY & NIGHT SERVICE

HAWAIIAN "TI" PLANT Hottest dollar seller in years! Needs no soil. Place shoot in water and watch it grow. 25c each in 1000 lots; delivered; quantity prices; samples \$1.00. Complete FLASH, \$25.00. Private labels available. HAWAIIAN "TI" PRODUCTS 2634 E. 82d Seattle, Wash.

New Low Prices!! on REED BALLOON STICKS Also Jap Pennant Canes, Jobbers Only. Charles H. Demarest, Inc. 229 Water St. New York City 38

ILLUSTRATED CARTOON BOOKLETS! 8549, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, 11 POSTPAID \$50ERY, NO POSTAL C.O.D.'S! REGINALD SALES 210-BB Fifth Ave New York 10, N Y

Pipes for Pitchmen

By BILL BAKER

E. C. PARDEE . . . is in Veterans' Administration Hospital, Marlin, Tex., and would like to read letters from the sheeties working North Carolina. He says that prior to entering the hospital he worked sheet from Texarkana to Waco, Tex., to the poorest results he has experienced in years.

HENRY H. VARNER . . . is from Akron that he took Howard Hughes' advice and he's now driving a new car. He says that he's planning to publish a success methods book to build up his reserve.

BERNARD DRIER . . . is at his Winthrop, Wash., home mulling the possibility of hitting the road with hum-a-tones.

GRADY B. LYNN . . . better known to his pitchfolk friends as Packey, has returned to the Lenox Hotel, Atlanta, after a stay in a Veterans' Administration Hospital where he was treated for a broken hip. His injury hasn't completely healed, but he's able to get about on crutches. He says that he'd like to read letters from Joe Hall, ace sharpener worker, and the Ragan Twins, Mary and Madaline. "I'm not in the pitch business anymore," Packey says, "but I'm still 100 per cent for it. If anyone wants information on spots in Georgia and Florida, I believe that I have the answers for them."

THE MIGHTY ATOM . . . is reported to have opened a store show in Savannah, Ga., January 1.

EDDIE GOULD . . . underwent an emergency operation in St. Joseph Hospital, Savannah, Ga., New Year's Day. Altho his condition is reported as serious, he is showing rapid improvement.

PRAIRIE MAE . . . and Lone Fox are working stock sales around Statesville, Ga.

THE LANCES . . . J. D., and Eunice, are vacationing in Florida from their med-movie opera operation. They are spending much time fishing and always have the welcome mat out for any of the pitch fraternity making Tallahassee their stopping place.

DOC L. R. MARVIN . . . and his wife, Lillian, are wintering in Fort McCoy, Fla. The Doc is a med man of the old school, but

he's been off the road for several years. He admits that his feet get itchy often but his enterprises in Portland, Ind., keep him in that sector most of the year.

DOC LOVELL . . . head of Lovell Enterprises, has set up headquarters in New Orleans.

CHARLIE T. HUDSON . . . has rejoined Indian Sales Company in Birmingham following a successful month's stand in Savannah, Ga.

"JACK KAHN . . ." a good friend of mine, visited me during the holidays," pipes Sol Addis from his New York headquarters. "It was a grand surprise to see Jack, who has been a pitcher for over 30 years. In the many years that I've known him as a pioneer in the pitch field he always picked out his own spots. He discovered lots, super markets, drugstore lobbies, pitch stores, parks and spots in department stores that no one else ever thought of working. I believe he was the first pitchman to make a high pitch on health books on Coney Island's boardwalk. That occurred 25 years ago. Kahn in his day opened up new paths, new tricks, new gimmicks and new methods of selling. Many pitchmen and businessmen put his ideas into operation and they were successful. He, however, obtained very little compensation out of them. But he got more fun and happiness from his work than any person I've ever known. He's still out looking for new worlds to conquer even tho he's 60 years old. His psychology on the pitch is: 'Find out what your tip wants and give it to them. If your sales pitch is slipping, look to your product.'"

"JUST CAME . . ." in here from a visit in Atlanta with Chief White Eagle," pens Madaline E. Ragan from Tallahassee, Fla. "I also met my old friends, Abe Gilstrap and Chief White Roof, who has had an herb store in Atlanta for 16 years. He and his wife tendered us a chili dinner. It had been 20 years since I had seen the Chief and there were plenty of jackpots to be cut up. The sales all thru the South have fallen off this fall and the fairs were 50 per cent off from last year for the pitchmen who made the events. The weather in these parts has been rainy and cold for over a month. Be sure to obtain your Florida tags first if you plan to work anywhere in the State. They took car and stock off one pitchman who tried to work and didn't have his tags. I expect to visit Webb's Drug Store when we get to Tampa. I was listening to a couple of old-time pitchmen putting a JCL on the pan recently. I wonder if they remember when all of us were JCL's. I for one can still learn something about the pitch business and I have gotten pointers from JCL's. But there are a few in the pitch business for a year or two who will try to tell an old-timer what it's all about. Thank goodness there are not many of this type because they never last long and generally go back to the laundry or jerking sodas. I made my first pitch on books when I was 15 years old. My teacher, I'm proud to say, was the greatest pitchwoman ever known. She was Madam Giroude, Clarence Giroude's mother."

S. C. Aims to Eliminate Tax

Continued from page 56

Cliff Brown, Sumter, vice-president, and Tom Moore Craig, Spartanburg, secretary-treasurer.

The directors are H. L. Kirby, Union; Howard McCravy, Spartanburg; J. H. Saylor, Anderson; Tom Hewey, Rock Hill; John L. Wash, Greenwood; D. M. Harper, Marion; Frank Sutton, Newberry; A. E. Craemer, Florence, and W. M. Frampton, Charleston.

Formal Talks Limited

Only three formal talks, including an address by the president, were included in the program. However, this appeared to work out advantageously, since many members availed themselves of the opportunity to participate in the forum discussions on taxes and the control of promotional events.

Richmond Cox, publicity director for the Cetlin & Wilson Shows, spoke on publicity. The publicist is aided by a background in newspaper work, Cox said, altho there is no set formula that will guarantee the acquisition of free newspaper space or radio time. Radio is the most co-operative medium, he said. There is much that fairs can do to make the show publicist's job easier, Cox said. A spirit of co-operation was a prime requisite, he added.

The pass situation came in for considerable discussion here as it did two days earlier in Atlanta at the meeting of Georgia's fairmen. Many operators, including George A. Hamid Sr., of New Jersey State Fair, told of their troubles in handling the pass situation and the methods they used in combating the problem. Bernard (Bucky) Allen, of the World of Mirth Shows, told of requests from influential public officials that ran into the thousands. He said, and many other show operators agreed

with him, that requests of this kind could not be turned down.

May Tighten Gates

A number of fairs said that they would be willing to share in the cost of importing of a uniformed force which, Hamid said, had saved his Greensboro, N. C., event considerable money by manning its gates thruout fair week. Hamid described the cost as nominal.

A highly successful banquet, attended by more than 150 persons, topped off the day's events. A pleasing professional troupe on a theater tour, headed by Bubbles Becker and his band, provided the best entertainment that this event has had in many years. Considerable resistance to attending the event had been built up in the past several years because the entertainment consisted only of local dancing school talent.

President Black said that a floor show comparable to this year's presentation was a "must" for future sessions.

Kansas Up 7%

Continued from page 51

Miller, fifth; L. H. Galloway and Harold Shull, sixth.

Roy Freeland, secretary of the Kansas State Board of Agriculture, was key speaker at the Tuesday morning sessions addressing the fairmen on "Know Your State Board of Agriculture." A panel discussion on "Fair Operations" was led by Harold D. Shull, John H. Morse, Frank McCoy and Noble Bradbury.

The following morning, John Keas spoke on "Building for the Future," while Fred Arnold discussed new legislation and Warden Noe talked on "Legal Problems." D. Linn Livers then gave a report on the legislative committee.

The annual banquet Tuesday evening drew a turnaway crowd. The doors were closed after 400 ducats were sold and a number of fairmen and attraction reps were left on the outside. Outgoing President Miller served as toastmaster and Lt. Gov. Fred Hall gave the main address. The floorshow was emceed by Lew Galloway. Acts and offices which provided them were Monacle Ambassadors, comedy balancing, J. C. Michaels Attractions; Great DeFroest, magician, Truex-Drake Enterprises; Vernon and Bumpy, balancing, Barnes-Carruthers Theatrical Enterprises, and Corky Edminister and his KANS Corral Gang, thru the courtesy of Edminister.

Ga. Group Seeks State Aid

Continued from page 56

to build up any grandstand presentation into a profitable feature. The slowness in building revenue was often the fairs' fault, he said, listing a lack of promotional know-how and bad presentations as among the reasons for slow success.

Hamid further warned fair execs against putting the "squeeze" on carnival operators when negotiating contracts because, he said, the midway operator will then be forced to "take his best hold if he is to come out even—something that he does not want to do."

Passes and the operating of cars by concessionaires within the show area during fair week were the principle topics during the concluding open forum session. No ready solution to the pass problem was forthcoming. The cutting of passes, it was admitted, would earn enmity. Restriction of automobile traffic control might see the end of that nuisance.

Jack Comer, Cordele, credited showmen for their efforts to build fairs. Other speakers, all of whom gave purely agricultural talks, included Walter T. Cates, executive vice-president, Georgia chamber of Commerce; Leo Aikman, columnist, The Atlanta Constitution; Joyce Venable, president, 4-H Clubs; J. W. Fanning, extension economist, Georgia Agricultural Extension Service, and Earl Braswell, FFA officer.

Hughes was re-elected president; Ben Winslow, vice-president; W. M. Huffman, Rome, secretary-treasurer, and R. T. Ragan, Macon, chairman of the board. Named to the board of directors were Mike Benton, Atlanta; Joe Fontana, Augusta; Marshall Jackson, Rome; W. C. Ragan, Macon; Roger Alford, Augusta; J. D. White, Winder; James King, Savannah; H. B. Scoggins, Dalton; Thomas Adamson, Cedartown, and R. F. Armstrong, Jackson.

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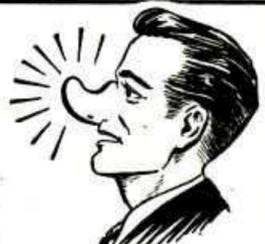
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Kirkhort, J. F.
Kroop, Mrs. Edith
Lalonde, Polly Willis
Lastall, Jenee
LaVell, Frank X.
LaVore, J.
Lee, Robert E.
Legan, Eldon
Litts, Gus
Logsdon, Walter
Lottridge, Mr. & Mrs.
Lowe, William & Bertha
Wooster, Geo.
Wray, A. V.
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SAY YOU SAW IT IN THE BILLBOARD!

GIVE TO THE RUNYON CANCER FUND

FISH, PRESIDENT

Conn. Coin Assn. Elects '53 Execs

HARTFORD, Jan. 17. — Abe Fish has been elected president of the Connecticut State Coin Association again. The owner of General Amusement Games Corporation, Hartford, Fish spear-

headed the organization of the CSCA in 1950, serving as first president, 1950-51, and then as honorary president, 1951-52.

Fish was chosen at the CSCA semi-monthly meeting Thursday (8), with attendance of 30 in spite of severe winter storms which hit all parts of Connecticut. He succeeds James Tolisano of Superior Music Company, Hartford, who was elevated to Fish's last post.

Other officers elected were: vice-president, Clarence Sorrentino, New Haven; secretary, Maurice Wein, New London; treasurer, Irving Clapp, Hartford; first assistant treasurer, Frank Marks, New London; second assistant treasurer, Ben Gordon, New Britain, and third assistant treasurer, Charles D'Alessandro, East Hartford.

Installation of officers will be made January 22 at Waverly Inn, Cheshire.

Paul Rechtshafer, of Reliable Coin Company, of Hartford, will serve as head of a newly-formed public relations committee. George Couture, Eastern Connecticut coin operator, was unable to attend because of hospitalization. He is a patient at Day Kimball Hospital, Putnam.

Merry-Go-Round Starts Output Of Patrol Car

PHILADELPHIA, Jan. 17.—The Patrol Car, a coin operated ride which resembles an army jeep, now is being manufactured by the Merry-Go-Round Manufacturing Company here. Sam Cohn, Merry-Go-Round president, said the ride will sell for less than \$200.

The ride's motion is similar to that of a jeep going over a bumpy road. It comes in blue, has an air force insignia, machine guns and flashing lights. Dimensions are 48 by 15 inches and weight is 300 pounds, crated.

Two new coin-operated devices will be in production at Merry-Go-Round within the next two weeks, Cohn said. One is an electrically operated dart game for tavern locations. The game will have a 36 by 36-inch wooden and plastic board which will register the score. It will operate at 10 cents a game and will sell for about \$185. The second will be a ride, but Cohn was not ready to disclose details.

San Antonio Starts Suit On One Balls

SAN ANTONIO, Jan. 17.—First round in District Attorney Austin F. Anderson's action against one ball marble table owners gets under way here this week in Criminal District Court. Judge W. W. McCrory has stated there will be no suspended sentences in case of a conviction.

The indictments are the outgrowth of a series of raids last September by members of the district attorney's office. A total of 34 machines were confiscated from 28 places as a result of the raids.

Van Henry Archer, defense attorney for several other defendants, said that he would ask a jury trial in each of the cases brought to court by the district attorney.

Mars Releases Ride Prices

LINDEN, N. J., Jan. 17.—Sid Mittleman, sales executive of the Mars Manufacturing Company here, today announced the list prices for the firm's three rides. They are: Air Sled, \$795; Jet Saucer, \$995, and Boat Ride, \$595.

Bodies for the rides will sell for \$239.50 each. Mittleman said that the bodies on all Mars rides are interchangeable, and added that the bodies may also be placed on the mechanisms of some other manufacturers.

Calendar for Coinmen

- January 19-21—National Coin Machine Distributors' Association, winter meeting, Saxony Hotel, Miami.
- January 21—Music Operators' Guild of Michigan, organizational meeting, Sheraton-Cadillac, Detroit.
- January 26—Milwaukee County Phonograph Operators' Association, special meeting, Eagles Club, Milwaukee.
- January 27—Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.
- February 9—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.
- February 12—Music Operators of Northern Illinois, monthly meeting, Pjacks Restaurant, Chicago.

INTRO D. C. BILL TO CURB GAMES

WASHINGTON, Jan. 17.—A bill to outlaw one ball and other coin-operated games which he termed gambling machines was introduced in the District of Columbia this week by Sen. Matthew M. Neely (D., W. Va.). Pinball and similar amusement machines which mechanically award nothing more than immediate right of replay, and devices which test skills or strength, are not prohibited. Under the Neely bill, machines could be seized by police and destroyed by court order. Stiff penalties would be meted out against those gambling, or owning, manufacturing, selling, leasing, repairing or transporting gambling devices, or permitting gambling on the premises. Repeat offenders could be fined up to \$5,000 or imprisoned up to 10 years, or both.

MORE KEY POINTS

Export Tax Points Explained by Atty.

By NORMAN SHIGON Philadelphia Attorney
PHILADELPHIA, Jan. 21.—Firms in the coin operated equipment field doing business with countries in the Western Hemisphere can derive a considerable tax advantage by forming a Western Hemisphere Trade Corporation to handle this phase of their business.

Section 109 of the Internal Revenue Code defines a Western Hemisphere Trade Corporation as a "domestic corporation all of whose business is done in any country or countries in North, Central or South America, or the West Indies or Newfoundland, and which satisfies the following conditions:

1. If 95 per centum or more of the gross income of such domestic corporation for the three-year period immediately preceding the close of the taxable year (or for such part of such period during which the corporation was in existence) was derived from sources other than sources within the United States; and
2. If 90 per centum or more of its gross income for such period was derived from the active conduct of a trade or business.

Purpose

The purpose of Congress in establishing a Western Hemisphere Trade Corporation, with its attendant tax savings was explained by the Senate Committee on Finance when holding hearings on the Revenue Bill of 1942 (Senate Report No. 1631, 1942-2 CB 504, 532). The committee stated: "... American corporations trading in foreign countries within the Western Hemisphere are placed at a considerable competitive disadvantage with foreign corporations under the tax rates provided by the bill. To alleviate this competitive inequality, the committee bill relieves such corporations from surtax liability..."

There are several advantages in establishing a Western Hemisphere Trade Corporation.
(Continued on page 79)

Vending Op Is Charged With Owning Bells

NEW YORK, Jan. 17.—Isadore Goldstein, 56, owner of the Gold Vending Machine Company in Queens, was arrested at his Kew Gardens home Wednesday night (14) and charged with unlawful possession of bell machines.

Deputy Inspector Walter Kuntzman, who led the raid, said that 100 machines were found on the premises, some of them of the bell fruit variety and others regular gum ball venders, with charms (illegal in New York City) in the globe.

Kuntzman described the machines as "Your Fortune, Dice Wheel, Turf Flash, Smilin' Joe and Real Spot."

Confiscate 9

The machines were found in Goldstein's cellar and garage, where police allege he repairs the machines and rigs them so players win or lose. Police confiscated nine machines and put the remainder under guard at Goldstein's home.

Police were put on the trail when a penny bell machine was discovered at the delicatessen store owned by Ronald W. Carpenter, also in Queens. Carpenter said that he rented the machine from Goldstein.

Goldstein, who said he has been in business for 16 years, was taken to Manhattan Night Court. His case will come up Tuesday (20) at Ridgewood Gamblers Court.

Canadian Op Seeks Toronto Shuffle OK

TORONTO, Jan. 17.—Sol Mintz, shuffle game operator here, is still hopefully confident of obtaining permission to operate the alleys in the city. Before the turn of the year, he obtained permission, but he was told at the time that didn't mean he wouldn't be prosecuted if he placed them in locations.

This time, altho Mintz is not sure when, he is going to appear before the Police Commission with counsel. At that time, says Mintz, he hopes that other operators in the city will join with him in the application. Thus far, he says, with the exception of one operator, he has been unable to get any help from other operators in the city.

The alleys are licensed in all the suburbs about the city of Toronto, with Toronto being the only holdout. In York Township, one of the largest municipalities in the province, the license fee is \$50 for the first machine and

\$25 for each additional machine, while in East York, the fee is \$75 for the first machine, and \$50 for each additional.

But while Mintz complains about the lack of co-operation from other operators in his fight, he says he is more interested in the problem of "chiselling" which he claims is going on in the city. He says that it is standard practice in the city for the location owners to be paid 50 per cent of the take for shuffle alleys. However, he says, there are a couple of operators who are offering 60 per cent, which he says is not even practical, nor profitable.

Genco Names R. Sheffield Road Staffer

CHICAGO, Jan. 17.—Ralph Sheffield has been appointed factory road sales representative by Genco Manufacturing & Sales Company, Owners Sam Lewis and Avron Gensburg announced this week.

Sheffield has been affiliated with the coin machine business for the past two decades both in Cleveland and Chicago. In 1941 he and Gil Kitt organized Empire Coin Machine Exchange here. This partnership was dissolved in April 1951 when Sheffield formed a premium sales company and Kitt became sole owner of Empire.

For Genco, Sheffield will travel all 48 States and serve as factory liaison with coinmen in the field. He is currently planning his itinerary. The plant has just stepped up its production staff and is in the midst of increasing output of the Jumpin' Jacks game.

Remodel First Chi Hdqtrs.

CHICAGO, Jan. 17.—First Distributors, owned by Joe Kline and Wally Finke, partners, is nearing the completion of a remodeling job on its headquarters. Business is going on as usual and the work will be finished by Wednesday (21).

Object of the remodeling is to convert more area for office space in one section of building and install more display area in another part. At the completion of the project all offices will be centralized.

So. Automatic Sets Expansion In Louisville

LOUISVILLE, Jan. 17.—Southern Automatic Music Company has started two important phases of its over-all expansion program, Leo Weinberger, firm official announced this week. The distributing company has offices in Louisville and Lexington, Ky., Indianapolis and Ft. Wayne, Ind., and in Cincinnati.

In the past few weeks Southern Automatic has added five sales staffers. This week, the firm let a contract to build another building on its property. It will be constructed on part of the local headquarters' parking lot and will permit expansion of both office and warehouse facilities.

All branches of the company, Weinberger stated, have had unusual success in the music, games and kiddie ride field in the past several weeks and there is every indication that business in the first half of 1953 will continue on the same or higher levels.

Meteor's PT Boat, Pony Ride Ready for Market

NEW YORK, Jan. 17.—Two new rides, Pony Boy and a PT Boat, are now coming off the Meteor Machine Company's assembly line here and are expected to be ready for shipment this week.

The boat, which lists for \$845, is 67 inches long, 29 inches wide and 42 inches high. It weighs 240 pounds and is made of one-piece reinforced fiberglass, with a reinforced plastic hull and a steel base and a hammertone finish. It carries a spotlight, light on the port and starboard sides, and a machine gun on the bow.

Pony Boy, which lists for \$575, is 40 inches long, 29 inches wide

and 44 inches high. It weighs 200 pounds. The body is of cast aluminum, with a leather saddle, hand-tooled and trimmed with chrome. The horse has Palomino colors and a galloping motion, with a constant speed.

Meteor announces that it is now manufacturing one base which will accommodate either their Rocket Ride, Pony Boy or PT Boat. The base, Meteor execs say, enables the operator to leave the base on the location and to change bodies without removing any equipment from the location.

Al Blendau, veteran coin machine executive, has just been named sales manager of Meteor.

Two Firms Convert Candy, Cookie Units For Hot Beverages

New Super-Matix, Snack Bar Co. Use Mills, Statler Equipment

MINNEAPOLIS, Jan. 17.—The formation of Super-Matix Manufacturing Company to market a concentrate vender with hot water attachment was announced this week by Angus Grant Jr. Grant also heads Automatrix, Inc., which has a multi-item food vender. Both firms have headquarters at 1500 Hennepin Avenue.

In addition to Grant as president, Super-Matix officials are Nichols Bongiovanni, vice-president, Richard F. Holt, secretary, and Alex Nies, treasurer.

The concentrate machine employs a basic five-column Mills Industries candy vender cabinet. Thermostatically controlled heating elements provide hot water; the heating unit and water lines are installed in the base. Aluminum foil packets which contain coffee, soup and chocolate concentrates are placed in individual columns. Customer

(Continued on page 83)

MINNEAPOLIS, Jan. 17.—In the process of formation, the Snack Bar Company headed by George A. Van Doren Jr., plans to market a hot beverage conversion unit for Statler cookie vendors and a line of concentrate packets for coffee, tea, soup and chocolate.

The Statler conversion leaves three columns for cookies, six for the various type concentrates. Straight nickel operation is retained. A thermostatically controlled three-gallon electric water heater in the vender base, connected to the location's water system, provides hot water for mixing the concentrate.

The converted unit has a capacity of 100 packets per column, with exception of chocolate which is 45. Coffee is available in two choices; black and black with sugar. Latter is contained in a manual dispenser on the front of the cabinet. A manual cup dispenser is mounted on one side of the machine. A third container, carries wooden stirrers.

Van Doren said conversion kits for Statler vendors will be priced at \$79. They will include a special mirror, drain pan, water heater and faucet, column adapters for packets and a sugar and cup dispenser. The firm will also

(Continued on page 72)

Fruit Vending Booms in N. Y.;

Op Tells Why

Fruit-Matic Route Charts Gains Over Three-Year Period

NEW YORK, Jan. 17.—Gross business of Fairmount Fruit-Matic, Fruit-o-Matic operator in New York, increased 300 per cent in 1952 over 1951, according to Bob Ferman, president of the operating company. Ferman said that the number of fruit vending machines on location in this area has increased at the same ratio.

The machine is made by Fruit-o-Matic in Los Angeles, headed by Jack Oatey and Jake DeGraf.

Ferman, who has been running the New York operation for three years, decided to go into the fruit vending business when he discovered that it was impossible to buy an apple in Times Square. Whereas most other items regularly sold thru vending machines in downtown shopping areas may be purchased over the counter, it is difficult to buy fresh fruit in most places.

Fresh and Chilled

No fruit vending operation is likely to be successful unless the fruit is fresh and it is chilled. The refrigeration unit in the Fruit-o-Matic takes care of the chilled part.

Seeing that only fresh fruit is vended requires buying fruit in

(Continued on page 83)

Wright Machine Readies Potato Chip Vender

DURHAM, N. C., Jan. 17.—A specially designed potato chip vender has been announced by the Wright Machine Company here, a subsidiary of the Sperry Corporation.

Wright is one of the leading manufacturers of sealing equipment for potato chip manufacturers. The vending machine, invented and developed by Leonard Gillespie, former president of the Eastern Region of the National Potato Chip Institute, will be shown Monday (26) at the convention of the National Potato Chip Institute at New York's Hotel Commodore.

The unit, called Hav-A-Pak, has been placed on test location at York, Pa., where it is said to have averaged 183 bags per week.

Specifications

The machine, 6-feet 3-inches high, 16.5-inches wide and 25.5-inches deep, has a steel cabinet. The coin mechanism may be set for either nickel or dime operation.

(Continued on page 72)

GAS BUGGY TO BALL GUM

Op Credit, Finance Key to Hart Success

UNION CITY, N. J., Jan. 17.—About 15 years ago, Herman K. Hart, treasurer of the Pierce Arrow Corporation, signed the largest note in his life. The sum was \$4,340,000. At that time one of the leading names in the automotive industry, Hart was a major stockholder in the firm, which was in the process of liquidation. There was no prospect of the note being met.

Unlike most men who find themselves at the helm of a sinking ship, Hart didn't have to swim for his life. He was offered top executive posts by several automotive manufactur-

ers—his future was secure. However, Hart wasn't looking for a job. He wanted to have a part of an industry which was in the process of developing and which he could help develop. He decided that gum ball manufacturing was such an industry. It took \$10,000 to buy into the Ford Gum Company and he figured it was worth a try.

A couple of years later, Hart sold his interest in Ford Gum for \$140,000 and bought an interest in Gum Products, Inc., in Boston. There he met two young men who were later to be the main

(Continued on page 73)

LUNCH-O-MAT IN PHONE BLDG.

NEW YORK, Jan. 17.—The 10th Statler Lunch-O-Mat to be installed in the New York area reported a first-week daily average gross of \$150. The machine is on location at the headquarters of the New York Telephone Company in the New York Central Building. Meanwhile, Statler has signed a contract with the telephone company for installation of Lunch-o-Mats in other telephone buildings in the area. Average weekly gross for the 10 machines is reputed to be in excess of \$300.

Mass. Cig Ops Retain Sharenow As President

Membership Grows; 30 Firms Operate Over 9,000 Venders

BOSTON, Jan. 17.—Alfred U. Sharenow, Cigarette Service Company, Inc., Cambridge, was re-elected president of the Cigarette Merchandisers' Association of Massachusetts during the annual meeting this month. Jason E. Nourse, Nourse Cigarette Service, Bedford, was elected vice-president, and Charles Murphy, D. Garbarano Company, Framingham, re-elected treasurer. Nourse succeeds William Moran, Moran Bros., Somerville.

Also re-elected were members of the executive committee, including the above officers and Louis Risman, Mystic Automatic Sales Company, Medford; Julian Karger, Enterprise Cigarette Service, Revere; Samuel Goran, Metro Automatic Sales Company, Brookline; Sam Baxter, American Automatic Sales Company, Dorchester, and Nathan R. Fields.

(Continued on page 72)

Champion Bulk Unit Marketed; Set Sale Plan

SAN ANTONIO, Jan. 17.—Champion Vendors Supply, Inc., announced this week its new bulk vender has been placed in production with deliveries on a two-to-three-week basis. Price was not announced.

Frank E. Scott, vice-president and production manager, stated the unit, Champion Bulk Vender, was designed by an operator and features construction new to the industry. It has a square molded glass cabinet which eliminates "wrist scratching" because of its extra wide top opening. The height of the springs in the brush housing can be adjusted up or down, and the space between the springs may also be adjusted. The merchandise wheel lays flat, and the space between it and the brush housing is adjustable.

Scott said that a national distribution program is now being set up. Distributorships will be assigned in most key cities thru the country.

NCWA Convention Plans Underway

WASHINGTON, Jan. 17.—Accommodations for about 1,500 persons will be available at Chicago's Conrad Hilton Hotel when the National Candy Wholesalers Association holds its annual convention, August 2-6, it was announced at NCWA headquarters here.

Layouts for "The Nation's Complete Candy Show," to be held in the Conrad Hilton's exhibit hall, have been sent to the printer, and copies are expected to be in the hands of exhibitors by February 1.

Canteen Sales Soar To New Peak in '52

\$40,539,047 Gross Returns \$786,267 Net; 10c Candy, Coffee and Cigs Big Factor

CHICAGO, Jan. 17.—Automatic Canteen Company of America earned a consolidated net income of \$786,267 for the fiscal year ended September 27, 1952, compared with \$769,580 for 1951, Nathaniel Leverone, chairman of the board, announced.

Consolidated net earnings, before federal income taxes, amounted to \$1,726,267 for 1952, compared with \$1,777,580 for the preceding year. Consolidated gross revenue last year was \$40,539,047, against \$36,737,087 in 1951, while total merchandise sales were \$38,705,211 in 1952 and \$35,279,786 the previous year.

One of the main factors in increased wholesale and retail sales during 1952 was the continued growth in the volume of dime candy, plus a marked expansion in coffee and cigarette vending, Leverone stated.

New equipment purchases during the year amounted to \$1,755,199, approximately equal to the current year's provision for depreciation.

Canteen's dollar was distributed in the following manner during 1952: 84.4 per cent for merchandise, sales and service, \$34,205,866; 7.2 per cent for selling, general and administrative expenses, \$2,908,625; 3.9 per cent for depreciation of buildings and equipment, \$1,573,765; 2.3 per cent for federal income taxes, \$940,000; 1.2 per cent for dividends to stockholders, \$485,970; .3 per cent for interest, \$124,524, and the remaining .7 per cent was retained in the business, \$300,297.

Since 1947, when the \$15 1-2-million mark was reached, Canteen has more than doubled that figure for its 1952 fiscal year. Low point in the postwar years was 1946, when sales dipped to \$10 1-2 million, continuing a steady decline since 1943 when sales amounted to almost \$15 million. With the exception of 1949, each year since 1947 has seen an increase in sales, culminated by the new record last year.

OPERATION FRIGID

Ice Cube Venders Score in N. Y. Area

NEW YORK, Jan. 17.—Placing of six additional ice cube vending machines in the New York area during February and another six during March is contemplated by the Rubel Corporation, largest operator of coin-operated ice cube machines in the area.

Rubel, one of Gotham's largest ice and coal distributors, now has 10 vending units on location—four in Queens County and six in Westchester County. The vendors are made by the Polar Vending Company, Montgomery, Minn. The units slated for February delivery already have been placed on order.

According to Irving C. Bellows, manager of Rubel's ice vending division, nine of the units are placed in automobile service stations and the other is in a parking lot. All are outside locations.

250 Bags

Each unit holds 250 bags of ice cubes, with 90 cubes to a bag. There are nine cubes to a pound. A bag vends for 50 cents, two quarters being required to make a purchase.

Machines are placed on location on a rental basis.

Rubel salesmen usually point out to the location owner that an ice vending machine on the premises will boost gasoline sales—and it usually works out that way.

For example, during the summer when cube sales are naturally the highest, many families like to pick up ice cubes on the way to the beach or the picnic grounds. Often they get in the habit of stopping off at the cube vending

(Continued on page 72)

Test 1c Candy, Gum Units on Yonkers Busses

YONKERS, N. Y., Jan. 17.—Some 20 tab gum and chocolate machines have been put on test location on two busses of the Yonkers Railroad Company here. The machines are made by Transportation Vendors, Newark, N. J., and operated by the firm's subsidiary, Vendex.

The 30-day trial for the units will end Tuesday (22). If the customer response warrants it, the vendors will be placed on all 55 busses of the Yonkers fleet. Paul Berkeley, Vendex president, said the results were not yet conclusive.

However, according to Samuel S. Schreiber, the transportation

(Continued on page 72)

Paul Lewis, Berlo Executive, Dies

PHILADELPHIA, Jan. 17.—Paul C. Lewis, general manager of the industrial division of Berlo Vending Company, died last week at the age of 43.

Lewis was a former regional director of the War Manpower Commission. At one time he served as a deputy to the city treasurer.

Marlboro Aims at Mass Mkt.; Vending Demand Is Possible

NEW YORK, Jan. 17.—A large-scale promotion campaign, aimed at creating a mass market for Marlboro cigarettes, with the possibility of making it profitable for cigarette vending operators to stock the brand, is slated to get under way January 19.

Phillip Morris & Company, Ltd., Inc., manufacturer of Marlboro, said the campaign will be highlighted by a nine-city newspaper drive to record-breaking proportions; the campaign will be spread over one year.

Meanwhile, local vendors said that if Marlboros ever did become popular enough to stock in machines, the three cents more that is usually charged for Marlboros would pose somewhat of a problem. On machines which take a

quarter and give no change in the cigarette packs, it would not pay to stock the brand. On machines which give two cents change in each pack, it might pay the operator to stock Marlboros with no change, providing there was sufficient demand for the brand. In that case, the operator could take a cent less, the location could take a cent less, or they could split the cent.

At any rate, most operators believe it will be some time before it would be profitable to stock premium-price brands.

Behind Marlboro's advertising campaign will be an intensive local action drive in which newspapers and Marlboro salesmen will pool their efforts toward complete help and support of retailers.

SCHOENBACH STAMP VENDORS
Folder Type



ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27
Advance Model D Ball Gum	\$7.45		\$7.45	
Ajax Hot Nut, 5c	39.50			
Almond Vendors, 5c	4.95			
Asco Hot Nut, 5c	15.00			
Banlam, 5c	10.00			
Columbus, 1c	8.00			
Columbus, 5c	8.50			
DuGrenier Candyman	62.50	\$62.50	62.50	\$62.50
DuGrenier Challenger, 5c (3 col.)		22.50		22.50
DuGrenier Challenger (7 col.)	125.00	125.00	125.00	125.00
DuGrenier, Model S (7 col.)		79.50	79.50	79.50
DuGrenier Model W	85.00	85.00	85.00	85.00
DuGrenier (11 col.) 25c conversion		125.00		
Eastern Electric C-8	150.00	150.00	150.00	139.00 150.00
Exhibit Card Vendor, 1c	15.00			
Esquire 1c		6.95		6.95
Foot Ease (Exhibit)	85.00	85.00	85.00	85.00
Humpty Dumpty Scale		125.00		
Jewel King, 5c		6.95		6.95
Keeney (9 col.) Elec.	185.00	185.00	185.00	185.00
Kwik Shoe Shine Machine	54.50	54.50	54.50	54.50
Marion Scale	89.50	89.50	89.50	89.50
Master, 1c	8.50			
Master 5c	7.45	7.45	7.45	7.45
Model V 1c Cabinet	9.50			
Model V 1c Globe	8.95			
National Candy 618	90.00	90.00	90.00	90.00
National 750	85.00 95.00	85.00 95.00	95.00	95.00
National 930	89.50 95.00	89.50 95.00	95.00 130.00	95.00
National 950	89.50 145.00	89.50 145.00	145.00	145.00
National Candy 918		110.00	110.00	85.00 110.00
Northwestern 33 Ball Gum	7.45 7.50(2)	7.50	7.45 7.50	7.50
Northwestern Deluxe 1c and 5c	13.95 15.00	13.95	13.95	13.95
Northwestern Model 39, 1c		8.50		
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sex	69.50	69.50	69.50	69.50
Rowe Candy (8 col.)		69.00		69.00
Rowe Diplomat Electric	185.00	185.00	185.00	185.00
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe President (10 col.)	100.00 155.00	100.00 155.00	100.00 155.00	100.00 155.00
Rowe Royal (8 col.)	130.00	130.00	130.00	130.00
Rowe Royal (10 col.)	140.00	140.00	140.00	140.00
Sanitary Napkins 10c	22.50	22.50	22.50	22.50
Shipman 3-Way Stamp Vendor	39.50	39.50		
Silver King 1c or 5c		7.45	8.50	7.45
Silver King Hot Nut, 5c	15.00			
Silver King Hunter	22.50	22.50	22.50	22.50
Siros Brush-Up	50.00	50.00	50.00	50.00
Stewart-McGuire 25c conversion		99.50		
Uneeda Model E (6 col.)	80.00		50.00	50.00
Uneeda Model E (8 col.)	80.00	80.00	80.00	80.00
Uneeda Model E (9 col.)	80.00			
Uneeda Model E (12 col.)	80.00			
Uneeda Model, 500 (7 col.)	95.00	135.00	135.00	135.00
Uneeda Model, 500 (9 col.)	115.00	115.00	115.00	115.00
Uneeda (15 col.) Model 500	75.00	75.00	75.00	
Uneeda Monarch (6 col.)	90.00 95.00	90.00 95.00	95.00	95.00
Uneeda Monarch (8 col.)	110.00	110.00	110.00	110.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50 50.00	49.50 50.00	49.50 50.00	49.50 50.00

NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards, Silver Tipped Bullets, New Cameos, Compasses, Photo Lockets, Photo and Jewel Rings

Ours is the first and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

PENNY KING CO
2538 Mission Street
Pittsburgh 3, Penna

"BIG PROFITS!"

From the Complete **CHEWING GUM LINE!**

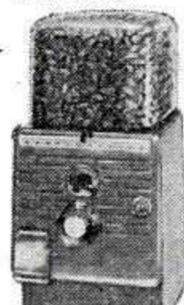
- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!

Half of Standard Brand Prices

All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 300 & 240 pieces per lb. Priced 36¢ lb. Chiclé type 31c lb. Bub-L type.

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING



SIMPLIFIED SERVICE MEANS MORE MONEY... LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG ST., MORRIS, ILL.

30 DAY MONEY BACK TRIAL

Northwestern TAB GUM

Sensational 10-COLUMN 1c Selective PRICES
Less than 25 \$25.95
Less than 10c \$25.45
100 or more \$24.95
F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination \$13.95
MASTER 5¢ 7.45
SILVER KING, 1c or 5¢ 7.45

CHALLENGER, 5¢, 3 Col., Plastic Globe, \$22.50
HUNTER, Like New \$22.50
ESQUIRE, 1c 6.95

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen	74	VIRGINIA PEANUTS	38	BALL GUM, All Sizes (200 Lbs. Min.), Prepaid, Per Lb.	28
ZENOBIA PISTACHIO Fancy Shell	52	SPANISH PEANUTS	28	ADAMS GUM, All Flavors, 100 Count.	42
PISTACHIO 4-STAR	74	ALMONDS, 480 Count	85	WRIGLEY'S GUM, All Flavors, 100 Count.	47
PISTACHIO Vendors MIX	65	5 Lb. Vac'm Packed ITALIAN CHICK PEAS, Roasted and Salted	25	SUCHARD CHOCOLATE, 200 Count.	1.20
PISTACHIO 3-STAR	52	RAINBOW PEANUTS	28	HERSHEY'S CHOCOLATE, 200 Count.	1.30
CASHEW, Whole	47	BOSTON BAKED BEANS	28	Minimum Order, 25 Boxes	
CASHEW, Butts	40	LICORICE LOZENGES	25		
FILBERTS	58	M & M	40		
MIXED NUTS	55				
JELLY BEANS	28				

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C.O.D.
TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

VICTOR... The Profit Line

VICTOR'S Topper Deluxe Globe Style
VICTOR'S Baby Grand Deluxe
VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20
24 to 47 @ 14.00
48 to 99 @ 13.75
100 or more @ 13.20

\$14.25 ea.

\$13.25 ea. 100 or more

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta, Georgia

SILVER QUARTER OPERATION KING SIZE INCLUDED! CIGARETTE MACHINES

Uneeda Model 500, 7 col., 250 cap., or 9 col., 350 cap. \$95.00
National Model 930—9 col., 270 cap... 95.00
DuGrenier Model W—9 col., 308 cap... 85.00
Rowe Imperial—8 col., 240 cap. 85.00
Uneeda Model E—8 or 9 or 12 col., up to 300 cap. 80.00

CANDY VENDORS

U-Select-It, Late Wall Model—74 cap... \$ 50.00
DuGrenier Candyman with Base—72 cap. 62.50
National Model 618 with Base—108 cap. 90.00

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed Trade Prices, 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

VICTOR... The Operator's Choice for Better Vending...

VICTOR'S Topper Deluxe Globe Style
VICTOR'S Topper Deluxe Half-Cabinet Style
VICTOR'S Baby Grand Deluxe



1 to 23 @ \$14.20 Ea.
24 to 67 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All Machines packed and sold 4 to the case.

CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St. Boston 20, Mass.

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.

Name
Address
City Zone State
Occupation

926

THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers... AND IT'S AN AUDITED PAID CIRCULATION.

AUDITED PAID CIRCULATION

CHARMS

New JET SERIES
120 ASSORTED CHARMS
 Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

- Plastic \$2.15 M
- Copper 3.60 M
- Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots.

\$6.00 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.
COMPLETE LINE OF CHARMS
 SEND FOR **FREE PRICE LIST!**

PAUL A. PRICE CO.
 220 Broadway, New York 7

Ice Cube Venders Score

Continued from page 70

machine, where more likely than not they will buy gas. Service station operators, leasing their businesses from Esso, Sinclair, Shell and Socony have provided excellent locations. During the summer many of these locations are serviced daily. At 50 cents a bag, that means a machine can gross \$125 in a 24-hour period. Rubel started its vending operation in December 1951 with three units. The biggest expansion came in the summer of 1951 when six more machines were placed on location. Ice vending machines have been in operation at Rubel plants for six years.

Naturally, June, July and August are the peak months, while business falls off January thru April. However, business during the Christmas and New Year holidays comes close to midsummer volume.

Westchester County and the Long Island dailies. Direct mail promotion was used in neighborhoods where units were installed, and Bellows said this method got heavy response.

Bellows feels that the operation will eventually encompass Manhattan, the Bronx and Brooklyn, and when it does the New York dailies will be used.

Well-to-do neighborhoods provide the best locations, and all machines are placed in residential areas. In his appeal to the public, Bellows stresses the convenience angle, pointing out that the fuss and mess of ice-trays are eliminated. The cubes are in a waterproof bag, sealed and insulated. Latest wrinkle will be a bag with handles to enable the purchaser to carry the 10 pounds of cubes with ease.

Holiday Business
 Last Christmas was a big day and night and New Year's Eve was almost as big. Thruout the year, however, parties always provide good revenue.

Advertising is confined to community newspapers such as the members of the Macy chain in

Eppy Introduces Domino Charm
 NEW YORK, Jan. 17.—Samuel Eppy & Company, Inc. announced a Domino charm this week. It comes in a strip of cards form.

Announce New Nat'l Changer

ST. LOUIS, Jan. 17.—National Rejectors, Inc., announced that its new "4-in-1" Changer, series 5600, is now available from venter manufacturers or from its Service Centers here, in New York, Chicago, St. Louis, Los Angeles, Dallas and Atlanta.

The changer is the first to offer a single coin insert to take pennies, nickels, dimes and quarters. It can be converted on location to handle prices from a nickel to 25-cents, inclusive. Change continues to be returned in nickels only.

The new changer features interchangeability with all other National electric coin control units. The series 5600 also includes automatic return of coins if the penny or pennies are not inserted first.

National announced its Simplex changer, series 3400, could be converted to the new "4-in-1" series for \$24.75 at the factory or service center.



"Smokeshop Lo-Boy"
 THE NATION'S FINEST CIGARETTE VENDOR!
486 PACK CAPACITY
 Tear Out and Mail This Ad for Details
AUTOMATIC PRODUCTS CO.
 250 W. 57th St., New York 19, N. Y.
 Plaza 7-3123

Famous Silver-King's Mighty King of Vendors

Silver-King's got 'em all



- 1c Chlorophyll Ball Gum Vender, Today's Sensation (Vends 210 count).
- 1c "Charm King" Ball Gum & Charms (time-tested and proved).
- 5c Pistachio or Mixed Nuts (The busiest nickel snatcher).
- 1c "Super Vender"—King-Size Ball Gum (To wake up "sleepy" locations).
- 1c Candy Baked Beans Vender (Fine companion for ball gum machines).
- 5c Silver-King "Hot Nut" (For that "extra-special" spot).
- 1c "Hunter" Action Ball Gum Vender (The kids stamped it).
- 1c or 5c Silver-King Nut Vendors (Best bet for bars).

Vendors for All Foreign Coins.
Immediate Delivery at Best Dealers Everywhere
SILVER-KING CORP.
 622 Diversey Parkway, Chicago 14, Ill.

The word to the "wise" is...

GUGGENHEIM

for **CHARMS**

SEND FOR PRICE LIST



Guggenheim
 INC.
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL 5-8393

We are roasters and salters of Nut Meats

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Wrigley's Gum
- Swash Seeds
- Red Skins
- Almonds
- Filberts
- Adams Gum
- Salt Gum
- Pan Candies
- Stands
- Brackets
- Scales
- Charms
- Globes
- Parts

Northwestern "49"
 1-24 \$17.25 ea.
 25-99 17.15 ea.
 100 or more 16.95 ea.

NORTHWESTERN SALES & SERVICE
 1194 TREMONT ST., BOSTON, MASS.

VICTOR'S
 Topper Deluxe Half-Cabinet Style



Machines will buy themselves with my time payment plan.

Better write today for price and terms on the number of machines you can use.

Roy Torr
 Lansdowne, Pa.
 Giving friendly service and liberal terms since 1910.

IN STOCK VICTOR'S



New Deluxe Model **BABY GRAND CHICLE** TREETTS VENDOR

ORDER TODAY
VEEDCO SALES CO.
 2124 Market St. Philadelphia 3, Pa.
 Phone: LOcust 7-1448

CHARM SPECIAL

10,000 . . . \$14.99

The new plastic "FUTURITY" charm, colorful, different and at a price you can afford.

One-third deposit on all orders. Send for 32-page Free catalog of all types of vending machines, supplies, games, etc.

PARKWAY MACHINE CORPORATION
 715 Ensor St. Baltimore 2, Md.

MINIATURE PLAYING CARDS with metal clips
\$3.25 per 1000
 WRITE FOR FREE SAMPLES AND PRICE LIST

CHAMPION VENDORS SUPPLY
 1119 E. Houston SAN ANTONIO TEXAS

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 916
 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR to:
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
 Foreign rate, one year, \$6.00.

Name
 Address
 City Zone .. State ..
 Occupation

VICTOR . . . For Profitable Trouble-Free Operation . . .



VICTOR'S Topper Deluxe Globa Style \$14.25 ea.
VICTOR'S Topper Deluxe Half-Cabinet Style \$13.25 ea.
VICTOR'S Baby Grand Deluxe \$14.25 ea.

All machines packed and sold 4 to the case.

1 to 23	\$14.20 Ea.
24 to 47	14.00 Ea.
48 to 99	13.75 Ea.
100 or more	13.20 Ea.

CONFECTION SALES CO.
 10008 St. Clair Cleveland 3, Ohio

VICTOR . . . The Choice of Operators . . .



1 to 23	Each	\$14.20
24 to 47	@	14.00
48 to 99	@	13.75
100 or more	@	13.20

LOGAN DISTRIBUTING CO.
 627 Milwaukee Avenue Chicago 22, Illinois

From LITTLE ACORNS mighty INCOMES grow!

ACORN

Precision-Built for PROFITS!

The only completely die-cast aluminum, precision built **ALL-PURPOSE VENDOR**

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

NEW! SILVER STREAK
 BRUSH HOUSING & BALL GUM WHEEL

IAK MANUFACTURING CO., INC.
 11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest:
 M. J. Abelson
 Gen. Sales Mgr.
 2033 Fifth Ave.
 Pittsburgh
 Phone: AT 1-6478

Pacific Coast Distributor:
OPERATORS VENDING MACHINE SUPPLY
 1023 S. Grand Ave.
 Los Angeles

Mass. Ops

Continued from page 70

Quincy Vending Machine Company, Quincy.

The association will continue to be managed by the Guild Associates of Boston.

L. F. Foster, associate director, announced that the organization expanded both in membership and number of machines represented during 1952. New members included the Cohannet Vending Company, Taunton, and Health Candy Company, Fall River. Present membership is now 30 operators, he stated.

Following the purchase of routes of five non-member operators last year, and the increases in member routes, the number of vendors now represented by the association is at a new high of 9,417. This is an increase of 436 machines over 1951, Foster said.

Included in the discussion sessions during the meeting were the 1953 legislative outlook, the growth of king-size cigarettes during the last 12 months, and the possibility of cigarette tax stamps in Massachusetts.

Wright Machine

Continued from page 70

The model being produced has 10 dozen bag capacity, but plans are in the offing to have units made with capacities of five and 15 dozen bags.

Wright plans to handle sales directly to operators and locations thru its own organization. Most of the locations are expected to be plants and taverns. The firm's present sales organization covers the East and Midwest.

John Wilson is Wright president; Alfred N. Viley, vice-president in charge of sales, and Bill Hawthorne group products market analyst.

Snack Bar

Continued from page 70

market a converted Statler vender for \$195.

Snack Bar, 2325 Girard Avenue South, plans to sell aluminum foil packets of tea, coffee and soup concentrate at \$2 per 100; chocolate powder in cellophane bags at \$2.50 per 100. The firm has its own packaging machinery.

According to Van Doren, a test machine on location in a 40-employee machine shop averaged 38 sales per working day during the last two weeks. In the first week, there was a cup loss of 14 out of 228 drinks sold.

Candy Test

Continued from page 70

company's consultant, the units are grossing well. The vendors, 10 to each bus, are fixed to side posts facing the aisles. They dispense Suchard products; most carry gum, some vend chocolate bars.

Berkley emphasized that the Yonkers venture was an experiment. He stated that there were no plans in the offing to sell the vender to operators or to set up distributors. The firm intends to handle both the manufacture and the operation.

VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Baby Grand DeLuxe



\$14.25 EA. \$13.25 ea.
100 or more

All machines packed and sold 4 to the case.

PARKWAY MACHINE CORP.
715 Ensor Street
Baltimore 2, Md.

PERFECTLY RECONDITIONED!

LEHIGH PX

400 Pack Capacity
25¢ Operation
King Size
\$149.50



- Jewel King, 5¢ Bulk, 2 Comp. \$6.95
- N.W. Model 35, 3¢ Bulk 8.50
- N.W. Model 35, 3¢ Bulk Gum 7.50
- N.W. DeLuxe 1¢ & 5¢ Comb. 15.00
- Master 1¢ Bulk 8.50
- Columbus 1¢ Bulk 8.00
- Columbus 5¢ Bulk 8.50
- Model V 1¢ Globe 8.95
- Model V 1¢ Cabinet 9.50
- Asco Hot Nut 5¢ Bulk 15.00
- Silver King Hot Nut 5¢ Bulk 15.00
- Ajax Hot Nut 5¢ Bulk, 3 Comp. & Stand 39.50
- Bantam, 5¢ Tray 10.00
- Almond Vendor, 5¢ Tray 4.95
- Exhibit Card Vendor, 1¢ 15.00
- Toppers 10.50
- New Adams Gum Vendor 17.50
- Shipman Stamp, 1¢ & 3¢ 22.50
- N. Y. Stamp, 1¢ & 3¢ 22.50
- Advance Stamp, 5¢ (New) 10.00

COUNTER AMUSE. MACHINES

- Hit-A-Homer, 1¢ \$19.50
- Pop-Up, 1¢ 4.95
- Kicker & Catcher 22.50
- Silver King Hunters 19.50
- Robbins Bingo 22.50

- NEW AND RECONDITIONED VENDORS
- PARTS, SUPPLIES, ACCESSORIES
- BALL GUM, CHARMS, NUTS
- EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

Gas Buggy to Ball Gum

Continued from page 70

cogs in L. K. Hart Confections, Inc.—Earl K. Manhold Jr., in charge of production, and Leo F. Leary, in charge of sales.

In 1947, Hart was one of the founders of the Hart Gum Company in Boston and three years later sold his interest to form L. K. Hart Confections, Inc., in New York.

The newly-formed corporation had three employees originally—Hart, who was in charge of the over-all operation; Manhold, who made the gum, and Leary, who sold it. The firm today has 50 employees, Hart still takes full charge of the operation, Manhold and Leary retain their original duties.

Venders Main Market

The firm does an annual gross that runs well over seven figures and 60 per cent of that gross is accounted for by gum ball sales to bulk venders. Sales in 1952 were triple what they were in 1951.

A goodly number of Hart's customers are men whom he literally put in business thru loans and credit. Hart maintains that as long as his firm continues to turn out a quality gum and provide efficient service, these customers will stay with him.

Most of the orders are written on a personal basis. As a rule, bulk venders don't do business with H. K. Hart Confections, Inc., but deal with "Herman or Leo."

Leary spends a good deal of time on the road—not only selling, but helping operators in finding locations and aiding them in their relations with local officials and businessmen. Currently he's on a five-week jaunt which will cover 25 States and 35 cities.

Physical equipment in the Union City plant is worth about \$225,000, and much of this equipment was built on the premises. One ball-forming machine alone is capable of turning out 6,000 pounds of centers a day. A research and testing laboratory was recently installed.

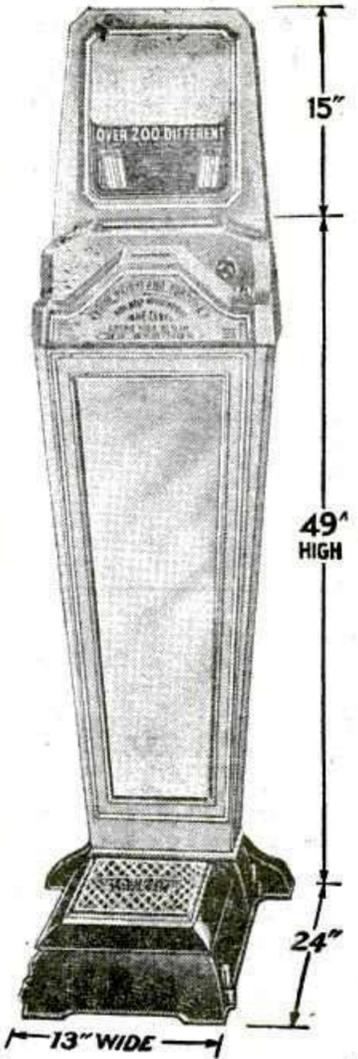
While Hart ball gum goes to bulk venders and distributors over the nation, the fastest growing areas from a sales standpoint are the Southeast and Southwest. Leary believes these areas will continue to develop because the markets there are virtually unexploited and untapped.

Exports Up

Export business has risen sharply during the last two years,

with about 10 per cent of the gum ball volume going to the foreign market. Biggest buyers are Canada, Venezuela, Belgium and Puerto Rico. Leary believes that Canada is in the same condition as was the United States in 1948 when the latex shortage was eased and the demand for bubble gum was strongest.

Constantly searching for innovations to boost sales of ball gum in vending machines, about a year ago Hart began marketing gum with individual names stamped on each ball. Some 74 common first names were used. The idea met with only moderate success, but Hart thinks it can be improved to the point where it will prove a definite market stimulus.



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

MINIATURE PLAYING CARDS with metal clips \$3.25 per 1000



CHAMPION VENDORS SUPPLY
1119 E. Houston
SAN ANTONIO TEXAS

DOMINO CARDS

in-a-strip

Newest Game-Craze in Machines

\$8.50 Per 1,000 Assembled with Clips.

\$6.25 Per 1,000 Unassembled with Clips.

F. O. B. Jamaica, N. Y. Or: At Your Distributor.

DOMINO CARDS are the newest game-craze in vending machines. Each season it's something new. The current fad is DOMINO CARDS, in a strip, vended in bulk vending machines.

Youngsters, keen about games-and-play, are quick to make a "fad" of anything that occupies their time, interest and activities. They have taken to DOMINO CARDS in a big way, with attending big-play at bulk machines.

Give 'em what they want. Ya gotta give 'em what they want. That's the secret of successful bulk vending with Charms and Prizes.

SAMUEL EPPY & Co., Inc. 91-15 144th Place Jamaica 2, N. Y.

Immediate Delivery on all Victor models. Time Payment Plan Available—Trade-Ins Accepted.

Introductory Offer

- 1 For New Deluxe Style Baby Grands add \$5 to each price!
- FOUR 1¢ BABY GRANDS plus 25 pounds of CHICLE TREETS—Total \$63.25
- FOUR 1¢ BABY GRANDS plus 25 pounds of CHLORO TREETS—Total \$65.00
- FOUR 5¢ BABY GRANDS plus 25 pounds of CHLORO TREETS—Total \$69.50

Write for Our Complete Charm and Merchandise List. Price subject to change without notice.
Pioneer Vending Service
590 Albany Avenue Phone: PResident 4-5358 Brooklyn 2, N. Y.

GOING LIKE WILDFIRE!

COMIC STRIPS

SERIES No. 1

The nation's famous comic strips in full color. Eye-catching, appealing—the children love 'em! \$10.50 per M

SERIES No. 2

Individual comic characters in full color designed as an "Old Maid" card game. \$10.00 per M

SERIES No. 3

Movie, Western and Television stars in full color—200 different personalities. \$10.00 per M

All above strips delivered folded and banded ready for vending.

Unfolded and Unbanded Strips at \$1.50 Less per M.

OAK SALES CO.

2033 FIFTH AVENUE
PITTSBURGH, PENNSYLVANIA
PHONE: ATlantic 1-6478

For Beauty and Durability—It's Victor

VICTOR'S Baby Grand DeLuxe VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style



\$14.25 EA. \$13.25 EA. All machines packed and sold 4 to the case.
1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PIONEER VENDING SERVICE

590 Albany Avenue Brooklyn 3, N. Y.

CANADIAN OPERATORS!

We are the Canadian distributors for **OAK'S ACORN VENDOR**



The finest in the vending industry

We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

INTERNATIONAL VENDING CO., LTD.
940 Gerrard St. East Toronto, Ont. Hargrave 2179 501 Gladstone Ottawa, Ont. Ottawa 3-5782

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH MODEL Lots of 25 1¢ or 5¢ \$9.00 Ea.
For 140-170-210 Gum and Charms, Nuts and Chiclé chews. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

B.F. OYD MFG. CO.
VALLEY STATION, KY.

CHLOROPHYL GUM

CHICLE TYPE
4 STANDARD SIZES
210's • 170's • 140's
430 Count Tabs
Chlor-o-mint decals furnished with order
45¢ lb. F.O.B. factory
BALL-GUM, INC.
2610 W. 19th St. Chicago 8, Ill.
"The World's Best Ball Gum"

FOR SALE

3 Coffee Vendors—Nat. King—200 cup. in original cartons. Cost \$895.00, will sell for \$675.00. One-third deposit, balance C.O.D.
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1 to 23 \$14.20
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100 or more 13.20 ea.
\$13.25 ea. 100 or more
1 to 23 Each \$14.20
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BEST BUYS OF THE MONTH

Write, wire, phone. 1/3 deposit, balance C.O.D.

3 JOLLY BOY ICE CREAM VENDERS, USED 4 WEEKS \$625.00 EA.
7 POPPERETTE MACHINES, LIKE NEW 125.00 EA.
25 KEENEY ELECTRIC CIGARETTE VENDERS (NEW), ORIGINAL CRATE WRITE FOR SPECIAL PRICE
PRICES F.O.B. AMARILLO, TEXAS.
RUTHERFORD ENTERPRISES
608 JOHNSON, P. O. BOX 2347, AMARILLO, TEXAS

Tavern Locations Losing Position to Food Stops

Figures Indicate Steady Drop In Chi Tap Trade for Years

By STEVE SCHICKEL

CHICAGO, Jan. 17.—The tavern, long time major juke box location, is steadily losing its position, profit-wise, to the quick lunch, hamburger, restaurant and ice cream parlor stops. Although music routes in Chicago are still comprised principally of taverns and cocktail lounges, operators

report the food and confection type locations are returning the greatest amount of gross these days.

Tavern statistics bear out the operators' reports: 10,172 licenses were issued to taverns in Chicago during 1949; 10,053 in 1950; 9,836 in 1951, and 9,622 in 1952. Over a four-year period, Windy City taverns declined approximately 5 per cent.

Taverns Change Hands

These license figures give a fairly accurate picture of the tavern trade but one other item must be taken into account to really grasp the present trend. According to Henry Bugielski, spokesman for the Retail Liquor

Dealers Protective Association, approximately 30 per cent of Chicago's taverns change ownership on an average of every six months. That means that in Chicago alone, almost 3,000 taverns change hands twice a year and the impact on phonograph grosses is great. For the most part, these locations are neighborhood taverns, and each time a change is made in ownership, the new proprietor must rebuild a clientele.

Gross Affected

It may seem that this would tend to spread the tap trade a little thicker among the remaining taverns, but the figures don't indicate this.

Fred Squires, statistician for the Women's Christian Temperance Union, explains that a trend has been developing over the last 20 years which may explain why tavern volume has fallen off. Twenty years ago, beer production was consumed at a rate of 75 per cent in the taverns and 25 per cent in the home. Today only 25 per cent of annual beer production is consumed in public

(Continued on page 76)

10-Cent Play Not a Factor In Twin Cities

MINNEAPOLIS, Jan. 17.—Dime play for music machines is little more than talk in the Minnesota area, operators report.

There has been no attempt to move phono play into the dime class. Operators figure the OPS set-up on that has been in effect only a short time and that they are in no great hurry to try it out at the double money scale.

There are operators, however, who are giving serious consideration to the question. They feel that dime play is the only salvation for them, although they are hesitant to start the parade off for fear it may cut their revenue.

The attitude seems to be to see what happens elsewhere, hoping that the operators who go to local or national shows will come back imbued with the spirit of dime play to the point that perhaps it may be launched in this territory by next spring.

Tests

One distributor, back from a swing thru South Dakota, says there is some activity in 10-cent play in some spots there, but that it is confined almost exclusively to night spots. Those who are using the dime set-up in South Dakota, he reports, are quite well satisfied with the results.

"In contrast," he said, "there is very little talk of it by music machine operators in the Twin Cities." Bearing this out is the assistant manager of a record distributing firm, here only a short time from Chicago. He said that operators in Chicago discussed almost nothing else, but that music men coming into the Minneapolis branch merely shrug it off when the question is raised and offer no comment.

The operators' association here has taken no direct or public stand on the question, and it is believed the officers are waiting for other groups to stir up enough interest in the proposition, after

(Continued on page 76)

TURNABOUT

Chi Ops Hold Bowling Group Angels' Fete

CHICAGO, Jan. 17.—The Automatic Phonograph Bowling League here will hold a Sponsor Night Monday (19) at their regular bowling session.

John Oomens, league secretary, said spectator attendance during the weekly sessions have been good, but this week, attendance is expected to increase greatly. Due to this fact, rivalry is expected to reach a peak in the battle of pins, so that the spectators will have something to cheer about.

Among the sponsors expected to attend are Bob Gnarro, ABC Music Service; Julius Mohill, Star Music; Andy Oomens, Walter Oomens Sons; Bert Bondioli, B & B Novelty; Frank Padula, Melody Music; Charley Michels, Coral Music; J. Schultz or Margaret Kraft, Decca; Jean Jancklow, Columbia; Tony Galgano, Galgano Distributors; and Nate Feinstein, Atlas Music. The league bowls at the Fireside Bowl.

Add Non-Coin Music to Lynch

DALLAS, Jan. 17.—The S. H. Lynch Company, Texas Seeburg distributors, has completed plans to handle a non-coin operated music line for home and commercial use.

Showings will be held shortly in Houston and other branch office cities.

SPECIAL SPINNINGS

Find Most Holiday Tunes Can't Keep Pace With Pops

CHICAGO, Jan. 17.—What holiday records received top play in Chicago area juke boxes during the Christmas season? How did these records compare in competition with the normally carried "pop" tunes?

The operators' answer to the first question highlighted one tune and mentioned a hardy perennial. The answer to the second question came out "not so good." Many of the operators put some of the old Christmas stand-bys on the boxes merely because they felt that it was expected of them, and as a courtesy to the patrons.

Some of the records received very little play in spite of being holiday music. Among the less popular were "Jingle Bells," "Snow Flake," and "Silent Night."

Alto Crosby's "White Christmas" was again one of the better plays in the holiday line, it

couldn't keep pace with the pop tunes. Also riding high among the holiday tunes was "Rudolph the Red-Nosed Reindeer."

Several of the operators reported that "it was hardly worth the effort" but stated "they would use them again next year."

The only ray of sunshine in holiday play this year was the Jimmy Boyd disk, "I Saw Mommy Kissing Santa Claus." Operators reported that it outplayed all records during the week preceding Christmas.

The Chicago picture can be enlarged and the results here would indicate that the same situation held true for most of the country.

Another factor which benefited play during the holiday season, in all record categories, was the increase in large selection boxes. The increase in selection did not affect any one category unfavorably, but tended to increase play in general.

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:

CAPITOL TO PUSH MANNING. Bob Manning, young singer signed to a long-term contract by Capitol Records, will be given an all-out promotional push by the diskery (Music department).

FIRST PHILIPS RELEASE SET. Philips, whose initial release under its own imprint is due to hit the market in London next week, has signed a number of British artists to recording pacts (Music department).

POOR DISK DELIVERY IN NEW ENGLAND. A large part of New England is suffering from the slowest delivery of disks in years (Music department).

RCA SELLS ALLEGRO DISKS. Allegro Records, bought by Eli Oberstein's Record Corporation of America at a forced sale last year, are being released under their new sponsorship (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Time Buying Still Preferred By Ops

CHICAGO, Jan. 17.—Time payment sales of juke boxes, a spot check of distributors here showed this week, are remaining steady and have been so for the last year.

Most distributors feel that the operator could easily afford to make more cash purchases, but feel that the trend is to purchase on time. The reason being they can pay for the machines out of present income and maintain a

balance of capital for other needs.

Most of the transactions involve a trade-in machine which usually covers a good part of the down payment and therefore little cash is needed.

Credit risks among music machine operators are generally good. Much of the business on new machines is replacement business rather than new locations, at the present time. The operators generally are limiting themselves to a one year pay back period, although the distributor will allow an 18 month financing.

Following the outbreak of the Korean War there was a flurry of cash buying. Materiel shortages would not permit increased production to fill abnormal demands at that time, and cash buyers were favored. However, since then, the balance on cash versus time payments has tipped the other way and the time buyer is predominant.

Ill. Ops Elect Officers for 1953 Term

CHICAGO, Jan. 17.—The Music Operators of Northern Illinois held their monthly meeting last week at the Pine Tree Inn in nearby Niles, re-elected all officers and named two new members to the board of directors to fill vacancies left by resignations. The two new members of the board are Ken Vocek, Duenisch Music Company in Glenn Ellen, and Everett Johnson, Johnson Music Service, Wilmette.

Re-elected to the board were Bob Raymond, Rudy Kitt and Gus Cervatti. The re-elected officers are Bob Lindelof, president; Andy Hesch, vice-president; Barney Poss, second vice-president, and Bill Nyland, secretary-treasurer. All officers are also members of the board.

The next meeting will be held February 12, at Pjacks Restaurant, 1202 W. Grand Avenue in Chicago.

SALES PICTURE

Canada Distrib Finds New Life in Industry

TORONTO, Jan. 17.—Of all the persons now purchasing new music machines, 80 per cent are new to the field, according to Reg C. Gilchrist, head of R. C. Gilchrist Company, Ltd., Canadian distributors for Seeburg.

"They all appear to have money and brains, and most range in age from 40 to 50 years of age," said Gilchrist. "All of them are active in other businesses, and are looking for businesses as a good, sound investment."

Their former occupations include garage-men, insurance agents and haberdashers.

Usually when the new operators enter the field, said Gilchrist, they make an initial purchase of 10 machines. They

stay strictly to the music machine field, for they like being able to attend to the machines once a week to collect the cash and change the records.

"When we sell them a machine, we train them to service the machine, although in some cases some of these operators hire men to look after the service."

Service

Each of these operators are quite concerned with giving good service to their machines, according to Gilchrist, since this allows them enough free time to seek out better and additional locations, as well as spending some time selecting the right records to place on the machine. This type of operation allows the average new operator 18 months to pay off his original investment. Gilchrist says that none of these operators think the business something to "get rich overnight. All have brains enough to realize it is a business that you have to stick with for a long period."

As an example of the profit obtainable in the business, Gilchrist cited the case of Art Follitt of Vancouver, who he just started in the business last summer with five machines, is now operating 25 machines in Vancouver. Art was formerly a champion yo-yo player, and has been all over the country demonstrating his prowess with the yo-yo in the schools. He is only about 32, says Gilchrist.

Runyon Donates 2 Jukes for Youths

NEWARK, N. J., Jan. 17.—The Runyon operating division here, New Jersey's largest operator of juke boxes, games and coin-operated cigarette equipment, recently donated juke boxes to the Police Athletic Center, Woodridge, N. J., and the Wayne Junior-Senior High School, Preakness, N. J.

The Preakness donation was made at the recommendation of Frank Gullone, owner of the new Riverside Diner, while the Woodridge donation was made at the recommendation of the Woodridge Tavern Association.

CANADIAN REP HOLDS SCHOOL

TORONTO, Jan. 17.—A special school for the purpose of demonstrating the care and repair of Wurlitzer 1400's was held by Siegel Distributing Company here with about 80 persons from all over Canada attending. Guiding the school, arranged by Al Siegel and Art Lipton, was Andre Echevey, engineer in the export department of the Wurlitzer factory, North Tonawanda, N. Y.

Milwaukee Calls Special Dime Play Meet, Jan. 26

MILWAUKEE, Jan. 17.—The Milwaukee County Phonograph Operators' association called a special meeting of the organization for January 26, to discuss and possibly take action on switching to dime play, and unionizing coin machine route and maintenance workers.

The meet, called by Doug Opitz, chairman, will be held at the Eagles Club in Milwaukee. Invitations to attend have been extended to all music operators in Milwaukee County regardless of whether they are members of the trade association or not.

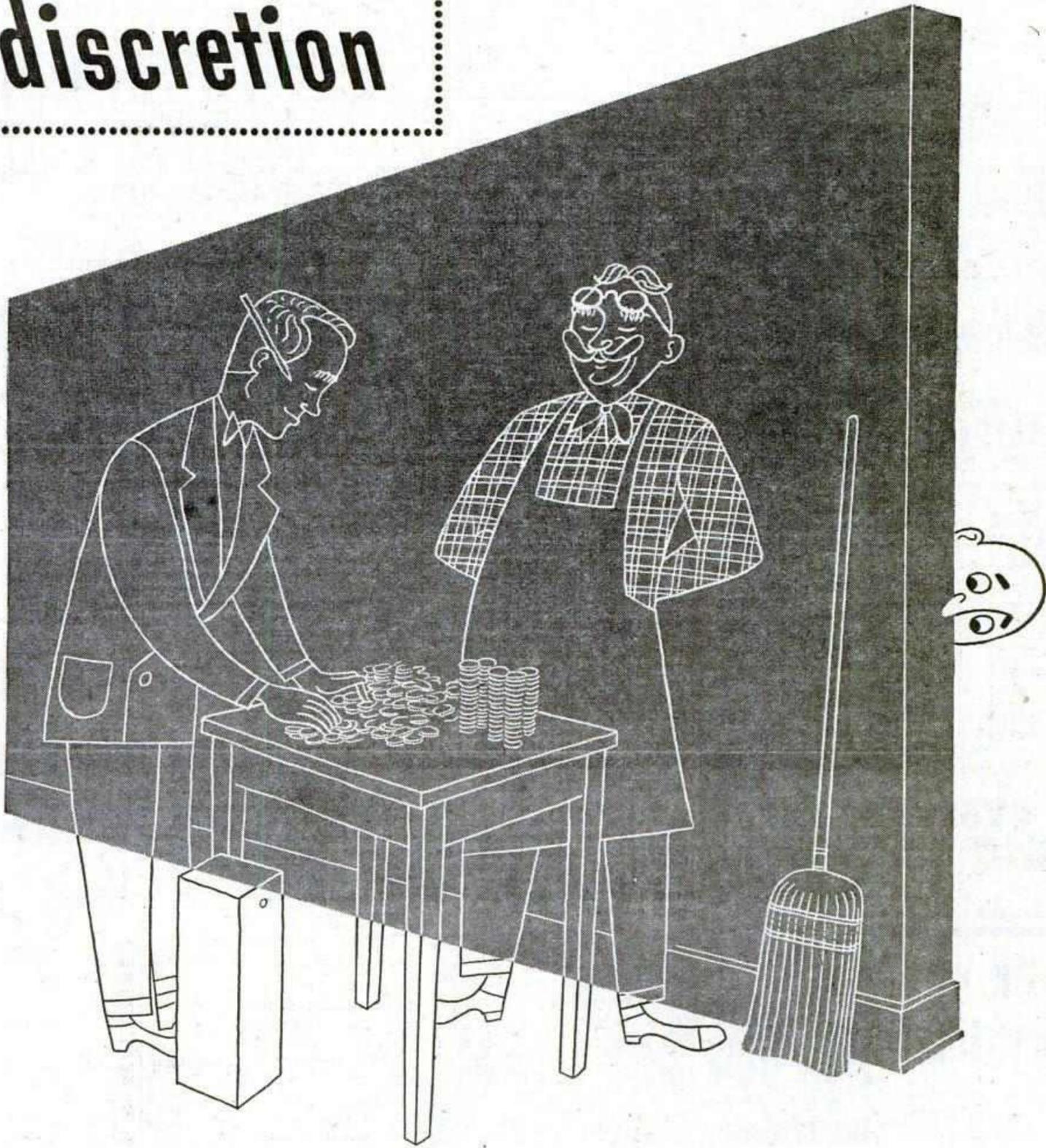
According to leaders of the operators' trade group, the cool attitude toward dime play has changed and most coinmen are

eager to see the price raised. Upping of the telephone call price to a dime here this week has stimulated most operators into believing they could successfully follow suit on juke boxes.

S. C. Charter Issued To Music Op Firm

COLUMBIA, S. C., Jan. 17.—Secretary of State has issued a charter to the Witt Music Company, Inc., Greenville, S. C., which proposes to buy, sell, operate, maintain and repair pin ball machines, record players, radios and television sets. Authorized stock is \$42,000. A. L. Witt is president.

discretion

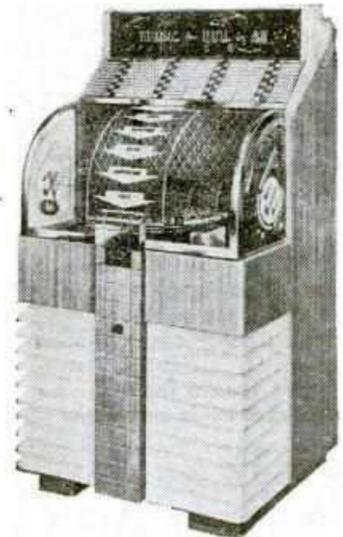


Handling money has always called for tact, discretion and care to avoid suspicion and mistrust. When the operator empties the brimming cash box of the Model "D", he does so in the presence of the location's owner — never in sight of the patrons. Satisfying as is the size of the "take", the wise operator is careful to see that grosses are known only to those authorized to have the information.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



Tavern Locations Lose Position

Continued from page 74

places, while 75 per cent is consumed in the home. Squires believes this change in habit is due mainly to the increasing number of television sets in the home.

Whatever the reason, the switch tends to limit the gross income on juke boxes in tavern locations, of which, the neighborhood type is by far the largest.

Food Location Better

Operators explain that the food type location is better profit-wise because many of this group maintain longer hours of operation and a steadier, more even flow of trade.

Vincent Angeleri, AA Swing-time Music, says his top locations are in this order: 24-hour grills, 4 a.m. closing taverns, 2 a.m. closing taverns, and restaurants.

Jerry Schuman, Gillette Distributors, still has taverns leading his list of profit making locations, with grills running second, and restaurants a poor last place.

Most of the operators point out

war-time tavern and juke earnings were abnormal, and they expected the decline of the past four years.

However, figures from the U. S. Department of Commerce show that the holiday season just past, witnessed an increase in consumer spending of between 5 and 10 per cent. This increase also held true for tavern income for the same period. According to Bugielski, the 1952 holidays were the best in Chicago since 1948—the year the decline in tavern trade began—and all indications are for a better year in 1953.

Advent of Drive-In

The repeal of prohibition in 1933 was mainly responsible for the rise of the modern commercial phonograph industry. Not until 1948-49 did the drive-in eatery and similar potential music outlets begin to take hold in the Chicago area.

Daytime play in these locations is fairly good, while daytime play in taverns is almost dead. Teen age nighttime play is curtailed at a rather early hour

Chicago

Gil Kitt, head of Empire Coin Machine Exchange, trekked off to Florida to attend the National Coin Machine Distributors' Association meeting last week-end at Miami Beach. Howie Freer, second in command, reports Empire exports of 5-ball games are hitting new peaks. They're being shipped out to Central American countries, to Switzerland and France, with some slated for Tangiers, Morocco. Stanley Levin, firm's Maple Leaf special-

as compared with taverns, but 24-hour stops, especially drive-ins, draw steady patronage no matter what the hour. The closing of the movie houses and the resulting "after-the-show-hamburger" offers a top opportunity between 1 and 2 a.m.

Consumption Increase Likely

One hope for increased tavern grosses in Chicago is the public relations job being done by the Beverage License Industry. This group has been trying for some time to come to an understanding with the taxing agencies as to the most convenient method of taxing alcoholic beverages. The group argues that if the liquor tax is lowered, more people will purchase the products and a greater gross on taxes will be realized than is being realized now with a higher tax.

Meantime, outlets other than taverns will figure importantly in Chicago music operators' planning.

10-Cent Play

Continued from page 74

which, they think, it will be much easier to propose the changeover and have it put across.

One coinman who would like to see the dime conversion come to Minnesota, pointed out that in the Twin Cities, at least, the people are accustomed to dropping dimes into public telephones and could be conditioned to spend the same amount for juke box entertainment.

He recognized, however, the difference between paying 10 cents to use a telephone—and there was considerable cry in opposition to that, too, when it was voted a couple of years ago—and inserting the same amount to hear a record.

Coinmen You Know

ist, is planning on repeating his recent successful Canadian tour. Should be off next week. Empire's Vince Shay states the Evans Constellation is gaining more sales laurels weekly; also the Genco game line.

Richard Adair, R. H. Adair & Company, Oak Park, says bulk vending activity is continuing on the uptrend. Adair's line of Victor Vending equipment is pulling in steady orders and is now at its widest variety in years, Dick states. Tom King and partner Paul Crisman, King & Company, also hop on the bulk vender bandwagon to report good sales.

Al Stern, president World Wide Distributors, is vacationing in Florida for the next few weeks. Fred Skor, World Wide, reports that the music and game business is doing fine.

Jack Barabash, Rock-Ola Manufacturing Company, has been covering Mattoon, Decatur, and Danville in Illinois, and Logansport, Evansville, and Terre Haute in Indiana. Ed Hall, Rock-Ola, spent last week in Pittsburgh and Philadelphia. Lew Sebastian covered the trade for Rock-Ola in Orlando, Jacksonville and New Orleans.

Dave Bender, Coven Distributing Company, entered the hospital last week for an operation. His condition was not known at press time.

Al Stern, World Wide Distributors, is in Miami and expected back by the end of the month. Meanwhile, Len Micon and Fred Skor are making a good showing in the music and games sales division. Dave Gottlieb and

(Continued on page 78)

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 Jan. 17	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27
AIREON				
Coronet	\$35.00			
Fiesta	40.00			
AMI				
Model A	249.50 260.00	\$239.00 260.00	\$239.00 360.00	\$239.00 260.00
Model B	269.50 295.00	350.00	350.00	
Model C	349.50 360.00	360.00 450.00	360.00 450.00	360.00
Model D	450.00			
Model E	399.50 449.00	460.00 475.00	360.00 475.00	460.00
Model F	460.00 469.50			
Model G	475.00(2)			
CHICAGO COIN				
Band Box		125.00	125.00	125.00
EVANS				
'52	395.00			
PACKARD				
Manhattan 76	79.50 89.00	79.50 89.00	79.50 89.00	89.00
Model 7	135.00			
Model 8	49.00 99.00	49.00	49.00	49.00
ROCK-OLA				
39-40	39.50			
1422	85.00 89.00	89.00 150.00	89.00 150.00	89.00
42e	94.00 145.00			
1428 Blonde		175.00	175.00	
432	419.00 439.00	419.00 445.00	419.00 445.00	419.00
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Commander	69.00			
Envoy	49.00	49.00	49.00	49.00
H-146 M Hideaway	75.00	94.50	94.50	94.50
H-148 M Hideaway	199.00	229.00	229.00	229.00
Hightone	49.00	49.00	49.00	49.00
Low Boy	35.00			
M-100 B 45 RPM	850.00			
M-100-A 78 RPM	649.50 650.00	669.00 695.00	695.00	649.50
Major	49.00 59.50	49.00	49.00	49.00
146	119.50 129.50	150.00	150.00	
46 Hideaway	145.00			
46 M	125.00 129.00	150.00	150.00	129.00
146 S	125.00 129.00	129.00 140.00	129.00 140.00	129.00
147	139.50	175.00	149.00 175.00	
147 M	140.00 149.00	140.00 149.00	140.00	149.00
147 S	140.00			
148 M	195.00	195.00	195.00	195.00
48 Blonde		275.00	275.00	
4P Hideaway		195.00	195.00(2)	
148 ML	240.00	240.00	240.00	
148 ML Blonde	239.50 249.00			245.00
148 SL	219.00	219.00	219.00	219.00
1946 Hideaway	89.50 149.50			
1947 M	169.50			
1948 Hideaway		195.00		195.00
951 Hideaway	49.00	49.00	49.00	49.00
8800 RC	65.00			
WILLIAMS				
Music Mite	35.00	99.50	99.50	99.50
WURLITZER				
500 K	59.00			
700	39.50			
750	49.50	95.00	95.00	
750 E	79.00			
800	39.50			
015	125.00(2)	139.00 175.00	139.00 175.00	139.00 139.50
017	139.00 149.50			
018	150.00 175.00			
017 Hideaway	99.50	150.00	150.00	
1080	125.00 129.50	125.00 150.00	125.00 150.00	125.00
1100	275.00 289.00	289.00 300.00	300.00 315.00	300.00 315.00
1200	299.00 329.50	315.00		
1200		395.00	395.00	395.00
1250	369.00 399.00	399.00 475.00	399.00 475.00	399.00 449.50
1250	445.00 450.00			

Here they are... the Finest!

because they're from
MUSIC SYSTEMS
BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location
Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG	148SL	\$219.00
	147M	149.00
Hideaways	146M or S	129.00
H148M		\$199.00
H146M		75.00
AMI Model C		\$449.00
WURLITZER 1015		139.00
WURLITZER 1100		289.00
WURLITZER 1250		369.00
PACKARD Manhattan		89.00
PACKARD Model 7		49.00
ROCK-OLA 1422		89.00
ROCK-OLA 1432		439.00

Wall Boxes

3W7-L56 (5-10-25¢ 3 wire)	\$34.50
3W2-L56 (5¢ 3 wire)	12.50
W1-L56 (5¢ wireless)	5.00
W6-L56 (5-10-25¢ wireless)	29.50
Packard Chrome Wall Boxes	5.00

Export inquiries invited

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID

LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

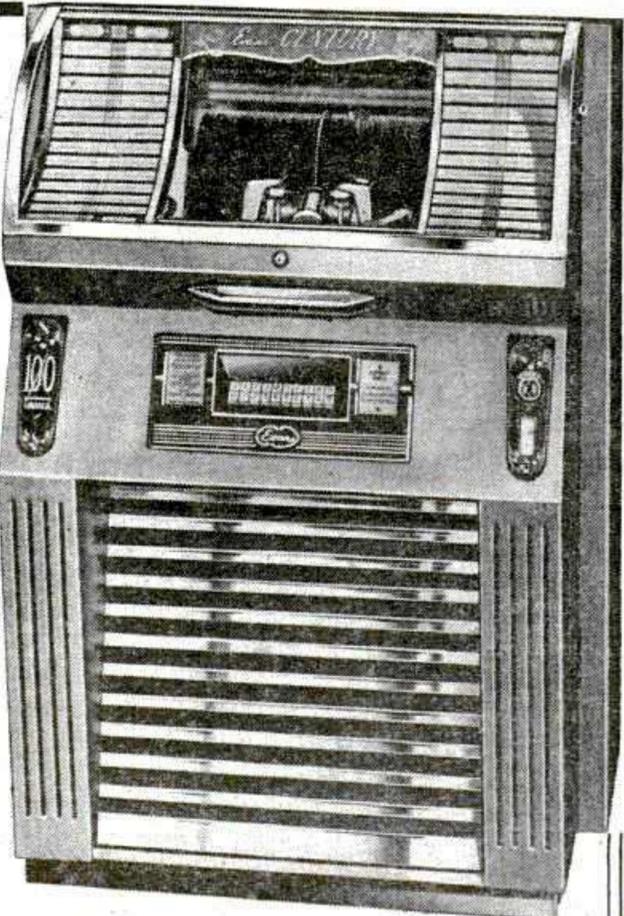
LONG LIFE and Happy Operating!

- In the entire history of music operating, no better argument for Quality has ever been presented than the proven long location life of Evans' Phonographs.
- Here are machines with stamina—"guts" if you please. They are engineered, designed and constructed to standards of performance based on Evans' 60 years of experience in the production of dependable, profitable amusement equipment.
- H. C. Evans & Co. and Evans Distributors everywhere urge you to make this important analysis. Examine any other phonograph that has been on location for 2 or 3 years. Compare it with any Evans' Phonograph in service as long and under the same, or even more, demanding conditions. We think you'll be convinced... Evans' Phonographs can prove a major factor in your plans for successful music operating!

EVANS' 100 SELECTION CENTURY

50 RECORDS • 45 RPM

H. C. EVANS & CO.



ON DISPLAY NOW AT YOUR EVANS DISTRIBUTOR

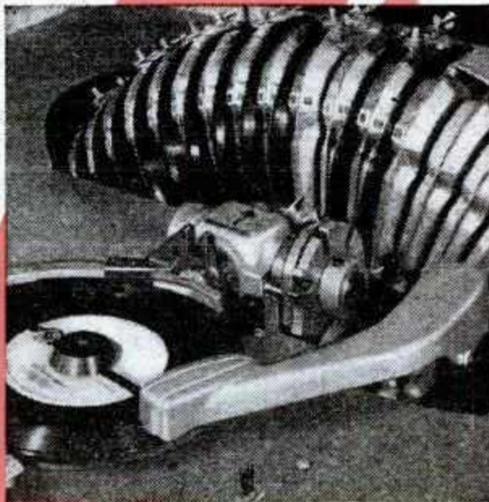
EVANS' 40-SELECTION JUBILEES

20 RECORDS 78 OR 45 RPM

1000

Only
ROCK-OLA
FireBall

has the new revolving
 record drum



for
120
 selections!



See, Play, Hear—Order—Your **ROCK-OLA FIREBALL** at any of the following Showrooms:

EASTERN

- BAILIE DISTRIBUTING CO.**
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BINCO MUSIC DISTRIBUTING CO.**
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

- 525 S. High St., Columbus, Ohio
- DAYTON MUSIC SALES**
815 St. Paul Ave., Dayton 10, Ohio
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- IDEAL NOVELTY COMPANY**
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE

- 814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO.**
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

- A. M. & F. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**
515-A Fourth Ave., Sp., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY**
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK**
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

Coinmen You Know

• Continued from page 76

his wife are among others from this area who are enjoying winter vacations.

Ed Levin, sales manager at Chicago Coin, reports interest in the Name Bowler game is very good and repeat sales are on the increase. . . . Meanwhile, Special Bowler is also going well. . . . **Monty West**, formerly with AMI and World Wide, now has his own music and games route. He works out of Havana, Ill. **Jerry Haley**, Buckley Manufacturing, finds business on the increase.

First Distributors thru **Wally Finke** and **Joe Kline**, reports the Keeney game Team Bowler is still going strong. Firm also has good results in used games and gift type merchandise. . . . **Mike Imig**, Yankton, S. D., has made reservations to attend the **Davey-Gavilan** fight at the Chicago Stadium February 11. Mike states that dime play is proving a big help in South Dakota—collections have more than doubled. . . . **Paul Huebsch**, Keeney sales manager, finds all phases of the firm's sales moving well, namely cigarette vender, TV and the Team Bowler shuffle game.

Milwaukee

Most common topic of conversation among operators these days is the desire and necessity for a switch to dime play on music machines. Operators who were very cool to the price raise just a few weeks ago report that they are ready to climb on the dime wagon as soon as the ball is started rolling. Main impetus for the dime hype was the changeover on a State-wide basis by the telephone companies to 10-cent calls. Dime phone calls are being accepted with a minimum of complaints by the public and most operators believe that now is the logical time to follow suit and switch to dime play.

Dick Manhardt, whose father, **Vic Manhardt** runs the Evans music line distributing office here, reports business at a fair level on his routes. Dick took over the Brede Coin Machine locations some time ago, and has developed the string of machines into a profitable enterprise. . . . Main problem confronting the P. & P. Distributors these days is the help shortage. So say both **Bob Puccio** and **Joe Pelligrino**, firm toppers. Pay rates from in-

dustrial plants tempt too many routemen away from their jobs. Only solution, according to **Pellegrino**, is higher pay for routemen, which he adds, is an impossible situation these days. **Puccio** is back on the job after a siege of bursitis. While he is back carrying his full load at the P. & P. headquarters and on the routes, **Bob** is forced to take it easier than normal.

A sizable premium supply biz is being built up these days by **Ray Jordan**. Formerly a sales staffer with such distributing firms as Paster, London and Hastings, he recently set up the **Jordan Enterprises** firm which caters to operator's preem goods needs. . . . The current excitement at the Major Distributors office and warehouse is being engendered by the newest **Patti Page** release, "The Doggie in the Window." Operators hearing the first copy to be shipped to the Mercury sales plant on Ogden Avenue, according to **Johnny O'Brien**, rushed orders.

Making the rounds of coin machine distributors and waxeries, this week: **Mr. and Mrs. Neil Nate**, Lake Delton; **Louis Mistele**, Jefferson; **Elmer Schmitz**, Hilbert; **Bob Martin**, Kenosha and **Louis Albafonte**, Kenosha. . . . Hot nickel pullers this past week on the Banaco Music routes, according to **Alice Antczak**, music buyer, were, the **Gayelords'** version of "Tell Me You're Mine; **Ralph Flanagan's** "Hot Toddy" and **Buddy Morrow's** waxing of "One Mint Julep."

Both games and music are bringing in fairly good coin box totals, according to General Novelty's boss, **Clyde Nelson**. Most of Clyde's spare time of late is being spent in readying his boat and fishing gear for the pike fishing season, barely two and a half months in the future.

Twin Cities

At Mayflower Distributing, **Matt Engel**, sales manager, is a happy man these days because his wife is back home, out of the hospital, and feeling fit as a fiddle. . . . It's a baby girl for **Jerry Awe**, service man for LaBeau Novelty, St. Paul. The infant, born January 5 in Midway Hospital, St. Paul, rounds out the Awe family into two sons and two daughters, making pappa and mamma very happy.

Sid Levin, Lieberman Music, reports that business is holding up in fair shape. He said that **Vera Foster**, head of the firm's record department, reports the Lawrence Welk Coral spinner, "O Happy Day," is getting heavy play. . . . Record people here, along with the rest of the community, were shocked by the tragedy which hit **Clelland Card**, disk jockey. His son, **John**, 18, was killed in an automobile accident January 6. On September 9 Card's oldest son, **Peter**, an Air Force cadet, was killed when his training plane cracked up at a Texas base. The

Cards have a third son, **Michael**, 13.

Ray Selman, for 18 years a salesman with LaBeau Novelty Sales in St. Paul until he went into the coin operating business last September in International Falls, Minn., was in the Twin Cities picking up new Rock-Olas for his route of 70 stops, mostly music.

Dan Heilicher, associated with his brother, **Amos**, in Advance Music and Mercury record distributors, Minneapolis, is due to be discharged from his second tour of duty with the Air Force this month. His stint this time as a captain was for two years. **Amos** hopes **Danny** gets out in time to see their parents, **Mr. and Mrs. Menahem Heilicher**, off on their trip to Israel.

Sol Rudick, cigarette operator, is wondering why he didn't buy his own home long ago. **Sol** and his brother, **Irvin**, police reporter for the Minneapolis Star, bought a double bungalow in St. Louis Park and **Sol** has been living there now for nearly two months. The brother will move in in about a month to his half of the house. . . . Fire destroyed most of the building at 200 Eleventh Avenue, So., Minneapolis, owned by **Billy Cohen** and which once housed his Silent Sales Company. Estimated damage to building and contents was set at \$100,000. Present occupants are a bicycle supply firm and a manufacturer of tops for counters.

The new Rock Ola phonographs are making a hit with operators with the result that business is brisk. **Archie LaBeau** reports. He said both new and used music are getting considerable attention from coinmen. . . . The same is true at Mayflower Distributing, **Matt Engel** said, with bowling games, too, coming in for their share of the business of operators. . . . Word from **S. L. London Company**, Seeburg jobbers, is that business is holding its own there. . . . **Wurlitzer** phonos also are doing nicely at **Lieberman Music**, **Sid Levin**, of that firm, reports.

A. Hausauer, of Hausauer & Boese, operating firm at Grand Forks, N. D., was in the Twin Cities buying music and games this week. . . . **Lloyd Kiester**, of Frontenac, Minn., came in to buy more music for his busy route. . . . **Kaiser Savard**, of Red Lake Falls, Minn., was interested in games on his trip to the Twin Cities this week. . . . In St. Paul to buy supplies for his route was **Cecil Treveer** of Winona, Minn. . . . **Gordon Nelson**, United Machines, Minneapolis, stopped in at one of the jobbers to pick up several parts and reported that he was kept moving about to make sure the firm's equipment was in good shape. . . . **Andy Benna**, of Ironwood, Mich., concentrated on music and supplies on his visit (Continued on page 81)

FOLK TALENT AND TUNES

• Continued from page 41

Cadillacs and his personal effects.

The first portion of the estate hassle may center around the October 19 marriage of Williams to **Billie Jones**. Records in Bossier Parish show that **Miss Jones'** divorce from her former husband, **Harrison Eshlimar**, was not final until October 28, 1952. **Miss Jones** and **Williams** were married nine days before the divorce decree became final. **Mrs. Williams** said she was told by her attorney that the divorce was final at the time of her marriage. Her lawyer, **Judge Louis Lyons**, Bossier City, said he appeared in court with **Miss Jones** and left the court with the impression that the judge was making the divorce final that day. After they left, the judge delayed the signing of the decree for 10 days, he said. Her present attorney, **Simmie Monroe**, said that under Louisiana law (they were married in New Orleans) the marriage is legal in that it is a putative marriage or a marriage in good faith. He said it is also legal in Alabama, which recognizes common-law marriages. **Monroe** said he had been in Montgomery trying to locate two Cadillacs owned by **Williams**, but that he could not find them. He said he would attempt to halt the try of **Mrs. Stone** to become executor of the estate. **Monroe** said he came into possession of 90 unpublished songs, written by **Williams**, and had turned them over to **Acuff-Rose**, **Williams'** publishers.

It was revealed January 14 that a medical examiner's board had found that **Williams** died of a heart and hemorrhage condition while traveling by car between Bluefield, W. Va., and Oak Hill, W. Va. His chauffeur noted that **Williams** was unconscious during the early morning of January 1 and rushed him to Oak Hill Hospital, where he was pronounced dead at 7 a. m. **Williams** and his "Biggest Jamboree of '53" cast were flying to Charleston, W. Va., for a January 1 evening date, but the plane was grounded en route, so they proceeded by car to Canton, O., where he was to appear at 3 and 8:15 p. m. **A. V. Bamford**, show promoter, phoned **Williams'** mother, who requested that the show play without him. **Eddie Wayne**, d. j. and singer at **WCUE**, Akron, and the **Sunset Rhythm Boys** of Canton filled the vacancy. **Cliff Rogers**, **WHKK**, d. j., opened both shows with the death announcement, while the cast sang

Late Reports on Recent "Best Buys"

• Continued from page 28

Popular

CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910

On Pittsburgh chart for the week. New York is very strong on "Congratulations." Action reported in Midwest is mostly on "Take Me." It continues as the top disk in re-orders of those recently released by label. "Congratulations" picked by dealers.

IN THE MOOD

Johnny Maddox—Dot 15045

Picked by operators. Just off the juke box list. All reports received showed good to strong reports.

NO MOON AT ALL

Ames Brothers—Coral 60870

Disk had been kicking around after an initial good start before Christmas. Last week saw renewed interest. On Detroit chart. Moving up nicely on national sales chart. Picked by dealers.

Country & Western

• Continued from page 28

THAT'S THE KIND OF LOVE I'M LOOKING FOR

MY LONELY HEART IS RUNNING WILD

Carl Smith—Columbia 21051

Top side picked in all categories. Flip picked by dealers. Flip on Memphis chart. Reports from other areas favor "Love" side.

"I Saw the Light," composed by **Williams** in 1948. Other acts on the show were **Hawkshaw Hawkins**, **Homer and Jethro**, **Autry Inman**, **Red Taylor**, the **Webb Sisters** and **Jack and Daniel**.

A total of 4,444 persons attended the two shows, with admission at 75 cents for kids and \$1.50 for adults. **Clyde Perdue**, **Williams'** manager, has taken over personal management of **Hawkshaw Hawkins**, who is back at **WWVA**, Wheeling. **Perdue** is moving his headquarters from **Greenville, Ala.**, to **Wheeling**. . . . **Charlie Wright**, the Dallas agent, has inked **Slim Willet** for personals. . . . **Hank Locklin**, Houston singer, reports that his pact with 4 Star ends in May and that he'll be looking for a new music company. . . . **Skeets McDonald** has returned to Hollywood after an 11-day stint at the **Clover Club**, **Amarillo, Tex.**, for **Clarence Jackson**. House band at the club is **Elmer Evans'**. **Pete Hunter**, d. j. and warbler at **KRCT**, **Baytown, Tex.**, has inked with **MGM**. . . . **Jack Cardwell**, **WKAB**, **Mobile, Ala.**, has started with **King**.

Bea Terry, the Hollywood publicist, is now handling **Hank Thompson's** flackery and is West Coast manager for **Brazos Valley Music**, his **BMI** pubberry. Firm is co-owned by **Thompson** and **Billy Gray**, a sideman in **Thompson's** band, who also manages the music business. **Thompson's** wife, **Dorothy**, will run the **Oklahoma City** office.

Hovie Lister has started a new record store, **Music Center**, in **Atlanta**, according to **Bill Martin**. **Lister**, a member of the **Statesmen Quartet** (**Capitol**), had **Wally Fowler**, the **Blackwood Brothers**, the **Chuck Wagon Gang** and the **Harmonizers** at the opening. An all-night sing, featuring **Fowler**, the **Dixie Rhythm Harmonies**, **Throsheen Trio**, the **Melodie Mostens**, and the **Statesmen** did 4,500 December 28 at the **Atlanta Municipal Auditorium**. . . . **Lefty Frizzell**, his brother, **Billy**, and **Lou Millet** packed the 6,000-seat **Sports Arena**, **Atlanta**, **January 8**.

Record Releases

• Continued from page 44

Mambo 100—Conjunto Casablanca (Todo Olvidar) Secco 7248
Mambo Universitario—Perez Prado (El Bombero) V 23-5916
Otra—Maris Luisa Landin (Quisiera Alejar) V 23-5918
Panchero Mambro—Tito Rivera y su Orquesta (Lagrimas De Amor) V 23-5917
Que Desesperacion—Ruben Morales (La Ventana) Secco 7260
Que Modotes—Rosita Quintana (Ingrato Perjido) V 23-5919
Quisiera Alejar—Maris Luisa Landin (Otra) V 23-5918
Sigue Tu Vida—Carmen Delia Dipint (Ignorancia) Secco 7238
Todo Olvidar—Conjunto Casablanca (Mambo 100) Secco 7248
Tomando Te—Leo Marini (Amor De Cobre) Secco 7258

Hot Jazz

D'Anjou—Bill Harris Ork (Gloomy Sunday) Mercury 89023
Back Home Blues—Charlie Parker Ork (Lover Man) Mercury 11095
Gloomy Sunday—Bill Harris Ork (D'Anjou) Mercury 89023
Lover Man—Charlie Parker Ork (Back Home Blues) Mercury 11095

International

Bohemian Polka—Frank Wojnarowski (West Virginia Polka) Dana 3108
Milwaukee Waltz—(Whoopce) John Wilfahrt Ork (Under the Bridge-Polka) Decca 28531
My Pal—Joe Kurat Ork (Sunnyside Polka) Dana 3107
Sunnyside Polka—Joe Kurat Ork (My Pal) Dana 3107
Under the Bridge-Polka—(Whoopce) John Wilfahrt Ork (Milwaukee Waltz) Decca 28531
West Virginia Polka—Frank Wojnarowski (Bohemian Polka) Dana 3108

Sacred

Set Your Dial on Heaven—Mac Odell (I'd Rather Have God) King 1159
I'd Rather Have God—Mac Odell (Set Your Dial on Heaven) King 1159

Spiritual

Have Mercy My Father—Brother Cecil L. Shaw (Yes God Knows) Imperial 5217
Yes God Knows—Brother Cecil L. Shaw (Have Mercy My Father) Imperial 5217

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

How Was Your Timing on . . .

"TEARDROPS ON MY PILLOW"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

DECEMBER
23

Title Strips
Ready for Top
Juke Profits

DECEMBER
23

Yermie Stern, 2 E. 45th St., New York 17

I'm interested in timing my record buying with Billboard's BEST BUYS. Please send—without charge or obligation—a sample of your title strips which are supplied day and date with publication of BEST BUYS in Billboard

Name _____

Address _____

Mail This Coupon Today
for FREE Sample and
Information!

Export Tax Points Explained

Continued from page 69

isphere Trade Corporation. For one thing, such a corporation is allowed a credit, for both normal and surtax purposes, of 30 per cent of normal-tax net income computed without regard to the credit (Code Section 26i). The not specifically exempted by name, the provisions of Section 454(f) clearly exempt a corporation fulfilling the requirements of a Western Hemisphere Trade Corporation from the excess profits tax.

Further, it is entitled to credit for taxes paid to a foreign country (Code Section 131). If an affiliated group filing a consolidated return includes one or more Western Hemisphere Trade Corporations, the additional 2 per cent tax rate for filing the consolidated return is applied only on the amount by which the consolidated surtax net income of the affiliated group exceeds that part of the consolidated corporation surtax net income. This is attributable to the Western Hemisphere Trade Corporation (Code Section 141c). Corporations which receive dividends from a Western Hemisphere Trade Corporation may claim the 85 per cent dividend received credit as provided by Section 26b.

Dividends

Dividends paid by Western Hemisphere Trade Corporations may qualify as dividends from sources outside the United States and will not be subject to United States income tax when received by a nonresident alien individual not engaged in trade or business within the United States or by a foreign corporation.

To qualify as a Western Hemisphere Trade Corporation, note that the 95 per cent requirement as to the amount of business which must be derived from sources outside the United States and in the Western Hemisphere is for the "stretch-out" period of the entire three years, not sep-

arately for each year, or if the company has not been in existence for three years, for the period of its existence.

Note also that all of such corporation's business must be in the enumerated area altho only 95 per cent of the corporation's income need be from sources outside the United States. It should be realized that it is sometimes difficult to ascertain which countries are within the geographical area as enumerated in Section 109. Thus, Greenland and Bermuda have been held not to be part of "North, Central, or South America or the West Indies or Newfoundland." Also, sales to Puerto Rico can be made by a Western Hemisphere Corporation as Puerto Rico has been held to be a "country" within Section 109 (I. T. 3478, 1945 CB 152).

For tax treatment of profits from the sale of personal property, the place of the sale is of significance. Usually a sale is deemed consummated at the place where the right, title and interest to the property passes from the seller to the buyer (G.C.M. 25131, 1947-2 CB 85).

Legal Title

If bare legal title is retained by the seller for security purposes, the sale is deemed to have occurred at the place where beneficial ownership and risk of loss passed (Ronrico Corp., CCH Dec. 12, 0222, 44 BTA 1130, 1941). If, however, a sales transaction is arranged in a particular manner primarily for the purpose of tax avoidance, all factors of the transaction will be considered in order to determine where the substance of the sale occurred (Hazleton Corp., CCH Dec. 9813, 36 BTA 908, 1938).

However, the Commissioner of Revenue has stated that the creation of a new domestic corporation to carry on the Western Hemisphere business of an existing domestic corporation does not constitute "tax avoidance" under Section 129, even though the new corporation was created for the principal purpose of gaining the benefit of Section 109.

A corporation which manufactures, produces or processes goods in the United States and sells them in the Western Hemisphere cannot qualify. However, such a corporation may form a domestic subsidiary which purchases goods from the parent and sells them in the Western Hemisphere, thus enjoying the status of a Western Hemisphere Trade Corporation (Section 119e).

Summary

The setting up of a Western Hemisphere Trade Corporation offers many advantages to the tax conscious firm, and it should be fully considered by companies embarking on the export trade in the Western Hemisphere.

However, while considering a Western Hemisphere Trade Corporation, it would be well to also take into full focus the opportunities offered by the establishing of what is known as a Foreign Trade Corporation. Such a corporation is exempted from the excess profits levy (Section 454f). This is so because companies engaged in foreign commerce are exempt from the excess profits tax. But only if two provisions are followed. One is that 95 per cent or more of their gross income for the three-year period immediately preceding the close of the taxable year (or such part of such period that the company was in existence) was derived from sources other than sources within the United States. The other is provided that 50 per cent or more of the gross income for such period was derived from the active conduct of a trade or business.

Techmaster Making Sets For Coradio

PATERSON, N. J., Jan. 17.—Lou Brown, president of Coradio, Inc., announced this week that his firm's coin-operated television set is now being manufactured by the Techmaster Products Company, New York. Coradio formerly made its own sets.

The set, known as Coin Video, is being handled by three distributors in the East, Midwest and South. It has a steel cabinet and a 20-inch screen, plays 30 minutes for 25 cents. It lists for \$329.95.

Brown was formerly associated with Sid Hurwitt in the manufacture of Covideo, a coin-operated video set. He bought Hurwitt out in June, 1952. Covideo is now inactive.

Some 200 Coin Video sets are now on location, Brown said, and a direct mail campaign is now underway to boost sales.

COFFEE VENDER IN TEXAS HOUSE

AUSTIN, Jan. 17.—Texas legislators are now quaffing coffee served by a vender. A coffee machine has been installed in a hall adjacent to the Texas House of Representatives and does a brisk business vending the brew at 10-cents a cup.

Legislators comment: It should save the page boys many trips to the drugstore!



FRANCE ONCE AGAIN is proving a key outlet for U. S.-built amusement games. J. Weinberg, head of the Judd Distributing Company, shows Alain Chambert and Robert Van Wilder, both of Paris, thru Gottlieb factory. Judd is world export sales agency for Gottlieb products.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Experienced Mechanic on all types of Pin Balls and Phonographs; territory in Southern Ohio. Box M-23, The Billboard, Cincinnati 22, O.

Mechanic and Route Man for Seeburg Phonos, Pins and Bowlers; between 25 and 40 yrs. of age; no drinkers; good starting salary with chance for advancement to right party; small populated territory; answer by mail and give references and qualifications. Chief Amusement Co., 100 S. Main, Lamar, Colo.

Parts, Supplies & Services

Attention, Stamp Machine Operators—Now available, direct from manufacturer, Paraffin Waxed Stamp Folders; write for free samples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla.

For Sale—Aluminum tops and targets for ABT Challengers, practically new, \$5 each. Starnes Music Machine Co., Hickory, N. C.

Packard Selector Conversion Kits for dime play, instruction, glass included; \$1.50 each, complete; thousands already in use. Alpha Co., 1025 N. Highland, Hollywood 38, Calif.

USED 1c-5c CANDY, NUT, BALL GUM, TAB GUM VENDERS. BOUGHT-SOLD. TUBULAR COIN WRAPS—1¢ to 50¢, 85¢ per 1,000; 80¢ per 1,000 in 10,000 lots.

ALUMINUM COIN COUNTERS—1¢ or 5¢, \$1.45 each prepaid.

Tab Gum, Wrigley—47¢; American Chiclo, 42¢; Clark's Teaberry, 42¢. Chlorophyll Tab, Chiclo Tabs, 300 ct., \$12.15 per case (27 lbs.); Chloro-Tabs, 300 ct., \$14.04 per case (27 lbs.). Ball Gum—210, 170, 140, \$6.50 per case (25 lbs.); Chloro Ball Gum, 210, 170, 140, \$11.25 per case (25 lbs.). Small Panned Candies, write for prices. Deluxe Charm Ass't. (275 count), \$2.50; Charm Ass't. (400 count), \$2.25. Cast Iron Stands, \$4.25 each; 6 or more, \$4.00 each. Top Plates for two and three vendors. All prices F.O.B. Chicago 1/2 deposit, balance C.O.D.

KING & CO.
Distributors of all Northwestern Venders and Parts
2700 W. Lake St. Chicago 12, Ill.

Plastics—Any pre-war Wurlitzer or Seeburg Plastic. \$3. PPD, Music Parts Co., 2929 Main St., Ocean Park, Calif.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448

Positions Wanted

Attention, Operators—Can you use reliable Serviceman? 12 years' coin machine experience, radio and sound knowledge; presently employed, married, don't drink; prefer Seeburg operation West or Midwest. P. O. Box 334, North Platte, Nebr.

A-1 Mechanic seeks position; steady, sober, best references; 30 yrs. old; prefer Southwest but will go anywhere and settle. Alex W. Zvonar, 1508 N. Linwood Ave., Baltimore 13, Md.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Aireon Coronets, \$125; A.M.I. Model A, \$295; Watling Scales, like new, \$95; Exhibit Jet Gun, \$175; Bally Heavy Hitter, \$59.50. Miller Newmark Distributing Co., 5743 Grand River Ave., Detroit 8, Mich.

Bargain—11 "Pop" Corn Sez Vendors, \$275. Chester Gilbert, 2213 Adams St., Natrona Hgts., Pa.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

SEE...?

how display style advertising draws your eyes toward this space? . . . This same "Reader Compelling" style can be yours for only a little more, and often for less, than regular classified style. See the order form below for complete details.

Cigarette Machines, quarter operation; Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale—6 Buckley Diggers, 2 Rotary Merchandisers; machines stored in Alabama. J. Blash, 705 1/2 N. 1st Ave., Arcadia, Calif.

Phonographs—Guaranteed A-1; Seeburg 78-100A's, \$575; Evans Constellations, \$375. Stapleton Music Co., 1740 South Ave., Springfield, Mo.

Sacrifice—3 excellent King Horses, \$300 each; 2 Jet Guns, \$150 each; all for \$1150. Burke Matthews, Star Rt.-A, Austin, Tex.

Silver Kings, clean and in good condition for Ball Gum and Charms, \$7 each; for Ball Gum or Pearcuts, \$6 each. Gardner & Lose, 2611 Hale Ave., Louisville, Ky.

United Skee Shuffle Alley, \$25; Genco Bingo Rolldown, \$35, and 50 Ajax 3-Column Hot Nut Vendors, \$13.50. Copley Vending Service, 308 6th St., Durham, N. C.

12 Kunkel Popcorn Vendors for \$200; also free reconditioned Gum Vendors, purchase contents only; come and get them. 114 Gates Ave., Jackson, Tenn.

Wanted to Buy

Wanted—Eric Diggers; state price. Paul V. Miller, 1619 Woodhaven Ave., Dayton 4, O.

Want Kicker and Catchers, Keeney and United Bowlers, Heavy Hitters; will trade Speed Bowlers, Skeeballs, 5 Balls, 1 Balls, Shuffle Lines, Counter Model Rock-Ola, Chester Pallard Golf, or pay low cash price. ABC Coin Machine Co., 2509 S. Presa St., San Antonio, Tex.

Wanted—Used or new Ball Gum and Charm Vendors; give price and make. Copley Vending Service, 308 6th St., Durham, N. C.

WATCH THIS SPACE EVERY WEEK

(This heading 12 pt. Erbar Lite)
for samples of different size type available to users of display-style advertising. Put your message across with an attention-getting display ad. Get complete information today.

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.

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

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

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 _____

ADVERTISING RATES

REGULAR CLASSIFIED
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word \$.20

3 or more CONSECUTIVE or 26 insertions, per word18

52 CONSECUTIVE insertions, per word16

Minimum \$3

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.

Per agate line \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line95

52 CONSECUTIVE insertions, per agate line90

1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include and additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

Fight Polio

Join the

MARCH OF DIMES

JANUARY 2 TO 31

FIGHT POLIO

A Big Rosen SALE

They'll go quickly at these prices

New—Reconditioned
All Perfect
Ready for Location

REFUND IN 10 DAYS IF NOT SATISFIED

PIN GAMES

Aloha	\$ 34.50
Aquacade	37.50
Banjo	29.50
Bazaar	42.50
See How	43.50
Bermuda	34.50
Big Top	49.50
Big Hit	149.50
Blue Skies	44.50
Bomber	69.50
Buffalo Bill	49.50
Build Up	34.50
Canasta	49.50
Carnival	49.50
Caribbean	44.50
Cavalcade	24.50
Crown Jewels	24.50
Carolina	49.50
Cleopatra	44.50
College Daze	29.50
Crazy Ball	49.50
Cyclone	139.50
Double Action	59.50
Double Feature	69.50
Football	49.50
Fighting Phils	39.50
Freshie	59.50
Happy Go Lucky	149.50
Hayburner	24.50
Hit & Run	79.50
Just St	29.50
King Pin	129.50
Knock Out	69.50
Madame Butterfly	24.50
Majors	49.50
Mardi Gras	39.50
Maryland	39.50
Oklahoma	49.50
Pin Bowler	69.50
Pinch Hitter	49.50
Play Ball	49.50
Play Time	49.50
Puddin' Head	39.50
Rainbow	39.50
Rip Snorter	79.50
Road Race	29.50
Rondeevoo	29.50
St. Louis	49.50
Sea Breeze	29.50
Screw Ball	29.50
Sea Jockey	179.50
Select-a-Card	49.50
Serenade	29.50
Shanghai	29.50
Sharp Shooter	59.50
Shoe Shoe	69.50
Show Boat	29.50
Spark Plug	139.50
Speedway	39.50
South Pacific	59.50
Sportsman	119.50
Spring Time	99.50
Shop & Go	69.50
Summer Time	34.50
Super Hockey	49.50
Sweetheart	79.50
Thing	49.50
Three Feathers	49.50
Three Musketeers	49.50
Thrill	29.50
Trade Wind	29.50
Trinidad	24.50
Triple Action	24.50
Tucson	59.50
Tumbleweed	49.50
Wisconsin	39.50

MUSIC

Packard Music, Model 7	\$ 79.50
Packard Manhattan	109.50
Mills Constellation	149.50
Evans Constellation	379.50
Rock-Ola 1422	99.50
Rock-Ola 1426	129.50
Rock-Ola Rocket, 50-51	395.00
Wurlitzer 1015	149.50
Wurlitzer 1100	325.00
Wurlitzer 1080	179.50
Wurlitzer 1250	429.50
AMI Model A	325.00
AMI Model B	425.00
AMI Model C	445.00
Wms. Music Mites	79.50

SHUFFLE ALLEYS

Chicago Coin Ace Bowler	\$ 79.50
Chicago Coin Horse Shoe	99.50
Chicago Coin 10th Frame	Special
Write Genco Shuffle Target	99.50
Genco Baseball, 6 Foot	79.50
Universal Deluxe Flyaway	79.50
Chicago Coin Bowl-a-Ball	(New) Write
Exhibit Twin Rotation	(New) Write
United Shuffle Skat Alley	129.50
United Twin Shuffle Cade	129.50
Wms. Double Header	49.50

ARCADE MACHINES

Chicago Coin 4-Player Derby	\$159.50
Star Series	79.50
Dale Gun	59.50
Genco 400	Write

PARTS

Wurlitzer Wall Box, 30-20	\$27.50
Packard Wall Box	2.50
Seeburg Wireless	5.00
Packard Brackets, Regular	2.50
Packard Brackets, Pedestal	3.50
Music Machine Motors	6.50

If you don't see what you want ask for it. We can probably deliver it at a very good price.

ACT QUICKLY—ORDER TODAY
1/3 with order, balance C.O.D.

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27
ABC (United)	\$135.00	\$150.00(2)	\$150.00(2)	\$150.00(2)
	139.50(2)	165.00 175.00	175.00 200.00	155.00 175.00
	140.00	225.00	225.00	200.00 225.00
	150.00(2)			
	155.00 165.00			
	175.00 225.00			
Advance Roll (Genco)	30.00 35.00	30.00 35.00		30.00
All Baba (Gottlieb)	34.50 49.50	34.50 49.50	34.50 49.50	49.50
Alice in Wonderland (Gottlieb)	19.00 49.50			49.50
All Star Basketball (Gottlieb)		160.00		
Aquacade (United)	22.00 39.00	20.00 39.50	39.50 79.50	79.50
	39.50 79.50		79.50	
Arcadia (Williams)		125.00		
Arizona (United)	50.00 99.50		99.50	99.50
Atlantic City (Bally)	435.00	425.00(2)	425.00 445.00	425.00(2)
	425.00(4)	435.00 445.00		435.00 445.00
	435.00 450.00	450.00		
Baby Face (United)	39.00			
Bank-a-Ball (Gottlieb)	40.00(2)			
Barnacle Bill (Gottlieb)	24.50 29.50	34.50	34.50	34.50
	34.50			
Basketball (Gottlieb)	70.00 95.00	95.00	95.00	95.00
Basketball Champ (Chicago Coin)	195.00 225.00	185.00 195.00	225.00 250.00	225.00 250.00
	250.00	225.00 250.00		
Batting Practice	89.50	89.50	89.50	89.50
Be Sop (Exhibit)	39.00 94.50	94.50	94.50	94.50
Big Top (Genco)	49.50 59.00	64.50	64.50	64.50
	64.50			
Bing-a-Roll	125.00	125.00	125.00	125.00
Bingo Rolls	65.00	65.00		
Black Gold (United)		20.00		
Blue Skies (Genco)		195.00	250.00(3)	250.00(2)
Boiero (United)	250.00(3)		275.00	250.00 275.00
	250.00(3)	89.50	89.50	89.50
Boston (Williams)	75.00 89.50	50.00 74.50	50.00 74.50	50.00 74.50
Bowling Champ (Gottlieb)	44.50 50.00	50.00 74.50	50.00 74.50	50.00 74.50
	65.00 74.50			
Bright Lights (Bally)	210.00(2)	175.00 210.00	215.00 250.00	215.00 219.50
	215.00 219.50	219.50 220.00	265.00	220.00 250.00
	220.00 265.00	245.00 265.00	265.00	
Bright Spot (Bally)	295.00 310.00	315.00(2)	325.00 350.00	315.00 325.00
	315.00(2)	335.00 349.50	349.50 350.00	349.50 350.00
	325.00 349.50	350.00		
	350.00			
Broadway (Bally)	175.00			
Buccaneer (Gottlieb)	19.00 34.50	34.50 64.50	34.50 64.50	64.50
	44.50 59.50			
Buffalo Bill (Gottlieb)	74.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb)	40.00 65.00	69.50	55.00 69.50	55.00 69.50
	69.50			
Campus (Exhibit)	55.00 94.50	94.50	94.50	94.50
Canasta (Genco)	30.00 39.50	89.50	89.50	89.50
	89.50			
Caravan		195.00		
Carnival (Bally)	39.00 49.50(2)	49.50(2)	49.50(2)	49.50
Carolina (United)		20.00		
Champion (Bally)	49.00 49.50	65.00 89.50	65.00 89.50	65.00 89.50
	89.50			
Champion (Chicago Coin)	64.00		79.50	79.50
Chico (Chicago Coin)	27.00			
Chinatown	215.00	195.00		
Cinderella (Gottlieb)	19.50 29.50	29.50	29.50	29.50
Citation (Bally)	29.50 30.00	30.00 79.50	25.00 35.00	30.00 35.00
	79.50	79.50	79.50	79.50
	15.00			
Cleopatra (Marvel)	59.50 64.50	59.50 89.50	59.50 75.00	59.50 75.00
College Daze (Gottlieb)	85.00 89.50		89.50	89.50
		325.00	325.00 350.00	325.00 335.00
Coney Island (Bally)	295.00(3)	335.00(2)	349.50 350.00	349.50 350.00
	300.00 315.00	335.00(2)		
	325.00 335.00	349.50 350.00		
	349.50 350.00			
Control Tower (Williams)	100.00	95.00	110.00	110.00
County Fair (United)	165.00	165.00(2)	249.50	249.50
Cross Roads	195.00	160.00		
Crossfire (Exhibit)	20.00			
Cyclone (Gottlieb)	44.50 74.50	44.50 74.50	44.50 74.50	44.50 74.50
Dallas (Williams)	59.50 65.00	99.50	99.50	99.50
De-Icer (Williams)		99.50		
	99.50			
DeLuxe World Series (Williams)		175.00	175.00	175.00
Dew-Wa-Ditty (Williams)	20.00 34.50	20.00 34.50	34.50	34.50
Domino (Williams)	185.00			
Double Action	42.00 45.00		70.00	70.00
	59.50			
Double Feature	95.00		120.00	120.00
Double Shuffle (Gottlieb)	49.50 72.50	49.50 50.00	49.50 75.00	75.00 84.50
	75.00	72.50	84.50	
	99.50	85.00 99.50	85.00 99.50	85.00 99.50
Dreamy (Williams)	35.00 39.50	39.50	39.50	39.50
El Paso (Williams)	50.00			
Fighting Irish (Chicago Coin)	80.00 99.50	95.00 99.50	95.00 125.00	95.00 114.50
Five Star (Universal)	125.00 145.00	125.00 145.00	145.00 125.00	145.00 145.00
	44.50	44.50	44.50	
Floating Power (Genco)	35.00			
Football (Chicago Coin)	255.00 265.00	265.00	250.00 265.00	265.00 295.00
400 (Genco)	295.00(2)	295.00(2)		
Four Horsemen (Gottlieb)	75.00 79.50	139.50	110.00 139.50	110.00 139.50
	84.50 95.00			
	139.50			
Freshie (Williams)	49.00 69.50	94.50	94.50	94.50
	79.00			
	445.00	425.00	450.00 495.00	
Frolics (Bally)	450.00(2)	450.00(2)		
	465.00(2)	465.00 475.00		
	475.00(2)			
	495.00(2)			
Futurity (Bally)	249.50	275.00 295.00	225.00	
	275.00(3)			
	295.00			
Georgia (Williams)	69.50 75.00(2)	84.50	84.50	84.50
Gin Rummy (Gottlieb)	35.00			
Gizmo (Williams)		49.50	49.50	49.50
Glamor (Gottlieb)	110.00			
Globe Trotter		165.00		
Gold Cup (Bally)	19.50 59.50(2)	59.50	59.50	59.50
Golden Gloves (Chicago Coin)	65.00 69.50	69.50		
	79.50			
Grand Award (Chicago Coin)	45.00			
Handicap	29.50			
Happy Days (Gottlieb)	210.00			
Happy Go Lucky (Gottlieb)	120.00		135.00	135.00
Harvest Time (Genco)	45.00 85.00	109.50	109.50	109.50
	109.50			

	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27
Hayburner (Williams)	\$160.00 165.00	\$159.50 160.00 165.00	\$159.50 160.00 165.00(2)	\$159.50 160.00 165.00(2)
			229.50	229.50
Hit-a-Homer	19.50 22.50	22.50 24.50	24.50	24.50
		24.50		
Hits and Runs (Genco)	40.00		65.00	65.00
Hit 'N' Run (Gottlieb)	175.00(2)	180.00	175.00	175.00
Hit Parade (Gottlieb)	29.50	29.50	29.50	
Holiday (Keeney)	325.00	325.00		325.00
Hong Kong (Williams)			225.00	
Horseshoes (Williams)	169.50	169.50	169.50	169.50
Hot Rod (Bally)	40.00 99.50	40.00 99.50	65.00 99.50	40.00 65.00 99.50
Humpty Dumpty (Gottlieb)	19.50			
Hy-Roll (Bally)	45.00	45.00		
Jafopy (Williams)	159.50 160.00	195.00		
	185.00 195.00			
Jeanie (Exhibit)	50.00			
Jockey Special (Bally)	19.00 54.50	54.50	54.50	54.50
Joker (Gottlieb)			110.00 119.50	110.00 119.50
Just (Exhibit)	85.00 99.50	99.50	99.50	99.50
Just 21 (Gottlieb)	19.50 64.50	25.00 69.50	30.00 69.50	30.00 69.50
King Arthur (Gottlieb)	99.50	99.50	90.00 99.50	90.00 99.50
K. C. Jones (Gottlieb)	129.50	129.50	129.50	95.00 129.50
King Cole (Gottlieb)	19.00			
King Pin (Chicago Coin)	110.00	75.00	75.00 175.00	75.00 175.00
Knock Out (Gottlieb)	49.50 50.00	60.00 74.50	74.50 75.00(2)	74.50 75.00(2)
	75.00 99.50	75.00 99.50	79.50 99.50	79.50 99.50
	299.00 310.00	299.50 310.00		299.50 310.00
	325.00			
Leader (United)	99.50 115.00	99.50 115.00	125.00 145.00	125.00 145.00
	125.00 145.00	125.00 145.00		
	11.50			
Lite-a-Line (Keeney)	99.50 115.00	99.50 115.00	125.00	

THE BILLBOARD Index of Advertised Used Machine Prices

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.

• Arcade Equipment

	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27
Ace Bomber (Mutoscope)....	\$150.00	\$100.00	150.00	\$195.00
Air Raider (Keeney).....	119.00	125.00		125.00(2)
Astroscope 10c.....	95.00	95.00		
Atomic Bomber (Mutoscope).....	125.00			
Bank Shots (American).....	285.00		285.00	
Big Lining (Bally).....	165.00	195.00	149.50	185.00
Bolascope (Supreme).....	95.00			100.00
Bomber.....	55.00			
Boomerang.....	45.00	45.00		
Build Up (Exhibit).....	19.50			
Challenger (ABT).....	20.00	29.50	29.50	29.50
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury).....	110.00	150.00	150.00	150.00
Dale Gun (Exhibit).....	28.00	34.50	34.50	34.50
Defender (Bally).....	28.00	50.00	49.50	50.00
Deluxe Athletic Scale (Mercury).....	65.00(2)	75.00	65.00(3)	75.00
Deluxe Photomatic (Mutoscope).....	94.50	100.00	94.50	94.50
Derby, 4 Player (Chicago Coin).....	95.00	95.00	95.00	95.00
Drop Kick.....	79.50	79.50	79.50	79.50
Flash Hockey (Ginex).....	149.50	150.00	195.00(2)	195.00(2)
Flying Saucer (Mutoscope).....	195.00(2)	149.50		
Goatee (Chicago Coin).....	75.00	75.00	75.00	75.00
Gun Patrol (Exhibit).....	59.50	85.00	75.00	85.00
Heavy Hitter (Bally).....	119.50	125.00	119.50	125.00
Hockey (Chicago Coin).....	59.50	85.00	85.00	119.50
Irish Poker.....	215.00	215.00	175.00	215.00
Jack Rabbit (Amusement Corp.).....	65.00	65.00	65.00	65.00
Jet Gun (Exhibit).....	59.50	65.00	65.00	65.00
Junie Joe.....	85.00	85.00	85.00	85.00
Kicker & Catcher.....	95.00	109.50	95.00	109.50
Lite League.....	195.00	250.00	195.00	265.00
Love Meter (Exhibit).....	250.00(2)	250.00	195.00	215.00
Metal Typer Deluxe.....	195.00	18.50	18.50	18.50
Midget Movies.....	18.50	22.50	22.50	22.50
Midget Ski Ball (Chi Coin).....	99.50	99.50	99.50	99.50
Model F (ABT).....	39.50	39.50	39.50	39.50
Nite Bomber (Kirk).....	39.50	375.00	375.00	375.00
Panorams.....	250.00	250.00	250.00	250.00
Photomatic (Mutoscope).....	250.00(early)	250.00(early)	250.00(early)	250.00(early)
Pistol Pete (Chicago Coin).....	625.00(late)	625.00(late)	650.00(2) (late)	650.00(2) (late)
Pitch 'Em & Bat 'Em (Scientific).....	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pokerino (Scientific).....	55.00	75.00	70.00	75.00
Pokerino Jr. (Scientific).....	125.00	129.50	129.50	129.50
Pony Express (Exhibit).....	185.00	185.00	185.00	185.00
Pool Table (Edico).....	99.50	99.50	99.50	99.50
Punch-A-Ball (Genco).....	99.50	125.00	125.00	125.00
QT Pool Table.....	75.00	75.00	75.00	75.00
Quizzer.....	15.00	15.00	15.00	15.00
Rapid Fire (Bally).....	95.00	95.00	95.00	95.00
Recordio (Vilcox-Gay).....	110.00	125.00	125.00	125.00
Rifle Range Pav Gun.....	125.00	105.00	105.00	105.00
Set Shot Basketball (Murnes).....	105.00	105.00	105.00	105.00
Shioman Art Show.....	250.00	200.00	200.00	200.00
Shocker (Acme).....	49.50	59.50	49.50	59.50
Shoot-A-Line (Exhibit).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	250.00	250.00	275.00(2)	275.00(2)
Silver Bullet (Exhibit).....	195.00	199.50	199.50	199.50
Six Shooter (Exhibit).....	200.00	219.50	219.50	219.50
Skee Ball (Wurlitzer).....	225.00	295.00	295.00	295.00
Ski Roll (Eva).....	110.00	125.00	125.00	125.00
Skill Gun (ABT).....	165.00(2)	165.00(2)	165.00(3)	165.00(2)
Skill Test (Groetchen).....	150.00	150.00	150.00	150.00
Sky Fighter (Mutoscope).....	125.00	125.00	125.00	125.00
Standard Metal Typer.....	39.50	39.50	39.50	39.50
Star Series (Williams).....	59.50	59.50	59.50	59.50
Sub Gun (Keeney).....	125.00	125.00	125.00	125.00
Target Skill (Genco).....	100.00	100.00	100.00	100.00
Team Hockey (United).....	95.00	125.00	95.00	125.00
Telegiz.....	85.00	139.00	139.00	169.50
Ten Strike (Evans).....	169.50	169.50	169.50	169.50
3-Way Gripper (Gottlieb).....	75.00	24.50	24.50	24.50
Torpedo (Bally).....	110.00			
Undersea Raider (Bally).....	95.00	145.00	90.00	95.00
Voice-o-Graph (Mutoscope).....	425.00	525.00	425.00	525.00
Western Baseball.....	85.00	85.00	85.00	85.00
Tri-Score (Genco).....	35.00	39.50	39.50	39.50
Tumbleweed (Exhibit).....	75.00	99.50	99.50	99.50
Turf King (Bally).....	85.00	85.00	85.00	85.00
Tuscon (Williams).....	85.00	95.00	85.00(2)	110.00
Utah (United).....	99.50	100.00	100.00	149.50
Watch My Line (Gottlieb).....	120.00	145.00	145.00	149.50
Whizz Kids (Chicago Coin).....	25.00	44.50	44.50	44.50
Wild West (Gottlieb).....	59.00	65.00	65.00	84.50
Winner (Universal Industries).....	84.50	84.50	84.50	84.50
Wizard.....	55.00	85.00	85.00	85.00
Yank (Williams).....	55.00	59.00	59.00	59.00
Zingo (United).....	99.50	99.50	99.50	125.00
	34.50	20.00	34.50	34.50
	49.50	49.50	49.50	49.50
	45.00	50.00	45.00	75.00
	55.00	59.00	59.00	89.50
	99.50	99.50	99.50	95.00
	125.00	125.00	125.00	125.00
	34.50	34.50	34.50	34.50
	49.50	49.50	49.50	49.50
	265.00	265.00	265.00	295.00

Coinmen You Know

Continued from page 78

to the Twin Cities market... **Marty Kantor**, of Harmony Music, Minneapolis, is being kept busy tending to the ever-expanding needs of his sizable route... **Fred Gates**, the cigarette vending man in Minneapolis, is a constant visitor to the Minneapolis courthouse seeing his political friends.

Detroit

George Hesler, Cooperative Sales, music operator, is convalescing... **Earl Edwards**, who operates the A & E Vending in the Saginaw area, bought Valley Coin, formerly operated by his brother... **Bill Miller**, Grand Rapids operator, was in Chicago for a week, visiting various manufacturers... **Chester Hill**, formerly a partner with his father, Carl, in the Hill Vending Service, has completed his furlough, and is awaiting transfer to Korea.

Tony Giffels, who operates a music route in Northern Michigan with headquarters in Bay City, is celebrating his prowess in getting a deer during the hunting season, and acquisition of a new AMI unit for his route... **Mickey Zanet** executive of Confection Cabinet Corporation, is in a hospital. **Ben Rosen**, manager of the Detroit branch, has been vacationing in

Florida... **Fred Zemke**, who operates in the Ann Arbor area, was a visitor to the city on a buying trip.

Charles L. and Theresa A. French, have established French's Automatic Laundry, Inc., on the West Side at 17108 Plymouth Road. Another associate is **Charles E. French**, Bellefontaine, O... **Edmour H. Bertrand**, who has operated the Crystal Bar near Olympia for nearly two decades, is going into the cigarette machine field, under the name of Smoke Shop Cigarette Service. Now operator of one of the city's well known entertainment night spots, Bertrand is planning a sizable cigarette operation which he will manage himself.

Edward Grodzicki, E and A Music, has left for a short winter vacation in Hot Springs... **Jeanette Sterling**, Michigan Automatic Phonograph Owners' office staff, was sidelined this week... **Joseph Brilliant** of Brilliant Music Company left Saturday for a vacation at Hot Springs, his favorite winter resort for many years.

Roy Clason, business manager of the Michigan Automatic Phonograph Owners info's the annual election will be held in about

six weeks by the association... **Erwin Baldrige**, who has run the arcade at Island Lake for many years, is back from an extended tour to Mexico, taken via bus and reports he really enjoyed the travel and seeing the sights.

Hartford

Abe Fish and **Jimmy Tolisano**, of the Connecticut State Coin Association, reported a sizable delegation at the 1953 initial (Continued on page 83)

Vital Statistics Deaths

Paul C. Lewis, 43, last week in Philadelphia. He was general manager of Berlo Vending Company's industrial division, and a former director of the War Manpower Commission.

Ott Schnering, 61, founder and president of Curtiss Candy Company, Chicago, of a heart attack Saturday (19) at home in Cary, Ill. He is survived by his widow, Dorothy Russell, sons Robert B. and Philip B., Curtiss, vice-presidents, a daughter, Mrs. Barbara McFarland, and a sister, Mrs. Stanton Speer.



RIGHT DOWN YOUR ALLEY

Valuable Money-Saving Profit-Making Special Articles and Lists Featuring "It's An Operator Business"

A fact-packed article on why the operator is the king-pin in the operation of coin operated equipment. You'll be using this and other features of The Billboard coin operated Kiddie Ride section for months and months.

—and TO BRING YOU MORE LOCATIONS A Special Hard Hitting Classified Advertising Campaign!

Here's the advertisement The Billboard is running in Business Opportunity Columns of 25 top Sunday newspapers with combined circulation of over 20,000,000:

ANY BUSINESS . . . ANY SIZE . . . anywhere can make extra money, create more store traffic with coin-operated kiddie rides. Absolutely no investment required. Only 10 sq. ft. floor space needed. Contact local classified telephone directory for name of nearest experienced coin machine operator or write for full details. Billboard (Est. 1894), Box —, 2160 Patterson St., Cincinnati, Ohio.

Names of all those who reply will be sent direct to operators in every city from which they originate. Another exclusive extra Billboard service for coin machine operators!

The Billboard's Coin Operated

KIDDIE RIDE SPECIAL

January 31 Issue



OUT NEXT WEEK

To Help You Make More Money . . . Get More Kiddie Ride Locations

Be sure to get your copy —

USE THE SPECIAL MONEY-SAVING SUBSCRIPTION COUPON NOW

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

928

Gentlemen: I want The Billboard every week beginning with the January 31 Coin Operated Kiddie Ride Special. Enter my full year (52 issues) subscription at once. Payment of \$10—a saving of \$3.00 over single copy rates—is enclosed.

Name.....

Occupation.....

Address.....

City..... Zone..... State.....

BE FIRST IN COLLECTIONS!
... SEE "FIRST" FIRST!



ARCADE

New Delivering!
New EXHIBIT
SPACE GUN!

"First-Conditioned"
EXHIBIT
JET GUN
\$195

- Exh. GUN PATROL \$175
- Seeburg SHOOT 265
- THE BEAR 265
- CHI COIN 4 PLAYER 195
- DERBY 139
- TELEQUIZ, w/film 139
- Keeney AIR 119
- RAIDER 105
- CHICKEN SAM 105
- RIFLE RANGE RAY 105
- United TEAM HOCKEY 95
- Wms. QUARTER 85
- BACK 85
- CHI. COIN GOALIE 85
- EX. FOOT EASE 85
- IRISH POKER 85
- EX. DALE GUN, late 75
- EX. DALE GUN 65
- CHI. COIN HOCKEY 65
- ABY CHALLENGER 29

BINGO-BALLS

- NEW Bally BEAUTY United SHOWBOAT Genco JUMPING JACKS "First-Conditioned"
- BALLY PALM BEACH \$515
- FROLICS 445
- ATLANTIC CITY 425
- SPOT LIGHT 345
- BRIGHT SPOT 325
- CONY ISLAND 325
- UNITED BOLERO \$250
- A.B.C. 150
- WILLIAMS LONG BEACH \$195
- Genco "400" \$255

SHUFFLE GAMES

NEW!
KEENEY'S
10 PLAYER
TEAM BOWLER
With dynamic new bonus play feature!

"First-Conditioned" and Resurfaced

KEENEY DE LUXE LEAGUE BOWLER \$265

UNITED SUPER 6 PLAYER \$375

CHICAGO COIN SIX PLAYER w/Jumbo Pins \$295

BALLY SHUFFLE LINE \$105

UNIVERSAL SUPER TWIN BOWLER \$69

Genco SHUFFLE TARGET \$95

WILLIAMS DOUBLE HEADER \$45

American BANK SHOTS Floor Samples SPECIAL \$285

-RIDES-

NEW PROFITS APPEAL

BIG BRONCO RUDOLPH THE RED NOSED REINDEER TRIGGER SAWHIDE PETE THE RABBIT SPACE PATROL HOT ROD

CONVERSIONS

IT PAYS TO BUY THE BEST!!
GENUINE **FORMICA TOPS**
Absolutely highest quality! Silk Screened during manufacturing process. Available for United 2, 4, 5, 6 Players Keeney Chicago Coin and Universal games. Complete with cement, 8" & 9" sizes.

Match-A-Score CONVERSIONS
Modernize your shuffle alleys into match score games!
TRY 'N' TIE with Huge Flashy Numbers \$57.50
King's MATCH THE WHEEL \$42.50
United LITE-A-SCORE \$49.50

5 BALLS

GOTTLIB MINSTREL MAN \$115
MADISON SQUARE GARDEN 110
WATCH MY LINE 85
COLLEGE DAZE 85
3 MUSKETEERS 85
DOUBLE SHUFFLE 75
BOWLING CHAMP 65
BUTTONS & BOWS 65
TELECARD 49

Genco SOUTH PACIFIC \$89
HARVEST TIME 85
TRI-SCORE 75
BIG TOP 59
1-2-3 45
PUDDINHEAD 35

EXHIBIT SHANTYTOWN \$89
JUDY 85
TUMBLEWEED 85
PLAYTIME 65

UNITED SWEEPSTAKES \$215
UTAH 59
AQUACADE 39
BABY FACE 39

Many others. Write for complete list

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

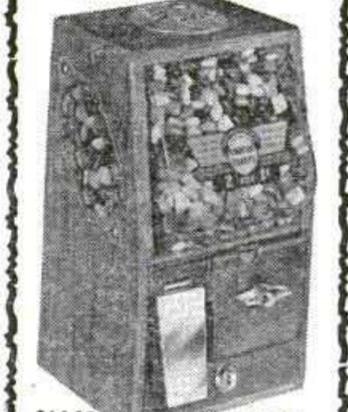
Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27
Baseball (Bally)	\$29.00			
Big League Bowler (Keeney)	185.00			
Bowlette (Gottlieb)	15.00 25.00(2)	\$25.00		
Bowling Alley (Chicago Coin)	40.00 45.00			
Bowling Alley, 6 player (Chicago Coin)	265.00 295.00w/p	265.00 295.00w/p	\$245.00 319.50	\$265.00 295.00w/p 319.50
Bowling Champ (Keeney)		50.00	50.00	
Bowling Champ 2 Player (Keeney)	50.00 89.50	89.50		
Bowling Classic (Chicago Coin)	59.50 69.50 89.50	59.50 69.50 89.50	59.50 109.50	109.50
De Luxe League Bowler (Keeney)	245.00 265.00 295.00	245.00 265.00 295.00	265.00 275.00 295.00	275.00 295.00
Deluxe Bowler (Williams)		39.00		39.00
Deluxe 6 Player (Chicago Coin)		265.00	265.00w/p	265.00w/p
Double Bowler (Keeney)	79.50 99.50	79.50 99.50	79.50 99.50	99.50
Double Header (Bally)		69.50		69.50
Double Header (Williams)	45.00(2) 49.50	45.00(2) 49.50	49.50	45.00 49.50 69.50 55.00
Double Shuffle Alley (United)	40.00 45.00		55.00	
Double Shuffle Alley Express Rebound (United)	139.50	139.50	139.50	139.50
8 Player Rebound (Genco)	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United)	199.50 200.00 215.00 225.00(3)	199.50 215.00 235.00w/p 245.00(2)	199.50 215.00 235.00w/p 240.00w/p 245.00	199.50 215.00 235.00w/p 240.00w/p 245.00
Four Player (Keeney)	95.00 125.00 150.00 195.00 225.00 295.00	195.00 225.00 295.00	195.00 295.00	195.00 295.00
Four Player Shuffle Alley (United)	194.50 195.00 200.00 220.00	125.00 145.00 149.50	220.00 125.00 149.50	220.00 125.00 149.50
Hook Bowler (Bally)	95.00 145.00 149.50			
League Bowler (Keeney)	115.00 125.00 135.00 139.50	115.00 125.00 135.00 139.50	115.00 139.50	115.00 155.00
King Pin (Keeney)	35.00			
League Bowler 4 Player (Keeney)	99.50 139.50 195.00	139.50 195.00	195.00	139.50 195.00
League Bowler Super Deluxe (Keeney)	275.00	275.00		
Official Shuffle Alley (United)	349.50 365.00	349.50		
Pin Lite Bowler, 2 player Rebound (Chicago Coin)	85.00			
Shuffle Alley (United)	29.00	29.00		
Shuffle Alley DeLuxe 5 Player (United)	295.00 325.00(2) 350.00	325.00(2) 350.00	315.00w/p 325.00 350.00	325.00 335.00
Shuffle Alley Express (United)	35.00 45.00 49.00	35.00 45.00 49.00	35.00 49.00	35.00 49.00
Shuffle Alley, 2 player (Keeney)	49.50			
Shuffle Alley 2 Player (United)	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 Player (United)	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney)	250.00	250.00	250.00	250.00
Shuffle Alley, 6 Player (United)	240.00 245.00 260.00w/p 265.00(2) 265.00w/p 315.00	240.00 245.00 265.00(2) 265.00(2)w/p 315.00	240.00 265.00 265.00(2)w/p 315.00	240.00 265.00(3) 265.00(2) w/p 315.00 375.00
Shuffle Baseball (Chicago Coin)	45.00(2)	45.00	29.00	29.00
Shuffle Bowler (Bally)		29.00	29.00	29.00
Shuffle Horseshoe (Chicago Coin)	75.00 129.50	75.00 129.50	75.00 95.00 129.50	75.00 95.00 129.50
Shuffle Lane (Rock-Ola)	29.00	29.00		
Shuffle Line (Bally)	95.00 105.00 125.00(2)	95.00 105.00 125.00(2)	95.00 105.00 125.00	105.00 125.00
Shuffle Slugger (United)	65.00 79.50	65.00 79.50	65.00	65.00
Shuffle Aras (Genco)	95.00 119.00	95.00 119.00	69.50 95.00	69.50 95.00
Shuffle Tournament, 4 player (Universal)	145.00	145.00		
Shuffle Shuffle Alley Rebound (United)	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00
Strike Alley (United)	59.00 79.00	350.00 435.00	350.00 435.00	350.00 435.00
Star Bowler, 2 Player (Exhibit)	89.50	89.50		
Super Six Shuffle Alley (United)	334.50 350.00(2) 375.00	350.00(2) 375.00	350.00 375.00	350.00 375.00
Super Twin Bowler (Universal)	39.50 59.50 69.00(2)	59.50 69.00(2)	59.50 69.00	59.50 69.00
Trophy Bowl (Chicago Coin)	50.00 59.50 89.50 99.50	50.00 59.50 89.50 99.50	50.00 59.50 119.50	119.50
Twin Bowler (Chicago Coin)	32.50 w/p			
Twin Bowler (Universal)	40.00 49.00(2)	49.00	49.00	49.00
Twin Shuffle Alley Rebound (United)	145.00 165.00	145.00 165.00	165.00	165.00
Twin Shuffle-Cade (United)	75.00 150.00	150.00	195.00	195.00
2 Player Rebound (Keeney)	39.50			

VICTOR... Tops in Bulk Vending



VICTOR'S Baby Grand Deluxe



VICTOR'S Topper Deluxe Globe Style
1 to 23... @ \$14.20 ea.
24 to 47... @ \$14.00 ea.
48 to 99... @ \$13.75 ea.
100 or more... @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe
\$14.25 ea
\$13.25 ea 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style
1 to 23... @ \$14.20 ea.
24 to 47... @ \$14.00 ea.
48 to 99... @ \$13.75 ea.
100 or more... @ \$13.20 ea.

All machines packed and sold 4 to the case.

ELLINGSWORTH SUPPLY CO.
659 Adams St., N. E.
Minneapolis 13, Minn.

FIRST DISTRIBUTORS
Joe Kling & Wally Finkle
1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

HEADQUARTERS FOR

SHUFFLE GAMES

- Un. Official Bowler \$249.50
- United 6 Player 245.00
- 5-Player 220.00
- 4-Player 195.00
- TWIN REBOUND 145.00
- Shuffle Slugger 65.00
- Shuffle Express 45.00
- Bally Shuffle Line 125.00
- Shuffle Target 90.00
- Super Twin Bowler 69.00
- Shuffle Alleys 29.00
- Rock-Ola Shuffle Lane 29.00
- Chi. Coin Classic 69.50
- Chi. Coin Trophy 89.50
- Keeney League Bowler 125.00
- Keeney Deluxe LB. 245.00
- Keeney Super Deluxe LB 275.00
- Bally Hook Bowler 145.00
- Chicago Baseball 45.00
- WILLIAMS DOUBLE HEADER 45.00
- Keeney 4-Way Bowler Shuffleboard Conversion 225.00
- Keeney Bowling Champ Shuffleboard Conversion 89.50

COIN-O's BAT-O-MAT
The Super Automatic Baseball Pitching Machine \$1,495.00
Including cashbox and canvas covers. The greatest pitching machine ever made. Write for Details.

GENUINE DeLuxe FORMICA TOPS
with orig. Silk Screen playing instructions AT THE RIGHT PRICE! Complete with cement for easy installation. For all United 8 ft. games.
In Lots of 3 \$13.50 ea.
Write for Quantity Prices.

SHUFFLEBOARD SUPPLIES
Shuffle Game Wax, Case (12) \$ 3.30
Fast Wax, Cape (12) 4.50
Pucks (Set of 8) Write
Score Sheets, 10 pads 7.50
Fluorescent Lights, pair 22.50
Used Rock-Ola Shuffleboard Lites, pr. 12.50
Adjusters 18.50
New Shuffleboard Scoreboards, Overhead 125.00
Wall Model 95.00

DISTRIBUTOR for AMERICAN SHUFFLEBOARD and SUPPLIES
Seeburg Wallbox W4-L56, 56, 106, 256, wireless, reconditioned \$32.50
Cigar Machine—25c Slot
Nat'l 930's & 950's \$89.50
Nat'l 750 Reconditioned & Refinished 85.00

SHUFFLEBOARDS
18-20-22 SPECIAL WRITE
ft. with new Play Fields.

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

Cliffy Clef says: **You Can't Buy a Better Reconditioned Phonograph Anywhere!**

Every Phonograph Steam-Cleaned and Ready for Location

AMI A	\$295.00	Wurlitzer 1015	\$175.00
AMI B	450.00	Wurlitzer 1100	349.50
AMI C	475.00	Wurlitzer 1250	450.00
Seeburg M100A	649.50	Evans Constellation	395.00
Seeburg M100B	775.00		

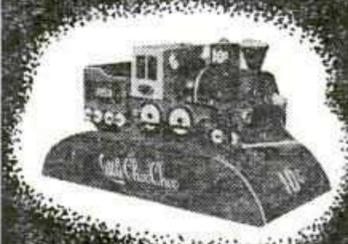
BALLY CHAMPION HORSE.....WRITE
Exchange Special 1015 and 1100 color cylinders, \$3 per pair. Must have your old frames prepaid to us.
Coven Cart—Sled \$38.50 straps included write for circular

COVEN distributing company
3181 Elston Chicago 18, Ill. Independence 3-2210
Exclusive Distributors of Wurlitzer Phonographs

ROUTE FOR SALE

One of the finest routes in the country. Music and Legal Games in the vicinity of Columbus, Ohio; about 50 100 Seeburgs (45) and Alleys and Games.
618 Dominion Blvd. Columbus, Ohio
Phone: Lawndale 7275

"LITTLE CHOO-CHOO"



Designed by World Famous Manufacturer of Amusement Rides
Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

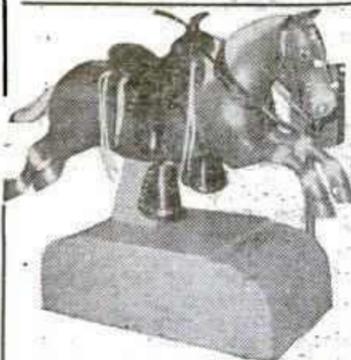
KING AMUSEMENT CO.
Mt. Clemens, Mich.

HERE! HERE!
ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO.
10TH FRAME STAR SHUF. ALLEY
10TH FRAME SUPER SHUF. ALLEY
PROMPT DELIVERY.

K'NY TEAM BOWLER—New WRITE
BALLY FROLICS—Like New \$450.00
GOTTLIB QUEEN OF HEARTS
—New—WRITE
UNITED STARS—Like New—WRITE
GOTT. CHINATOWN—New—WRITE
UNITED 5 PLAYER—New—\$199.50
UNITED 6 PLAYER—Formica 315.00
KEENEY 4 PLAYER—Formica 295.00
MANY USED BINGO AND PIN GAMES—WRITE, WIRE, PHONE
CENTRAL OHIO
COIN MACHINE EXCHANGE
525 S. HIGH COLUMBUS 15, OHIO
PHONE. ADAMS 7254

PANORAM FILMS

I have a wide variety of these Films. All Films are guaranteed. New. SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week. Write today for particulars.
FILM DISTRIBUTORS
7520 Irvine Ave., North Hollywood, Calif.



PAY AS YOU COLLECT!

Our finance plan makes it easy for you to cash in on one of the hottest coin machine businesses today! **HOBBY HORSE** is a full-size ride, yet costs far less than you would expect to pay. What's more, **HOBBY HORSE** will be delivered to you for only 25% down... balance in easy payments. Fabulous income potential! Fully guaranteed for a full year. We help you secure locations. **WRITE FOR FULL DETAILS TO:**
UNITED TOOL & ENGINEERING CO.
COLCHESTER, ILLINOIS

WANTED TO BUY MILLS AND JENNINGS SLOTS

Brand New and in Crates. All Denominations. Give Serial Numbers, Make and Lowest Prices in First Letter to Save Time.
Irving Bromberg Co.
8313 1/2 West Third St. Los Angeles 48, Calif.

SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE



SPECIAL-PANORAMS Guaranteed Reconditioned WRITE.

Write for Prices on All New Equipment

RECONDITIONED EQUIPMENT	
Brite Lites	Atlantic City \$435.00
Life	Spot Lite ... 335.00
ABC	Frolics ... 465.00
Coney Island	Five Stars ... 95.00
Brite Spot	Genco 400 ... 265.00
Botero	Leader ... 295.00

Write for January Special Price List
CLAYT NEMEROFF • CHARLEY PIERI

MONARCH COIN MACHINE, INC.
2257-59 N. Lincoln Ave., Chicago 14, Ill.
Phone: Lincoln 9-3996-7-8

EXHIBIT

Trigger	Write
Big Bronco	Write
Rawhide	\$725.00
Peter the Rabbit	725.00
Rudolph the Red Nosed Reindeer	725.00
Space Patrol	Write
And all other money-making Rides.	
New Space Gun	\$375.00

MIKE MURVES
577 Tenth Ave. (at 42nd St.)
New York 18, N.Y. BRyoni 9-6677
40 YEARS SERVICE • EST. 1912

WANTED! MILLS and JENNINGS BELL MACHINES From PENNSYLVANIA OPERATORS FOR EXPORT
GENERAL COIN MACHINE CO.
225 N. 9th St. Philadelphia, Pa.
Walnut 2-4378

25 FROLICS For Sale—Like New \$400.00 each
ED'S MELODY MUSIC SERVICE
4758 S. Bishop St. Chicago 9, Ill.
Phone: YArds 7-1414

Advertisers in **THE BILLBOARD** are **BLESSED WITH THE BEST.**

Coinmen You Know

• Continued from page 81

meeting Thursday (8) at DePasquale's Restaurant. Tolisano, who heads Superior Music of Hartford, was the 1952 president. Fish was honorary president... Radio and television dealers of Connecticut and Western Massachusetts attended open house at Radio and Appliance Distributors, East Hartford, over a five-day period.

Graham H. Anthony, chairman of the board of Veeder-Root, Inc., Hartford, manufacturers of counting and computing devices for coin machines, announced that at a meeting of the directors of the two corporations, **Wilbur C. Stauble** was elected a director and member of the executive committee.

Rogers' Orchards, Southington, Conn., have installed an apple vending machine in the lobby of the 1,500-seat Allyn Theater. The unit is believed to be the first installation of its type in a Connecticut theater. A similar machine was installed at the Hartford Times building some months ago. A Snively orange and grapefruit juice vender at Hartford's Union Railroad Station is garnering good grosses.

Fruit Vending

• Continued from page 70

season and making sure it is shipped promptly. Ferman takes advantage of his New York location by buying South African and Argentinian pears as soon as they are unloaded on the piers and utilizing the produce markets in the city.

All the purchases are made by telephone and there is no inspection of the fruit when it is delivered. Ferman uses only one check—volume. If the fruit is fresh it will sell; if it isn't it won't. So far, the fruit has been almost uniformly fresh.

Fruits Are Healthful

Virtually every YMCA in the New York area has a Fruit-o-Matic on location. So have many schools, including parochial schools, which do not, as a rule, have vending machines. Ferman sells his locations with a strong and logical argument—fruits are healthful. He also points out that a dime spent for an apple, orange or pear buys more nutrition than a dime spent for almost anything else.

Oddly enough, one of Ferman's best locations is a restaurant—the New Yorker in mid-town Manhattan. Figuring selling costs and total volume, the New Yorker discovered it could sell more fruit and make more money by having a Fruit-o-Matic installed.

Firms Convert

• Continued from page 70

pulls handle under his choice of ingredient, pours packet contents into cup taken from a side-mounted dispenser and fills cup with hot water from spigot in base.

The machine, called Hotshot, is available for nickel or dime operation, lists for \$295 f.o.b. It stands 67 inches high, 14 inches deep and 21 inches wide.

To provide a choice in coffee selection, two columns are used: one may contain the concentrate packet only, the second a cream concentrate packet in addition to coffee.

Super-Matix has contracted for over 1,500 of the Mills five-column candy machines, which will be converted as they are removed from locations by Mills' subsidiary, Mills Automatic Merchandising Company.

Grant said the conversion is being accomplished by Super-Matix at 3114-16 West 28th Street. Conversion kits for several models of candy venders will be introduced next month, he stated. They will include water heater, penny cup dispenser, decals, special front door with drain pan for vender base and the water spigot.

The special aluminum foil ingredient packets contain Nestle's chocolate powder and soup concentrates, American Home Foods coffee and Dean's cream concentrates, Grant stated.

The vender will be sold thru distributors and Super-Matix sales representatives.

Joseph J. Morrow, personnel director at Pitney-Bowes, Stamford, Conn., postage stamp vending machine manufacturers, has been named head of the industrial employees' division of the Stamford Red Cross Campaign.

Washington

Jim Bohanan, of Southern Wholesalers, local Victor records distributor, expects the new **Eddie Howard** recordings of "How Do You Speak to an Angel" and "Downhearted" to be good juke fare. Bohanan sees the business outlook for 1953 as excellent.

Bayne E. Phipps reports that Spacarb of Washington is doing a steady business. **James Bowen**, head of Kwik Kafe of Washington, says business is good and still expanding. Bowen recently added a few small locations.

Max Silverman, owner of the Quality Music Company, believes the new R&B tune cut by the Five Royals—"Baby Don't Do It"—is a comer.

Houston

Ervin Herzik, music operator from Schulenburg, is in the city for a supply of new phonographs. **Bill Williams**, South Texas music and coin machine operator, has sold all his operations to **A. Ray Simms** of Houston. Simms is a newcomer, locally, in the coin machine business.

New York

Harry Berger, West Side distributor, leaves on a business trip to Europe February 1. His 18-day jaunt will cover Belgium, Portugal, Germany and France, where he will attempt to drum up export business. Harry will fly both ways.

Dave Berkowitz, Winthrop Mu-
(Continued on page 84)

Shaffer Specials

in better quality buys

SEEBURG		WURLITZER	
M-100-A (78)	Write	1250	\$399.50
148-ML (Blonde)	\$239.50	1100	269.50
146	129.50	1017 (Hideaway)	99.50
1946 Hideaway	89.50	1080	119.50

EXPORT SPECIAL		POST WAR WALL BOXES	
Wurlitzer 800	\$39.50	Seeburg 5/10/25	
Wurlitzer 700	39.50	Wireless	\$24.50
Wurlitzer 750	49.50	Seeburg 5c 3 Wire	15.00
Rock-Ola 39/40	39.50	Wurlitzer 3020	22.50
		AMI 5/10	25.00

WURLITZER 219 STEPPER \$21.50
ROCK-OLA 1422 94.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
606 S. High Street
MAin 5563

Cincinnati, Ohio
1200 Walnut Street
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

MODERN IDEAS

WITH A **SOLID BACKGROUND**

GENCO
New Management plus
25 Years of Experience

This background is reflected in the success of Genco's current ultra-modern, upright ball game.

"JUMPIN' JACKS"

EYE-LEVEL ACTION KEEPS PLAYERS PLUGGING!

(A proved fact recognized by leading coin machine operators.)

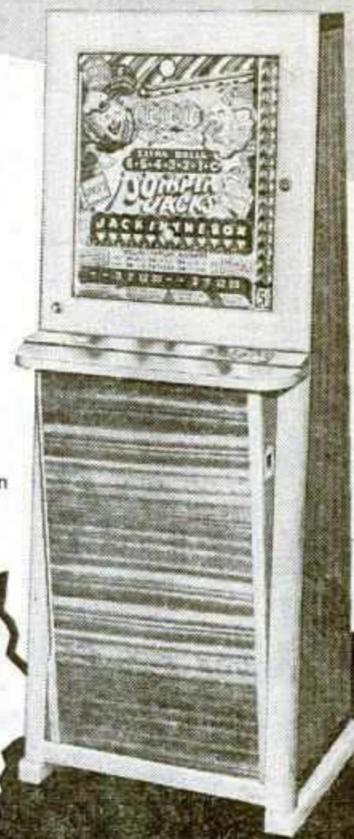
- Still in production after 14 weeks!
- PROVED earning power after months on location
- PROVED trouble-free operation
- PROVED acceptance in every location

Investigate "Jumpin' Jacks" today. WRITE—WIRE—PHONE your Genco distributor for details.

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United ABC \$139.50
Chi. Coin Basketball Champ 195.00
Sunshine Park 395.00
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Twin Rotation Write
Keeney 4 Player Conversion (for long board) 195.00
Hayburners 149.50

University Coin Machine Exchange
854 N. High St., Columbus 8, Ohio
Tel.: UNIVERSITY 6900

Coinmen You Know

Continued from page 83

sic, sold his Levittown, L. I., home to **Ralph Schneider**, Runyon Sales. . . . **Morris Gelford**, of Elma Music, returned last week from a Texas trip. . . . Vacationing in Florida are **Joe Madden**, Old Reliable Music; **Raymond Knoss**, Arrow Music, and **Herman Silver**, Empire Music. . . . **Eli Gassner**, Servwell Music, is back at work after recuperating from a heart attack.

Los Angeles

Mary Weber, wife of **Ted Weber**, vending operator in Burbank, has penned six songs that are now recorded on T. & M. Records. Among them are "The Moon Told Our Secret," "Alone in a Crowd," and "Red Hills of Oklahoma." The first two are recorded by **Mimi Martel** with The Troupers and the other by **Jimmy Gerry** and his band. . . . **Walter Hennings** is reported returning to the music operation field in the Santa Ana area. He purchased the route of **L. E. Schoenlaub** in Costa Mesa. Hennings was in the business before going into the army.

Tom Boyd, well known serviceman, has entered the cigarette vending machine business in San Diego. He worked for a number of music operators in the San Diego area. . . . **Paul Kain** in town from San Bernardino to look over equipment. . . . **Stewart Metz**, S & A Novelty Company, San Bernardino is recovering from a bad cold that caused him to lose his voice. . . . **Dick Harrison**, G. I. Novelty Company, Fontana, was in town on a buying trip.

Ivan Wilcox, Visalia, is recovering from an operation performed at Mayo's in Rochester, Minn. Wilcox took his father there for a check-up and he was found to be in good health despite his 84 years. However, examination showed that Wilcox was the one

who was in need of medical attention. . . . **Pete Shupp**, South Gate operator, back from a successful hunting trip in the vicinity of Bishop, Calif.

Lloyd Sanders, associated with Shupp, recently took himself a bride. . . . **Charlie Cahoon**, Long Beach, was in town to shop around. He recently completed a music machine installation that required the hoisting of the unit up the side of the wall and then across a roof to a cupola. He was assisted by **Ed Wilkes**, Paul Laymon Company, with whom he was once associated in Long Beach.

Charlie Koski was in from San Pedro on one of his infrequent trips. . . . **Bill Olson** of San Pedro combined a recent trip to Los Angeles for equipment with a quest for an English pipe.

Austin Covers '53 Plans at Meeting

BALTIMORE, Jan. 17.—Austin Packing Company covered plans for the firm's 1953 sales campaign during the recent annual sales meeting at the Lord Baltimore Hotel here.

Austin executives and representatives participated in the banquet of the Baltimore Candy Club.

Curtiss Candy Head Dies

CHICAGO, Jan. 17.—Ott Schnering, president and founder of Curtiss Candy Company, died following a heart attack Saturday (10) at his home in Cary, Ill.

Seems that Olson was given one of the briars and was trying to obtain another one. . . . **Fred Velie** of the parts department at Badger Sales reports that his two-month old son, **Stuart**, is now a full-fledged member of the Sky Cradle Club. He flew with his mother, **Lorraine**, to visit relatives in Detroit.

Stan Rousso, Stoner Manufacturing Company western representative, off on a trip thru Central California. He recently visited accounts in Fresno. . . . **Woodie Leslie**, Western representative for the U-Select-It line, back at his home in Monrovia following a trip into the Northwest on business.

Lovell Appointed By U. S. Tobacco

NEW YORK, Jan. 17.—The appointment of C. E. Lovell as department manager of the New York sales region of the United States Tobacco Company was announced this week by J. Whitney Peterson, president. Lovell is a director of the company.

Milton Rothenberg was named Midwestern department manager to succeed Lovell. Rothenberg started with the company as a salesman in Chicago and was made divisional manager there in 1944.

MONTGOMERY, Ala., Jan. 17.—State Revenue Commissioner J. M. Edwards reported collections from the tobacco tax in December totaled \$684,472, as compared to \$558,586 in the same month a year ago.

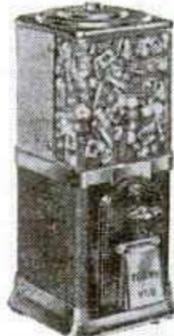
For the fiscal year to date the levy has yielded \$2,018,424, compared to \$1,944,795 last year.

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VICTOR'S Topper Deluxe Globe Style



VICTOR'S Topper Deluxe Half-Cabinet Style



VICTOR'S Baby Grand Deluxe



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

\$14.25 EA.
\$13.25 EA.
100 or more

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Denver 19, Colorado

TWENTY GRAND!
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TWENTY GRAND!

FAST!

NEW!

TOP'S THEM ALL FOR 1953

Williams

GREAT NEW 5-BALL TWENTY GRAND

FEATURING:
HIGH SCORES and S-P-E-L-L AWARDS

1 TO 8

GOOD FOR ONE REPLAY and lite-up two bottom rollovers for replays.

✓ TOP ROLLOVERS lite-up and increase from 50,000 to 500,000 when ball is trapped in "N" hole.

✓ SPELL AWARDS: TWO-FIVE-TWENTY by trapping balls in center panel.

✓ 9 TRAPHOLES score 1/2 million each!

✓ 2 THUMPER BUMPERS — 2 FLIPPERS

✓ TWO AUTOMATIC FLIPPERS lite-up at bottom for increased values.

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Williams MANUFACTURING COMPANY

TWENTY GRAND!

CREATORS OF DEPENDABLE PLAY APPEAL!
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DIFFERENT

NEW!

BETTER

New!



GOTTLIEB'S Queen of Hearts

WITH
5 BRAND NEW
"DROP-THRU" BALL TRAP HOLES
... TEN-JACK-QUEEN-KING-ACE

REPLAYS FOR:

STRAIGHT! →

FULL HOUSE! →

4 OF A KIND! →

5 OF A KIND! →

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ORDER AT ONCE
FROM YOUR
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148 ML	\$240	1250	\$397
148 M	195	1080	125
147 M or S	140	1017 Hideaway	115
146 M or S	125	AMI	
H 146 HIDEAWAY	89	A	\$269
1941 HIDEAWAY	49	B	360
		C	460
		ROCK-OLA	
		1434, 50 Record	\$529
		1432, 50 Record	395
		1422	94

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

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Wurlitzer 4851, 5c, 10c, 25c, Like New	\$49.00
Wurlitzer 4820, 5c, 10c, 25c, Like New	47.00
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Seeburg W4-L56, 5c, 10c, 25c, Wireless, Recond., Refinished	34.50
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Popular **3-4-5-IN-LINE** scoring

HORIZONTAL, VERTICAL, DIAGONAL

Plus attractive **4-CORNERS SCORE**

Advancing **SUPER-SCORES**

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Advancing flash releases up to 3 Extra Balls

BALLY BEAUTY will put new life into your locations... add important dollars to your daily collections. Get BALLY BEAUTY now from your nearest Bally Distributor.

The **CHAMPION** Ballyhorse Bally **SPACE-SHIP** SEE PAGE 90

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DIVISION OF LION MANUFACTURING CORPORATION

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TO EXPAND OUR PHONOGRAPH PRODUCTION

FACTORY CLEARANCE

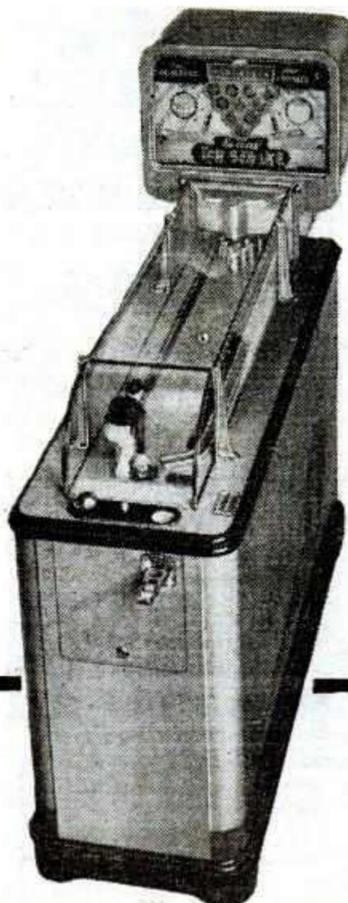
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Latest High Dial Projector Scoring up to 150... 5 frames per coin deposited... latest Pin Setting device—no pulleys... pins automatically cleared from alley... player-controlled Manikin Bowler delivers ball to any part of alley. Many other features. Fully automatic, trouble-free operation. Replay or Novelty.



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NEW SELECTION—FIVE BALLS—NEW PRICES!

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Mardi Gras	29.50	El Paso	39.50	Hit Parade	29.50
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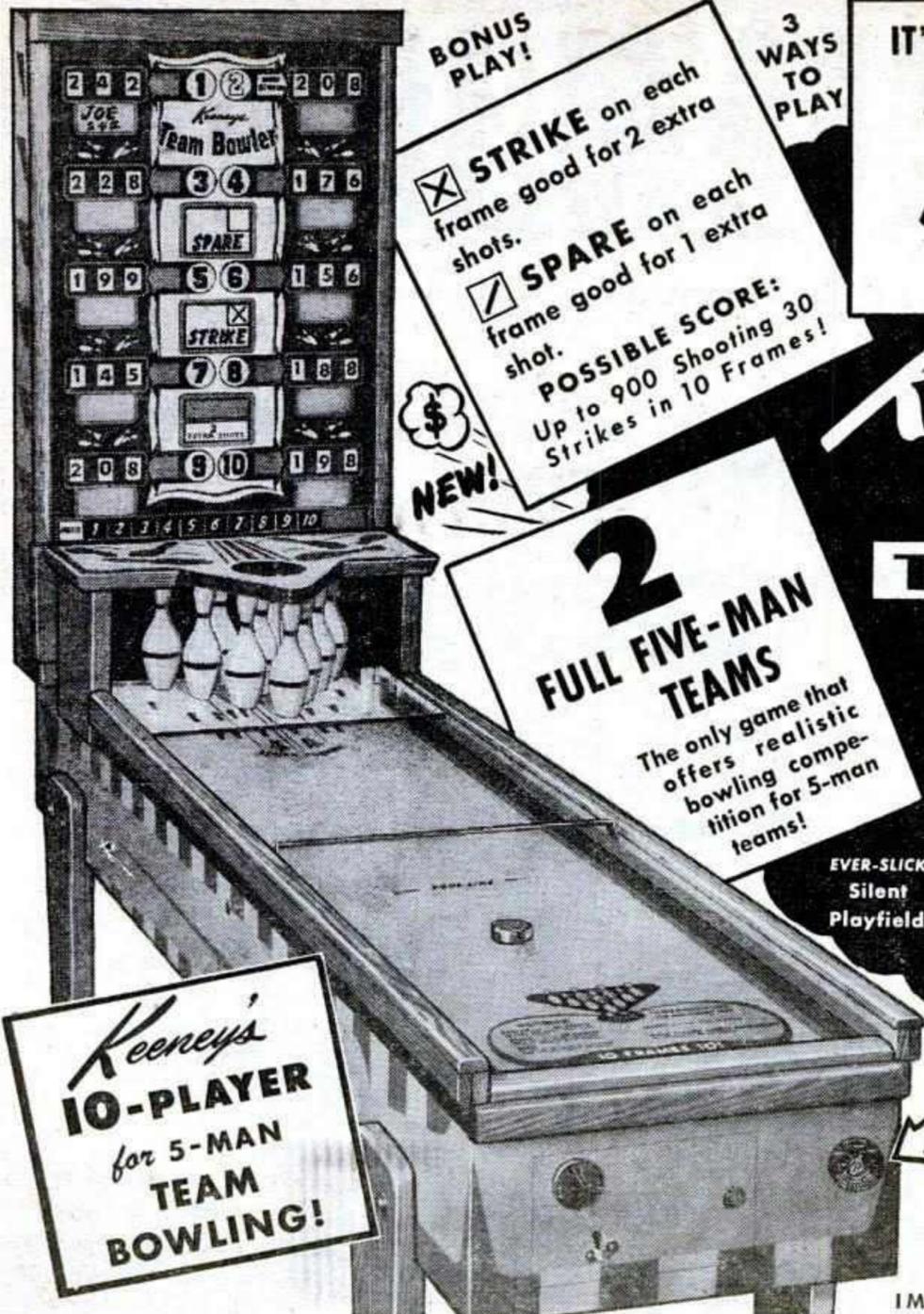
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STRIKE on each frame good for 2 extra shots.

SPARE on each frame good for 1 extra shot.

POSSIBLE SCORE:
Up to 900 Shooting 30 Strikes in 10 Frames!

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2 FULL FIVE-MAN TEAMS

The only game that offers realistic bowling competition for 5-man teams!

10-PLAYER TEAM BOWLER

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Keeney's 10-PLAYER for 5-MAN TEAM BOWLING!

EVER-SLICK Silent Playfield

Adjustable to: NEW BONUS PLAY

- ★ 20-30 SCORING
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READY WITH IMMEDIATE DELIVERY!

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- Unedda Monarch, 10 Col. 110.00
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- BALLY BEAUTY
- Genco JUMPIN' JACKS
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- Atlantic City 450
- Stars 345
- Spot Lite 345
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Late Shuffle Games, Bingos, Arcade Equip. Send list and prices.

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- UNITED 10th FRAME STAR S. A.
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- CHI. NAME BOWLER
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Keeney 10 Player Team Bowler
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- 33 Ball Gum 7.50
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Minimum Order - 5 Tops.

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Now on Display

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- United 4 Player Deluxe Shuffle Alley \$295.00
- United 5 Player Big Pins, Formica Top 260.00
- United 5 Player Big Pins, Formica Top 235.00
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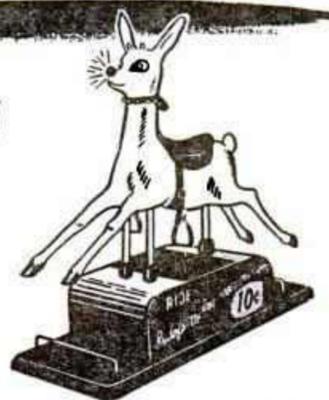
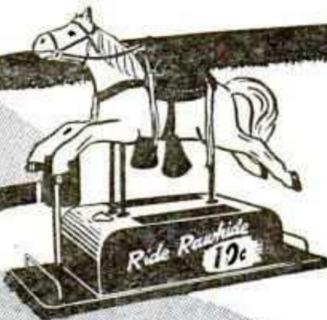
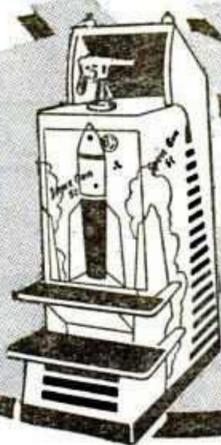
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Investigate America's most complete line of coin-operated Kiddie Rides before you buy... whether you are expanding your present operation or entering the coin-operated kiddie ride field for the first time, it will pay you to visit your nearest Exhibit Distributor...



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Est. 1901

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The Latest . . . FIVE BALL GAMES All Like New!

Gott. BASKETBALL	\$120	HONG KONG	\$225	RAG MOP	\$110
CONTROL TOWER	110	HAPPY-GO-LUCKY	165	SKILL POOL	235
DOUBLE FEATURE	125	KING ARTHUR	95	SLUG FIST	165
DOUBLE SHUFFLE	95	KNOCKOUT	85	SWEETHEART	85
GEORGIA	110	OLD FAITHFUL	110	3 MUSKETEERS	110
FOUR STARS	225	PARATROOPER	235	TRI-SCORE	85
FOUR HORSEMEN	110	ROCKETTES	125	TUMBLEWEED	95
GOLDEN GLOVES	95			WHIZ KIDS	175

SHUFFLE GAMES

United SIX PLAYER	\$245
United FIVE PLAYER	225
United FOUR PLAYER	200
United OFFICIAL SHUFFLE ALLEY	365
Keeney BIG LEAGUE BOWLER	185
Keeney KING PIN	35
Chi. Coin BOWLING ALLEY	45
Chi. Coin TROPHY BOWL	50
Williams DOUBLE HEADER	50
Bally HOOK BOWLER	95
Bally SHUFFLE LINE	95

MISCELLANEOUS EQUIPMENT

Exhibit SIX SHOOTER	\$165
Bally TURF KING	145
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Bally CHAMPION HORSE	Write
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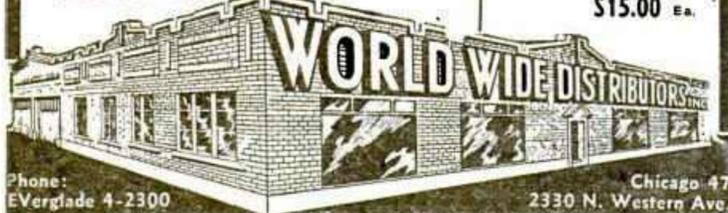
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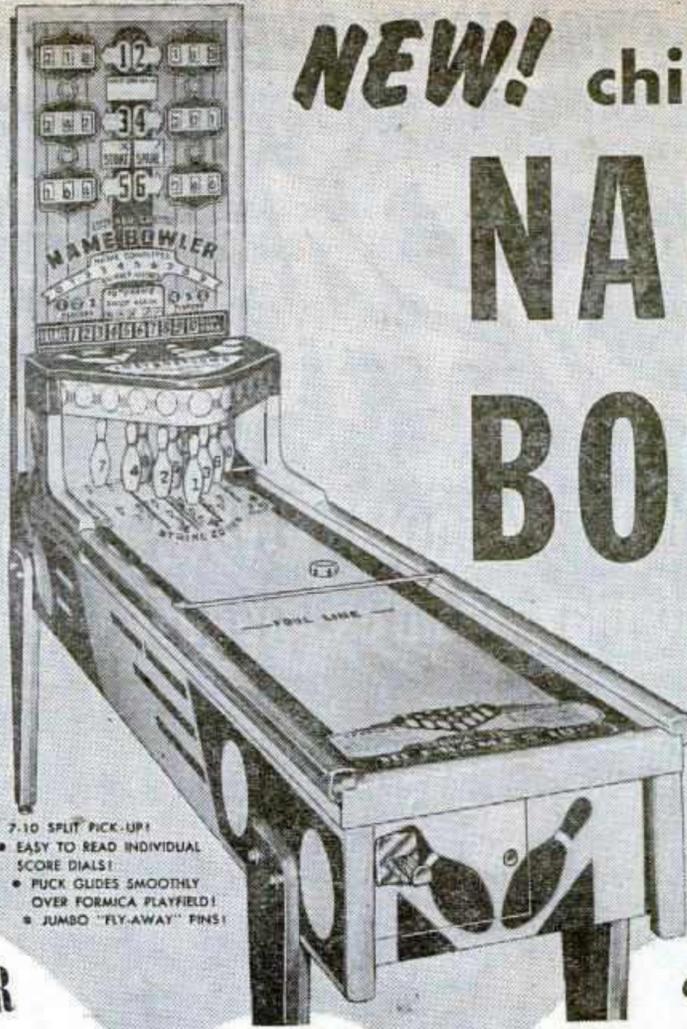
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- NEW** Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.



NEW! chicago coin's
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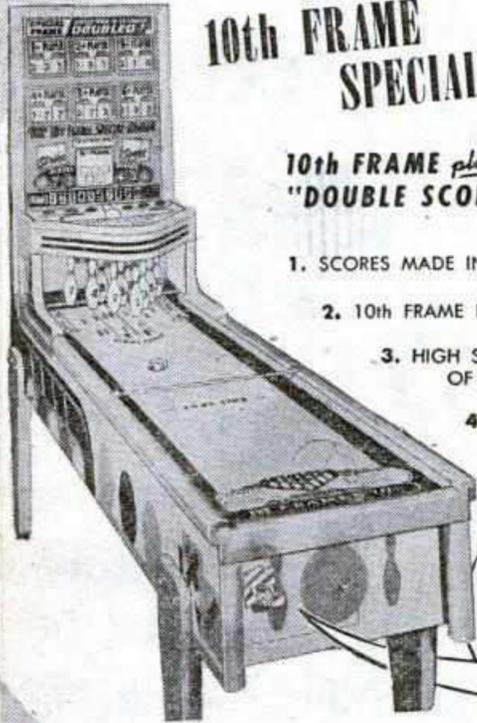
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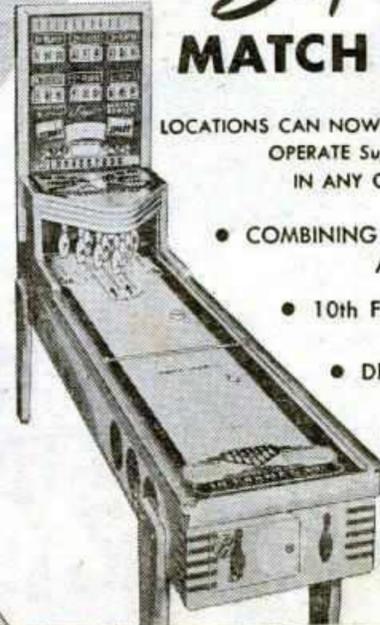
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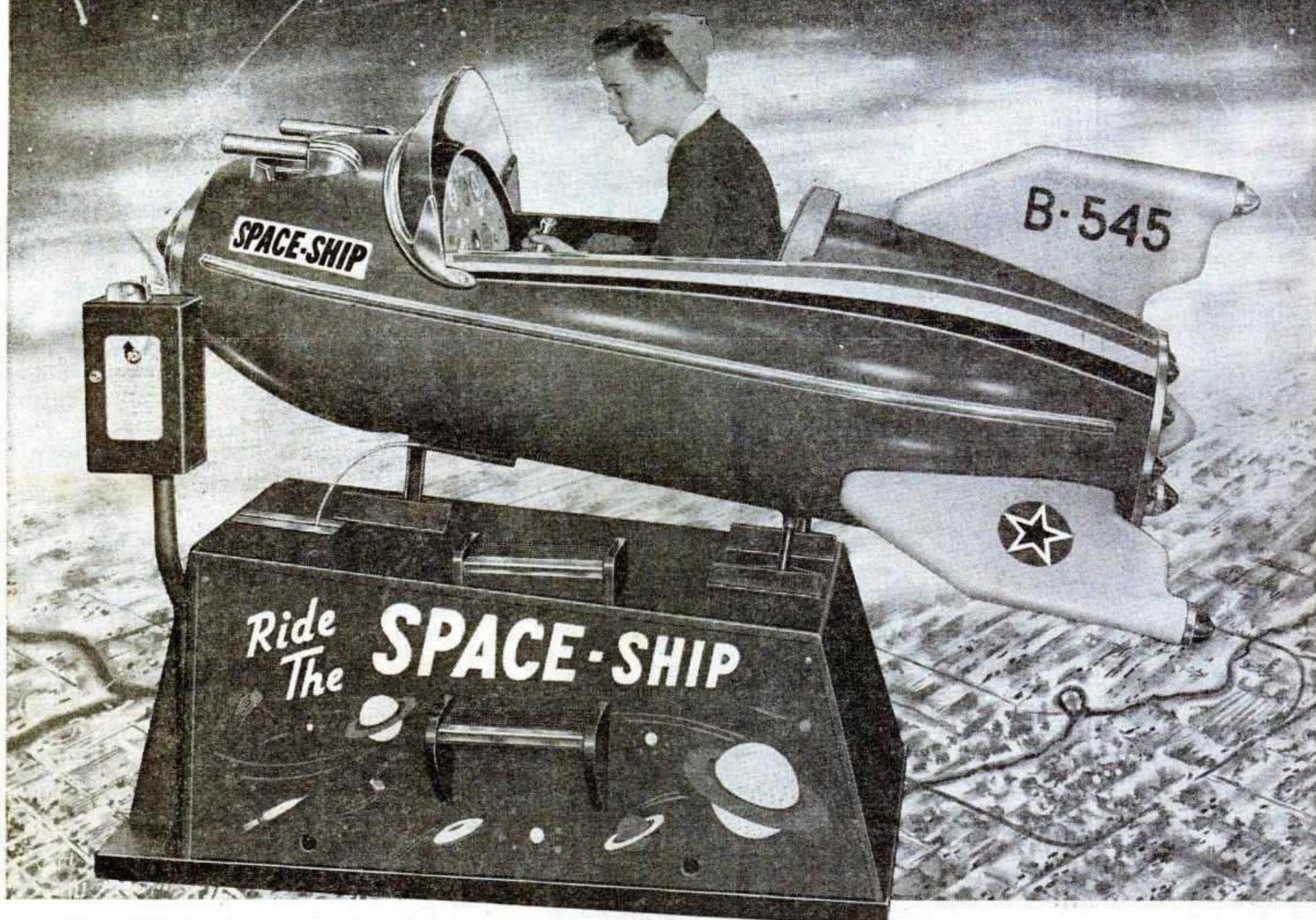
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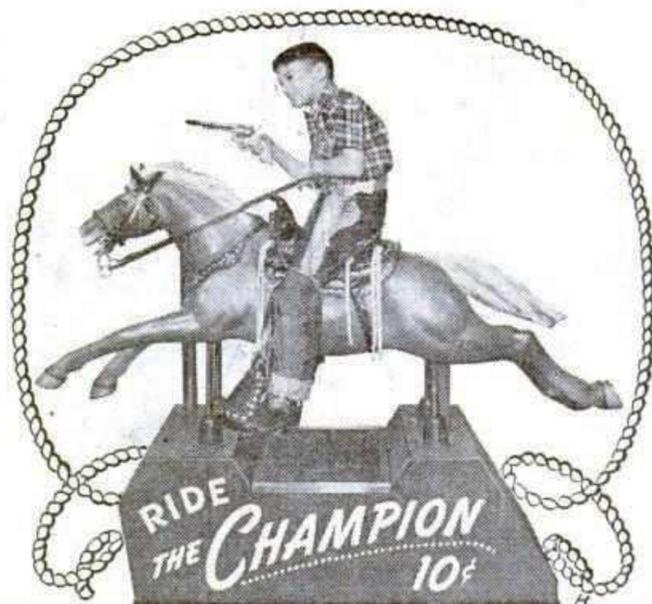


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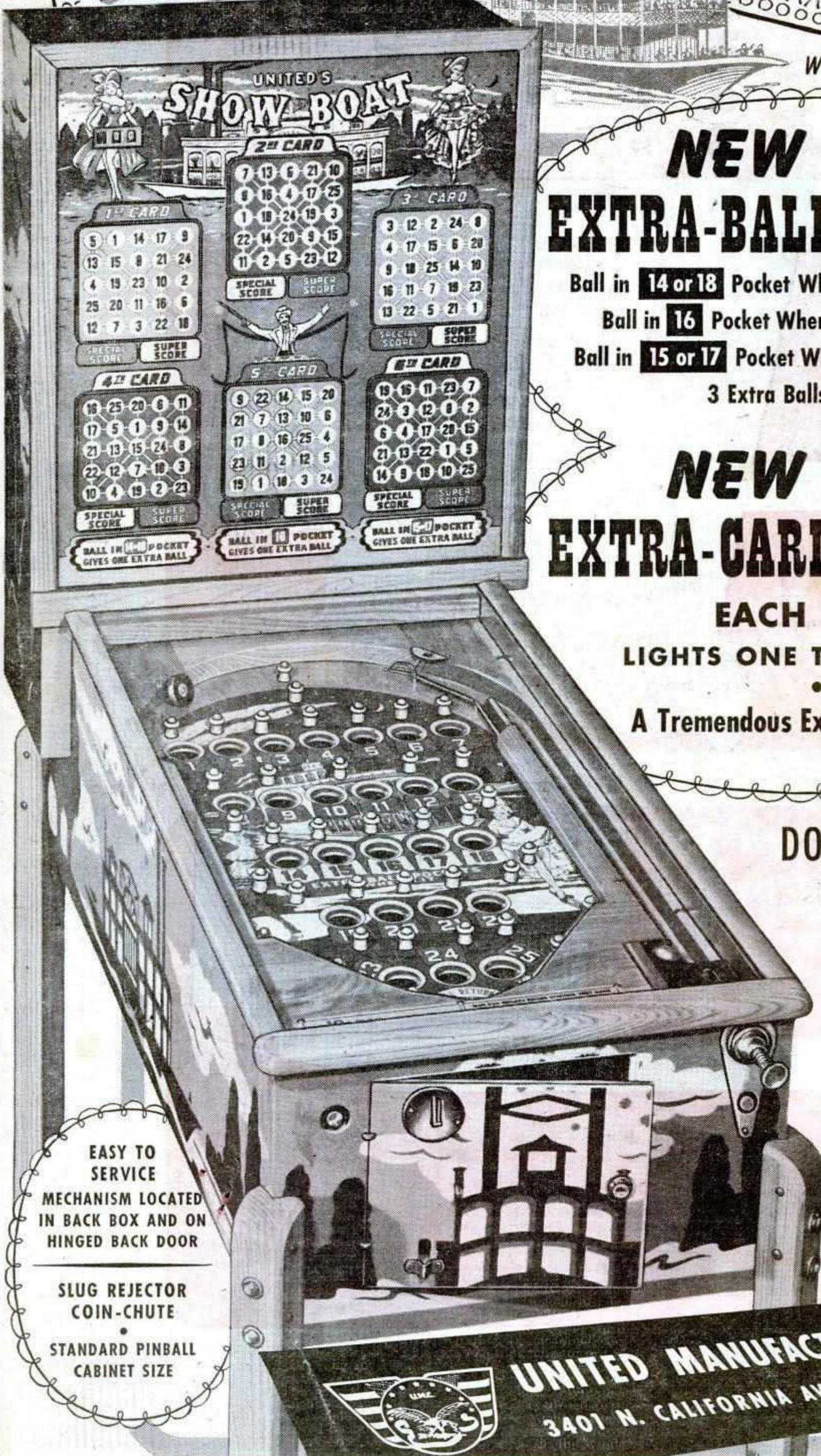
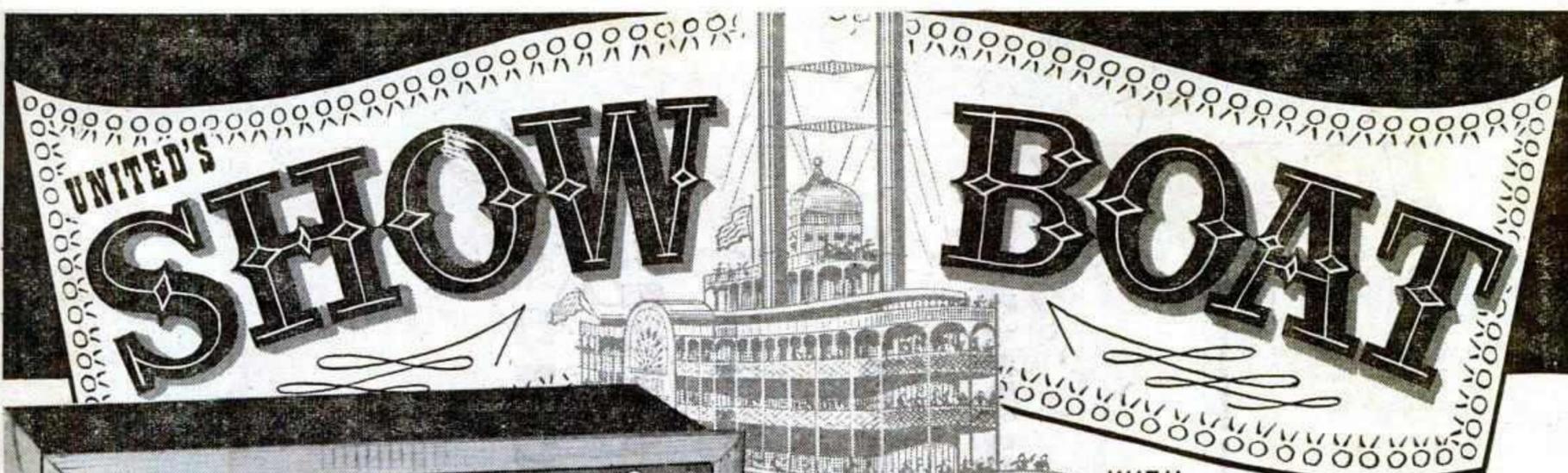
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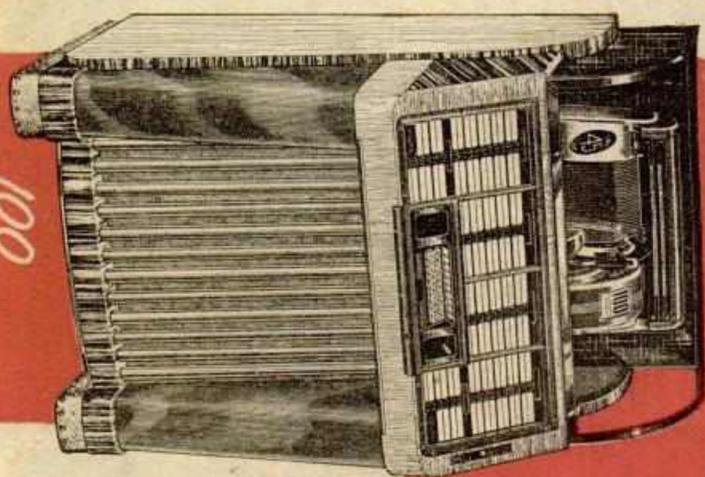
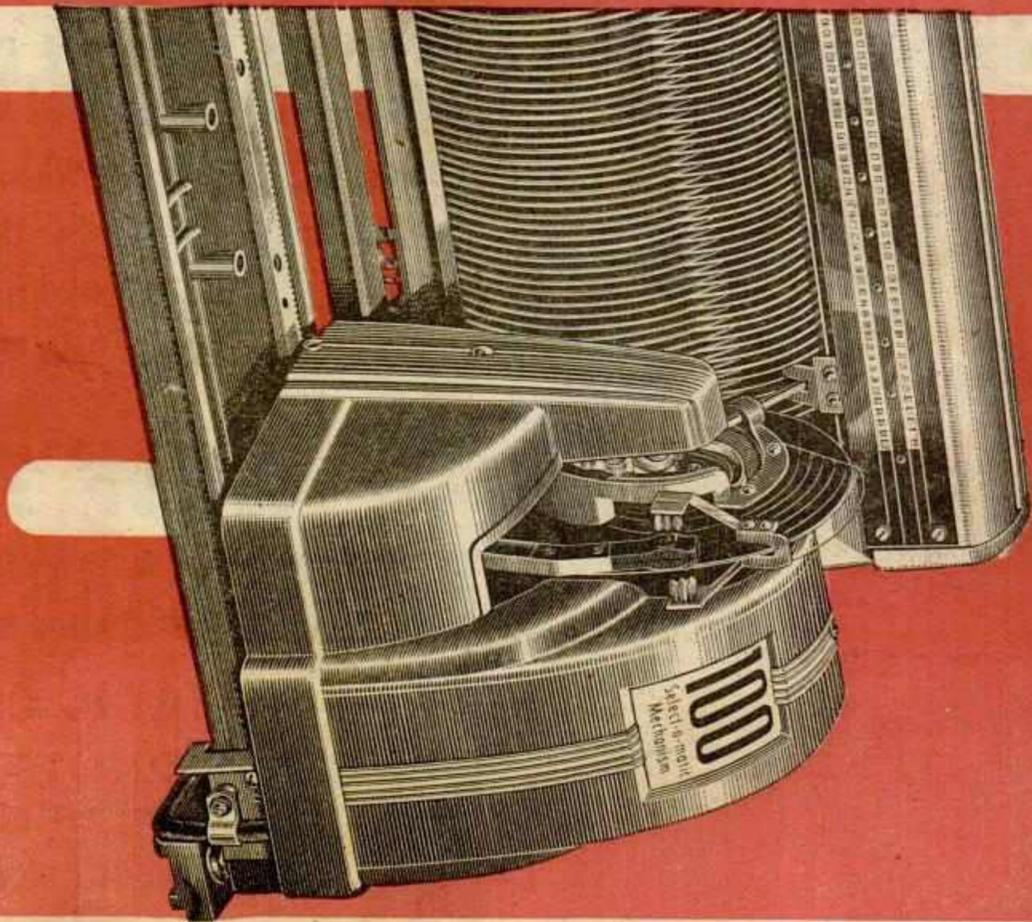
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