

# The Billboard

JANUARY 9, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Show Business May Glitter, But Gold Just Isn't There

### Songwriters Seek to Capture Renewal Rights to Standards

NEW YORK, Jan. 2.—Current disputes between songwriters and publishers over renewal rights to some of the top standard ditties of yesteryear highlight a music industry problem which many observers feel will gain intensity in the immediate future.

It is pointed out that the initial 28-year copyright term is running out on many of the pop creations of the mid-1920's. The pre-depression golden era of musical comedy (Flo Ziegfeld, Earl Carroll, etc.) produced tunes that are still among the most favored of Mr. Average American.

Hoagy Carmichael, Billy Rose, Harry Ruby and the estates of the late Gus Kahn and George M. Cohan are just a few of the top-flight names who during the past year have figured in actions to pull copyrights from publishers, set up their own publishing enterprises or institute related moves.

The latest step in the burgeoning hassle is Mills Music's reply to a suit brought by Hoagy Carmichael, writer of "Stardust" and many other standards. Mills, thru its attorney Sam Buzzel, asked the U. S. District Court here to throw out Carmichael's plea for a declaratory judgment naming him sole proprietor of renewal rights to "Stardust" and 13 other tunes originally assigned to Mills.

**Hearing Set**  
Mills' motion to dismiss the suit will be argued in court January 12. Lee Eastman is the attorney representing Carmichael.

Also pre-trial hearings are scheduled to resume next week in another case involving writers seeking to capture ownership of copyright renewals. This case concerns cleffers Billy Rose, Ray Henderson and Mort Dixon, who collaborated on "That Old Gang of Mine."

In a suit handled by legalist John Schulman, they are asking clear title to "Gang," originally held and still claimed by Bourne Music, Inc.

It is also noted that many writers have been setting up their own publishing enterprises in the last year or so, with the prime idea of gaining commercial title to copyright renewals. Some who have done so are now known to

be negotiating with Nat Tannen and others, who are being asked to handle their tunes as selling agents.

Writers mulling the recapture of renewals are doing so for a variety of motives. In some cases the motive is little more than pique at some real or fancied slight by a publisher, or perhaps it was felt that the original bargain was driven a little too hard.

But hard economic facts are at issue in most cases. With the evolution of the music to the point where the phonograph record is now the prime vehicle for creating a hit or reviving a standard, some cleffers have come to reason that they are just as capable of dealing with artist and repertoire men as publishers.

And in the case of evergreen  
*(Continued on page 14)*

### PUBLISHER PLAN: NO WRITERS, JUST LAWYERS

NEW YORK, Jan. 2.—A music publishing firm, going over its monthly bills, was horrified by the size of its law retainers plus special costs for legal battles.

"How much did we pay our writers last quarter?" asked one partner. He was told the figure.

"You know," replied the first partner, "we paid out more for lawyers than we did for writers."

"Yeh, and with some of our writers trying to recapture renewals on copyrights (see adjoining story) we are going to be up to our necks in more lawyers from here on."

"Tell you what we ought to do," said the partner. "Instead of developing all these song writers who are always so ungrateful, we ought to develop a couple of lawyers."

### Average Actor Earns \$800-\$2,000 a Year

Radio-TV Highest; Variety Mean 1G; Legit at the Bottom

By BILL SMITH

NEW YORK, Jan. 2.—The big money that makes show business a glamorous profession to outsiders and thousands of young hopefuls isn't as profitable for the thousands of performers as first blush would indicate.

For every name artist who gets about \$800 a week or more, there are hundreds who don't make more than \$10 a week.

The legit performer averages about \$800 a year, according to Alan Hewitt's excellent article in the current issue of "Equity," the legit actors' house organ. The radio and television actor is better off. He averages about \$2,000 a year. The variety performer who works in night clubs and theaters can seldom count on more than \$1,000 a year, and so it goes thru the fields.

It is obvious that the performer who limits himself to one phase of show business (assuming he's not an attraction) is just out of luck. The majority of actors cross from one field to another, picking up what they can, looking for the will o' the wisp and hoping they too can get their breaks.

The average legit actor who belongs to Actors' Equity works  
*(Continued on page 12)*

### Peter L. Hayes Godfrey's Sub

NEW YORK, Jan. 2.—Peter Lind Hayes was named the number one replacement for Arthur Godfrey this week on CBS-Radio. The crew-cut comedian was signed to an exclusive contract for radio and TV services by CBS, Inc., chief proviso being that he is to act as the future Godfrey stand-in. The radio network will also blueprint a nighttime radio series that will feature the talents of Hayes and his wife, Mary Healy, as a man-and-wife team.

Thus Hayes gets the big broadcasting break of a career, during which he and Miss Healy have been featured in numerous turkeys. Hayes and Healy starred in the ill-fated "Star of the Family" on TV for Ronson, and Hayes was also featured on "Stork Club" for a short while, in addition to several other shows.

Consequently, the network takes out additional insurance on Godfrey, who is still on crutches as a result of his latest hip operation and whose retirement, if not imminent, is always a possibility because of his physical troubles.

Robert Q. Lewis, who has always been the chief Godfrey replacement, now has a daytime radio series and a afternoon TV strip of his own to work on. He would also be available on nighttime TV to sub for Godfrey if an emergency occurred. Healy himself could be moved into a nighttime slot after he has had sufficient exposure to Godfrey fans.

### MOSCOW RADIO PLAYS--SH!--JAZZ

COPENHAGEN, Denmark, Jan. 2.—A Danish radio broadcast Sunday afternoon reported that the Soviet Union is playing jazz music.

The fact in England played at the concert with

### GRANZ'S GROSS

**Philharmonic Jazz Tours—\$600,000**

HOLLYWOOD, Jan. 2.—Norman Granz's Jazz at the Philharmonic units booked up a total gross of approximately \$600,000 in three separate tours during 1953.

Granz, who returned from a 10-day visit with disk distributors in Europe this week, disclosed that a recent JATP unit which toured Japan grossed over \$50,000 in 11 days, playing a total of 22 concerts. Talent on the tour included Ella Fitzgerald, Gene Krupa, Oscar Peterson, J. C. Heard, Benny Carter, Bill Harris, Ray Tunia, Charlie Shavers, Ben Webster, Flip Phillips, Roy Eldridge, Ray Brown, Willie Smith and Herb Ellis.

In addition to the dates played in Japan, the Granz unit played two concerts at the Honolulu stop-over.

As the first jazz unit to tour the Japanese mainland, Granz pointed to the high cost of transportation as the only possible thorn that might reflect on future trips. Much of this was offset, though, by the scale in prices, which were  
*(Continued on page 14)*

### Stabilized TV Web Due by Late 1955

CBS, NBC Stations May Even Out; ABC 'Flexible'; Du Mont Now Nears Peak

NEW YORK, Jan. 2.—Sponsors can expect that by late 1955 the TV network line-up thruout the country will reach its stabilized and virtually final form. It is expected by two of the webs—NBC-TV and CBS-TV—that by then Federal Communication Commission hearings will be a thing of the past and that the evolving station growth situation will have solidified.

The network of the future is visualized similarly in general terms but differently in specific aspects by each of the networks. It is believed by CBS-TV that there may be as many as 250 stations available to advertisers wishing complete coverage of the country. NBC-TV expects that its complete network will have about 200 stations.

### LIBERACE AIDS POLIO'S CAUSE

HOLLYWOOD, Jan. 2.—Seymour Heller, personal manager of concert pianist Liberace, announced the organization of a long-range program for the aid and assistance of polio patients thru Liberace Enterprises.

As the first step in this program, Liberace Enterprises has donated \$5,000 for the purchase of an electroencephalograph for the new polio ward which will be opened early next year at Rancho Los Amigos, located at Hondo, Calif.

Program will be under the supervision and direction of John R. Jacobs Jr., attorney. Future plans to develop the organization are expected to be announced shortly.

expect their basic network line-up to be about the same—CBS-TV 59 and NBC-TV 60. These networks, it is estimated, will cover about 70 per cent of the  
*(Continued on page 2)*

### 'DANCING WATERS' COIN

### Carnivals Bid 175 G For Midway Display

NEW YORK, Jan. 2.—Dancing Waters, which splashed away at its debut less than a year ago in Radio City Music Hall, the nation's elite showplace has caused a group of carnival moguls to obligate themselves for some \$175,000 to secure it as a midway attraction—quite the largest single attraction investment ever made by the nomadic brethren.

Sold to a few fairs last year as a grandstand feature for \$1,000-\$2,000 a day, the water spectacle this year will still be available for the same purpose and at the same price, but principally, it will be shown at annuals under canvas for straight admissions—a formula proven by its producers, Harold Steinman and Sam Shayon, last year.

Presented under canvas first at the Eastern States Exposition, Springfield, Mass., the unique water spectacle danced before as many as 9,600 persons in one day. At 50 cents per person, this represented a \$4,800 gross—a sum of such proportions as to intrigue any carnival impresario. Later, at the Texas State Fair, Dallas, a record 12,700 persons contributed \$6,300 to view it in one day

On the basis of these experiences, Steinman and Shayon reasoned that the biggest earning potential was under canvas on fair midways. They expect to earn more money with it as the owners while the carnivals and fairs also benefit.

While all of the money needed to secure and present the attraction will not accrue to the owners, a sizable percentage will. With  
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## Stabilized National TV Net Line-Up Due by Late 1955

FCC Hearings Thru; CBS, NBC Stations on Par; ABC 'Flexible'

Continued from page 1

market areas of the country, as against the current networks which give sponsors 55 to 60 per cent of the current TV audience. In order to get about another 10 per cent of the TV viewing population, clients will have to buy another 52 stations on CBS-TV which will be labeled as basic optional. And the same sort of secondary network amplification

## Radio Revenue Hits New High, \$469 Million

WASHINGTON, Jan. 2.—Radio in 1952 made a profit in all but seven of the nation's top 200 market areas as broadcast revenue rolled to an all-time high of \$469,700,000, bringing combined TV and radio revenues to \$793,990,000, according to the Federal Communications Commission's final tally for 1952, released this week.

Radio income amounted to \$60,100,000 before taxes in 1952, an increase of more than 4 per cent over the previous year, while before-tax income of radio and TV combined reached \$115,600,000, up almost 17 per cent over 1951.

In the FCC's canvass of 2,312 AM and FM outlets in metropolitan areas and small cities, the only localities where broadcasters showed a net loss in 1952 were Erie, Pa.; Flint, Mich.; Lincoln, Neb.; New Haven, Conn.; Tacoma, Wash.; Utica-Rome, N. Y., and Rome, Ga.

### Range of Loss

The losses ranged from a low of about \$3,000 in Flint to a high of \$65,000 in New Haven. Of the areas where money was made, Detroit topped the list, with eight stations splitting a \$1,730,000 before-tax melon, while the five outlets reporting from Johnstown, Pa., shared only \$1,700 in before-tax income.

In a tabulation of 12 top markets where more than three TV stations were operating, radio showed a 1½ per cent revenue increase in 1952, ranging from an increase of almost 13 per cent in the Washington area, where 17 radio outlets were operating, to a drop of more than 7 per cent in Cleveland, which had eight radio stations. In 51 other TV markets, AM and FM broadcasters' total revenue declined by almost 2 per cent.

The figures showed 73 communities where radio was better than a million-dollar business in terms of total revenue, and 66 more where the combined broadcasters topped \$500,000.

## Reject Seen From CBS on Tafon Shows

NEW YORK, Jan. 2.—Tafon, a weight-reducing pill (spell it backward!), this week attempted a break-thru into network TV when it ordered "Meet Millie," plus a quarter hour of the Bob Crosby daytime show and an hour once a month of wrestling from CBS-TV.

The network will probably accept the Tafon order for the sports event, which is to come from the Los Angeles American Legion Stadium and which will be on 4-5 p.m. Saturdays each week. The web, of course, is going after other sponsors interested in bankrolling the low-cost grunt-and-groan contests.

But the network is not certain at all whether it will accept the other business from Tafon, which is a new product whose resources are not fully ascertained. Frank Miller, Los Angeles, is the agency.

will undoubtedly be made available to NBC-TV sponsors.

Over and above these 111 stations, CBS-TV will offer another 139 outlets to advertisers who wish supplementary coverage in some of these isolated distribution centers. And again the same sort of tertiary network supplementary pattern will probably be employed by NBC-TV.

### ABC-TV Future

ABC-TV envisions no "must network policy" in the future and has none at present. ABC President Robert Kintner says that network policy should be flexible and subject to change. ABC-TV plans to add every TV station in the country that will give viewers a signal.

On the question of the way that station rates are now being established, Kintner maintains that they shouldn't be set on the mathematical basis of the number of stations in the city. He points out that magazine rates are not set by the number of magazines that may be on newsstands.

The network topper also expects that the future will establish a discount incentive system in TV which will give preference to those advertisers who buy the most markets and use the most station-volume.

Du Mont has just about reached the expansion point in the num-

ber of its affiliates it will sign. It now has 206 stations in 175 markets, and it is expected that the web will cover no more than 180 markets or 185 at most.

Elmer Lyford, director of its station relations, claims that there will always be shared affiliates because of the fact that FCC allocations allot only one or two stations to many top markets. Of the top 100 markets, he estimates that Du Mont may have to share as many as 20 stations.

The Du Mont line-up will be 50-50 UHF and VHF. Both CBS-TV and NBC-TV, of course, favor VHF affiliation wherever possible for obvious reasons, but will add UHF's whenever they can add strength to the network not available from other VHF's.

Du Mont does not have a "must buy" policy, and this arrangement is not expected to change until the web has a seller's market.

Du Mont, CBS-TV and NBC-TV do not believe that sponsors will ever receive bonus stations as they do now in radio because of the high cost of TV station operation and because programing is so expensive—even the producing and shipping of kines.

Only ABC-TV is hopeful of developing a bonus system in smaller markets, but as yet it is only in the wishful stage.

## NBC-TV ROSES IN COLOR

### Nat'l Telecasting Gets Good Result, Tho Tints Go Awry

NEW YORK, Jan. 2.—NBC-TV can be said to have generally succeeded in its transmission of the Tournament of Roses Parade from Pasadena on New Year's Day (1), the first West to East transcontinental transmission of color. While many of the colors lacked definition, there is no question but that the parade was tremendously enhanced as a spectacle to those viewers who were fortunate enough to see it in color. The same parade on a black and white set made for dull viewing.

In programing the parade NBC-TV put the color system to its most difficult test for it was done as a remote under conditions that could not be controlled and then sent 3,000 miles away. So that in spite of color that was not always what it should have been, in all, the result was gratifying.

Specifically the flesh colors had a red tint in them and gave people a washed out look, yellow contained much green, and some maroons had too much black. Generally the shading and nuances in real colors were lost as, for example, when gold looked yellow. Black came over very well as did some reds, especially the lighter reds.

Much of the parade was a feast for the eyes, featuring numerous ingenious floats built around the theme, "famous books in flowers," many bands, drum majorettes, and mounted horsemen. Some of the more outstanding floats were "Cinderella," "The Jumping Frog

of Calaveras County," "Pinocchio," "The Good Earth" and "The Covered Wagon." The commentary by Roy Neal and Jimmy Wallingford was vivid and descriptive without being too obtrusive.

NBC-TV used only two cameras and while more concentration might have been given to details of the floats, the camera work was good considering the limited mobility of the equipment.

For the first time Easterners were able to see in detail the amazingly decorative use of flowers—including roses, chrysanthemums, cornflowers, orchids, and even lemon leaves—to create floats which are unique. The commercials for Woolworth stores were well handled by Don Ameche in a pleasing and relaxed manner.

Leon Morse.

## Hudnut Buys NBC Radio's '3-Plan'

NEW YORK, Jan. 2.—Hudnut this week bought eight weeks of NBC Radio's "Three Plan." The sponsor will have one weekly participation in the morning and afternoon "Three Plan" stanzas, "Second Chance" and "It Pays to Be Married," and two weekly in "Fibber McGee and Molly," its evening show.

Tums is also sponsoring the "Three Plan." Kenyon & Eckhardt is the Hudnut agency.

## Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 2.—Folks who own amusement stocks will get a tax break if a new Internal Revenue bill goes thru in its present form. The bill is still under wraps in the House Ways and Means Committee. It'll propose a tax exemption on at least 5 per cent of annual stock dividends.

### FIREWORKS WON'T THWART LEE . . .

The Senate Interstate and Foreign Commerce Committee hopes to stage a hearing within a couple of weeks to confirm Com-

missioner Robert E. Lee's nomination to the Federal Communications Commission. Signs point to the committee's giving Lee a strong recommendation. Lee's chances for Senate floor approval look favorable, too, altho there's likely to be verbal fireworks. Several foes of Sen. Joseph McCarthy (R., Wis.) intend to oppose Lee's appointment. They're irritated by the commissioner's friendship with the stormy Wisconsin senator.

### FREE AIR ISSUE IS HOT AGAIN . . .

You can expect confabs on the Hill and in the Federal Communications Commission on the Commission's requirement for broadcast stations to provide free air time on controversial issues. The topic, long a bothersome one, is prier than ever since Senator McCarthy's recent free ride on the networks to answer a broadcast by former President Truman. It's pretty well agreed that the Commission's policy needs clarification. Staffers in both the House and Senate Interstate and Foreign Commerce committees predict that the topic will come up for at least informal discussion because of confusion over interpretation of the policy and because the subject is treated in scattered parts of the FCC's rules, particularly the Mayflower editorializing rule. The FCC voiced its philosophy in the controversial Blue Book some years ago. The Commission at that time said it expects broadcasters to allot equal time for rebuttal on controversial issues of public interest. The FCC implied that the responsibility was the burden of the broadcast station. Unless the rule is clarified, broadcasters are in for some tough headaches in the upcoming congressional campaigns.

### THEY'LL BUILD MORE IN FIFTY-FOUR . . .

Another big year of construction is in the cards for the amusement industry in '54. Last year, construction hit an all-time peak, spurred by removal of controls and by increased materials. Altho government sages predict a slight tapering off this year, important industry sources, including the Associated General Contractors of America, Inc., see the possibility for an unslackened pace because of a growing backlog of projects and new industrial horizons, including TV's growth.

## CBS-TV Adds New Soaper; Soon to Be 8

NEW YORK, Jan. 2.—CBS-TV this week continued to add to its programing dominance in soap operas. The web will use its 4-4:30 strip for two new soapers, "Woman With a Past," starring Constance Ford, and "Bright Star," which will be sponsored on Mondays, Wednesdays and Fridays by Whitehall Pharmacal.

This last will be produced by the Biow agency for the client. Thus, Robert Q. Lewis who had expected to be slotted at 4 p.m. will go 4:30-5 p.m. across the board on CBS-TV.

Procter & Gamble has already purchased 1-1:15 p.m. for another soaper expected to be "Brighter Day." And the rumor recurs that late this spring General Foods will buy 1:15-1:30 for yet another soap opera, "Portia Faces Life." This would give CBS-TV a total of eight detergent dramas during the daytime. The 1:15-1:30 strip, meanwhile, will probably be local time.

## Moore Show Signs Price

NEW YORK, Jan. 2.—Comedian Roger Price has signed a 13-week contract for the Garry Moore show on CBS-TV beginning January 7.

Price will make one appearance per week. The deal was signed on the strength of mail pulled (800 letters) following the comedian's guest shot on Moore's program earlier this month.

Sy Fischer, head of Frank Cooper Associates here, who set the deal for Price, is also readying a 15-minute across-the-board comedy news program for him.

## Drug Seg on Swap Block

NEW YORK, Jan. 2.—Block Drug is out peddling half of "Danger," which it sponsors on CBS-TV. The advertiser is so interested in finding another property to co-sponsor that it is offering half of its current mystery stanza to any interested CBS-TV clients with regularly sponsored programs.

The idea, of course, would be to make an even swap with both becoming each other's sponsors. Block is handling the deal via letters to other network advertisers.

THERE IS STILL TIME TO ENTER  
The Billboard 16th Annual  
RADIO AND TELEVISION PROMOTION COMPETITION  
Deadline has been extended one week to February 7, 1954

DIVISIONS	Radio Stations	Television Stations
Audience Promotion	50,000 watts	Markets of 1,000,000 or more population
Merchandising Promotion	5,000 to 20,000 watts	Markets of 500,000 to 1,000,000 population
Sales Promotion	250 to 1,000 watts	Markets of under 500,000 population

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Vol. 66

# BBB Ads Urge Public to Buy B&W Tele Sets

HOLLYWOOD, Jan. 2.—Los Angeles consumers are being encouraged to buy black and white TV sets despite the tremendous interest being shown in color TV. Recognizing the impact made by FCC approval of the National Television Systems Committee's standards for color TV, the Los Angeles Better Business Bureau has been running large newspaper advertisements giving the facts on the new development, and end by urging purchase of black and white sets now.

The BBB bases its advice on four principal points:

1. Color programing will be a minor part of TV entertainment for some time to come. It quotes industry leaders as saying that a few color programs may be broadcast during 1954, with gradual increase in 1955, but that color broadcasts in relation to black and white will remain quite limited for a long time to come.

The Bureau adds, parenthetically, that "It looks as tho the use of color in TV may follow the same pattern as in the motion picture industry where, after 31 years of availability of color film, black and white motion pictures still outnumber color by a great majority."

2. Today's large-screen black and white sets can receive color in black and white. The advertisements explain the compatible system and pay tribute to the TV industry that "pooled its best engineering brains and spent one million man hours, and \$10 million to make this possible."

3. Color sets will be unavailable in quantity until 1956 or later. The Bureau's survey estimates that total production of color sets in 1954 will probably not exceed 100,000, "too few even to supply each dealer in the U. S. with one set for his store."

4. Initially, color sets will have small screens and will cost many times the price of large black and white receivers. "The immediate and continuing advantages of owning a good, large black and white receiver must be measured against waiting possibly for years until you can buy a color receiver at a price you can afford," the BBB says. "If you do not own a big-screen black and white set, you can purchase one with the confidence that your set will never be obsoleted by color," is the Bureau's encouragement.

# PAUL DUMONT QUILTS RADIO

NEW YORK, Jan. 2.—After a career spanning nearly three decades in radio, Paul Dumont is retiring from NBC, where he is an associate producer, to fish in Florida. The 65-year old AM veteran produced and wrote the "Original Dutch Masters Minstrel Show" back in 1928 on NBC.

He also played an important part in the production of the oldest continuous show now on radio, NBC's Cities Service show. He was toasted at a party Wednesday (30) at the Johnny Victor Theater at which such old timers as John Royal, Ford Bond and Ben Grauer paid him their respects.

# Manufacturers Speed Color TV Set Models

CHICAGO, Jan. 2.—Manufacturers are quickly getting display models of color television sets into circulation. In Chicago, Admiral this week introduced a set which retails for \$1,175. A thousand are in production. Muntz is ready to market a 27-inch monochrome set, which has a color chassis and can be switched to color by installation of a color tube at \$150, according to Muntz claims.

Zenith made its first commercial sale with delivery of a set to WGN-TV, which will use the set to monitor its color transmission installation.

Zenith also had sets working this week to pick up the Rose Bowl parade.

However, it is known that the 1,000 sets on Zenith's assembly line are costing the company \$2,000 apiece in prime labor and materials, not counting engineering and research, distribution and other costs.

Zenith is manufacturing its own tubes at its Rauland Company subsidiary, and it still has a maximum picture 11½ inches wide, as it says all other manufacturers have.

As for retail price of color sets, a Zenith spokesman said, "Nobody knows how to price the set." There also was this suggestion:

"A lot of people wish color TV would uninvent itself."

# Beaston Appointed WNBQ Sales Head

CHICAGO, Jan. 2.—Floyd E. (Bud) Beaston has succeeded John McPartlin as sales manager of WNBQ, the NBC-TV o.&o. outlet here. Beaston is 36 and joined the WNBC sales department in 1951 after 16 years with the Public Service Company of Northern Illinois.

McPartlin moves into a position created for him, with the duty of developing sales projects. Both men report to Charles Dresser, director of sales.

# Mutual Pulls \$23,003,242, Tops 1952 Gross by 10%

NEW YORK, Jan. 2.—Mutual in 1953 hit an estimated gross billing of \$23,003,242, topping its 1952 gross by about 10 per cent.

This was Mutual's second best year in terms of gross billings. Its top year was 1946, when it pulled in \$25,907,000. In 1947 and 1948 it was in the \$22,000,000 class. These figures do not cover co-op shows.

A major contribution to its high pull this year was the fact that the Multi-Message Plan was practically SRO all year. Also, Mutual had 17 of the top 25 radio advertisers in 1953, as against 11 in 1952. It is expected to have had a total of about 80 advertisers all told in 1953, compared to 86 in 1952.

Mutual wound up the year with 564 affiliates. Its average network last year was 407 stations, a figure it is expected to equal in 1953.

**Sponsor Bows**  
A number of advertisers made their network radio debuts on Mutual in 1953. Among them

# See UHF Showing Heft in New Year; To Get Its Share of Big Markets

WASHINGTON, Jan. 2.—UHF television will greatly strengthen its position this year in relation to VHF, and by the end of the year commercial UHF stations will outnumber VHF-ers in a third of the nation's 45 top market areas.

Only six of the top 45 markets in the U. S. will lack a commercial UHF outlet by the end of 1954. Altho VHF stations will greatly outnumber UHF in the top three markets (New York, Chicago and Los Angeles), UHF is expected to edge the older services in 15 of the remaining buying areas. The two services will run neck-and-neck in 16, and VHF will continue dominant in others.

In the top 10 markets, Pittsburgh and St. Louis will finish the year with more UHF than VHF outlets, while UHF is likely to pull even in Philadelphia and Boston, with VHF holding its lead in the remaining six localities. Milwaukee and Houston, in the second 10, will probably finish the year dominated by UHF, with the two services running even in Baltimore and Buffalo and VHF retaining the edge in six markets. Four of the third 10 population

centers—New Orleans, Hartford-New Britain, Conn.; Birmingham, Ala., and Norfolk-Portsmouth-Newport News, Va.—may see UHF predominated by the end of the year, with the two services neck-and-neck in Portland, Ore.; Dallas and Louisville, and VHF ahead in the rest. Of the next 15 areas, seven will see UHF finish 1954 ahead of VHF, with neck-and-neck races in six more and VHF ahead in only two.

These estimates are based on the current count of construction permits plus stations on the air. Some attrition can be expected, but the percentage of cancellations is likely to be small.

By the year's end, UHF will probably provide the only local TV service in upwards of 140 cities across the nation, including Youngstown, O.; Fort Smith, Ark.; Topeka, Kan.; Battle Creek, Mich.; and Trenton N. J.

In five populous States—Massachusetts, New Jersey, Pennsylvania, Alabama and Indiana—UHF outlets will outnumber VHF by at least three-to-one by the end of this year. At least a two-to-one edge for UHF is in the cards

# Problems Piled Up For FCC at New Yr.

WASHINGTON, Jan. 2.—A big crop of issues will face the Federal Communications Commission as it goes into the new year. Chief questions center around subscription radio and fee TV; multiplexing; the clarification of rules granting air time for discussion of controversial issues; FCC's hearing load and manpower problems; proposals to raise license fees to boost FCC's budget; the regulation of networks; rules on the ownership of TV stations and giveaway shows.

Subscription radio (functional music, storecasting and transit-casting) involves a policy decision as to whether the service would be in the public interest, and if so, whether it would come under the Communications Act as a "common carrier" or "broadcast" service. Several FM stations are now operating a subscription service under special FCC authorization, while many others view a blanket go-ahead for the service as a prime means of putting FM in the black.

The fee TV issue involves legal and policy considerations similar to those surrounding subscription FM, and, in the opinion of some industry spokesmen, action on subscription radio may set a precedent for authorization of pay-as-you-see TV. Ten stations have already asked the FCC for early rule-making on the fee TV issue, and most of the petitioners view such a system as an aid to UHF in competing with VHF, with the increased revenue enabling UHF-ers to provide programs of good enough quality to compete with network shows. However, the subscription TV issue is further complicated, according to the FCC, by the engineering problem

of finding spectrum space for such a service.

Now mulling rules which would establish license fees for TV and radio station applications, the FCC may be able to raise \$1,500,000 a year from those fees alone, which would ease its position in the face of anticipated 1954 budget cuts for many government agencies. Tied in with the budget is the question of FCC's manpower. With the number of hearing examiners recently raised to 17, Congress will probably expect stepped-up consideration of applications in hearing, which now number 164.

A February hearing will take up the question of raising the ownership ceiling for TV stations from five to seven, not more than five of which can be VHF outlets. The raise was proposed last week as a means of encouraging UHF ownership.

Also due for early action are proposals for rule-making on multiplexing on the FM broadcast band (The Billboard, December 26), altho widest application of the new method would await a blanket go-ahead for subscription radio.

The question of licensing networks is due for a go-around in private confabs at the FCC, with nothing likely to jell for some time. Also up for consideration is the problem of granting air time for discussion of controversial issues (see Washington Once-Over column), while oral argument on the giveaways issue is scheduled for the Supreme Court this week, with the court squabble narrowed down to the definition of a lottery (The Billboard, November 14).

for Delaware, Maryland, Virginia, West Virginia, Kentucky, Louisiana and Wisconsin. In 16 other States including New York, California, Illinois and Ohio, the two services will finish the year about even, while VHF outlets will continue to predominate in 20 States, including Texas, Minnesota, Missouri and the District of Columbia.

# CHALLENGE

# Rejected TV Bidder Sues For FCC Okay

WASHINGTON, Jan. 2.—An applicant for a TV channel whose bid was rejected by the Federal Communications Commission this week asked a federal court to compel the FCC to accept its application, and to hold off FCC hearings on four other applicants for the channel pending the outcome of the court hassle.

The appeal, filed with the U. S. Court of Appeals for the District of Columbia by Broadcast House, Inc., operator of UHF Station KSTM-TV on Channel 36, St. Louis, will come up before the court Thursday (7). At that time the court will consider a Broadcast House motion to stay a hearing of four applicants for VHF Channel 11 in St. Louis, scheduled for January 14. Broadcast House has attempted three times to get on the VHF channel, first requesting a modification of its CP to switch from Channel 36 to Channel 11. The action being contrary to FCC's rules, the company applied outright for Channel 11, which the FCC turned down on the ground that one operator may not run two stations covering the same area. Broadcast House then applied for Channel 11 in East St. Louis, 15 miles away from St. Louis, and the FCC rejected the bid for the same reason. The company took the case to court after FCC refused to reconsider its application for the East St. Louis station.

# 2 New Sales For ABC-TV

NEW YORK, Jan. 2.—ABC-TV this week chalked up two new sales.

Beginning Monday, January 18, Hazel Bishop will sponsor "Dr. I.Q." from 8:30 to 9 p.m. The Emeral Manufacturing Company will sponsor "The Tommy Henrich Show," a 15-minute sports airer, on Saturdays from 6 to 6:15 p.m. effective January 16. "Dr. I.Q." currently aired by the web on Thursdays, moves into a new time period for its sponsored run.

Agency for Bishop is the Raymond Spector Company. Hilton & Riggo handles the Emeral account. The Henrich show is packaged by Gross-Baer Productions.

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**ZIV-TV**

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BOSTON BLACKIE CISCO KID  
STORY THEATRE YOUR TV THEATRE  
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NBC AFFILIATE in DETROIT

OWNED AND OPERATED BY THE DETROIT NEWS  
NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

**TEMPO**

DOZENS OF TV PRODUCERS HAVE FOUND OUR 3 SERIES OF ORIGINAL TAX FREE PRODUCTION MUSIC TO BE AN INVALUABLE PRODUCTION AID For Catalogs Write

**TEMPO RECORD CO. OF AMERICA**  
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were National Homes Corporation; North American Van Lines, Inc.; Holland Furnace, Grand Duchess Steaks, Credit Union National Association and Niagara Manufacturing and Distributing Corporation.

In 1953 Mutual also tried something new in network operation. In October it put into effect a plan whereby affiliates were asked to take a reduced number of network shows, for which the stations would receive no money. In return the stations were offered an additional 14 hours of co-op programing, for which they paid nothing. But under protest from several stations the plan was dropped, effective this week.

The next key development for Mutual will be the scheduled meeting of its affiliates in Biloxi, Miss., on January 18 and 19. At that time the future of those programs in the defunct co-op plan that have not been dropped or shifted is expected to be decided.

**WDELT**

Time for sales

**WDEL-TV**

Wilmington, Delaware

Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.

Channel 12

**WDEL**  
AM TV FM  
Steinman Station

Sales Representative **MEEKER**

New York  
Chicago  
Los Angeles  
San Francisco



**What an opportunity:** Radio's number-one salesman is now on New York's first station—WABC. Martin Block is in a class by himself! And has been for 18 long years! No other disc jockey can match his fanatical following, or phenomenal sales success; his afternoon program ranks consistently first or second in popularity. Now he's bringing his unique appeal to a 64% larger audience... thanks to WABC's impressive coverage (nearly 6,000,000 families in 89 counties). And you'll be surprised to find out how little Block costs to buy! Get the facts, figures, full information. Call SUsquehanna 7-5000, *right away*.



Monday thru Friday 2:35 - 6:45 p.m.  
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**WABC-770**

NEW YORK, N. Y.



This One  
  
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## See Nip-and-Tuck VHF-UHF Race for Profits in 1954

WASHINGTON, Jan. 2.—The Federal Communications Commission's survey of the progress of post-freeze TV stations, out this week, points up a neck-and-neck race for profits between VHF and UHF outlets, altho only 16 of the 83 stations canvassed were in the chips up to last August 1, closing date of the three-month survey. Nevertheless, 35 of the stations showed signs of going into the black, for at least a nine-month period, with 32 outlets, averaging less than six months on the air, showing continuing losses.

The FCC had a word of caution for those studying the survey. Pointing out that the "great bulk" of the outlets canvassed were the only ones in their communities during the study, FCC warned that the growing number of multi-station cities would mean different competitive conditions in the future. In addition, the survey covered fewer than a fourth of the total outlets authorized since the freeze was lifted in April, 1952, including only two of the 73 UHF stations granted in areas where pre-freeze VHF outlets are in operation.

Of the 16 stations showing a profit, eight were VHF and eight UHF, with VHF profits averaging \$6,200 a month and the UHF \$6,100. It cost an average of \$20,400 a month to run one of the profitable VHF outlets, compared to \$20,300 for the UHF-ers. Outlets losing heavily averaged

monthly losses of \$12,700 for the 15 VHF and \$14,700 for the 17 UHF stations. Of 20 outlets showing a profit in one or more months of the survey, 12 were VHF and eight UHF, while 15 stations—seven VHF and eight UHF—were approaching the break-even point.

The money-making stations averaged more than six months on the air, and all the UHF stations which were in the money were more than 50 miles away from the nearest VHF outlet. Stations in big cities were better off than the small-townners, according to the survey, with 36 per cent of the outlets in cities of over 300,000 turning a profit, as against only 13 per cent of the telecasters in markets of less than 100,000 population and 19

per cent of the stations in areas of between 100,000 and 300,000.

The four networks reported that one or more of their programs were carried by 34 of the 41 UHF outlets and 35 of the 42 VHF stations. ABC furnished programs to 16 VHF and nine UHF stations; CBS to 24 VHF and 24 UHF; Du Mont to 16 VHF and 20 UHF, and NBC to 23 VHF and 25 UHF. The average outlet derived 13 per cent of its total revenue from network compensation, according to the canvass. Radio-Electronics-Television Manufacturers' Association reported that production of sets capable of receiving UHF increased from 15 per cent of all sets made in the first seven months of 1953 to 35 per cent of sets manufactured in November.

## FCC Proposes FM Rules for Okay On Multiplexed, Functional Music

WASHINGTON, Jan. 2.—Rules granting a go-ahead for "multiplexed" and functional music programs on FM were formally proposed by the Federal Communications Commission this week, as exclusively predicted in these columns (The Billboard, October 24, December 26).

If adopted, the new rules would authorize 3-D sound, which is more revolutionary than hi-fi. The way would be clear for FM stations to broadcast four programs simultaneously.

The commission proposed to reduce the required minimum hours of operation for FM stations from 42 to 36 a week, to allow time for functional music broadcasting. Multicasting would be allowed at all times. The proposed rule changes are designed to help FM broadcasters make a profit, but the FCC emphasized that the authorizations would be no more than an "adjunct" to regular FM broadcasting from which FM could "draw financial sustenance."

The FCC asked for comments

on the proposal by February 15, including technical data as to broadcasters' plans, methods of operation and effect of the proposed service on the primary FM service.

Demonstrations and tests will be scheduled later, the FCC indicated, but, meanwhile, the upwards of 30 FM stations now broadcasting functional music

under temporary authorization will be permitted to continue operations.

The proposal results from petitions filed by several FM stations and others requesting rule-making on functional music store-casting, transistating and background music and multiplexing. Present broadcasters' transmitting functional music utilizes a supersonic "beep" tone to activate receivers installed in stores, factories and vehicles, enabling subscribers to pick up the transmissions.

Multicasting, being broadcast experimentally, would be permitted at all times under the proposed rules, with owners of special multiplexed FM receivers being able to pick up the programs. The transmitting and receiving equipment necessary for multiplexing, which includes 3-D, or stereophonic sound, is said by development engineers to be technically ready.

Commissioner Frieda B. Henock dissented to the FCC's proposals, calling them a "windfall from the public domain" for FM licensees. She said that the proposal was in effect a "re-allocation of the FM band."

## 9 Sponsors in Block's Bow

NEW YORK, Jan. 2. — Long-time WNEW deejay Martin Block swings over to WABC here this week with an initial local sponsor line-up of nine advertisers.

Meanwhile, Block's successor at WNEW, Jerry Marshall, pulled away from the starting gate in the lead sponsor-wise with 17 buyers already lined up in his corner, including Paramount Pictures, a close relative of Block's new boss, ABC, on a firm 52-week deal.

Block's local sponsor list—his ABC network radio set-up is still on a sustaining basis—includes Chesterfields, Ballantine Beer, Loft Candy, Del Monte, Libby, G. S. Heublein (A-1 Sauce), Life magazine, Doubleday and Schulton, Inc.

Marshall also has Life, Loft and Ballantine, plus Camels, Coca-Cola, Daily News, Gordon Baking Company, Sterling Salt, Maine Potatoes, Two Guys From Harrison Appliances, National Food Club, Manhattan Pontiac, National Shoes, West Disinfecting, Clapp Baby Food, Wink Beauty Products and Paramount Pictures.

## ABC Skeds Affil Meets

NEW YORK, Jan. 2.—The first of a series of four meetings with its radio and TV affiliates will be held here next month by ABC.

Top web and affiliate execs will meet at the Waldorf Astoria January 14 and 15, with a general meeting for both radio and TV scheduled for the morning of the first day, and the afternoon session devoted to radio alone. The second day will be turned over entirely to television.

Other meetings will be held in Los Angeles, January 28 and 29; Chicago, February 1 and 2; New Orleans February 15 and 16.

ABC has 361 radio affiliates and 185 TV affiliates. The two-day sessions will be attended by ABC's top brass, including Robert O'Brien, Leonard H. Goldenson, and Robert M. Weitman.

## Lee Buys 100G Of WMGM Time

NEW YORK, Jan. 2. — Buddy Lee Clothes this week purchased \$100,000 worth of time on WMGM, here, for sports programming. The sponsor will present hockey from Madison Square Garden, college basketball in that arena and elsewhere and spring baseball shows.

More than 1,500 spots will be utilized on the shows.

## NARTB Sportscast Plea At NCAA Cincy Meeting

WASHINGTON, Jan. 2.—The National Association of Radio and Television Broadcasters on Wednesday (6) will formally ask the National Collegiate Athletic Association to end its practice of making blanket association pacts on restrictive TV-radio sportscasts and will suggest instead that negotiations be made on an individual station-school basis. The NARTB will also urge that an objective, non-partisan survey be undertaken to determine the effect of TV and radio on sports attendance.

The NARTB's representations will be made at the convention of the NCAA in Cincinnati. This will be the first such appearance by the NARTB at an NCAA conclave. The appearance is on invitation of the NCAA. The NARTB will be represented by President

Harold E. Fellows, Vice-President Thad H. Brown in charge of TV, Administrative Vice-President Robert K. Richards and George J. Higgins, KMBC, KMBC-TV, Kansas City, chairman of the NARTB's Sports Committee.

The NARTB is expected to avoid going along with any kind of blanket limitation plan. It is likely that the broadcast industry representatives will stress the need for a fair study of TV's and radio's influence on sports attendance. The NARTB'ers will probably argue that a fair study is likely to show colleges were helped rather than hurt by TV. It will be pointed out that studies which have been made so far have turned up findings in support of both sides, depending on which side undertook the study. A survey free of any kind of control will be urged.

The proposals are expected to be deliberated by the school athletic directors in sessions Thursday and Friday (7-8).

## 'Big Issue' to Leave Du M as 'Critic' Returns

NEW YORK, Jan. 2.—The return of "Author Meets the Critics" to Du Mont on January 17 will not increase the network's roster of sustaining shows, since "The Big Issue" will make its farewell appearance the next day. Actually, the network appears to be in the process of trimming down its sustaining schedule. The future of another two of its eight sustainers is currently under consideration, and it appears likely that they will be dropped. These are "The Music Show" and "Melody Street."

Reports around the trade recently indicated that the Joseph Schildkraut show would be axed after 13 weeks, but the network now appears to be determined to see it thru 26. Its slot was this week changed to Thursday, 8 p.m. Its 26 weeks will not be up until March. Du Mont is still seeking a bankroller, as it is for "Marge and Jeff."

The audio part of "Author Meets the Critics" will go on Mutual beginning January 24, 3:30-4 p.m., the week following its Du Mont appearance. Last season, Mutual carried a tape of Bishop Fulton Sheen's "Life Is Worth Living" for 26 weeks. Other tapes of TV shows that Mutual now has are the Perry Como show, "My Little Margie," and the Eddie Fisher show beginning next Tuesday (5).

The three other sustainers on Du Mont, which the network intends to keep on indefinitely on a public service basis, are "John Hopkins Science Review," "Chicago Symphony," which was this week shifted to Schildkraut's previous slot, Wednesday, 8:30 p.m., and "New York Times Youth Forum."

## NBC's Spot Sales Net Up \$5,000,000

NEW YORK, Jan. 2. — NBC Spot Sales increased its net billings \$5,000,000 in 1953 to a record-breaking \$22,000,000. Total TV spot billings were \$17,500,000, topping 1952 by more than \$4,500,000. Total AM billings were \$4,500,000, a spurt of \$860,000 ahead of the previous year.

## Piel's Drops Segs In NY and Philly

NEW YORK, Jan. 2. — Piel's Beer was this week reported to have cancelled "Life With Elizabeth" here and in Philadelphia after the first 13 weeks. In New York, Piel's also sponsors "Orient Express," "City Detective" and "Dangerous Assignment."

## Rybutol to Kine Kathy Godfrey Seg

NEW YORK, Jan. 2.—Rybutol will make a kine of "Up for Adoption," featuring Kathy Godfrey Tuesday (5) at the Pleasantville Cottage School. The program is scheduled for Saturday (16) in the 7-7:30 slot on ABC-TV and already has cleared 26 stations. It is aiming for 40.

## Du M 1st Web To Buy UHFer

NEW YORK, Jan. 2.—Du Mont this week bought KCTY, Kansas City, from the Empire Coil Company. KCTY thus becomes the first network owned UHF station. Dr. Allen Du Mont stated he had made this move in order to give his research and manufacturing divisions an opportunity to study first-hand the commercial and financial problems that UHF's are facing.

KCTY will become the fourth Du Mont-owned station. The others are WABD here, WTTG, Washington, and WDTV, Pittsburgh. The Federal Communications Commission approved the transfer of KCTY on Thursday (31).

Empire Coil Company owns WXEL, Cleveland, and KPTV, Portland, Ore. It has also applied for a UHF grant in Denver.

## Saxe Appointed as Van Volkenberg Aid

NEW YORK, Jan. 2.—Edward L. Saxe has been named a veepee and assistant to the president of CBS-TV, Jack van Volkenberg. Saxe was formerly comptroller of CBS, Inc. He will function primarily in financial control areas.

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Pre-planned coverage reaches the homes—the people—in this rich market. Write for information.

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THIS WEEK'S SPOTLIGHT FEATURE

TV Film Production

Commercials, Industrials Seen Vital Economic Balances to TV Film Orgs

Roland Reed Believes Only Producers With Solid Background Can Afford to Gamble

HOLLYWOOD, Jan. 2.—Production of commercials and industrial films provides an excellent financial balance wheel for those engaged in the more hazardous business of producing TV film series, according to Roland Reed, head of Roland Reed Productions here.

Altho Reed is one of the most active TV film series producers in the field, with five series on the air, one in production and one in the pilot film stage, commercial and industrial film still comprise an important part of his schedule.

During 1953 alone, Reed produced 24 "Family Theater" commercials, 22 for Westinghouse, 8 for Anso, 14 for Gruen, 8 for Purex, 10 for Bisquick, 22 for Vaseline Hair Tonic, 10 for Nabisco and 4 in a projected series starring Scott Douglas. At the same time Reed turned out a full set of TV film episodes, including 49 "My Little Margie" pictures, 16 "Rocky Jones-Space Ranger" episodes and pilots on "Waterfront" and "Men of Justice."

Along with a few other TV outfits, Reed used more film this year than any major Hollywood studio. His 1954 schedule promises to up film consumption even higher.

Points Out Pitfalls

In line with his endorsement of commercial and industrial production, Reed is quick to point out the pitfalls of TV film series financing. "Producers with short bank accounts often find themselves over their depth in TV," he says.

As an example, "My Little Margie" cost \$18,500 per half-hour episode to produce, but was originally sold for \$10,500 per show as a summer replacement. The 12 weeks run left him \$96,000 in the hole. Since then, of course, "Margie" has redeemed herself.

With the leveling off phase of telefilm production a virtual certainty within the next six months

tho, Reed contends that only producers with solid financial security—in the form of commercial and industrial film business or outside revenue—can afford to take the gamble.

Security an Asset

The solidity of commercial and industrial film production is also an asset when dealing with potential sponsors of TV film series, says Reed.

For example, he notes that General Mills wanted a cash bond of something like \$250,000 to

guarantee delivery of 26 pictures on "Trouble With Father," the Stu Erwin series. However, when Reed became partner in the enterprise, Reed says General Mills waived the bond on the basis of his dependable financial background as a commercial and industrial film producer.

To date 104 "Trouble With Father" films have been turned out; General Mills has until April to exercise an option for 52 more.

Has Many Clients

Reed's loyalty to commercial and industrial film production dates back to 1930 when he made his first film for Westinghouse.

Reed still services his first important clients—Westinghouse and U. S. Steel—and has since added Standard Oil, Shell Oil, General Petroleum, Continental Oil, International Silver, Servel Corporation, Stewart-Warner, the Lutheran Church, Malleable Iron Founders Association, Schenley and Calvert Distillers, American Viscose Company, Ford, National Carbon Company, Canada Dry Ginger Ale and others.

Screen Gems Signs Young For 'Father'

HOLLYWOOD, Jan. 2.—Robert Young has been signed by Screen Gems to star in a series of 26 half-hour telefilms, "Father Knows Best," patterned after his NBC radio starrer of the same title. At the same time Screen Gems inked Young to star in a "Ford Theater" film, "One in Every Family," which rolls January 16. The series goes into production in April.

For both deals Young's partner in Cavalier Enterprises, Gene Rodney, will serve as producer. Rodney, a motion picture producer for years, makes his debut as a TV producer with this deal.

As a telefilm series, "Father Knows Best" will be patterned after the radio program which has been on the air for five years. Aside from the star, Young, cast will be a completely different one from the radio actors.

Screen Gems will seek a national sponsor for "Father" thru its national sales rep, General Artists Corporation. If a deal isn't made within a few months, SG is expected to put the show into syndication.

Meanwhile SG this week was reported to be on the verge of a production deal for "The Damon Runyon Theater," the sale of which it would handle the same as "Father."

Fabian Plans TV Pix Entry

NEW YORK, Jan. 2.—Si Fabian, of the Fabian Theater chain, is reportedly mulling a plan to enter the TV film syndication business on a large scale early this year. The movie magnate has been an active supporter of theater-TV for the past year.

However, increasingly dim prospects for the medium are believed to have prompted Fabian's decision to explore the more lucrative possibilities of the TV film syndication field.

Prockter in TPA Talks

NEW YORK, Jan. 2.—Bernard Prockter this week was in negotiations for what would be the first outside production deal for his newly formed First National Studios, Inc., which last month purchased the Eagle-Lion Studios in Hollywood.

If the deal goes thru, First National would produce a half-hour family situation show for Television Programs of America, Inc. Title, stars and other details have still to be worked out.

TPA is not expected to put the new show into distribution before the summer. It has just launched its drive on "Your Star Showcase," and its next package, due to go on sale in March, is "Ellery Queen."

Top Films Go KTTV Daytime

HOLLYWOOD, Jan. 2.—A departure in daytime programming utilizing top-budgeted telefilms and the use of daytime TV for detail advertising bows January 18 on KTTV here. The new across-the-board strip will introduce for the first time in daytime TV half-hour dramatic film programs made expressly for the medium.

Sears, Roebuck & Company has signed for the series of shows, which represents a new approach to TV by a department store organization in the use of film programs previously considered of nighttime quality in a daytime strip. The dramatic offerings are second runs of various telefilm dramatic anthologies, such as "Gruen Theater," "Schlitz Playhouse" and "Armour Theater," according to KTTV officials.

Dude Martin, star of his own "Dude Martin Show," a live telecast launched by Sears in 1951 and sponsored continually by the store, will serve as "host."

Series will consist of two complete half-hour dramatic films produced especially for TV since 1950.

Richard A. Moore, KTTV vice-president and general manager, said that the new series will provide a new service to the more than 300,000 people in Los Angeles who are night workers and who previously were unable to view programs previously considered of nighttime quality only.

'Waterfront' Sales at 200G

HOLLYWOOD, Jan. 2.—Approximately \$200,000 in sales already have been chalked up for the Preston Foster starring telefilm series, "Waterfront," being made by Roland Reed Productions, with the kick-off telecasts slated for presentation on a minimum of 16 stations by February 14.

Latest sales, as announced this week by United Television Programs, were made to Ketchum, McLeod & Grove Agency for Sealtest, with "Waterfront" to be aired in the Pittsburgh, Erie and Altoona, Pa., areas.

Contracts were signed earlier finalizing the purchase by Standard Oil of California of the series for the seven Western States, representing 14 stations as a starter. Standard has contracted for the first 26 half-hour episodes with the usual options and an understanding to show "Waterfront" in other areas not covered by the initial contract.

The Billboard TV FILM SECTION

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

plus, rotated weekly.

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



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

Gibbs Eyes Meridian Of N. Y. Pilot Shooting

NEW YORK, Jan. 2.—The John Gibbs Agency is on the verge of forming Meridian Productions of New York to produce in pilot film form several properties it is representing.

Meridian Productions of Hollywood, which is also owned by Gibbs, is the producer of the "Schlitz Playhouse of Stars," now on CBS-TV for the beer company.

Gibbs will make pilots of "The Shadow," the long-run radio property, and "Navy Log." It also has acquired the rights to the files of True Confessions magazine, around which a series will be fashioned. Producing these properties will be Willson (Bill) Tuttle, former Ruthrauff & Ryan radio and TV director now a veepee at Gibbs.

Negotiations are now under way with Richard Whorf to handle the direction of "The Shadow." Whorf is noted for his acting, directing and scenic design both on the Broadway stage and in Hollywood.

Agency Interest

Tuttle has already got substantial agency interest in "The Shadow," an undisclosed agency paying for the pilot for an unnamed client.

The script for "The Shadow" has been written by Peter Barry, who is doing the writing for "Navy Log" as well. The mystery show will not use a name in its title role, which is, as yet, uncast.

The Navy has given the Gibbs office the right to use its files and will co-operate fully in the use of its facilities. True Confessions will be blueprinted as a half-hour nighttime program aimed at the white-collar female viewing public.

Gibbs is also the packager of numerous live radio and TV properties, the chief of which is "Robert Montgomery Presents." He also represents many name writers.

TPA Stages 'Showcase' 3-Day Clinic

NEW YORK, Jan. 2.—Television Programs of America had its complete sales staff here this week for a three-day clinic on "Your Star Showcase," syndication sales of which begin next week. TPA also brought in Edward Arnold, host of the show, for a whirlwind ballyhoo, including TV appearances and a press party.

TPA's pitch to ad agencies and advertisers will be pegged on a 19-card presentation, measuring 18 by 22 inches. Since many of the segments of Showcase" will be going into second run, the presentation stresses the great audience untouched by the first run of those films.

TPA has also developed an extensive merchandising program to go along with the show. This includes three types of posters at cost, bottle cappers and tents.

TPA will also produce at least five basic open-end commercials, bread, beer, milk, beverage and general, which would be available to the show's sponsors on a firm price per market basis, considerably less than it would cost the advertisers to produce their own commercials.

It was revealed that the seven segments of the series that TPA itself will produce will also be considered as pilots for future series. One of the segments is expected to be on "The Count of Monte Cristo."

TPA denied reports that Stuart Reynolds, producer of several of the segments in the series, retained any distribution rights to the show.

Sterling Sells Pay-as-Play To 14 Stations

NEW YORK, Jan. 2.—The Sterling Television Company, Inc., new Film Network Plan, whereby stations acquire access to 500 hours of film on a pay-as-played basis, has been sold to 14 stations since it was put on the market last month.

Buyers include WDEL, Wilmington, Del.; WJMR, New Orleans; WTAO, Cambridge, Mass.; WIFE, Dayton, O.; KFSA, Portsmouth, Ark.; KZTV, Reno, Nev.; KOOL, Phoenix, Ariz.; WICS, Springfield, Ill.; KLPR, Oklahoma City; WINK, Fort Meyers, Fla.; KOPR, Butte, Mont.; KXLY, Spokane; WSTV, Steubenville, O., and KVOS, Bellingham, Wash.

The unique aspect of the Sterling plan is that stations are required to pay only for what they play, and contracts may be canceled on two weeks' notice. The idea stems from Sterling prexy Saul Turell's theory that new stations should be given access to a large stockpile of film programming without being asked to tie up their future film buying budgets on long-term contracts.

Under the Sterling plan, stations sign a year's contract calling for a special rate if outlets program 300 or more hours of Sterling product a year.

However, the stations can cancel out if desired, and Sterling will only bill them for films used, tabulating it on the price of individual pictures used, rather than the bargain hourly rate.

Some 500 hours of film are included in the package—15-minute and half-hour series, cartoons, features and Sterling's special stand-by shorts library.

Feld Named Head Of MPTV Dallas Office Feature Pix

NEW YORK, Jan. 2.—Irv Feld has been named regional manager for the Dallas division of Motion Pictures for Television's feature film operation. He was formerly Southeast manager for MPTV.

Under him, functioning as account executives, will be Howard Anderson and Robert Feiner. The Dallas office is also moving to larger quarters, and 1,000 prints of MPTV's feature film properties are being added to the Dallas exchange facilities.

William Shaw heads its feature film booking department there. The appointments were made by E. H. Ezze, MPTV veepee in charge of feature film.

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Company
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City Zone State

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

# M-G-M News of Day in Deal For Purchase of Telenews

NEW YORK, Jan. 2.—M-G-M's News of the Day, Inc., is about to get into TV film in a big way, according to rumors in the trade this week.

A deal was reportedly closed by which NOTD bought Telenews Production's TV operation. Spokesmen for Telenews and its distributor, International News Service, refused to make any comment on the situation. But an official announcement was promised for next week.

News of the Day is jointly owned by M-G-M and the Hearst interests. The latter, of course, also controls INS, which would thus continue in TV newsfilm distribution.

INS has handled the newsfilm distribution for Telenews since the latter's inception some three years ago. Earlier this year there were widespread reports in the trade that Telenews was seeking another distributor.

It was alleged that INS had never put on enough TV salesmen for Telenews' satisfaction, and that consequently it had not achieved sufficiently widespread circulation to support the high cost of a topical film operation.

## No Falling Out

But the rupture never took place, reportedly because of INS's ironclad distribution contract.

Since CBS-TV canceled its Telenews contract this summer

with the inception of its own newsfilm department, rumors have recurred that Telenews was folding. Herbert Sheffel, head of Telenews, repeatedly denied these reports.

The deal with ABC-TV a couple of months ago, by which Telenews is providing the footage for John Daly's news show, seemed to scotch the rumors for a time.

Aside from Telenews Productions, Sheffel also heads the Telenews theater chain and Great Plains Television Corporation, owner of four UHF stations.

The Telenews products that INS distributes are the daily and weekly news films and "This Week in Sports," which has Tommy Henrich as narrator. Telenews also produces "Look Photoquiz," distributed by United Television Programs, and "Beat the Experts," distributed by Sterling Television.

Telenews also provided the stock footage for Screen Gems' "The Big Playback," which is moderated by Bill Stern. And Telenews also rents its stock shot library.

## False Starts

Earlier this year, Telenews came up with pilot footage on a new package titled "For Women Only," but dropped it when it failed to land a national sale. Last spring it also launched a promotion for a stock shot project which it called "Build-a-Show Library," but that too fell thru.

The Hearst management's plan to get into the production end of TV newsfilm appears to have been developing quietly for some time.

Should it materialize as anticipated, it would be another move in the trend toward combining production and distribution in the TV film industry.

# Flare-Up Over Late Delivery of Spot Films

NEW YORK, Jan. 2.—The problem of trafficking of spot film commercials and programs flared up this week.

Tom Flanagan, director of Station Representatives Association, advised stations to clamp down on ad agencies that are tardy in the delivery of films. He told stations that if they have not received the film 72 hours before scheduled playtime that they should use substitute material, enforcing Paragraph 8 of the American Association of Advertising Agencies' standard spot TV contract.

Flanagan's advice brought an immediate rebuttal from J. R. Ritenour, head of the TV division of Modern Talking Picture Service, Inc., which handles a great bulk of spot film shipments. Ritenour said it was the stations themselves that were largely responsible for such delays as have occurred. He said stations were

often negligent in bicycling prints and in notifying him or the ad agencies of non-receipt of film.

Flanagan's advice to use substitute material if a film is not received 72 hours beforehand is nonsense, Ritenour added. First of all, he doubted that stations would wish to give such rigid treatment to their customers. Secondly, he said if the station would notify him or the ad agency 72 hours beforehand, there would still be time to send the station a substitute print of the scheduled film. He added that he could reach any station in the country in 72 hours.

## New Modern Accounts

Modern this week acquired three more spot program accounts. It will ship "Racket Squad" to 12 markets to start for Heilman's Beer and to nine markets to start for Pure Oil. Both those deals were made thru the Leo Burnett agency. Also, Modern will ship "Favorite Story" to 10 Midwest markets for Drewry Beer thru the Macfarland-Aveyard Agency.

Modern also picked up an expanded spot schedule for "Ford Theater" thru J. Walter Thompson. Henceforth Modern will distribute the Ford show to 39 stations carrying it on a spot basis, and it will also deliver 61 prints to NBC-TV in Hollywood for delayed network broadcasts. Previously, "Ford Theater" was in about five markets on a spot basis, and was on 10 non-interconnected network stations. This, of course, is in addition to its live network spread.

# Execs Named By 1st Nat'l

HOLLYWOOD, Jan. 2.—Departmental heads of the new First National Studio were announced here this week by William Stephens, executive studio manager. First National Studio, a new set-up established by the Fred Levy Jr.-Bernard Prockter syndicate which purchased the former Eagle-Lion Studios, will commence operations later this month after the deal becomes official with completion of escrow.

Department heads, as announced, include Charles D. Hall, art director and production designer; Don Bruno, construction; Gilbert Ray, assistant director; Jason Bernie, supervising editor; Mike Pozen, sound and music editing; David Gordon, musical director; John Stephens, casting director; John Shanks, Comptroller; Leight H. Carson, property master; Albert Spencer, set dressing; Jim Sanders, electrical; Jim Brigham, projection; Curley Batson, make-up, and Edith Keon, hair dressing.

It also was revealed that the Norman Cerf independent film library will occupy space on the lot. Independent producing organizations using First National's facilities will get first call on the library's stock.

Prockter, president of the newly formed company and production head, is due here January 14 to set up First National's own telefilm schedule.

# TPI Finishes Pilot Of Marines' Pic

NEW YORK, Jan. 2.—Television Producers, Inc., has completed shooting the pilot of its still untitled film series on the U. S. Marine Corps. TPI, meanwhile, is still looking for a name star to serve as narrator of the show. The personality must have been a member of the Marines.

The title of the pilot is "Incident in Korea," by George Hill. It was shot mostly in Quantico, Va.

# Mendelsohn Joins Guild

NEW YORK, Jan. 2.—Monroe Mendelsohn this week joined Guild Films as sales promotion director, setting up the fifth department in the distribution end of the company. Sales promotion up to now has been under the command of Lou Shainmark, vice-president in charge of public relations.

Curtis Kaufman, previously assistant to Shainmark, is moving over as assistant to Mendelsohn. Mendelsohn will temporarily double as sales administrator, for which responsibility he will report to sales manager Barney Goldman.

The two other departments, in addition to sales, sales promotion and public relations, are client service under Art Gross, who is also assistant to the president, and administrative, under Ed Grossman, who is also comptroller. All five department heads report to President Reub Kaufman.

Mendelsohn worked for Kaufman for eight years when the latter headed Kaufman Associates, Chicago ad agency. For the past year and a half, Mendelsohn has been sales promotion manager of United Television Programs. When UTP was bought out by Gross-Krasne four months ago, Mendelsohn was moved to the firm's West Coast headquarters. His joining Guild brings him back to New York.

# UTP Execs Huddle, Map Sales Plans

HOLLYWOOD, Jan. 2.—General sales plans for the new year were being prepped by United Television Productions in meetings conducted here this week between Wynn Nathan, UTP sales manager, and Aaron Beckwith, vice-president in charge of the New York office. A concerted sales campaign is being mapped for the Gross-Krasne "Lone Wolf" series, starring Louis Hayward, and the Roland Reed "Waterfront" series, starring Preston Foster.

# French Line Color Pic Offered Outlets

NEW YORK, Jan. 2.—"France Afloat," a half-hour color film, will be made available to TV stations on a free loan basis this month.

The film was produced for The French Line by Regency Productions and is distributed thru Movies U.S.A., Inc., here.

With French movie star Claude Dauphin as narrator, the picture revolves around the adventures of a young girl making a steamer trip to Europe for the first time. The trip over was filmed on the Ile de France and the return voyage on the Liberte.

# 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 distributors and original release date of the film has been added where available. For address of television distributor write The Billboard TV Film Department.

## THEATRICAL

### COMEDY

POWERS GIRL (United Artist 1942).....Quality Films  
SUNBONNET SUE (Monogram Pictures 1945).....MPTV  
TWICE UPON A TIME.....NBC Film Division  
THE YOUNG AND WILLING (United Artists 1943).....MPTV

### DRAMA

BEYOND TOMORROW (RKO 1940).....Atlantic 5  
BLACK MAGIC (United Artists 1949).....TPA  
CAPTAIN SIROCCO.....TV Exploitations  
CIRCUS GIRL (Republic 1937).....Hollywood TV  
DIARY OF A CHAMBERMAID (United Artists 1946).....Standard TV  
DRUMS (United Artists 1938).....MPTV  
"OR YOU I DIE (Film Classics 1947).....TV Exploitations  
GREEN PROMISE (RKO 1949).....Quality Film  
HISTORY IS MADE AT NIGHT (United Artists 1937).....MPTV  
I WAS A CO. VICT (Republic 1939).....Hollywood TV  
INTRIGUE (United Artists 1947).....TPA  
THE LONG VOYAGE HOME (United Artists 1940).....MPTV  
LOVE FROM A STRANGER (Eagle-Lion 1947).....MPTV  
LOVE, HONOR AND GOOD-BYE (Republic 1945).....Hollywood TV  
MEET JOHN DOE (Warner Bros. 1941).....MPTV  
OF MICE AND MEN (United Artists 1939).....Unity TV  
PENAL CODE (Freuler Films 1934).....Hugo TV  
RECKONING (Peerless Films 1932).....Hugo TV  
ROOT OF ALL E'IL.....Unity TV  
SCROOGE (Paramount 1935).....MPTV  
SEVEN DAYS TO NOON (Mayer-Kingsley 1959).....Combined TV  
SLEEP MY LOVE (United Artists 1948).....MPTV  
THE SOUTHERNER (United Artists 1945).....Standard TV  
SPECTRE OF THE ROSE (Republic 1946).....Hollywood TV  
STOLEN FACE (Lippert 1952).....Tele-Pictures  
STRANGE JOURNEY (20th Century-Fox 1946).....Unity TV  
TUNA CLIPPER (Monogram Pictures 1949).....MPTV  
THE WOODEN HORSE.....Combined TV

### MUSIC

MAGIC BOW (Universal 1947).....Unity TV  
THE GREAT MR. HANDEL (English Films 1943).....Unity TV

### MYSTERY

D. O. A.....Comet Films  
GANGS OF NEW YORK (Republic 1938).....Hollywood TV  
THE MADONNA'S SECRET (Republic 1946).....Hollywood TV  
WHISPERING CITY (Eagle-Lion 1948).....Governor TV

### WESTERN

APACHE CHIEF (Lippert 1949).....Tele-Pictures  
THE KANSAN (United Artists 1943).....MPTV  
RETURN OF JESSIE JAMES (Lippert 1950).....Tele-Pictures  
RINFIRE.....Tele-Pictures

## Non-Theatrical Free Films

A STAR SHALL RISE.....Family Theater, 7201 Sunset Blvd., Hollywood  
THIS IS THE LIFE.....Lutheran Church, Missouri Synod, St. Louis

# FILM MAKERS BEATING FPA'S GUN ON COLOR

NEW YORK, Jan. 2.—Actual developments in the color TV film field this week appeared to be running ahead of the Film Producers Association, which for the past two months has been trying to come up with some concrete advice on the production of color commercials. An increasing number of producers, including members of FPA, are known to be undertaking their own individual experiments in color commercials. A few have actually delivered color commercials to their clients.

It was reported this week that NBC-TV had finally agreed to set up a closed-circuit screening of those color commercials that have been completed. This was one of the chief aims of FPA's effort.

Several FPA members declared that while they were proceeding with their own color experiments, they fully supported FPA's drive because they believed it could force the networks, particularly NBC, to acknowledge the importance of film in the color age. Many of these producers were frankly apprehensive that the webs were trying to squeeze film out of the color picture. NBC-TV's reported decision to show color film commercials on closed

circuit appears to have been mainly the result of individual advertiser pressure.

## New Process

Another key development in the color film situation was the scheduling next week of what is probably the first trade-wide showing of Eastman's negative-positive process, which is being touted as the best for TV. The screening will be held Tuesday by Owen Murphy Productions, who will show an industrial film made for Rural Research, Inc.

Don McClure, associate producer for Murphy, said the firm applied many of its own theories of color production to this film, and they will be fully described at the screening. The film is in 35-mm. McClure emphasized that color TV film commercials will remain a problem until a 16-mm. color stock is perfected.

# TV FILM PURCHASES

Guild Films last week signed up WWOR-TV, Worcester, Mass., for its 52-week package program deal which includes "Liberace," "Life With Elizabeth" and "Joe Palooka." Another 52-week contract for "Palooka" was signed by KFOR, Lincoln, Nebr., and KWFT, Wichita Falls, Tex. Two new "Liberace" sales were also reported last week for KVOS, Bellingham, Wash., and for Charlotte, N. C., to the Deawyer Agency.

Channel 2, Corpus Christi, Tex., has purchased from NBC Film Division the following shows: "Victory at Sea," "Captured," "Inner Sanctum," "The Visitor" and the NBC Feature Film Package. "Victory at Sea" was also sold to the Westgate California Tuna Packing Company to be shown in the San Diego, Calif., market and to WMGT, Pittsfield, Mass.

"Captured" was purchased by WMGT, Pittsfield, Mass.; WECT, Elmira, N. Y.; WMAZ, Macon, Ga., and WWTW, Cadillac, Mich. "Inner Sanctum" was sold to

(Continued on page 33)

# CBS-TV Eyes Al Rosen Pic

NEW YORK, Jan. 2.—Al Rosen, third baseman for the Cleveland Indians, has submitted a sports syndication idea to the CBS-TV network which it is considering. The show would star Rosen in a stanza which would permit him to continue his baseball playing and still be seen via film.

The format of the show is not set and is being worked on by the web's programming staff. CBS-TV Film Sales would probably handle the selling of the program. Rosen won the most valuable player's award in the American League this year.

# MPTV to Peddle 15-Min. Pubserv Show 'Jr. Science'

NEW YORK, Jan. 2.—The syndication division of Motion Pictures for Television will handle the distribution of a new 15-minute public service show, "Junior Science." There are now 39 of the shows in production in color here.

The commentator on the program will be Dr. Gerald Louis Wendt, director of science for UNESCO and author of numerous scientific books. Production and direction is under the guidance of Harvey Cort. It will be available for sale March 1.

Whatever Your Stake in the  
Entertainment Industry  
YOU NEED  
**THE BILLBOARD**  
EVERY WEEK!



There's no other way to keep so thoroly posted on your business and how to make it more profitable -- because it serves all major phases of the field with these dozens of services and features . . .

**RADIO AND TELEVISION**

Covering the news of agencies, sponsors, city-by-city weekly ratings, reviews of all the new shows, trends of the trade.

**TV FILM**

Each week -- the major developments of this rapidly changing field, with news notes, feature articles, reviews, ratings, film buyer picks of the week, latest film purchases, wrap-up of important commercial activity.

**LEGITIMATE**

Reviews of all the major openings -- Legitimate Bits and News -- Routes of the road companies.

**NIGHT CLUB AND VAUDEVILLE**

Reviews from the Class A clubs and theaters across the nation -- general news of performers -- unions -- routes. Burlesque bits.

**MUSIC AND RECORDS**

News of the Labels, artists, bands, all Billboard charts on Pop, Country & Western, Rhythm and Blues Records -- Packaged Record Buying Guide -- New record reviews -- Music as Written (the doings in the trade) -- This Week's Best Buys -- Records Coming Up in the Trade -- Vox Jox (Deejay Doings) Folk Talent and Tunes -- Rhythm and Blues Notes.

**OUTDOOR SHOWBUSINESS**

Covering Fairs and Expositions -- Circuses -- Carnivals -- Parks, Resorts and Pools -- Rinks and Arenas, Drive-Ins -- Roadshows, Carnival, Circus and Show Routes, weekly Letter List and regular columns like Dressing Room Gossip -- Under the Marquee -- Midway Confab -- Out in the Open -- Talent Topics -- Club Activities.

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Every week, a thousand and one new offerings of profitable premium, prize and gift items of every description. Also contains the big general classified section -- loaded with weekly bargains.

**COIN MACHINES**

Covers Coin Men and their operations everywhere in Music, Vending and Game machines -- Calendar of Events for Coin Men -- Coin Men You Know -- Useful Index of Advertised Used Machine Prices.

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

## Show Business May Glitter, But Gold Just Isn't There

• Continued from page 1

about 10 weeks a year. About one out of four got only five days' work a year, and only 856 actors out of an Equity membership of about 6,000 worked more than 26 weeks last year.

It is apparent that legit actors have to supplement their incomes to exist. Practically all of them try to get radio and television shots. Those who are fortunate do a lot better in these electronic fields than on stages. Others take whatever jobs are offered. Still others, with some specialized knowledge or sufficient skills, get an act together and go into the night club field.

In radio and television the average income is about \$2,000 a year. The contract players get jobs of 13 weeks if they can get

on various sponsored shows. The majority take whatever shots are offered.

Ironically, the average performer in radio does better financially than the one on TV. The reason is simple. On radio an actor can do four or five shows a week with his voice as his only identification. On TV after one shot he's used up for some time. Even the minimum radio salary is considerably lower than in TV, the former still benefits.

A half-hour TV show pays \$140.50, but it includes 11 hours of rehearsals. On radio the same half-hour pays \$40.50, with rehearsals paying \$9.60 an hour. At that rate, if a radio show required 11 hours rehearsal, the base pay would be over \$150.

Oddly enough, the announcer in TV is much better off than most actors. On the East Coast such announcers as Nelson Case, Ben Grauer, Dick Stark, Rex Marshall are in the \$100,000 a year class. On the West Coast Ken Carpenter and Don Wilson and others do as well. Good announcers make their own deals and in some cases are paid almost as the major stars.

### Staff Announcers

This doesn't mean that all announcers are economic royalists. The staff announcers average about \$135 weekly. Their freelance salaries for half-hour TV shows are the same as actors,

\$140.50. But they don't rehearse as long, if at all.

In addition, announcers can frequently pick up extra money from working sponsored shows. It has been estimated that 75 per cent of all announcers get over scale. Scale differs on local as against networks shows, but the \$135 figure is a fair average.

In the night club and vaude field ruled by the American Guild of Variety Artists there are about 20,000 performers. The fantastic prices paid some performers in places like Las Vegas, Nev., is no yardstick for the average. AGVA has estimated there are about 5,000 night clubs in the country, each using an average of three acts.

Assuming that the entire membership worked these clubs, there wouldn't be more than four weeks a year available to each actor. Most of these clubs pay minimums which vary in different cities and by different classifications. The gross average for acts is about \$75 a week, making it \$300 a year from night clubs alone.

### Variety Actors

Most variety performers, however, add to their incomes from club dates. In the summer the various vacation resort areas use hundreds of performers. Various social functions, lodge meetings, etc., also use entertainers for sin-

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## Taub Named in New Legal Suit

NEW YORK, Jan. 2.—Beldon Katleman, owner of Las Vegas' El Rancho, has brought suit against William L. Taub, personal manager, on various charges, among them failure to deliver Maurice Chevalier.

Katleman, thru his attorney, Irving Engel, charged that Taub had entered into an agreement with him last summer to deliver Chevalier, who Taub claimed was being managed by him. The price agreed upon was \$48,000 for three weeks to be played on a date to be agreed upon.

As evidence of good faith Katleman paid Taub \$4,800. When it subsequently developed that Taub could not deliver Chevalier, Katleman demanded the return of his money. Taub ultimately issued a check for the \$4,800. This check, according to Engel, was not good and he was instructed by Katleman to start suit.

Action is now pending in City Court, Kings County.

## Paris Tabarin Changes Hands

LONDON, Jan. 2.—The famous Parisian nightspot, Bal Tabarin, was leased last week to French acrobat Jean Bauchet who runs a casino in Morocco and a dancing school in Paris.

Put up for auction after a rocky year, the Bal Tabarin was the first Paris club to have an all-nude chorus line; it built up its lush reputation by showy cabarets featuring the famous Can-Can line. Bauchet, who has the lease until 1970, plans to carry on the same tradition, hopes to re-employ the 180 resident performers for a new show next Easter.

Bal Tabarin was founded by French jazz composer August Bosc at the start of the century. A clause in Bauchet's contract stipulates the Tabarin's cabaret must feature at least one of Bosc's numbers in every show. The manager of the spot is Christian Ledocte.

## Shaw for New Encore Bow

CHICAGO, Jan. 2.—The Encore Room, which opened several months ago and then succumbed to weak trade, opens again January 8 with Artie Shaw and His Gramercy Five headlining the bill. The room is above the Preview Lounge and is under the same management, Milt Schwartz and Ralph Mitchell. Original intention was to make the room a chi-chi night spot to garner the late patronage, but plans failed to jell.

The new policy is to spotlight vaude talent and name jazz artists on alternate bills. Shaw is booked into the nitery for a four-week stand with his new group. New sidemen on the act are Tal Farlow, guitar; Joe Roland, vibes, Irv Kluger, drums; Hank Jones, piano, and Tommy Potter, bass.

## AFL Enters Battle Of AGVA Vs. AFM

NEW YORK, Jan. 2.—In a move without recent precedent the AFL offered to step into the battle between the American Federation of Musicians and the American Guild of Variety Artists after an exchange of wires and letters last week.

The AFM, on what is claimed to be orders of James C. Petrillo, president, ordered various locals to stop playing for AGVA acts after January 4 as retribution for AGVA's canceling a contract which was entered into in 1949. AGVA claimed it canceled because Petrillo had disregarded an agreement which called for high level conferences on any problem of jurisdiction.

Early last week Steve McCloskey, Boston Central Labor Union head, asked George Meany, AFL president, to intervene, because non-talent unions would be affected by a quarrel between AFL and AGVA. Meany wired back, "Will be happy to do what

## Industry Show For Brooklyn

NEW YORK, Jan. 2.—Alan Corelli and Phil Metz will put on an industrial show at a Brooklyn Armory starting April 24 to run until May 2.

Space is being rented to local merchants, with a tie-in with the Brooklyn Eagle which is guaranteed 60 per cent of the rental space to be used for advertising. The newspaper, in turn, will run a special section as part of the promotion besides using running stories. The paper has already assigned a couple of its people to work with Corelli and Metz.

Corelli has worked out a ticket selling gimmick which gives him about 80,000 voluntary ticket sellers. Working thru various boys clubs, each member is asked to sell two tickets. In exchange, each organization shares in booth space that ordinarily sells for \$300.

The stunt will call for nightly free prizes, including a sport car, TV sets, etc. This will be Corelli's first industrial exhibit. Metz, however, has run industrial shows in many other cities.

Acts are yet to be chosen, but the budget will be high. Senya Gamsa is booking.

I can use influence of AFL to bring about a settlement of any dispute which may exist between national organizations referred to if and when either of these national organizations officially request AFL intervention." Signed, George Meany.

### 4A's Complaints

The Associated Actors and Artists of America (Four A's), the parent org of all the talent unions AFL, promptly wrote to Meany, charging AFL with a series of "anti-labor acts." The 4A's cited a number of complaints:

1. "Fostering dual unionism, particularly in Montreal. . . . We have documentary evidence if this anti-AFL action has been under-

(Continued on page 34)

## British Band Biz on Upgrade

LONDON, Jan. 2.—Business for English bands is looking up. The Palladium, which has been following a policy of buying top American names, will start its new season March 8 headlining Ted Heath and his ork.

The second British band date is for Edmundo Ros, who was bought for a five-weeker at the Sporting Club, Monte Carlo, starting next July. Ros will front a 15-piece rumba outfit, and will be supported by a French band. The Ros date is for about \$3,000 a week. Sporting Club date is the first given a British band since the big Riviera seasons before the war.

The Heath Palladium date is the result of the success band had on the Sunday Palladium swing sessions, the 100th of which goes on BBC February 13.

## Moulin Rouge Biz Big First 4 Days

HOLLYWOOD, Jan. 2.—Frank Sennes' Moulin Rouge played to 5,440 payees in its first four days since opening here Friday, December 25. House take represented \$27,200. Above figures represent the package dinner policy only at the \$5 admission price tag and do not reflect \$3 bar package patrons. Room is dark on Monday nights.

## FULL DINNER— 26c FOR TWO

COPENHAGEN, Denmark, Jan. 2.—Starting on Wednesday (16) the big Lorry Cabaret held a series of birthday parties celebrating the 57th anniversary of its founding. As the prime feature of these parties, the house has been serving the same menu as on its opening night—and at the same price.

Dinner consisted of thick split-pea soup followed by pork slices, boiled ham, sausages and potatoes, with thin pancakes as dessert. For two persons the price is only 26 cents. Current price of such a meal is from 75 cents up, depending on the type of restaurant.

In all, 6,000 portions were sold, requiring the carcasses of 600 pigs, 200 pounds of yellow peas and large quantities of potatoes and other vegetables. Of course, the establishment counted on the hefty meal inducing the diners to stay on for the cabaret and dance session and turning in a profit on drinks. In any case it nets the spot plenty of publicity.

## Calumet Probe May Touch Off 2d 'Kefauver'

CALUMET CITY, Ill., Jan. 2.—As a direct result of the labor dispute between the American Guild of Variety Artists and the night club operators of the Calumet City "strip joints," an investigative bureau of the federal government has been keeping a close check of the activities of all persons connected with these clubs. It is predicted that the disclosures of the evidence so far amassed will set off another "Kefauver Committee," which will in the long run lead to legislation being passed to "license" all those working in and operating night clubs throughout the entire country, such as that being done currently in New York.

Thru affidavits signed by girls still working there and thru questioning by federal agents, it will be proven that compulsory immoral activity exists in these clubs.

It has also been disclosed that some of these operators are opposed to the repeal of the 20 per

(Continued on page 34)

## New Club for Hartford

HARTFORD, Conn., Jan. 2.—Jimmy Starr Jr. and Tom Hunter acquired the Crown Oyster House from Starr's father, with entertainment policy going into effect immediately. New name is Club 15.

Peter Grasso's orchestra will provide Thursday - Saturday dance music, and Bill Christiansen will play organ-piano music in the bar.

## New York

The Skylarks and The Mayo Brothers will be on the Copa show headed by Martin and Lewis when the bill opens there January 21. . . . Linda Babits—she press agents Seth Babits' 12-year-old—will play the Beethoven C Major Concerto with the Plainfield Symphony Orchestra February 15. . . . Forty actors and musicians left in four Army and Navy planes December 24 to give Christmas shows in service hospitals in scattered portions of the country.

Lou Walters is being sued for \$150,000 by Paul Deval for Walters' alleged unauthorized use of the name Folies Bergere for one of his Latin Quarter units. Deval claims sole right to the title Folies Bergere. . . . The Virgin Islands' city of St. Thomas also has a private key club, The Town Club, which just hired Harold Cooke and Richard Hart Mayfield

## VEGAS 'WAR'

## Holiday Rush Halts Motels' Price Battle

LAS VEGAS, Nev., Jan. 2.—The rush of holiday tourist business last week called a halt—perhaps temporarily—to one of the most unique "price" wars in local history: motel versus motel.

With business at its lowest point annually during the period between Thanksgiving and Christmas, Las Vegas is accustomed to a lull in visitors, and veteran merchants "roll with the punch."

Not so, however, is the large number of newcomers in the motel business. Since Christmas, 1952, more than 50 new motels have gone up, with a total of 700 additional rooms. As business dwindled, it was not uncommon for some motels to be without a single occupant for days at a stretch.

Soon signs of desperation began to appear. "Low Winter Rates" and "Lowest Rates in Town" failed to spark trade. Soon, large "\$5" signs began appearing. Others erected larger "\$4" placards. At the height of the "war," signs were noted offering nightly accommodations for "\$2.95" and "\$2," with one operator offering to beat any price set by his competitors.

### Not Association

Officials of the Motel Owners' Association said the fight did not involve its members, who are pledged against cutthroat tactics. About 60 per cent of local motels belong to the association, but few of the newcomers have joined.

It was among the newcomers who built at peak construction costs and paid inflated prices for property that last summer's outrageous "gouging" took place, and resulted in city and county ordinances requiring motels to post their rates for public inspection.

Altho local officials have given assurances from long experience that the winter lull is temporary, dozens of motels are now listed "for sale."

## American 'Redskins' On Paris Invasion

PARIS, Jan. 2.—The American "Redskins" are very much in evidence here, with the Marquis de Cuevas ballet troupe at the Empire Theater and Les Ballets Peaux Rouges (Redskins) at the swank Theatre des Champs-Elysees.

The Redskin Ballet is a small troupe of Indians from the Crow reservation, who scarcely rate a ballet classification. Reginald and Gladys Laubein do the only real dancing in this group, which has garnered more publicity than wampum since it teed off in Norway and Sweden a few months ago for a tour of Europe.

Marquis de Cuevas, on the other hand, has two American "Redskins," Roselle Hightower and Marjorie Tallchief, who hold top rank among modern ballet dancers and share top billing here with such solo dancers as George Skibine and Serge Golovine.

## Extra Added

to play the pianos. The spot is operated by Bob Ellis who also sings in the joint. . . . Diane Adrian is now back for her third date at the Caribe Hilton, San Juan, Puerto Rico.

The USO show "Foot Loose Frolics" is now in Korea and will head next for Okinawa, Guam, the Philippines, Iwo Jima, Eniwetok, Johnston Island and Kwajalein and winds up in Honolulu in February. The show has the following performers: Benny Drohan, Mary Duprey, Billy Lee, Randy Phillips, Arthur Craig, Lorraine Stevens, Lyle Weaver, Don Esposito and Marion Shell.

Associated Agents of America re-elected Eddie Luntz president, Irving Barrett vicepres, Harry Stone treasurer; Jimmy Daley secretary for the ninth term. New board members elected were Harry Cutler, Al Greene and George Kutlin. The installation

(Continued on page 37)

JANUARY 9, 1954

## Columbia Racks Up Big '53 Sales Volume

Hi-Fi 360 Paces Phono Division Chart; Had Hottest Pop Album Year to Date

NEW YORK, Jan. 2.—Columbia Records in 1953 racked up its biggest sales volume since 1947 with a heavy contribution being made by its phonograph line, especially the new hi-fidelity Columbia 360. Sales on the 360, which retails at \$139, hit the 50,000 mark by the end of the year. This was double the amount predicted by the firm when the machine was first introduced at the end of 1952.

The year of 1953 marked Columbia's first with a full line of phonographs, ranging from the inexpensive attachment, thru new portables and the 360. The "XD," or external speaker unit, which provides a three-dimensional sound effect when coupled with the 360, was also introduced in 1953.

Columbia had its hottest year to date with pop album sets. The "Christmas With Arthur Godfrey" set, which was released the end of October, sold 400,000 copies in less than two months. Other strong pop albums included two Liberace sets, "Evening with Li-

berace" and "Liberace by Candlelight." Marion Marlowe and Frank Parker's "Sweetheart" set and the Godfrey "Calendar Show" also were best-sellers for the firm.

Two Columbia pop releases became million sellers in 1953. First was "The Song from Moulin Rouge" with the Percy Faith ork, and the other was "I Believe" with Frankie Laine. Other hot pop efforts were the Laine-Boyd "Tell Me a Story" and Tony Bennett's "Rags to Riches" and "Strangers in Paradise." Carl Smith's "Hey, Joe" and "Trade-mark" were the firm's top country sellers. Top kidisk was Rosemary Clooney's "Little Red Monkey."

The best-selling new Masterwork release was the original cast waxing of "Kismet." Released in December, it became the firm's best-selling show set since "South Pacific." Andre Kostelanetz' orchestral score from "La Boheme" and the Philadelphia ork's "Pictures at an Exhibition" plus "Firebird Suite" were the next best-selling classical releases. The firm's top multiple set was the recording of "John Brown's Body" with the original cast.

## INDIAN DISKS OFFERED BY LC

WASHINGTON, Jan. 2.—Three LP albums of American Indian music were made available for sale by the Library of Congress this week. Each album consists of one disk containing about 30 songs, including war and hunting music, songs for treatment of the sick, and social dances. Collected early in the century, the music is said to be extremely rare, and is accompanied by English translations. The disks will retail for \$4.50 each.

## Victor Cuts 'Collectors' EP Singles

NEW YORK, Jan. 2.—RCA Victor this month will release a new series of "collectors' EP's featuring some of the great operatic voices of the past. Among the 25 single EP's comprising the initial batch are etchings already made available in larger albums, but some have never before been issued on 45 r.p.m. vinyl.

Artists featured include Caruso, Gigli, Pinza, Tibbett, McCormack, Scotti, Schipa, Bori, Farrar, Korjus, Galli-Curci and Schumann-Heinck. Many of the recordings date back to the early 1900's.

## Cap Maps Promotion For 5 Disk Series

To Encompass Disks in Kiddie, Hi-Fi, Classics and Cetra, Background Fields

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 2.—Capitol Records will concentrate its promotional guns on five basic platter series during January and February, in what the label terms will be its "biggest promotion effort in the history of the company."

Scheduled for the hefty sales hype is merchandise in the high fidelity, popular album, classics and Cetra, children's and background music fields.

Firm will place tremendous emphasis on the specialized hi-fi market thru the release of four albums during January in their Full Dimensional Sound series. Included in the package are albums titled "The Passions," featuring the Les Baxter orchestra and vocalist Bas Sheva; "Popular Instrumentals in FDS," "Popular Vocals in FDS" and "Classics in FDS." Later three albums will feature top hits Capitol has turned out in recent months, with wax by Pee Wee Hunt, Ray Anthony, Nat Cole and Billy May, among others, highlighted.

Albums will contain both technical and non-technical explanations of high fidelity, with notes by Charles Fowler, editor of High

Fidelity Magazine. As in their initial hi-fi special package, disks will be sealed in a polyethylene sleeve and will market for \$6.75, including tax.

As part of the stress on hi-fi merchandise, the firm has organized a program to set up individual high fidelity departments at the dealer level, thru the use of extensive dealer selling aids. Of the latter, the most ambitious is a "traveling" FDS display, completely depicting the range of Capitol FDS merchandise, and organized so that a dealer can install same for window or floor use with minimum effort.

Capitol execs point out that their initial effort in specialized hi-fi merchandise, "A Study in" (Continued on page 36)

## Billy May Ork Carries on With Dawes

NEW YORK, Jan. 2.—Tho it's been several months since Billy May walked out of the band business, the Billy May ork still carries the former leader's name and is still booked solidly. The ork, now fronted by arranger Bob Dawes, is due to work the East for the next three months, with bookings now being set by the General Artists Corporation.

Official billing is still the Billy May band, with Bob Dawes getting 60 per cent billing. The last time a similar situation was in effect in the band business was just after World War II, when Tex Beneke fronted the Glenn Miller band and took second billing.

## Pablo Ork to Play Det. Spot

DETROIT, Jan. 2.—The apparent trend toward a return of bands to hotel spots is being given a marked boost here next week with the quickie booking of the Don Pablo orchestra to open the long-closed Book Casino in the Hotel Sheraton Cadillac for New Year's Eve. Pablo, who will use a band of eight men—a big band by Detroit standards today—has been set for seven weeks with options.

This will be the first time in nearly five years that a band has been set for the Book Casino, formerly rated about the top supper spot in town. It has been closed for many months for thoro redecorating. The present policy will be music for dinner and dancing.

## Jazz Stanzas Set for Chi. Rainbow Arena

CHICAGO, Jan. 2.—An innovation in presenting jazz will be launched Saturday, January 9, with the opening of "Jazz at Rainbow." This will be a one-night-a-week affair and will feature the top names in jazz at the Rainbow Arena here.

Leonard Schwartz, owner of the Rainbow Arena and producer of the new show, has been presenting wrestling and boxing during the week. He feels that the once-a-week jazz show should draw a steady box office, especially with such names as Duke Ellington and Muggsy Spanier, who headlined the first two shows. Others being sought to headline the bill are Gene Krupa, Stan Kenton, Sarah Vaughan, Maynard Ferguson, and Woody Herman. Negotiations are currently going on to secure these artists.

The first show, which is booked in thru the Associated office, will feature Muggsy Spanier, singer Dinah Kaye, the Flamingos, and disk jockey Fred Reynolds, who will emcee the jam session. Each week, a local deejay will appear to introduce the participating solo instrumentalists, who will put on an authentic jam session.

The second show, January 16, will feature Duke Ellington, the jam session, and disk jockey Jay Trompeter.

The house, which seats 2,500, will be scaled at \$1.25 and \$2.50, including tax.

## Agreement Seen Near on New Pact of AFM and Diskeries

By JOE MARTIN

NEW YORK, Jan. 2.—In the considered opinion of several highly placed record executives, the negotiations resuming Monday (4) between James C. Petrillo's American Federation of Musicians and record manufacturers will end quickly, with strong possibility that a settlement will be reached on a new five-year pact between diskeries and the union. Diskery execs have been meeting among themselves since negotiations were halted last week and have come up with a "final" counter-offer to Petrillo.

In some diskery quarters it is now believed that the manufacturers will be adamant on their counter-offer and willing to let the negotiations break down if Petrillo's demands remain "excessive" in their eyes. But even some AFM insiders are convinced that a quick agreement will now be reached, perhaps on Monday, the first day of the resumed negotiations.

It is now believed that the new five-year pact will call for a nominal increase in diskery contributions to the Music Performance Trust Fund, an increase in scale

for sidemen on all but classical recording dates, very few, if any, changes in the AFM rules and regulations covering doubling, sides per session, etc.

Unusual Feature

Perhaps the most unusual feature of the agreement expected to be reached is a plan under

## Kitt's 'Santa' Tops Xmas Disk Sales

NEW YORK, Jan. 2.—In a yuletide season during which Christmas tunes did not take over the pop disk business, RCA Victor's Eartha Kitt record of "Santa Baby" passed the 545,000 mark and is still being ordered from diskery distributors. The 545,000 includes all sales and orders at the Victor plant thru Wednesday (30). Meanwhile many retail shops report that calls are still coming in for the disk.

On sheet music, the Trinity firm shipped between 80 and 90,000 copies of "Santa" in the pre-Christmas season but, of course, cannot estimate the sale of copies until returns are made. Despite the heavy orders in so short a space of time the pubbery received many re-orders from the same jobbers.

## Feldman's and FD&H Agree To Merger

LONDON, Jan. 2.—Signatures have been put to a merger between the old-established music publishing house of Feldman's and the firm of Francis, Day & Hunter.

This has ended the rumors sweeping the music business here which grew more fantastic the longer the firms concerned held out on details of the plan. Although no actual figure was given, the deal is believed to have stipulated a payment of around \$300,000 to the trustees of the late Bertram Feldman.

Ray Thackery, Francis, Day & Hunter general manager, and Fred and Eddie Day become directors of Feldman's under the new set-up.

which the increases in scale for recording sidemen would be paid into the Trust Fund, rather than to the musicians on the dates. Such a move would change the character of the agreement which expired Thursday (31), in that both the employers (diskeries) and the employees (musicians) would be making contributions to the Trust Fund.

When the old Trust agreement was signed, it required the approval of government agencies. The proposed new agreement would in several ways be closer (Continued on page 18)

## Pre-Trials on In BMI Suit

NEW YORK, Jan. 2.—Pre-trial examinations of writers in the \$150,000,000 suit brought by the Songwriters of America against Broadcast Music, Inc., the broadcasting networks and major record companies, begins next week.

Leonard Whitcup, writer of "Frenesi" and other past clicks, will be the first cleffer examined by attorneys for the defendants. The hearings will be closed.

## Video Stations Give ASCAP \$1 Million

NEW YORK, Jan. 2.—Acting on the recent court order which set the interim television music fee at 80 per cent of blanket license fee, TV stations have been hurrying to pay their music bill to the American Society of Composers, Authors and Publishers.

Stations sought the court order so as to beat the December 31 deadline so that this money would not be declared taxable income. At press time, ASCAP declared it had already received over \$1,000,000 from stations representing monies for use of music since 1949. Stanley Adams, ASCAP president, estimated that about 90 stations would probably be heard from when all returns were in.

Meanwhile, the all-out attempt to resolve the ASCAP-TV deadlock (The Billboard, January 21), continued. Dwight Martin, chairman of the committee representing the indie stations, held closed

circuit talks over the facilities of three networks. On Monday (28), he spoke to CBS affiliates over CBS' lines; on Tuesday (29), Martin addressed the NBC stations and the ABC stations via the facilities of those two networks.

Explains Offer  
Martin explained to the indies the offer the committee wished to make ASCAP, in the event the stations voted favorably. The stations were asked to wire their opinions. At press time, a number of stations had already sent answers; but not enough to gauge opinion.

On Tuesday night, a letter was sent by Martin to all stations, giving them the essentials of the committee's proposition, so that the stations might study it at their leisure.

Meanwhile, court action with regard to setting of rates continues to pend on the polling of the stations.

## Folsom Foresees \$250 Mil Volume Year Ahead in Phonos

NEW YORK, Jan. 2.—Stating that American merchandising had reached a significant point in 1953, presenting new challenges for the coming year, Frank Folsom, president of the Radio Corporation of America, in a year-end statement, notes that RCA has charted a course of action to maintain high volume and sales in 1954.

"Many industries are now adjusting their operations to meet the demands of a buyers' market. . . Careful planning and hard work are needed to maintain the sales volume developed during the years that business enjoyed a sellers' market," Folsom said.

The RCA president said that the increase in the phonograph and record industry in 1953 was 12 per cent over the preceding year. He predicted a 10 per cent rise in volume in 1954, which should push total volume past the \$250,000,000 mark.

Folsom added that the chief factors in the increase of record sales are important improvements "both in the making of records and in their presentation to the

public, the introduction of high-fidelity sound recording and reproduction highlighting the advances."

Sale of radio sets continued strong in 1953, with the industry producing nearly 13 million new units, thus establishing an all-time high of 115 million radios now in use in America.

The radio-television industry reached an annual going rate of nearly \$8 billion, said Folsom, adding that 1953 proved an excellent year for RCA, with sales and services attaining a volume figure of over \$800 million, an all-time high.

"RCA expects the sales of black-and-white television sets to continue in the millions during the orderly introduction of compatible color television in 1954," he noted. "RCA commercial planning for color TV made substantial progress in 1953," he said, adding that production schedules were mapped to provide more than 30 stations with equipment to broadcast network-originated color programs in key cities by the end of 1953.

# Foolproof OC Disk Search Continues

NEW YORK, Jan. 2.—Diskery engineers are still hard at work seeking to develop a foolproof optional center for disks as part of the industry's long-range plans for further stabilizing the speed differences and their effect on phonograph engineering. The none of the large record companies has made any plans for using an optional center, it is known that many trade execs feel that the industry may ultimately use the optional center on all but the 78 r.p.m. disks.

The best optional center developed to date is one in which the center, the same size as the center hole on 45 r.p.m. disks, is punched out and then replaced with an adhesive. Despite the secondary operation, diskery engineers are agreed on the principal. There is, however, much refinement necessary to perfect the optional center.

Long-range thinking is based on the use of the large center hole for all disks. This would permit the manufacture of record playing equipment on which the changing mechanism is contained within the large spindle. It is generally agreed that record players of this type can be produced for less than the cost of turning out three-speed machines of the type now in general use.

Most traders believe that

only the 45 and 33 r.p.m. disks should use the optional centers. In this way, it is hoped to hasten the demise of the 78 r.p.m. speed. The latter speed still accounts for at least 50 per cent of the pop singles being sold.

When the engineers are agreed on an optional center operation, their plans are due to be presented to their individual diskery brass. It will then be up to each firm's sales and merchandising staff to decide whether to use the new optional center, on which records, and at what time.

Still a major stumbling block in any plan, whether individually approved or adopted on an industry-wide basis, is the problem of getting sufficient record playing equipment on the market to handle the large center hole disks.

In any event, the plans are still in the infant stage, tho many record company executives believe that the switch to a large center hole and large spindle equipment is necessary for the industry to expand to its full potential.

## FISHER TO GET GOLDEN 'PAPA'

NEW YORK, Jan. 2.—Eddie Fisher will be presented with a gold disk on his NBC television show next Wednesday (6) by which time his RCA Victor platter, "Oh, My Papa," will have passed the 1,000,000 mark in sales. One of the fastest-selling disks of 1953 and for several years, "Papa" hit the 1,000,000 figure in the first five weeks of sale.

Fisher is due back from his tour of European Army installations on Monday (4).

## Carlyle, Herbeck Inked by McConkey

CHICAGO, Jan. 2.—William T. Black, vice-president of the McConkey Artists Corporation, announced this week that the firm had signed booking contracts with the Russ Carlyle and Ray Herbeck orchestras.

The first booking for the Carlyle crew under the new pact will be the Peabody Hotel, Memphis, for two weeks beginning February 8.

## GRANZ'S JAZZ PAYOFF

# 3 JATP Tours Gross 600G Total Last Year

Continued from page 1

pegged at the \$1.75 maximum for G.I. audiences, and ranged between \$3.50 to \$6 highs for Japanese hipsters.

Plans for 1954 include another tour of the Far East, which will take in Hong Kong and Manila as well as Japan. Possible schedule of dates in North Africa, with Casablanca, Oran and Algiers as the sites, are in the works.

Granz's seven-week JATP Stateside tour, covering 41 cities, played to a gross of \$350,000 and reflected an approximate 10 to 20 per cent decrease. A general antipathy to the "same old names" on the part of jazz fans is much of the reason for the box-office decline, Granz stated. (The Billboard, November 7.)

The JATP European tour, covering 30 cities and 50 concerts in five weeks, racked up a gross of \$200,000. Granz pointed to the fact that much of the Continental trip consisted of short hops between dates, as opposed to the long jump

from Los Angeles to Japan, which made the former much more lucrative.

Plans for the new year include another European trip which Granz will book himself, only exception being those dates in Sweden. Tour kicks off February 6 in Brussels, Belgium, with the group playing a schedule of four solid weeks with only two off days. New addition to the troupe is drummer Lou Bellson.

On the disk side of the ledger, Granz disclosed the signing of fem jazz pianist Toshiko to a Clef recording pact during the Japanese tour.

## British Crack Down on Tapes

LONDON, Jan. 2.—Following its warning to tape recording companies a few weeks back, the Musicians' Union here has begun a crack-down on the resale of illegally waxed programs.

In a combined effort the MU and the Variety Artistes' Federation hauled an offender into a Blackpool court for canning a BBC radio program without first getting the union's permission, saw him fined \$25.

This is thought to be the start of a big drive by all the unions concerned to clean up the illegal tape racket.

Usually where such companies operate on a large scale they tout musicians and artists listed as appearing on the BBC with offers of disks of their shows for private use. With the increasing sale here of tape machines it is almost impossible to prevent the enthusiastic amateur from taping programs and playing them over at parties—an equal offense as the law stands.

## Coast AFM OK's Traveling Orks

HOLLYWOOD, Jan. 2.—The American Federation of Musicians, Local 47, has approved the use of stand-by musicians at private party dates played by traveling bands.

Local board ruled that locations employ a local band of equal size for the same number of hours as the traveling band at casual scale. In the event a traveling band does not play a private party date, there will be no stipulation as to number of men or the number of hours imposed on local AFM members.

AFM board approved the change after Sterling Way, manager of the Hollywood Palladium, appeared and proposed the additional engagement of five men when traveling bands play private dates.

Musicians' group recently prohibited the use of traveling bands at private dates so that local members could be employed.

## Military Marches Competition Judges To Meet Mid-Jan.

NEW YORK, Jan. 2.—The Armed Forces March Competition, aimed at encouraging traditional march music, will be judged on January 15, 18 and 20, it was announced this week by the Department of Defense.

Winners of the respective Army, Navy, Air Force and Marine Corps competitions will each receive a \$1,000 prize given by the American Society of Composers, Authors and Publishers—this award to be known as the ASCAP-John Philip Sousa Award.

The Navy and Marine Corps will judge their 30 entries on January 15 at Naval School of Music, Washington; the Air Force finals will be held January 18 at Bolling Air Force base, also at Washington. Army judging will take place at the Pentagon on January 20. Competition has been open to military personnel currently on active duty for 90 days or more. Winners will be announced about January 21.

## ALLIED FIELD

# Pre-Recorded Tape Catches Music Interest

By STEVE SCHICKEL

CHICAGO, Jan. 2.—A new phrase is now becoming a part of everyday conversation among people in the allied fields of music and recording. Retailers, manufacturers, distributors and consumers are picking up more and more knowledge, and thus gaining more interest in pre-recorded tapes.

Feelings among both retailers and manufacturers are mixed as to whether the item will be received with open arms by the record stores. Many of them have

(Continued on page 24)

## GAC Books New R. K. Mozian Ork

NEW YORK, Jan. 2.—The General Artists Corporation has been set to book the new Roger King Mozian band, which recently signed a recording pact with Norman Granz' Clef label. The ork is fronted by former trumpet player and dancer Mozian and managed by Phil Rindone.

Mozian and Rindone have just completed a four- and a half-week tour visiting disk jockeys, dealers, distributors and operators in some 40 cities. The tour was to promote the band's Clef album and single release from the album, "Temptation" and "Panorama." GAC will start setting one-nighter locations immediately for dates, beginning Easter.

## HERALD'S BIG DISK SUCCESS

HOLLYWOOD, Jan. 2.—With only six months in the disk biz behind it, Herald Records, indie rhythm and blues platter, has racked up the enviable record of notching three of their five releases thus far on The Billboard's current national best seller list.

Label operated by Jack Angel, Al Silver and Jack Braverman, currently has "I'll Be True," "I Had a Notion" and "Shake a Hand" on the charts. Previous releases in "Paradise Hill" also grabbed a spot on the national list, with "Foolish One," by the Rocketeers, showing on the territorial lists.

# Penner, Pubbers in Hassle To Snag Standard Renewals

Continued from page 1

material, these writers feel that many disks come in "over the fence," solicitation or no, with neither publisher or writer plugging required.

They are sensitive to the charge that publishers may continue to profit (for another 28 years) on property they do little or nothing to promote—it moves under its own momentum.

### Pubbers' View

This is a view, of course, which publishers don't take seriously. They will assert that they make standards available in a multitude of sheet arrangements, plug

## GAC to Book Lowry Band

NEW YORK, Jan. 2.—The Art Lowry ork, which opened this week at the Chase Hotel, St. Louis, has been signed to a booking pact by General Artists Corporation. Lowry has been recording with the band on the Columbia label for some time, but the current date marks the band's debut in the dance business as a live attraction.

The crew, fronted by pianist Lowry, is the first band since the end of the war built specifically for location dates, which has been signed by a major disk label and booking office. Plans call for keeping the society music-styled crew working hotel locations rather than one-nighter promotions.

## Pressers' Group to Investigate Disk Shipment Consolidation

HOLLYWOOD, Jan. 2.—In an effort to expedite delivery of air and truck shipments of phonograph records, the Western Record Pressers' Association has voiced approval of a plan to investigate the possibility of consolidation of shipments from pressing plants to disk distributors throughout the nation.

At its monthly meet held here recently, the organization voted to have a representative of Slick Airways address the group, with a view toward effecting not only faster service to distributing points, but a decrease in air freight rates as well. Slick and Flying Tiger Airlines will merge after the first of the year, giving the association a wider range of air service.

The organization, composed of 14 record pressers with a combined total of 250 presses producing 78 and 45 r.p.m. recordings, LP's, EP's and even the 16 2/3 Bible pressings, is now at the 1 1/2 year mark. Group execs estimate that its members will have produced a total of 20 million records in 1953, with the expectation that the figure will rise in '54, as they continue to increase the number of Eastern and Midwestern platteries as their clients.

them on the educational level, where many old standards are being milked of greater revenue, and constantly attempt to stimulate interest among diskery a & r. execs.

Should some writers succeed in regaining renewals to important copyrights, observers will watch with close interest just how successful they are in new exploitation.

One measure of the number of copyrights coming up for renewal is the volume handled by the Songwriters' Protective Association, which processes applications for its members.

In 1953 SPA completed renewals for approximately 1,800 ditties, a one-third increase over the prior year. Actually, SPA sent out some 9,000 notices of renewal to its cleffers, but most complete the copyright requirements directly.

With the accepted clauses in writer-pubber contracts covering renewals now questioned increasingly by writers, the least that can come out of the upcoming court actions is a new clarification of the rights of one as against the others.

Mills' motion for dismissal claims, for instance, that its contract with Carmichael clearly entitles it to the renewal rights of the disputed ditties. The motion states that the action should concern only three songs, "River Boat Shuffle," "Bone Yard Shuffle," and "Washboard Blues," of the 14 mentioned (The Billboard, December 19).

Only these are in their renewal

period, the brief points out. The others will come up for renewal within the next few years. The precedent set for the three, however, will carry for the remainder.

## RCA Designs New Covers For Bluebird

NEW YORK, Jan. 2.—As part of the company's move to merchandise better all its disk products, RCA Victor is redesigning the covers on its best selling Bluebird label albums packages. Ten of the packages are getting new covers, and Victor distributors are now being polled to discover how many blank covers will be needed to replace all stock on hand in both distributor and dealer inventories.

All new packages will now be shipped from the Victor plant in the new covers. Packages being changed are numbers 1002, 1005, 1006, 1008, 1014, 1015, 1016, 1017, 1018 and 1029 in both the LBC and WBC series.

## Wilcox Agency On Black List

LONDON, Jan. 2.—After a British band handled by the Wilcox Organization flew to keep a Dutch engagement vetoed by the Musicians' Union here, the MU announced it has instructed members to accept no further bookings thru Wilcox or the Artistes Booking Agency under the same banner.

Meanwhile in Holland, Wouter Van Goude, who handled the Dutch side of the band's trip, is suing the local MU for depriving him of one night's appearance of the band out of the three he had planned.

Bert Wilcox, for the Wilcox Organization, announces that he is taking the MU to court here as well.

## THRUSHES AID YOUTH GROUP

NEW YORK, Jan. 2.—Jane Russell and Connie Haines, both active in the Youth for Christ movement, are grouped with Beryl Davis and Della Russell in a spirited religious waxing just issued by Coral Records. Called "Make a Joyful Noise. Unto the Lord," the rhythmic etching will be promoted popwise. A percentage of artist royalties will be assigned to the youth organization.

STANLEY MILLS IN ARMY SERVICE . . .

Stanley, son of Jack Mills, donned an Army uniform last week and is now in infantry training at Fort Jackson, S. C. He headed the credit department of Mills Music following his graduation from Swarthmore College last year.

HOLLY NUTTER CUTS JUBILEE SIDES . . .

Jubilee Records has cut "The Man Upstairs" with 10-year old Holly Nutter. Jubilee will contribute a part of the proceeds of the records to "The March of Dimes," and the publisher, Republic Music, will donate 5 cents from each copy of sheet music sold. Holly, a polio victim herself, is backed by a chorus. Her grandfather, Carl Nutter, is one of the writers of the tune.

KING'S KELLY IN 4 STAR HUDDLE . . .

Jack Kelly, vice-president of King Records, Inc., arrived in Hollywood last week for discussions with Bill McCall, prexy of Four Star Records, concerning the recent distribution arrangement between the two companies. Kelly is expected to leave Monday (4) and return to Cincinnati.

BELL RECORDS CUTS BELAN SIDES . . .

Belle Records, indie disk firm headquartered in Derry, Pa., has signed thrush Rosemary Belan and is rushing the release of her first sides cut by diskery a.&r. chief Elmer Willet. Miss Belan has been working Pittsburgh area clubs since recovering from a serious auto accident.

MOONDOG FREED'S 'BALL' A DILLY . . .

Alan (Moondog) Freed's annual "Holiday Ball," featuring Billy Ward and his Dominoes, attracted 3,182 to the Akron Armory Christmas night. The building became so jammed the authorities were forced to stop the sale of tickets and about 2,500 were turned away. The ball also featured Little Walter and His Jukes, plus the Ralph Williams ork. Admission was \$2 per person. Freed is one of the best known r.&b. deejays in the Cleveland area, broadcasting daily over WJW.

EMBASSY MUSIC SNAGS NEW DISKS . . .

Benny Ross, new professional manager of Dorsey Brothers and Embassy Music, has managed to snag a lot of disks to start 1954. First, by Jeff Chandler on Decca, features a Dorsey song, "I Should Care." Frank Sinatra has cut "Violets for Your Furs" for Capi-



- (All Record Labels and Artists Listed Alphabetically)
Capitol..... Jane Froman
Columbia..... Jill Corey
Columbia..... Stuart Hamblen
Coral..... Robert Mills
Decca..... Red Foley
Jubilee..... The Orioles
Victor..... Eddy Arnold
Victor..... George Beverly Shea

HILL and RANGE SONGS, Inc.

Advertisement for JO STAFFORD's 'ADI-ADIOS AMIGO' on Columbia Records, featuring a photo of the artist.

Advertisement for CORAL RECORD'S #1 SELLER Teresa Brewer's 'OUR HEARTBREAKING WALTZ' on Village Music Co.

tol. "This Love of Mine" is on wax with a Vic Damone disk on Mercury. Les Brown and the ork have cut "I Dream of You" for Coral, Jackie Paris has cut the first vocal version of "Opus No. One" for the same label. The Matt Dennis trio this week waxed "Will You Still Be Mine" for Trend, and the Don Elliot combo recently made a slicing of "Oh Look at Me Now" for Savoy.

MITCHELL COMPANY HAS HI-FI BOOKLET . . .

Mitchell Manufacturing Company, Chicago, maker of high-fidelity phonographs, has issued a booklet for record and phonograph dealers to aid them in the sale of high-fidelity equipment. The booklet defines hi-fi, gives its advantages, explains what is meant by a hi-fi record reproducer, describes the components and gives tips and instruction on how to demonstrate and sell high fidelity to the customers.

New York

Bob Carroll begins a weekly TV show on the NBC network with Fred Allen. Show tees off on Tuesday (5). . . Derby Records thrush Jaye P. Morgan has been set for the across-the-board CBS-TV show starring Robert Q. Lewis which begins January 11. . . Arcade Records, Philadelphia diskery, has signed Rusty Wellington, Canadian singer, and country artist Jack Howard. . . Shorty Warren opens a five-week stand at the Concord Hotel, Toronto, on January 8. Replacing Warren at his own Copa Club in Secaucus, N. J., will be Merv Shiner and the Rusty Starr group. . . Lionel Hampton's ork and revue opened a four-day stand at the State Theater, Hartford, Conn., on New Year's Eve. . . Nat Cole currently at El Rancho, Las Vegas. . . Tony Martin has named Milton Karle to handle disk promotion in the East and Dick La Palm for the Midwest. . . George Shearing combo currently at La Camuer Club, Washington. . . Sonny Abbott trio returns to the Cafe Lounge, Brooklyn, for an indefinite stay. . . The Chuck George ork has signed with Dick Shelton of McConkey Artists Corporation. . . Julius La Rosa has cut a special disk for the March of Dimes polio fund campaign.

Dave Miller, of Essex Records, leaves for England tomorrow (3). Julie Stearns, professional manager of Broadcast Music, Inc., is looking for some one to rent his apartment, now that he has purchased a house in the suburbs. . . Karen Chandler is set for a two-week stand at the Hollenden Hotel, Cleveland, starting January 21. . . Fred Tobias and Bill Hegner have left the Mike Hall flackery to establish their own

Jensen Announces Cuffo Licenses

CHICAGO, Jan. 2.—Ralph P. Glover, vice-president of the Jensen Manufacturing Company, Chicago, announces that the firm is issuing royalty-free licenses for wooden cabinets under patent No. 2,338,262, which covers the hyperbolic exponential flare in cabinets of the horn-loading type.

Glover said the outstanding advantage of this cabinet is the improved efficiency at low frequencies by a better acoustic loading of the speaker.

According to Glover, this is Jensen's second move to further industrywide promotion for the manufacture of loudspeaker enclosures for improved sound reproduction. They formerly made the "Bass-Reflex" trade name available to public domain.

DEADLINE MAY BE EXTENDED

NEW YORK, Jan. 2. — At press time it was understood that an extension beyond the December 31 deadline would be granted telecasters by the American Society of Composers, Authors and Publishers. This would permit the orderly polling of stations following the closed circuit talks, and would permit a continuation of the attempt to resolve the deadlock by execs on station, network, and ASCAP levels.

publicity office. Tobias is the son of clefter Charles Tobias, and Hegner is former road manager of the George Shearing quintet.

Singer Johnny Parker has been signed to a Coral disk contract by Bob Thiele. Parker will be managed by Mike Stewart who also handles the Four Lads.

Chicago

Dan Belloc and orchestra, recently on the Dot label, have just cut four sides for MGM. . . Gini Patton, former vocalist with Woody Herman and Ralph Marterie, has joined Ron Neubert as vocalist with Wayne Muir's Glass-Hatters at the Congress Hotel.

She replaces Bea Gardy, who has left to tour the East. . . Buddy Moreno, band leader, and wife, Perry, are the parents of a girl, Judy. . . Danny O'Neill, local disk jockey and singer, has quit his late-night radio deejay program because of the strain of his TV schedule.

Charlie Applewhite, who closed at the Chicago Theater last week, is scheduled for 10 appearances on the Milton Berle TV show during the season. . . Rocco Greco, new Mercury artist, has just gotten his first release by the label, "Whispering Grass" and "You're Living in the Past." The singer, who is also an organist,

BRITISH SINGER TO HOLLYWOOD

LONDON, Jan. 2.—British singer David Hughes (billed here one-time as England's Mario Lanza) leaves for Hollywood on January 10 to meet up with Jo Staffor for final work on the Phillips-Columbia recording they are making together by "remote control."

Hughes will spend nearly six weeks in the States, returning to Britain in time for a 12-week vaudeville tour for Moss Empires. The lad is handled by the Music Corporation of America.

Phono-Disk Combo Set for Chi Show

NEW YORK, Jan. 2.—The Dean Electronic Company, manufacturer of portable phonographs, will unveil an unusual promotion deal when the firm's president, George H. Fass, shows the new Dean line at the Chicago furniture market sessions opening Monday (4).

Dean will offer a special package of a three-speed portable phonograph and a package of disks in all speeds. The combination offer will sell at \$29.95 retail.

The disk package will include 50 titles, including 18 pop tunes, 10 standard tunes and a collection of light classical music. Fass will make his Chicago headquarters at the Conrad Hilton Hotel.

Ted Heath Ork Slotted On Radio Luxembourg

LONDON, Jan. 2. — Starting tomorrow (3) Radio Luxembourg will feature the Ted Heath band in the 9:45 p.m. Sunday spot. Sponsored by Wisdom tooth brushes, the band has been signed for 52 appearances. Radio Luxembourg is the one commercial radio station regularly heard by British listeners.

Programs are mostly bought canned from America, or recorded in this country. The station airs from Luxembourg and has a regular listening public of around 3,000,000.

Pete Brewer Heads Texas Music Union

SAN ANTONIO, Jan. 2. — Pete Brewer has been named secretary of the Musicians Society of Texas, No. 23, succeeding Eddie Vrazel. Brewer, local band leader, will hold office for a two-year term beginning January 1.

Also elected were three new members of the seven member executive board. The are Joe Rodriguez, Jesse Gonzales, and Jimmie Revard. Chosen to serve for one year on the board of auditors were Harry Kramme, re-elected, Bill Case and Rudy Carasco.

opened at Linn Burton's Steak House December 30. . . Also released by Mercury is a pairing by the Duke of Paducah, "What It Was, Was Football."

Disk Jockey Howard Miller and RCA Victor singer, June Valli, were married Christmas Eve in the Little Country Church in The City here. Both appear daily on a half-hour TV show, "Close Up," over WNBQ-TV. . . Jerry Murad and His Harmonicats are currently headlining the bill at the Preview. . . Mercury artists Ralph Marterie, Jim Lowe, Frankie Rullo and Eddy Howard made appearances at the firm's Christmas party. The affair was the first held in the company's new quarters and the entire music trade was invited.

Stan Kenton orchestra played a one-nighter at the Aragon Ballroom December 29. . . Horace Heidt and his crew opened in the Marine Dining Room of the Edgewater Beach Hotel New Year's Eve. Appearing on the same bill are Johnny (It's-in-the-Book) Stanley, Dick Kerr, Ralph Sigwald and Russ Budd. . . Singer and movie star Marilyn Maxwell has opened at the Chez Paree for a week. Tommy Leonetti, new Capitol artist, is on the same bill. . . Ray Pearl and orchestra, currently at the Oh Henry Ballroom, opens at the Schroeder Hotel, Milwaukee, February 2 for two weeks. He then goes into the Peabody Hotel, Memphis, for two frames.

Detroit

Dick Lee, Essex recording artist, has returned to the Club Gay Haven in suburban Dearborn. . . Pat Flowers, long-time soloist at Baker's Keyboard Lounge, returned to his post this week following an illness of several weeks. . . Dona Danielle is featured vocalist currently at the East Side Sid's Cafe Lounge.

Philadelphia

Dave Appel takes his music makers to Atlantic City for the re-lighting of Ricky's Hialeah. . . Contract jumping of singer Frank Murphy, when he signed with the Wakeman Corporation here, is being settled out of court as settlement is negotiated with his trio of managers who held a 15-year contract on him. Former managers included Nat Segall, local booker; Artie Singer, who developed him vocally, and Bernie Lowenthal, who fashioned his repertoire. . . Andre Kostelanetz will baton the Philadelphia Orchestra January 11 for a special Academy of Music concert for the benefit of the orchestra's Pension Foundation. . . The Philadelphia Orchestra, with maestro Eugene Ormandy holding up his winter vacation schedule, held a marathon recording session in the Academy of Music that ran up

Crystallite Inks Marilyn Maxwell

HOLLYWOOD, Jan. 2.—Crystallite Records has signed thrush Marilyn Maxwell to a standard recording contract, with four sides cut this past week and scheduled for immediate release.

Thrush originally gained fame as band vocalist with the Ted Weems ork and has since appeared with the Bob Hope troupe and in M-G-M pictures. Miss Maxwell has never recorded before, tho, and bows on Crystallite.

Miss Maxwell is scheduled for an additional six sides during 1954, with Lloyd Schaffer conducting.

SCRIBE'S SPOUSE SCRIBBLES SONG

NEW YORK, Jan. 2.—The first song to be published here by the Russian-born wife of Associated Press correspondent Tom Whitney, who received lots of newspaper attention several months ago when the Soviets permitted her to emigrate to the United States, has been acquired by Mills Music. The ditty is "Live, Live, Live," written by Julia Whitney in collaboration with lyricist Hardy Wieder.

into 2 a.m., in order to get under the wire with a backlog of waxings. . . Wakeman Corporation set Maud Stevens and Her Traveling Gospel Singers to a Decca contract. . . Don Palmer, Charlie Ventura's manager, has signed songbird Ruth Price to a personal management contract.

Hollywood

Harry James ork, with Buddy Rich and singer Paula Gilbert, bowed at the Palladium for a three-week stay. . . Jimmy Durante will wax the oldie "G'wan Home Your Mother's Calling," which was originally issued on the defunct Majestic label some years ago. Eddie Jackson will join him on the sides. . . Skip Martin takes over as musical director of the Phil Harris-Alice Faye Show on NBC. . . Orkster Tiny Tim disbanding after eight months of one-nighter dates. Maestro will lay off for three months.

Advertisement for 'ANOTHER BMI "PIN-UP" HIT' featuring a pin-up girl and recording by Stan Freberg.

Advertisement for 'ANSWER ME, MY LOVE' and 'FLIRTATION WALTZ' by Bourne, Inc.

Advertisement for Leroy Anderson's 'Sleigh Ride' and 'The Typewriter' by Mills Music, Inc.

Advertisement for 'DARING! DIFFERENT! CONNIE HAINES' and 'THE WRONG SIDE OF TOWN' on Coral 61094.

Advertisement for '4 out of 5 need help!' and 'MARCH OF DIMES' on January 2 to 31.

**YOU'RE NEARER**  
MGM 30829 78 rpm • K30829 45 rpm

**YOU'RE MY EVERYTHING**

**James Jones**



**BILLY ECKSTINE**  
**RENDEZVOUS** and  
**I'M IN A MOOD**  
MGM 11655 78 rpm • K11655 45 rpm

**FRAN WARREN**  
IF I COULD HAVE YOU BACK AGAIN  
IT'S ANYBODY'S HEART  
MGM 11616 78 rpm • K11616 45 rpm

**BOB STUART**  
DID I REMEMBER  
CARELESS  
MGM 11659 78 rpm • K11659 45 rpm

**DAVID ROSE**  
OUR WALTZ  
PARADE OF THE CLOWNS  
MGM 30824 78 rpm • K30824 45 rpm

**ALAN DEAN**  
WHAT ARE YOU WAITING FOR  
CALL ME ANYTIME AT ALL  
MGM 11658 78 rpm • K11658 45 rpm

**TOOTS THIELEMANS TRIO**  
OUT OF NOWHERE  
STUDIO D  
MGM 11660 78 rpm • K11660 45 rpm

**LESLIE CARON and MEL FERRER**  
HI LILI, HI LO  
LILI AND THE PUPPETS  
MGM 30759 78 rpm • K30759 45 rpm

**THE NOCTURNES**  
**POPPA PICCOLINO** and  
FOR THE FIRST TIME IN A LONG TIME  
MGM 11644 78 rpm • K11644 45 rpm

**HENRY JEROME and his Orchestra**  
TIPICA SERENADA  
CAFE PAREE  
MGM 11594 78 rpm • K11594 45 rpm

**JOANN TOLLEY**  
HOW COME YOU NEVER ANSWER  
BUT NEVER MY LOVE FOR YOU  
MGM 11630 78 rpm • K11630 45 rpm

**GEORGE SHEARING**  
TIEMPO DE CENCERRO  
PARTS 1 and 2  
MGM 11639 78 rpm • K11639 45 rpm

Thanks, Jazzbo Collins, WNEW, for the Kickoff  
**BARBU LAUTARU ORCH.**  
MORNING BIRD  
STORM WARNING  
MGM 30853 78 rpm • K30835 45 rpm

Big NBC-TV Dave Garroway Promotion  
**JIMMY LEYDEN'S SERENADERS**  
THE GIRL OF TODAY  
WE'RE HAVIN' A GOOD TIME  
MGM 11615 78 rpm • K11615 45 rpm

**ARTHUR (GUITAR BOOGIE) SMITH**  
COTTON PATCH RAG  
THE HONEYMOON IS OVER  
MGM 11657 78 rpm • K11657 45 rpm

**JIMMY WALKER**  
GOD WAS SO GOOD  
LOOK WHAT I FOLLOWED ME HOME LAST NIGHT  
MGM 11653 78 rpm • K11653 45 rpm

**GEORGE McCORMICK**  
HI THERE, SWEET THING  
I GUESS YOU DON'T CARE  
MGM 11656 78 rpm • K11656 45 rpm

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS

WITH RECORDS

The Billboard Music Popularity Charts

**HONOR ROLL OF HITS**

Trade Mark Reg.

**The Nation's Ten Top Tunes**

... for Week Ending January 2

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

**1. Oh, Mein Papa (Oh, My Papa) 2 5**

By John Turner, Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP)  
BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336.  
OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; Brasshats, London 1403; B. De Welle, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111.

**2. Rags to Riches 1 16**

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP).  
BEST SELLING RECORD: T. Bennett, Col 40048. OTHER RECORDS AVAILABLE: A. Malvin, Prom 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.

**3. Changing Partners 3 6**

By Larry Coleman and Joe Darion—Published by Porgie (BMI)  
BEST SELLING RECORDS: P. Page, Mercury 70260; K. Starr, Cap 2657. OTHER RECORDS AVAILABLE: Crickets, Jay Dec 785; B. Crosby, Dec 28969; H. Forest, Bell 1017; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515.

**4. Stranger in Paradise 3 6**

By Robert Wright and George Forrest—Published by Frank (ASCAP).  
BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927; T. Martin, V 20-5535. OTHER RECORDS AVAILABLE: V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; A. Romero, V 20-5551; L. Stokowski, V 10.

**5. That's Amore 6 9**

By Jack Brooks and Harry Warren—Published by Paramount (ASCAP).  
BEST SELLING RECORD: D. Martin, Cap 2589. OTHER RECORDS AVAILABLE: B. Barron, M-G-M 11584.

**6. Ricochet 5 12**

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI).  
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: Davis Sisters, Tanner n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

**7. Ebb Tide 7 19**

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)  
BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS AVAILABLE: C. Applewhite-Camarata Ork, Dec 28875; D. Ballard, Dec 28977; L. Becker-Enoch Light Ork, Prom 1058; J. Colonna, Dec 28975; V. Damone, Mercury 70216; B. Haymes, Bell 1012; Ink Spots, King 1297; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.  
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

**8. You, You, You 8 27**

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI).  
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS AVAILABLE: K. Griffen, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

**9. Heart of My Heart 9 7**

By Ben Ryan—Published by Robbins (ASCAP)  
BEST SELLING RECORDS: Four Aces, Dec 28927; D. Cornell, A. Dale, J. Desmond, Coral 61076. OTHER RECORDS AVAILABLE: Four Vagabonds, Apollo 1076; Maple City Four, Mercury 6084; Sister Slocum, King 15017.

**10. Many Times 11 12**

By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI).  
BEST SELLING RECORD: E. Fisher, V 20-5453. OTHER RECORDS AVAILABLE: P. Faith, Col 40076; Loren Becker-Enoch Light Ork, Prom 1058; T. Russo, Bell 1013.

**Second Ten**

- 11. VAYA CON DIOS ..... 12 29  
Published by Ardmore (ASCAP)
- 12. YOU ALONE ..... 18 9  
Published by Roncom (ASCAP)
- 13. EH CUMPARI ..... 14 17  
Published by Rosarch (BMI)
- 14. SECRET LOVE ..... — 1  
Published by Remick (ASCAP)
- 14. ISTANBUL ..... 13 9  
Published by Alamo (ASCAP)
- 16. WOMAN ..... — 1  
Published by Studio (BMI)
- 17. I SEE THE MOON ..... 15 9  
Published by Plymouth
- 18. C'EST SI BON ..... — 15  
Published by Leeds (ASCAP)
- 19. OFF SHORE ..... — 1  
Published by Hanover (ASCAP)
- 20. JONES BOY ..... — 1  
Published by Pincus (ASCAP)

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# Buyboard

**TOP SELLERS—**

**POPULAR**  
Listed Alphabetically

A DEAR JOHN AND MARSHA LETTER C'EST SI BON	S. Freberg	2677
ANSWER ME, MY LOVE WHY	N. Cole	2687
BROKE, BARE-FOOT AND STARRY-EYED I TOOK THE LONG WAY AROUND	B. Hutton	2688
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU	K. Starr	2657
THE CREEP TENDERLY	S. Kenton	2685
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	Four Knights	2654
I LOVE PARIS GIGI	L. Baxter	2479
IT HAPPENED ONCE BEFORE HOLIDAY	Four Freshmen	2564
O MEIN PAPA SECRET LOVE	R. Anthony	2678
OH! SAN	P. Hunt	2442
ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD	S. Freberg	2596
SOUTH OF THE BORDER I LOVE YOU	F. Sinatra	2638
STRANGER IN PARADISE NEVER IN A MILLION YEARS	G. MacRae	2652
THE TENNESSEE CHURCHBELLS THERE'S A SILVER MOON ON THE GOLDEN GATE	M. Whiting & J. Wakely	2689
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
WHAT IT WAS, WAS FOOTBALL, PART 1 WHAT IT WAS, WAS FOOTBALL, PART 2	D. Griffith	2693

**LATEST RELEASE**

No. 402

VENUS DI MILO YOU MADE ME LOVE YOU	Bob Manning	2694
A LETTER AND A RING LE GROS BILL	Gisele MacKenzie	2695
LOOK WHO'S CRYIN' NOW WALKING ON TEARDROPS	Skeets McDonald	2696
I WALK WITH THE KING I BELIEVE THERE'S A HEAVEN	The Smith Brothers	2697

**SKETS SCORES**

**WITH 2 STRONG SIDES!**

**"LOOK WHO'S CRYIN' NOW"**

**"WALKING ON TEARDROPS"**

**SKEETS McDONALD**

on Capitol Record No. 2696

**TOP SELLER OF THE WEEK!**  
Based upon Actual Sales

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

**TOP SELLERS—**

**COUNTRY & HILLBILLY**  
Listed Alphabetically

A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU)	J. Shepard & F. Huskey	2502
FORGIVE ME, JOHN MY WEDDING RING	J. Shepard & F. Huskey	2586
GO CRY YOUR HEART OUT WAKE UP, IRENE	H. Thompson	2646
JUST MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
THE RED DECK OF CARDS LORD, SEND AN ANGEL	T. Riffer	2686
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO	M. Carson	2634
SNATCHIN' AND GRABBIN' SWEET JENNIE LEE!	M. Moore	2691
WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME	F. Huskey	2627
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER	T. Collins	2584

Coming hits by the  
Hit Parade star



**"A Letter and a Ring"**  
with orchestra conducted by NELSON RIDDLE

**"Le Gros Bill"**  
with DAVE CAVANAUGH'S Music  
Capitol Record No. 2695

**BEST SELLING—**

**POPULAR ALBUMS**

Listed Alphabetically

CAN-CAN Original Broadway Cast	452
THE DESERT SONG Gordon MacRae & Lucille Norman	351
THE EDDIE CANTOR STORY Eddie Cantor	467
GERRY MULLIGAN AND HIS TEN-TETTE Gerry Mulligan	439
THE HIT MAKERS! Les Paul & Mary Ford	416
HITS FROM CAN-CAN Top Capitol Artists	482
JOE (FINGERS) CARR AND HIS RAGTIME BAND Joe (Fingers) Carr	443
LOVER'S RHAPSODY AND SONGS FROM LOVER'S RHAPSODY Jackie Gleason	366
MUSIC FOR LOVERS ONLY Jackie Gleason	352
MUSIC TO MAKE YOU MISTY Jackie Gleason	455
NAT (KING) COLE SINGS FOR TWO IN LOVE Nat (King) Cole	420
PORTRAITS ON STANDARDS Stan Kenton	462
SUNNY ITALY Dean Martin	481

**BEST SELLING—**

**CLASSICAL ALBUMS**

Listed Alphabetically

BACH ORGAN MUSIC Richard Keys Biggs	8236
BLOCH—"CONCERTO GROSSO," SCHUMANN—"SYMPHONY FOR STRINGS" The Pittsburgh Symphony Orchestra Conducted by William Steinberg	8212
CHOPIN—"POLONAISE IN A FLAT, OP. 53," DEBUSSY—"CLAIR DE LUNE," LISZT—"LIEBESTRAUME" Leonard Pennario, Piano	8156
DEBUSSY—"CLAIR DE LUNE," CHOPIN—"WALTZ IN D FLAT (MINUTE WALTZ)," LISZT—"LIEBESTRAUME" Leonard Pennario, Piano	8205
GERSHWIN—"CONCERTO IN F FOR PIANO AND ORCHESTRA" The Pittsburgh Symphony Orchestra Conducted by William Steinberg; Leonard Pennario, Piano	8219
GLAZUNOV—"THE SEASONS" French National Symphony Orchestra Conducted by Roger Desormiere	8157
LEONCAVALLO—"PAGLIACCI HIGHLIGHTS," MASCAGNI—"CAVALLERIA RUSTICANA HIGHLIGHTS" Orchestra & Chorus of Radio Italiana and Celra, Turin	A-50144
SCHUBERT—"SYMPHONY NO. 8 IN B MINOR (Unfinished)" The Pittsburgh Symphony Orchestra Conducted by William Steinberg	8160
STRAUSS—"WALTZES & POLKAS" The Pittsburgh Symphony Orchestra Conducted by William Steinberg	8222
TCHAIKOVSKY—"THE NUTCRACKER SUITE and Suite from THE SWAN LAKE" French National Symphony Orchestra Conducted by Roger Desormiere	8140
TCHAIKOVSKY—"ROMEO AND JULIET & FRANCESCA DA RIMINI, OP. 32" Vladimir Golschmann Conducting The St. Louis Symphony Orchestra	8225
TCHAIKOVSKY—"SELECTIONS FROM THE NUTCRACKER SUITE" Roger Desormiere Conducting The French National Symphony Orchestra	8202
PIANO MUSIC OF SPAIN Leonard Pennario, Piano	8190

**BOB MANNING**

in two great new performances

**"Venus Di Milo"**

with orchestra conducted by MONTY KELLY

**"You Made Me Love You"**

with BOBBY HACKETT'S trumpet and Rhythm Group  
on Capitol Record No. 2694

# PREDICTION FOR 1954!

Because of its tremendous acceptance to date and the ever increasing orders, surpassing our wildest expectations . . . we predict—

# "MARIE" THE FOUR TUNES



by  
OR  
JUBILEE  
5128

IF YOU THOUGHT "CRYING IN THE CHAPEL," "WRITE AND TELL ME WHY" AND "IN THE MISSION OF ST. AUGUSTINE" MADE MONEY FOR YOU . . .

## Wait Till You Hear..



# THE ORIOLES

sing

# "ROBE OF CALVARY"

b/w

## "NO ONE BUT YOU"

JUBILEE 5134

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

# Favorite Tunes

. . . For Week Ending January 2

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. OH MEIN PAPA (OH MY PAPA) (R)—Shapiro Bernstein . . . . .	4	4
2. CHANGING PARTNERS (R)—Porgie . . . . .	3	6
3. STRANGER IN PARADISE (R) (M)—Frank . . . . .	6	6
4. EBB TIDE (R)—Robbins . . . . .	2	16
5. RAGS TO RICHES (R)—Saunders . . . . .	1	11
6. THAT'S AMORE (R) (F)—Paramount . . . . .	5	4
7. RICOCHET (R)—Sheldon . . . . .	9	10
8. VAYA CON DIOS (R)—Ardmore . . . . .	8	28
9. YOU, YOU, YOU (R)—Mellin . . . . .	11	25
10. HEART OF MY HEART (R)—Robbins . . . . .	10	3
11. MANY TIMES (R)—Broadcast . . . . .	7	13
12. I SEE THE MOON (R)—Plymouth . . . . .	13	12
13. SECRET LOVE (R)—Remick . . . . .	20	2
14. CRYING IN THE CHAPEL (R)—Valley . . . . .	—	22
15. IN THE MISSION OF ST. AUGUSTINE (R)—Republic . . . . .	—	12

Tunes With Greatest Radio and TV Audiences and England's Top 20 are omitted from this issue because of early holiday press deadlines and the late availability of these ratings.

## Other Records Released This Week

### Country & Western

- Be Happy Little Darling—Clifford Chastain, Dorothy Mann and Ray Everts (Red Lips and Pretty Blue Eyes) Princess 1
- Detour—Betty Dodd and Baba Zaharias (I Felt a Little Teardrop) Mercury 70267
- I Felt a Little Teardrop—Betty Dodd and Babe Zaharias (Detour) Mercury 70267
- Just Wondering Why—Jim & Lee and The Virginia Boys (My Little Honeysuckle Rose) Capitol 2683
- Look What Followed Me Home—George Morgan (No One Knows It Better Than Me) Columbia 21178
- My Little Honeysuckle Rose—Jim & Jesse and The Virginia Boys (Just Wondering Why) Capitol 2683
- No One Knows It Better Than Me—George Morgan (Look What Followed Me Home) Columbia 21178
- Our Last Good-Bye—Stanley Brothers (Won't You Be Mine?) Mercury 70270
- Red Lips and Pretty Blue Eyes—Clifford Chastain, Dorothy Mann and Ray Everts (Be Happy Little Darling) Princess 1
- Won't You Be Mine?—Stanley Brothers (Our Last Good-Bye) Mercury 70270

### Popular

- Are You Satisfied—Joe Salvator (When You're In Love) Gem 7005
- I Can't Believe That You're In Love With Me—Frankie Laine (West End Blues) Mercury 70275
- West End Blues—Frankie Laine (I Can't Believe That You're In Love With Me) Mercury 70275
- When You're In Love—Joe Salvator (Are You Satisfied) Gem 7005

### International

- Bayway Polka—Frank Wojnarowski Ork (Fortune Teller) Dana 3147
- Busciarda—Tak Gianni (Calabresella Mia) V 25-7258
- Calabresella Mia—Tak Gianni (Busciarda) V 25-7258
- Golebie—Gene Wisniewski (Za Ebru Fala) Dana 810
- Fortune Teller—Frank Wojnarowski Ork (Bayway Polka) Dana 3147
- Quadriglia Palermitana—Giovanni Vicari Ork (Tarantella Palermitana) Harmonia 2070
- Tarantella Palermitana—Giovanni Vicari Ork (Quadriglia Palermitana) Harmonia 2070
- The Dove Waltz—Frank Hermanek Ork (Six A. M. Polka) V 20-5310
- Valzer Amoroso—Giovanni Vicari Ork (Lieto Avvenire) Harmonia 2069
- Wesele U Mojego Wuja—Walter Solek Ork (Staro Dawna Polka) V 20-9280
- Za Ebru Fala—Gene Wisniewski (Golebie) Dana 810

### Rhythm & Blues

- Keep Your Head Up High—Angel Face (What's That Stuff Joe's Got) Gem 210
- What's That Stuff Joe's Got—Angel Face (Keep Your Head Up High) Gem 210

## Agreement Near

Continued from page 13

to the welfare funds established in many other industries.

Recording execs are known to be against any changes in rules governing disk sessions. While it is possible that in the course of bargaining they will give some minor points, it is believed at this point that few changes in regulations will be demanded or accepted.

### Scale Increases

During the negotiations (which are suspended) last week, there was a major disagreement on scale increases, the diskeries resisting the demands made by the AFM, while Petrillo was equally adamant. New plan calls for a 10 per cent increase for the first two years of the new pact and an additional 10 per cent for the last three years. This would make the scales \$45.37 per man for 1954 and 1955 and \$49.90 for the years 1956 thru 1958. It is these increases which are expected to be paid into the Trust Fund.

Record firms are also reported to have met with a "good reception" from Petrillo when they suggested that any scale increases agreed on be applied to all sessions except those for classical recordings.

Petrillo, it is reported had tentatively agreed to such a move, but with reservations. Thinking behind such a plan is based on the competition from classical tapes imported from Europe. Foreign disk sessions are far less expensive than similar dates staged here. If Petrillo agrees finally to leaving the classical scales at the status quo, it will be because he feels that this would lessen the desire to import foreign tapes.

### Symphonic Sessions

The record negotiators are known to have pointed out that costs of symphonic type sessions are not amortized for many years since the sale of classical works are much slower than those of a pop nature.

If the agreement between record manufacturers and Petrillo is reached as quickly as expected, it is believed that an early agreement will also be reached on transcriptions. The AFM would then have the decks cleared for its next move—reaching agreements with the TV film industry and radio and television networks and owned and operated stations.

Meanwhile record firms have kept up the heavy recording schedules they set for themselves when it looked as tho a quick agreement with the AFM would not be reached. Of course, under AFM regulations it is exceedingly difficult to cancel disk sessions after they have been filed with AFM locals.

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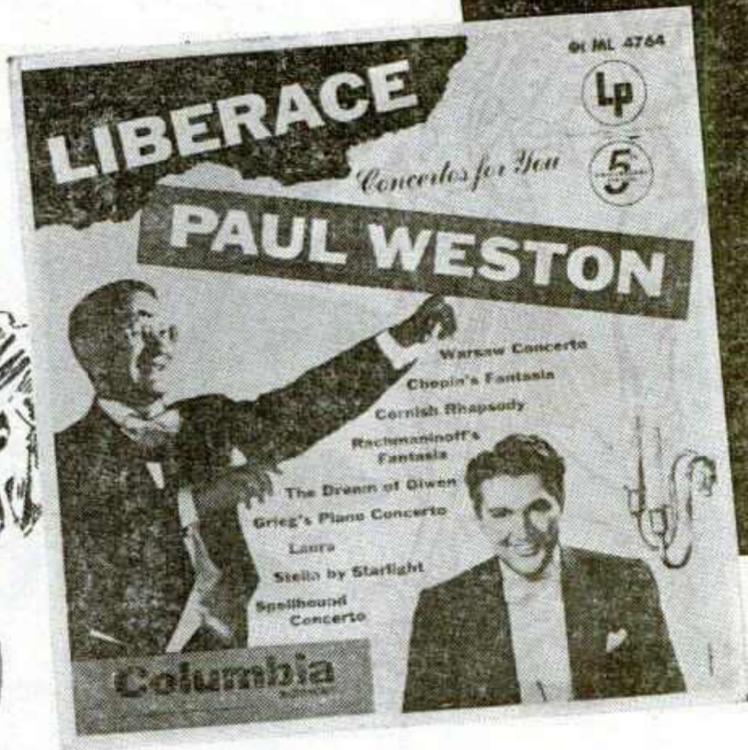
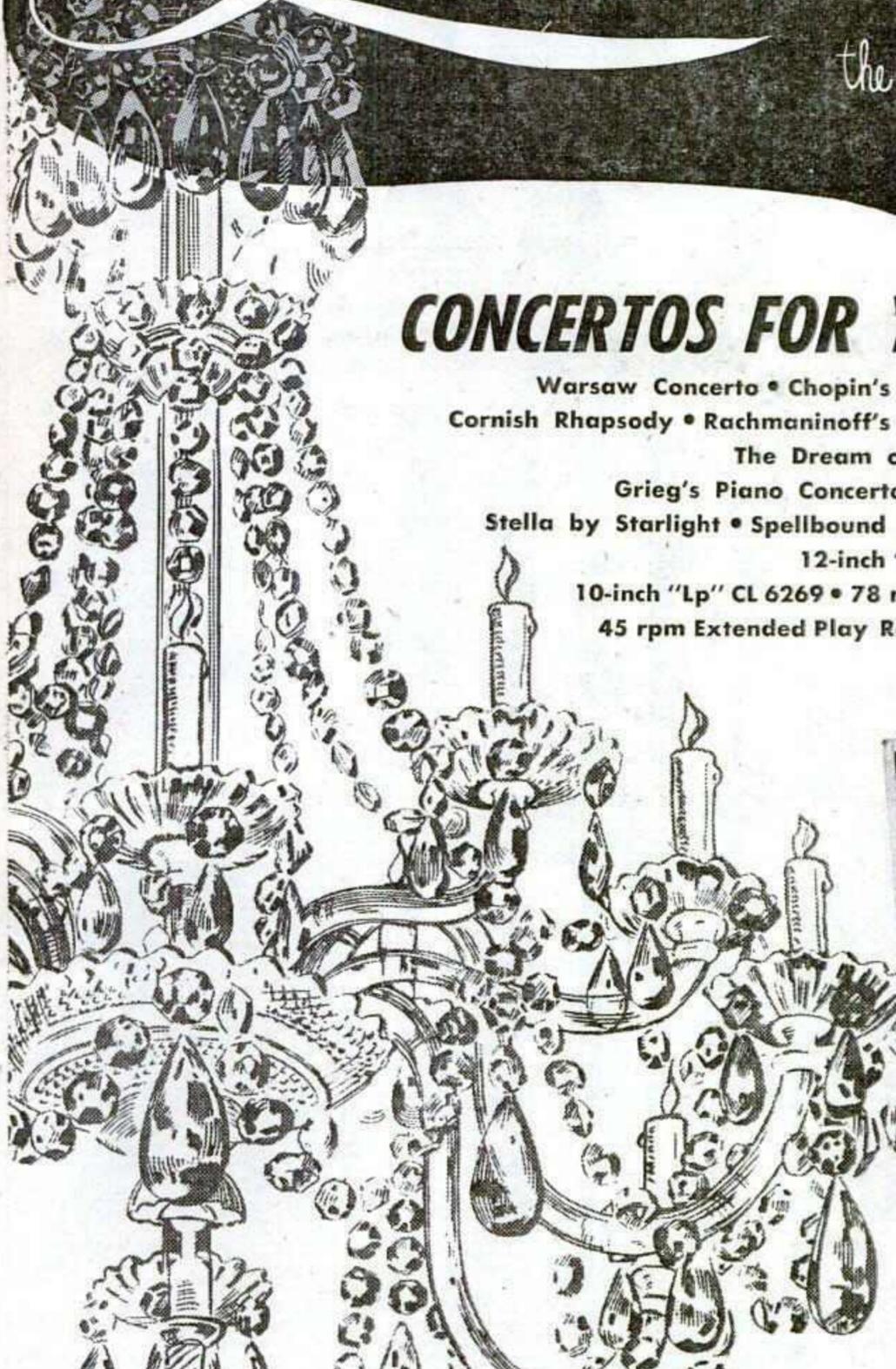
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# OPPPERS



## FROM THE VINE CAME THE GRAPE

## TIME WILL TELL

### NEW RECORDS TO WATCH

**THE HILLTOPPERS**  
From the Vine Came the Grape (Randy-Smith, ASCAP)  
Time Will Tell (Gale and Gayles, BMI)—Dot 15127—"Vine" is a rather unusual ballad and follows the Italian trend which has been so big in the last few months. It's Jimmy Sacco soloing most of the way. Flip is a nicely blended version of the evergreen.

## DOT'S HOT PARADE

DOT 15127

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- 2. THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE**  
I DON'T LOVE NOBODY    Johnny Maddox    Dot 15128
- 3. YOU'RE ALL THAT I NEED**  
ALONE      Jimmy Sacco    Dot 15130
- 4. P.S.: I LOVE YOU**  
I'D RATHER DIE YOUNG    The Hilltoppers    Dot 15085



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The Billboard's Music Popularity Charts

... for Week Ending January 2

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JIMMY ROYD
Jelly on My Head... 86
COLUMBIA 40138—Here is one of the cutest and happiest ditties of the year...

TONY MARTIN
Don't Ask Me Why... 76
DECCA 28992—Re-issued many years after it was originally cut, this beautifully phrased reading shows the outstanding vocal talent of Martin...

INK SPOTS
Charming Partners... 75
KING 1304—This is Charlie Fuqua's Ink Spots and they come up with a good reading of the current cliché...

BERNICE PARKS
Yes, Dear... 75
MERCURY 70249—Ditty kicked off in the Midwest recently via the Johnny Vadaln international-market type of reading...

DUKE OF PADUKA
Football Game I Think It Was (Parts 1 & 2)... 75
MERCURY 70290—Fast coverage of the latest in talking disks...

JO STAFFORD
Make Love to Me!... 85
COLUMBIA 40143—Jo Stafford may get back in the winner's circle with this snappy performance...

MANTOVANI ORK
Beautiful Dreamer... 81
LONDON 1355—A truly beautiful re-reading of the old favorite...

VIC DAMONE
The Breeze and I... 80
MERCURY 70287—This is Damone's best waxing in a long, long time...

FOUR LADS
Harmony Brown... 88
COLUMBIA 40140—Folk writer and singer Terry Gilkyson has penned a smart hunk of folk-like material...

HENRI REINE ORK
Seashells... 79
V 47-5595—An instrumental with a nostalgic, slightly melancholy air...

JUNE WINTERS
Isn't It Shame... 78
MERCURY 70278—Whispery reading by the thrush is backed by an appealing production...

FELICIA SANDERS
Ma Curly Headed Baby... 76
COLUMBIA 40139—Here is quite a lovely rendition of the melodic evergreen...

FRANK PERKINS
Fandango... 76
DECCA 28965—A galloping Latin beat is the base which supports the graceful melody...

Spiritual

SPiRiT OF MEMPHIS QUARTET
Since Jesus Came Into My Heart... 80
PEACOCK 1717—The boys come thru with a sock reading of a favorite gospel item...

SISTER JESSIE MAE RENFRO
Hell's Attraction Light... 77
PEACOCK 1718—This fine spiritual effort receives a winning performance from the chanteuse...

GOLDEN GOSPEL SINGERS
Do You Know Him?... 77
DECCA 48310—Group, backed only by guitar, continues to impress thru its deeply felt reading of the old spiritual...

SWANEE QUINTET
Joy in Reulshland... 70
NASHBORO 541—The group sings excitedly of the life they anticipate in the hereafter...

REVEREND G. W. KILLEMS
Eternal God... 65
RPM 396—Rev. Killens conducts his sermon over an ethereal backing by a female chorus and a piano...

Number of Releases This Week

(Listed Alphabetically by Label)

Table with columns: LABEL, Pop, C&W, R&B. Lists labels like COLUMBIA, CRYSTAL, DECCA, DELUXE, ESSEX, EXCELLO, FEDERAL, JAY-DEE, KING, LONDON, MERCURY, PEACOCK, PYRAMID, REGENT, RITA, RPM, SAVOY, VICTOR and their respective release counts.

International

WILLI DOMGRAF-FASSBAENDER
An Der Weser... 68
V 25-4201—A collectors' item for German fans of the famed operatic baritone...

GIOVANNI VICARI
Sorridento... 65
HARMONIA 2071—A bright, melodious polka featuring the competent work of Vicari on banjo...

Sacred

MARIE KNIGHT
Calvary... 85
DECCA 48308—To something resembling a rumba beat in the backing, Miss Knight brings the magnificent opulence of her voice to bear on a powerful sacred item...

THE COUNTRY CHOIR
Now the Day Is Over... 76
COLUMBIA 21193—The large choir handles the familiar hymn with warmth and feeling...

Latin American

JOE LOCO QUINTET
El Balon... 78
TICO 10-208—The combo works up a driving, almost hypnotic beat in this material...

Rhythm & Blues

THE CRICKETS
Changing Partners... 83
JAY-DEE 785—This was a smart disk idea. Dean Barlow is featured in a super smooth reading of the big pop hit...

WYNONIE HARRIS
Quiet Whiskey... 79
KING 4685—Rapid patter opus about a party with plenty of liquid refreshment...

KID KING'S COMBO
Chocolate Sundae... 78
EXCELLO 2025—An unusual, moody instrumental. The beat is slow but solid...

BILL ROBINSON
Owl Pushin'... 78
DELUXE 6030—Somewhat on the ribald side, the rhythmic ditty has a pounding beat as delivered here...

LITTLE WILLIE LITTLEFIELD
(Please Don't Go) O-O-O-Oh... 77
FEDERAL 12163—Littlefield comes thru with a strong reading of a swinging new effort...

PETE (GUITAR) LEWIS ORK
Back Door Troubles... 76
PEACOCK 1624—Gravel-throated Lewis delivers a first-rate vocal on an above-average piece of blues material...

MELVIN SMITH
I Feel Like Goin' Home... 76
V 20-5576—Blues about the desire to stop roaming and to return to the good things at home...

SONNY PARKER
She Sets My Soul on Fire... 76
PEACOCK 1620—Parker runs thru a standard type of jump blues in fine style and gets powerhouse backing by the ork...

BIG BERTHA
Love Is a Crazy Thing... 75
SAVOY 1119—Good blues ballad material gives the thrush a chance to sell her vocal sound and style in strong fashion...

Country & Western

CARL SMITH
What Am I Going to Do With You?... 85
COLUMBIA 21197—Looks like Smith has another powerhouse dishing. This time his problem is that of a married man in love with another woman...

LONZO AND OSCAR
If Can't Be Done... 76
DECCA 28972—Cute item is sung with infectious charm by the close harmony boys...

ANITA CARTER
There'll Be No Teardrops Tonight... 73
COLUMBIA 21198—The country thrush gets off an effective reading of a most attractive ballad...

YORK BROTHERS
Tight Wad... 74
KING 1299—Cute little country item on the familiar side is projected pleasantly...

CHET ATKINS
Centipede Boogie... 70
V 20-5565—This lively material is given an exciting ride by guitarist Chet Atkins...

VIC BANKS
To Live Again... 68
CRYSTAL 333—Banks gets nice backing from the string band as he serves up a smooth reading of an okay ballad...

FLOYD ROBINSON
How Are You These Days?... 67
KING 1300—Rural weeper is chanted persuasively by Robinson...

SHORTY WARREN ORK
Tell Me, Tell Me, Tell Me... 50
RITA 107—New novelty opus is sung sweetly by the Dixie Sisters...

Polka

RAY HENRY ORK
Lover Boy Polka... 80
DANA 3153—The Ray Henry ork does a solid job with this lively, melodic polka effort...

RAY HENRY ORK
Honey Moon Polka... 78
DANA 3149—Henry and his boys let go in a bright and sparkling rendition of a tuneful polka...

ERSKINE HAWKINS ORK
Function at the Junction... 75
KING 4686—Clever opus about an upcoming ball, this, Hopping beat by the ork and good chanting by Jimmie Mitchell and combo...

JIMMY WITHERSPOON
Miss Miss Mistreater... 74
FEDERAL 12155—An old-fashioned blues rocker is sung by Witherspoon...

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...

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories...

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



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The Billboard's Music Popularity Charts

. . . for Week Ending January 2

# THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

## Popular

**TILL THEN—The Hilltoppers—Dot 15132**  
Not yet received for review, good reports have been received from many important markets. These include Boston, New York, Providence, Philadelphia, Cleveland, Richmond and Cincinnati. Flip is "I Found Your Letter." The trade is advised that "From the Vine Came the Grape" and "Time Will Tell," Dot 15127 (also from the group's album) is also currently available as a single.

**OUR HEARTBREAKING WALTZ (Village, BMI)**  
**BELL BOTTOM BLUES (Shapiro-Bernstein, ASCAP)—Teresa Brewer—Coral 61066**  
Another fast climber. In second week out, disk is rated strong in Boston, New York, Philadelphia, Buffalo, Cleveland, Milwaukee and St. Louis. Good reports were also received from Providence and Los Angeles. The edge is on "Waltz" with some action on "Blues" in Cleveland and Boston.

**THE CREEP (Miller, ASCAP)—Ralph Marterie Ork—Mercury 70281**  
Areas which reported strong action included New York, Buffalo, Chicago, Milwaukee and St. Louis. In Providence, Cleveland and Detroit the disk was reported good. Flip is "Love's Theme" (Leeds, ASCAP)

## Country & Western

**RELEASE ME (Four Star, BMI)—Jimmy Heap—Capitol 2418**  
Initially released last summer, in recent weeks the disk has gained enough strength to hit the national folk retail chart. Currently the record is seeing most activity in the Houston, Dallas and New Orleans markets. Could be a real sleeper in areas that have not yet moved the disk. Flip is "Just to Be With You" (Beechwood, BMI).

**WHAT AM I GOING TO DO WITH YOU? (Hill & Range, BMI)—Carl Smith—Columbia 21197**  
Building rapidly, disk has already achieved

good sales reports in the Chicago, St. Louis, Richmond and Tennessee sales territories. Flip is "Dog-Gone It, Baby, I'm in Love" (Hill & Range, BMI). A previous "New Record to Watch."

## Rhythm & Blues

**I'M JUST YOUR FOOL (Sophisticate, BMI)—Buddy Johnson—Mercury 70251**  
Disk has been steadily gaining momentum and appears this week on the national retail chart. Territories that reported it strong included New York, Philadelphia, Nashville, Charlotte, Milwaukee and St. Louis. Flip is "A-12" (Sophisticate, BMI).

**A SUNDAY KIND OF LOVE—The Harp Tones Bruce 101**  
The group is clicking on this first release. Strong reports have been returned from New York, Philadelphia, Washington, Baltimore and Cleveland. The record is also reported good in Chicago. Flip is "I'll Never Tell."

# NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

## Popular

**RONNIE GAYLORD**  
**Oh Am I Lonely (Vincent, BMI)**  
**Cuddle Me (Vincent, BMI)—Mercury 70285**  
—The leader of the Gaylords turns in two very commercial-sounding sides, either one of which could pop out. Singer gets a lot of feeling into his renditions, and could easily make the grade as a single.

## Albums

**MANTOVANI PLAYS THE IMMORTAL CLASSICS—London LL 877—Gorgeous violin treatment of 12 very familiar classical selections (See separate review in Packaged Record section).**

**EDDIE FISHER**  
**May I Sing to You—RCA Victor LPM 3185—**  
Fisher, who is at his hottest ever right now, looks to have a natural in this set. It's a salute to seven of the best-known male

singing stars of the disk era with Fisher, one of today's brightest stars, singing the songs so closely identified with them.

**EARTHA KITT**  
**That Bad Eartha—RCA Victor LPM 3187—**  
Thrush became a very hot disk property in 1953 with her album, the singles taken from it and her Christmas disk. This, her second album, which follows a similar pattern to her first—a combination of standards and foreign imports performed in her established "naughty" style—stands out as a strong potential.

# COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

## Popular

**ARE YOU LOOKING FOR A SWEETHEART?**  
Kitty Kallen—Decca 28904  
**C'EST SI BON**  
**DEAR JOHN AND MARSHA LETTER**  
Stan Freberg—Capitol 2677  
**THE CREEP**  
**JUST ONE MORE CHANCE**  
Three Suns—RCA Victor 20-5553  
**GRANADA**  
Frankie Laine—Columbia 40136

**THE JONES BOY**  
Mills Brothers—Decca 28945  
**ROBE OF CALVARY**  
Jill Corey—Columbia 40123  
**STRINGS OF MY HEART**  
**MAMA PAPA POLKA**  
The Gaylords—Mercury 70268  
**TILL WE TWO ARE ONE**  
Georgie Shaw—Decca 28937  
**YOU'RE MY EVERYTHING**  
**YOU'RE NEARER**  
Joni James—M-G-M 30829

## Country & Western

**BIMBO**  
**CHANGING PARTNERS**  
Pee Wee King—RCA Victor 20-5537  
**HOOTCHIE KOOTCHIE HENRY GIGOLO**  
Mitchell Torok—Abbott 150  
**I GAVE MY WEDDING DRESS AWAY**  
**CHEATIN'S A SIN**  
Kitty Wells—Decca 28931  
**RUN 'EM OFF**  
Otis Wheeler—Okeh 18022  
**SECRET LOVE**  
**WHY?**  
Slim Whitman—Imperial 8223

## Rhythm & Blues

**GOOD, GOOD WHISKEY**  
Amos Milburn—Aladdin 3218  
**MAKE ME A PRESENT OF YOU**  
Ernie Andrews—Trend 68  
**TV MAMA**  
Joe Turner—Atlantic 1016  
**THE THINGS THAT I USED TO DO**  
Guitar Slim—Specialty 482  
**YOU'RE STILL MY BABY**  
Chuck Willis—Okeh 7015

# CURRENT TOP RECORDS

See page 26 for the top pop records.  
See page 33 for the top c.&w. records.  
See page 36 for the current top r.&b. records.  
See pages 30 and 31 for the current top packaged records.

## Pre-Recorded Tape a Click

Continued from page 14

been stuck with wire, when wire recorders were replaced by tape recorders. Some retailers feel they'll be cutting their own throats if the tape market goes over. Many retailers have shied away from the tape recorder because it was ballyhooed primarily as an instrument with which the customer can record his favorite music from his radio or TV set, thus cutting down potential record sales.

Retailers feel that unless the manufacturers advertise and publicize the sets as a music reproduction unit rather than a recording unit, they'll lose the interest of the record dealers. They expressed belief that if the interest is aroused to such an extent that the music bugs spread the word

around, and record retailers begin getting calls for the tapes, tape recorders will be an accepted item. Another feeling is that because of the current interest in hi-fi phonographs, there is too much starting at one time, and one could kill the interest in the other and both items may lose, thus giving the retailer a loss.

One source stated that the tape market will not be fully exploited until the record market reaches a low point in sales, and a stimulant such as this is needed.

Norman C. Owen, general sales manager of Webster-Chicago, tape recorder manufacturer, stated his firm will make an announcement January 4 of its nucleus library of pre-recorded tapes. This nucleus library is designed so that the cus-

tomers can build on it. The firm will record its own music and is planning an extensive catalog. Both monaural and binaural tapes in one-half hour and full-hour lengths will be marketed thru its current retail outlets now handling the Webcor tape recorders. Prices are said to be competitive with existing LP record prices. The firm is also experimenting with a hi-fi binaural tape recorder which will have three speakers on each of the two channels, thus giving a total of six speakers. Beldon Leonard, former director of the Butler University Symphony Orchestra, is doing research for Webcor to determine the consumer reaction of the six-speaker set. Leonard is responsible for the reproduction head used in binaural playback.

Dick Hirsch, president of Hudson-Ross, a retail outlet consisting of six stores in the Chicago area, feels that there is a good market

potential for the tape field for use in both public places and home use. However, he feels that there will be little buying action until big name stars begin to record on tapes.

There are two firms, Concert Tapes, Inc., Chicago, and Audio Video, New York, which are actively involved in the manufacture and marketing of pre-recorded tapes. Concert Tapes according to its business manager, Mary Wick-erham, is a relatively new firm. However, since its initial release a short time ago, mail response has been heavy. The firm records from live performances by the Fine Arts Quartet. They record on both five and seven-inch reels which play one-half and one-hour lengths. Tapes are made in both monaural and binaural systems. Concert Tapes is currently marketing in both record stores and appliance stores, where recorders are sold, and has several distrib-

utors. It plans more distribution as well as signing more talent in an effort to increase its catalog. Prices for the reels are \$6.95 for the one-half-hour tapes and \$10.95 for the one-hour tapes.

Ray Armstrong, sales engineer for the Minnesota Mining & Manufacturing Corporation, tape manufacturer, stated that enough tape is available now and will continue to be available for recording firms. The firm is experimenting with high output tapes which are claimed to be the ultimate for hi-fi recording and reproduction.

In all instances, on both levels of the industry, executives were in doubt as to whether demand for tape recordings would sell sets or whether the set owners would demand the tapes. It is the old story of which came first, the chicken or the egg. All did agree, however, that all indications point to tape recordings, whether it happens now or 10 years from now.

# 4 FOR '54 ... STILL GOING STRONG!

**PATTI PAGE**



ON ITS WAY TO  
A MILLION

**"CHANGING  
PARTNERS"**

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**THE GAYLORDS**



**"Strings Of  
My Heart"**

coupled with

**'Mama-Papa Polka'**

MERCURY 70258 • 70258X45



**RUSTY  
DRAPER**

**'Native Dancer'**

coupled with

**"Lonesome Song"**

MERCURY 70256 • 70256X45

**RICHARD  
HAYMAN**



**"Offshore"**

coupled with

**"Joey's Theme"**

MERCURY 70252 • 70252X45

# 4 FOR '54 ... COMING UP STRONG!



**RALPH  
MARTERIE**

**"The Creep"**

coupled with

**"Love Theme"**

MERCURY 70281 • 70281X45

**THE HARMONICATS**



**"Heartaches"**

coupled with

**"Just One  
More Chance"**

MERCURY 70277 • 70277X45



**RICHARD  
HAYMAN**

**"Sadie Thompson's  
Song"**

coupled with

**"Drive In"**

MERCURY 70237 • 70237X45



**GEORGIA  
GIBBS**

**"I Love Paris"**

coupled with

**"Under  
Paris Skies"**

MERCURY 70274 • 70274X45

# 4 FOR '54 ... JUST RELEASED



**VIC  
DAMONE**

**"The Breeze  
And I"**

Billboard — "New record to watch"

coupled with

**"To Love You"**

MERCURY 70287 • 70287X45



**BERNICE  
PARKS**

**"Old Country"**

coupled with

**"Yes Dear"**

MERCURY 70289 • 70289X45



**MARTHA  
RAYE**

**"Wolf Boy"**

coupled with

**"Blues In  
The Night"**

MERCURY 70294 • 70294X45



**EDDY  
HOWARD**

**"Till We Two  
Are One"**

coupled with

**"Little Miss One"**

MERCURY 70293 • 70293X45

# ...and lots more for '54 ... watch 'em go!



**BILLY  
DANIELS**

**"Game Of Love"**

coupled with

**"I Still Get  
a Thrill"**

MERCURY 70291 • 70291X45



**DAVID  
CARROLL**

**"Fancy Pants"**

coupled with

**"By Heck"**

MERCURY 70292 • 70292X45



**ROCCO  
GRECO**

**"Whispering Grass"**

coupled with

**"Living In  
The Past"**

MERCURY 70288 • 70288X45



**DINAH  
WASHINGTON**

**'My Man's an Undertaker'**

coupled with

**"Since My Man Has  
Gone and Went"**

MERCURY 70284 • 70284X45



The Billboard's Music Popularity Charts

... for Week Ending January 2

# TOP POPULAR RECORDS

## Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Record
1.		5	OH MY PAPA—E. Fisher Until You Said Goodbye—V 20-5552—ASCAP
2.		17	RAGS TO RICHES—T. Bennett Here Comes That Heartache Again— Col 40048—ASCAP
3.		9	THAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP
4.		13	RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI
5.		7	CHANGING PARTNERS—P. Page Where Did My Snowman Go?— Mercury 70260—BMI
6.		5	STRANGER IN PARADISE— T. Bennett Why Does It Have to Be Me?— Col 40121—ASCAP
7.		6	STRANGER IN PARADISE— Four Aces Heart of My Heart—Dec 28927—ASCAP
8.		19	EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP
9.		6	OH MEIN PAPA—E. Calvert Mystery Street—Essex 336—ASCAP
10.		18	EH CUMPARI—J. La Rosa Till They've All Gone Home— Cadence 1232—ASCAP
11.		6	HEART OF MY HEART—Four Aces Stranger in Paradise—Dec 28927—ASCAP
12.		10	YOU ALONE—P. Como Pa-Paya Mama—V 20-5447—ASCAP
13.		2	STRANGER IN PARADISE— T. Martin I Love Paris—V 20-5535—ASCAP
14.		30	VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 248—ASCAP
15.		29	YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI
16.		12	MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI
17.		1	SECRET LOVE—Doris Day The Deadwood Stage—Col 40108—ASCAP
18.		5	CHANGING PARTNERS—K. Starr I'll Always Be in Love With You— Cap 2657—BMI
19.		12	ISTANBUL—Four Lads I Should Have Told You Long Ago— Col 40082—ASCAP
20.		1	WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith Cap 2693—BMI

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Record
1.		15	RAGS TO RICHES—T. Bennett Here Comes That Heartache Again— Col 40048—ASCAP
2.		14	OH MY PAPA—E. Fisher Until You Said Goodbye—V 20-5552—ASCAP
3.		5	CHANGING PARTNERS—P. Page Where Did My Snowman Go?— Mercury 70260—BMI
4.		8	THAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP
5.		13	RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI
6.		28	YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI
7.		4	OH MEIN PAPA—E. Calvert Mystery Street—Essex 336—ASCAP
8.		4	STRANGER IN PARADISE— T. Bennett Why Does It Have to Be Me?— Col 40121—ASCAP
9.		2	WOMAN—J. Desmond By the River Seine—Coral 61069—BMI
10.		2	STRANGER IN PARADISE—Four Aces Heart of My Heart—Dec 28927—ASCAP
11.		6	HEART OF MY HEART—Four Aces Stranger in Paradise—Dec 28927—ASCAP
12.		17	EH CUMPARI—J. La Rosa Till They've All Gone Home— Cadence 1232—BMI
13.		6	HEART OF MY HEART—D. Cornell- A. Dale-J. Desmond I Think I'll Fall in Love Today— Coral 61076—ASCAP
14.		10	EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP
15.		4	CHANGING PARTNERS—K. Starr I'll Always Be in Love With You— Cap 2657—BMI
16.		13	MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI
17.		29	VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 248—ASCAP
17.		8	YOU ALONE—P. Como Pa-Paya Mama—V 20-5447—ASCAP
17.		11	TO BE ALONE—Hilltoppers Love Walked In—Dot 15105—ASCAP
20.		2	I SEE THE MOON—Mariners I Just Want You—Col 40047—ASCAP

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Record
1.		16	RAGS TO RICHES—T. Bennett Here Comes That Heartache Again— Col 40048—ASCAP
2.		4	OH MY PAPA—E. Fisher Until You Said Goodbye—V 20-5552—ASCAP
3.		7	CHANGING PARTNERS—P. Page Where Did My Snowman Go?— Mercury 70260—BMI
4.		5	STRANGER IN PARADISE—Four Aces Heart of My Heart—Dec 28927—ASCAP
5.		7	STRANGER IN PARADISE— T. Bennett Why Does It Have to Be Me?— Col 40121—ASCAP
6.		8	THAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP
7.		15	RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI
8.		20	EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP
9.		5	OH MEIN PAPA—E. Calvert Mystery Street—Essex 336—ASCAP
10.		6	CHANGING PARTNERS—K. Starr I'll Always Be in Love With You— Cap 2657—BMI
11.		28	YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI
12.		1	CHANGING PARTNERS—D. Shore Think—V 20-5515—BMI
13.		14	MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI
14.		2	C'EST SI BON—S. Freberg Dear John and Marsha—Cap 2677—ASCAP
14.		2	STRANGER IN PARADISE—T. Martin I Love Paris—V 20-5535—ASCAP
16.		1	SECRET LOVE—Doris Day Deadwood Stage—Col 40108—ASCAP
16.		10	YOU ALONE—P. Como Pa-Paya Mama—V 20-5447—ASCAP
18.		2	SOUTH OF THE BORDER—F. Sinatra I Love You—Cap 2638—ASCAP
19.		11	EBB TIDE—V. Damone If I Could Make You Mine— Mercury 70216—ASCAP
19.		2	OH MEIN PAPA—R. Anthony Secret Love—Cap 2678—ASCAP

## VOX JOX

By CHARLOTTE SUMMERS

### Texas

The voting for the first Annual Texas Radio, Inc., presentation of "Texas Top 10 Disk Jockeys" has been completed and tabulated. To get in the running for this "top 10" list, deejays must have been working in one specific city for minimum of one year, and, at the time of tabulation, to have been working in once specific city for at least two months. The following are the 1953 winners: Zack Hurt, KFJZ, Fort Worth; Biff, Collie, KNUZ, Houston; Charles Walker, KMAC, San Antonio; Paul Berlin, KNUZ, Houston; Kent Burkhardt, KATL, Houston; Ed Keane, KGBS, Harlingen; Bob Jenkins, KONO, San Antonio; Kenny Sargent, KLIF, Dallas; Glenn Rich, KXOL, Fort Worth; Al McKinley, KTXL, San Angelo.

### Iowa

The more than 80 disk jockeys of the radio stations in the State of Iowa have formed a statewide "Salute to Glenn Miller Commit-

tee" to perpetuate the memory of the late Glenn Miller. Ray Starr, KWWL, Waterloo, Ia., is chairman of the committee which includes in its steering committee: Dean Lanfear, WMT, Cedar Rapids; Don Bell, KRNT, Des Moines, and Jack Mills, KSIB, Creston. More than 40 of the 80 participating deejays are skedded to attend the "Glenn Miller Day" ceremonies in Clarinda, Ia., on January 13, which is highlighted by the dedication of the Glenn Miller Army and a showing of the Universal-International Technicolor film, "The Glenn Miller Story."

### New York

Art Ford, WNEW, "Milkman's Matinee," New York, last week presented a four-hour concert at the Manhattan Center in New York City to 3,000 teen-agers. Ford asked the huge audience if it felt the time had come when it would support bands and jazz as its parents did Goodman and Shaw, etc., in the 1930's. The re-

ponse from what Ford had pre-

### YESTERYEAR'S TOPS—

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

JANUARY 8, 1944:

1. Paper Doll
2. My Heart Tells Me
3. They're Either Too Young or Too Old
4. Star Eyes
5. Shoo-Shoo Baby (Morse)
6. Oh, What a Beautiful Morning
7. Pistol Packin' Mama
8. I'll Be Home for Christmas
9. Shoo - Shoo Baby (Andrews Sisters)
10. Oklahoma Album

JANUARY 8, 1949:

1. Buttons and Bows
2. On a Slow Boat to China
3. A Little Bird Told Me
4. My Darling, My Darling
5. All I Want for Christmas
6. Lavender Blue
7. Far Away Places
8. Until
9. You Were Only Foolin'
10. Cuanto Le Gusta

sumed to be a "cold" audience

was a spine chilling roar of enthusiasm which caused veteran band managers' eyes to pop. Guest bands included Neil Hefti, Marion and Jimmy McPartland, Terry Gibbs, Tony Scott, Mat Mathews, Pee Wee Irwin and singers Rusty Draper and others. The concert, entitled "Musictime U.S.A.," will be held again next month and as often thereafter as Ford can find great bands.

### This 'n' That

Jack Dugan, WGAT, Utica, N. Y., will be off the air for a little while under doctor's orders to take a good rest. Dugan's address will be 623 Second St., Albany, N. Y., and he would like to hear from his friends... Leroy Woodward, WVJS, Owensboro, Ky., tells us that Capitol has a "sleeper" in "I Get So Lonely." He writes, "It broke wide open here, but the only difficulty is that local record shops have trouble getting sufficient disks from distributors."... And Mel Bernam, WKYW, Louisville, has this tip for record companies: "In my opinion diskeries would get many more plays on shows if they kept the length of the side down to a two and one-half-minute maximum.

See PAGES 30 AND 31

for

The Billboard  
Packaged Record  
Buying Guide

Quarterly Summary of  
Classical Catalog Sellers

and Classical Recent  
Release Sellers

Packaged Record  
REVIEWS

**NEW RELEASES**

RCA Victor—Release #54-2

**POPULAR**

**SHAKER NIGHTS STOMP**

**REVERIE IN THE R'IN**  
Ralph Flanagan and his Orch. .... 20-5591 (47-5591)\*

**MADCAP**

**SEASHELLS**  
Henri Rene and his Orch.  
Musette Accordion Solo:  
Henri Rene .... 20-5595 (47-5595)\*

**GRANADA**

**MARACAIBO**  
Noro Morales and his Orch. .... 20-5588 (47-5588)\*

**SACRED**

**IN THE GARDEN**

**THE OLD RUGGED CROSS**  
Paul Mickelson at the Radio  
City Music Hall Pipe  
Organ ..... 20-5589 (47-5589)\*

**COUNTRY-WESTERN**

**SWEET GEORGIA BROWN**

**INDIANA MARCH**  
Country All Stars: C. Atkins,  
H. Haynes, Guitars; J. Burns,  
Mandolin; C. Grean, Bass;  
with steel guitar 20-5590 (47-5590)\*

**PANAMAMA**

**ACT 1, ACT 2, ACT 3**  
Honk Snow, the Singing  
Ranger and the Rainbow  
Ranch Boys ... 20-5592 (47-5592)\*

**RHYTHM-BLUES**

**BIG STARS FALLING BLUES**  
**IF SHE DON'T COME BACK**  
Tampa Red .... 20-5594 (47-5594)\*

**ALBUMS**

**RECUERDOS DE JORGE NEGRETE**  
EPB-3201\* (LPM-3201)\*\*  
\* 45 rpm cat. nos.  
\*\* 33 1/3 cat. nos.

**BEST SELLERS**

**POPULAR**

- Oh! My Pa-Pa/Unfil You Said Goodbye  
Eddie Fisher .... 20-5552 (47-5552)
- I Believe/Onward, Christian Soldiers  
Perry Como .... 20-5571 (47-5571)
- You Alone/Pa-Paya Mama  
Perry Como .... 20-5447 (47-5447)
- You, You, You/Once Upon a Tune  
Ames Brothers .... 20-5325 (47-5325)
- Many Times/Just To Be With You  
Eddie Fisher .... 20-5453 (47-5453)
- Act of Contrition/Goodnight, Sweet Jesus  
Perry Como .... 20-5572 (47-5572)
- The Creep/Just One More Chance  
The Three Suns ... 20-5553 (47-5553)
- Abide With Me/Wearer, My God, To Thee  
Perry Como .... 20-5573 (47-5573)
- EH, EH/Kol Nidrei  
Perry Como .... 20-5574 (47-5574)
- Pellie Waltz/Oklahoma Boogie  
Louis Boshell .... 20-5583 (47-5583)
- Stranger in Paradise/I Love Paris  
Tony Martin .... 20-5535 (47-5535)
- C'est Si Bon/African Lullaby  
Eartha Kitt .... 20-5358 (47-5358)
- You-Ewe-U/Hay Shmol!  
Homer & Jethro ... 20-5555 (47-5555)
- Mystery Street/All My Life  
Melachrino Strings 20-5579 (47-5579)
- No Other Love/Keep It Gay  
Perry Como .... 20-5317 (47-5317)

**COUNTRY-WESTERN**

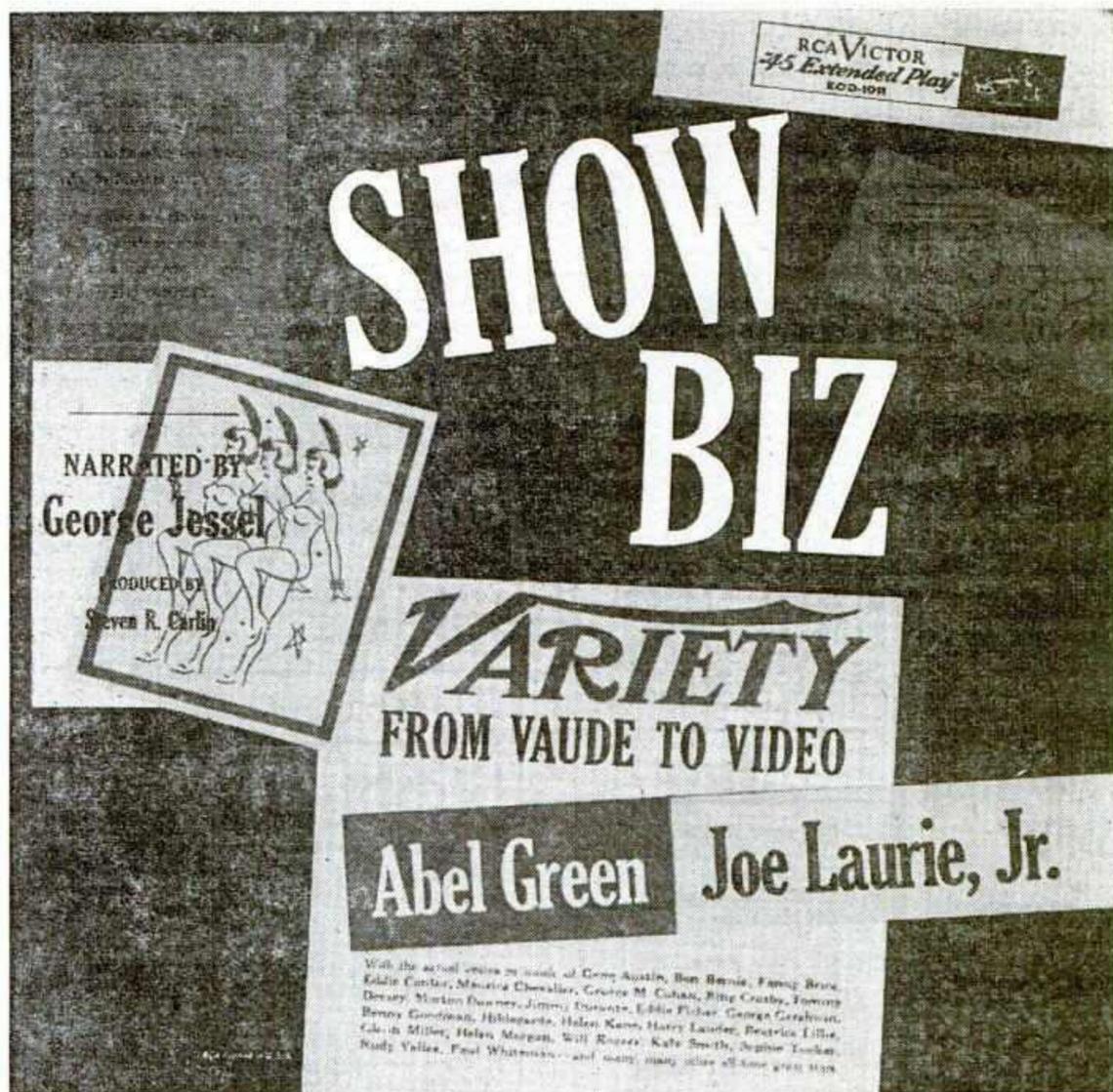
- I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie  
Davis Sisters .... 20-5345 (47-5345)
- Changing Partners/Bimbo  
Pee Wee King .... 20-5537 (47-5537)
- Birmingham Jail/Wash Wash  
Slim Whitman ... 20-5557 (47-5557)
- I Really Don't Want To Know/I'll Never Get Over You  
Eddy Arnold .... 20-5525 (47-5525)
- If I Never Get To Heaven/Mama, Come Get Your Baby Boy  
Eddy Arnold .... 20-5415 (47-5415)
- You-All Come/The Trader  
Grandpa Jones ... 20-5576 (47-5576)
- Now's the World Treating You/Free Home Demonstration  
Eddy Arnold .... 20-5305 (47-5305)
- Robe of Calvary/I Found a Friend  
George Beverly Shea .....  
..... 20-5566 (47-5566)
- When Mexican Joe Met Jole Blon/No Longer a Prisoner  
Honk Snow .... 20-5490 (47-5490)
- Invisible Hands/I'm Glad I'm on the Inside  
Honk Snow-Blackwood  
Bros.' Quartet .. 20-5548 (47-5548)

**RHYTHM-BLUES**

- Sonny Is Drinking/I'm Gonna Rock My Wig  
Sonny Terry .... 20-5577 (47-5577)
- Don't Get Around Much Anymore/Water Boy  
Four Tunes ..... 20-5532 (47-5532)
- Letter to My Baby/I Feel Like Goin' Home  
Melvin Smith .... 20-5578 (47-5578)

*There's no biz . . .  
or album . . . like*

**RCA VICTOR'S**



*Narrated by Georgie Jessel,  
with the actual voices or music of*

- |                   |                 |
|-------------------|-----------------|
| GENE AUSTIN       | HILDEGARDE      |
| BAYES & NORWORTH  | HELEN KANE      |
| BEN BERNIE        | DANNY KAYE      |
| FANNY BRICE       | HARRY LAUDER    |
| EDDIE CANTOR      | BEATRICE LILLIE |
| MAURICE CHEVALIER | HELEN MORGAN    |
| GEORGE M. COHAN   | EZIO PINZA      |
| PERRY COMO        | WILL ROGERS     |
| BING CROSBY       | KATE SMITH      |
| JIMMY DURANTE     | SMITH & DALE    |
| EDDIE FISHER      | SOPHIE TUCKER   |
| GEORGE GERSHWIN   | RUDY VALLEE     |
| BENNY GOODMAN     | PAUL WHITEMAN   |

**and many more!**



*Available on 45 EP and Long Play*

The Billboard's Music Popularity Charts

... For Week Ending January 7

## Territorial Best Sellers (Popular)

(oh-rock-oh)  
STARTING STRONG IN '54

**EVELYN LYNNE'S**

"I CAUGHT THE BRIDE'S BOUQUET"

b/w "GOODY GOODY GUM DROP"

Distributors: **ORCO** 5310

Alpha Record Dist., New York City  
B. G. Record Service, Portland, Oregon  
Big State Dist. Co., Dallas, Texas  
Chatton Dist. Co., Oakland, Calif.  
Gotham Record Dist. Co., Philadelphia, Pa.  
Hit Record Dist. Co., Cincinnati, O.  
Pan American Dist. Co., Miami, Fla.  
Pan American Record Supply Co., Denver, Colo.  
Central Record Sales, Los Angeles, Calif.  
James H. Martin, Inc., Chicago, Ill.  
Music Suppliers of N. E., Boston, Mass.  
Cadet Dist. Co., Detroit, Mich.  
Allen Dist. Co., Richmond, Va.  
General Dist. Co., Baltimore, Md.

Other territories available

**ORCO RECORDS, Inc.**  
1636 Vista Del Mar, Hollywood 28, Calif.

**BOB McLAUGHLIN**,  
KLAC, Los Angeles  
one of the nation's leading disk jockeys, says:  
"Congratulations to ORCO and Evelyn Lynne for 'I Caught the Bride's Bouquet.' I sincerely feel this can be a big hit."

"THIS GUY CAN SELL A TUNE!" **BILLBOARD**

**CLARK DENNIS**

"YOU AND YOUR SMILE"

b/w  
"MY BUDDY"

**TIFFANY**  
RECORDING COMPANY  
332 S. Michigan Ave., Chicago

**LONDON**  
RECORDS

**ffrr**

"The finest sound on record"

**Essex**  
RECORDS

THE LABEL WITH A FUTURE ...

3208 So. 84th St.  
Philadelphia 42, Penna.

**DECCA**  
RECORDS

America's Fastest Selling Records!

GIVE TO THE  
RUNYON CANCER FUND

## This Week's New Territorial Best Sellers to Watch

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

Atlanta...  
Cleveland...  
Washington, D. C.-Baltimore, Md.... **WHAT IT WAS, WAS FOOTBALL**  
Deacon Andy Griffith, Capitol 2693

## Territorial Best Sellers

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

## Atlanta

1. Rags to Riches  
T. Bennett, Columbia
2. Ricochet  
T. Brewer, Coral
3. What it Was Was Football  
Deacon A. Griffith, Capitol
4. Oh My Papa  
E. Fisher, Victor
5. Changing Partners  
P. Page, Mercury
6. Stranger in Paradise  
Four Aces, Decca
7. Ebb Tide  
F. Chacksfield, London
8. You, You, You  
Ames Brothers, Victor

## Boston

1. Stranger in Paradise  
T. Bennett, Columbia
2. That's Amore  
D. Martin, Capitol
3. Oh My Papa  
E. Fisher, Victor
4. Oh Mein Papa  
E. Calvert, Essex
5. Changing Partners  
P. Page, Mercury
6. Eh Cumpari  
J. La Rosa, Cadence
7. Stranger in Paradise  
Four Aces, Decca
8. You Alone  
P. Como, Victor
9. Ricochet  
T. Brewer, Coral
10. Ave Maria  
Liberace, Columbia

## Buffalo

1. Oh My Papa  
E. Fisher, Victor
2. Rags to Riches  
T. Bennett, Columbia
3. Stranger in Paradise  
T. Bennett, Columbia
4. That's Amore  
D. Martin, Capitol
5. Vaya Con Dios  
L. Paul-M. Ford, Capitol
6. Many Times  
E. Fisher, Victor
7. Eh Cumpari  
J. La Rosa, Cadence
8. Changing Partners  
K. Starr, Capitol

## Chicago

1. Oh My Papa  
E. Fisher, Victor
2. Stranger in Paradise  
T. Martin, Victor
3. That's Amore  
D. Martin, Capitol
4. Secret Love  
Doris Day, Columbia
5. Oh Mein Papa  
E. Calvert, Essex
6. Marie  
Four Tunes, Jubilee
7. Ricochet  
T. Brewer, Coral
8. You Alone  
P. Como, Victor

## Cincinnati

1. Oh My Papa  
E. Fisher, Victor
2. Stranger in Paradise  
T. Bennett, Columbia

3. Changing Partners  
P. Page, Mercury
4. Ricochet  
T. Brewer, Coral
5. Stranger in Paradise  
Four Aces, Decca
6. Rags to Riches  
T. Bennett, Columbia
7. Ebb Tide  
F. Chacksfield, London
8. Heart of My Heart  
Four Aces, Decca
9. That's Amore  
D. Martin, Capitol
10. You Alone  
P. Como, Victor

## Cleveland

1. Oh My Papa  
E. Fisher, Victor
2. Stranger in Paradise  
Four Aces, Decca
3. Eh Cumpari  
J. La Rosa, Cadence
4. That's Amore  
D. Martin, Capitol
5. Changing Partners  
P. Page, Mercury
6. Ebb Tide  
F. Chacksfield, London
7. Stranger in Paradise  
T. Bennett, Columbia
8. What it Was Was Football  
Deacon A. Griffith, Capitol
9. You Alone  
P. Como, Victor
10. Till We Two Are One  
G. Shaw, Decca

## Dallas-Ft. Worth

1. Rags to Riches  
T. Bennett, Columbia
2. Stranger in Paradise  
Four Aces, Decca
3. Oh My Papa  
E. Fisher, Victor
4. That's Amore  
D. Martin, Capitol
5. Ricochet  
T. Brewer, Coral
6. Vaya Con Dios  
L. Paul-M. Ford, Capitol
7. You, You, You  
Ames Brothers, Victor
8. Changing Partners  
P. Page, Mercury

## Denver

1. Oh My Papa  
E. Fisher, Victor
2. Changing Partners  
P. Page, Mercury
3. Rags to Riches  
T. Bennett, Columbia
4. That's Amore  
D. Martin, Capitol

## Detroit

1. Oh My Papa  
E. Fisher, Victor
2. That's Amore  
D. Martin, Capitol
3. Stranger in Paradise  
Four Aces, Decca
4. Changing Partners  
P. Page, Mercury
5. Rags to Riches  
T. Bennett, Columbia

## Kansas City, Mo.

1. Ricochet  
T. Brewer, Coral
2. Rags to Riches  
T. Bennett, Columbia
3. Ebb Tide  
F. Chacksfield, London
4. That's Amore  
D. Martin, Capitol
5. Oh My Papa  
E. Fisher, Victor
6. Changing Partners  
P. Page, Mercury

## Los Angeles

1. Rags to Riches  
T. Bennett, Columbia
2. That's Amore  
D. Martin, Capitol
3. Stranger in Paradise  
T. Bennett, Columbia
4. Stranger in Paradise  
T. Martin, Victor
5. Ricochet  
T. Brewer, Coral
6. Changing Partners  
P. Page, Mercury
7. Oh My Papa  
E. Fisher, Victor
8. Eh Cumpari  
J. La Rosa, Cadence
9. Ebb Tide  
F. Chacksfield, London
10. You, You, You  
Ames Brothers, Victor

## Milwaukee

1. Oh My Papa  
E. Fisher, Victor
2. Rags to Riches  
T. Bennett, Columbia
3. Till We Two Are One  
G. Shaw, Decca
4. Stranger in Paradise  
Four Aces, Decca
5. That's Amore  
D. Martin, Capitol
6. Woman  
J. Desmond, Coral
7. Changing Partners  
P. Page, Mercury

## New Orleans

1. Oh My Papa  
E. Fisher, Victor
2. That's Amore  
D. Martin, Capitol
3. Rags to Riches  
T. Bennett, Columbia
4. Stranger in Paradise  
T. Bennett, Columbia
5. Changing Partners  
K. Starr, Capitol
6. Ebb Tide  
F. Chacksfield, London

## New York

1. Oh My Papa  
E. Fisher, Victor
2. Rags to Riches  
T. Bennett, Columbia
3. Stranger in Paradise  
T. Bennett, Columbia
4. Ricochet  
T. Brewer, Coral
5. That's Amore  
D. Martin, Capitol
6. You Alone  
P. Como, Victor
7. Ebb Tide  
F. Chacksfield, London
8. Vaya Con Dios  
L. Paul-M. Ford, Capitol
9. Marie  
Four Tunes, Jubilee

## Philadelphia

1. Oh Mein Papa  
E. Calvert, Essex
2. That's Amore  
D. Martin, Capitol
3. Oh My Papa  
E. Fisher, Victor
4. Rags to Riches  
T. Bennett, Columbia

5. Changing Partners  
P. Page, Mercury
6. Eh Cumpari  
J. La Rosa, Cadence
7. Heart of My Heart  
Four Aces, Decca
8. Ricochet  
T. Brewer, Coral
9. Stranger in Paradise  
Four Aces, Decca
10. Vaya Con Dios  
L. Paul-M. Ford, Capitol

## Pittsburgh

1. Oh Mein Papa  
E. Calvert, Essex
2. Stranger in Paradise  
Four Aces, Decca
3. Changing Partners  
P. Page, Mercury
4. Oh My Papa  
E. Fisher, Victor
5. Robe of Calvary  
J. Corey, Columbia
6. You Alone  
P. Como, Victor
7. That's Amore  
D. Martin, Capitol

## St. Louis

1. Oh My Papa  
E. Fisher, Victor
2. That's Amore  
D. Martin, Capitol
3. Stranger in Paradise  
T. Martin, Victor
4. Stranger in Paradise  
T. Bennett, Columbia
5. Oh Mein Papa  
E. Calvert, Essex

## San Francisco

1. Rags to Riches  
T. Bennett, Columbia
2. Stranger in Paradise  
T. Bennett, Columbia
3. That's Amore  
D. Martin, Capitol
4. Ebb Tide  
F. Chacksfield, London
5. Ricochet  
T. Brewer, Coral
6. Eh Cumpari  
J. La Rosa, Cadence
7. Secret Love  
Doris Day, Columbia
8. Istanbul  
Four Lads, Columbia

## Seattle

1. That's Amore  
D. Martin, Capitol
2. C'Est Si Bon  
S. Freberg, Capitol
3. Istanbul  
Four Lads, Columbia
4. Changing Partners  
P. Page, Mercury
5. Rags to Riches  
T. Bennett, Columbia
6. Ricochet  
T. Brewer, Coral
7. Stranger in Paradise  
Four Aces, Decca
8. Ebb Tide  
F. Chacksfield, London
9. Heart of My Heart  
D. Cornell-A. Dale-J. Desmond, Coral

## Washington - Baltimore

1. Stranger in Paradise  
T. Bennett, Columbia
2. Oh My Papa  
E. Fisher, Victor
3. Rags to Riches  
T. Bennett, Columbia
4. Changing Partners  
P. Page, Mercury
5. That's Amore  
D. Martin, Capitol
6. Ricochet  
T. Brewer, Coral
7. What it Was, Was Football  
Deacon A. Griffith, Capitol
8. Stranger in Paradise  
Four Aces, Decca
9. Ebb Tide  
F. Chacksfield, London

# Powerful V-M

January-February Advertising Campaign  
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 Starting Now  
 for Merchants handling

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PUBLICATION	ON-SALE DATE	ADVERTISEMENT	CIRCULATION
Scholastic Roto	Jan. 1	1 col, B & W	1,000,000
Ebony	Jan. 9	½ page, B & W	454,077
Country Side Unit	Pathfinder Jan. 18	¾ page, B & W	4,111,190
	Farm Journal Jan. 25		
Scholastic Roto	Feb. 1	1 col, B & W	1,000,000
American Weekly	Feb. 7	½ page, 4 colors	9,379,112
Parade	Feb. 7	½ page, 4 colors	5,634,326
Ebony	Feb. 13	½ page, B & W	454,077
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THE VOICE



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WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS EXCLUSIVELY

## The Billboard's Music Popularity Charts

## PACKAGED RECORD BUYING GUIDE

Quarterly Summary of  
Classical Catalog Sellers  
SYMPHONY

1. BEETHOVEN: SYMPHONIES 1 AND 9 (NBC Symphony-Toscanini) ..... RCA Victor LM 6009
2. TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy) ..... Columbia ML 4544
3. BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia Orchestra-Ormandy) ..... Columbia ML 4467
4. BERLIOZ: HAROLD IN ITALY (Primrose, Royal Philharmonic-Beecham) ..... Columbia ML 4542

## EXTENDED ORCHESTRAL WORKS

1. OFFENBACH: GAITE PARISIENNE (Boston Pops Orchestra-Fiedler) ..... RCA Victor LM 1001
2. GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) ..... RCA Victor LM 1004
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik) ..... Mercury MG 50000
4. GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinski) ..... Columbia ML 4026
5. DE FALLA: THE THREE CORNERED HAT (Danco, Orchestre de la Suisse Romande-Ansermet) ..... London LL 598
6. RIMSKY-KORSAKOFF: SCHEHERAZADE (Philharmonia Orchestra-Stokowski) ..... RCA Victor LM 1732

## SHORT ORCHESTRAL WORKS

1. PUCCINI: LA BOHEME, ORCHESTRAL SELECTIONS (Kostelanetz Orchestra) ..... Columbia ML 4653
2. STRAUSS, J.: WALTZES (Mantovani Orchestra) ..... London LL 685
3. DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) ..... RCA Victor LM 1118
4. SLAUGHTER ON TENTH AVENUE AND OTHER BALLET SELECTIONS (Boston Pops Orchestra-Fiedler) ..... RCA Victor LM 1726
5. ALFVEN: SWEDISH RHAPSODY; GRIEG: ANITRA'S DANCE; IN THE HALL OF THE MOUNTAIN KING (Philadelphia Orchestra-Ormandy) ..... Columbia AAL 35

## CONCERTOS

1. GRIEG: CONCERTO IN A; SCHUMANN: CONCERTO IN A (Lipatti, Philharmonia Orchestra-Galliera) ..... Columbia ML 4525
2. GRIEG: CONCERTO IN A; LISZT: CONCERTO NO. 1 (Rubinstein, RCA Victor Symphony-Dorati) ..... RCA Victor LM 1018
3. RACHMANINOFF: CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra-Stokowski) ..... RCA Victor LCT 1014
4. RACHMANINOFF: CONCERTO NO. 2 (Rubinstein, NBC Symphony-Golschmann) ..... RCA Victor LM 1005

## COMPLETE OPERA AND ORATORIO

1. PUCCINI: LA BOHEME (Albanese, Peerce, Toscanini) ..... RCA Victor LM 6006
2. BIZET: CARMEN (Stevens, Peerce, Albanese, Merrill, RCA Victor Symphony-Shaw) ..... RCA Victor LM 6102
3. VERDI: LA TRAVIATA (Albanese, Peerce, Merrill, NBC Symphony-Toscanini) ..... RCA Victor LM 6003

## OPERATIC EXCERPTS

1. BIZET: CARMEN (Stevens, Peerce, Albanese, Merrill, Shaw Chorale, RCA Victor Symphony-Reiner) ..... RCA Victor LM 1749
2. VERDI: LA TRAVIATA (Albanese, Peerce, Merrill, RCA Victor Symphony) ..... RCA Victor LM 1115
3. PUCCINI: LA BOHEME (di Stefano, Munsel, Albanese, Warren) ..... RCA Victor LM 1709
4. PUCCINI: LA BOHEME (Tebaldi, Gueden, Prandelli, Santa Cecilia Orchestra-Erede) ..... London LL 649

## INSTRUMENTAL

1. CHOPIN: WALTZES (Lipatti) ..... Columbia ML 4522
2. RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; CONCERTO NO. 1 (Rachmaninoff, Philadelphia Orchestra-Stokowski) ..... RCA Victor LCT 1118

## CHAMBER MUSIC

1. VIVALDI: THE SEASONS (Stuttgart Chamber Orchestra-Munchinger) ..... London LL 386
2. BACH: BRANDENBURG CONCERTI NOS. 1-3 (Prades Festival Orchestra-Casals) ..... Columbia ML 4345

## VOCAL

1. ROBERT SHAW CHORALE: GREAT SACRED CHORUSES ..... RCA Victor LM 1117
2. MARIO LANZA: BECAUSE YOU'RE MINE ..... RCA Victor LM 7015

Piano & Voice  
M-G-M Quality  
High in New  
LP Releases

M-G-M Records, without orchestras and soloists of potent name power, continues to turn out impressive classical disks distinguished by fine interpretations and sound. And discerning collectors whose critical senses are not dulled by the glamor surrounding big names are finding the firm's vinyl output satisfactory in many ways. Certainly,

dealers could do lots worse than recommend some of M-G-M's most recent releases.

The company's young pianist **Menahem Pressler**, whose disks have already added to his growing reputation, is heard in brilliant readings of two **Shostakovich** works, well coupled on a single 12-inch, the **Concerto for Piano and Trumpet** (Harry Glantz assists) and the **Piano Sonata No. 2 in B Minor**. Another fine pianist, also an M-G-M regular is **Joseph Battista**. His renditions of the **Brahms Second Piano Sonata** and the six short pieces comprising the composer's **Opus 118** are thoroughly musicianly and appealing. And for those who appreciate the lieder literature, much pleasure is in store via M-G-M's collection of Schubert and Schumann songs, delivered expressively by the mezzo **Heria Glaz**. Liner notes on all these packages are unusual for completeness and erudition. Is Horowitz.

## CHART COMMENTS

QUARTERLY  
SUMMARY

In place of the usual weekly charts of two classical categories, this week's Packaged Record Buying Guide is devoted to a recapitulation of the classical charts for the last three months. Listed in order of importance are the key entries in each of the nine categories based on the survey results for the last quarter.

Using the symphony category as an example, the following procedure was used in compiling this recap. After totaling the vote strength for each recording on each symphony survey, a weekly "going-rate" was established and a minimum cut-off point was set. By this method every symphony recording had an equal opportunity to score, even those which had been on the market only long enough for one or two surveys. The same procedure was followed for the other eight categories.

A total of 60 records is listed—23 recent releases (on the market for less than six months at the time of the last December survey included) and 32 catalog sellers (on the market more than six months).

These records listed are the cream of each of the categories among both the recent releases and catalog sellers. Certainly every alert classical dealer will want to make sure that these are not only in stock but also given top display and promotional emphasis. One plank of a sound merchandising program is to "promote to strength." For the dealer wanting to start heading into the extra volume and profits of classical disks, these disks, especially in the orchestral categories, are naturals on which to build.

## NEXT WEEK

★ SHORT ORCHESTRAL  
WORKS

## ★ SYMPHONIES

## ★ ALL POP SETS

## Epic Release

Morton Gould  
By Dutch Ork;  
New Classics

Until now the releases from the new Epic label have consisted primarily of "warhorse" material played by European artists and orchestras to whom this is second nature. A gallant salute to America—and a venture into a "foreign" field—is Epic's presentation of the **Hague Philharmonic** in two popular compositions of our own **Morton Gould**. While the sound of this recording of **Spirituals for Orchestra** does not have the sheen of the recent Mercury waxing of the same work, nor does conductor **Willem van Otterloo** hold his orchestra with the same taut control that **Dorati** does the **Minneapolis**, it is still a satisfactory realization of this dazzling work. Just as idiomatically American is **Interplay for Piano and Orchestra**, which is coupled with "Spirituals."

Conductor **Van Otterloo** is also featured in an Epic release of the **Beethoven Sixth Symphony**. The group in this case is the **Vienna Symphony**. The sound of the recording is as fresh as **Van Otterloo's** approach, which is simple. (Continued on page 36)

Quarterly Summary of  
Classical Recent Release Sellers

## SYMPHONY

1. BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch) ..... RCA Victor LM 6011
2. BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini) ..... RCA Victor LM 1757
3. PROKOFIEFF: SYMPHONY NO. 7; LT. KIJE SUITE (Philadelphia Orchestra-Ormandy) ..... Columbia ML 4683
4. BEETHOVEN: SYMPHONY NO. 7 (NBC Symphony-Toscanini) ..... RCA Victor LM 1756
5. BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini) ..... RCA Victor LM 1755

## EXTENDED ORCHESTRAL WORKS

1. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini) ..... RCA Victor LM 1768
2. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL (Detroit Symphony-Paray) ..... Mercury MG 50020
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy) ..... Columbia ML 4700

## SHORT ORCHESTRAL WORKS

1. CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra) ..... Columbia ML 4692
2. CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops Orchestra-Fiedler) ..... RCA Victor LM 1752
3. STRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops Orchestra-Ormandy) ..... Columbia ML 4686
4. TOSCANINI CONDUCTS WAGNER (NBC Symphony) ..... RCA Victor LRM 7029

## CONCERTOS

1. GERSHWIN: CONCERTO IN F (Pennario, Pittsburgh Symphony-Steinberg) ..... Capitol P 8217
2. LISZT: CONCERTO NO. 1; HUNGARIAN FANTASIA (Arrau, Philadelphia Orchestra-Ormandy) ..... Columbia ML 4665
3. CHOPIN: CONCERTO NO. 1 (Sandor, Philadelphia Orchestra-Ormandy) ..... Columbia ML 4651

## COMPLETE OPERA AND ORATORIO

1. VERDI: OTELLO (Nelli, Merriman, Valdengo, NBC Symphony-Toscanini) ..... RCA Victor LM 6107
2. LEONCAVALLO: I PAGLIACCI (de los Angeles, Bjoerling, Merrill, Warren, NBC Symphony-Toscanini); MASCAGNI: CAVALLERIA RUSTICANA (Milanov, Bjoerling, Merrill, RCA Victor Symphony-Cellini) ..... RCA Victor LM 6106
3. HONEGGER: JEANNE D'ARC AU BUCHER (Zorina, Philadelphia Orchestra-Ormandy) ..... Columbia SL 178

## OPERATIC EXCERPTS (Vocal)

1. BIZET: CARMEN (Stevens, Peerce, Shaw Chorale, RCA Victor Orchestra-Reiner) ..... RCA Victor LRM 7011
2. MOUSSORGSKY: BORIS GODOUNOFF (Rossi-Lemeni, Mason, San Francisco Symphony-Stokowski) ..... RCA Victor LM 1764
3. PUCCINI: LA BOHEME (Tagliavini, Carteri, Taddei, Siepi) ..... Cetra A 50143

## INSTRUMENTAL

1. RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Rubinstein, Philharmonia Orchestra-Susskind); SZYMANOWSKI: SYMPHONIE CONCERTANTE (Rubinstein, Los Angeles Philharmonic-Wallenstein) ..... RCA Victor LM 1744
2. CHOPIN: SONATA NO. 3; MISCELLANEOUS PIANO MUSIC (Lipatti) ..... Columbia ML 4721

## CHAMBER MUSIC

1. DEBUSSY: QUARTET; RAVEL: QUARTET (Budapest Quartet) ..... Columbia ML 4668
2. HAYDN: TRIOS NOS. 1, 28 AND 30 (Fournier, Janigro, Badura-Skoda) ..... Westminster WL 5202

## VOCAL

1. WILLIAM WARFIELD: DEEP RIVER ..... Columbia AAL 32
2. BORIS CHRISTOFF: RUSSIAN ARIAS AND SONGS ..... HMV 1033
3. KIRSTEN FLAGSTAD: SONG RECITAL ..... RCA Victor LM 1738

## Opera

Entre's "Tosca"  
A Bargain Buy

The combination of Metropolitan broadcasts and LP records has done much to extend the number of opera lovers in the U. S. A great boon to many of these has been the low-priced LP. There's a windfall in store for these in Entre's new release of the complete **La Tosca**. One of Puccini's best-loved operas, this set was recorded in Italy and features soloists **Bianca Scacciati**, **Alessandrio Granda**, **Enrico Molinari**, and **Salvatore Bacaloni**. It's a workmanlike performance and certainly a good buy at the price.

Another Puccini disk is **Urania's Maria Cebotari Sings** in which this brilliant soprano sings portions from **La Boheme** and **Madame Butterfly**. Assisting her are

tenors **Peter Anders** and **Helge Roswaenge**. One of Europe's outstanding sopranos until her untimely death in 1949, **Miss Cebotari** is heard here in excellent performances of roles that she knew well.

From **Allied** comes a collection of operatic arias by **Igor Gorin** under the well-banded title of **Great Baritone Arias**. Gorin has a very resonant voice and his reputation with American concert-goers and radio listeners should make the way for sales easy. Included are arias from "I Pagliacci," "Tannhauser," "Masked Ball," "Barber of Seville," "La Traviata" and "Herediade."

Tho a little late for full sales this season, but certainly a contender next Christmas, is the **Decca** disk of **Irmgard Seefried** who in her first solo disk available in this country sings a series of Christmas songs by **Peter Cornelius** and **lieder** by **Wolf**, **Heger** and **Schubert**. Currently making her first appearance in this country with the Metropolitan, the Bavarian soprano brings a depth of warmth and understanding to her readings.

Nev Gehman

The Billboard's Music Popularity Charts

# PACKAGED RECORD BUYING GUIDE

## Packaged Record Review Ratings

### CLASSICAL LP'S

#### SYMPHONY

BEETHOVEN: SYMPHONY NO. 6 (PASTORALE) (1-12") — Vienna Symphony; Willem Van Otterloo, Cond. Epic 3011 ... 71

#### CONCERTO

SHOSTAKOVITCH: CONCERTO FOR PIANO, TRUMPET AND STRINGS, OP. 35; SONATA NO. 2 IN B MINOR, OP. 64 (1-12")—Menahem Pressler, Piano; Harry Glantz, Trumpet; M-G-M Orchestra; Theodore Bloomfield, Cond. M-G-M 3079... 72

#### EXTENDED ORCHESTRAL WORKS

MOUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION; SMETANA: THE MOLDAU; DVORAK: RHAPSODY NO. 3 IN A FLAT MAJOR (1-12")—Amsterdam Concertgebouw and Hague Philharmonic; Antal Dorati, Cond. Epic 3015 ... 73

BIZET: L'ARLESIENNE SUITES NOS. 1 & 2 (1-12")—Orchestre des Concerts Lamoureux; Jean Fournet, Cond. Epic 3018 ... 72

MORTON GOULD: INTERPLAY FOR PIANO AND ORCHESTRA; SPIRITUALS FOR ORCHESTRA (1-12") — Cor De Groot, Piano; Hague Philharmonic; Willem Van Otterloo, Cond. Epic 3021 ... 70

#### SHORT ORCHESTRAL WORKS

MANTOVANI PLAYS THE IMMORTAL CLASSICS (1-12") —Mantovani and his Orchestra. London 877 ... 84

MUSIC FOR LISTENING (1-12")—Donald Voorhees and Orchestra. Allied 3001 ... 75

#### COMPLETE OPERA

PUCCHINI: LA TOSCA (2-12")—Scacciati, Granda, Molinari and others. Entre EL 4 ... 74

#### OPERA EXCERPTS

MARIA CEBOTARI SINGS: EXCERPTS FROM PUCCHINI'S LA BOHEME AND MADAME BUTTERFLY (1-12")—Maria Cebotari, Soprano; Peter Anders, Tenor; Helge Roswaenge, Tenor; Symphony Orchestra Radio Berlin; Arthur Rother, Cond. Urania 7105 ... 74

GREAT BARITONE ARIAS (1-12")—Igor Gorin, Baritone; Donald Voorhees, Cond. Allied 3003 ... 72

#### INSTRUMENTAL

CHOPIN: PRELUDES, OP. 28 (1-12")—Cor De Groot, Piano. Epic 3017 ... 73

BRAHMS: SONATA NO. 2 IN F SHARP MINOR, SIX PIANO PIECES, OP. 118 (1-12")—Joseph Battista, Pianist. M-G-M 3056 ... 72

#### VOCAL

SONGS BY FRANZ SCHUBERT AND SCHUMANN (1-12") —Herta Glaz, Mezzo-Soprano; Leo Mueller, Piano. M-G-M 3055 ... 74

IRMGARD SEEFRIED (1-10")—Erik Werba, Piano. Decca DL 7545 ... 72

### POPULAR ALBUMS

#### DANCE BANDS

I REMEMBER GLENN MILLER (1-10")—Ray Anthony Ork. Capitol H 476 ... 77

JERRY FIELDING PLAYS A DANCE CONCERT (1-10") Trend TL 1004 ... 69

#### JAZZ

THE AMAZING MR. WALLER, VOLUME 2 (1-10")—Riverside 1022 ... 78

THE AMAZING MR. WALLER, VOLUME 1 (1-10")—Riverside 1021 ... 75

JELLY ROLL MORTON SOLOS (1-10")—Riverside 1018 ... 70

DIXIE BY SIDNEY BECHET (1-10")—Blue Note 7026 ... 65

FATS WALLER FIRST EDITIONS (1-10")—Joe Sullivan, Piano and Rhythm Accompaniment. Epic 1003 ... 65

HERE'S (WILD) BILL DAVIS (1-10")—Bill Davis, Organ and Trio. Columbia 1004 ... 65

PIANO TIME (1-10")—Eddie Heywood. London 1010 ... 60

ROY PALMER AND THE STATE STREET RAMBLERS (1-10") Riverside 1020 ... 60

GENE MAYL'S DIXIELAND RHYTHM KINGS (1-10")—Riverside 2054 ... 60

#### CHILDREN'S RECORDS

TCHAIKOVSKY: THE NUTCRACKER (1-78)—Sterling Holloway, Narrator; Royal Opera House Orchestra. Decca 88157 ... 80

STRAUSS, R.: TYL AND HIS MERRY PRANKS (1-78)—Sterling Holloway, Narrator. Decca 88158 ... 80

### Fats Waller Albums Top New Jazz List

It becomes increasingly evident that record manufacturers can continue to issue jazz packages aimed at the knowing collector and still make money despite the fairly limited market and the vast amounts of material available. Riverside, for example, has uncovered some wonderful material apparently recorded by the late and great Fats Waller at what might have been a private session. In two 10-inch volumes, The

Amazing Mr. Waller, the label has put together Waller vocals with piano and vocals with organ. It's great. The same label has dug up some fascinating disk material from former labels and piano roll firms, Jelly Roll Morton Solos and Roy Palmer and the State Street Ramblers.

Other labels in the jazz act include London with Piano Time featuring Eddie Heywood, Columbia with Here's "Wild" Bill Davis and Fats Waller First Editions featuring Joe Sullivan, and Blue Note with Dixie by Sidney Bechet.

Joe Martin.

### EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

### Ray Anthony:

## 'I Remember

## Glenn Miller'

The forthcoming flick about the late Glenn Miller, "The Glenn Miller Story," has spurred a flock of waxings as a memorial to the band leader. One of the newest is the Ray Anthony Ork slicing on Capitol, *I Remember Glenn Miller*. Anthony played trumpet in Miller's band during the early war years and his ork has always had a Miller-ish styling. The set contains eight tunes that will always be associated with Miller, (Continued on page 36)

### Bundle From Britain

## Mantovani "Immortal Classics"

### Held Due for Long Sales Life

The name of Mantovani evokes the two essentials of a successful album — good music for the customer and good sales for the dealer. His past albums have not only sold well initially, but also held up well as standard catalog entries. His latest LP, *Mantovani Plays the Immortal Classics*, gives every indication of following this same pattern.

As the title implies, the disk contains a number of short classical selections familiar even to the least of those musically inclined. Among the 12 selections are "Barcarolle," "Simple Aveu," Schubert's "Ave Maria," "Largo" and the "Minuet in G." New life is breathed into these perennial standbys of all violin and piano students by the silky strings of the Mantovani ork, but the arrangements give prominence to other instruments as well. It's a standout sales possibility.

In the same vein is a new Allied disk, *Music for Listening* by Donald Voorhees and ork. Voorhees has long been a favorite symphonic conductor of countless network radio listeners. According to the liner notes these eight familiar selections are tops in listener requests. This is one of the label's first LP's, and in every

respect it speaks well for Allied's intention to become a strong factor in this field.

Nev Gehman.

### Kidisks

## Holloway in Ballet Wax

Two fine packages for children have been issued by Decca featuring Sterling Holloway as narrator of *Stories of the Ballets*. Gimmick calls for use of symphonic excerpts from ballet music, with Holloway handling the story line. Disks, single, 10-inch, 78 r.p.m. platters, are *The Nutcracker* and *Tyl and his Merry Pranks*. Holloway can be fondly remembered by many for his wonderful handling of Peter and the Wolf on another label some years ago. The latter is still a classic. The two new packages are just excellent. Joe Martin.

it's New  
it's Brilliant

Webcor's 3-speaker  
Fonograf with  
Stereofonic Sound



THE WEBCOR

# Musicale

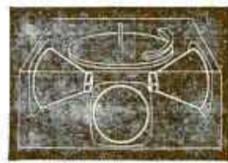
Thanks to Webcor pioneering, High Fidelity today is rapidly becoming a household word. Now Webcor introduces the finest of all high-fidelity fonograf, the fabulous new Webcor Musicale—with three separate speakers and exclusive Stereofonic sound!

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## Popular Record Reviews

Continued from page 22

ration does not quite match the disk that started it all. Nevertheless it should share in the loot. (BMI)

**RALPH FLANAGAN ORK**  
**Shaker Heights Stomp** .....75  
V 47-5591—An agitated instrumental peppered with dissonances and driven by a rocking beat. It ought to appeal to a good many youngsters beyond the Cleveland suburb to whom Flanagan dedicated this opus. (Coachella, ASCAP)  
**Reverie in the Rain**....71  
A quiet, restrained reading of this pleasant material. Good for listening. (Fred Raphael, ASCAP)

**THE COMMANDERS**  
**Davey Jones** .....75  
DECCA 28966—The ork swings thru the bouncy item in graceful fashion. Arrangement is imaginative and adds to the listenability. Fine for dancers, too. (Englewood, BMI)  
**I Want a Little Girl**....70  
Quiet and relaxed reading of the opus. Another good instrumental. (Shapiro-Bernstein, ASCAP)

**NORO MORALES ORK**  
**Granada** .....73  
V 47-5588—The tune, which is currently enjoying a revival, gets a Latinized going-over here. Morales and his men inject a lot of spirit into this mambo and his followers ought to find this very attractive. (Peer, BMI)  
**Maracalbo**....70  
Morales does honors to the South American city in a wild, uninhibited mambo. His brass section sounds especially good here. The strong beat should sway the L. A. fans. (Paris, BMI)

**MEADOW LARKS**  
**Love Only You** .....73  
RPM 399—Familiar type of melody line gets a simple lyric. This, coupled with the big beat and the group's sound, makes for a good hunk of wax. (Modern Music, BMI)  
**Real Pretty Mamma**....67  
The group sounds like a good bet, but the material is quite ordinary. (Modern Music, BMI)

**LITA ROZA**  
**Breaker of Hearts** .....72  
LONDON 1387—Quiet ditty is sung with feeling by the English songstress over an appealing orking by the Johnny Douglas band.  
**Little Swiss Doll**....70  
Music box type tune is sung and played in appropriate manner.

**BILLY DANIELS**  
**Game of Love** .....72  
MERCURY 70291 — Daniels' highly stylized chanting is quite effective on this minor key item done in concertized, out-of-tempo style. The guy sings up a storm—and in his usual, sexy way. Good listening. His best

in some time.  
**I Still Get a Thrill**....70  
Here Daniels comes back to his night club style—a standard ditty, a relaxed, sexy and rhythmic reading. More good wax.

**AL TRACE ORK**  
**You Call Everybody Darlin'** .....71  
REGENT 201—This slide, which was originally issued a few years ago, still has a lot of drive and sparkle. Bob Vicet's vocal over the sidemen's gang vocal is bright and happy. (ASCAP)  
**Linger Awhile**....68  
The shuffle beat of the Al Trace crew still sounds snappy on this re-issue. (ASCAP)

**THE CRAFTSMEN**  
**The Balon** .....71  
ESSEX 343—An instrumental with a good Latin beat. The arrangement is simple, yet highly effective and showcases the group creditably. (Simon House, BMI)  
**The End**....60  
Subtitled "Background Music for a Suicide," group produces some of the weirdest sounds heard in a long time. As music this is unimportant but could conceivably get spins as a novelty disk. It's that screwy. (Eastwick, BMI)

**LEO DIAMOND**  
**Poor Butterfly** .....70  
REGENT 200 — With harmonicas back in fashion, and with Leo Diamond one of the virtuosos who helped revive 'em, this re-issue may be able to get some attention. (ASCAP)  
**I'll Always Be in Love With You**....68  
This re-release of the Leo Diamond cutting could get spins as the result of the virtuoso's success with "Off Shore."

**BRASS HATS**  
**O Mein Papa** .....64  
LONDON 1403—Good coverage by the English dance band, tho it's too late here to knock off any of the earlier and stronger competitive waxings. It's an instrumental. (Shapiro-Bernstein, ASCAP)  
**Off Shore**....63  
Same comment here, tho it's a fine reading of the current tune. (Hanover, ASCAP)

**MARY ANN KELLY**  
**I Can't Think of a Thing to Do** .....55  
PYRAMID 3015—A cute novelty effort receives an adequate reading by the thrush over bright backing by the Mundell Lowe combo. (ASCAP)  
**Blue Monday**....55  
This effort lives up to the title. Mary Ann Kelly sings it nicely but the only sparkle here is from Lowe's guitar. (Marvin, BMI)

**YOLANDE**  
**Would You Let Me Hold Your Heart**...35  
PYRAMID 3011—Melodic effort receives a fair performance from the thrush, but the backing is quite overdone, and the lyric is not very commercial. (U. S. Music, BMI)  
**Now's the Time to Pray**....30  
Pretentious piece of material is sung poorly by Yolande. (U. S. Music, BMI)

### Commanders Trim For Live Promotion

NEW YORK, Jan. 2. — The Commanders, a new 13-piece band, until now known only via several Decca waxings, is being groomed for live exploitation. The combo is a property of Tutti Camarata, who is finalizing a long-term recording pact for the group. Actual booking arrangements will follow.

The leader is 26-year-old drummer Eddie Grady. A first public view of the band occurred during Martin Block's television show over the ABC network New Year's Eve.

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The Billboard Music Popularity Charts

... for Week Ending January 2

# 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.

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	12	THERE STANDS THE GLASS	W. Pierce
			I'm Walking the Dog	Dec 28834—BMI
2	3	22	I FORGOT MORE THAN YOU'LL EVER KNOW	Davis Sisters
			Rock-A-Bye Boogie	V 20-5345—BMI
3	2	16	LET ME BE THE ONE	H. Locklin
			I'm Tired of Bumming Around	Four Star 1641—BMI
4	4	4	BIMBO	J. Reeves
			Gypsy Heart	Abbott 148—BMI
5	—	1	RELEASE ME	J. Heap
			Just to Be With You	Cap 2518—BMI
6	5	5	WAKE UP, IRENE	H. Thompson
			Go Cry Your Heart Out	Cap 2629—BMI
7	—	1	I REALLY DON'T WANT TO KNOW	E. Arnold
			I'll Never Get Over You	V 20-5525—BMI
8	8	3	YOU ALL COME	A. Duff
			Poor Ole Teacher	Starday 104—BMI
8	9	25	HEY JOE	Carl Smith
			Darlin', Am I the One?	Col 21129—BMI
10	—	9	TENNESSEE WIG WALK	Bonnie Lou
			Hand Me Down Heart	King 1237—BMI

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	2	19	LET ME BE THE ONE	H. Locklin
			Four Star 1641—BMI	
1	3	6	BIMBO	J. Reeves
			Abbott 148—BMI	
3	1	12	THERE STANDS THE GLASS	W. Pierce
			Dec 28834—BMI	
4	4	20	I FORGOT MORE THAN YOU'LL EVER KNOW	Davis Sisters
			V 20-5345—BMI	
5	7	19	CARIBBEAN	M. Torok
			Abbott 140—BMI	
5	—	1	I LOVE YOU	G. Wright-J. Reeves
			Fabor 101—BMI	
7	8	10	I'M WALKING THE DOG	W. Pierce
			Dec 28834—BMI	
8	8	2	CHANGING PARTNERS	P. W. King
			V 20-5537—BMI	
9	—	4	SATISFACTION GUARANTEED	Carl Smith
			Col 21166—ASCAP	
10	—	1	YOU ALL COME	A. Duff
			Starday 104—BMI	

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	3	10	THERE STANDS THE GLASS	W. Pierce
			Dec 28834—BMI	
2	1	11	LET ME BE THE ONE	H. Locklin
			Four Star 1641—BMI	
3	4	16	CARIBBEAN	M. Torok
			Abbott 140—BMI	
4	2	18	I FORGOT MORE THAN YOU'LL EVER KNOW	Davis Sisters
			V 20-5345—BMI	
5	5	21	DEAR JOHN LETTER	J. Shepard-F. Huskey
			Cap 2502—BMI	
5	9	4	BIMBO	J. Reeves
			Abbott 148—BMI	
7	6	11	I'M WALKING THE DOG	W. Pierce
			Dec 28834—BMI	
7	—	1	T AINT NICE	Carlises
			Mercury 70232—BMI	
9	—	1	YOU ALL COME	A. Duff
			Starday 104—BMI	
10	8	5	NORTH WIND	S. Whitman
			Imperial 8208—BMI	

## FOLK TALENT AND TUNES

By JOEL FRIEDMAN

Pee Wee King continues busier than a beaver, with his regular Saturday night NBC radio show, his Wednesday TV stint from Cleveland and his Louisville TV show on Thursdays. Recent guests on King's shows included Bobby Meyers, of Valley Records; Chuck Reed, Darrell Glenn and Del Woods, with Joe Maphis and Rose Lee, the Davis Sisters, the Duke of Paducah and Bill Carlisle scheduled for up coming appearances. In addition King and gang will do guest spots on the Perry Como and Ed Sullivan TV airers shortly. . . . Jimmie Walton has signed a wax pact with Starday Records, with his first recording, "High as a Georgia Pine," set for January release. . . . Skeeter Webb, recently signed to a King recording contract, has moved to Dallas and signed as a regular of the "Big D Jamboree." . . . Carol Sisters guested on the "Hired Hands Show," WLS-TV, and the Jack Knight airtel, WCOS-TV, in Columbia, S. C., recently. . . . Ocala, Fla., made country news with the opening of WMOP with Ward Goodrich helming the mike. First records played were Hank Williams "Move It on Over" and Norman Perry's "I Feel Like Crying." . . . Sheriff Davis, of Norfolk, Va., going over in a big way on television via WTOV after more than three years on WLOW radio. Between two TV shows, Davis manages to continue with a heavy schedule of radio programming that calls for four hours daily, and a two hour stint on Sunday. . . . In addition, there's a hillbilly concert on Sunday featuring Tommy Riddle, Norman Phelps, and Garland Abbot and crew. . . . Tom Gibson and the Cain Street Cowhands from WATL, Atlanta, played a benefit show for the National Association of Handicapped at the Sports Arena, Atlanta, recently with Romeo Brinkley, Slick and Greasy, Armand Herron, Leon Beavers, Kenny Lee and Texas Bill Strength featured. Prizes donated by Atlanta merchants were distributed, with the shindig drawing to a close with a dance by Ray Rice and His Rhythm Aces. . . . Bill Martin set for an evening chore on WATL, Atlanta, shortly. . . . Huge executive cruiser built by the Mid-States Corporation of

Chicago attracting attention in Nashville at the Fulton Trailer Sales lot. Latter firm, well known to "Grand Ole Opry" stars, recently attracted Frankie More, Johnny and Jack and Kitty Wells. Kitty by the way, is the recipient of a citation from Gov. Frank G. Clement, of Tennessee, as an "outstanding citizen reflecting great credit on our State." . . . Cliff Rogers, WHKK, Arkon, visiting in

Nashville promoting his DeLuxe version of "Red Deck of Cards." . . . George Popkin, WXGI, Richmond, Va., in need of disk releases from independent platteries in both the country and sacred vein. . . . Smokey Smith, KRNT, Des Moines, has a new show on Saturdays. . . . Curly Smith and crew, WGAY, Silver Springs, Md., headed the huge Christmas parade there with an estimated audience of 200,000. . . . Marty Roberts and Nelson King, WCKY, Cincinnati, set for a series of personals this (Continued on page 34)

REALLY GOING GREAT!

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by

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"I CAN'T KEEP THE GIRLS AWAY"

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The Billboard, January 2, 1954

Most Played by Jockeys  
CHANGING PARTNERS

Pee Wee King  
RCA 20-5537

WATCH FOR Pee Wee King's  
RCA Victor

RED DECK OF CARDS

flip side

(original) Deck of Cards

Recitation by Pee Wee King

RCA 20/47-5587

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# Not Much Gold in Showbiz

Continued from page 12

gle jobs. Enough extra dough comes in from these club date jobs to bring the annual figure of the average performer up to about \$1,000 a year.

The question can be posed: How is it that the big talent agencies operating on commissions exist with performers making such little money? The answer is that talent agencies do not represent the average performers. As soon as an agency becomes convinced that an actor will never be more than average, he is released. The agencies haven't made mistakes here, however.

A talent agency doesn't con-

sider it profitable to keep a performer under contract who earns less than \$35,000 a year. The Music Corporation of America, The General Artists Corporation and the William Morris agency represent some 750 to 1,000 actors, among them being the outstanding attractions.

### Not So Easy

The easy answer would seem to be—if you want to work for more than the average get yourself an agent. But that isn't so easy. For every singer that makes a success on a record and is pushed to stratospheric heights by a shrewd agent, there are thousands who make records, get nowhere and are given their releases. The same thing is true of comedians in the variety field or actors in the legit field.

There is no easy solution, showbiz authorities admit ruefully. Some say that it means there are too many people for too few jobs. Others say that unless those who have a tough time get some help, there'll be no reservoir of talent for the future. Still others attribute it to high taxes.

The majority, however, wax philosophical and say, "It has always been and will always be like that."

But whether it has always been and therefore always will be is

poor satisfaction to the hopefuls who each year try cracking thru into the glittering world that represents show business to the man in the street.

## AFL in Battle

Continued from page 12

taken with the knowledge and sanction of Mr. Petrillo . . .

2. "Raiding AGVA membership . . . particularly in Boston where Local 9 of AFM has urged all performers regardless of what sort of act they perform to join AFM at 'bargain rates' and resign from AGVA."

3. "Coercing AGVA members into foregoing their rights of free speech over the air, particularly in Pittsburgh . . ."

Four other charges were leveled at AFM in the letter. "We welcome your intervention," wrote the Four A's. "You have our assurance that we will co-operate to obtain a fair and equitable settlement that will protect the rights of all performers as well as the good name of the AFL." The letter was signed by George Heller.

Petrillo, in negotiations with the recording companies, was unable to be reached for comment.

### Hub Injunction

Meanwhile, AGVA is seeking an injunction against AFM in Boston courts and has started other court action in Pittsburgh.

Montreal night clubs are wondering what they'll do after January 4. They have already been informed via the grapevine not to take the AFM edict too seriously, that the deadline has been pushed back a month. Boston clubs also have been told that the possibility of a walkout by musicians January 4 is no longer likely.

But likely or not, AGVA says it is determined that it will not cease court action wherever a problem exists.

## Calumet Probe

Continued from page 12

cent federal tax. One of them has been rumored to have protested that it would cut into his profit, taking from 20 cents to 30 cents a drink away from him.

Many more shady practices have been unearthed in the surveillance of these clubs which has brought other federal bureaus into the picture.

The government bureau is especially interested in the threat to curtail the civil liberties of those working in the district and to the threats upon the life of Ernie Fast, Midwestern regional director of the AGVA.

Most of the girls questioned said they were threatened, "That if they left their jobs they would have their costumes and music destroyed and their lives wouldn't be worth a plugged nickel."

# TOP C&W RECORDS

## This Week's New Territorial Best Sellers to Watch

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

Memphis . . . GO CRY YOUR HEART OUT

H. Thompson, Capitol 2646

New Orleans . . . LEAVE HER ALONE

R. Price, Columbia 21173

## Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

### Cincinnati

1. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
2. Let Me Be the One  
H. Locklin, Four Star
3. There Stands the Glass  
W. Pierce, Decca
4. Wake Up, Irene  
H. Thompson, Capitol
5. Hey Joe  
C. Smith, Columbia
6. Dear John Letter  
J. Shepard-F. Huskey, Capitol
7. You All Come  
A. Duff, Starday
8. North Wind  
S. Whitman, Imperial
9. Caribbean  
M. Torok, Abbott
10. Sorrow and Pain  
Davis Sisters, Victor

### Dallas-Ft. Worth

1. There Stands the Glass  
W. Pierce, Decca
2. You All Come  
A. Duff, Starday
3. Wake Up, Irene  
H. Thompson, Capitol
4. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
5. Bimbo  
J. Reeves, Abbott
6. Caribbean  
M. Torok, Abbott
7. When Mexican Joe Met Jole Blon  
H. Snow, Victor
8. Hey Joe  
C. Smith, Columbia
9. I'll Never Get Over You  
E. Arnold, Victor
10. I Really Don't Want to Know  
E. Arnold, Victor

### Houston

1. Bimbo  
J. Reeves, Abbott
2. There Stands the Glass  
W. Pierce, Decca
3. Release Me  
J. Heap, Capitol
4. I'll Never Get Over You  
E. Arnold, Victor
5. Changing Partners  
P. W. King, Victor
6. Wake Up, Irene  
H. Thompson, Capitol
7. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
8. Look What Followed Me Home  
G. Morgan, Columbia
9. North Wind  
S. Whitman, Imperial
10. Weary Blues From Waitin'  
H. Williams, M-G-M

### Memphis

1. There Stands the Glass  
W. Pierce, Decca
2. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
3. Let Me Be the One  
H. Locklin, Four Star
4. I Really Don't Want to Know  
E. Arnold, Victor
5. Run 'Em Off  
O. Wheeler, Okeh
6. Go Cry Your Heart Out  
H. Thompson, Capitol
7. Hey Joe  
C. Smith, Columbia
8. Love Letters in the Sand  
M. Wiseman, Dot
9. Hopeless Love  
L. Fizzell, Columbia
10. Kiss Me Big  
Tennessee Ernie, Capitol

### Nashville

1. Let Me Be the One  
H. Locklin, Four Star
2. Satisfaction Guaranteed  
C. Smith, Columbia
3. When Mexican Joe Met Jole Blon  
H. Snow, Victor
4. There Stands the Glass  
W. Pierce, Decca
5. I Really Don't Want to Know  
E. Arnold, Victor
6. Cheatin's a Sin  
K. Wells, Decca
7. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
8. Kiss Me Big  
Tennessee Ernie, Capitol
9. Tain't Nice  
Carlises, Mercury
10. Run 'Em Off  
O. Wheeler, Okeh

### New Orleans

- J. Heap, Capitol
2. Bimbo  
J. Reeves, Abbott
3. Cheatin's a Sin  
K. Wells, Decca
4. Leave Her Alone  
R. Price, Columbia
5. I Really Don't Want to Know  
E. Arnold, Victor
6. When Mexican Joe Met Jole Blon  
H. Snow, Victor
7. I'm Walking the Dog  
W. Pierce, Decca
8. Let Me Be the One  
H. Locklin, Four Star
9. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor

## FOLK TALENT AND TUNES

Continued from page 33

winter thru the Midwest. . . Bob Neall, WMPs, Memphis, along with Marty Robbins, Goldie Hill and the Carlises, played to 2,500 at their recent Jamboree. . . Pete Taylor, WKDN, Camden, N. J., guesting at the West-O-Rama, Philadelphia, recently. . . Shel Horton, WVAM, Saxton, Pa., played a series of Santa Claus dates in the area minus padding. Shel tips the scales at 250. . . Tom Perryman, KSIJ, Gladewater, Tex., appeared as "Mr. Cornhusker of the Week" on Jolly Cholly's show at KWKH, Shreveport, La., Tom also guested on the "Louisiana Hayride" and then at the "Red River Roundup." . . Hillbilly

Ball at Atlanta's Municipal Auditorium last week went on till "milkin' time" with Jack and Frances Holden, Boots Woodall, Smith Brothers, Texas Bill Strength, Kenny Lee, Jimmy Smith, Peachtree Cowboy, Uncle Eb Brown, Tom Gibson, Leon Beavers, Warren Roberts, David Jones, Tom Lowe, Tom Noland, and Cuzzin' Lem featured.

Arlie Duff, who continues clicking with his Starday rendition of "You All Come," doing a steady string of personal appearances thruout the Southwest with bookings set by Jack Starns.

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WITH JIM REEVES RECITING  
**HITTING BIG**  
**"I LOVE YOU"**  
b/w  
**"I WANT YOU YES"**  
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| <p>Allied Music Sales<br/>2542 W. Pico<br/>Los Angeles, Calif.</p> <p>Chaffon Distributing Co.<br/>1921 Grove St.<br/>Oakland, Calif.</p> <p>Binkley Distributing Co.<br/>504 Delwood Ave.<br/>Jacksonville, Fla.</p> <p>Caral Records, Inc.<br/>335 Edgewood Ave.<br/>Atlanta, Ga.</p> <p>James H. Martin, Inc.<br/>1343 Michigan Ave.<br/>Chicago, Ill.</p> <p>Frank's One-Stop<br/>506 Clifton<br/>Des Moines, Iowa</p> <p>Irwin Distributing Co.<br/>106 S. Grove St.<br/>Wichita, Kans.</p> | <p>Southern Mercury, Inc.<br/>604 Baronne St.<br/>New Orleans, La.</p> <p>General Distributing Co.<br/>2329 Pennsylvania Ave.<br/>Baltimore, Md.</p> <p>Pan-American<br/>3731 Woodward Ave.<br/>Detroit, Mich.</p> <p>Alpha Distributing Co.<br/>457 W. 45th St.<br/>New York, N. Y.</p> <p>F &amp; F Distributing Co.<br/>803 S. Cedar St.<br/>Charlotte, N. C.</p> <p>Hit Records<br/>1043 Central Ave.<br/>Cincinnati, Ohio</p> <p>Lance Distributing Co.<br/>2287 Prospect<br/>Cleveland, Ohio</p> | <p>Southern Mercury, Inc.<br/>1011 N.W. 5th St.<br/>Oklahoma City, Okla.</p> <p>Marnel Distributing Co.<br/>1622 Fairmount Ave.<br/>Philadelphia, Pa.</p> <p>Glenn Allen Co.<br/>1146 Union Ave.<br/>Memphis, Tenn.</p> <p>Southern Mercury, Inc.<br/>1035 Levee St.<br/>Dallas, Texas</p> <p>Southern Mercury, Inc.<br/>1906 Leeland Ave.<br/>Houston, Texas</p> <p>Allen Distributing Co.<br/>429 W. Broad St.<br/>Richmond, Va.</p> <p>Northwest Tempo<br/>310 Ninth Ave. N.<br/>Seattle, Wash.</p> |
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## FABOR RECORDS

6636 Hollywood Blvd.

Hollywood 28, Calif.

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# "WOMAN"

JOHNNY DESMOND  
CORAL 61069

Now on Billboard's "Best Selling Singles" Chart

Spotted as a  
**Billboard**  
**BEST BUY**

NOVEMBER  
**25**

Title Strips  
Ready for Top  
Juke Profits

NOVEMBER  
**25**

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Weeks)	(Cost for 3 months)	(Cards per Weeks)	(Cost for 3 months)
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30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
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The Billboard's Music Popularity Charts

# TOP R & B RECORDS

... For Week Ending January 2

## This Week's New Territorial Best Sellers to Watch

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

- Los Angeles... **WHITE CLIFFS OF DOVER** Checkers, King 4675  
**YOU'RE STILL MY BABY** C. Willis, Okeh 786  
 New Orleans... **THINGS I USED TO DO** G. Slim, Specialty 482  
**DARK MUDDY BOTTOM** Mercy Dee, Specialty 481  
 Philadelphia... **SUNDAY KIND OF LOVE** Harp Tones, Bruce 101

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta	Detroit
<ol style="list-style-type: none"> <li>1. Money Honey C. McPhatter, Atlantic</li> <li>2. Honey Hush J. Turner, Atlantic</li> <li>3. Drunk J. Liggins, Specialty</li> <li>4. I'll Be True F. Adams, Herald</li> <li>5. Shake a Hand F. Adams, Herald</li> <li>6. Mad Love M. Waters, Chess</li> <li>7. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin</li> <li>8. I Had a Notion J. Morris, Herald</li> <li>9. You're So Fine Little Walter, Checker</li> <li>10. I Want to Thank You Five Royales, Apollo</li> </ol>	<ol style="list-style-type: none"> <li>1. Money Honey C. McPhatter, Atlantic</li> <li>2. You're So Fine Little Walter, Checker</li> <li>3. I'll Be True F. Adams, Herald</li> <li>4. Ain't It a Shame L. Price, Specialty</li> <li>5. Rags to Riches Dominoes, King</li> <li>6. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin</li> <li>7. Honey Hush J. Turner, Atlantic</li> <li>8. Shake a Hand F. Adams, Herald</li> <li>9. Five Forty Special J. Weaver, De Luxe</li> <li>10. Gee Crows, Rama</li> </ol>
Charlotte	Los Angeles
<ol style="list-style-type: none"> <li>1. Money Honey C. McPhatter, Atlantic</li> <li>2. Honey Hush J. Turner, Atlantic</li> <li>3. I'll Be True F. Adams, Herald</li> <li>4. Something's Wrong Fats Domino, Imperial</li> <li>5. Rags to Riches Dominoes, King</li> <li>6. Shake a Hand F. Adams, Herald</li> <li>7. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin</li> <li>8. The Feeling Is So Good Clovers, Atlantic</li> <li>9. Marie Four Tunes, Jubilee</li> <li>10. I'm Just Your Fool B. Johnson, Mercury</li> </ol>	<ol style="list-style-type: none"> <li>1. Honey Hush J. Turner, Atlantic</li> <li>2. I Had a Notion J. Morris, Herald</li> <li>3. Make Me a Present of You E. Andrews, Trend</li> <li>4. Money Honey C. McPhatter, Atlantic</li> <li>5. White Cliffs of Dover Checkers, King</li> <li>6. Something's Wrong Fats Domino, Imperial</li> <li>7. Please Don't Leave Me Fats Domino, Imperial</li> <li>8. You're Still My Baby C. Willis, Okeh</li> <li>9. Gee Crows, Rama</li> <li>10. You're So Fine Little Walter, Checker</li> </ol>
Chicago	New Orleans
<ol style="list-style-type: none"> <li>1. Marie Four Tunes, Jubilee</li> <li>2. Money Honey C. McPhatter, Atlantic</li> <li>3. You're So Fine Little Walter, Checker</li> <li>4. Honey Hush J. E. Turner, Atlantic</li> <li>5. Ain't It a Shame L. Price, Specialty</li> <li>6. Blues With a Feeling Little Walter, Checker</li> <li>7. Nadine Coronets, Chess</li> <li>8. Shake a Hand F. Adams, Herald</li> <li>9. Rosemary Fats Domino, Imperial</li> <li>10. Get It Royals, Federal</li> </ol>	<ol style="list-style-type: none"> <li>1. Things I Used to Do G. Slim, Specialty</li> <li>2. You're So Fine Little Walter, Checker</li> <li>3. Dark Muddy Bottom Mercy Dee, Specialty</li> <li>4. Mad Love M. Waters, Chess</li> <li>5. I Had a Notion J. Morris, Herald</li> <li>6. Shake a Hand F. Adams, Herald</li> <li>7. Blues With a Feeling Little Walter, Checker</li> <li>8. Take Me Back L. Hayes, Hollywood</li> <li>9. Something's Wrong Fats Domino, Imperial</li> <li>10. I Would If I Could Ruth Brown, Atlantic</li> </ol>
Cincinnati	New York
<ol style="list-style-type: none"> <li>1. Money Honey C. McPhatter, Atlantic</li> <li>2. I'll Be True F. Adams, Herald</li> <li>3. Honey Hush J. Turner, Atlantic</li> <li>4. Shake a Hand F. Adams, Herald</li> <li>5. Drunk J. Liggins, Specialty</li> <li>6. Ain't It a Shame L. Price, Specialty</li> <li>7. Marie Four Tunes, Jubilee</li> <li>8. I Had a Notion J. Morris, Herald</li> <li>9. Get It Royals, Federal</li> <li>10. Please Hurry Home B. B. King, RPM</li> </ol>	<ol style="list-style-type: none"> <li>1. Money Honey C. McPhatter, Atlantic</li> <li>2. Lover Come Back to Me Nat (King) Cole, Capitol</li> <li>3. TV Is the Thing D. Washington, Mercury</li> <li>4. I'll Be True F. Adams, Herald</li> <li>5. Marie Four Tunes, Jubilee</li> <li>6. I Had a Notion J. Morris, Herald</li> <li>7. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin</li> <li>8. Shake a Hand F. Adams, Herald</li> <li>9. Don't Deceive Me C. Willis, Okeh</li> <li>10. Baby Doll Marvin &amp; Johnny, Specialty</li> </ol>

(Continued on page 36)



The Most Exciting  
**NEW RHYTHM & BLUES**  
 Artist of 1954!

# BERTICE READING

doing a really terrific job on

**I'M ALONE** and  
**TEARS OF JOY**

20/47-5567



The Billboard's Music Popularity Charts

# TOP RHYTHM & BLUES RECORDS

## Rhythm and Blues Tattler



UNITED records has just released a new Tab Smith waxing which looks like it will be a strong item on the market. On one side, "Strange," Tab does an excellent job on the vocal. The other side of the UNITED 171 waxing is "Jump Time." Don't miss this. Still going strong is Helen Thompson's "Going Down to Big Mary's" on STATES 126. The other side is "All by Myself."

The recent Memphis Slim release, "Call Before You Go Home" and "This Is My Lucky Day," on United 166, is getting more and more sales each day. This one can still pick up plenty of change for you if you get on the ball now.

Little Walter, on his new CHECKER 786 release, is climbing so fast that it looks like it will be the number one record in a very short time. He does "You're So Fine," backed with "Lights Out." Deejay spins and juke box plays are already at top level and still getting better. Also going good is the Howling Wolf on CHESS 1557, which features "I Love My Baby," backed with "All Night Boogie." Both sides are top drawer items and will go far.

A new release on Chess 1558 by Larry Liggett features a real treat, "Perdido Mombo" and "The Flop." Listen to both of them and see if you don't hop on this boy's bandwagon.

CHANCE records is hitting the market early in January with two hot new releases which are destined for hitdom. Lazy Bill is on CHANCE 1148 and does two low-down country blues items, "I Had a Dream" and "She Got Me Walking." Both sides are terrific. The Flamingoes, always great, are doing "Plan for Love" and "You Ain't Ready" on CHANCE 1149. These boys, as usual, can't miss on this coupling. Watch for them.

Ruby 101, featuring the talent of Bobby Smith, is in for good sales with his pairing of "Night Watch" and "Tread Lightly." They are of the long-gone instrumental versions. Tops.

Your dealer has these "picks" in stock. Call or sell him today. (Adv.)

**PROVEN HIT!**  
**THINGS THAT I USED TO DO**  
 by GUITAR SLIM  
 #482 #482-45  
**Specialty records**

8508 Sunset Blvd. Hollywood 46, Calif.

Start the New Year with a **Big Bang** #1119  
**"LITTLE DADDY"**  
 b/w "Love Is a Crazy Thing"  
 by **BIG BERTHA**  
**SAVOY RECORD CO., INC.**  
 58 Market St., Newark, N.J.

Going to the Top of the Chart...  
**FATS DOMINO**  
 "SOMETHING'S WRONG"  
 "DON'T LEAVE ME THIS WAY"  
 Imperial 5262  
**Imperial Records**  
 6425 Hollywood Blvd.  
 Hollywood 28, Calif.

### Epic Release

Continued from page 30

relaxed and unaffected. An all-around good performance, but which, of course, must stand competition with some dozen other versions of this great work.

Another Dutch orchestra considerably better known in this country, the **Concertgebouw** of Amsterdam, is heard in two appropriately coupled works, **Mousorgsky's Pictures at an Exhibition** (in the Ravel orchestration) and **Smetana's Moldau** under conductor **Antal Dorati**. Filling out the second side is **Dvora's Rhapsody No. 3**, played by the Hague Philharmonic.

The **L'Arlesienne Suites**, second only to "Carmen" in audiences' regard for Bizet's music, are now available in an eighth version, Epic having released a recording of them by the **Orchestre des Concerts Lamoureux** under Jean Fournet. This French group plays this lovely music with warmth and spirit. Gary Kramer.

### Ray Anthony

Continued from page 31

including "Serenade in Blue," "Elmer's Tune," "Moonlight Serenade," "In the Mood" and "Chattanooga Choo Choo."

The **Jerry Fielding Ork.** which follows somewhat in the groove ploughed by the Stan Kenton crew, is featured on a new Trend LP, **Jerry Fielding Plays a Dance Concert**. The bright and brassy ork is featured on eight little heard tunes, and at the beginning and end of each side of the disk, the ork plays a bit of its theme, "Carefree." Fans who enjoy modern music will be pleased with this set, tho it requires a lively type of dancing. Bob Rolontz.

### Cap Promotion

Continued from page 13

"High Fidelity" is now the second best selling album in the company, topped only by Jackie Gleason's "Music for Lover's Only."

In the pop album department, the firm will release a total of seven albums, including the first package by Frank Sinatra, most of which are standards. Additional pop albums feature Ray Anthony with "I Remember Glenn Miller"; Jane Powell and Gordon MacRae in the score from "Three Sailors and a Girl"; a new Jackie Gleason album hailed "Tawny," and a Mel Blanc product. Both the Gleason and Blanc albums will be the subject of heavy exploitation via special window displays, album cover blow-ups, brochures and display cards.

Ready to be introduced on extended play is merchandise of the firm's Cetra "Opera Highlights" series, never before issued on EP's. Ten EP platters are scheduled for release, in addition to two Cetra LPs, "Highlights From Tosca," and "Highlights From Il Trovatore."

Capitol's classic series will likewise feature new product with seven FDS classics scheduled for release.

Firm will also introduce a new children's "Music Appreciation Series," with songs from "The Nutcracker Suite," "Carmen," Glazounov's "The Seasons," and Walt Disney's "The Sorcerer's Apprentice" highlighted. In addition the label's Bozo approved line has an album by Jerry Lewis tagged "The Nagger." All wax will be issued on 78 and 45 rpm speeds.

To kick off its "Music Appreciation" line, Capitol has budgeted a heavy consumer ad campaign specifically directed to the tot market via lineage in school and children's publications.

Firm is also reactivating its background music catalog with the release of two albums by the Bill Loose ork, titled "Songs for Harmonizing" and "Sweet and Sentimental."

The entire line of Cap's January and February merchandise will carry comprehensive selling aids, and will be backed by close sales and promotional efforts by the firms branch and district sales managers. Demonstration records of Cap product will be available to all sales personnel.

## R & B Territorial Best Sellers

Continued from page 35

### Philadelphia

1. Rags to Riches - Dominoes, King
2. I'll Be True - F. Adams, Herald
3. I'm Just Your Fool - B. Johnson, Mercury
4. Fat Daddy - D. Washington, Mercury
5. Marie - Four Tunes, Jubilee
6. Money Honey - C. McPhatter, Atlantic
7. Sunday Kind of Love - Harp Tones, Bruce
8. Memories - E. Bostic, King
9. Good Lovin' - Clovers, Atlantic
10. Baby Doll - Marvin & Johnny, Specialty

### St. Louis

1. Money Elmer - C. McPhatter, Atlantic
2. Honey Hush - J. Turner, Atlantic
3. I'm Just Your Fool - B. Johnson, Mercury
4. You're So Fine - Little Walter, Checker
5. Ain't It a Shame - L. Price, Specialty
6. Rags to Riches - Dominoes, King
7. Shake a Hand - F. Adams, Herald
8. I Had a Notion - J. Morris, Herald
9. Marie - Four Tunes, Jubilee
10. TV Is the Thing - D. Washington, Mercury

### Washington - Baltimore

1. I'll Be True - F. Adams, Herald
2. Honey Hush - J. Turner, Atlantic
3. Rags to Riches - Dominoes, King
4. Please Don't Leave Me - Fats Domino, Imperial
5. Money Honey - C. McPhatter, Atlantic
6. Good Good Whiskey - A. Milburn, Aladdin
7. Take Me Back - L. Hayes, Hollywood
8. My Girl Awaits Me - Castelles, Grand
9. These Foolish Things - Dominoes, Federal

## RHYTHM AND BLUES NOTES

By BOB ROLONTZ

**Little Junior and His Blue Flames** have been signed by Peacock Records. The warbler, who came thru with a hit on his first waxing for Sun Records, "Feelin' Good," a few months ago, was cut by Peacock last week. **Lester Williams** signed this week with Duke Records, a subsidiary label of Peacock... **Al Grey**, **Clarence Gatemouth Brown** and **Rosetta Perry** played a Christmas Eve date in Baton Rouge, La... **Little Richard** is now playing one nighters in Macon, Ga., with his new combo, the **Upsetters**.

The **Divine Sarah** opens a two-week stand at the Chicago Theater starting January 8... **Art Tatum** will be featured at the Miami Birdland beginning January 4. The Miami Birdland is being operated by **Morris Levy** who is in charge of the Birdland in New York... **Hadda Brooks** opens at the Flame in Detroit on December 31... **Illinois Jacquet**, **Bette McLauren**, **Dusty Fletcher** and **George Kirby** opened at the Philadelphia Uptown Theater Friday (25) for a week.

**Ella Fitzgerald** will open at the Celebity Club in Providence on January 4... The **Buddy Johnson** ork closes at the Savoy Ballroom

## National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. MONEY HONEY—C. McPhatter Way I Feel—Atlantic 1006—BMI	1	11
2. HONEY HUSH—J. Turner Crawdada Hole—Atlantic 1001—BMI	2	16
3. I'LL BE TRUE—F. Adams Happiness to My Soul—Herald 419—BMI	4	8
4. RAGS TO RICHES—Dominoes Don't Thank Me—King 1280—ASCAP	3	7
5. I HAD A NOTION—J. Morris Just Your Way Baby—Herald 417—BMI	5	9
6. YOU'RE SO FINE—Little Walter Lights Out—Checker 786—BMI	—	1
7. I'M JUST YOUR FOOL—B. Johnson A-12—Mercury 70251—BMI	—	1
8. MARIE—Four Tunes I Gambled With Love—Jubilee 5128—ASCAP	8	7
9. SHAKE A HAND—F. Adams I've Gotta Leave You—Herald 416—BMI	10	21
10. SOMETHING'S WRONG—Fats Domino Don't Leave Me This Way—Imperial 5262—BMI	6	3

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. HONEY HUSH—J. Turner Atlantic 1001—BMI	1	17
2. YOU'RE SO FINE—Little Walter Checker 786—BMI	6	2
3. RAGS TO RICHES—Dominoes King 1280—ASCAP	3	2
3. MONEY HONEY—C. McPhatter Atlantic 1006—BMI	—	9
5. SAVING MY LOVE FOR YOU—J. Ace Duke 118—BMI	9	3
6. I HAD A NOTION—J. Morris Herald 417—BMI	10	3
7. PLEASE DON'T LEAVE ME—Fats Domino Imperial 5240—BMI	6	14
7. ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn Aladdin 3197—BMI	—	8
9. BLUES WITH A FEELING—Little Walter Checker 780—BMI	2	11
9. I'LL BE TRUE—F. Adams Herald 416—BMI	6	3

## Rhythm & Blues Record Reviews

Continued from page 22

in his listenable shouting style, while the ork comes thru with a pulsating beat. Performance by the singer helps improve the routine material. (Armo, BMI)  
**Fast Women and Slow Gin... 73**  
 The chanter sells this moralizing blues effort with style with warm support from the ork. His fans will like. (Regent, BMI)

**SONNY TERRY**  
**Sonny Is Drinking... 74**  
 V 20-5577—The guy is loaded and wants to rest. Backing helps make this an interesting side as Terry delivers the lyrics effectively. (Barnhill, BMI)

**I'm Gonna Rock Your Wig... 71**  
 Moody blues is handed a persuasive reading by the chanter. (Berksire, BMI)

**JOHNNY WRIGHT**  
**I Stayed Down... 74**  
 DELUXE 6029—In the Willie Mabon tradition is this talk-sing effort, in which the chanter tells of his troubles

in New York on January 19 and then heads out on a Southern one-nighter trek for about five weeks. The ork will play a string of Texas dates for promoter **Howard Lewis**... **Gene Ammons** and his combo start a week at Pep's in Philadelphia on January 4... **Charlie Parker** will be at the Blue Note in the Quaker City the first week in January... **Clyde McPhatter** and his **Drifters** will play the **Howard Theater** in Washington for a week starting January 15, and the **Royale** in Baltimore starting January 22.

We want to wish all artists, promotion men, distributors and diskeries in the r.&b. field a very Happy New Year. The year 1953 was a big one for r.&b. records, and we hope that 1954 will be an even bigger one.

with his woman. It's cute and Wright does a good job with it. Good for the boxes. (Cadet, BMI)  
**I Was in St. Louis... 70**  
 Southern blues is handled nicely by Wright. (Cadet, BMI)

**LIGHTNING HOPKINS**  
**Santa Fe Blues... 73**  
 RPM 398 — Hopkins delivers up a heartfelt folk-like reading of what sounds like authentic blues stuff, tho listed as recently written. Combination of story line, guitar and Hopkins' chanting is just fine for his market. (Mod. Music, BMI)

**Some Day Baby... 73**  
 More good blues chanting here, tho not as folk-like. (Mod. Music, BMI)

**CHARLIE BALEE**  
**Nobody's Sweetheart... 70**  
 DELUXE 2008—Here's a snappy new instrumental version of the evergreen played by Balee in piano roll style, with fine support from the rhythm, especially the drums. It's a good juke side and could pull coins. Side could get pop action too. (Mills, ASCAP)

**Baby I Have News for You... 68**  
 Here's another interesting instrumental effort, again on the piano roll kick, and again with grand support from the rhythm. Both sides are made for the boxes. (Lois, BMI)

Busting Out All Over!  
**"OOH LAWDY MY BABY"**  
 TOMMY RIDGELY  
 Atlantic 1009  
**Atlantic RECORDING CORP.**  
 239 WEST 56th STREET NEW YORK, N.Y.

# Burlesque Bits

By UNO

Lynne O'Neill, the Garter Girl, was the feature at the grand opening of Oscar Cooper's and Jimmy Catalano's Club Ha Ha in New York, New Year's Day. . . . Jack Fauer has in mind combining public relations with his booking activities in his New York office to start the latter part of this month. . . . Bubbles Yvonne is now working at Victor H. Miele's Floria Tosca, an Italian kitchen, New York, from 5 p.m. to 2 a.m. . . . Paul West and Megs Lexing headed the cast of the first unit that reopened the Casino in Boston, New Year's Eve. . . . An enjoyable party for 81 children of the Catholic Barbara Giverbaud Orphanage of North Bergen, N. J., was the one thrown on December 7 at the orphanage thru the combined efforts of Harry (Eppie) Oakene, manager, and Marty Knopf, treasurer, respectively, of the Hudson, Union City, N. J., and Dave Kayne, Oakene's brother, recently out of the Mount Sinai Hospital, New York, after a foot ailment. . . . Peggy Bond followed Marian Russell as feature at the Palace, Buffalo, last week. Local niteries headlined Irma, the Body, Mary Lou Mayfair and Corinne Roberts at the Casanova and Alva Turner and Frances Rhea at the Havana Casino. . . . Comic Frank Solk found among his many Christmas gifts a bottle of his favorite cough medicine in the form of a decanter of brandy from Lois West. In the same cast co-comic Herbie Barris played Santa to his wife, Terry Miller, by gifting her with a General Electric TV set. Lois West's best gift was a good sized check from Harry Ryan, former straight man now a cafe owner. . . . Winnie Garrett left New York to vacation for four weeks at Miami Beach.

Sally and her monkey wound up an engagement at the Blue Mirror, Washington, and opened for another in Carroll's Cafe, Philadelphia, January 4. . . . Paul Morokoff, number producer at the Empire, Newark, N. J., is laid up at the Hotel Rutledge, nearby, under treatment for a virus infection. . . . Rita Ravell completed six weeks of a Kane circuit tour to open as feature at the Gayety, Detroit, from where she returns to the Coast. . . . Al Carson, acrobatic contortionist who's a recent importation from Frankfurt, Germany, made his American stage debut as a specialty act at the Hudson, Union City, N. J., Christmas week thru Joe Glaser. Prior U. S. engagements have been in hotel lounges. . . . Diamond Jim's, a former bar and eatery in the heart of New York, was transformed into a Gay '90's emporium, the same as at the Metro-pole, a few blocks distant, with

an opening on Christmas Eve. Among the first set of vocalists and pianists atop the bar were Frank Podmore and Joe Gill (The Two Nifties), Gertie Dwyer, Oscar Stang, Joe Geisler, Eihel Reilly, Frank Ross, Gladys Davis, George Adams, Al Dell, Lucille Doner and the Warren Brothers. Due to also open were Maggie Murphy and Margaret (Panama Haitie) Hastings. . . . Bob Collins, comic forced into temporary retirement at his home, 45 Manhattan Avenue, Brooklyn, because of a heart condition, divides his time between medical treatments and writing scripts for TV, radio and stage. . . . Bennie (Wop) Moore, comic on the first circuit opposite Freddie Lewis, was visited by his 28-year-old son, Bernard Herbert Moore, first class seaman for Uncle Sam the last 10 years now stationed at a Newfoundland Base, Navy 10, 3-F-P-O.

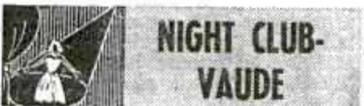


Continued from page 10

anything. Perhaps life is generally that way. This reporter hopes not.

However, when Miss Anderson is on stage, painting a superb portrait of a bitter-tongued, inferiority-complexed virago, matters stage-wise tingle and sparkle. And Mildred Dunnock gives one of her usual outstanding performances as her weak and fumbling counterpart who drowns her neurosis in drink. There is further fine support in Elizabeth Ross' wispy daughter, in Logan Ramsay's young dreamer who marries her, and in Muriel Berkson's sharp scenes as the overbearing brat.

It is more than possible that these contributions will make "Summer House" tick toward the success mark. Certainly, they make what is said and one on the stage at the Playhouse seem far more important than it is. But as far as the play is concerned, this reporter is in the dissenting category. Bob Francis.



## Palace, New York

(Wednesday, December 30)

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

Second holiday bill spots generally good booking, with good balance of comedy and novelty gaited for both kids and oldsters. Top contribution stems from patter in next-to-closing.

Bill gets off to fast start via unicycle stunts from Payo and Mai, Danish trick-riding duo. Follows some really virtuoso harmonica projection by Stan Harper.

Barbara Barry is Joe Morris' new teammate in third slot, and pair click for solid laughs with Joe's standard stooge-in-the-box routine. The Colemans, Negro song-and-dance family (father, mother, son and daughter), hold down fourth position.

Second half of bill is introed by fem comedy team new to this reporter—Gloria Wallis and Bernice Carroll. Some of gals' early material is on the raucous and overdone side, but Carroll has a real flair for buffoonery and act should build for popularity.

Novelty dance bit from Fedi and Fedi provides another good interlude, and laugh-patter of Artie Dann gets across with a bang. Wind-up of Sonny Moore's Roustabouts, pooch and pony act, is just what the doctor ordered for the kids.

Pic: "The Wild One." Bob Francis.

## Chicago, Chicago

(Monday, December 28)

Capacity, 3,915. Price policy, 30 to 98 cents. Five shows daily. House booker, N. M. Platt. Show played by Louis Basti and house band.

The Hilltoppers grab top response along with marionette manipulator Sid Krofft. The bill is solid thruout, with the Hilltoppers getting the big share from the teen crowds.

The Tien Tsi Liu Troupe (two

# Extra Added

Continued from page 12

and annual dance will be January 27.

Jack Rollins is now personal manager for Orson Bean, current in John Murray Anderson's "Almanac." He also handles Harry Belafonte. . . . Charley Yates' boy, Steve, set Phil Spitalny's "Hour of Charm" for the Baker Hotel, Dallas, for a 10-day date starting January 29. . . . Fran Warren is now in Houston for a two weeker. Carrying her pup along cost her an extra \$150 in fares. . . . Dorothy Dandridge plus Joey Bishop will open together at La Vie en Rose January 28.

men and two women) opens the bill with much Oriental flavor in the way of balance, contortion and acrobatics. Each of the four does his own specialties, with top response going to the male doing a headstand on a revolving pivot while twirling two plates on the end of two sticks.

### Comic Holds Own

Comic Cy Reeves holds his own in a line of good patter, clicking especially well when he touches on kids and their TV habits. He does most of his bit in good deadpan and goes off to good response.

Sid Krofft, in here from a seven-month engagement at the Conrad Hilton Hotel, gets considerable reaction for his top-notch string manipulations. His props are lavish and his costumes terrific. Top applause-getter is the coffin and skeleton bit.

### Whistles, Cheers

The Hilltoppers are greeted with whistles and cheers as they uncork their record hits. They start with "You Made Up My Mind" and their new Dot release, "To Be Alone," and then change the pace effectively with "Lady of Spain." The lads display good voices, and probably because of their TV guest shots show more stage savvy than previously. Their recent hit, "P.S.: I Love You" pleases the fems, and the lads bow out on "I Can't Give You Anything But Love."

Pic: "Kiss Me, Kate."

Steve Schickei

## La Vie En Rose, New York

(Friday, December 25)

Capacity, 250. Price policy, \$5 minimum. Shows at 8:30, 12:30. Operator, Monte Proser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget this show, \$7,250.

Julius La Rosa is a genuine performer. He not only sings well but does light comedy in heart-fashion. Lillian Roth has lost none of her potent personality over the years.

Julius La Rosa started out as a single, with many indications of being a flash in the pan. He proved here that he was anything but. Using a twisted tremulous smile plus almost an adolescent awkwardness to explain his mistakes, the boy immediately won his audience. Some of his chatter is probably a set routine, tho his reps deny it.

But if he can keep that youthful nervousness, a strange unprofessional approach that is well-nigh expert professionalism, he can be around for a long time even without any records. The fact that he has records, plus that tremendous publicity, makes him an obvious box-office attraction which is so much more to the good.

His songs were a combo of standards and his Cadence label hits. Incidentally, La Rosa gives a reading of ballads that is equal to the best in the business. But it wasn't his song or his singing ability that sold him. It was his ad lib quality in chatter that got them.

### Lillian Roth

Lillian Roth is still a superb personality despite the years and the habit forming obstacles which almost drove her out of the business. These she has finally licked. Looking a lot younger than her age, Miss Roth sang a series of medleys from the large number of pictures she did for Paramount back in the 1930's.

Her appeal was instantaneous. That flashing dimple, that "please-like-me" approach that is the essence of salesmanship, drew immediate results. And when she got into community singing bits, she was ahead by plenty. She kept that way even to her exit. Using an arrangement based on calling for the audience to come back, she sang while slowly strolling among the tables, hitting

(Continued on page 38)

# Hocus-Pocus

By BILL SACHS

NOEL LESTER, one of the nation's top-notch illusionists, is in Orlando, Fla., framing a new carnival midway attraction to open in that State January 15. Long a feature in theaters in this country and abroad, Lester has concentrated on the outdoor show business in recent years. An indefatigable worker on the midway, he has found the carnival field a lucrative one. . . . Al Avalon (Hal Haviland), of "Capers With Papers" fame, postals from San Juan, Puerto Rico, that he is taking a cruise for himself on the Holland-America liner, Maasdam. . . . Lucille and Eddie Roberts wind up Sunday (10) in the Cotillion Room of the Pierre Hotel, New York. . . . Jack Courtney, Columbus, O., wizard, is on the mend after a major operation. . . . Among the magi working for the various school assembly bureaus at the moment are the Great Magrum, Mayer, Torrini, Smith, Young, Shrimplin, Bobo, Windsor, Ray, Charles, Frye, Montague Wear, the Arnolds, Hoefert, Dougherty, Michey and Bob Brown. . . . John W. Frye worked a string of holiday dates in the Akron area. . . . Kenneth Golden, of Portland, Ore., sends thru an inquiry on Hadji Ali, the Egyptian Miracle Man, who with his wife, Yasima, played the major vaude circuit a number of years ago under the personal management of Frank George Kerk. . . . Charlie Bode Jr., now mixing comedy with his magic, is keeping busy in the Texas territory under the billing of Fritz Dude. . . . Hap Roberts, veteran tab and rep performer and magic worker, is now at the Savoy Hotel, Rosewell, N. M., mending from an operation for a cancerous prostate gland which has left him a semi-invalid. He would appreciate hearing from old show friends.

BLACKSTONE the Magician launched his new road tour of legit houses and auditoriums at Hartford, Conn., December 26. He is totting 17 people, with C. Foster Bell handling the agent duties. Unit is showing to a \$2.40 top. . . . Sam Kramer was a New York visitor last week from Montreal. . . . Harold Rice landed his Volume II of his "Encyclopedia of Silk Magic" in the magic shops in

time for the Christmas rush. . . . Bruce Elliott is bowing out as editor of The Phoenix, magic mag, with Jay Marshall and Norman Jensen taking over. . . . Milbourne Christopher's two-hour, one-man "A Night of Magic" at the Hilltop Parkway Theater, Baltimore, Christmas week, proved a smash success, topping the box-office gross of the house's two previous attractions, Constance Bennett, in "Skylark," and Veronica Lake in "Gramercy Ghost." Baltimore papers were lavish in their praise of the Christopher performance. During the Baltimore stand, Christopher did a dozen shots on radio and TV, a show at the Baltimore Polytechnic and two Christmas morning performances at the local bastille. Baltimore wizards turned out in force for the opening. Phil Thomas presented Christopher with a scroll in behalf of the Baltimore Yogi Club. Hen Fetsch, Arthur Cowan, Edgar Heyl, Imp Smith, Ernest Marx, Lindsay Crawford, Paul Heese, Cyril Keller, Dr. Frank Taylor and Harry Alpighini were among those who dropped backstage for a visit. Christopher closed on Saturday (26), played a convention at the Lord Baltimore Hotel on Sunday and arrived back in New York Monday (28). On New Year's Day, he appeared on "Chevrolet Showcase" over ABC-TV with Caesar Romero. . . . Just received our copy of "Houdini on Magic," by Walter B. Gibson and Morris N. Young, a pip of a book. More details in next issue.

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# The Final Curtain

**ALEXANDER—Lillian E.**, 39, youngest sister of Mary and Madeline Ragan, well-known pitchwomen, December 15 in Dallas of cancer. She is also survived by her husband, two sons, a daughter, two brothers and another sister. Burial in Live Oak Cemetery, Monrovia, Calif.

**BENSON—Rudolph**, 66, veteran press agent for Coney Island, Cincinnati, December 1 in Jewish Hospital, that city, following an operation he underwent about a month ago. (Details in Park Department.)

**CORY—William A.**, 72, magician, December 26 in Detroit. He was a member of the Society of Detroit Magicians and of the Harry Cecil Ring, International Brotherhood of Magicians, in that city. Survived by his widow, Olive, and a daughter, Mrs. William Smith. Interment in White Chapel Cemetery, Detroit.

**CROSS—Viola**, sister of Laurence Cross, clown on the Clyde Beatty Circus, in Galveston, Tex., of cancer. Burial December 21 in Eldon, Ia.

**DELANEY—Jere A.**, 66, veteran actor and night news editor of Warner-Pathé News, January 1 in New York. He started his career in the theater and joined a circus at 14. From 1919 to 1924 he played in "Irene," later handling roles in "Lights of New York" and "Babes in Arms." He took the Warner-Pathé post in 1942. Two weeks ago he acted in scenes for the new film "Waterfront." His widow, the former Mary O'Moore, retired music-comedy star; his daughter, Geraldine, currently in "Wonderful Town" on Broadway, and a son survive.

**DEL GUERCIO—Joseph**, 73, founder and partner in Kuperman & Del Guercio, music printers, in St. Agnes Hospital, New York, Monday (28). A cornet soloist and concert librarian in his earlier years, Del Guercio had also been a sponsor of Boys Town of Italy. He is survived by his widow, Genevieve; four sons, Lou, Mario, Victor and Eligio; a daughter, Mrs. Frances Capici; a brother and two sisters.

**EGGERT—Frederick A.**, 84, widely known wood carver, in Milwaukee December 21. He did the original carvings for the Ringling Bros.' circus wagons and plaques that are shown in the lounges of Hiawatha trains. His picture and biography are in the official Ringling Bros' historical book. Survived by four sons, Fred A. Jr., Walter E., Clarence B., and Erwin G. Milwaukee; two daughters, Mrs. Elvira Bergenthal, Cicero, Ill., and Mrs. Mildred Versh, Milwaukee, and three sisters, Mrs. Ellia Raasch and Mrs. Minnie Danner, Milwaukee, and Mrs. Martha Ackerman, Camas, Wash. Burial in Wanderer's Rest Cemetery, Milwaukee.

**FINE—Moe**, 63, of the Roxy Specialty Company, Montreal, coin machine distributors, at his home December 31. (Details in Coin Machine section.)

**FOLGER—Mrs. John H.**, 66, stage and silent film star known professionally as Violet MacMillan, the "Cinderella Girl," December 28 in Grand Rapids, Mich. She played a leading role in the original production of "The Time, the Place and the Girl." During a contest she won her title of Cinderella Girl for having the smallest feet—size 11½ children's size. She retired from show business in 1922. Survived by her husband, who was her press agent in show business, and a son.

## Marriages

**JACKSON-CHURCH—**James J. Jackson, singer, and Katherine E. Church, singer, both members of the Dra Mu Opera Company, Philadelphia, December 20, in that city.

**JACOBSON-BRAVENDER—**Eugene Donald Jacobson, son of Morris Jacobson, general manager of the Strand Amusement Theater Circuit, Bridgeport, Conn., and Joyce E. Bravender, Seattle, Wash., in Burlington, Vt., December 19.

**McKENNA-MERRILL—**George Leonard McKenna, planning manager, Radio Corporation of America, Camden, N. J., and Bernice Elaine Merrill, Stratford, Conn., in Bridgeport, Conn., December 26.

**ZIDE-SARKO—**Mickey Zide, formerly with Columbia Pictures and Allied Films, Detroit, to Arline Sarko in Detroit December 20. Bridegroom is the son of Jack Zide, manager of Allied Film Exchange, and retiring Chief Barker of Detroit Variety Club.

## Births

**ADAMS—**A daughter, Cheryl, to Mr. and Mrs. Kenny Adams, December 21 in Frankford Hospital, Philadelphia. Father is accordionist with the Ted Forrest Trio at Big Bill's nitery in that city.

**BRANSON—**A daughter to Mr. and Mrs. Bruce Branson in Sacramento December 27. Father is the son of the late P. N. Branson, general agent for Cole Bros.' Circus, and is announcer on KPFB, Sacramento. Mother is one of the Clark Sisters, formerly with the Tommy Dorsey orchestra.

**BRONSON—**A son to Mr. and Mrs. Bob Bronson December 22 in Philadelphia. Father is a member of the Overtones, vocal unit formerly with Charley Ventura's orchestra.

**GILL—**A son, Jeffrey Cliff, December 24 to Mr. and Mrs. Cliff Gill. Father is operations manager of radio station KBIG, Catalina, Calif.

**HAMER—Fred Booth**, 80, movie director and actor in silent films, December 30 in Los Angeles. He had been a stage director for D. W. Griffith on "Birth of a Nation" and "Intolerance." He had directed many silent film stars and played in "Broken Blossoms" and "Hearts of the World." His widow survives.

**JERU—Milt W.**, 69, veteran circus cook, December 16 in Fort Dodge, Ia. More recently, and prior to his retirement from show business two years ago, he was advance man and billposter with carnivals and circuses. Burial in Fort Dodge.

**KOLOWICH—Adolph**, 83, former organist, December 29 in Detroit. Survived by three sons and seven daughters.

**LAKE—Fred**, 81, whose given name was George W. Cullins, at Sterling, Ill., Saturday (26). He worked blackface and clown for Dr. Ferrine, Hamilton Bros., Harry Billick, Forepaugh-Sells and Ringling. He returned to the road three years ago with an independent concession. Survived by two brothers and three daughters.

**LOVEMAN—Ernest B.**, 58, a member of the executive staff of the Philco Corporation, December 15 in Philadelphia. He had been vice-president and general manager of the Philco Television and Broadcasting Division, including TV Station WPTZ, from 1945 until the station was sold earlier in the year to Westinghouse Radio Stations, Inc. He joined Philco in 1928 and was advertising manager until 1942.

**MADSEN—Henry Juhl**, 42, male partner of the Two Leopards, Danish equilibrist, December 15 in a hospital at Vejle, Denmark, from injuries suffered in an automobile accident. Survivors include his widow, Harriet, who was also injured in the mishap.

**McKEE—John**, actor and stage director, December 29 in New York. He began his acting career with Joseph Jefferson in "Rip Van Winkle," and in 1910 he began a Broadway career in "Madame X," which led to roles in "Excuse Me," "The Devil," "Everywoman," "Libel," "Three Wise Fools," "All the Living," "Gloriana," "Jeremiah," "Popsy," "The More the Merrier," "Magic," "Marinka," "The Big Knife" and "Romeo and Juliet." As a stage director, he worked for Henry W. Savage and produced, directed and acted in stock companies in cities all over the country, including Chicago and Dallas. He was a member of Actors Equity Association and the Lambs.

**NICHOLSON—Frank Spencer**, 84, long-time Rutland (Vt.) Fair Association secretary and former vice-president and general manager of the old Rutland Railway Light & Power Company, December 29 in Brattleboro, Vt. A daughter, a sister, a brother and a grandson survive.

**O'BRIEN—Eddie**, veteran showman, suddenly in Miami December 25.

**PETERSON—Mary Lou**, concessionaire, formerly with Wallace Bros. and J. A. Gentsch shows, in Shreveport, La., December 21. Survived by her husband; a son, Tommy R. Purvis, and a daughter, Mrs. B. C. Washburn.

**PHILIPP—Mrs. Katherine M.**, professional harpist and wife of Walter F. Philipp, an analyst in the new products division of the RCA Victor Division of RCA, Camden, N. J., December 26 in Newton Square, Pa. She appeared as Katherine Eisenhauer as a harpist. Besides her husband, she is survived by a son, her father, two sisters and three brothers. Funeral services December 29 in Newtown Square, Pa. Burial in Calvary Cemetery, there.

**POATS—Mrs. Addie**, 64, who with her husband, Harry C., Milford, Va., operated Merry-Go-Rounds and other rides for the past 30 years, December 26 in a Richmond, Va., hospital after a long illness. Survived by her husband; a daughter, Mrs. Tom Ball, Lauraville, Va.; a sister, Mrs. Mary Maddox, Ashland, Va.; two brothers, Joe Marmaduke, Milford, and Harold Marmaduke, Woodford, Va., and three grandchildren. Services December 28, Bowling Green, Va., and burial in Lakewood Cemetery, that city.

**SHARUM—James J.**, 57, for 25 years a theater operator and show grounds owner at Walnut Ridge, Ark., Wednesday (23) at Memphis. He was the first lieutenant governor of Arkansas and a bank president. Survived by his widow.

**SNOW—Felix D.**, 66, business manager of Local 31, International Alliance of Theatrical Stage Employees and Motion Picture Operators, and third vice-president of the union, December 25 in Kansas City, Mo. He held the position of business manager for 28 years. Survived by his widow, Clarissa; a brother, I. O. Snow, Kansas City, Kan.; two sisters, Mrs. Harold Robinson, Minneapolis, and Mrs. Ida House, Kansas City, Mo. Burial December 29.

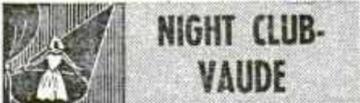
**SUTTON—Jack Harry**, 70, veteran tab and rep performer, December 19 in Eastman, Ga., of a heart attack. He retired from show business seven years ago. He spent many years with Brownie's Comedians and the Carl LaMonte Show. Burial December 21 in Woodlawn Cemetery, Eastman.

**TURCZYNSKI—Josef**, concert pianist, December 27 in Lausanne, Switzerland. He had edited and published the complete works of Chopin and he had performed in many parts of the world, as well as serving as director of the Warsaw Conservatory.

**WEST—Claude**, 72, veteran minstrel man, in Tampa December 24. His last appearance was with Bill Bailey's Minstrels in 1952. Burial in Myrtle Cemetery, Tampa.

**WILKINS—Charlie**, veteran vaudeville performer, December 16 in St. James, Long Island, N. Y., of a heart attack. At the outset of his career, he traveled with the "Wizard of Oz," playing the part of Tiaman. Later he and his wife, Addie, formed the team of Wilkins and Wilkins, well-known vaude comedy act. He was awarded the Richard K. Fox Medal as the world's champion triple-time wooden shoe dancer in a contest held in New York in 1907. Survived by his widow, a son and four grandchildren.

**WILLIAMS—Mrs. Anne**, 27, wife of Kae Williams, disk jockey on Station WHAT, Philadelphia, and known to the airwaves as "Kid Swinger," December 22 in Philadelphia. In addition to her husband, she is survived by a son and a daughter. Funeral services December 27 in Norfolk, Va. Burial there.



Continued from page 37

the last note as she exited thru the curtained door.

Miss Roth was wonderful. The voice may not be there any longer, but the charm, the projection and the nostalgic appeal to an adult audience were genuine. Van Smith's band did a wonderful backing up job behind both La Rosa and Miss Roth.

Bill Smith.

## Moulin Rouge, Hollywood

(Friday, December 25)

Capacity, 1,200. Price policy, \$5 admission. Shows at 8:30 and 11:30. Owner, Frank Sennes Enterprises. Publicity, Abe Greenberg and Paul Wallach. Booking policy, non-exclusive. Estimated budget this show, \$15,000.

Moulin Rouge preem proved a whopping success. Combination of topline entertainment, via this Donn Arden production and package-price policy, is sure to draw the John Doe trade.

Frank Sennes has licked inflation, and thru medium of the Moulin Rouge, has wrapped a package that includes dinner and a drink plus and a fantastic hour-and-45-minute show that will surely leave the customers gasping. With niteries, generally, tightening their belts, Sennes' expensive plunge at the site of the former Earl Carroll Theater-Restaurant is admirable. Bistro patrons could hardly get more for their money elsewhere. Whether Sennes can come thru with staying power in the face of a hefty weekly operating nut, reported to be in the neighborhood of \$25,000, remains to be seen.

The Rouge packs a series of Donn Arden production numbers, musical mayhem by the Borah Minnevitche Harmonica Rascals, song fare by the DeCastro Sisters, sleight-of-hand by Dominique, top-drawer acro terps by Chiquita and Johnson, plus a formula of standard song and dance and comedy routines for the initial offering.

The Arden productions sequences give the Rouge a solid send-off. A line of 40 shapely gals show meshed hose thruout the revue, hailed "Voici, Paris," with two standout numbers in "Slaughter On 10th Avenue" and "Desire." The room's decor in tasteful Toulouse-Lautrec motif is appealingly realistic, and is matched in splendor with sets by Harvey Warren. Arden produces an aura of magic thru the use of rainfall, a treadmill and other sound effects that gives the production a distinctive glow.

Pickpocket magician Dominique overstayed his welcome and worked at a disadvantage in this huge room. Only ringsiders could appreciate his sleight-of-hand wizardry, which includes lifting watches, wallets and the shirt off the obvious plant's back. Chiquita and Johnson drew thunderous salvo's via complex terping that showed the femme as agile and lithe as a rubberband. Comedienne Louise Hoff, used in front of the curtain to allow for the necessary change of sets, suffered from weak material thru her two spots. The Minnevitche Rascals, with Johnny Puleo handling the humor via the usual indignities in his direction, still manages to win heavy palming and laughter during their 15-minute musicomedies. The DeCastro Sisters likewise clown their way thru their song stint in pleasing fashion.

Show's finale is a bell-ringer. It's a circus, a three-ring circus at that, complete with Mlle. Marg-

aret's Chimps; Tom Gentry and Baby Burma, the elephant; Bill Dedrick's Ponies, and the Barrette's (5), who offer an aerial ballet. The troupe pounds thru authentic circus routines as the chimps pound a piano, and a pooch take a "death-defying" leap from a 20-foot tower.

Eye-appealing production number to the tune of "Song From Moulin Rouge" is the topper, with the chorus handling the melody via bells attached to their shoes.

Bob Snyder ork did a superb job of musical backing thruout a long and difficult bill. Group also plays well for dancing.

Joel Friedman.

## Chez Paree, Chicago

(Tuesday, December 29)

Capacity, 650. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9:30 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive. Estimated talent budget, \$8,500.

Marilyn Maxwell does a good job as a single with only minor support. The show unveiled a new singer, Tommy Leonetti, who won top reactions.

Playing to a capacity house, Marilyn Maxwell, in her third date as a single, proves she doesn't have to work with help. First-nighters went for her act in a big way. The Kirby Stone Four, held over from the last show, are even better liked on this frame than last, if that is possible. The show in for one week only and aimed at the New Year's Eve crowd, looks like a smash.

Opening the bill is a new act to Chicago patrons, Raphael and His Parisian Models. The act is based on his making various hats from assorted props on the twins, who make up the model segment. Hat effects are good and cute. The three do a short terp routine, to wind up with Raphael doing most of the work by way of splits and high kicks. Reaction was fair.

A new find who recently signed a recording pact with Capitol Records, Tommy Leonetti, gets his third week in show biz by way of this booking. The lad gets top reaction thruout his stanza. He excels in the looks department, has plenty of stage savvy, and possesses a top-notch set of pipes. The house, after hearing him sing, signed him to appear for eight weeks thruout the year. He leads off with "Gypsy in My Soul" and then goes into "Stranger in Paradise," which hushes the hush to a whisper. His rendition of "Cheek to Cheek" gets a big hand, and for an encore he does "Oh, My Papa," which sends the fems into screams.

## Stone Quartet

The Kirby Stone Quartet, when caught on its previous trip to town, was a quintet. However, since the team has been pared to four there seems to be much more to offer. The group puts a heavy accent on comedy and does a superb job of it. Their musical numbers are presented in great style, both in the musical and stage-presence departments. Heavy accent is placed on Stone's special material. Turn received a show-stopping ovation at the beg-off. Highlights are "Sugarfoot Rag," the Englishman's version of "Old Man River," and "I Got Rhythm."

Marilyn Maxwell opens her portion by doing a walk-around and getting in handshakes with the spenders. She segues into "Let There Be Love" for a good reception. She paces the show with two well-done numbers, "40 Cups of Coffee" and "Green Money," a special-material bit penned by Kirby Stone. Her novelty number, "The Pratt Family," gets in line for plenty of yocks, and her straight piping of "I Got a Right to Sing the Blues" is mitted plenty.

She also handles herself cleverly on her jaunts into the audience and on her chatter between tunes. For a finale, she calls back the Kirby Stone Quartet, and the five of them do a jam session on "St. Louis Blues," which literally brings down the house. Show was well staged and the continuity was smooth.

Brian Farnom and the house band backed the show. Sid Hurwitz conducted for Marilyn Maxwell.

Steve Schickel.

## El Rancho Vegas, Las Vegas, Nev.

(Wednesday, December 23)

Capacity, 300. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Beldon Kaitleman. Producer, Tom Douglas. Publicity, Dorothy Gunn. Estimated budget this show, \$7,500.

Georgia Gibbs and Jack E. Leonard did great jobs as per-

formers, but a general business slump forced them to work to almost empty houses.

The attractively-remodeled El Rancho Vegas dinner room offered as its holiday fare (until New Year's Eve) Miss Georgia Gibbs, who turned in a fine performance of many familiar recorded favorites.

The vigorous and personable Miss Gibbs opened with "I'm Gonna Live Until I Die" and follows with "I Love Paris," "Somebody Loves Me," "Yiddisher Mama," "Some of These Days," "Ballin' the Jack" and "Kiss of Fire."

Unfortunately, prior to the Christmas week-end, she played several nights to nearly empty houses, but it didn't hamper her enthusiasm onstage.

The second spot on the show was taken by comic Jack E. Leonard, an ad lib artist without peer, whose machine-gun gags were shot so fast the night the show was reviewed that many were missed by the audience.

Leonard, using the insult type of humor, was so effective he had members of his audience talking back to him, adding to the general hilarity.

## Leonard and Line

After his stint, he topped his routine by cavorting in the chorus line, to the great enjoyment of the customers and to the consternation of the Dottie Dee Dancers.

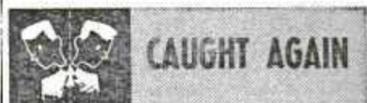
Also effective was the dance team of Bebe Allen and Barry Ashton, who worked thruout with the chorus line as atmosphere. Their routine started in a department store basement scene, with Miss Allen wrapping packages. The next scene was in a dance hall, with Miss Allen and her stock-clerk boy friend winning a dance contest.

With their prizes, an evening dress and \$100, the couple went to the Copacabana and further displayed dancing finesse.

The highlight of the clever routine was a satire on classic dancing to a recorded background of "Claire de Lune," complete with thought-comments of what dance partners would like to say about one another.

Chorus numbers were subordinated to the specialties of the Allen-Ashton team. Music was by Bob Ellis and his orchestra.

Ed Oncken.



## BLUE ANGEL, NEW YORK:

Among all the off-beat comedians caught in some time young Tom Lehrer stands out as a prime example. A tall, husky lad with shell-rimmed glasses, he is doing his first pro job of piano-vocals to what was an apparently delighted audience on night caught (29). That he does business was also apparent. The college set, plus old grads, were there to see and hear Lehrer sing. The boy is intelligent and even clever in a morbid sort of a way. His lyrics are fine; his rhyming at times almost brilliant. Using the social and political mores of the day, Lehrer spins original songs around atom bombs, pigeon poisonings, social illnesses and Boy Scout pledges. Some of his songs are parodies, other originals. But they're all a little shuddery. A psychiatrist could have a field day explaining their significance. It is doubtful, however, if the boy's material (with minor exceptions) would be commercial for most spots. For one it is too macabre, for another it is too intelligent — a combination that doesn't stand up very well in commercial showbiz.

Bill Smith.

## TV FILM PURCHASES

Continued from page 8

WGAN, Portland, Me.; WMAZ, Macon, Ga., and WWTW, Cadillac, Mich. The NBC Feature Film Package was sold to WBAP, Fort Worth, and WMGT, Pittsfield, Mass., and "The Visitor" to WMAZ, Macon, Ga., and WCAH, Milwaukee.

Blinkey Productions has sold "Adventures of Blinkey" to Amazo Instant Dessert Company to be shown via WABC, New York, for 13 weeks.

## Circus-Icer Combo Big For Industrial Sales

CINCINNATI, Jan. 2.—A combination circus and ice show, produced by Barney Rapp of the Frank Sennes Agency here, won big crowds with a six performance schedule that was pre-sold to industries here and in Richmond, Ind.

The two days at Cincinnati Gardens brought out two houses of about 10,000 each on Saturday (19), with Crosley Avco and

Aluminum Industries parties attending; a capacity matinee Sunday (20), with employees of Cincinnati Milling Company, and an SRO crowd of General Electric employees that night. The building seats about 14,000.

At Richmond on Monday (21), two performances at the high school gym were filled by Crosley Avco employees. Portable ice tank was used there.

### Alternate Ice Acts

A center elevated circus stage was flanked by two ice surfaces here, and ice acts alternated with circus turns. Circus acts included The Ivanovs, bar casting; Atomic Six, tumbling; Jansley's French Poodles; Jan Risko and Nina; The Tokayers, teeterboard; The Geraldos, high traps; Victoria Troupe, bikes, and clowns, headed by Gene Randow, with Frank Cain, Charley and Mamie Baker, Dennis Stevens and Jackie Duncan.

Skaters included Bill Brown, Denny Parr, Webster's Skating Dolls, The Tenners, Dick Price, Jack Jansen, Wallenborn and Brandsetter, and George Von Birglen.

En route from Cincinnati to Richmond, the Victoria Troupe's car collided with a truck. Mrs. Victoria suffered a fractured arm. One daughter received minor cuts. The other two members of the family were not injured. The act worked the second Richmond show.

## Syracuse Fair To Add Parking For 16,000 Cars

150 of 400 Acres Of Land Given State To Be Used for Lot

SYRACUSE, Jan. 2.—Parking for 16,000 additional automobiles at the New York State Fair will be possible as a result of the acquisition by New York State of 400 acres of land on the West shore of Lake Onondaga, adjacent to the fairgrounds.

The property was given the State by the Solvay Process division of the Allied Chemical & Dye Corporation, which for years has used it as a dumping ground for alkali waste.

The State in accepting the property agreed to abandon an \$85,000 claim against Solvay for damages to the State highway when sludge overflowed onto it in 1943.

One hundred and fifty acres of the newly acquired land will be used for a parking lot, to be built in conjunction with a five and a half mile expressway connecting the thruway with Syracuse and passing the fairgrounds.

The other 250 acres will go to the city of Syracuse and Onondaga County for joint development of a park that will include a football field, golf course and aquatic stadium.

## Animal Shipper Changes Name, Opens Depot

NEW YORK, Jan. 2.—The International Fertilizer and Chemical Corporation, importer and supplier of wild animals, has changed its name to the North Fertilizer and Chemical Company, Inc. President F. J. Zeehandelaar announced the change here.

Meanwhile, the company's new subsidiary, Wild Animal Compound, opened at Vero Beach, Fla. It is primarily an animal storage depot for service to circuses and zoos but will be open as an attraction itself. It opened December 16 and formal ceremonies will be Sunday (3), with circus and zoo representatives scheduled to attend.

Wild Animal Compound will be operated in conjunction with the adjacent McKee Jungle Gardens, which is under different ownership. One ticket will admit visitors to both attractions and entitle them to six month passes and an orchid corsage for women. Dr. David C. Faiburn is director.

## Atlantic City Sees Top Year

ATLANTIC CITY, Jan. 2.—A banner year is in store for this resort, according to Albert H. Skee, of the local convention bureau. He says there will be 327 affairs with a total of 300,000 delegates having made hotel reservations so far. Largest gathering will be the Shriners' convention in June, expected to bring some 34,000 fez-wearers to the city.

# CARNIVALS TO PAY 175G FOR 'DANCING WATERS'

### Traveling Units Show They Can Pay Big Dough for Right Shows

Continued from page 1

the completion of negotiations now under way, three or four carnivals will have the feature on a sectional basis. It is believed that they will guarantee the owners about \$2,000 a week against percentages. Cumulatively, their show time will run to around 40 weeks minimum.

The staging costs will run to an estimated \$25,000-\$30,000 for each carnival carrying the unit. Included in the expenditures—and comparatively high for the carnival business—are the costs of tents, seating, handling and transportation. Three or four wagons will be needed for transportation. A fourth wagon will be necessary for the best presentation of the units.

### Seek Pctg. Cut

While the costs to the carnival are high, Steinman and Shayon are looking to cut percentages over and above the guarantee figures. This they almost certainly will do at any number of events played by the three carnivals—Royal American Shows, Amusement Corporation of America and Gooding Amusement Company, which already have signed for the unit, as well as the others which may have it.

Whether or not the shows win money—and it would be tough for some to cut it after taking care of the nut and percentages to their fairs—the water spectacle should justify its cost in advertising and promotional value. Actually, it has hit every place it has shown. In a most unusual booking action, the Music Hall brought it back for its Easter show only weeks after its initial presentation. It is already set for repeat dates at both Springfield

and Dallas. Altho its initial tour with Hippodrome of 1954 is not yet over, it is already set for the '55 version.

While Steinman and Shayon pegged the under canvas admission fee at 50 cents, it is likely that the price will fluctuate, representing whatever the traffic will bear on fair midways. Since the units, requiring only electricity, can run around the clock if necessary, their grossing potential is very big. Carnival impresarios, however, point out that earnings figure at Springfield, in particular, is hardly a fair estimate of what might be expected, since it faced virtually no midway competition at that event.

### Road Units

The midway presentations will likely be sizable with wagon fronts, tents about 120 feet long and 30 feet high to allow for the adequate rising of the pressured water. The units for the road will measure about 38 by 6 feet. New units will have to be built to care for the current demand.

A unit has also been set for the Conklin midway at the Canadian National Exhibition, Toronto. A unit will be on display thruout the season at Riverview Park, Chicago. Prior to opening there, it will be presented at the Chicago Home Show, April 2-7. The Los Angeles Home Show will have a unit from June 10-20. It will later be featured at the Los Angeles County Fair.

The ability and willingness of the carnival industry or, more properly, three or four of the leading organizations to come up with an investment of \$150,000-\$200,000 for a wanted feature is an eye-opener. What it means is

that virtually any type of spectacle entertainment, where the nut doesn't involve many and costly people, is within the means of the carnival industry—if it can see its way clear to making a buck, or breaking even, with it.

### Potential Intrigues

Steinman and Shayon, with no prior interest in the carnival business, are much intrigued by the potential. With less than a handful of bookings, they will be able to participate in the midway earnings at most of the nation's principal fairs.

Spectacle specialists, they say that they will closely examine the field and the potential for other units that they may scout out. With their bookings slated to be finalized within a matter of weeks, they will be able to give their time largely to learning.

The eagerness of show owners to secure Dancing Waters is evidence enough of the great need for strong, new attractions in the field.

## AT LONG LAST

### Claim Armory Booking for Large Whale

NEW YORK, Jan. 2.—Lief Soegaard's 60-ton whale, Mrs. Haroy, is going to be exhibited at long last after languishing in the New York Central yards since March.

Importer Axel Tegelvad said this week that a promotion firm will show the embalmed mammal around the end of this month, "probably in one of the local armories." He said the site would be known after the holidays. Tegelvad could not be reached yesterday, but an associate said a contract definitely has been signed.

He added that the whale is sufficiently tanked-up to resist any onslaught of winter weather, saying that it has received "several thousand gallons" of fluid during its stay since being brought here from Belgium.

The railroad has permitted the whale to be stored in its yards, partly because there is no adequate warehouse and partly because changes are necessary to adapt the European coupling device to the American type.

## 4 Million Saw '53 Car Races; Holland Lauded

WASHINGTON, Jan. 2.—More than 4 million persons attended automobile racing events last year, according to the American Automobile Association in announcing results of its national poll of sports writers. The writers picked Wally Campbell, Trenton, N. J., as racing's rookie of the year.

Other selections by the writers, according to the AAA contest board, were as follows:

Bill Holland, 48, the 1948 winner of the Indianapolis "500," as comeback driver of 1953. He scored several major wins in Eastern big car racing.

Bill Vukovich, the 1953 "500" victor, as the driver most likely to achieve immortality.

Bob Sweikert as most improved driver.

Harry McQuinn, chief steward of the "500," as outstanding AAA official.

The "Hoosier Hundred" at Indiana State Fairgrounds last September as the most dramatic race of the last 25 years.

Frank Mundy, AAA stock car champion, as the most colorful driver of the year.

## Garroway TV to Boost Nat'l Motorboat Show

NEW YORK, Jan. 2.—Dave Garroway will devote a six-minute segment of his "Today" early-morning TV show to the National Motorboat Show on its opening day, Friday (15).

The boat show will be the first consumer exposition to be held in recent years in Kingsbridge Armory in the Bronx. The huge drill hall was tested in November when the National Hotel Exposition was held there, and officials of that trade event termed the armory and the turnout as successful.

Managing Director Joseph C. Choate is accustomed to the attendances of over 100,000 usually chalked up at Grand Central Palace, which was used up thru last year by his motorboat show. Last season's paid turnout was estimated at between 180,000 and 200,000 by veteran sports and boating observers.

### 1st Sunday Showings

This year's 50th showing of the event will run from January 15-23 and admission will be \$1.50 for adults and 75 cents for children over 12. Opening day the show will premiere at 6 p.m. It will be held on Sundays for the first

time, with hours from 2 to 7 p.m. All other days of the running will have times of 1-11 p.m.

Choate says a record number of exhibits will be offered. There will be 213 boat, engine and accessory manufacturers and distributors represented, and the total boats on display will number 305 compared with last year's 248.

The Garroway stint will be the usual walk-thru, with Garroway and his crew showing the hall's contents to millions of viewers. It is estimated that a couple of million potential customers will be reached this way. The armory is in the heart of the populous Bronx borough and easily accessible from New Jersey, Westchester County and all of New York City.

### City Places Cards, Signs

New York is co-operating to the extent of placing thousands of posters and subway cards thruout its transit system, urging residents to take the subways to Kingsbridge. Permanent street signs have been installed in the Bronx, giving directions for motorists.

## Polack Inks Lou Jacobs

CHICAGO, Jan. 2.—Lou Jacobs, clown, has been signed for the 1954 season of the Western unit of Polack Bros.' Circus, it was revealed here this week by Ethel Robinson, Polack talent scout and booking agent. Jacobs will be featured with his midget car, assisted by a couple of midgets.

Rudy Docky also will be a featured clown with Polack Western. He has disposed of his basketball-playing boxer dog act, but has retained a couple of his dogs to work in one of his gags.

Harry Dann, only hold-over clown, will have a hand in the show's opening number, together with T. Dwight Pepple and Gus Bell. Dann will be in charge of the clowns' participation in the number.

## Shilling Adds 2 Inaugural Sports Shows

NEW YORK, Jan. 2.—Booker Bill Shilling has signed to produce the entertainment for two inaugural sports shows, in Utica, N. Y., and Ottawa.

At the Rotary-sponsored Ottawa Rotary Vacation & Sports Show, April 17-24, Shilling will offer Sandy the seal, Ann Marston, archer; Beebe's Hollywood bears; Three Collegiates, comedy water act; the Nissens, trampoline comics; retrieving dogs; Patsy Hubbard, fly caster; Boyd Heath, emcee, and Phil Bennett with Jackie the crow.

At the Utica Sports & Boat Show, March 25-30, the line-up will have Sharkey the seal, Archie Lobdell, axe-thrower; Carrell and Rose, boomerang act; Patsy Hubbard, the Shooting Mansfields, retrieving dogs, a boxing-bag punching act, wood choppers and sawers, canoe tilting, log rolling and tuna fishing.

## Ronceverte Books Revue

CONCEVERTE, W. Va., Jan. 2.—A George A. Hamid & Son revue, plus nine supporting acts and a band, has been set for the 1954 West Virginia State Fair here. The presentation policy remains about the same as last year.

The fireworks contract was again awarded to Tony Vitale.

## King, Cristiani Mull Separation Details

MACON, Ga., Jan. 2.—An inventory of show property has been prepared to aid in the dissolution of the partnership of Floyd King and Lucio Cristiani. Their agreement for operation of the King Bros. and Cristiani Circus ends officially Saturday (2).

Actual details for disposal of the equipment remained to be worked out. Part of the equipment was owned by the partnership and part of it by Cristiani, it was understood.

Meanwhile, King and Arnold Maley, partners in the new King Bros. operation, announced winter

quarters work would be placed on a full work schedule early this month. Ira Watts, King Bros.' superintendent, has been wintering at Haines City, Fla., and is expected at quarters soon.

King and his wife and children went to Louisville to spend the holidays with Mrs. King's parents. Mr. and Mrs. Lucio Cristiani were joined here by their son, who is a student at a Chicago military academy, and they all went to Sarasota for the holidays. Oscar and Belmonte Cristiani were in Macon and Daviso and Pete Cristiani have been in Sarasota.

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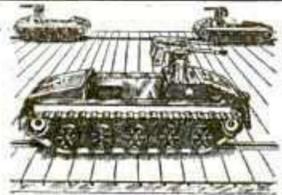
Designed for safe, roomy seating that needs no straps or chains, it rides 24 kiddies or 16 adults. Its bright colors add plenty of flash to your entire operation! The "JOLLY CATERPILLAR" merits your attention.

April 1 is fast approaching— See it now!

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CLOSE-UPS: GEORGE BLAKE

Phoenix Fair Manager Is Former Air Show Op

By SAM ABBOTT

IN THE early morning hours of November 5, 1953, George William Blake III was born; that night the Arizona State Fair press party was attended by a record 600 radio-television-newspaper men. These two auspicious events were followed the next day by the opening of the 1953 Arizona State Fair and the setting of a new starting day attendance mark of nearly 50,000.

The man responsible for those important incidents is George W. Blake Jr., who became manager of the State Fair in April, 1951. In 30 months he has advanced that event to an enviable position. Concessionaires and exhibitors both look forward to being there and usually it is the curtain for their year's activities.

'53 Record Year

The 1953 Arizona State Fair pulled a record attendance of 226,765 paid. In Arizona, this is a lot of people, for within the State's bounds there are only about 850,000. Phoenix, the fair site as well as the State capital, is 125 miles from Tucson and 110 from Prescott. Being a State Fair, the event caters, of course, to the



GEORGE BLAKE

entire State. But it would be in one fine fix did it not.

George Blake is a difficult person to describe. He is 40 years old but his crew haircut makes him look much younger. He is reserved, yet moving and working at a nervous and irregular pace. While he listens carefully, giving full time to the discussion of any project, once the conversation is over, there is the feeling that he wants to get the matter accomplished with half the time that it took to tell it.

Snares Silver Service

Blake likes to build. And in this he has had some tucky breaks.

The State Fair this year featured the silver service from the U. S. S. Arizona, which was sunk at Pearl Harbor by the Japanese to put the U. S. in World War II. Practically everyone in the State knows of the battleship, as the sterling service was bought with donations principally in small coins by school children.

The service was in Norfolk and the authorities were looking for some group or agency to take it, Blake learned. And, he obtained it by paying shipping charges amounting to less than \$150. Upon arrival of the \$30,000 collection at the fairgrounds, Blake had a professional display man arrange it for showing. The Navy supplied armed guards. During the between fairs period, the silver, placed in sturdy showcases, is to be moved thruout Arizona so that every school child in the State's few cities or back country, might see it. When the fair is on during November, it will be returned for showing.

Wildlife Exhibit

Blake had another streak of good luck when he was the recipi-

ent of a wildlife exhibit worth upward of \$50,000. It, too, was going the rounds with no place to land. When he offered to show it, the proposition was quickly accepted. He put it in a building, and flashed up the backgrounds to show the stuffed animals and war relics from Africa and other far-away places. It proved one of the most interesting shows on the grounds.

These two things were accomplished by Blake along with others such as doubling the size of the women's building and the floriculture displays. A new structure now houses the Fish and Game exhibit as well as that of the Indian Village, both important to Arizonians.

Ups Gate Price

Blake believes in giving his fairgoers entertainment and this resulted in a Plaza stage in '53 to replace the method of staging shows on the bed of a carnival truck. In connection with this policy, he raised the fair admission price from 60 to 75 cents, with all events inside the grounds, except the carnival midway and the traditional Armistice Day automobile races, free. For 75 cents patrons in '53 saw a vaudeville-type show booked by Jo and Newton (Carolina) Brunson, of

the Hollywood Theatrical Agency in Hollywood; cannon act, six days of horse racing with pari-mutuels, four nights of horse shows managed by Marcel Delporte, who heads the Maricopa County Fair in Mesa; the Miss Arizona beauty contest, and jalopy races.

Revenue Soars

The fair revenue has been increased 60 to 70 per cent during Blake's administration. And the interim use of the fairgrounds has been doubled. These increases are necessary for the fair to operate, as no money is appropriated for the fair by the State. Blake is appointed by the governor and his operation is the same as that of any other State division.

About \$80,000 is received from the leasing of the race track for the 23-day meet. With this nest egg, the fair of 100 acres, of which 20 is in outside parking, with about 65 acres in the race track, must rely heavily upon what it can earn with about 15 acres of exhibit and carnival space. The grounds, which are State property, are surrounded by the City of Phoenix.

Founded in Depression

To get to this point the fair has spent 69 years. And its current prosperity is much different from the depression during which it was born. In checking into the archives, Henry Jacobs, of the fair's press relations department, found that the slack times as well as the pioneer thirst for progress were responsible for the fair's founding.

In the mid '80s, depression was rife thruout the nation which (Continued on page 46)

Circus Chronology

Year's Review as Presented From 1953 Files of The Billboard

JANUARY

RINGLING-BARNUM's unit competed with the Santos & Artigas, Razorre and Loyal-Repen-sky circuses in Havana.

THE QUEEN OF ENGLAND saw the Bertram Mills Circus, London, which had some American performers.

COLE BROS.' CIRCUS entered the sponsored-show field by winning the Cincinnati Shrine contract.

JACK MILLS, co-owner of Mills Bros.' Circus, and family moved from Spain to Africa as they continued a talent scouting tour.

COL. C. G. STURTEVANT, 75, historian of the Circus Fans' Association and writer of much circus history, died at San Antonio.

LYDIA MILLER sold her share in Cole & Walters' Circus.

RINGLING-BARNUM's seven new elephants made their first public appearance.

ADOLPH MARGOLIS, Chicago, was in charge of Rogers Bros.' Circus, which changed its name to Circus Enterprises, Inc.

CHRIS ZEITZ, retired elephant trainer, died at Kissimmee, Fla.

BEN DAVENPORT, Bill Moore and Albina Beatty announced they would operate "Wallace Bros. & Harriet Beatty Combined Circus," with Miss Beatty taking her late mother's name.

BILL BAILEY MINSTRELS, with Si Rubens, owner; Marshall Green, agent, and Happy Kellems, producer, opened in Florida to play indoors.

NEW POLACK BROS.' elephants were being broken at Goebel's animal farm, Thousand Oaks, Calif., and Goebels also was expecting another shipment of elephants.

ORRIN DAVENPORT's winter season began with a show at Grand Rapids, Mich., under Shrine auspices.

FRANK OTARI, performer, died at Sarasota.

GEORGE MYERS, former equestrian director, died at York, Pa.

MAMIE ORTON, of the famous circus family, died at Dexter, Ia.

BERT RUTHERFORD, veteran agent, died at South Houston, Tex.

PRESIDENT EISENHOWER's inaugural parade included three Mills Bros.' Circus elephants, including Burma; and Monty Montana, formerly with circus Wild West units, while Unus, finger stand, performed at the inaugural ball.

POLACK BROS.' Western unit opened at Flint, Mich.

FEBRUARY

FRITZ BRUNNER, retired animal trainer, died at Los Angeles.

HARRY MENKE, of the showboat family, died at St. Louis.

ZACK TERRELL, former owner of Cole Bros., was honored at a four-State meeting of the CFA.

CLYDE BEATTY said he warned Wallace Bros.' Circus not to use the Beatty name, and said

Bill Moore would not be his agent in '53.

ARTHUR HOPPER, former general agent of Ringling-Barnum, died in New York.

TONY DIANO and Ben Davenport negotiations for combining their show properties were running hot and cold.

CHARLES WIRTH completed 50 years as a member of The Billboard staff.

MISTER MISTIN JR., xylophone prodigy who was with Ringling in Cuba, was signed as the feature for the circus' 1953 road tour.

WILLIAM ANTES, Ringling-Barnum radio-TV press agent, died at Madison, Wis. Norman Carroll succeeded him on the show.

FOUR IRON JAW GIRLS with Polack Western fell at Louisville but were not injured seriously.

BEN DAVENPORT sold his show to Tony Diano, who was to operate it as Diano Bros.' Circus, with Davenport as manager.

MILLS BROS. announced plans to import several new acts and English clowns.

PETE AND AL LINDEMANN signed with Cole & Walters and Francis Kitzman took the billposting brigade on Kelly-Miller.

RETA LAPEARL, former performer and wife of clown Jack LaPearl, died at South Webster, O.

MRS. GUS SUN, wife of the booking agent and former circus owner, died at Springfield, O.

HAGEN BROS.' CIRCUS completed new winter quarters at Edmond, Okla.

FRANK ORMAN was named manager of Clyde Beatty Circus.

BOB MORTON, Hamid-Morton Circus, was injured in a train wreck while en route to Memphis to open his show.

BURLING BROS.' CIRCUS changed its name to Von Bros.

MARCH

KELLY-MILLER announced it would put most of its animals in a menagerie top and use standard Side Show acts this season.

PAT ANTHONY'S LIONS and the Coronas paced the new Hamid-Morton edition.

ED LEARMONT, animal trainer, died at Los Angeles.

HEINZ RUHE, animal importer, died in Germany.

BAILEY BROS., operated by Big Bob Stevens with backing from Gil Gray, prepared to open as a grandstand and ballpark unit.

HAGEN-WALLACE Circus, owned by Frank Martin and managed by Art Sturmak, opened in Florida.

NORMAN ANDERSON, owner of Wallace & Clark Circus, said Jack Turner was to be agent.

GIL GRAY CIRCUS opened at Sioux City, Ia.

R. M. HARVEY, agent; Skinny Goe, bandmaster, and Milt Robbins were signed by Diano Bros.' Circus.

CANADIAN BORDER charges (Continued on page 42)

3000 BINGO

No. 1 Cards, heavy white, blank back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers Tally Cards, 35 cents, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers. 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, \$3, same weight as 21 in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/4, 10c 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, 75c.

Set Numbered Ping Pong Balls \$12.00

Replacements, Numbered Balls, ea. 30

3,000 Jack Pot Slips (strips of 7 numbers) Per 100 1.25

Middleweight Cards, 5 1/2 x 7 1/4 White, Green, Red, Salmon, Yellow

Per 100 2.00

3,000 Small Plastic Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M 1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M 2.50

Scalloped Edge, Green only M 2.00

Smaller Size, 3/4" diam., Red or Green Plastics, M 1.50

Adv. Display Posters, size 24x36, Ea. 15

Cardboard Strip Markers, 10 M for Rubber Covered Wire Case 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., 1800 to lb., larger size, 3/4 diam., 1000 to lb. Either size, lb. 65

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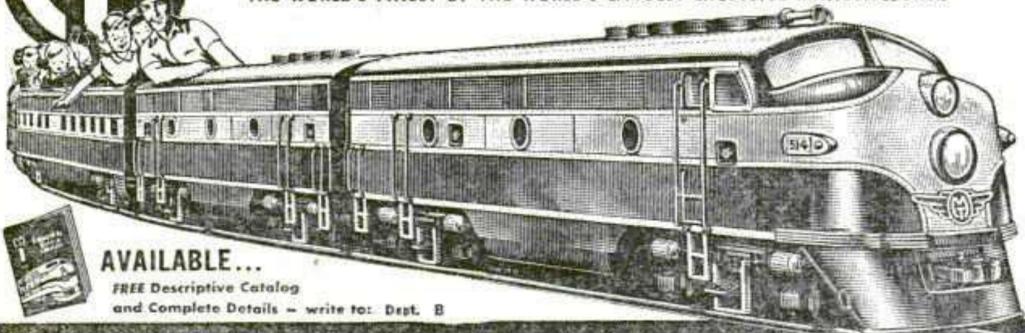
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# Circus Chronology

Year's Review as Presented From 1953 Files of The Billboard

Continued from page 40

and other fees for shows were hiked.

**KING BROS. & CRISTIANI** CIRCUS announced plans for a balloon ascension feature for 1953.

**WINTER DATES** at Kansas City, Wichita, St. Paul, and Chicago were among the winners.

**RINGLING - BARNUM** abandoned its auspicious policy and announced it would play only a few sponsored stands in 1953.

**MILS BROS.' CIRCUS** won another publicity break when NBC filmed winter quarters activity and showed the films on TV shows.

**BILL BAILEY MINSTRELS** closed and Si Rubens announced he again would take charge of Rogers Bros.' Circus.

"THE GREATEST SHOW ON EARTH," movie of the Ringling-Barnum show, won the Academy Award. Ringling advancing sale and press work were moving smoothly in New York.

**APRIL**

**CONNECTICUT CFA** members protested a bill which would have placed prohibitive license charges on shows. The bill was defeated.

**RING BROS. AND ODYSON** circuses, the latter in Canada, were among the new shows opening.

**STATE DEPARTMENT** began a more realistic interpretation of the new immigration act which concerned importation of performers. Showmen also were concerned about an overly restrictive law governing aerial acts in New York State.

**RINGLING - BARNUM** opened in New York on April 1, featuring Mister Mistin Jr., child xylo player.

**ALICE**, elephant formerly belonging to Sells Floto Circus and one of the few to calve in captivity, died at the Salt Lake City zoo.

**CLYDE BEATTY CIRCUS** opened April 1 and moved to Los Angeles the next day. King-Cristiani opened at Macon, Ga., (4).

**DIANO BROS.** was doing well in Texas.

**BILLY ASHE**, the acrobat who hired Joe E. Brown as a youth, died at Toledo.

**NORMA DAVENPORT**, widow of Albert (Stick) Davenport, riders, died in Chicago.

**HUNT BROS.** began its 61st season in Maryland.

**MILLS BROS.' CIRCUS** opened in a snow storm at Greenville, O., (18).

**MAY**

**MOST SHOWS** were hit by unusually rainy and cool spring weather, with business suffering as a result.

**RINGLING-BARNUM** tightened up the performance, with Mister Mistin Jr. being allotted less time for his xylophone playing.

**DIANO BROS.** was hit by a blowdown at Benton, Ark.

**KING - CRISTIANI'S** second balloon was burned at Johnson City, Tenn., and the feature was discontinued.

**AB JOHNSON**, veteran clown, died in Chicago.

**HARRY ATWELL**, circus photographer, moved his operation to Sarasota, Fla.

**PAUL HOROMPO** completed 50 years with the Ringling-Barnum show.

**JOSEPH G. FERARI**, veteran animal trainer and circus performer, who pioneered American carnival business, died in New York.

**WEATHER STAGGERED** the Hagan-Wallace Circus in Pennsylvania, with several matinees lost, trucks wrecked and night shows delayed.

**WALLACE & CLARK** was doing well in Kentucky.

**JULY**

**TOM PACKS' CIRCUS** opened its summer tour of ballparks and stadiums.

**ROGERS BROS.** had a blowdown at Kokomo, Ind.

**R. M. HARVEY**, Tiger Bill Snyder and other staffers left Diano Bros. James Allen Winters and C. C. Smith joined.

**VIRGIL CAMPBELL**, last of the brothers who had Campbell Bros.' Circus, died at Fairbury, Neb.

**TONY DIANO** sent part of his animals back home but the show continued.

**WALLACE & CLARK** and Hagan-Wallace were in opposition and bad weather in Canada.

**AL BRUCE**, veteran rider and clown, died at El Monte, Calif.

**CLYDE BEATTY** business hopped upward in the Northwest, with Portland giving straw houses.

**RINGLING - BARNUM** limped away from a losing tour of Eastern Canada and headed westward.

**HAGAN-WALLACE** abandoned a damaged big top after a storm at Wakaw, Sask.

**SAM DOCK**, one of the oldest active showmen, died at Reading, Pa. He began circus business in 1883.

**WALLACE & CLARK CIRCUS** tramped into upper Manitoba and Alberta, going farther north than any circus with the possible exception of Elmer Jones' two-car shows of 30 years ago.

**MRS. JEROME WILSON**, wife of the Puerto Rico show operator, died of injuries received in an explosion aboard their boat at New Orleans. Wilson and their son were injured.

**AUGUST**

**VERNON REAVOR**, former circus staffer, died at Des Moines.

**MISS LEXI**, Polack aerialist, was injured in a fall at Mankato, Minn.

**RINGLING-BARNUM** business spurred upward in Indiana, Illinois and Wisconsin.

**HAGAN-WALLACE** folded in Montana after staggering out of Canada.

**REMOTE PRINCE EDWARD ISLAND** gave King-Cristiani top business.

**JAY GOULD CIRCUS** won big business in South Dakota.

**BARY'S AFRICA ZOO TRAIN** completed its west-to-east hop across Canada.

**NEW YORK STATE** business was okay for Mills Bros.

**KELLY - MILLER** found Ohio and Michigan business strong.

**THE HOMER HOBSONS SR.**, observed their 60th wedding anniversary. The retired bareback

**DIANO BROS.'** business was poor in Missouri.

**HIGH WIND** damaged some canvas of the Clyde Beatty show at Santa Maria, Calif. (10).

**CISCO KID AND PANCHE** were featured at Cole Bros.' Chicago date and were being booked elsewhere by Tom Packs.

**JUNE**

**ELEANOR PELIKAN**, mother of the late Lillian Leitzel, died at Milwaukee.

**RINGLING-BARNUM**, at Philadelphia, keystoneed the greatest aggregation of outdoor show property of all time, with Strates, Penn Premier and John H. Marks carnivals, a Kiddieland, two blocks of independent concessions and other attractions arrayed around the Big One. Layout included 10 Ferris Wheels.

**WASHINGTON, D. C.**, business was off for Ringling. Earlier, Hunt had shown a decrease around the capital city.

**KING-CRISTIANI** entered Canada in time to cash in on Coronation Day festivities. Wallace & Clark and Hagan-Wallace were heading for Western Canada.

**COLE & WALTERS** business was poor in Iowa.

**HAGAN BROS.** was doing well around Chicago.

**POLACK'S WEST COAST** business was holding high. Light crowds turned out for Rogers Bros.

**EARL SHIPLEY** resigned as outdoor rep for AGVA.

**VICE - PRESIDENT RICHARD NIXON** was fall guy for the Circus Saints and Sinners and entered an arena with Terrell Jacobs' lions.

**BUSINESS FOR MOST SHOWS** scored some improvements, with King-Cristiani's big takes in Canada pacing the trade.

**BRITISH AFRICA ZOO**, operated by Howard Y. Bary, was doing okay in Canada.

**PAUL M. LEWIS**, former show owner, died at Ann Arbor, Mich.

**HONEST BILL NEWTON**, veteran show owner, died at Fairview, Okla.

**riders live at Pacific Palisades, Calif.**

**LOYAL - REPENSKI CIRCUS** was doing good business in Central America.

**TRUCK WRECKS** plagued the King show in Canada. Poor roads were blamed.

**KING - CRISTIANI** gave five performances in a single day to handle huge crowds at Halifax, N. S.

**THE DIANO - DAVENPORT** team blew up. Tony Diano took his animals back to Canton, O., while Ben Davenport continued on the road, switching to his Wallace Bros. title.

**RINGLING'S CHICAGO** stand was a big winner.

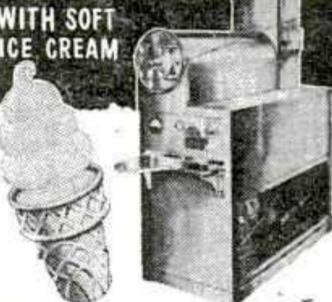
**TOM PACKS' CIRCUS** drew more people (18,000) for a single show at the ball park in Pittsburgh than the Pittsburgh Pirates drew in a week.

**GAY BILLINGS**, veteran show owner and performer and father of Eva Davenport, died at Quincy, Ill.

**BEATTY AND RINGLING** routes crossed at Duluth, Minn., (Continued on page 44)

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# Roadshow Rep

**WRITING** from Flagstaff, Ariz., E. M. Cummings says: "Had a poor fall showing schools and halls. I may move toward the North around the middle of January. Conditions are not good in this area, altho I got some biz last summer and fall at celebrations and other outdoor events." Cummings gives a semi-spook and novelty show and also does stroller musical work. . . . L. J. Armstead, writing from Buffalo, reports that in an almost State-wide tour he met but one show playing smaller New York towns. That show was Carl Griffin's, which normally plays Canada. Armstead has been working on a window decorating type exhibition and has his route set for movement south after the holidays. "If I didn't have a contract with a liberal firm I'd be out of business," says Armstead. At one time Armstead was an advance agent for rep shows such as the Nickerson Comedy Company and Lorne Elwyn. . . . J. W. McDonald has been in Western Kansas recently on a trek from East to West. He boasts of having the best solo show he has ever put together. "The old worn-out stuff won't work any more," says McDonald. "The customers know more about what's right and what isn't than the performers. Don't take on any idea of a road show unless you are properly hooked up. You'll go broke unless you've got a lot on the ball."

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**DICK STILLER**, of the publicity department of WBAP, Fort Worth, is attempting to learn whether Gene Lockhart, vet stage, screen and TV actor, appeared in a summer stock presentation of "Uncle Tom's Cabin" by the Gannon-Pollack Players in Green Bay, Wis., June 21, 1917. . . . C. E. Doble, Jeffersonville, Ind., writes: "In the December 26 issue of The Billboard F. R. Fosdick asked, 'Has it come to the point where there isn't a professional minstrel show on the road, winter or summer?' The answer is 'yes.' John R. Van Arnham's Minstrels closed at the Opera House, Sussex, N. J., in 1936, a member of that troupe mentioned in this column a few years back. That was the last all-

**SAL ADORNO JR.**, assistant general manager of the M&D Theaters, Middletown, Conn., has received authority from the Middletown zoning board to construct an outdoor theater on Saybrook Road in that city. Opening is planned for spring. The theater, according to Adorno, will be operated independently of the M&D Theaters interests. He will serve as owner and operator. . . . All drive-in theaters in metropolitan Hartford, Conn., have closed for the season. Among the last to shut down was the Pike Drive-In, Newington, with Paul W. Amadeo, general manager, using newspaper advertising to announce the closing.

## Drivin' Round The Drive-Ins

**THE KERRY**, Brandywine and Pleasant Hill drive-ins in the Wilmington, Del., area here closed for the winter with the only nearby open-airer still in operation being the Elkton (Md.) Drive-In. . . . Harold Hirshberg, owner of the Palace Theater, Bethlehem, Pa., announced plans for construction of a drive-in near the city. . . . It was reported that a new drive-in is to be constructed near the Western section of Allentown, Pa. . . . David Milgram, whose theater circuit includes a number of drive-ins in the Philadelphia area, has left for a trip to California. . . . Dave Weinstein, manager of the Atlantic drive-in near Atlantic City, reported that while the open-airer generally closed in December, this year it is operating the year round. He said business has been good for the Atlantic.

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## SOME SPOTS OPERATE

### Kid Parks Divided on Daily Biz Thru Jan. 3

NEW YORK, Jan. 2.—Only a couple of metropolitan area kiddie parks remained open daily thru the holiday weeks, and those that did received a boost from the weather. But despite skies that generally held clear, altho there were spots of dampness and cold, the locations did just passable business.

The holidays rounded out one of the mildest winters for ride operators in recent years. Since Labor Day virtually every weekend has offered at least one good day on which to operate.

The school holiday began in this city Thursday (24). Out in Rockville Centre, Bob and Bernie Finckel had already been operating their Roadside Rest park daily since the previous Saturday (19) and will not shut down the day-by-day operation until tomorrow. They have five kiddie rides and a 40-year-old 70-horse Mangels Carousel.

Also open, by virtue of its being partly an indoor location, is Nunley's Happyland in Hempstead, which operates daily the year around. Nunley's has been developing a weekday clientele since it offers rides, food and Arcade equipment in heated surroundings.

#### Open All Week

Mortie Spicer, who operates Joyland Kiddie Park on upper Broadway at the Yonkers line "when ever school is out," reports grosses for the midweek operation as

"fair" for his nine-ride park. His Riverdale neighborhood is growing with new apartment houses in the middle to high-priced range.

Most spots in and around New York are holding fast to their limited schedules, some running only on Sundays and the others on Saturdays, Sundays and holidays. The consensus of these owners is that families are too busy during the holiday season to make jaunts to ride locations.

The non-operators feel most family groups do not journey outdoors during Christmas-New Year's time except for shopping and visits. Any flurry of midweek business at that time is not enough to warrant daily operations, these operators feel.

### Rudy Benson, Coney Press Agent, Dies

CINCINNATI, Jan. 2.—Rudolph Benson, 66, for 20 years director of advertising and publicity for Coney Island here, died December 31 in Jewish Hospital following an operation he underwent there about a month ago. He formerly did press work for the Cincinnati Zoo and the old Chester Park here.

Benson was a veteran in his trade, having been the first movie publicity agent in Cincinnati. He got into that work in 1913 on a part-time basis while employed as a reporter for the Cincinnati Times-Star, which he left in 1925 to devote full time to publicity work. Earlier he had worked on newspapers in New Orleans, Cleveland and Chattanooga, Tenn. A native of Latvia, Benson came to this country at the age of 5. He was a member of Miami Lodge, F&AM and Oola Kahn Grotto.

Surviving are his widow, Bertha; two sons, Myron, who worked in his father's press office, and Leon, Sherman Oaks, Calif.; a daughter, Mrs. Selwyn Ruslander, Dayton, O.; a sister, Mrs. Pauline Werner, Washington, and six grandchildren. Services Sunday (3) and burial in Clifton Jewish Cemetery, Cincinnati.

#### Charter New Firm

COLERAIN N. C., Jan. 2.—The secretary of state recently issued a charter to Colerain Beach, Inc., to own and operate a park and bathing beach on Chowan River here. Stockholders were listed as C. E. Wade, D. P. Hughes and Thomas Belch, all of Colerain.

### Start Work on Three-Building Tivoli Project

COPENHAGEN, Denmark, Jan. 2.—Actual construction work on Tivoli's new three-building concert hall-dance hall-restaurant project went into full swing Monday (21). Under supervision of directress Inge-Lise Bock, a big power scoop started digging out the space fronting on Tietgensgade, where the first of the three new buildings will be erected.

All three buildings are designed to serve as single units or as one big unit thru the construction of covered passageways which can be closed in to form an integral part of the group during the winter months. With this layout the buildings will be suitable for conventions, meetings and big shows as well as for concerts, banquets and celebrations during the winter months.

The main building will be a 1,700-seat concert hall, replacing the park's former hall which was built in 1902 and destroyed by fire in 1944. The old Concert Hall seated 1,500 while the temporary Glass Hall, used for concerts, seats 1,225. New concert hall will seat 1,300 on its main floor and 400 in the balcony.

The project, to result in an almost total shifting of midway rides and attractions and demolition of several small buildings, will be completed by 1956.

### 3 Major Rides Bought By Queens Kiddie Spot

NEW YORK, Jan. 2.—Fairlyland kid's park in Queens is launching a high-priced effort to attract teen-age and adult patrons with the purchase of three major rides. Installations will begin next week on a Sellner Tilt-a-Whirl, and two Eyerly rides, the Octopus and Rock-o-Plane.

Manager Al McKee said virgin territory of about 8,000 square feet

will be opened up for the new rides and a miniature golf course.

One important aspect of the development is that intentions are to charge the same admission prices for the major rides as for the park's 15 kiddie units: single ducats at 14 cents, and five-ticket strips for 49 cents. McKee said it is believed that sufficient volume exists in the thickly populated area to permit this. He also cited promotions which guarantee all rides at the same price, and said owner Bernard Berkley and his associates desire to hew to the established price line.

#### Many Large Families

In a neighborhood dotted with apartment houses, McKee said, most families have more than one child, with families of five and six persons not being uncommon. Addition of the major units and golf course will provide entertainment of all ages, he said. Older children will be accommodated on the new rides, which will also serve as an inducement for parents to split up, with one taking the more advanced offspring along on a major ride.

The nine-hole miniature golf layout will allow for expansion in coming seasons. It will be built and operated by Meyer Goldstein's Pace Amusements firm, which has been building up a chain of courses in the metropolitan area. It is expected that a tab of from 25 to 35 cents will be decided on for miniature golf.

Fairlyland decided on its expansion after watching its moppet patrons grow during its four years of operation. Since there are countless new structures in the area, McKee formulated, long-term residences could be expected and Fairlyland had to keep pace with the aging moppets.

### Variety Show Gets 10 Years At Danish Park

COPENHAGEN, Denmark, Jan. 2.—Ib Schonberg, star and director of the Circus Ib Revue, signed a contract with the government bureau controlling Dyrehavsbakken Amusement Park, on Thursday (17), for a 10-year concession of ground location in the park, at a total rental of \$145,000.

Aside from being presented under a canvas big top, there is more revue and vaude than circus fare in the Circus Ib. Schonberg, comedian, will continue as star of next summer's revue, and a new line of 10 Blue Bells Girls, from the Lido, Paris, has been signed. A new big top for the show has been ordered from the Chas Mortensen tent firm in Randers.

## Circus Chronology

Year's Review as Presented From 1953 Files of The Billboard

Continued from page

with Betty canceling out and substituting Superior, Wis.

MELVIN HILDRETH appeared before a Congressional Committee in Washington on behalf of circuses to ask for elimination of the admission tax.

CLYDE BEATTY lost three performances in Wisconsin because of slow rail moves and weather. The show had good business across the Northwestern States and was giving street parades in many locations.

RAIN AND THE MILWAUKEE BRAVES ball 'u cut Ringling business in the beer town.

JOE WALCH, animal trainer, was killed when struck by a car near Chicago.

ILLINOIS AND INDIANA gave Mills Bros. good business.

CLYDE BEATTY announced plans to make a technicolor movie with Mickey Spillane.

RINGLING-BARNUM lost Brainerd, Minn., because of a soft lot.

THE BEATTY SHOW arrived late at Joliet, Ill., and lost the matinee because the locomotive engineer on the show train broke a leg.

MILLS BROS. predicted a banner year and said its net was up 25 per cent.

CLYDE BEATTY CIRCUS rolled along in top shape with the George Hanneford Family stopping the show at most performances. Many former Cole Bros. staffers were joining.

KELLY-MILLER won some of its season's best business in Upper Michigan.

RINGLING-BARNUM business was off in the Dakotas.

#### SEPTEMBER

BEN DAVENPORT decided to keep Wallace Bros. out until October, rather than close early.

KING-CRISTIANI continued to score winning business and give extra shows as it headed for the South.

NORFOLK, NEB., gave Ringling its best matinee of the season.

HUNT BROS. ordered a big top with cable in place of rope for 1954.

BEERS-BARNES was 20 per cent behind its 1952 business.

CAPELL BROS. CIRCUS changed its title to Edgar B. Buck's Circus.

SIR RUBENS announced he would quit circus business and concentrate on his minstrel show after this season.

POLIO EPIDEMIC in Alberta hit Wallace & Clark Circus.

BEATTY AND KELLY-MILLER were in opposition in Indiana.

BAILEY BROS. ended its ball-park tour.

JACOBSEN BROTHERS, of Vail, Ia., ended their Hollywood Circus operation.

FLOYD KING'S routing put King-Cristiani in the tobacco belt at the height of the marketing season and business for the show returned to a high level.

RINGLING BUSINESS was hyped as the show entered the Northwest and West. Aerialists Tell Teigan and Miss Mara were injured in separate falls.

GIL GRAY CIRCUS became the first show to play Los Alamos, N. M., the atom center.

ALEX DOBRITCH, performer, was named agent for "Super Circus" TV show.

ZACK TERRELL boosted the Beatty show and visited it to contribute toward a big day's business at Owensboro, Ky.

A MILLS BROS. sleeper truck was wrecked in Nebraska and four were hurt.

FRED DE WOLFE, former Ringling-Barnum treasurer, died in New York.

MILLS BROS. CIRCUS was host of the CFA convention at Wichita, Kan.

POLACK EASTERN signed Philadelphia, Baltimore and Newark, N. J.

VON BROS. went into quarters at Wapwallopen, Pa.

KELLY-MORRIS business was only fair in the South.

WALLACE & CLARK returned to the States and announced plans to winter near Los Angeles.

RINGLING-BARNUM was changing its route to avoid drought areas of the Southwest. Meanwhile it made a 700-mile jump from Portland to San Francisco, where business in the Cow Palace was off.

#### OCTOBER

EDITH CONWAY RINGLING, chairman of the board of Ringling Bros. and Barnum & Bailey Combined Shows, Inc. died at Sarasota, Fla.

CHARLES PATTERSON SIEGRIST, veteran outstanding flyer and acrobat, died at Normal, Ill.

RINGLING-BARNUM made two week-end stands in Los Angeles, moving out to other towns for the intervening week days. The novel two-in-one routing proved highly successful in the city, where big business is limited to week-ends.

FINAL WEEKS for Clyde Beatty Circus brought poor business.

(Continued on page 51)

### 2 Ops to Try Their Luck at Battersea Park

LONDON, Jan. 2.—A snack bar operator and amusement park owner will try to inject the blood of success into listless Festival Gardens at Battersea. The British government and London County Council have thrown in the sponge after three years of failing to operate the amusement area profitably under municipal control. Now it's up to private enterprise.

Charles Forte, who has built a chain of 41 "milk bars," and Sir Leslie Joseph, the park man, will offer free acts and fireworks as part of their formula. The pair have been granted a 21-year lease and will float a \$140,000 firm to take over the amusement center built in 1951 as part of the Festival of Britain. The County Council will share in the profits.

The park is now shut down. Nearly \$3 million had been poured into its operation by the government and the council.

#### 'TIME TO RELAX'

### William Auer, Vet Ride Man, Quitting Field

NEW YORK, Jan. 2.—William Auer, veteran ride operator at Rockaway Beach, is quitting the field as soon as he manages to sell his seven-ride kiddie park at Beach 97th Street, he says.

Auer has been active at the resort area since 1903, for a long time operating a tent colony for New York City residents who summer at the beach. He has been operating rides since 1925.

"It's time to relax," he said. "I'm pushing 70 and just can't hustle around the place as well as I'd like to."

Auer will retain the property on which the park stands, and expects to convert it into a parking lot.

### A. C. Centennial To Show Train On Boardwalk

ATLANTIC CITY, Jan. 2.—A panorama of Atlantic City's past 100 years, in the form of a 10-car trackless train with locomotive and tender will roll up and down the Boardwalk as part of this resort's Centennial Celebration.

Starting in June and continuing thru September, the train will make one trip each day and one each night between Convention Hall and Garden Pier. Figures on the cars will be animated.

#### KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

#### WANTED

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## RSROA '54 Contests To Denver Skatery

Nationals Set for July 25-31; Board Clarifies Rules, Supports Tax Fight

DETROIT, Jan. 2.—The 1954 American championships were awarded to Mammoth Gardens, Denver, at the semiannual meeting of the Board of Control of the Roller Skating Rink Operators' Association, held at the Hotel Casablanca, Miami Beach, Fla. A liberal offer for the championships was made by co-owner James Lorello on behalf of Mammoth Gardens.

A strong bid on behalf of the Oakland (Calif.) Public Auditorium was made by M. M. Shattuck, San Francisco, representing the California chapter, but the mechanics of taking the entire meet to Oakland were not worked out in sufficient detail to permit acceptance this year. Officials of the RSROA will meet with Shattuck this spring and inspect the Oakland facilities in preparation for future consideration of a bid for the California championships.

Dates for the meet will be July 25-31, with the professional conference to be held August 2-3. Gold medal proficiency tests will be held July 24 and August 1 at Mammoth Gardens, with limiting dates for entries to be announced shortly by the RSROA.

### Work on Rules

Much of the three-day board session at Miami Beach was devoted to clarification of rules and to organizational routine.

Most significant of rules changes is a new provision that in all divisions of competition, any skater who leaves the floor or interrupts his or her skating program, whether because of physical disability, mechanical failure of equipment, or for any other reason, forfeits the right to continue in that event. Skaters who arrive on the floor after the start of an event are disqualified from competing in that event. Further, all competitors are required to be represented in the preliminary drawing for place positions, and any who fail to draw, or to have someone draw for them, must skate in first position.

Much attention was given to the revision of rules on amateur status affected by the development of television. It was recognized that special problems were involved, and that traditional

definitions of "amateur" required some modification to meet the requirements of the new medium. Under the newly adopted rule, any skater may appear upon any television show which can conform to the amateur code, with full sanction. This will specifically exclude talent type shows in which the entrants participate or compete for cash or prizes, and amateurs will definitely not be allowed to participate in the professional field, Secretary-Treasurer R. D. Martin made clear.

The principal problems arise in connection with films taken for television purposes in a rink, and the use of the general photographic release form, by which those appearing in the picture are offered a general release or contract form, in consideration of payment of \$1 or the equivalent. This form of release, when drawn as a contract, runs contrary to the existing amateur code, Martin said.

### New Release Form

To meet the contemporary requirements of the situation, the RSROA is preparing a new release form drawn to conform to amateur status rules, and obviate the necessity of the familiar release form using monetary consideration.

Pictures are being taken with increasing frequency inside a rink for publicity or other purposes, and under the new board rulings, where such films do not feature or identify the skaters, no question of their amateur status will be involved. Incidentally, the new rules apply strictly to films for television, and do not involve the question of screen rights, for which entirely different rules apply.

"We want to avoid anything that will lead to continuing difficulties for the amateur skater," Martin said in summarizing the action taken. "Television is going to grow, and some adjustment to the new conditions is needed. The essential condition is that the skater must continue to operate as an amateur. The essential criterion is, did the skater participate for gain?"

The board examined in detail the minutes of the professional conference held by RSROA and the Society of Roller Skating Teachers of America last summer at Cleveland, and approved most of the recommendations made by that conference. However, a proposal that was turned down was the rule modification that a test should be considered passed by the individual skater when a majority of the judges voted for him. Instead, the present rule of unanimity of the judges was continued.

### Simplify Rules

The major trend of the December meeting was toward simplification of rules wherever possible. Significant step in this direction was the change of eliminations rules for both pairs and fours competition. These will now be the same as for singles, particularly with reference to time rules.

Acceptance of the new scoring rules as well as of the Rapid Ordinal System developed by Robert Irwin were important actions taken at Miami Beach. Irwin, who is production engineer for an aircraft company, has worked out a system which has made it possible to speed up the tallying of results in a competitive event. Under this system, it is possible to give the results within minutes after a contest, whereas older systems have taken up to an hour or more.

Revised free skating tests, as readjusted by the professional conference, were accepted, making the first change in the field since these tests were first officially initiated three years ago. At that time the field was new, and considerable change was indicated in the light of experience. Statistics of the period have been carefully collated, and Martin noted that "the pros did an exceptionally fine job on revamping of these tests."

### Delinquency Fight

A strong vote of support was given to the Senate Committee on Juvenile Delinquency, under the chairmanship of Sen. R. C.

## Dramatic & Musical Routes

An Evening With Beatrice Lillie: (Blackstone) Chicago.  
Blackstone the Magician: (Erlanger) Buffalo.  
Confidential Clerk: (Shubert) New Haven, Conn., 7-9.  
Dear Charles: (Shubert) Washington.  
Good Night Ladies: (Great Northern) Chicago.  
Guys and Dolls: (Shubert) Boston.  
Harvey: (Geary) San Francisco.  
Misalliance: (Cox) Cincinnati.  
Moon Is Blue: (Keith) Dayton, O., 4-6; (Hartman) Columbus 7-9.  
New Faces: (Biltmore) Los Angeles 5-9.  
Oklahoma!: (Aud.) Miami.  
Olsen and Johnson: (Curran) San Francisco.  
Porgy and Bess: (National) Washington.  
Seven-Year Itch: (Erlanger) Chicago.  
South Pacific: (American) St. Louis.  
Starcross Story: (Walnut St.) Philadelphia.  
Time Out for Ginger: (Davidson) Milwaukee.  
Twin Beds: (Nixon) Pittsburgh.  
Wish You Were Here: (Shubert) Chicago.

## Arenas

Hollywood Ice Revue: (Stadium) Chicago 5-12; (Garden) New York 14-Feb. 3.  
Ice Capades of 1954: (Garden) Boston 5-10; (Aud.) Providence, R. I., 11-20.  
Ice Pollies of 1954: (Arena) Philadelphia 5-12; (Garden) Pittsburgh 12-20.

## Miscellaneous

Stars Over Harlem: (Savoy) Fort Lauderdale, Fla., 5-30.

Hendrickson of New Jersey. It was urged that rink operators co-operate fully with this committee, particularly in compilation of a survey of problems encountered in this field in rink operation. It is felt that a national resume of this type will provide an invaluable cross-section of the details of the problem, and provide a sound guide toward a solution.

A finance program for the RSROA itself was set up by the finance committee, which received special commendation officially upon its work. This program marks a sound innovation in association practice.

Another organizational change was the establishment of a nominating committee for the first time, to develop a procedure to assist in the selection and election of future officers. This will consist of the entire board and its ex-officio membership.

Special resolution of congratulations named the Gillette Safety Razor Corporation for its "fine sports program in both radio and television." The resolution went on to express the hope that roller skating will likewise be given its due place in this program in the coming year.

An honorary life membership was conferred upon Joseph E. Siefert, who retired from the board in 1953, after many years of active service. Condolences were expressed upon the passing of William Carpenter, Reading, Pa., a pioneer rink operator.

Eliminating a problem that has caused some intraorganization perplexity in the past was establishment of uniform fees for sanctions for all State and regional meets, to be \$25 and \$50, respectively.

A detailed report upon the developments in the RSROA campaign to secure elimination of the 20 per cent federal admission tax was presented by Arthur Litzenger, chairman of the legislative committee, and Martin. They had appeared before various committees of Congress during the past several months.

The general attitude of committee members appeared to favor the presentation made on behalf of skating. Unofficial advice was to the effect that the RSROA's special position, seeking to secure an adjustment of the admissions tax as a result of the differentiation legislated in 1951, exempting municipally-owned or operated rinks from the tax, will receive serious consideration in the new session of Congress. It was pointed out that this provision of the law presents an inequality between private enterprise and municipally-operated rinks, in favor of the latter.

"We are maintaining an unofficial contact with all branches of the amusement industry," Martin said, "tho we are not taking any formal joint steps at the present time."

A late report from Litzenger, received at the national office, was to the effect that the tax elimination provision affecting rinks has been placed in the 1954 tax legislation omnibus bill currently being drafted, indicating a good chance of passage.

Approval was given by the

## 'Ice Cycles' Earns \$75,000 Spokane Gross

SPOKANE, Jan. 2.—"Ice Cycles of 1953" grossed \$75,000 and played to 33,100 customers for two new Spokane records at the Ice Arena, December 8-16, according to J. W. Harkins, company manager. Tickets were \$1.50, \$2.50 and \$3.

The show played one extra night performance this stand for a total of nine, plus the usual two Saturday and Sunday matinees. About 100 more \$3 seats were set aside than last year. Sell-outs were registered Thursday and Friday nights, both Saturday performances and both Sunday matinee and nights shows, Harkins said.

Jimmy Lawrence, male lead, was called home to Oakland, Calif., to be with his wife, the former Margaret Field, star of the show for eight years, who gave birth to a boy December 14. Ginny Baxter, who replaced Mrs. Lawrence at the start of the season in September, went on with Johnny Lettengarver, former Olympic team member who was added to the show this year.

## West Coast Gets 'Harvey' Revival

SAN FRANCISCO, Jan. 2.—Frank Fay is opening a revival of the legiter, "Harvey" in which he appeared earlier. The show will play here and in Los Angeles, using theaters, and then make Coast towns, including some where the show will use Auditorium-arenas. Agent for the show is Sam Stratton.

Board of Control for most of the regional and State championships for 1954:

Northeastern Regional, Wal-Lex Roller-drome, Waltham, Mass.; New York State, to be decided by State chapter; New Jersey, now separated from New York, Shore Roller-drome, Neptune, N. J.; Connecticut, Hartford Skating Palace; Rhode Island, Riverdale Rink, Natick; Massachusetts, to include entries from New Hampshire, Maple Arena, Brockton, Mass.; Eastern Regional, Great Leopard Rink, Chester, Pa.; Pennsylvania, Roller Garden, Latrobe; Ontario and Eastern Canada, Strathcona Roller-drome, Toronto; Tidewater States (Maryland, Delaware, Virginia and District of Columbia), Carlin's Rink, Baltimore; Southern Regional open championships, Sanford's Rink, Fort Lauderdale, Fla.

Great Lakes Regional, Pontiac (Mich.) Rolladium; Michigan, Ambassador Rink, Clawson; Ohio, Roll Arena, Elyria; Wisconsin, Palomar, Milwaukee; Illinois, to include Indiana skaters, Silver Star Rink, Mattoon, Ill.; Southwest Pacific Coast and California State combined, College View Roller Palace, Marysville, Calif.; Midwest Region (Iowa-Nebraska), Lincolnrink, Lincoln, Neb.; Tri-State (Missouri, Kansas, Oklahoma), Arena Rink, St. Louis; Texas, Fort Worth Coliseum; Rocky Mountain States, Warnock Rink, Greeley, Colo.; Northwestern Pacific Regional, Cook's Rink, Spokane; Washington State, Paterson's Roller-cade, Spokane; Oregon, referred to local chapter; British Columbia, Idaho and Alaska, awaiting reappointment committee.

## Rival New York Motor Shows Beat Drums

NEW YORK, Jan. 2.—This city's rival motor sports shows stepped up their publicity activities during the week, as the show dates drew near.

Herb Shriner's International Motor Sports Show, to be held in the Seventh Regiment Armory February 6-14, announced that the humorist is publishing an illustrated yearbook entitled Motor America. Printed in color and containing articles by writers, designers and other specialists in the motor sports field, the book will be distributed nation-wide on newsstands by the American News Company.

The competing World Motor Sports Show of Fred Pittera, which leap-frogged ahead of the Shriner show by advancing its Madison Square Garden dates to January 23-31 last month, publicized its Packard plastic sports model, a mystery sports car unveiling, and a German safety gadget.

The invention consists of a meter affixed to the dashboard, into which the driver must breathe. If a certain amount of alcohol is registered the car will not start. If the breath is only slightly alcoholic, the gadget permits the driver to proceed at no faster than 35 mph.

BARONS, Alta., Jan. 2.—A new arena was completed here recently but the skating season was delayed for a year. The rink is being used as a storage place for 150,000 bushels of wheat. It has been rented to a grain company for as long as it is needed to ease the grain-storage problem.

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NO MIRRORS TO BREAK  
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## Phoenix Fair Manager Is Former Air Show Op

Continued from page 40

then consisted of 38 States, and panic had struck New York. The self-sustaining Arizona Territory, with scarcity of money and markets, felt the squeeze keenly. Population of the territory had grown to about 45,000. Phoenix had been incorporated only three years previously as a town and was being referred to as "The Garden City." A town meeting was called to determine what could be done to get the ball rolling on a fair, which was being discussed as a means of telling of the beauty and fertility of the Salt River Valley.

### Sparked By Albuquerque

Dr. J. E. Wharton was named temporary chairman and first debate was on the proposal for a Maricopa County fair. A rise of hands voted it down. However, the merchants, farmers, ranchers, and boosters revealed a popular urge for broader objectives.

A settler from the Dakota territory, J. J. Barker, spurred their imagination with reports of accomplishments there thru a medium of trade fairs in which he had taken a supervisory part. And, then, the New Mexico situation was discussed. The group was

told that Santa Fe would gladly swap everything that went with the State capital for the New Mexico fair developed by Albuquerque.

That turned the tide, for a resolution to organize a territorial exposition won. A committee of 10 was named with Judge W. A. Hancock, the "father of Phoenix," as chairman and P. K. Hickey as secretary.

Four days later the association was acknowledged by Notary Frank Cox, with the fair named the Arizona Industrial Exposition. Capital stock was announced at \$50,000, with 5,000 shares available at \$10 each. Six months later the first fair opened on an 80-acre site purchased for \$1,250.

### Suspended During War

The fair now is moving along on solid ground. But it was not always like that. In 1941, the event ran a deficit of \$9,000. During the war, like other fairs, it suspended operations, its facilities being used by the Army. It was during the war that Blake became acquainted with Phoenix.

Born in Wooster, O., Blake says he has lived "most every place." He decided upon Phoenix as a permanent residence after he got to know the area from flying over it when he was with the Air Corps based in Long Beach, Calif. Always interested in aviation, he operated an airport from 1934 to 1939. During that time, he ran air shows. His barnstorming and promotion of exhibits gave him good training in show business. When the job of fair manager (he is secretary to the fair association) was offered him, Blake readily accepted.

### Representative Board

The State Fair has as its main purpose to serve the people of Arizona, Blake declares. And the board with which he works is a representative one. Jack Kleck, who was named to the board in 1941 and then chairman in early 1953, is the owner and operator of a large agricultural tillage service. The board also has a Chief of the Apaches. Clarence Wesley, a successful cattleman, is the chairman of the tribal council of the San Carlos reservation. He was appointed this year. Others include a banker, Don Stewart; a merchant, Fred Porter, and two ranchers, Sam Dick and Bruce Brockett.

The advertising plan used by the State Fair is also one of interest. As the budget is moderate, Blake sees to it that all newspapers and radio and television stations receive a "donation."

George William Blake III will grow to manhood; the annual press party, now traditional and paid for by several companies, will be attended by more representatives of radio, television and the newspapers, and the Arizona State Fair will continue to strive to have a new opening day attendance record.

## LIFE FEATURES N. C. COLISEUM

NEW YORK, Jan. 2.—Life magazine in its January 4 special issue, "U. S. Growth," featured a photo in color of North Carolina Fair Coliseum which was dedicated last fall. The photo was included in a section highlighting the nation's buildings. The structure was called one of the most unusual ever built and credited the architects.

Not credited was Dr. J. S. Dorton, fair manager and prime mover in the building's planning and fulfillment. In addition to being among the world's unique structures, the Coliseum ranks high among the most publicized of modern buildings.

## '53 Best Year For Elmira as Net Tops 6G

ELMIRA, N. Y., Jan. 2.—An upswing in attendance spurred on by favorable weather thruout the run, plus an increase in revenue from commercial exhibitors, brought net earnings of the 1953 Chemung County Fair to \$6,056—the best in some 10 years.

A polio outbreak in the area affected attendance and earnings on the two children's days, but the gains made on other days were enough to offset the losses. No rain fell thruout the engagement.

Total income was \$60,736. Gate receipts totaled \$16,463. Grandstand receipts were not far from the gate—\$15,873. Premium payments totaled \$14,142. Concessions, midway and buildings brought in \$9,270. A total of \$17,591 was spent on various attractions.

### Re-Elect Officers

County clerk Thomas B. Bowlby was re-elected president. Other officers are: G. Archie Turner, vice-president; Robert S. Turner, secretary; Edward L. Hardeman, treasurer; G. Archie Turner, racing secretary.

Three directors were re-elected for three-year terms. They are Harry Stowe, Ivan Cook and G. Archie Turner.

## Spokane Event Names Linden

SPOKANE, Jan. 2.—The Spokane Interstate Fair Association has elected Harry Linden, retired Spokane rancher and cattleman, to succeed Henry George as president. Arthur G. Mayer was re-elected vice-president; Herbert F. Beckley, second vice-president; Lionel E. Wolf, secretary, and Firth J. Chew, treasurer. Herbert P. Welch is fair manager.

## ACUTE PROBLEM

### Hamid to Scour Europe For Fair Matinee Builders

NEW YORK, Jan. 2.—European thrill and novelty attractions that might be the key to bolstering afternoon grandstand attendance at fairs will be examined closely next month by George A. Hamid.

Growing concern this past year with the continuing decline of matinee crowds has resulted in a number of fair men requesting a solution from bookers thruout the land. Various track events, including automobile thrill shows and races, are still doing a job, but at many events they can be used on only a couple of days.

Hamid said that the problem is acute and that every effort must be made to solve it. European fairs, he said, reportedly still draw their biggest crowds in the daytime. Their operating formulas will be studied in the possibility that events or format can be adapted to help build daytime activities here.

### Night Problem Solved

Fifteen years ago fairmen were concerned about their night shows, Hamid said. A solution was found in the elaborate musical spectacles that were built and expanded. In many instances business has been built to near capacity and there is no indication of a let-up in patronage.

The same kind of a job has to be done now to build afternoon crowds but, he added, without affecting the night patronage. While strong houses at both afternoon and night shows would mean overlapping patronage at many events, this could easily be accomplished if the features are worth while, Hamid said.

Harness racing at fairs without pari-mutuel betting holds small interest, Hamid said. A possible solution would be a nation-wide educational program undertaken by the United States Trotting Association. The tracks and purses at fairs are still needed as a proving ground for the horses, he said, and the interest of youths, par-

ticularly on the college level, might be stimulated if the USTA could devise a means, perhaps in conjunction with agricultural colleges, of making such youngsters participants.

### Harness Problems

As it is, the afternoon racing programs draw oldsters mainly and there is no hope that bigger audiences can be built on that basis, he said. An intensive and continuing publicity campaign directed at the youth of the nation might also help, he added.

A farmer's market type of offering modeled after the bazaars of the past where patrons could secure needed and unusual items at bargain prices might prove a potent crowd stimulant, Hamid said.

Hamid said that he planned to visit Germany, France and England among other countries and that he hoped to find several acts that would be novel enough to add to his books in the future. He will embark on his trip at the conclusion of the Eastern fair meetings early in February.

## Winston-Salem Mulls Matinees, Ups Talent \$\$

WINSTON-SALEM, N. C., Jan. 2.—Increasing concern caused by sparse afternoon grandstand attendance has officials of the Winston-Salem Fair studying the need for special matinee attractions.

A grandstand talent contract already set with the George A. Hamid & Son agency, New York, calls for a budget increase of about 10 per cent. A revue and supporting acts will again be highlighted.

Special afternoon attractions, not yet finalized, will be set in an effort to build matinee crowds. These will probably be in addition to the usual thrill show and racing presentations.

## Miami County Bd. Re-Elects Walker

TROY, O., Jan. 2.—Robert Walker was re-elected to his fifth term as president of Miami County Fair Association at a board meeting held here December 26. Also re-elected were E. Halderman, vice-president; L. J. George, secretary, and Floyd Blausler, treasurer.

E. O. Ritter, who resigned from the board after membership of 38 years, was named an honorary life member of the board. Ritter held the secretary's post for 17 years. He was recently named trustee of Concord Township.

## Lethbridge Ex Winds Up Okay Despite 5G Loss

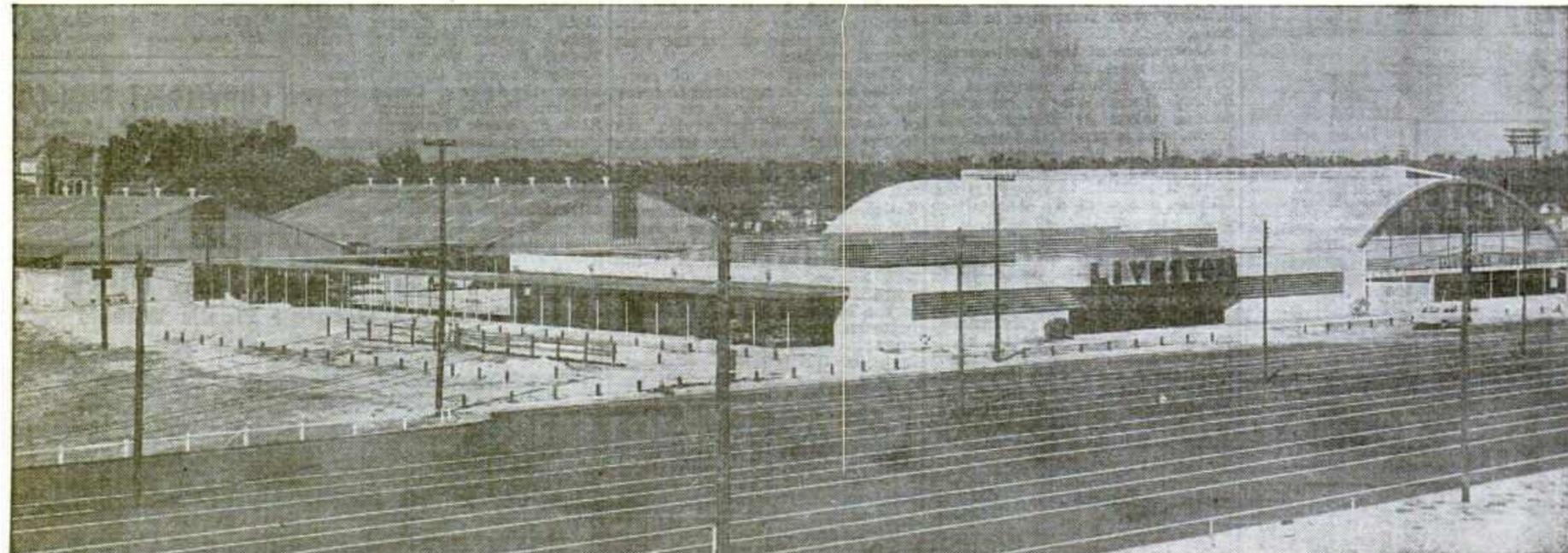
LETHBRIDGE, Alta., Jan. 2.—Directors of the Lethbridge and District Exhibition were informed at their annual meeting that altho an operating loss of \$5,363 had been sustained on a \$175,000 gross, the org actually stood \$16,776 ahead on the year's operations when improvements to the grounds were considered. Such improvements become the property of the city, which owns the grounds.

Means of boosting afternoon grandstand show receipts were discussed but no definite conclusions were reached.

Secretary-Manager C. E. Parry said the harness racing circuit may be defunct in 1954 because it lost money in 1953. He advised against presenting a rodeo because of the city's proximity to Calgary and the high cost involved.

President A. W. Shackelford said the new fair dates in August will give more time for grounds and show preparation. The directors' report also favored the August dates because there would be no conflict with school examinations, less danger of bad weather and an opportunity for a soil products show.

The financial statement showed the fair had made \$10,216 profit in spite of refunds when the grandstand show was rained out on the final day. Fluid assets, including cash on hand, were \$6,709. Bonds stood at \$20,571, total assets at \$30,944 and liabilities at \$500.



The Mississippi State Fair, Jackson, continues to enlarge its plant facilities. Three buildings—a livestock judging arena (right foreground), a poultry-rabbit building (left background) and a swine and sheep barn (right background)—were erected in 1953. Buildings are connected to the livestock building (left foreground) by covered walkways. Judging arena, built at cost of \$80,000, consists of two judging rings, each 60 by 90 feet, and seats 400 persons. Arched roof is supported by side buttresses only and stretches from wall to wall. Building's front presents a colorful facade, with cream-colored brick and pale green plastic sheeting forming a contrast with the stark white roof and the soft greys of the interior.

# London, Ont., Ups Talent Budget 20%

LONDON, Ont., Jan. 2.—Dollars for grandstand talent at the 1954 London Fair were increased by about 20 per cent in a deal negotiated with the George A. Hamid & Son agency of New York recently.

The presentation format will remain about the same with the exception of the setting of special afternoon features in an effort to build matinee attendance. Bush-bom's Liberty horses and high school horses are an added afternoon feature. Additionally the Irish Horan Lucky Hell Drivers will be presented on two afternoons. Jack Kochman's Hell Drivers were featured last year.

Principal grandstand feature will again be the "Grandstand Follies." The revue, largest of the Hamid package offerings, will include five production numbers, three special features and nine supporting acts.

### More \$\$, More Crowds

While Hamid reported night business at the event usually at capacity, he said fair officials had been inclined to increase their talent expenditure by way of assuring a continuance of big crowds. Little, if any, additional revenue is expected from the night presentation, he said, but there is continuing concern over the lack of patronage at the afternoon shows—a problem now faced by most fairs.

In his report Walter Jackson, manager, reported 1953 a very good year with the results equalling 1952 despite losses to rain on two days.

The covered stage, which reportedly saved two shows this year, has caused officials to seriously consider covering the open bleachers for the 1954 event. It is believed that a canvas covering, similar to that protecting the stage, could be used.

# Alta. Assn. Names Parry

EDMONTON, Alta., Jan. 2.—C. E. Parry, secretary-manager of the Lethbridge and District Exhibition, was re-elected to his second year as president of the Alberta Agricultural Societies at the group's annual meeting. William Miller, of Olds, Alta., is vice-president and Edward Williams, of Olds, is the new secretary-treasurer.

The association, which represents 26 of the 42 fair associations in the province, urged that the Alberta government give increased grants to Class B and C fairs and discussed the desirability of uniform prizes and judging standards.

# Fair Assn. Meetings

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

West Virginia Fair Association, Ruffner Hotel, Charleston, W. Va., January 9. J. T. (Jim) Hetzer, First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Onondaga, Syracuse, January 9. Robert S. Turner, Horseheads, secretary.

Massachusetts Agricultural Fairs Association, Hotel Sheraton, Pittsfield, January 11-12. Paul Corson, Topsfield, secretary-treasurer.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 Avenue South, Minneapolis 7, secretary.

Kansas Fair Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-10 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P.O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 18.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 18. Otis F. Hughes, 1141 Boulevard, Macon, president.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 18-20.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 19-20. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, Skowhegan, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter, Raleigh, January 21-22. Corbin Green, Hickory, secretary-treasurer.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 21-23. Dick Forkner, Langdon, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association

# Weyburn Elects A. J. Adolphe

WEYBURN, Sask., Jan. 2.—A. J. Adolphe was elected president of the Weyburn Agricultural Society at its annual meeting. He succeeds Fred Zabel, president for the past two years. Vice-presidents are E. Kyle, Murray McFadden and Edgar Pettit. Roy Schultz was returned as secretary-manager for a seventh term.

The year's operations were reported successful, with receipts totaling \$30,426, plus a previous bank balance of \$753. Expenditures were \$31,049. Government grants to be received total \$3,600. Fair in 1954 will run for three days, rather than two as in the past, and pari-mutuels will operate for the first time in connection with the harness races.

Projects during the year included a community forum, summer fallow competition, boys' and girls' farm camps, 4-H calf club show and sale, seed grain fair, tractor rodeo, annual agricultural exhibition and an agricultural rally and banquet.

of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa Hotel, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Teneyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 8-9. Clyde E. Byrd, 2601 Howard, Little Rock, secretary-treasurer.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 19. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

# Skowhegan Rep Joins IAFE- Dodds Dispute

SKOWHEGAN, Me., Jan. 2.—Roy E. Symons, treasurer and general manager of the Skowhegan State Fair and executive secretary of the Maine Association of Agricultural Fairs, threatened this week to have both organizations withdrawn from membership in the International Association of Fairs and Expositions unless a better reason is given for the deposing of Bligh Dodds as chairman of the Government Relations Committee.

In a letter addressed to Frank H. Kingman, secretary of the IAFE, and released for publication, Symons wrote: "If he (Dodds) is replaced as head of the government relations committee of the IAFE without some better reason than that another wants his job, Skowhegan Fair and the Maine Association of Agricultural Fairs, of which I am executive secretary, will withdraw from membership in the IAFE during McIntosh's tenure of office as president."

Stressing that he had met Dodds but once and that personalities were not involved, Symons also wrote: "We have been members of the IAFE for several years and the only real benefit Skowhegan Fair has derived from such membership was the relief from collecting admissions taxes for the government. From all information I have been able to obtain, Bligh has been an untiring worker, had many important contacts with both branches of Congress and certainly obtained results which are what count."

Symons added that any replacement would have to start from scratch whereas Dodds has information and contacts that would be invaluable in future discussions.

# Hemet, Calif., Sets Farm Theme

HEMET, Calif., Jan. 2.—"Family Life on the Farm" will be the theme of the 1954 Farmers Fair of Riverside County to be held here for five days, starting August 18, Harry Hofmann, secretary-manager, said.

The theme was selected following a county-wide contest. It was selected because of its simplicity and the fact that it would lend itself to the community feature and organization exhibits as well as ground decorations and commercial exhibits.

The winning entry for the theme was awarded \$25. A similar contest is planned next year for the 1955 event.

# Edmonton Mulls Ice Show as '54 Attraction

EDMONTON, Alta., Jan. 2.—Possibility of presenting an ice show in the Edmonton Gardens during the 1954 summer exhibition was discussed at a board meeting of the Edmonton Exhibition Association.

James Paul, managing director, said that during the fair the building is the only one on the grounds that remains idle, and it could prove to be a valuable asset to the exhibition. He said the Sonja Henie show, "Holiday on Ice," had applied. The board decided to study the proposal.

Paul reported that of 36 acts he had checked in a recent trip east, only two would be suitable for the Edmonton grandstand show.

Cost of building a new grandstand stage and roof was mentioned by Paul, who said that the estimate of \$36,000 was only half of what the actual cost would be under the proposed plans. These call for a stage that can be moved easily to and from the race track. The plans will be investigated by the board and will give its decision at a later meeting.

The board approved a new share ratio of hockey gate receipts. In the past, the professional hockey club received 60 per cent of the receipts and the exhibition association 40 per cent.

The new arrangement gives the hockey club 75 per cent and the remainder to the exhibition org.

The loss on harness races was discussed and it was reported that gate receipts during a year when the races were held for only two days were greater than when they were held four days. The matter was left open for a future meeting.

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CANTON, OHIO, March 2 thru 7;  
Dorothy Helen Godfrey, Director;  
104 South Market St., 2nd Floor

EL PASO, TEXAS, March 17 thru 21;  
George Colours, Director; c/o Chamber of Commerce Bldg.

DALLAS, TEXAS, May 8 thru 14;  
H. F. Van Horn, Director; 102 Walnut Hill Village

WACO, TEXAS, May 4 thru 9;  
Dorothy Helen Godfrey, Director;  
c/o Heart-O-Texas Coliseum

SAN ANTONIO, TEXAS, May 8 thru 16;  
Grover Godfrey Jr., Director;  
c/o Varsity Village Building

CEDAR RAPIDS, IOWA, May 18 thru 23;  
Paul Waters, Director; c/o Memorial Coliseum

TACOMA, WASH., May 19 thru 23;  
George Colours, Director; c/o C.P.S. Fieldhouse Coliseum

YOUNGSTOWN, O., April 6 thru 11;  
Clyde E. McCarahan, Exec-Sec'y;  
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## Orrin Davenport Sets 14 Stands

Season Runs Jan. 17 Thru May; Saginaw, Detroit People Named

CHICAGO, Jan. 2.—Orrin Davenport will launch his new season January 17 at Saginaw, Mich., and continue thru May 29 with a string of 14 stands, most of them long-term repeaters. All are Shrine dates except Cleveland, which has Grotto backing. The big Detroit annual will be February 1-14 and the Cleveland run, February 15-28.

After Grand Forks, N. D., (April 26-May 1), the Davenport show will go to Canada to play Winnipeg, Regina, Sask., and Brandon, Man., in May. Regina has not been played for a few years.

Make-up of the performance at Saginaw (17-24) and at Grand Rapids, Mich., (25-30) will be

about the same, Davenport said. Detroit and Cleveland will see augmented programs.

### Keller at First Two

Those making the first two stands include George Keller's animals; Zoppe-Zavatta Family riders; Coronas, high wire (Grand Rapids); Jack Joyce's Camels; Tokaras; Helen Haag's Chimps; Cole Bros.' Elephants; Princess Mussetta; Ming Sing Troupe; Beatty Circus butterfly display; Joannides, wire; Kentons, aerial; Petersens' dog and pig acts; Tiebor Seals; Sensational Ortons, high act; and Ernie Burch, Paul Jerome, Joe Lewis, Dick Lewis, Sherman Brothers, Otto Griebing, George LaSalle and Irving Romig, clowns.

Harry Thomas will be back as equestrian director. Music will be directed by Izzy Cervone. Charles Marine will have the props and Clarence Marine will be transportation superintendent.

### Beatty to Detroit

The Detroit line-up will include Zoppe-Zavattas, Coronas, Joyce, Helen Haag, Cole elephants (10); Antaleks, perch; Welde Bears; Clyde Beatty's wild animals; Dorita Konyot, menage; Marvel Trio; Royal Rockets; Jimmy Troy; Joe Lemke's Chimps; Ting Sing Liu Troupe; Eulane Malloy; Lee Sisters; Grace McIntosh; Corrine Dears; Young China; Ingrid Meredith; Harry and Ruby Haag; Geiger and Cordell, Sonny Moore's dogs; Joanne Day; Flora Zaccchini's cannon; Artony flying acts; Helen Siegrist; Musetta; butterfly display; Joannides; Kentons, and these clowns: Burch, Roy McDonald, Jerome, Joe Lewis, Dick Lewis, Sherman Brothers, George LaSalle, Otto Griebing, Frankie Saluto, Jimmy Armstrong, Felix Adler, Irv Romig, Roy Barrett and Dukie Anderson.

## Circus Film From Russia Showing in N. Y.

NEW YORK, Jan. 2.—Local bookers are eying the latest film on Russian circus talent. Showing at the Stanley Theater, which specializes in movies from Iron Curtain countries, the film, "Darling Circus Youth," opened last week to a laudatory review in The New York Times.

The setting is a one-ring permanent location circus house, with the audience occupying a circular seating area around the stage and arena. The film is in Sovcolor, and while staging and photography are excellent, the color quality is inferior to American processes. Commentary is in English.

Talent-wise, the production offers a look-see at a well balanced production. Standing out are the several groups of aerialists, jugglers and acrobats, but the animal acts and wire performers fail to show anything to surpass talent on display in this country. Two clowns perform in feature capacity, augmenting their skits with frequent wire, rapeze, juggling and trampoline tricks.

### Entrance March

This movie is straight variety in format. Opening with an entrance march into the arena, the show proceeds with acts being introduced by a tuxedoed ringmaster, and closes with another march.

The only animal acts are a five-dogs-on-a-horse bit, the familiar wrestling bear, a trio of trained bears, and a girl-on-horseback routine. Also on the bill are a so-so bicycle troupe, oriental dancer, parallel bar act, tumblers, and the acts already mentioned.

Artkino distributors here said the print, in 35mm. and the only print in this country, would be exhibited here as long as patronage held up, and then would go to "art houses" in Chicago, San Francisco and Los Angeles. Showing time is 47 minutes.

## CRISTIANIS WILL OPERATE ON OWN

Bookings Started, Parade Planned; Equipment Split Not Finalized

MACON, Ga., Jan. 2.—Lucio Cristiani, co-owner of King Bros.-Cristiani Circus, announced that he had definitely decided to go on the road with a show this season. A dissolution with Floyd King has not been finalized and it is not known yet just what will become of the assets of the King-Cristiani Circus partnership.

"I have been thinking plans over during the holidays and the members of the Cristiani family and I definitely will have a show on the road during this coming season," Lucio Cristiani said.

When news of the split was first published, Lucio expressed a desire to make a European tour and to play indoor dates and fairs during the coming season. On further consideration this plan was shelved. "Until we have final action on this partnership I am unable to make any exact plans," he said. "If Floyd King buys part of the equipment I will get other equipment. If we buy his part then we will have all the equipment we need. The Cristiani personally own nine of the 12 elephants on the King-Cristiani show."

Without divulging full details, he said he already had agents booking the Cristiani show for the season. Also, he said he was making plans to have a daily street parade.

The Hugo Zaccchini cannon act has already been booked by Lucio, also Manuel Barragon, Mexican cloud swing act; Kinko, clown with the comedy car; Goana, trapeze and wire performer from Mexico, and Gutierrez, flyer, also from Mexico. Bagonghi, clown, also will be with the Cristiani show, as will be Cristiani-Zerbeni teeterboard turn, and Tom Paris, trampoline. Steve Fannin will be superintendent of the Cristiani elephants.

"We are going to try to complete the dissolution within the next

few days and then the Cristiani family can move forward definitely with new plans," Lucio said.



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## Von Bros. Prep For '54 Tour

WAPWALLOPEN, Pa., Jan. 2.—Preparations for an early April get-away are under way at Von Bros.' Circus winter quarters here and much refurbishing has already been completed.

John Kokel is supervising work and has already installed new motors in all the trucks, finished the seats and built a new calliope truck. Work will start soon on a new pole wagon, and a new Alma trailer was delivered recently which will be used as the office. The new marquee has arrived and orders have been placed for a new Side Show top and a 40-foot center piece for the Big Top.

Stock is in good condition as a result of daily workouts. Recent visitors included Bill Hill, Steve Kozmicz, Zack Hale, and Nicholas Hobersock.

## Briggs Returns As Bucks Agent

PRESCOTT, Ark., Jan. 2.—Carl B. Briggs will return to the Edgar B. Bucks Circus as general agent in the coming season, it was announced by H. N. (Doc) Capell, owner-manager of the show.

Other staff appointments which he announced included Frank Yagley, brigade; Harry Rogers, press and schools, and Guy Smuck, tickets. George Bell, with Cole & Walters in recent seasons, will have the Bucks concessions.

Capell said that some minor repair work had been done in the quarters here but that the major projects would get underway early in January.

## 2 PHONEMEN

Builders and Contractors' directory for Marion, Logansport and Kokomo, all Indiana. 25% commission daily.

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## PHONEMEN

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## Tampa Club Treats 800 at Kid Parties

TAMPA, Jan. 2.—The Greater Tampa Showmen's Association hosted a total of 800 children at its Christmas parties on the two days preceding Christmas Day, the first one for underprivileged youngsters, the second for the offspring of outdoor showfolk. Both events were held in the organization's clubhouse.

Some 400 underprivileged children were on hand for the Wednesday (23) party and before they left, they had ridden rides, had their fill of soft drinks, ice cream and doughnuts; been entertained by a 90-minute show and left with their arms filled with toys.

Harry (Irish) Gaughn, was chairman of the event, assisted by Earl Maddox and Pete Burkhardt. Ed Lowe, club custodian, was in charge of decorations which included a 12-foot Christmas tree donated by Nat Rodgers.

Upon arrival, the moppets were herded to the parking lot where four kiddie rides were in operation. They included Herman Pleus' train, Mario Zacchini's boats and airplanes and Royal American Shows' Roller Coaster, operated by Frank Stubbelfield. A Vernor's Ginger Ale truck was on hand to provide refreshments.

Prior to the show, which took place in the clubrooms, hats, donated by Garnet Walker and Lou Perry, were distributed along with ice cream from Florida Dairy and Borden's, and doughnuts from Al Morin.

Percy Bickford, better known as Leroy the Magician, produced the show. Following the entertainment, Bill Clain and Jack Norman ushered the youngsters to a tent in the backyard where they received fruit, candy, nuts and four or five large toys each.

Mary Help of Christian School, under the direction of Father Emil, had their band and choir on hand and each of these 157 orphans were given a silver dollar by Uncle Joe Early, the club's oldest member. In addition, all were outfitted with baseball outfits donated by the Wilson Manufacturing Company.

In addition to donors named, a bingo held at the Trailer Village netted \$500 for the party, along with donations from Phil LeMay's Chesterfield Bar and the Big Orange Drive-In.

The party was practically repeated Thursday (23) when an estimated 400 show business children came out for their festivities.

## Grace Williams To Head Revue On 20th Century

CHICAGO, Jan. 2.—Grace Williams, known as the "Flying Saucer Girl," will be featured in a revue on the 20th Century Shows this season, Jess Wrigley, general agent and part owner of 20th Century, announced here this week.

The revue, Wrigley said, would carry a five-girl line and a five-piece orchestra. The Williams show formerly toured with the Siebrand Bros.' Circus and Carnival.

## Floyd Kile Org To Invade Iowa On Northern Trek

BATON ROUGE, La., Jan. 2.—Floyd O. Kile Shows, normally a southern org, will again move into northern territory this season, including dates in Iowa, Owner Kile announced.

Show moved as far north as Nebraska last year for the first time, in addition to spots in Kansas, Missouri, Arkansas, Louisiana and Mississippi. Mrs. Kile, who attended the Iowa fair meeting last month, came back with contracts for several fairs in that State.

According to Kile, the show will again go out this year with every date either a fair or under auspices, with no still dates scheduled. Work here at winter quarters is almost completed and rides and equipment are all set to go on the road. Staff is expected to remain intact.

Mr. and Mrs. L. Leach were recent visitors here en route from California to Missouri. Sam Wells and family are visiting relatives in Alabama, and Sun Harris has gone to Florida. Helen Golden is in Port Richey, Fla., while Mr. and Mrs. J. Davidson are fishing at Biloxi, Miss. The Byer family is wintering in St. Louis. Mr. and Mrs. T. Marchan and Mrs. Babe Thomas are here at the winter base and the women cooked Christmas dinner for the rest of the crew. I. M. Holman will again be agent for The Billboard this year.

## Ducats Going for MSA Fete; 202 on Plaque

MIAMI, Jan. 2.—Far more than the minimum 400 persons have reserved places and tickets are still selling rapidly for tomorrow night's annual banquet of the Miami Showmen's Association, to be held at the Beachcomber night club. Committee Chairman Pat Finnerty made the report at Tuesday's (22) meeting of the club at which 250 persons attended. President William Cowan presided.

Members were reminded that all future meetings will be held on Monday nights.

Twenty-six more members subscribed \$100 each, to raise to 202 the number of names to be inscribed on the bronze plaque which will be cast and erected outside the building. Bob Parker, past president of the MSA and Showmen's League of America, in memory of William D. Bartlett, placed the latter's name on the plaque.

### Two Get Life Cards

Clif Wilson and Fred W. Holtzman, chairman and co-chairman of the building committee, were

awarded life gold membership cards for their work on behalf of the organization.

It was noted by the building supervisory group that at least \$65 a week will be necessary to keep the structure clean and in proper operation. Plans will be made for obtaining permanent help.

The kitchen equipment has arrived, as has furniture for the recreation and dining rooms and cocktail lounge. Also being rushed to completion is the parking lot, where black-topping is going on.

### 10 on Dais

On the dais besides the president were Bill More, first vice-president; Dave Endy, president emeritus; Oscar Buck, third vice-president; Clif Wilson, secretary; Lloyd I. Thomas, assistant secretary; Bob Parker, past president; Sol Solomon, past president of the SLA; Art Lewis, past president of the National Showmen's Association, and George Brautigam, state's attorney for Dade County and a gold life member of the MSA.

## PCSA Elevates Hunter Farmer To Presidency

Name Joe Steinberg As Vice-President; Fink Made Trustee

LOS ANGELES, Jan. 2.—With nominations closed, Hunter Farmer will be the president of the Pacific Coast Showmen's Association in 1954. He will be inducted into the office by Harry Seber, installing officer, along with Joe Steinberg as vice-president. Farmer moves up from vice-president to succeed Moe Levine. Other officers include Al Weber, treasurer, and Joe Mead, secretary. Both were re-elected.

The nominations were closed at the meeting Monday night (28). Farmer, named on the official ticket, was without opposition.

Farmer was born in Meridian, Miss., and prior to moving to California in 1940 was a concessionaire on shows in the Midwest. He has been associated with the Mike Krekos West Coast Shows since 1940. His wife, Margaret, also troupes with this unit and is active in the PCSA Ladies' Auxiliary, having served as its president.

Steinberg is associated with Siebrand Shows out of Phoenix. He has been active in the PCSA, serving on various committees for the past 15 years.

### Name Fink

At the same session Harry Fink, a past president, was named to the board of trustees and Seber to the cemetery board.

Members of the Board of Governors named were Art Anderson, John T. Backman, W. Lee Brandon, Sam Brown, M. M. Buckley, Al Cohn, Sam Coomans, Sam Dolman, Bob Downie, M. H. Ellison, Fred Mortensen, Bob Matthews, Charles Ford, Danny Ferguson, Eddie Harris, Mat Herman, Max Hillman, Arthur Hockwald, Rudy Jacobi, Max Kaplan, Harry LeMack, George Lauerman, Harry Merkel, C. E. Moore, Harry Myers, Harry Phillips, Ray Rosard, Bob Schoonover, Jimmy Smith, John Snobar, Jack Shaffer, Harry Sukor, Eddie Tait, Elmer Velare, Steve Vaughn, Frank Warren, Jimmy Lantz, Charlie Walpert and Frank Zambrino.

The club staged its annual New Year's Eve party Thursday night. The clubrooms were especially decorated for the occasion.

Ray Rosard was reported on the sick list. Steinberg was recently discharged from the Hollywood Hospital following a brief illness.

## 478 Children Entertained by St. Louis Club

ST. LOUIS, Jan. 2.—The International Association of Showmen held its biggest Christmas Party on record here Thursday (24) when it entertained 478 underprivileged children from St. Louis and the surrounding area.

The party started with a floor show, was slanted for moppet appreciation and was produced and emceed by Mort Silver. Following the acts, ice cream and cake was served, and William (Swayback) Bedeian, who portrayed Santa Claus, gave each of the kids a large bag of gifts.

E. L. (Euby) Cobb, secretary of the club, was in charge of arrangements, assisted by Mr. and Mrs. Bob (Jo-Jo) Mackey. Others on hand to assist included Morris Lipsky, Mr. and Mrs. Don Donnelly, Ed Mahoney, Al Prosper, John Roth, Mr. and Mrs. Ed Schantz, Ed Campbell, Mrs. Frank Grimm, James Flannagan, Mr. and Mrs. Ed Schultzy, Mary Thompson, Mr. and Mrs. Bennie Wear, Rose Brown, Mrs. Babe Weinstein, Johnny Lantz, Eugene Franklin and Frank Joerling.

## MEETING TIME

## Eastern Ops Prep For Final Booking

NEW YORK, Jan. 2.—With the advent of the new year Eastern carnival owners have their ears to the ground and their eyes on their competitors as they get ready for the final booking tussles which begin this month.

In the top echelon of fair midways the picture is just about completed, as usual, but the nibbling activities of the competitive and the ambitious continue. Practically invincible in their own spheres, the World of Mirth, James E. Strates and Cetlin & Wilson shows have had a good Christmas and are looking forward to a happy new year.

Among the spots which welcome competitive bidding the picture is not so clear and it won't be until the conclusion of the Eastern meetings. Judged by past performances there may even be upsets then, signed contracts notwithstanding.

### Agents Are Busy

The hams, cigars and clocks, as well as other tokens of esteem have long since been delivered to the fair principals and the agents are following almost on their heels with their never-fail ballpoint pens ready for action. Some of those charged with bringing home contracts have been prowling the grass roots for months and, actually, any number of dates are already signed.

The booking picture in the East is principally interesting this year because of the avowed intention of the Metropolitan Shows, new to the rails last season, to exit the territory. Such a policy would leave several dates to excite sizable truck units.

Not clear yet is the booking intent of the O. C. Buck-Model Shows, also new to rails last year. A continuing effort to break thru into the Middle West, if successful, could rule the show out of a sizable part of its Eastern territory.

## 7 NSA Sessions Set; Building Meet Slated

NEW YORK, Jan. 2.—Seven meetings for National Showmen's Association members have been scheduled thru April 14, all on Wednesday evenings. The dates are January 13 and 27, February 10 and 24, March 10 and 24, and April 14.

A joint meeting of the five-year plan committees of the NSA and Auxiliary will be set for later this month, to discuss a 1954 joint fund-raising effort in the light of the 1953 successful drawing held.

## 'Dancing Waters' Set For Gooding Route

NEW YORK, Jan. 2.—The Gooding Amusement Company this week became the third carnival organization to contract for the presentation of the water spectacle, "Dancing Waters," under canvas in 1954. The other carnivals which hold contracts with the owners, Harold Steinman and Sam Shayon, are the Royal American Shows and the Amusement Corporation of America.

The deal, set by Shayon and Floyd Gooding, had been in the making for several weeks. Gooding will present the novelty at his fair dates. Since many of his fair dates overlap it is likely that the new show will be slated for the biggest events.

Shayon said that a deal with one other major carnival company is close to the signing point and may be ready for announcement by next week.

### Booked for Tampa

Shayon also announced that the novel spectacle would be pre-

tory because of geographical and travel limitations.

Both of these units missed out on spots that could have been the key to their whole route planning. The doubling of potential play territory to accommodate expanded shows tied to rails can pose many a serious booking problem.

The auction bidding for Southern events—a Russian roulette kind of business that has mushroomed in the postwar era—may well be curtailed a bit this booking season as many of the show principals recall the hazardous going of last fall. Crop failures due to drought and a lethargic attitude on the part of the public in some areas had some of the high bidders banging their heads against the empty seats of their Ferris Wheels.

On the whole the operators are not much concerned about the business outlook. They know that the same general conditions will prevail. Every spot won't be good, nor will every spot be bad. With a measure of luck they feel that they will come out all right, or even do very good.

## Reid Awarded Midway Pact At Rhinebeck

RHINEBECK, N. Y., Jan. 2.—The Rhinebeck Fair awarded its 1954 midway contract to the King Reid Shows this week. The dates are August 31-September 4.

The Reid Shows have played the event in the past, but not for several years. The O. C. Buck-Model Shows occupied the midway last year.

Show and fair officials also discussed plans for an entirely new midway layout. In addition to geographical changes, the principal arteries will be paved. Dick Murray, fair manager, has the planning phase virtually completed.

### Special Kiddieland

Reid said that he would also build a semi-permanent kiddieland for the Rhinebeck Fair. There are no plans to operate this installation thruout the season.

In addition to Rhinebeck, Reid also holds a contract for the Skowhegan (Me.) State Fair. The shows will be returning there for the sixth year.

While Reid will attend the Northeast fair meetings as usual, he said that his fair route would likely be well set before their conclusion. Verbal agreements have already been made with a number of spots played in the past, he said.

sented on the midway under canvas at the Florida State Fair in February. The owners' tent and other show equipment will be used—the same used at the Eastern States Exposition, Springfield, Mass., and at the State Fair of Texas, Dallas, last year. The unit slated to tour with the Royal American Shows starting in the spring will be framed by that organization.

The Tampa date was set despite the fact that Steiman's "Hippodrome of 1954," an elaborate arena spectacle featuring "Dancing Waters," will close in that town only the week before the opening of the fair.

Fair and show officials will tie the selling effort directly into the arena showing. The show will be helped, rather than hurt, by the prior showing, Steiman and Shayon believe. They say that the pattern everywhere is for attendance to build and that the show has an excellent record for repeat business.

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EARLY MINNESOTA CIRCUIT, ADA, HALLOCK,  
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WADENA COUNTY FAIR, WADENA, MINN.  
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SOUTHERN ROUTE TO BE ANNOUNCED AFTER SOUTHERN DISTRICT FAIR MEETINGS.  
Long Season—Fairs Start in June and End in November—Strong Still Date Promotions in Major Cities

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## SPLINTER ROYAL WANTS

FOR CHARLOTTE COUNTY FAIR, Punta Gorda, Fla., January 18-23;  
SOUTH FLORIDA FAIR, Fort Myers, Fla., February 1-6

Following get in touch: E. L. (Buddy) Fisher, Joe Zeno, Eddie Davis, Frank Costello, Lee Houston, Bull Martin, Dennis Duffy, Jimmy Ferrinzi. No exclusives in Fort Myers. Will book six or eight Concessions. Want to hear from nice Penny Arcade. Also Novelties, Photos, Age and Scale. All Drinking and Eating Concessions open. **SHOWS**—Can place two or three with own transportation. All answer

**W. H. (Splinter) Royal, Western Union, or Box 372, Punta Gorda, Fla.**

## BLUE RIBBON SHOWS

E. A. BODART & SONS, OWNERS

**NOW BOOKING FOR 1954**

**SHOWS AND CONCESSIONS**

TEN-IN-ONE MOTOR DROME  
ALL WORTH-WHILE HANKY PANKS  
ATTRactions CONSIDERED OF ALL KINDS

We have an outstanding route of still dates, celebrations and fairs, including fairs at Portage, Monroe, Rhinelander, Wausau, Marshfield, all Wisconsin, and Escanaba, Michigan.

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## W.G. WADE SHOWS

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For the 1954 Manatee Co. Fair,  
Palmetto, Fla., Jan. 25 to 30.  
Other Florida Fairs to follow

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## FOR SALE

No. 12 Eli Wheel, complete with white enamel seats, steel foundation plate, wide fiber pinion gear, late model clutch, D-140 LeRoy motor, ticket box and all erecting tools, rope blocks, A-frame, new drive cable, used one week. This wheel is in A-1 shape. Price \$4500.00. One set of Bullplates and Intermediates for a seven (7) car Tilt, complete with track and irons, price \$350.00. Contact

**J. W. MAHAFFEY**

Phone 171 Erie, Kansas

## FOR SALE

Richardson Electric Root Beer Barrel, Coke Dispenser, Electric Compressor, Generator, all utilities, A-1 condition. Used 3 years. Deal includes 82 gal. Hires Root Beer Syrup, 3 section sink, hot, cold, Glasses Plastic, unit now in operation. All above mentioned included in deal, \$950.00 cash. Call 690, or see at

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CIGAR and CANDY STORE  
22 Main St. Penn Yan, N. Y.

## FOR SALE

Manley Popcorn Machine; Electric, Model MLT 46, A-1 condition. Used about 5 years. Deal includes 300 lbs. Manley Seasoning, 20 boxes salt, all necessary wiring. Cash \$495.00. Call 690

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## CHARRO DAYS

Wanted Street Concessions and Pitchmen. No flats. February 25 thru 28, 1954. Contact Miles G. Dennis, Concession Chairman, or H. C. Appleton, General Manager, 1260 Levee—Phone 2-4245—Brownsville, Texas.

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TRACTOR & TRAILER  
\$1000. Tractor has sleeper cab, ninety gallon saddle tanks. Trailer has sleeping compartment, Office, Full rear doors with two brass grill ticket windows. Side door and windows. Custom built for circus or carnival. Chair Scale, \$125; Sound Equipment; Fiber Concession Trucks.

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## Midway Confab

Ray Marsh Brydon, back-end show producer, is confined in Veterans Hospital, Miami. Prior to entering the Miami hospital, Brydon had been in St. Frances Hospital, Columbus, Ga., for a four-week span. William (Red) McCoy, concessionaire with the Gooding Amusement Company is recuperating at his St. Louis home following a siege in a Mound City hospital. McCoy became ill during the Chicago meetings and entered the hospital immediately upon his arrival in St. Louis.

Bunny Venus, exotic and owner of the Bunny Venus Follies, is in Miami playing clubs and special dates. En route to the Southland, Bunny stopped off in Jacksonville to visit with Claude Bentley and also spent some time with Mr. and Mrs. Jimmy Chanos in Miami.

George Storti, of the Wilcox Shows, is in San Francisco, where he has spent a little time at Playland Park, which is operating all winter. Says he may put his scales up to make a little winter cash.

Gene Nadreu was a recent Tampa visitor after being released from a Jacksonville, Fla., hospital, where he underwent the amputation of a finger. The operation was the result of a chimpanzee bite he suffered on the final day of the season with the James E. Strate's Shows. After spending a couple of days in Tampa, Nadreu headed for Charlotte, N. C.

Joe Gelb is operating a newsstand in Miami, waiting for the shows to again hit the road. Gus Schultze, organist on Eddy Keck's posing show, along with Casper Balsam and Bill Stenette, are catching some big ones in the waters off Gibsonton, Fla.

Seen doing their Christmas shopping in Tampa recently were Johnny Johnson, Silent O'Brien, Harry Smiley, George (Scotty) Kelly, Whitey Reynolds, Phil Russell, Gorilla McKinstrey, Jack Norman, Bill Peck, Chuck Magid, Peasy and Cleo Hoffman, Frank Hooper, Jack Rose, Roy Dearduff, Benny Benesch and Paul Klieder.

Betty (Cherokee) Langford, exotic and singer, out with Al Ventres' show during the '53 fair season, recently debuted at the Bella Pacific Theater Club in San Francisco.

Walter A. Schafer, advance man for the W. G. Wade Shows, is building smiles and good will with distribution of an annual pass, which proves "not good on any ride . . . not good at main gate, etc." In fact, the payoff is the small text rule "Good only at ding shows, provided clearance is made 90 days in advance."

Art Craner, well-known promoter, is recovering rapidly from illness in San Francisco. Now able to be up and around and soon to be out again, Craner is angling for several promotional events.

Gerald Snellens, general representative of the World of Mirth Shows, is kicking around in high cotton, editorially speaking, in the January 2 issue of The Saturday Evening Post. Gerald is mentioned as one of the habitués of the Astor Hotel, New York, along with sundry military, sports and political figures, in an article titled, "What Parties They've Thrown Here." The yarn was authored by Rufus Jarman, who has done some show business pieces in the past. Snellens resides at the Astor during the winter.

John Kobler, slick magazine writer of note with an addiction for outdoor show business topics (a story about Royal American recently in Cosmopolitan, one on Dick Best in the same periodical and one on Gibsonton, Fla., for The Saturday Evening Post) is preparing to write about the Eli Bridge Company and its Ferris Wheels. The yarn is scheduled for The Saturday Evening Post.

Arthur E. Campfield, head of the New York tent firm bearing his name, motored to Florida with Mrs. Campfield for a vacation with a flexible time limit. Mrs. Larry Benn, holding down the firm's office in his absence, reports "it might be a week or a month."

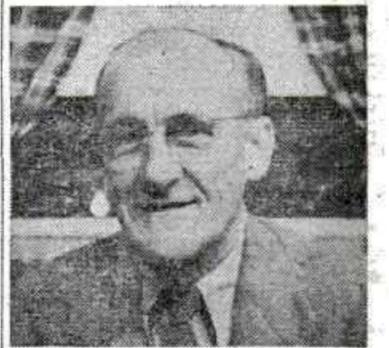
Major O'Satyrdae reports that he is wintering in Sioux City, Ia., and working the Chesterfield supper club there. With him are

Clarence Sutton and Freddie Pates.

Lou Pease, girl show operator, reports that he is now booking his girls in night clubs in and around New Orleans, and is also doing promotional work. Kitty Martin assists him. Toni La Verne is booked into the Belvedere Club, Leesville, La., and Lorraine Riley, the Chez Paree, Westwego, La. Bubbles O'Day is also playing Louisiana clubs.

Billy Woodall is wintering in Miami. . . . C. T. Lowery, of the World of Pleasure Shows, en route to his home in Chattanooga, was a recent visitor at The Billboard's Cincinnati office. Lowery, in addition to being assistant manager on the show, will handle press and special events in 1954. He'll remain at his home until mid-March. . . . Ruby Neal and Sandy Lindfors spent the holidays in New Orleans with Mabel Barrios and Jimmy Hartis. After the holidays they resumed playing schools with Bombino's reptile attraction.

Mrs. Thelma Evans, wife of Sailor Evans, who is in the Veterans' Hospital, Biloxi, Miss., recov-



EDWARD K. JOHNSON, for 17 years the contracting agent for Cetlin & Wilson Shows, is taking a well earned rest after handling holiday watch sales for H. L. Green Company, Philadelphia. Johnson, 65, handled promotion and general agenting for Nat Narder's Majestic Shows for 10 years and has also put in 10 years with Rubin & Cherry Shows.

ering from injuries sustained when he was struck down by a hit and run driver in Bay Saint Louis, Miss., reports many kindnesses from the people of Bob Meyers' Red Ribbon Show and Strayer's Trailer Park. . . . A birthday party was held for Joe Lehr at the Philadelphia home of his niece, Mrs. Florence Devine, December 10. Lehr was 57. He pens from Philly that Mr. and Mrs. Jerry Gerard, concessionaires, are wintering at Harrisburg, Pa. Lehr spent the holidays with his niece.

The National Showmen's Association boys are congratulating Sam Finkel on his new grandson. The club's turnout was cut by three recently when Max Miller, George Regan and Aaron Katzen journeyed to Florida.

Eleven NSA "Christmas babies" celebrated their birthdays on December 25. They are Jack Bloom, Albert Burt, William Carsky, Harry Kriesner, Sam Levy, Frank C. Miller, David Posner, Albert Rickard, Mark Rosen, Max Seskin and William Steinberg. Other birthdays are: December 26, Harry Sherman, Harry Witt, John V. Hunt and Steve Libitz; 27, Edward P. Rahn and Jerry Samet; 28, Harry Moore, and 29, Armand Duval and Joseph Gilbert.

Mr. and Mrs. J. W. Osbourn have returned to their Clayton, Okla., home after spending several days in Georgetown, Ark., where they helped in the search for William (Bill) Pike, missing show owner. Pike has been missing since November 28 and authorities believe he may have drowned in the White River near Georgetown.

Frank Zorda reports that he'll take to the road with a Side Show soon. He is presently in Atlanta. . . . Peggy Ewell and Ronda Rondell are wintering at the Palm Lake Trailer Court, Miami.

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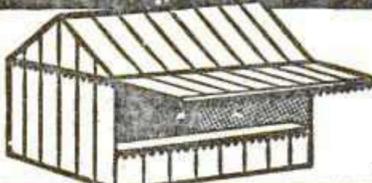
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**WANTED**

For our Florida Fairs opening Jan. 18 at Bowling Green; then Lake Wales, Ft. Myers, Clearmont, Orlando, Del Ray Beach and Belle Glade. Others to be announced later. Want Hanky Panks of all kinds. Cook House, Grab, Photos, Shooting Galleries, Custard. Shows of merit. Want high-class Girl Show. Want Ferris Wheel to dual. Octopus, Coaster, Live Pony and other Rides not conflicting. Ride Help, come on now. All address:

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**Bowling Green, Florida**

## ANNUAL OLD HOME WEEK

**ARNOLD VOLUNTEER FIRE DEPARTMENT**

Arnold, Pa., July 11th to 17th

Want complete Carnival with Shows, not less than ten Rides. Write or wire

**ARTHUR F. FLEEGER, Secretary**

1913 ORCHARD AVENUE

# Detroit Club Names Stahl, Dottie Miller

DETROIT, Jan. 2.—Harry Stahl has been nominated president of the Michigan Showmen's Association and Dottie Miller has been named to head the Ladies' Auxiliary. Elections are scheduled for January 11.

Also on the men's club slate are Marvin Keyes, first vice-president; Charles Schimmel, second vice-president; Ben Miller, third vice-president; Louis Rosenthal, treasurer, and Robert Morrison, secretary. The latter two are up for re-election.

Nominees for the board of directors are Edward Bennett, George Harris, Max Kahn, George Kane, Joe Kempner, Harry Letzer, Cal Lovejoy, Sam Maltin, Cameron Murray, Elmer Nagy, Fred Silber, Charles Westerman, Max Berkowitz, Sam (Pork Chops) Ginsburg and Adam Spitzer.

There are two or more nominees for most offices on the women's club slate, with the exception of president. Frances Moran and Laura Baker are running for first vice-president; Pat Crognale and LaVerna Taylor second vice-president; Julia Garney Solof, Margie Mansell and Marion Fodal, third vice-president; Grace Ziegler, treasurer, and Gerry Barber, secretary.

Board of directors nominated were Revelle Galo, Helen Cook, Jessie Pushin, Rose Schimmel, Tina Weiner, Bobby Shulz, Helen Hill, Edythe Rizick, Clara Silber, Anne Stone, Edith Schulz, Lottie Johnson, Cora Pollard, Viola Lippa, Marion Dickstein, Peggy Cohen, Hazelle Liddon, Ethel Lovejoy, Ruby Widger and Phyllis Kahner.

Free lunch will be served on election night by the house committee, headed up by Sam Burd and including George Harris, Sam Ginsburg and Louis Maltin.

Reported on the sick list of the auxiliary are Clara Silber, Esther Groscuth and Gertrude Hodges. Bonnie Boyia is a new member. It was a girl for Marion Fodal. Francis Moran, hostess, welcomed the following at a recent meeting: Joe Kelly, Rose Gold, Jenny Hisher and Leona Goldstein.

## WOLF GREATER SHOWS STANLEY WARWICK, LEASEE

WANT: Kid Train, Swing or Ponies. Will book 1 or 2 Flat Rides. SHOWS: 10-in-1, Animal, Freaks, Fun House, Mechanical, Clean Posing Show or any Show of Merit. CONCESSIONS: All kinds of Concessions. Hunky Punks only. (No Gift of any kind). HELP: Will interview Ride Help at Minnesota Convention, Jan. 11-12-13. Want Foreman for Merry-Go-Round, Tilt, Wheel and Kiddie Rides. (Specs Smith, Contact Me) Will open about April 1, playing 2 a week in Iowa. 15 Celebrations and Fairs.

Address: STANLEY WARWICK, Leasee & Mgr. 16505 Linden Drive, Wayzata, Minn. Until Feb. 1, then Mayberry Trailer Court, Route 4, Box 61, Hot Springs, Ark.

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## CENTENNIAL CELEBRATION CALVA, ILLINOIS

5 days—July 28-31, Aug. 1, 1954 Old time Balloon Ascension—pageant costumes—stage lighting equip.—all others. WRITE: C. F. BAILEY, Program Chairman Calva Centennial Commission, Inc. P. O. Box 31, Calva, Illinois.

THANK YOU Jon S. (Dutch) Shafer with Mills Bros.' Circus for your Buick Roadmaster purchase. JOHNNY CANOLE Altoona, Pa. Phone 9347 or 3-0003

# Club Activities

## Show Folks of America, Inc.

145 Turk Street, San Francisco SAN FRANCISCO, Jan. 2.—The regular meeting was called to order Monday (28) by President Jack Christensen.

Reports on the Christmas Day dinner served in the clubrooms indicated 250 dinners were served. Tony Suleski was chairman; Joe Richards, co-chairman, and the committee included Joe Ryan, Mary Richards and Lester Pederson.

Banquet and ball plans were reviewed and it was announced that reservations are coming in in good numbers. Judge Walter Carpenetti will serve as installing officer at the event.

Malcolm P. Green, a new member, was initiated by Bobby Cohn. Memorial services are scheduled for January 10 at Olivet Memorial Park, with the services to begin at 2 p.m. Georgia McDonnell Balcom is in charge of arrangements.

## Texas Showmen's Club P. O. Box 1592, Dallas

DALLAS, Jan. 2.—Club rounded out the old year with an old-fashioned box supper and party, the admission being a suitable gift for an aged person. These gifts, along with fruit, nuts and many pairs of house slippers, were distributed to a local home for the aged.

First social event of the new year will be the February 4 dance and reception to be held in the Baker Hotel during the annual meeting of the Texas Association of Fairs, February 4-6. Dancing will start at 9 p.m.

## Miami Showmen's Association

3170 S.W. Eighth St., Miami

More than 300 children attended the club's annual Christmas party December 23, held at the new clubrooms and arranged by Charles Schwacha's committee. Members were Merle Deemer, co-chairman; Ep Glosser, Newell Taylor, Bill Cowan and Bill Moore, and Auxiliary members Mrs. Caesara Buzzella, Billie Palitz, Myrtle Brooks, Bea Stock and Lucille Leonardson.

Mort Messias, ride and show owner, set up a kiddie train outside the building, and thruout the afternoon the youngsters had free rides, candy, cake and ice cream. Santa Claus, played by Ben Glassberg, gave the kiddies gifts and souvenirs. There was community singing and Christmas carols by all.

President Cowan called on the following to say a few words: Carl Kalansky, Ernie Dellabate, Harry Katz, Pete Arnold, Herman Weiner, Hom Zolum, Frankie Hamilton, Abe Nissenbaum, Julius Wagner, Hyman Feldman, Leonard Ross Jr., Johnny Miller Jr., Joe Cennane, Lucas Siefker, Morris Weinberg, William Wolper, Louis Weinstein, Al Baysinger, Jake (Doc) Fisher, George Brautigam Jr., Max Jack Levine, Gilbert Mayman, Sonny Broeffle, William (Red) Hicks, S. Charles Thompson, Jack Greenspoon, William Bartlett, Jack Hawthorne, Eddie Davis, Dick Burns, Mort Messias, Irving Merson, Danny Dell, Max Kimmerer, J. C. Weir, Jake Shapiro, Irving Zaitshik, Jack Rose, Moe Fishman, Barney Berman, Al C. Beck, R. C. McCarter and Bob Parker. Dell celebrated his birthday that night.

# Circus Chronology

Year's Review as Presented From 1953 Files of The Billboard

Continued from page 44

WALLACE BROS.' Circus was offered for sale.

HUNT BROS. returned to quarters after a successful season.

KING-CRISTIANI escaped damage when a hurricane hit Panama City, Fla.

TENNESSEE BUSINESS was proving good for Kelly-Miller, but the season as a whole was off and Manager Obert Miller sent some trucks home.

RINGLING, MILLS AND KING shows were in closest opposition as numerous circuses concentrated on Louisiana. Advance agents and billers also were clashing in Florida for later dates.

SOUTHWESTERN STANDS proved good for Ringling-Barnum.

### NOVEMBER

FILMING OF THE new Beatty movie began at Galveston, Tex., last stand on the show's route, where new tops were used and a parade was staged.

ANNUAL OPPOSITION of football games hit circuses, but Ringling was able to change the date of a game at Shawnee, Okla. Then weather forced cancellation of the stand. Texas business was good for the show.

CLYDE BROS.' INDOOR CIRCUS opened its season.

POLACK WESTERN scored well in Los Angeles despite a change in dates.

ROGERS BROS. ended its season and prepared to sell all equipment.

D. R. MILLER bought his brother's share in Cole & Walters and then sold additional share to Herb Walters, making them co-owners.

FRANCO RICHARDS' Ring Bros.' Circus was closing a winning season.

TOM PACKS CIRCUS opened strong at Natchez, Miss., a new date.

MRS. ELIZABETH HANNEFORD, 83, mother of George and Poodles Hanneford and Mrs. Ernest Clarke, died at North Hollywood, Calif.

RINGLING'S NEW ORLEANS stand was a bloomer.

HAMID-MORTON closed its fall season at Atlanta.

LOYAL-REPENSKY CIRCUS was playing Panama.

MILLS, KING AND RINGLING were in opposition in Florida, with some paper being covered and some wait banners used.

THE CARL HAGENBECK CIRCUS of Germany closed and equipment was sold to a Spanish group. FLAMANTE CIRCUS closed its

successful tour of Latin communities in the Southwest.

CLYDE BEATTY was given the Frank Walter collection of parade wagons.

RINGLING-ARNUM'S business in Florida was good thru the closing in Miami (22) but the season as a whole was weak. Plans for a holiday show in Cuba were being made.

MILLS BROS. ended its season with its first tour of Florida.

KING-BROS. & CRISTIANI closed (28) and returned to Macon, Ga.

MRS. JESSIE SUN, widow of George K. Sun, former circus owner, died at Lexington, Ky.

ARTHUR M. CONCELLO announced his resignation as general manager of Ringling-Barnum following a conference with John Ringling North in New York. North named Frank McClosky manager and went to Sarasota to take personal charge of his circus.

JACK MILLS described 1953 as the best season in Mills Bros.' history.

CLYDE BEATTY CIRCUS moved from Deming, N. M., quarters to Phoenix, Ariz., to continue motion picture work.

TONY DIANO bought some Cole Bros.' equipment for use with an animal unit he would have on World of Mirth in 1954.

TOM PACKS' CIRCUS did big business in New Orleans.

FLOYD KING AND LUCIO CRISTIANI announced they would end their partnership in 1954, and Arnold Maley joined King in a new enterprise to operate King Bros.' Circus.

FRANK ORMAN confirmed that Beatty planned a street parade in '54. A wind storm interrupted movie work at the Beatty quarters in Phoenix. William Moore remained as agent of the circus.

PAUL NELSON, only member of the Famous Nelson Family remaining in the performing end of the business, announced he would retire.

POLACK BROS. announced its Eastern unit bettered 1952 while its Western unit equalled that year's business.

TERRELL JACOBS signed with Kelly-Miller for 1954.

IRA WATTS, veteran manager, owner and superintendent, was named superintendent of King Bros.

LOYAL-REPENSKY CIRCUS moved from Panama to Florida by cargo planes.

# Metropolitan Route Forms Slowly But Outlook Is OK

NEW YORK, Jan. 2.—Back in town over the holidays, Shirley and Sam Levy, owners of the Metropolitan Shows, and Bobby Kline, general agent, were set to leave again this week-end in search of additional fair dates in the Midwest.

With some six dates in the lower Middle States already set, the Levys will need a like number to round out their route. Unhappily, none of the dates pacted so far are in the really big category and the prospects for securing a top anchor spot are diminishing; all along.

However, the new show (on rails last year for the first time), looking to break into new territory, is handicapped by its very newness, Mrs. Levy reports. Managers of the major events want a look before booking and, if need be, the show will route this year with that purpose in mind. To do so it is leaving some rather good events played in the East last year when it switched to rails.

### Near Misses

A couple of biggies were close enough to make their awarding of midway contracts to other units a keen disappointment. But these just-short-of-achievement experiences are enough to hearten the Metropolitan execs. They know now, they say, that they will succeed in fashioning the kind of route they want.

Also the show increased its potential earning power considerably last season when it went on rails, it was not the year, Mrs. Levy says, for the bigger-better show to stimulate new midway interest at the fairs played. With area economic and weather factors against it, the grosses at some spots only equaled the earnings garnered at the same events with

their truck unit, the Lawrence Greater Shows.

The switch to rails brought increased costs and, for that reason, bigger grosses than were earned with the truck unit were needed. The fairs already carded are good, Mrs. Levy says, and the ones they hope to add will further bolster the route.

**FOR SALE**  
COOKHOUSE & GRAB—Sit-down grab, 14x18 ft., complete, canvas good, \$500.00. Cookhouse 16x24 ft., glass front, 4 burner Oven Range, 3 Compartment Sink, 7 ft. Refrigerator, 13 ft. new Philco Deep Freezer worth \$500.00, 2, 100 lb. Bottle Gas Tanks, Indiana Kitchen, fully equipped; Canvaas 75% good, \$1500.00. International Tractor with 1951 Nabors 26 ft. Trailer with side door, both first class, \$1000.00. SAMMY CALDWELL, c/o Hilltop Trailer Court, 5500 1/2 Asher Ave., Little Rock, Ark.

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Sacrifices. Motors, 101 Scouts, complete with rebuilt mags, ready to bolt in your frame, price \$45.00 each. Also complete Scout Motorcycles, ready for w/1, price \$75.00 each. Write for free 1954 price list on Used Motorcycles and Parts. Tel. 8070, 2 to 6 a.m. only.  
**George Thibault**  
721 Plain St. Brockton, Mass.  
Les Evans, contact.

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Jan 2-31

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IF YOU NEED GALLERIES  
**ACT NOW!**  
Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Evans—the Gallery built to last.  
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**JAMES E. STRATES SHOWS, INC. WANTS**  
Can place for 1954 season, including Orlando, Fla., Big Fair, Side Show with or without own outfit. Can furnish complete outfit with the exception of banners. Will furnish wagons. Will book Monkey with or without outfit and furnish wagons for same. Will furnish wagons. Can place large Snake Show, no Geek. Will furnish wagon. WILL BOOK any new and NOVEL attraction, nothing too large or elaborate; will furnish wagon front, wagons and outfit for same. Will turn over to capable Manager well-framed Glass Show. Will book for the 1954 season Major Rides that do not conflict with what we have; will furnish wagons for same. Will turn over to capable Manager one of the best framed Cook Houses on the road, must be able to finance same. Will book for the Orlando Fair: Penny Arcade, Shows and Rides that do not conflict. Will book independent Concessions for this date. Open midway. Concessions must work for stock. Can place for 1954 season: Train Help, Ride Help and useful people in all departments. Write but do not come in until notified. Have a route of still dates and fairs second to none. All communications treated in strictest confidence.  
Address all communications to  
**JAMES E. STRATES, Gen. Mgr., or DICK O'BRIEN, Mgr.**  
**JAMES E. STRATES SHOWS, INC.**  
WINTERQUARTERS, TAFT, FLA.

**12 FAIRS—PAGE BROS.' SHOWS—12 FAIRS**  
Opening Springfield, Tenn., April 17  
Want Cook House, Bingo, Diggers, Lead Gallery, Arcade, Grab, 6 Cats, Buckets, Swinger, Pin Store, Roll Down, etc. 5000. Concessions of all kinds, some P.C. open. Ride Help on all Rides—Ride Superintendent who can cut it. Operator for following shows, I have equipment: Fronts on Semi Trailers, Monkey, Jig, Girl and Side Shows.  
**W. E. (SHOTGUN) PAGE**  
Box 244, Springfield, Tenn., until January 20; then c/o Zoo, Route 2, Perry, Fla.  
P.S.: Business Manager with or without Concessions.

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**POCKET COMBS — ASSORTED COLORS,** 100 cards 12's, \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties; over 200 items. Carleton House (BB), Texas City, Tex. ja9

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ANY FORMULA, \$3; CATALOG, CHEMICAL Instruction Sheet, 10¢. Joseph H. Belfort, 192 N. Clark, Rm. 620, Chicago 1, Ill. ja30

**FOR SALE—SECOND-HAND SHOW PROPERTY**

ALL STYLES, LENGTHS USED SEMI-Trailers, Showmen's representative gives special service. Call, write Box 235, Willow Grove, Pa. Phone 2672. np

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**BRILL'S TESTED RIDE BUILDING PLANS:** Kiddie Auto, Boat, Airplane, \$100; Chair-plane, Rocket, 7 others, \$5 each; free 43 plan circular. Brill, Box 875, Peoria, Ill. ja30

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**WANTED: FERRIS WHEEL, ANY CON-** dition; Merry Horses, Kid Ride, Stuffed Freaks, Train, Laugh Mirrors, Merry Top. Write 2711 Jackson, Seattle, Wash. ja30

**2 1/2 "x3" FACTORY CAMERA AND BOOTH** complete, ready to operate; \$145 buys it. F. Zornes, 68, Halifax, Va. ja30

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**35MM SOUND FEATURES AND SHORTS** for outright sale. New listings, ten cents. Oakley, Film Service, 242 Kontner Street, Nelsonville, Ohio. ja30

**30x50 GABLE TENT (STAKES, WALL,** Poles), 2 Ticket Boxes, 150 Chairs, Corn Popper, set of Drops, extra Stakes, Lowell Kriel, R. R. 1, Lemont, Ill. ja30

**INSTRUCTIONS BOOKS & CARTOONS**

**CLOWN GAGS—FIRE EATING, IRON** tongue act, phony swords, knife throwing, other acts. Manly, 200 South Ave. 58, Los Angeles 42, Calif. ja30

**MARILYN MONROE FAMOUS CALENDAR,** full color, postpaid, \$1; quantity prices free; three, \$2; dozen, \$8. Mack Enterprises, Centralia, Illinois. ja16

**MAGICAL APPARATUS**

A BRAND NEW #24 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ja23

**MAGIC HEADQUARTERS FOR ACCES-** sories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y. ja30

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MISCELLANEOUS

BRAND NEW 60" G.E. AND SPERRY Searchlights, just unpacked from original crates; also available, brand new G.E. and Sperry positive and negative searchlight assemblies. Skylights Advertising, 617 2nd Ave. No., Minneapolis, Minn. ja16

FOR SALE: COMMON SIZE PIN WITH EN-tire Lord's Prayer engraved on the head. Beatrice Murphy, P. O. Box 2719, Myrtle Beach, S. C.

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NEW YORK CITY—LETTERS REMAILED, 25c each; 10 letters, \$1. Reliable mailing. Frank Bonomo, 54 Jefferson St., Brooklyn 6, New York. fe12

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PRINTED 8 1/2x11 LETTERHEADS, ENVELOPES, 100 each, \$2; 250, \$2.95; Business Cards, 250, \$1.95; 500, \$2.95. Standard copy, postpaid. Allen, Printing Dept., BPP, Clinton, Mo. mh27

PRINTING OF DISTINCTION—Letterheads, Envelopes, Tickets, Cards, Decals, Window Cards, Samples, price list, 3c stamp. Mail to: 767-B Lehigh, Flint 5, Mich. ja9

QUALITY PRINTING REASONABLE. Social or business stationery, ruled forms, music sheets, etc. Estimates on any type samples. Economic Press, Leonia 2, N. J. ja16

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ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon; exclusive styles, top quality. Big cash income now. real future, equipment free. Hoover, Dept. A-109, New York 11, N. Y.

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SELL STICKERS WITH NEW SAFETY Slogan for autos to concessions and souvenir shops. Sample and literature 50c. Lester Specialties, Dept. 2, Box 1583, Charlotte, N. C. ja9

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WANTED TO BUY

KIDDY RIDES WANTED—MUST BE IN good condition. What do you have? Will pay cash. Write to Tony Bernardi, 6530 Sherman Way, Bell, Calif. LOgan 8-3602. ja23

WANTED—EVANS' HAND STRIKER—I said Hand Striker, Box C-460, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja23

WANTED—REGULATION RING CURB, must be in A-1 shape. Buck Lucas, Pataskala, Ohio.

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.

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Forms Close Thursday for the Following Week's Issue

ACTS WANTED FOR TOURING SHOWS, clubs, fairs, circus; also rep people all lines. Green's Theatrical Enterprises, 208 1/2 Main, Evansville, Ind. ja30

ADVERTISING DIRECTOR—RELIABLE, established A.F.L. labor newspaper, Western New York and Pennsylvania; ample leads, full local, co-operation, references required; union. Cole at Center, Bradford, Pa. ja16

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1021, Grand Island, Neb. fe6

DRUMMER FOR SOCIETY—COMMERCIAL combo. Strictly location; must play Latin tempo, read, cut shows; no characters. Opening Van Orman Hotel, Ft. Wayne, Ind. Jan. 25. Cut or no notice; salary, \$90 weekly; tax paid. Contact Ernie Ray, Aristo Apartments, Casper, Wya. Phone 26374.

EXPERIENCED GIRL AERIALIST FOR high ladder act; long season; top salary; state age, height, weight first letter. Contact Jerry D. Martin, Box #158, Tampa, Fla. ja9

FOR INDOOR WORK, ANIMAL ACTS. Strictly for children; 2 shows daily, 15 minutes. Send details. Tri-State Shows, Plattville, Wis.

GIRL TRIO OR COMBO—PIANO, DRUMS, melody instrument. State salary. Free room, board. Fred Thomas, 512 Saratoga Drive, Lexington Park, Maryland. ja9

GIRL DUO OR TRIO FOR COCKTAIL lounge—Full season engagement; send recent photos, particulars and expected salary to Will Long, 601 Whitehead St., Key West, Fla.

MAGICIAN WANTS MALE AND FEMALE assistants; experience unnecessary; attractive ladies under thirty, not over 125 pounds. This is a carnival illusion show, opening January 15th; long season; good salary and treatment; easy work. Living quarters in trailer if desired. Address Magician, Goward's Trailer Park, S. Orange Trail, Orlando, Fla.

PIANIST—IMMEDIATELY AFTER JANUARY 1. Commercial unit, all arrangements; must read, cut shows and play Latin. Steady locations only; cut or no notice. Call or wire, Johnny Engro, Natchez Hotel, Natchez, Miss. ja9

SEMI-NAME DESIRES COMMERCIAL-Society type pianist. Hotels only and nothing under \$100 weekly. Other high type musicians write also. Box C-470, c/o Billboard, Cincinnati 22, Ohio.

WANTED TOP GIRL ORGANIST

Attractive, personally accompanist, play request; non-drinker; sells out; steady. Send picture. Delux Lounge, Great Falls, Mont.

WANTED—GIRLS INTERESTED IN SHOW work. Experience unnecessary, beautiful costumes furnished, good money. Write Leslie Kiestner, Hotel Nuville, Rochester, Minn.

YOUNG MAN OR ACT WANTING STEADY work; wire, contortion or clowning. Open Feb. 1; year round work; state salary. John A. Strong's One Ring Circus, 2158 N. Ivar, Hollywood 28, Calif.

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

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FIVE OR SIX PIECE COMMERCIAL-DIXIE Band (girl vocalist optional) available for month of February. Will go anywhere but prefer South or Southwest. Bus Widmer, Pioneer, Ohio. ja9

MISCELLANEOUS

AVAILABLE! MARITA DELORES, challenging the world to produce duplicate equal of herself and her magnificent, new metal portable theatre! World's most sensational singing, posing originality artist! Available for spring-summer; without theatre, rest of winter. Have inimitable arrangement as feature for orchestra. Responsible management wanted that can produce results. Marita Delores, Capitol Hotel, Richmond, Va.

FEMALE IMPERSONATOR OPEN FOR Night Club booking; singer, exotic dancer; flash wardrobe; send photo; salary, \$150 net. Wesley Davis, 411 So. Wabasha, Chicago. ja16

MAN, 36, WANTS TO LEARN PRODUCING Carny Sideshow Acts coming season. Anything considered; travel anywhere; learn anything. Dependable. Write Box C-472, c/o Billboard, Cincinnati 22, Ohio. ja23

RADIO STATIONS—ANYWHERE IN Florida; experienced disc jockey, M.C., musician, comedian, salesman; intend to locate in Florida permanently; have responsibilities; married; good character; religious. All offers considered. Write details Box C-474, c/o Billboard, Cincinnati 22, O.

MUSICIANS

A-1 ORGANIST AVAILABLE JAN. 4TH Write-wire Organist, 2917 1/2 East Texas Avenue Alexandria, La. ja9

A-1 RINK ORGANIST AVAILABLE—EXperienced best rinks; prefer middle Atlantic States. Will consider others. Address Box C-471, c/o Billboard, Cincinnati 22, O.

ACCORDION SOLO ACT—FAST AND flashy union; male, 33, single; sober; ambitious; sharp appearance, travel anywhere. Bud Kovick, 3594 Main, Riverside, Calif. ja9

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz; play shows; non-drinker, steady and dependable. Write or phone, George Sloan, 1119 E. 11th St., Kansas City 6, Mo. HA-5052. mh27

DRUMMER—TWO-BEAT SOCIETY, ALSO Latin; good references and habits. Want location job with good hotel unit; travel anywhere; cut or no notice. Also vibes. Don Johnson, 1514a Goodfellow Blvd., St. Louis 12, Mo.

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WELL KNOWN WESTERN RADIO GIRL and boy team; nice wardrobe; transportation; union. Box C-473, c/o Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

AT LIBERTY MAY 15, '54, McCALL'S' Husky Dog Act and ponies, 4 acts; dog act; trick pony; dog; pony and monkey combination; 4 pony drill. Fairs, parks, circuses or what have you. E. L. McCall, Society Circus Revue, c/o Robt. E. Roth, Box 328, Greensboro, N. C.

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**INTRODUCTORY OFFER of largest size Rabbit we manufacture**

38" High Grade PLUSH BEGGING RABBIT with hand embroidered nose and mouth or 36" C U D D L Y with plastic nose and mouth.

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AT NEW LOW WHOLESALE PRICES. Beautifully Fitted. LARGE SIZE (7"x11") Genuine ALLIGATOR BAGS, adjustable Shoulder Straps. Honey Color, full skins head and feet (plain if desired).

Now priced for volume sales at only ..... \$9.75  
In quantities of 3 or more Junior Style, same as above, SPECIAL ..... \$7.90  
Suggested Retail Price, \$22.50. Samples \$1 extra post paid. Other styles from \$10.50 up. Send \$35.00 for our special sample asst. of our 3 fastest sellers post paid.

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# Pipes for Pitchmen

By BILL BAKER

C. E. PEARSON... has been spotted working coils in and out Birmingham and, judging from the prosperous air that he has assumed, the take has been pretty fair. C. B. is making the Red-Top coil, which he plans to announce to the trade soon.

IN THE... January 2 issue of The Billboard we pulled a typographical crock by describing Joe Nichols, of Omaha, as a coin worker. We feel sure that the interested gentry knew that we really meant coil worker. Joe tells us that he's going to ballyhoo a brand-new coil that he's coming out with in about 30 days.

TEX SMITH... while touring thru Georgia on his way to Florida, ran across Prairie Mae and her new husband, Dr. M. J. Lockett, working their picture and med show under a brand new tent. "I always knew that Prairie Mae got the long-green," says Tex, "but she sure is goin' overboard this winter. Chief Lone Fox is not with her any more."

GRAMPS VARNER... the Akron home guard, using some pretty jazzy stationery, pens the query, "What has become of Bob Posey; Doc Fagley, the one-armed Canadian hi-striker expert; Dave Rose, Jack La Pearl, Lee Virtue and Harry Allen." The last time this column heard from Bob Posey was several months ago, and at that time he was

working the auction sales thruout the Midwest. As far as the other gentlemen are concerned, we'd also like to know where they're hangin' out.

A. SELLS... penning from Austell, Ga., says that for the past several seasons he has been tossing a med pitch thruout Georgia and Florida, picking a bunch of stray lettuce on the side working vitamins. Just to show that he isn't in a medical rut, brother Sells is also peddling panel cartoons to magazines and trade journals.

E. C. PARDEE... notes from Opelika, Ala., that while working sheet and gathering the geedus thruout Oklahoma, Alabama and Louisiana he ran into a flock of other sheeties who were also doing pretty well for themselves. Among the prospering brothers were Hon. Jim Ford, Lloyd Milton, Hambone Hammond, Blackie Hamlett, Mr. Baxter and Paul Atkins.

GREENIE GREEN... pitcheroo par excellence, postals from Newark, N. J., that there are still plenty of the boys gathered in that city cutting up jackpots. Says Greenie: "I am working kitchen gadgets at Brant's, and business has been plenty good. Sam and Wallie are working glass cutters in Kresge's, and John Yarna is getting the gelt with corn punk on Market Street."

# Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## Here and There

Harvey Lewis Fur Company, Minneapolis, announces that it is now producing genuine laskin lamb fur collars for women. The detachable-lined collars are worn the year round with suits, sweaters, dresses and coats and come in grey, beaver, dark brown, red and white. The Lewis firm reports they to be fast sellers, carrying a \$4.95 retail price and a wholesale price of \$1.75. Relax-It Vibrator, Inc., Hollywood, reports that its two-in-one vibrator is now available for home use. A body massage device, it relieves leg, arm, foot, back or shoulder muscle tightness while a person is sitting or lying down. Finished in chrome, it operates on 110 volts, A.C., and has been approved by the Underwriters Laboratory. A new, non-glare, non-static plexiglas cleaner that will not craze or cloud regardless of climatic conditions, has been developed by Mirror Bright Polish Company, Pasadena, Calif. The cleaner contains no abrasives and may be used on plexiglas TV screens.

Adhesall Company, Chicago, announces its new two-tube, non-inflammable cement which bonds all material or combination of materials permanently with the strength of solder. The user mixes the contents of two tubes to form the cement which the firm says is ideal for securing automotive chrome trim, making minor repairs and plugging leaks in gas tanks, radiators and mending leather, rubber, etc. Riedel-Schaff, Inc., Chicago, has introduced a new fire extinguisher selling for \$1. Designed for the extinguishing of small fires starting about the home, auto, office, etc., the product consists of a lightweight polyethylene shell 2 1/2 inches in diameter, with overall length of 5 1/2 inches, equipped with bakelite dispensing nozzle and cap. The unit contains a three-quarter pound charge of free-flowing dry chemical. In use, the red cap is unscrewed and the bottle is given a series of squeezes, ejecting a cloud-like discharge which puts out the fire.

## COMING EVENTS

- Florida**  
Jacksonville—Home Show, April 6-11. Edgar V. Smith, 317 W. Forsyth St.
- Iowa**  
Cedar Rapids—Home Show, May 18-23. Paul Waters. Memorial Coliseum.
- Kansas**  
Topeka—Home Show, Jan. 18-24. Paul Waters, Auditorium.
- Massachusetts**  
Boston—Poultry Show, Jan. 19-23.
- New York**  
Dunkirk—Home Show, Jan. 15. C. J. Lawson.  
Jamestown—Home Show, Jan. 15. C. J. Lawson.  
Jamestown—Auto Show, Feb. 18. C. J. Lawson.
- Ohio**  
Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St.
- Pennsylvania**  
Pittsburgh—Sportsmen's Show, Feb. 5-14.
- Texas**  
El Paso—Home Show, March 17-21. George Coloursis, P.O. Box 3156.  
Dallas—Home Show, April 3-11. H. P. Van Horn, 102 Walnut Hill Village.  
Waco—Home Show, May 4-9. Dorothy Godfrey, Heart of Texas Coliseum.  
San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.
- Washington**  
Tacoma—Home Show, May 19-23. George Coloursis, 1103 1/2 Division St.

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**\$60.00**  
Send \$1.00 for sample.

**C. B. PEARSON**  
Box 3764, West End Station  
Birmingham, Ala.

# Under the Marquee

Continued from page 48

Meanwhile, the act which Anthony worked last season is back in Thousand Oaks, Calif. Harry Rogers is wintering at McAlister, Okla., and expects to be with Edgar B. Bucks Circus next season. Jimmie Carl is wintering at Hugo, Okla.

Robert Loeffler, Madison, Wis., fan, visited the Atwell Club in Chicago while en route to Worcester, Mass., catching the club's annual holiday party.

Arthur Spauldings, circus fan from Charlotte, N. C., visited Byron Gosh and the All American Indoor Circus recently when the show played Yadkinville, N. C., under auspices of the Yadkinville Lion's Club. Helen Haag and her chimp closed a week of Christmas shows December 19 in Charleston, W. Va., and then headed for Oak Ridge, Tenn., for two days. After spending the holidays at home in Gibsonton, Fla., the Haag act will open in Grand Rapids, Mich., for Orrin Davenport in January.

Oscar and Idah Haas (the former Idah Delno) entertained friends with a TV party during the Christmas holidays at their home in Sedalia, Mo.

Bert Cooper, St. John, N. B., zoo keeper, was clawed by a bear immediately after he put it thru an act for a U. S. television film. The bear was shot and Cooper was treated for injuries.

Claire and Tony Conway and James Waldo Fawcett entertained Mutti, Ernst and Astrid Franklin (Astrid and Franklin) at their Washington home over the holidays. John M. Engel, secretary, announces organization of the Trenton (N. J.) Clown Club, with Sam Caseritti, formerly with Wallace Bros.; Bernard Flanagan, formerly with Hunt Bros.; Walter B. Savage, William Bond, Russell Lorimer, Marvin Bower and Engel as charter members.

Richard O. Scatterday, national ad rep for Kelly-Miller, was in Chicago over Christmas. Jack LaPearl, clown, visited his son in Chicago for Christmas and then went to Cincinnati for 10 days. Bev Kelley returned to Chicago, where he is agent for "Wish You Were Here," after spending Christmas at his home, Delaware, Oo.

Charles (Jonesy) Jones, after 28 years as rigger and props boss with Orrin Davenport, reports he won't be with Davenport's show this year but that he will continue to handle Frank Wirth dates.

Joseph Beach, Springfield, Mass., attended the Hamilton-Standard Aircraft Corporation's Christmas circus and party in

## Winter Fairs

- California**  
Indio—Riverside Co. Fair & Date Festival, Feb. 17-23. R. M. C. Fullewider.  
San Bernardino—National Orange Show March 25-April 4. Earl Bule.
- Florida**  
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.  
Bowling Green—Hardee Co. Strawberry Festival, Jan. 18-23. G. W. Glendenning.  
Dade City—Pasco Co. Fair, Jan. 13-16 J. P. Higgins.  
Eustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann.  
Fort Myers—Southwest Fla. Fair, Feb. 1-6 J. Clyde King.  
Fort Pierce—Indian River Youth Show, Feb. 18-19. M. E. Jordan.  
Inverness—Citrus Co. Fair, Jan. 19-23. Quentin Medlin.  
Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn.  
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.  
Miami—Dade Co. Youth Fair, Jan. 20-24. C. H. Steffan.  
Ocala—Southeastern Pat Stock Show & Sale, March 1-6. Louis Gilbreath.  
Orlando—Central Fla. Expo, Feb. 22-27. C. T. Bickford.  
Palmetto—Manatee Co. Fair, Jan. 25-30. W. H. Kendrick.  
Plant City—Fla. Strawberry Festival, Feb. 22-27. Fred W. Nulter.  
Quincy—West. Fla. Livestock Assn. Feb. 16-18. A. G. Driggers.  
Ruskin—Fla. Tomato Festival, April 14-16 Lyle C. Dickman.  
Sarasota—Sarasota Co. Agrl. Fair, Jan. 18-24. G. W. Potter.  
Sebring—Highlands Co. Fair, Feb. 23-27.  
Stuart—Martin Co. Fair, Jan. 20-23 L. W. Johnson.
- Tampa**—West Coast Dairy Show, Jan. 9  
**Tampa**—Fla. State Fair, Feb. 1-13 J. C. Huskisson  
**Titusville**—Brevard Co. Fair, Feb. 1-6.
- Montana**  
Bozeman—Mont. Winter Fair, March 13-20 Geo. T. Sims.
- Texas**  
San Antonio—Livestock Expo, Feb. 12-21 W. L. Jones.

Hartford, where he visited with clowns Paul Jerome, Slim Collins, Charlie Frank, Burt Turner, Billy Rice, Andy McDougall, Charley Young and Dutch Lally. Other acts visited were Dalton and Bailey, the Torellis, and Michey Sullivan, all booked by the Wirth office. Gil Conlinn, secretary-treasurer of the Circus Fans Association, was on hand.

Floyd King spent Christmas in Louisville with a side trip to Cincinnati to confer on paper for the coming tour. Byron Gosh was in Louisville during the Christmas week huddling with Arthur Sturmak.

Mr. and Mrs. Charles Roth, concessionaires on the King Reid Shows, sailed recently to visit Roth's parents in Sweden. Chr's Romig made his TV debut on his father's New Year program December 27. He appeared as the traditional infant. Grace McIntosh also guested.

Clown juggler Dave Malcom has wound up a five-week stint at Bamberger's department store, Newark, N. J., and pens that he'll not go on the road this winter.

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1000 25c	J. P. Charley Tk.	Prof. \$52.04	\$ 1.29
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1000 5c	J. P. Girls Bds.	Prof. \$31.00	\$ 2.49

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AMAZING HEAT INVENTION

\$14.75 for Show Range, BOILED OR FURNACE. No more shoveling \$29.50 for Furnace. Call or Ask. The Universal Unit makes use of the quickest, hottest, cheapest fires known. Sold on a 30 day Money Back Guarantee. Send No Money. You will receive Agents Price and full details to sending your name to NORTHWEST MFG. CO., 672-A Main, Mitchell, S. D.

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Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.

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303 Degraw St. Brooklyn 2, N. Y.



## GAMES, RIDES IN '54

### New Areas, 10c Play Seen Big Questions

By TOM McDONOUGH

CHICAGO, Jan. 2.—The amusement phase of the coin machine industry made steady progress in 1953, instilling a noticeable optimism at all trade levels that 1954 will continue this trend.

In general the big questions to be answered in the New Year are:

1. Will there be more territories opened to more types of games?
2. What are the chances of

#### CAPITOL IDEA

### Railway Depot New Location For Sport Pix

NEW YORK, Jan. 2.—Sam Goldsmith, Capitol Projectors sales executive, feels he has discovered a new type location for the firm's Sports Pix, coin-operated movies of boxing matches.

On two test locations, Capitol has replaced Midget Movies with Sports Pix, with weekly grosses on the latter averaging about \$35. These locations are the Jamaica, N. Y., station of the Long Island Railway and the New Haven, Conn., station of the New York, New Haven & Hartford Railroad.

In both instances the locations had two Midget Movies—now both have one Midget Movie and one Sports Pix, with the latter grossing considerably more than the former. Coin chutes on the Sports Pix are set at 5 cents, but Goldsmith contemplates switching over to 10-cent play.

His reasoning is that in railway waiting rooms people with time to kill will buy magazines they don't generally read and watch pictures they don't generally view. He added that there should be nearly as many plays at a dime as at a nickel.

In the works are Sports Pix locations along the main line of the NY, NH & H, particularly at Stamford, Conn., and Bridgeport, Conn. These points are not commuter stations where the train service is frequent and the waits short. Goldsmith feels that coin-operated movies will do their heaviest grosses in places where the consumer has a considerable amount of time on his hands.

Goldsmith plans to branch out into bus and airplane terminals with Sports Pix. He said the likelihood of introducing 3-D Sports Pix is slim because of the technical difficulties of photographing fights in 3-D.

#### American Exec Marries

NEW YORK, Jan. 2.—Don Freeberg married the former Barbara Doris Church here December 24.

Freeberg is an official of the American Shuffleboard Company, Union City, N. J.

## FEDERAL TAX YIELD ON GAMES DROPS 2 PER CENT

WASHINGTON, Jan. 2.—The federal tax on coin-operated amusement devices yielded \$4,737,000 in the first four months of the 1954 fiscal year which began July 1, a decline of \$80,000 from the same period the previous year, the Internal Revenue Service reported this week. The yield for October totaled \$162,000, a decrease of \$37,000 from last October.

The IRS collected \$197,000 in October from the tax on coin-operated gaming devices, a drop of \$163,000 from collections the previous October. Total yield from this tax so far in fiscal 1954 is \$7,565,000, down almost 17 per cent from the same period last year. IRS explains the declines partly as a result of a change in the tax collection schedule, under which certain excises are paid quarterly instead of monthly as previously.

The federal tobacco tax yielded \$146,664,000, down about \$10,000,000 from collections the previous October. In the first four months of fiscal 1954, the take from the tobacco tax amounted to \$557,325,000, a decline of 6 per cent from collections in the comparable part of last year.

expanding the dime play idea for pinballs?

3. The kiddie rides field made notable gains in 1953, despite big hurdles. With most of these barriers now cleared what are the possibilities of even better progress in 1954?

Naturally, every coinman would like to see some new territories open up in 1954. Most trade leaders feel that the dire need for additional revenue by State and city treasuries will open at least a few closed territories in the first half of 1954.

#### Dime Play

The switch to dime play pinballs by operators has not made much progress yet. Most operators flatly state the games should be on dime play just as the shuffle units are. However, they themselves have done little to make dime play work. Thus far, they have been held back by a fear of losing locations. Tho the operators who gave the 10-cent rate a long test in 1953 found it successful there was no general trend in effect at the end of the year. The feeling on this score in 1954 was that more operators will go to the dime level.

Ride interests—manufacturers and operators—see progress ahead in 1954. They feel most of the "promoters" have dropped out of the trade and those who have been in for any protracted period have remained because they have faith in the future of the business. There are many fairly good sized cities in virtually every State which have yet to receive their initial ride routes.

### Keeney Names Tenn. Distrib

CHICAGO, Jan. 2.—Tommy's Distributing Company was appointed Tennessee representative for J. H. Keeney & Company, amusement game products, Paul Huebsch, sales manager, announced Tuesday (29).

Tommy Tomlin heads the distributing firm and has headquarters at 517 Fourth Street South, Nashville. This is his initial assignment as direct factory distributor.

## Coin-Operated Health Center Opens in Peoria

ADAMSVILLE, Pa., Jan. 2.—The Niagara Manufacturing and Distributing Corporation here announced this week that a coin-operated health center had been opened in Peoria, Ill., under the direction of Grant S. Jardine. Niagara made the message units for the center.

The equipment, which is identical to that produced by the firm for hospitals and athletic teams, includes 14 different types of massage machines, ranging from a hip chair for overweight persons to a flexible triple table that bends to fit the body.

## Sauve Jells Plans for New Route Venture

### Miller-Newmark Adds 2 Key Men To Sales Staff

DETROIT, Jan. 2.—After 25 years of distributing coin machines in this area, A. P. Sauve & Sons is switching to a policy of operating. The company recently sold the distributing end of the business to Miller-Newmark Distributing.

The Miller-Newmark firm, headed by William L. Miller, of Grand Rapids, has a branch here under the management of Tony Sanders. The principal accounts taken over were the Gottlieb pinball line, and the Automatic Products cigarette venders.

This move made Miller-Newmark the only remaining resident distributor of games in Michigan, according to Sanders, and a program of expanded sales promotion was planned accordingly. Orville Bolier, formerly with the firm, and more recently with Southern Automatic Music Company in Fort Wayne, Ind., has returned to become road sales manager. Arthur Hebert joined the sales staff in the Detroit area.

#### Plans Expansion

Sauve also is embarking on a marked expansion program in the operating field. This firm now operates a highly diversified route of music, amusement, and vending machines, and will be in the market for good routes thruout Michigan, Dale Sauve, general manager, said.

Present operations are confined to a radius of about 25 miles from Detroit, but this will be extended as far as possible, within the State lines. Expansion will be diversified, also, including all branches of the business.

The business was founded 35 years ago by Arthur P. Sauve, father of Dale, who remains active with the business in a consultative capacity. Management of route operations is in the hands of Dale Sauve and James Rice, assistant manager. All present personnel is being retained, with the exception of Harry Graham, of the sales staff, who left to become route manager for Acme Vending Company.

Each unit comes with coin slots, timers and counting meters. The customer gets an eight-minute massage for a quarter and three minutes for a dime.

Jardine went all out on an advertising drive before the center opened. Saturation spot announcements were placed on four local radio stations; space was bought in local newspapers; cards were put in all 110 Peoria busses, and direct mail invitations were sent Peoria residents.

Five hundred quarters and 1,000 dimes were given away to adults during opening week. Visitors were handed coins and directed by uniformed attendants to unoccupied chairs.

Jardine plans to open other coin-operated health centers thruout the nation. Principal locations would be barber and beauty shops, terminals, truck stops and bowling alleys.

## Promote Conn. Seaboard Mgr.

HARTFORD, Conn., Jan. 2.—President Ralph Colucci announced this week the promotion of Marvin Ginsburg to general sales manager of the Seaboard Connecticut Corporation.

Ginsburg has been with Seaboard for the past six years as a division sales manager. The firm distributes coin machines and records.

## PORTLAND OPS

### See Coin Horizon Bright in 1954

PORTLAND, Ore., Jan. 2.—The new year opens for the coin machine industry with prospects of earnings at least as good as last year. Signs portending continued prosperity justify the optimism voiced by many industry figures.

Economic developments outside the coin-operation field underpin the industry's bright outlook—continued high level of business activity, proposed heavy expenditures of public funds to bring in new shipping, continuation of large public projects, seasonal increase in employment.

Continual improvements in products manufactured by the coin-machine makers help brighten the outlook, too.

Vending operators predict little change in the coming year. D. A. Estey, of Automatic Service Company, said that the chief problem remains one of developing profitable locations and maintaining a high level of service.

However, hot-coffee vending should see some expansion. Ken Baldus, of Kwik Kafe, said that possibilities for expansion were high among industrial and office locations, and that his firm intends going after them. Baldus added that resistance to coffee concentrates was rapidly fading, with good results to the operation.

#### Court Ruling

Game operators predict good times ahead if a case before the State Supreme Court turns out favorably. The case involves an appeal taken by the city of Portland from a lower court decision outlawing an ordinance banning operation of pinball games.

Stanley G. Terry, Portland operator who spearheaded the case against the ban, forecasted prosperity for the operators if the court case is won. He said game operation in areas beyond the jurisdiction of city laws remains healthy and should continue to be.

The city commission started enacting a game licensing ordi-

nance even while the case was in the Supreme Court, but doubts have been voiced that the city would carry thru if its ban was upheld.

Music operators report that difficulties from TV are easing. One operator, Don Eby, said that Portland's second TV station failed to decrease grosses. Location owners have learned from operators that limiting TV play to special programs means better phonograph receipts.

Operators are faced with a possible business threat: the announced intention of the OLCC to stiffen its policy of requiring food service in connection with liquor-by-the-drink outlets. All outlets had to comply with the policy to get licenses, but the OLCC stated that in many cases the food busi-

(Continued on page 73)

## Chicago Coin Appoints W-B 2 State Rep

CHICAGO, Jan. 2.—The appointment of the W-B Music Company as distributor in Western Missouri and Eastern Kansas was announced Wednesday (30) by Ed Levin, director of sales of Chicago Coin Machine Company.

W-B is headed by Harry Silverberg. Presently, the firm has headquarters at 1518 McGee Street, Kansas City, Mo. In mid-January the firm is scheduled to move to 2900 Main Street in the same city.

Chicago Coin is now delivering Criss-Cross Bowler, a six player shuffle game with both match and in-line scoring.

## Idaho Bans Bell Machines

BOISE, Idaho, Jan. 2.—Bell machines, after seven years of legal operation in Idaho, were ruled illegal by the State Supreme Court beginning January 1. The court ruled December 23 that the machines were lotteries, and thus prohibited by the State constitution. Punchboards and similar devices were also ruled to be illegal. Local licenses expired at midnight December 31.

The State stands to lose about \$600,000 in revenue from bell and punchboard licenses. Some cities and towns will lose heavily. In 1952 Idaho Falls, largest city to have bells, realized \$350,000. License fee in 1953 returned the town \$200,000.

## National Coin Expands Mdse.

CHICAGO, Jan. 2.—The National Coin Machine Exchange has expanded its merchandise division and now includes most of the nationally advertised clocks, radios and small appliances, owner Joe Schwartz announced this week. The firm's 1954 catalog will soon be off the press, he added.

National Coin also is a distributor of amusements games made by D. Gottlieb & Company.

## Coin Dry Cleaners For Shoppers in Wanamaker Store

NEW YORK, Jan. 2.—Twenty-four Valetorias, coin-operated dry cleaning and pressing lockers, were installed in the John Wanamaker department store for shoppers.

It is the first department store in the city to install the units for customers. Macy's, which also has the lockers, operates them for employees only.

The coin units are operated by the Charles Valet Service, a franchise operator for the manufacturer, the U. S. Hoffman Machinery Corporation. Other units are operated in the Pennsylvania railroad station and three other cities: Detroit, Cleveland, and Louisville.

A customer deposits soiled clothes in the locker. They are picked up, returned to the locker after being cleaned. The customer can only open the locker by inserting coins for the proper amount. Wanamaker's offers sameday service if the garments are deposited before 10 a.m.

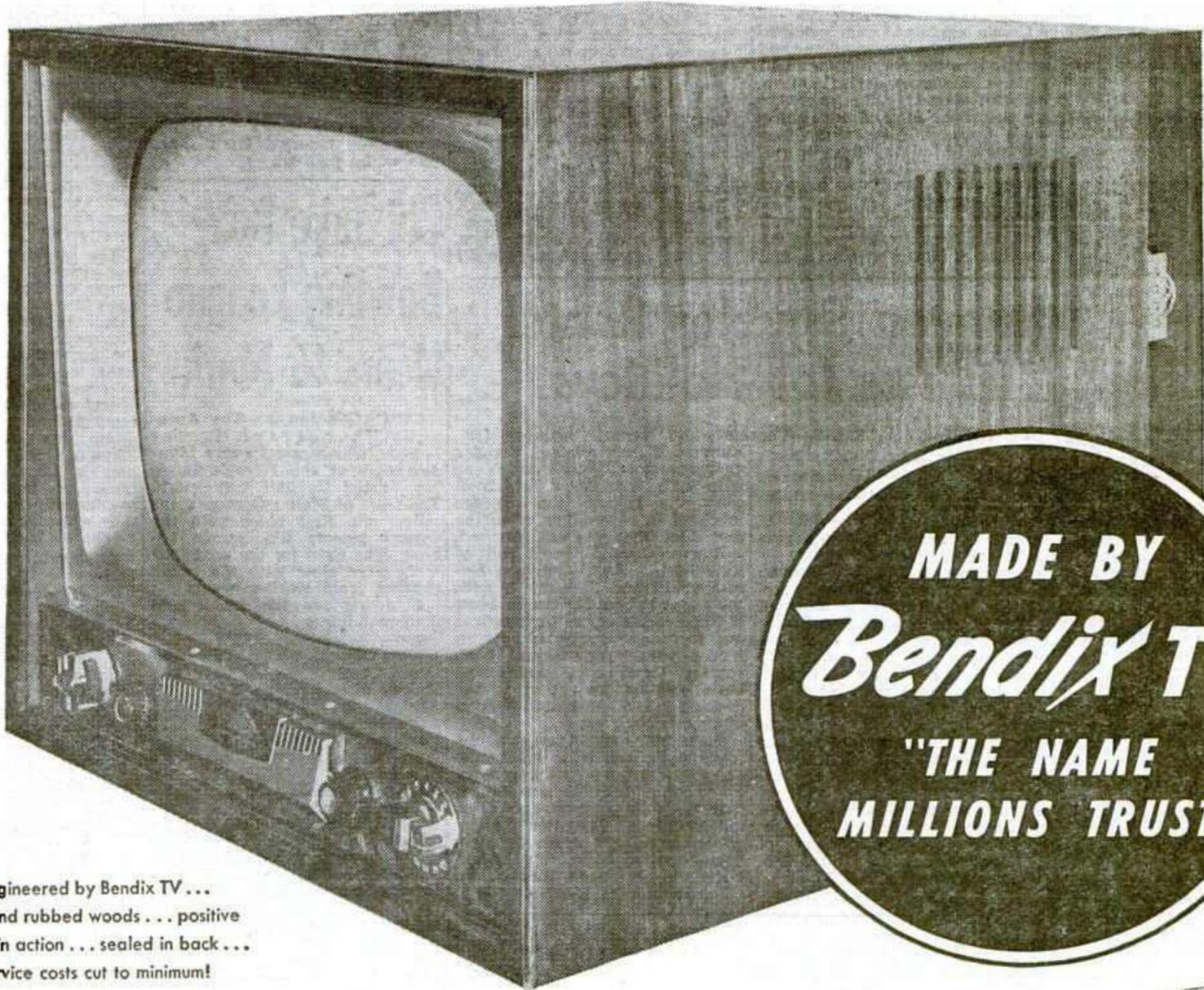
Prices, according to the store, are about the same as in neighborhood cleaners—\$1 for a plain dress and \$1.25 for a man's suit.

Another entrant in the new coin-operated dry cleaning field, Edward C. Maurer, president of Mother's Friend Laundry, Inc., St. Paul, designed a coin-operated laundry-dry cleaning system which was scheduled for production last July.

## Calendar for Coinmen

- January 7—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.
- January 12—Co-Operative Music Operators, special meeting, Glendale Hotel, Glendale, Calif.
- January 14—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
- January 15—Recorded Music Service Association, annual meeting, election of officers, Bismarck Hotel, Chicago.

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## COMPARE THESE FEATURES!

- Noise elimination circuits!
- 21 to 24 tubes... *not* 16 or 17... but 21 to 24 tubes!
- 41 megacycles IF... *not* 21 megacycles!
- All wood mahogany cabinet... (*not* plastic or metal!)
- 3 to 4 stages of IF... *not* 1 or 2... but 3 to 4!
- Keyed automatic gain control *not* "brute force."
- Transformers... *not* selenium rectifiers!
- Automatic blanking... *no* streaky, retrace lines.
- Largest viewing area. It's a rectangular tube... *not* round!
- Plus a tuner ready for UHF installation.
- All this backed by a honey of a finance plan!
- There's nothing like it on the market! (Write, phone or wire today!)

### BENDIX FINANCE PLAN

Available for 2-year lease or purchase. Allows you to purchase sets in quantity.

**TAMPERPROOF!**  
BOTH COIN BOX & TV MECHANISM

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## Op Support to Hit New High In National Polio Campaign

CHICAGO, Jan. 2.—Juke box operators thruout the country are again backing the national Polio Fund drive.

In the past, the March of Dimes has probably received more support and co-operation from the music industry than any other single campaign in the trade and reports on present activities indicate that this year will top all past records.

Campaigns, pledges and contributions have been started. Local newspapers are already running pictures of signs placed

in juke boxes, pledging one day's collections to the drive.

The idea of contributing a day's proceeds to the polio fund was originated last year by Louis Casola, head of the Mid-West Distributing Company, Rockford, Ill., and president of the Illinois Amusement Association.

### Donation Plan

Casola explained that prior to last year, the association had always donated a pre-determined amount. However, during a meeting last January, the members struck on the idea of donating a day's proceeds from each juke. Last year \$4,780, representing collections from 300 juke boxes, was turned over to the polio fund by Illinois operators.

The plan worked out so well that this year operators in 16 counties of Northern Illinois and

Southern Wisconsin were getting behind the plan. An estimated \$1,000 is expected from these counties alone.

In addition, operators of California, New York, Michigan, Oklahoma and many other States are planning to adopt similar collections.

**Editors Note:** The Billboard is eager to learn what operators from all over the country are doing in connection with the drive. The Billboard, 188 West Randolph Street, Chicago 1, Ill., would appreciate any information from operator groups.

Casola mailed a blanket letter to operators thruout Illinois and Wisconsin urging them to back this year's March of Dimes. Large signs on each juke box

(Continued on page 60)

## County Judge Rules Juke Box Ban Illegal

COLUMBIA, S. C., Jan. 2.—County Judge Legare Bates ruled a State law limiting juke box operations to certain hours in six counties was unconstitutional. The special law in Richland, Georgetown, Darlington, Clarendon, Kershaw and Lee counties prohibited jukes from playing in rural areas during various Sunday hours, and at anytime within hearing of a church.

Judge Bates in his ruling said: "Legislation by fractions may reasonably be calculated to produce friction in a fusible State such as South Carolina, where the needs of the people for legislative restraint are not appreciably different from the mountains to the sea."

"Indeed, the evils of special legislation itself may be far greater than the evils sought to be repressed."

### TOP TUNES

## Hirsch Coin Add New DJ Service

WASHINGTON, Jan. 2.—Hirsh de La Viez, president of the Hirsch Coin Machine Corporation, announced that his firm had inaugurated a new service for disk jockies in this area. In addition to the Record Buying Guide, which is mailed each week, deejays now receive a list of the three top tunes about to be placed in the firm's 750 juke boxes. The tunes are top contenders in the Popular, Western and Harlem categories, and one tune appears in each.

Hirsh said, "Before a tune is listed, it must have been previewed, that is, it must have been played on locations and accepted by the public."

Hirsh added that his firm, tests approximately 500 tunes every week.

## 45 R.P.M.'s Show Greatest Sales Increase in '53

CHICAGO, Jan. 2.—A survey made by The Billboard showed that 45 r.p.m. records were leading 78's and 33 1/2's in greatest sales increase in 1953. The survey was conducted at the end of September and the results were based on questionnaires from over 600 record dealers thruout the country.

While the survey showed that dollar volume was still highest for the 78 speed records, it also revealed that 45's were gaining rapidly. The 45 disk increased in volume so rapidly, that next year might well see it to be the top money maker.

Record dealers increased their inventories, partly because of increased record labels and business optimism. RCA Victor took top honors for service among the dealers. (The Billboard, December 26).

## Runyon Doubles Rental Business for Holidays

NEWARK, N. J., Jan. 2.—The source of rental business for Runyon Operating Division here, one of New Jersey's largest music operators, doubled its rental income during the 1953-'54 holiday season, compared with the preceding year.

According to Ed Burg, Runyon executive, the firm now advertises in the classified sections of all North Jersey telephone books, has locations distribute rental request cards, and has signs painted on its 14 trucks to the effect that juke boxes are available.

The fee is a flat \$25 for 24 hours, with Runyon taking care of deliveries and stocking the boxes with records. Both 40 and 80-selection boxes, taken from inventory stock, are used. Record requests are filled at no additional charge. When no specific requests are made, a selection of popular dance tunes is provided.

### Small Ops Help

Smaller operators provide a

large operator, with an ample supply of trucks and inventory jukes can go into the rental business on a large scale and come out on top. For the smaller operator, he said, rental business could involve hiring trucks and tying up equipment that should be available for locations.

## N. J. Operators Advocate Amusement Tax Repeal

NEWARK, N. J., Jan. 2.—The Bulletin of the Music Guild of New Jersey, official organ of the North Jersey juke box operators, this week challenged a recent statement by James C. Petrillo, president of the American Federation of Musicians, to the effect that the 60 per cent unemployment rate among union musicians is caused by recorded music and by the 20 per cent federal amusement tax.

The Bulletin said it would welcome repeal of the 11-year-old tax, but for a different reason than the one given by Petrillo. It pointed out that the tax has practically eliminated the neighborhood juke box location which permitted dancing.

"Dancing was the favorite

American pastime, which has been reduced to the point where no more than 2 per cent of all locations with automatic entertainers legally permit it," the Bulletin pointed out.

### Economic Squeeze

The Bulletin added that "phonograph manufacturers and distributors are increasing their sales efforts when the music merchant is already heavily committed. The economic squeeze in 1954 will be terrific, and there will be a drive to lift the income level on location to cover the increased overhead expense and the higher cost of equipment replacement. Average locations that would permit dancing (if tax free) would become very profitable ones."

Arguing that location receipts and traffic have been dipping for a year, despite the fact that business generally is at a boom level, the Bulletin proposed "there c

(Continued on page 60)

## Coven Furnishes Juke and Carols At Midway Airport

CHICAGO, Jan. 2.—American Airline passengers waiting for flights at Midway Airport during the Christmas holidays heard carols played on a juke box.

Coven Distributing Company, Wurlitzer distributor for this area, furnished the airline with a model 1500-A, hi-fi, for its waiting room. The juke box was equipped with 104 Christmas carols.

The loan was a part of the firm's public relations program, Coven said. He added, that many passengers called from the airport to wish him a Merry Christmas and thank him for supplying the music. The passengers got the number from a small card placed inside the box with the firm's name and telephone number.

## IT'S A GOOD THING HE WAS A QUIET MAN

TORONTO, Jan. 2.—Last week a quiet fellow by the name of William Sommers stepped into a local restaurant here and after ordering a cup of coffee stepped up to the juke box and dropped a nickel to hear "White Christmas". The juke played "Muskrat Ramble."

Sommers put in another nickel and again pressed "White Christmas." Again the juke played "Muskrat Ramble." Two more nickels, two more "Muskrat Rumbles."

Sommers threw a brick thru the restaurant window and was escorted from the scene by police.

## Chi Juke Box Bowling League Nears 1/2 Mark

CHICAGO, Jan. 2.—The Automatic Phonograph Bowling League, which meets every Monday night at the Fireside Bowl, has neared its half way mark. The team of Walter Oomens Sons sailed into first place with the second placers 9 1/2 games behind. The fight for the next four spots were close with the teams shifting from week-to-week.

Following are the teams and their standings:

Team	W	L
Walter Oomens	39	10
Decca Coral	28.5	19.5
Melody Music	27	21
ABC Music	26	22
Atlas Music	26	22
Paschke Phono	24	24
Western Music	22	26
Star Music	21.5	26.5
Mercury Records	21	27
Gillette Distribs	21	27
B & B Novelty	20	28
Coven Music	13	35

Irv Cairo held individual high series with 621, and Is Oomens led the women with 515. Carl Latino scored high game for the season last week when he bowled 233. Edith Davis held high women's game with 188.

## NAMM Board To Consider June Shows

CHICAGO, Jan. 2.—Directors of the National Association of Music Merchants at their regular February meeting will discuss a recommendation by the Music Show Advisory Committee to hold their shows in June and July of alternate years.

Since the '54 and '55 shows are already set for July, 1956 will provide the first opportunity for a change.

Also to be discussed at the meeting will be the question of holding the shows in a city other than Chicago. The committee suggested that the show be held in New York every fourth year.

The 1954 show will be held in the Palmer House here July 12-15.

## Phono Manufacturers To Support MOA Show

CHICAGO, Jan. 2.—Reuben C. Roling, president of the Phonograph Manufacturers' Association and the Rudolph Wurlitzer Company, announced this week that each manufacturer represented in the PMA would furnish as many current model phonographs as are needed by the various record companies exhibiting at the Music Operators of America convention next March.

A luncheon for members of the PMA and MOA, at which further details concerning the convention will be discussed, is planned.

This week MOA mailed applica-

tion blanks for exhibit space to all past exhibitors. George A. Miller, president of MOA, reports that interest in the convention has been high thruout the industry and that all exhibit space would be sold before convention time. The convention will be held in the Palmer House here March 8, 9 and 10, and marks the sixth in the history of MOA.

Ray Cunliffe, 3018 East 91st Street, Chicago, and George Miller, 128 East 14th Street, Oakland, Calif., are handling all reservations. Miller has asked that no reservations be made directly with the hotel.

## Union Merger Discussed by Calif. Group

### Ocean Park Ops Appoint Officers, Hear Charter Plans

OCEAN PARK, Calif., Jan. 2.—Formation of an official association to comply with the request of the Teamsters Union, which announced that it was organizing the industry, was the main topic of discussion here Wednesday night (16) when the Beach Operators' Association met at Soper's Restaurant. Al Reisz was named president and Don Butte secretary, to succeed Elmer (Pete) Benjamin and Jimmy Hill respectively.

The regular meeting of the five-year-old BOA followed that of the Co-Operative Music Operators Tuesday night (15) in Glendale. At that session John C. Stevenson, general counsel for the teamsters, advised that his union would conduct a campaign to organize the music machine operators with a charter being requested for this particular group from the International. Some of the COMO members are now in Local 396 and applications are being received with membership in Local 848, where they will remain until the projected charter is granted.

As several of the BOA members were in attendance at the COMO meeting, a discussion of Stevenson's proposals was had. At the outset of the Wednesday gathering, Benjamin moved for the election of officers with Reisz and Butte taking over immediately.

### Reviews Talk

Reisz reviewed the COMO-Stevenson talk and called for an open discussion. The question confronting the group was unionism and then formation of an association. Stevenson has requested that one central association be formed rather than several small ones. The attorney explained that existence of the several associations would complicate matters and prevent the union from working with full efficiency for the industry.

The new president emphasized that he was not after a definite commitment as to the policy BOA would follow. He declared that he wanted to advise members of the pending project so that they could give it thought.

The group was also advised that COMO would meet again January 12 at the Glendale Hotel in Glendale. Reisz urged as many as could to attend.

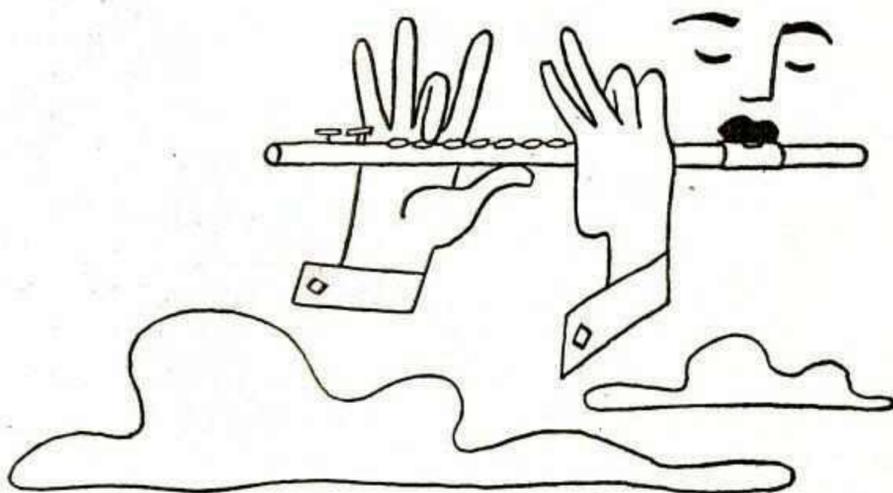
BOA operates similarly to COMO in that it has no bylaws. Unlike the latter association, the beach group does elect a president and secretary. COMO names a temporary chairman at each session.

## Bush Co. Buys Shayne-Dixie Music Route

MIAMI, Jan. 2.—One of the most important deals in recent months was consummated last week when the Bush Distributing Company purchased the coin machine route of Shayne-Dixie Music Company owned by Bill Shayne, oldest active operator in South Florida.

President Ted Bush announced that 175 pieces were involved in the transaction, along with a wired music service. Bush said the new route would be actively managed by Advance Music, a subsidiary of the Bush Distributing Company.

Shayne established the first music route in Miami 30 years ago, when he put out coin-operated pianos, and since that time has continuously remained a music operator. In recent years, however, he developed substantial real estate holdings and it is understood that he will now devote all of his time to that field.



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## Music Route Management

# Tips for Better Bookkeeping

By ALBERT E. DENNY

One of Miami's pioneer music operators, who received his early training as a bookkeeper and auditor, considers careful record keeping just as important an element to the success of a juke box business as putting out top equipment and giving locations the utmost in service.

He is Clifton (Cliff) M. Deale, owner of Deale Automatic Music Company, one of the largest music operators in Southern Florida and highly regarded by all segments of the coin machine industry in his area.

Deale believes that no enterprise can be successful under an inept, loose system of record keeping which conceals from the owner the actual state of his business.

### Two Forms

Cliff Deale keeps his own books and has done so for many years. His detailed records of income and disbursements enable him to see at a glance the over-all picture of his business at any given moment. But he is especially proud of an easy-to-understand phase of his record keeping based on two forms: An Instrument Card and a Route Card.

These are ordinary 3 by 5 cards, one lined horizontally and the other lined horizontally and vertically (see illustrations). Together they contain a complete summarization of every machine owned. Deale says that any operator can maintain these twin records in his spare time, and thru them get a perpetual bird's-eye view of his business.

Supplementing the two forms are additional ones, which provide information subsequently transferred to the 3 by 5 cards. These are the Installation Report and the Collection Report. But more about them later.

The four forms dovetail and are the crux of Deale's control system for music machines.

### Supplementary Cards

The Instrument Card contains a concise summarization of the movements of the particular machine involved from the day it is purchased until the day it is traded or scrapped. It shows the make, model and serial number of the machine, when and where it was placed on location, how much it earned for the operator (this

total is filled in when the machine is moved), the date and the name and address of the location to which it was transferred. Then the cycle starts all over again.

On the other hand, the Route Card contains a week by week report of the machine's earnings. In other words, a detailed record which eventually is transferred in summary form to the Instrument Card. The Route Card also bears a complete description of the machine and the name and address of the location.

Broken down step by step, here is how the card control system works:

When a machine is purchased, an Instrument Card is made up listing the make, model number, serial number and a key number assigned by Deale. This key number becomes an integral part of the machine in all its movements and in all subsequent references to it thruout its life. The number is in fact stamped on a metal tag attached to the key. In this way, Deale points out, if a stranger happens to find a key to one of the machines he would never guess what it is for. Other than the assigned key number, it bears no clues as to what it might open. In Deale's office hang racks containing cashbox keys which go out only on collection days. Duplicates are kept in the office safe.

Returning to the Instrument Card when the machine is placed on location there is recorded on the card the date of installation and the name and address of the location. Eventually, when the machine leaves that location, the same line will carry the total number of days it remained in that spot and the total amount of money it earned for the operator.

The principal value of the Route Card, companion form to the Instrument Card, lies in recording the week-by-week collections of the operator. When the box eventually is moved, these week-by-week figures are added and the total amounts—in days on location, and in money collected—are transferred to the Instrument Card.

The Installation Report and the Collection Report are forms keyed to the two already mentioned.

Both the Installation Report and the Collection Report measure 4 by 6 inches and have three holes at the top for easy insertion in

binders carried by the routemen. The binders can be purchased at any stationery store.

The Installation Report is made up whenever a machine is placed on location. It includes the date, description of the machine, key number and the name and address of the location. It also embodies an agreement between the operator and the location, setting forth the commission arrangement and other pertinent information. This the customer signs, and Deale's representative initials the form.

The Collection Report is prepared in the office in duplicate. Every day Deale's routemen, all of whom are also schooled in repairing and maintaining juke boxes, are given a certain number of Collection Reports which they use as a guide. Part of the form has been filled out in the office in advance, including the lines for description of the equipment and the commission arrangement.

When the routemen has emptied the cashbox and counted its contents, he fills in the lines opposite "Total amount in instrument," "Commission" and "Net collection," gives the location owner his share of the money, initials the slip and has the owner sign his name. The pink (duplicate) copy of the Collection Report is retained by the location owner for his files and the white (original) is turned in to the office.

The Collection Report serves another useful purpose. It provides a line for "3 per cent State sales tax," which is filled in by the routeman, based on the company's share of the collection. By running a tape at the beginning of every month based on the sales tax figures listed in the file of Collection Reports, Deale easily is able to determine the extent of his Florida sales tax indebtedness for the previous month.

### Routine Servicing

Periodically the company hauls every machine into its warehouse to be cleaned and oiled and for a cabinet refinishing job. A record of this also is kept on the Instrument Card. Another Deale policy of long standing is that whenever a machine is moved from a location for any reason whatever, it must go to the warehouse first for a complete check-up before it is installed in its new destination. This is done, says Deale, even if the machine was in the warehouse only a few weeks earlier for routine servicing.

By way of summing up, Deale says: "The value of keeping simple but complete records is that I can put my finger on every machine I own, or ever owned for that matter, in a few seconds. In this way I can see what it has earned for me in the past and I can estimate what it is earning that very day, based on previous weekly receipts.

"I can't conceive of any music operator remaining solvent for very long under a lax system of record keeping.

"Besides, there is a certain inner satisfaction in knowing that my records are in tip-top shape, in being able to get an accurate picture of the condition of my business from week to week and from month to month. Equally important these days is the comforting knowledge that my books will stand the most rigid inspection by tax officials."

Deale does not recommend that operators with no training in accounting attempt to keep their own books. But he does contend that any operator can learn the basic routine of maintaining a set of Instrument Cards and Route Cards so he can determine quickly where his equipment is and what it is bringing in.

## Texas Phono Co. Robbed of \$2,000

SAN ANTONIO, Jan. 2.—The Texas Phonograph Company, headed by William Moke, local juke box operator, was broken into and robbed of between \$1,500 and \$2,000 last week.

Moke said that two compartments containing the money were removed from an unlocked safe.

## Meet Cliff Deale

Soft-spoken, genial Cliff Deale, 52, entered the music business in 1928 quite by accident, but he has never regretted the move.

Born in Rome, Ga., Deale obtained his first job in 1918 as a bookkeeper for the Federal Reserve Bank of Atlanta and remained there until 1925. Fascinated by stories of the Florida land boom, he applied by mail for a job as auditor with the First National Bank in Miami which was then riding the crest of the economic upsurge in Southern Florida.



CLIFF DEALE

Deale got the job, moved to Miami and remained in the banking business thru the tragic bust of 1926, which was helped along largely by the destructive hurricane that lashed the State that year and laid Miami flat.

Thru a twist of fate and as a result of an auditing assignment, which the First National Bank performed for the Seeburg Manufacturing Company in 1928, Deale found himself suddenly catapulted into the music business.

### Recalls Old Times

"In those days," Deale recalls, "I developed a route extending from Miami to New Smyrna Beach, near Daytona Beach. On the west coast of Florida, it extended all the way to Fort Myers and included the Everglades and Lake Okeechobee areas. We serviced the locations once a week covering 500 to 700 miles in making the circuit."

The first Seeburg automatic phonographs he put out, Deale said, worked under a system of air controls and contained eight selections.

"Operators nowadays don't realize how easy they have it," he smiled.

Unlike many other old-timers in the business, Deale has never diversified his route to the extent of putting out pin games, shuffleboards and other types of coin-operated equipment.

"My theory," he contends "is to concentrate on music alone and in this way give locations the best possible equipment and service. It has paid off in the many years I've been in business."

At present Deale operates a large route thruout Dade County, particularly in South Miami, Homestead and Perrine. His route is approximately two-thirds colored, and his many customers hold him in reverence and affection.

### Suffers Heart Attack

This was graphically demonstrated in 1950 when Deale was stricken with a heart attack and lay critically ill. When his customers heard the news, they organized "prayer groups." Deale recovered, and to this day credits the prayers of his many friends.

Deale upon recovery plunged into church activities with a zeal which has never wavered. He is president of the Victory Training Union of the Riverside Baptist Church. He also is active in Masonic work, being a member of the Miami Temple 247, Miami Consistory and the Mahi Shrine. In addition he is an honorary member of the Miami Police Benevolent Association, and for his efforts in behalf of handicapped youngsters he has been awarded a life membership in the Shriners' Hospitals for Crippled Children.

Deale's employees are intensely loyal to the business. One of them, routeman Earl V. Marshall, has been with Deale for 25 years. Another, shop foreman Edward B. (Buster) Railey, has been on the job the past 22 years. Wilbur Revelle was with the company for 17 years, then left with Deale's blessing to establish a business of his own.

### Favors Dime Play

Deale is a strong supporter of the Amusement Machine Operators' Association of Dade County and believes the current local swing to two-for-a-dime play is just what the doctor ordered.

"This is a step in the right direction," he says. "It is bound to increase collections and will wean the public away from the idea of using nickels to play the juke box. Nickels were all right years ago, but not in this age."

In years past Deale was active in coin machine associations which preceded the AMOA. In 1932, before Miami achieved its phenomenal population gain, he was president of an organization called Dade Music Operators' Association. There were only four operators in the association, and it ultimately folded.

## Op Support to Hit New High

Continued from page 58

and smaller ones on wall boxes, state: "One Day's Play Will Be donated to the Polio Fund." If daily collections are impossible, operators can make the sign read 1/7th of a week's proceeds or 1/30th of a month's.

### Locations Back Plan

Casola remarked that owners of restaurants, taverns and other locations were happy to support the drive.

"Local newspapers are also glad to get behind the drive with stories and group pictures of operators, tavern owners and restaurant owners joining forces for a worthwhile campaign," Casola said.

Max Rust, owner of Rust Music Company, Muskogee, Okla., obtained the co-operation of 28 business locations last year. Rust had a special record labeled "Play for the March of Dimes," then a current hit, and donated all the money collected from that record over a week's time.

Last week a picture and story appeared in the Rockford Register - Republic on Casola's campaign to aid the polio campaign. "This type of story goes

a long way in building good public relations," Casola said.

Other operators are preparing streamers to be displayed on juke boxes and still others are arranging for top-notch entertainers to visit their towns during the drive.

Juke box manufacturers and associations also are expected to participate, making it the largest drive to date of the entire music machine industry.

## N. J. Operators

Continued from page 58

should be no passive acceptance of this tax in 1954."

The Music Guild of New Jersey is currently preparing a resolution for repeal of the tax; it will be presented at the national convention of the Music Operators of America, March 8, at Chicago.

### FOR IMMEDIATE DELIVERY

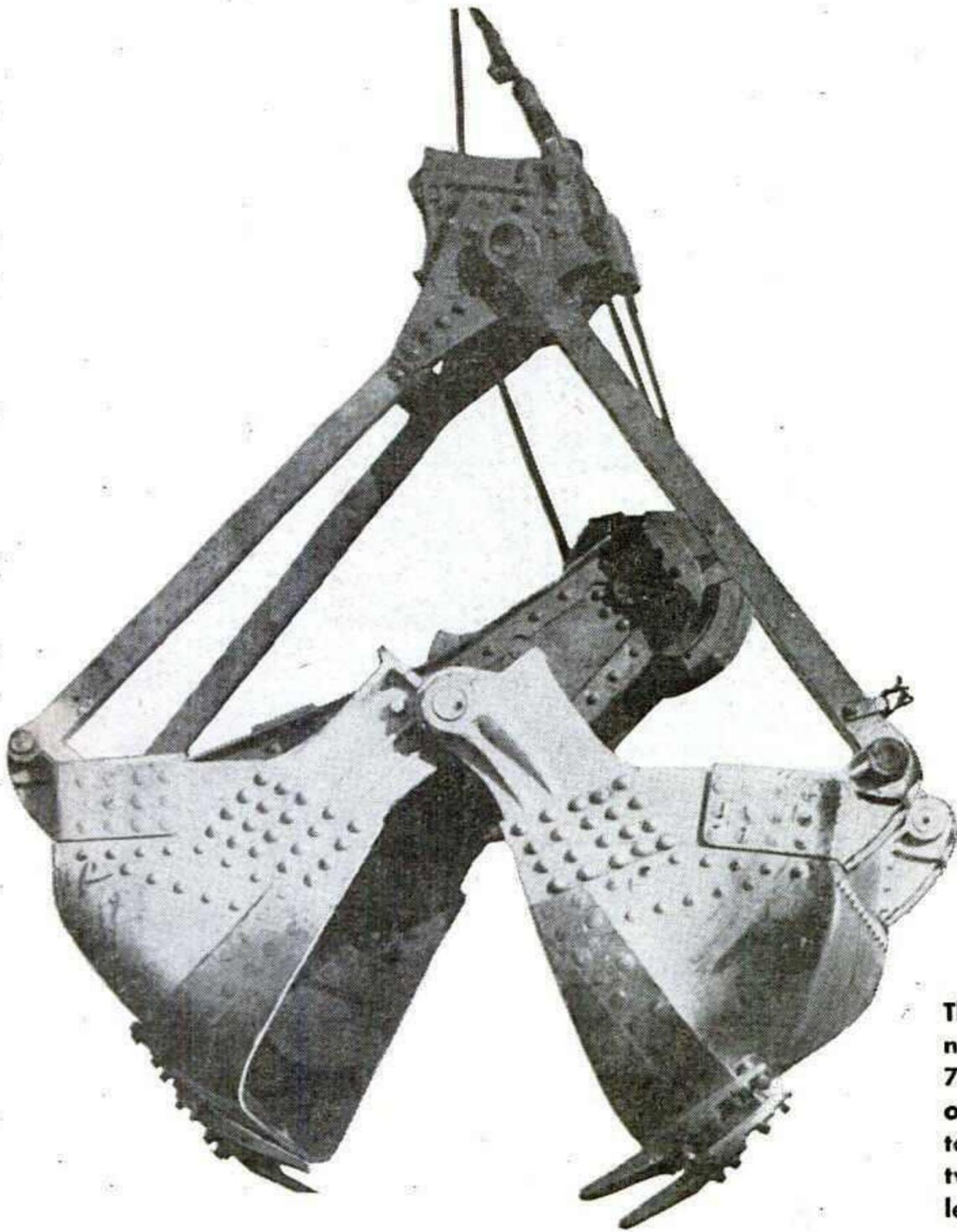
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Equipment					
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INSTRUMENT CARD			
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Date	Location	No. of Days	\$ Volume



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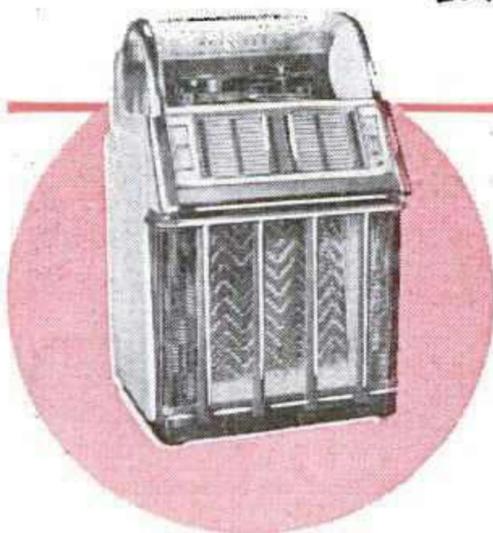
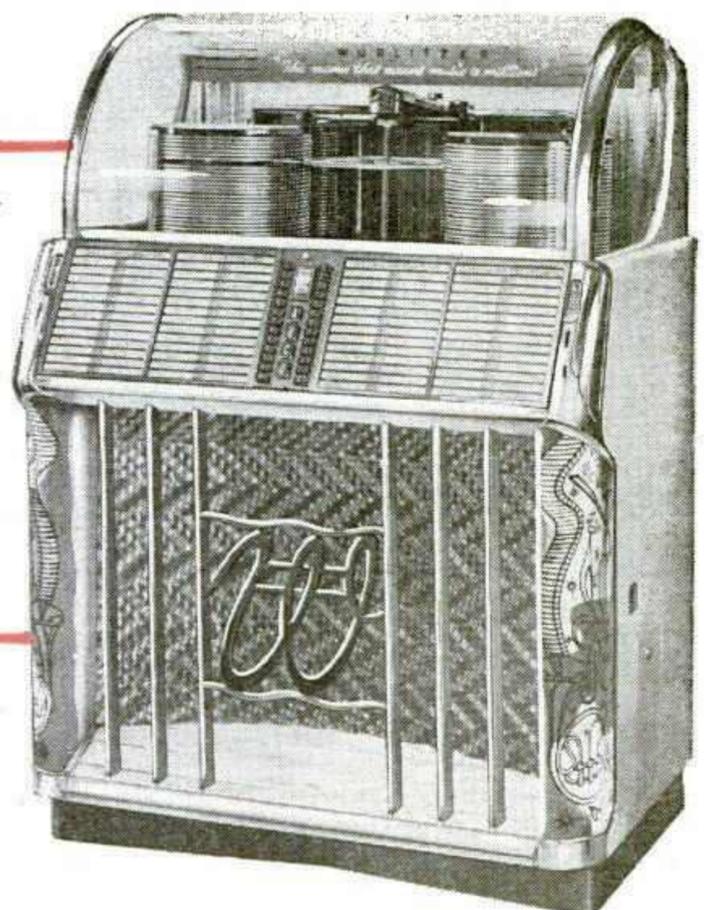
The 104 selection Wurlitzer Fifteen Hundred is not only the **one** phonograph that plays **both** 7 and 10 inch records *intermixed*... it is the **only** phonograph that combines such superior tone-producing, play-promoting features as twin Zenith Cobra stylus and built-in volume level-control.

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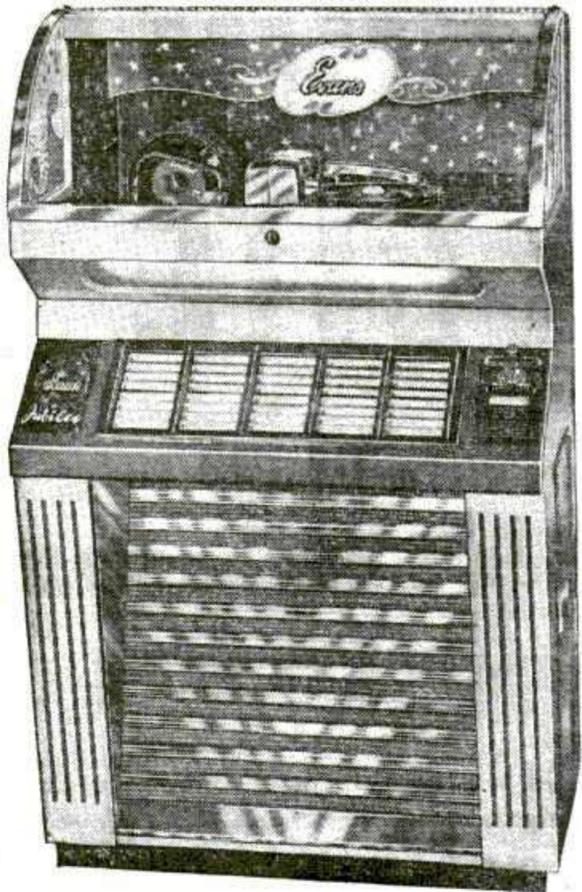
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20 Records—40 Selections  
45 RPM

**EVANS' JUBILEE 40/78**  
20 Records—40 Selections  
78 RPM



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50 RECORDS—100 SELECTIONS 45 RPM

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# Coinmen You Know

## Chicago

Adolph Theis, president of Silver-King Corporation, Aurora, reports putting more emphasis on production of beverage vending equipment (coffee and bottle venders) for 1954. Bulk machines, the backbone of the S-K line up now, will be continued with this difference: they will be sold only under the firm's own label. In the past, Theis pointed out, bulk units were sold to various firms to market under their own trade names.

Howard Olsen, chairman of the National Automatic Merchandising Association's new committee on promotional advertising, is hard at work tying up details of new nation-wide co-operation on the anti-blue sky ad code just set up. National Better Business Bureau and the associations of classified and display ad managers have to put their okay on the code and it will roll.

ABT Manufacturing Company is getting up steam on new lines of games and venders. . . Things

are settled down to a regular production pace at the new Bert Mills Corporation plant outside St. Charles. President Bert Mills and vice-president Herbert Chadwick are ensconced in their new office quarters and have put the gears in mesh, output, sales and delivery-wise.

Bernie Osmond, new national sales manager of Fred Hebel Corporation, is kiting around the country setting up some good p-r and order tidings for boss Fred Hebel. . . Jack Kelner is going all out on his cigarette operation. Kelner Vendors, previously handling the National Vendors cigarette machine line thru parts of Illinois and Indiana, will now revert to a straight route firm.

Dan Gould, of the Apco, Inc., Chicago office, is keeping tab on Midwestern activity. Business good, getting better, he says. . . Bernard Kiley and partner William Stockdale going strong with their new Mid-States Vending Supply distributing firm. . . Dave Hampton, sales-service manager of Spacarb-Juice Bar's Windy City branch, is another key figure in the growing tide of cup vending equipment successes here.

## Pittsburgh

Joseph McGlenn believes that 1954 will really be a highly competitive year in vending, but that there will be enough business for every established operator. . . Sidney Reinwasser reports his cousin Martin Gluckow, an operator, has just built a new ranch-style home.

Glen Gillette says one difficulty in taking on new employees is that they expect vending to pay terrific wages. . . Dan O'Neil, of ABC Vending Corporation, recalls being coached by Lou Little at LaSalle University 25 years ago.

Williams Vending handles a little bit of everything in coin machines, including kiddie rides. . . Morris Moskovitz, of Sidmor, says partner Sidney Weinstein is due to come out with another new charm.

Robert Haser, Allegheny Amusement, says business has been steady.

Harry Rosenthal, Banner Specialty, reports that in some cities where dime play is set, operators are getting 50 per cent more revenue, especially when the three-for-a-quarter plan is tried. . . Tim McCarthy of coin control at Coca Cola, says it's surprising the number of older people who are interested in setting up a route. Glen Gillette says one difficulty he has encountered in hiring people lately is that the majority of the applicants are so deep in credit buying they must have a high income.

Rusty Smith, of Wurlitzer's distributorship here, says that time is one of the best ways to cure some of the ills in operating. Charles A. Porta has been in operating business for 26 years. . . Fred Vowinkel reports the independent grocery store makes a better location than many other types of retail outlets.

## Twin Cities

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, reports steady operator interest in the new Rock-Ola phonographs, with deliveries being made as fast as shipments come in from the factory. . . Sandler Distributing Company is getting shipment on its 1600 model Wurlitzer, with ops evincing considerable interest in them.

Gordon Dunn, of Moose Lake, Minn., who came to the Twin Cities to buy, said his entire area is upset about the behavior of some deer hunters, who reportedly set small forest fires on an old trail to flush out game. Moose Lake can't forget the serious forest fire which all but wiped out that community and others nearby 35 years ago. . . Gil Roenhild, serviceman for George Maley's Anchor Amusement Company, Minneapolis, is taking his service calls despite a broken leg suffered in a football game recently.

Herb Sandell has his chest way out these days—at least four of The Billboard top tunes of the week are jobbed by his firm, Sandell said.

## 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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment.

	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12
<b>AMI</b>				
Model A	\$159.00 169.00 195.00 275.00	\$139.50 150.00 159.00 169.00 195.00(2)	\$159.00 169.00 195.00(2) 275.00	\$159.00 159.50 169.00 195.00(2) 275.00
Model B	229.50 239.00 275.00 325.00	229.50 239.00 250.00 265.00 275.00	239.00 249.50 265.00 275.00 325.00	239.00 265.00 325.00
Model C	279.50 289.00 325.00 350.00	279.50 289.00 295.00 300.00 314.95	289.00 289.50 295.00 325.00 350.00	289.00 289.50 295.00 350.00
Model D-40	475.00 495.00	435.00 495.00(2)	475.00 495.00(3)	475.00 495.00 500.00
Model D-80	439.50 575.00	499.50 515.00 595.00	519.50 595.00(2)	519.50 585.00 595.00
<b>CHICAGO COIN</b>				
Band Box		125.00	125.00	125.00
<b>EVANS</b>				
Constellation	325.00		195.00	195.00
<b>MILLS</b>				
Constellation	125.00		124.50	
<b>PACKARD</b>				
Manhattan			79.50	79.50
Hideaway	125.00	125.00	125.00	165.00
<b>RISTAUCRAT</b>				
12 Selection	79.00	79.00	79.00	79.00
<b>ROCK-OLA</b>				
46				125.00
1422	59.50 69.00 79.00	40.00 50.00 69.00 79.00	50.00 69.00 79.00 79.50	50.00 59.50 69.00 79.00
1426	89.00 89.50 99.00	89.00 99.00	89.00 99.00	89.00 99.50
1428	199.50		199.50	
1432		245.00		
52-50		449.00		
1436				589.00
Playmaster		35.00	35.00	35.00
Rockalite 48				295.00
<b>SEEBURG</b>				
Hideaway	125.00(2) 495.00	125.00 445.00 479.95	125.00(2) 445.00 485.00 495.00(2)	125.00 445.00 485.00 685.00
M 100 A 78 RPM				
M 100 B 45 RPM				
M 100 BL				745.00
M 110 C				825.00
146	135.00	60.00 99.50	60.00 75.00 99.50(2) 135.00	60.00 99.50 135.00
H 146 Hideaway		60.00	60.00 89.50	
H 146 M Hideaway	79.00	50.00 75.00 79.00	75.00 79.00	75.00 79.00
H 147 M Hideaway		85.00		
H 246 M Hideaway		60.00		
H 148 Hideaway	90.00	90.00	90.00 165.00 185.00	90.00
H 147 Hideaway		75.00	75.00 100.00	75.00
100 C				875.00
146 M	79.00 99.00	79.00 99.00	79.00 99.00	79.00 99.00
146 S		79.00	79.00	79.00
147	165.00	75.00 85.00 109.50	75.00 90.00 109.50 119.50 165.00	75.00 119.50 165.00
147M	99.00 129.00	99.00 129.00	99.00 129.00	85.00 99.00 129.00
147 S		99.00	99.00	99.00
148	195.00		175.00 195.00	195.00
148 M	164.00	164.00	164.00	164.00
148 ML	179.00 179.50	159.50 179.00	179.00 179.50	169.50 179.00
148 SL	159.00	159.00	159.50	159.00
1946 Hideaway	89.50	79.50	79.50	89.50
<b>WURLITZER</b>				
700	59.00	59.00	59.00	59.00
750	59.00	59.00	59.00	59.00
800	59.00	59.00	59.00	59.00
850	59.00	59.00	59.00	59.00
1015	150.00	95.00 99.00 119.95	95.00 99.00 109.50 135.00 150.00	95.00 99.00 125.00 150.00
1017 Hideaway		85.00		
1017		75.00	75.00 99.50	75.00
1080	89.00 125.00	89.00	89.00 125.00	69.50 89.00 125.00
1100	219.00 275.00	195.00 219.00	195.00 219.00 249.50 275.00	195.00 219.00 275.00
1250	269.00 295.00 319.00	269.00 295.00 319.00	249.50 269.00 275.00 295.00(2)	269.00 295.00(2) 319.00
1400			319.00 324.50 439.50 495.00 545.00	495.00

## Reconditioned Music Equipment



"Who-o-o Me? Yes, You!"  
Save Money Make Money

### SEEBURG

148SL	\$159	146M	\$99
147M	129	H146M	79
AMI MODEL C	\$289	WURLITZER 1015	\$99
WURLITZER 1250	269	ROCK-OLA 1426	99
WURLITZER 1100	219	ROCK-OLA 1422	79
AMI MODEL A	169	RISTOCRAT (12 Selections)	79

**WALL BOXES**  
SEEBURG—3W2-156... \$ 7.50  
WURLITZER 3020.... 12.50

**WIRE—WRITE—PHONE**  
1/3 down, balance C.O.D.  
Export inquiries invited

DETROIT, MICH. —10217 Linwood  
Tulsa 3-3900  
CLEVELAND, OHIO—2600 Euclid  
Cherry 1-3801  
LANSING, MICH. —1224 Turner  
Lansing 5-4243  
TOLEDO, OHIO —1302 Jackson  
Main 6192

## MUSIC SYSTEMS INC.

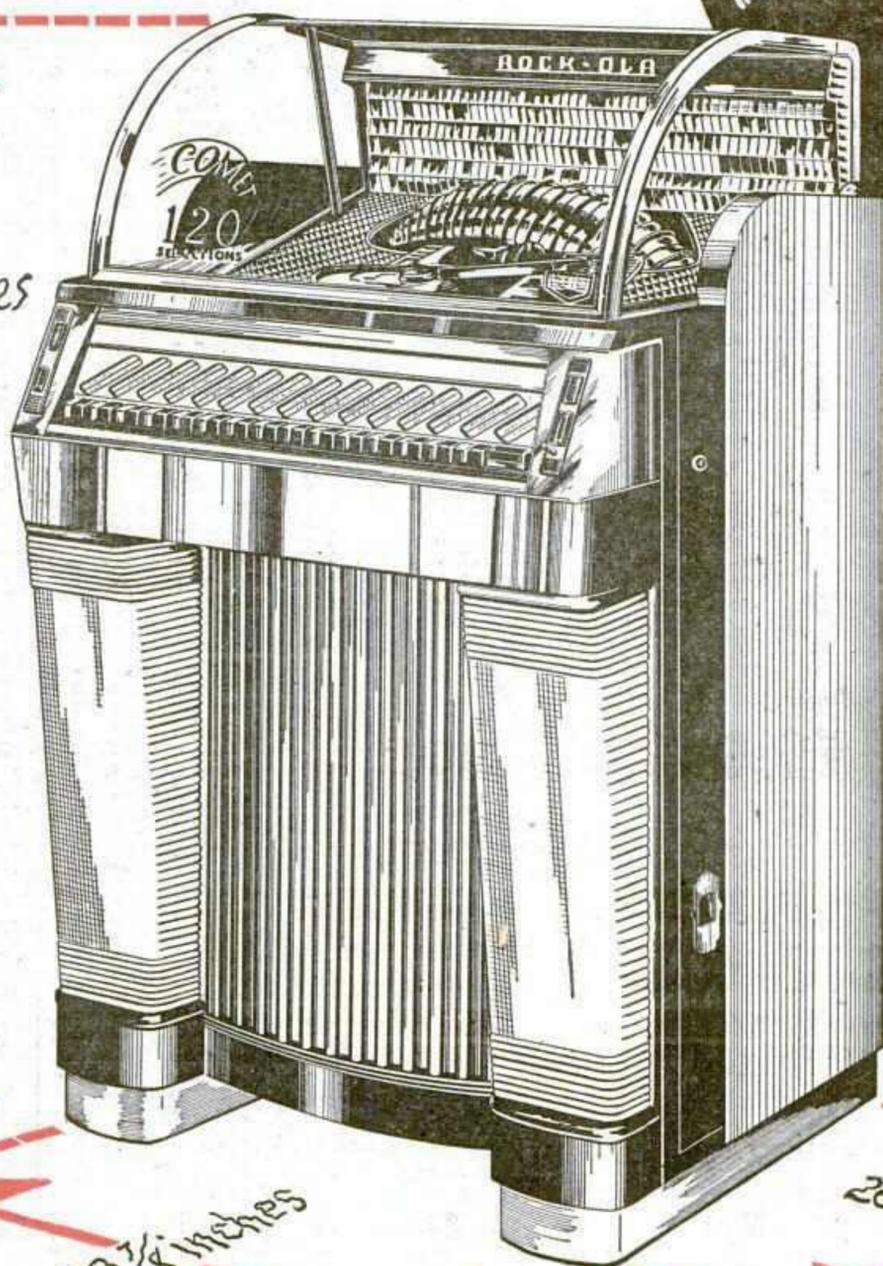
YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

# Beyond Belief!

## 120 SELECTIONS

in the world's smallest console phonograph  
with the world's newest mechanism!

53 1/8 inches

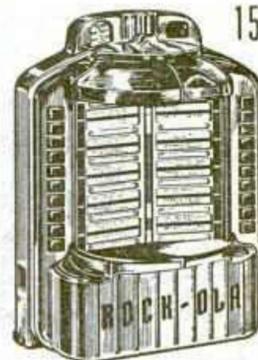


29 7/8 inches

26 3/4 inches



MODEL 1438



MODEL 1546

*the Original Wall Box  
with 120 Selections*

ROCK-OLA MANUFACTURING CORPORATION  
800 North Kedzie Avenue • Chicago 51, Illinois

## CIG VENDERS FOR CHI?

# Licensing Ordinance Held Up; Trace Developments

CHICAGO, Jan. 2.—After three months of pro and con debate, a proposed ordinance to license cigarette venders that was ready for presentation to the Chicago City Council was held up as 1953 drew to a close (The Billboard, December 26, January 2).

A newly formed group, the Chicago Civic League, succeeded in keeping the ordinance from being submitted for official approval. E. C. McIntyre, executive director of the league, was quoted as saying the action was being financed

(\$1,600 had been subscribed up to late December) "by tobacco dealers." Phil Fuchs, executive director of the Chicago Wholesale Tobacco Association, said in rebuttal that he "had never heard of McIntyre."

Up to Thursday (31) the subcommittee under Ald. Daniel Ronan that had evolved the ordinance had not set a new meeting date to hear the Chicago Civic League's anti-cigarette vender views. Earlier, Ronan announced that his committee would set a hearing date after January 1.

### Tavern Owners

Another development in the final week of 1953: Chicago Tavern Owners' Association took note of Chapter 178-23 in the ordinance (the full ordinance is printed for the first time in this section) that banned vender placement in taverns and other places that sold alcoholic liquors.

Said TOA secretary-treasurer Anthony Vartolo: "The ordinance seeks to prevent the sale of cig-

arettes to minors—taverns do not cater to minors so we do not understand why our members cannot have cigarette venders on their premises if they so desire."

Vartolo said he would advise the association's legal counsel to "look into the matter." Illinois Tavern Owners' Association also indicated it would investigate discriminatory aspects of the ban.

At the time it officially opposed the cigarette vender ordinance in open hearing (December 18), the Chicago Civic League was still an unchartered organization. Subsequent letterheads of the CCL listed George Hepburn, president of Hepburn Printing Company, as chairman. Executive committee members included Dr. Preston Bradley, pastor of Peoples Church; Joseph D. Lohman, chairman of the State parole board under former Governor Stevenson; Don C. Rogers, assistant superintendent of elementary education in public schools, and Roland Cramer, presi-

(Continued on page 67)

## NO BOGEYMAN

# 'Big Business' Boon to Nation, Says Leverone

CHICAGO, Jan. 2.—Nathaniel Leverone, chairman of the board of Automatic Canteen Company of America, declared this week that "There is nothing to fear from anything merely because it is big—least of all 'big business.'"

Leverone said: "The leading firms in American industry, transportation, commerce and communications are big. They are big because the opportunities for growth under the American system of free enterprise have been limitless. They have become big because they have made products or provided services that have won the approval of millions of Americans who have had the free choice to accept or refuse them. That is something that the demagog and the fanatical decrier of 'big business' never mentions..."

"During the past 50 years the unequalled growth of this nation in population, wealth, power and influence, as well as culture, is closely related to the growth of small business into big business... a big business has grown bigger, it has fostered the establishment of more and more little businesses which supply parts or services to the industrial giants of our nation."

"Any man with initiative, enterprise and a good idea receives encouragement to start his own business from big business firms which can use his product. And each of these small firms has the opportunity, under the American free enterprise system, to grow into 'big business' so long as it is conducted efficiently, honestly and ethically."

# Cole Bows New 6-Selection Unit at \$1,444

CHICAGO, Jan. 2.—Cole Products Corporation announced a new six-selection ColeSpa drink vender this week listing for \$1,444 f.o.b. It offers both carbonated and non-carbonated drink combinations and has a 1,200-cup capacity and four sirup tanks.

Richard Cole, vice-president, said the cabinet, while three inches wider than other Cole units, with the exception of the eight-selection model which is also 29 inches wide, otherwise retains the "family resemblance" of the firm's line. Deliveries on the new model are now being made, following several months of location testing. Cole declared the unit features a "true 100 per cent non-carbonated drink."

Cole Products will offer 18 to 24-month terms on the unit and will also make it available under the Pepsi-Cola finance plan.

Addition of the six-selection unit, brings to five the number of beverage venders in the Cole line: the three, five, eight-selection cold drink units and the Coffee-Spa.

# Proposed Ordinance For Chi Cig Venders

Following is the full text of the cigarette vending machine ordinance recommended by Ald. Daniel Ronan's subcommittee for submission to the Chicago City Council:

Section 1. Chapter 178 of the Municipal Code of Chicago is amended by striking out Sections 178-19, 178-20 and 178-21 and substituting therefor the following Sections 178-19 to 178-24 including Sections 178-21.1 to 178-21.5:

178-19. Furnishing cigarettes to minors) It is unlawful to sell or give away, or offer to sell or give away, any cigarettes or any cigarette papers or wrappers of any kind to any minor under eighteen years of age.

178-20. Cigarette vending machine—Definitions "Cigarette vending machine" means any mechanical container or device used or intended to be used for retail sale of cigarettes, the operation of which is governed or controlled by the deposit of a coin or token.

"Operator" means the owner of a cigarette vending machine who consigns it for use and undertakes to maintain it in proper operating condition and to keep it supplied with such cigarettes as are ordered by the retail tobacco dealer while on consignment to him.

"Owner" means an operator or retail tobacco dealer who has acquired possession and exclusive control of a cigarette vending machine by purchase, lease or otherwise.

178-21. Annual registration of cigarette vending machine) Before any cigarette vending machine may be installed for use, and thereafter, before January 15 in each calendar year, it shall be reg-

istered as hereinafter provided.

178-21.1. Application for registration) Application in triplicate for a certificate of registration for each cigarette vending machine shall be filed in the office of the City Collector by the owner, stating his name and address in the City of Chicago, the name of the maker and factory number thereof, the name and city license number of the retail tobacco dealer for whose use it is installed, the street address of the room in which it is to be used and the nature of the business which is or will be conducted therein. The original application shall be properly sworn to by the owner.

178-21.2. Approval of application) The original application shall be referred to the Commissioner of Police for investigation and verification of the facts stated therein and the business methods of the owner. Unless said commissioner shall find that the owner has been convicted of a criminal offense or that he has violated any law or ordinance imposing any cigarette excise tax or, if the owner be an operator, that he has employed coercive or illegal means-

(Continued on page 67)

# Kelner Resigns As Nat'l Rep

CHICAGO, Jan. 2.—Jack Kelner, Kelner Vendors, resigned Friday (1) as distributor for National Vendors, Inc., for Northern Illinois and Northern Indiana. He represented the firm for the past four years.

Kelner said he planned to spend more time on his own operation, with special emphasis on cigarette equipment.

# FTC Postpones Coin Lavatory Monopoly Case

WASHINGTON, Jan. 2.—Hearings on the Federal Trade Commission's monopoly charge against five coin lavatory lock companies instituted last October have been postponed indefinitely to allow respondents to file amended answers, it was announced this week. Earlier, FTC had set hearings for December 2, then moved the date to December 8.

Charged with monopoly complaint were the Nik-O-Lok Company, Indianapolis, and its subsidiary, Pacific Nik-O-Lok Company, Los Angeles; General Service Company, Inc., and its subsidiary, General Service Coin Lock Company, Inc., both of Boonton, N. J., and American Coin Lock Company, Inc., Pawtucket, R. I.

Each was charged with "combining and conspiring to restrict

(Continued on page 67)

# THUMBNAIL SKETCH: CIG VENDING HISTORY IN CHI

CHICAGO, Jan. 2.—Cigarette venders first saw volume placement here in 1934 and 1935, following a reduction in the city's retail tobacco license from \$150 to \$50. By 1936, an estimated 4,000 machines were in operation.

The first large cigarette machine operations had developed by the mid-thirties. Among them were Will Golden's Illinois Cigarette Vending Machine Company, with some 500 Rowe units, and Rex Novelty Company with approximately 1,300 Stewart-McGuire venders.

Steady expansion in cigarette machine operation continued thru the first 11 months of 1936; further gains for 1937 were seen. But an abrupt halt was called to this phase of early automatic merchandising when on December 2, 1936, the City Council declared cigarette machines could not be used in the city. The ban became effective December 31.

Operators immediately filed injunction proceedings to prevent the city from enforcing the new law. Early in 1937, however, it became evident they would not be successful; venders were pulled from their locations.

Exactly why the city, the only major American metropolis to do so, banned cigarette venders has been the subject of debate for the last 17 years.

# Stoner Purchases Delcafe Coffee Unit

Sets Immediate Production in Aurora Plant; First Deliveries This Month

AURORA, Ill., Jan. 2.—Confirming earlier trade rumors of its pending purchase of Del Products Company's Delcafe coffee vender (The Billboard, December 26), Stoner Manufacturing Corporation Wednesday (30) announced "it was in the coffee machine field."

Burnhart (Bip) Glassgold, Stoner sales manager, stated that with the purchase of the machine from the Los Angeles firm, Del Products Company was dissolved. All production equipment for the coffee unit will be set up in the Stoner plant, with actual production and first deliveries being made this month.

Some revisions and refinements will be made in the Stoner-produced unit, to be called Stoner Cafe. Glassgold said that the price would be in "the same range" as that set by Del Products. (The Delcafe listed for \$375). Capacity (300 cups), outside cup stack and use of dry ingredients is being retained.

The Stoner Cafe will be sold thru factory representatives, as are the candy, pastry, gum and

# DANISH CABARET HAS CANDY UNIT

COPENHAGEN, Denmark, Jan. 2.—An unusual location for a candy vender is the lobby of the big mid-town National-Scala cabaret where a four-unit standard Wiittengor merchandising vender has been dispensing chocolate bars and candy at 15, 30 and 45 cents. The lobby is a busy spot from noon until after midnight, as it serves as the entrance to the 1,500-capacity cabaret, the 2,000-capacity Scala-Salen ballroom, and the establishment's tearoom and restaurants, most of which operate during the entire day. The vender faces the long counter of the cloakroom.

cigarette venders produced by the firm. With a refrigerated sandwich machine also being readied for regular output, Stoner's addition of a coffee vender is a major stride in its move toward offering a full package of automatic merchandising equipment.

# Rudd-Melikian To Build New 300,000 Plant

PHILADELPHIA, Jan. 2.—Rudd-Melikian, Inc., announced this week it would build a new \$300,000 plant on an eight-acre tract on Jacksonville road in Hatboro, Pa.

Construction will start this month, with the completion of the project set for June, 1954. The plant is to have 55,000 square feet of manufacturing space and will employ 200 persons at the outset. In addition to coffee, juice and soft drink vender production facilities, the plant will include equipment to produce the company's frozen coffee concentrate line.

Rudd-Melikian officials stated they plan to double the facilities at Hatboro within a year after the start of the new plant's operations. This will probably require the addition of another 100 employees.

Rudd-Melikian was launched in 1946 by Lloyd K. Rudd and K. Cyrus Melikian with a capital of \$10,000. It is estimated the firm will set a new sales record of \$4,500,000 for its fiscal year ending May 31. The Hatboro facilities should enable it to attain more than \$6,000,000 in sales for the 1954-'55 fiscal year, it was claimed.

# Minn. Canteen To Vend Only 10-Cent Bars

ST. PAUL, Jan. 2.—The Canteen Company of Minnesota, Inc. will switch from a 5 to a 10-cent candy bar in its vending operations as soon as the company's stock of nickel bars is exhausted, President L. A. Johnson announced this week.

Johnson said that the public prefers the bigger size of the dime bar, and that "nickel bars are no longer profitable for either distributors or manufacturers."

He reported that his firm's 1953 candy bar sales were up 14 per cent over 1952.

Johnson plans to expand operations by installing candy venders in taverns and night clubs. Most of its machines are now in industrial plants and office buildings.

# Good Crop May Force Down Price of Orange Concentrate

NEW YORK, Jan. 2.—If Eastern orange drink operators have Florida on their minds these days, they aren't necessarily thinking of a winter vacation. The can-making plants are currently engaged in a strike that should drive the price of concentrate up—but the Florida citrus farmers are raising the kind of crop that should pull it down.

Right now the price is dropping, and it will continue to do so (about 7 or 8 per cent on the consumer level in the next two weeks) unless the can-making strike is a long one.

With the season just under way, the Florida frozen fruit industry will can an estimated 57 million gallons this season—an increase of 23 per cent over the season just ended. This would set a new

record for the eight-year-old industry.

### Warehouse Prices

Major producers such as Minute Maid and Snow Crop, suppliers to the vending trade, have knocked down warehouse prices on the frozen concentrate this month to help move the record pack.

In New York, both Charles Boyle, representing Florida Citrus Mutual, and Paul Sullivan, Snively Groves sales head, indicated that no immediate price drop was likely, but both said that if the can-maker strike were settled soon, a decrease should be in order.

Sullivan warned, however, that if the strike is prolonged, there could be a price rise, as oranges would rot, thus reducing the supply to the point where it could not satisfy the demand.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1 1/2 & 5/8 Comb.	\$13.95
N.W. #39 1 1/2 Porc.	7.95
N.W. #33 1 1/2 Porc. B.G.	7.95
Master 1 1/2 Bulk Porc.	7.45
Master 5 1/2 Bulk Porc.	7.45
Columbus 1 1/2 Bulk Porc.	7.45
Silver King 1 1/2 B.G. or Mds.	7.45
Silver King 5 1/2	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1 1/2 B.G.	7.45
Advance #11 Mds.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendor's Mix	.73
Pistachio Nuts, Sheik	.55
Cashew Whole	.55
Cashew Butts	.50
Peanuts, Jumbo	.34
Spanish	.38
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Chams, 100 ct.	.42

Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.47
Suicide Chocolate, 200 ct.	1.30
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**Package Routes Grow in Texas**

SAN ANTONIO, Jan. 2.—“Package operations” are fast becoming accepted by San Antonio vending machine operators.

Joining the national trend, two firms—the Pace Corporation and the City Wide Vending Machine Company—have adopted package merchandising successfully in the past six months.

“Location owners indicated a preference to do business with one operator, and we find that our overhead is no more if we supply them with this additional service,” Lee Moffett, secretary-treasurer of the Pace firm, said.

This corporation, which has operated in the metropolitan San Antonio area since 1936, has gone into the coffee and cup drink vending business.

Tommy Eakens, manager of City Wide Vending, said that his firm had added two commodities—cookies and soft drinks—also with little increase in overhead.

Altho both Moffett and Eakens agree that “package deals” are easy to sell and handy to locations, a third operator believes that there will be some difficulty in successful conversion to this method. He is H. W. Harlin Jr., Southern Venders, who believes the scarcity of large factories and supply firms in South Texas will prevent most operators from adopting package operations.

**BANTAM BOOM?**

**Small Units Offer Ops Big Location Field**

PHILADELPHIA, Jan. 2.—Operator-installed soft drink and coffee equipment, on a profitable basis, is catering to a 40-employee metal shop here. Units making up the two-some (three-some if the adjacent water fountain is counted) are a General five-selection Bevmark bottle machine and Rudd-Melikian's “water cooler size” Coffee Cub.

The bottle unit is set for 6-cent operation, the coffee vender, nickel operation.

The location, Rowbotham Metal Fabricators, Inc., is one of a growing number of similar small plants which provide the operator with a multiple machine installation using the bantam type venders.

According to plant officials, the soft drink unit moves about three cases a day during the spring and summer seasons. Both (soft drink and coffee venders) improve worker morale and tend to increase operating efficiency thru the pick-up afforded during 10-minute rest periods twice a day and thru supplementary service at lunch time, shop executives said.

**Canteen Net Dips 2% But Vol. Up 21%**

CHICAGO, Jan. 2.—A 2 per cent dip in net income of the Automatic Canteen Company of America for the fiscal year ended October 3, despite a sales climb of 21 per cent, resulted from heavy expense in research and development, sales and promotion and relocation of venders, according to Chairman Nathaniel Leverone. Earnings dropped from \$1.65 a common share in 1952 to \$1.60.

Increased sales of coffee, cigarettes and dime candy bars boosted total volume to \$46,696,122 from \$38,706,211 in the fiscal 1952.

Volume of dime items jumped 46 per cent during the year.

Net profit dropped to \$771,248 from \$786,267 in fiscal 1952. During 1953, Automatic Canteen invested \$2,569,762 in new vending machines and miscellaneous equipment, Leverone said. He added that a Canadian subsidiary, set up just before the fiscal year closed, is “progressing satisfactorily.”

The company had commitments October 3, 1953, to purchase about \$400,000 worth of vending equipment, which was to be bought during the fiscal year.

The parent firm sold two of its properties on a lease-back basis November 30 for \$233,500 to two subsidiaries which made the purchase jointly. It will use the money to increase working capital and buy additional equipment.

JAMAICA, N. Y., Jan. 2.—Sam Eppy announced this week the release of charm series No. 3, consisting of 95 items. The series includes dogs, musical instruments, badges and animals. They come in six plastic colors and in two-tone color combinations.

**IN STOCK VICTOR'S**



**New Deluxe Model BABY GRAND CHICLE TREETS VENDOR**

**ORDER TODAY**  
**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**Record in '53**

**MONEY SPENT**

**Join The MARCH OF DIMES**  
January 2 to 31

**NORTHWESTERN 10 SELECTOR GUM VENDOR**

**Greatest Money-Maker NEW PARTS, GLOBES & ACCESSORIES**

**Immediate Delivery**

**JUST ARRIVED —NEW CROP**

Pistachio Nuts, Jumbo Red	\$.100 lb.
Pistachio Nuts, Jumbo White	.95 lb.
Pistachio Nuts, Fancy, Lg. Tulip	.85 lb.
Almonds, 300 ct., 4 Lb. Vac. Pk.	.89 lb.
Spanish Peanuts	.29 lb.
Boston Baked Beans	.25 lb.
Wrigley Gum, All Flavors, 100 Count	.47 bx.

Write for complete list of supplies.  
**BADGER SALES CO., INC.**  
2251 W. Pico Blvd., Los Angeles 5, Calif.

**BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL**

**New LOW factory prices**

Bubble Ball Gum, 140-170 & 210 ct.	24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct.	40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct.	45¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.  
**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

**Money-Making, Money-Saving IDEAS FOR OPERATORS!**



**Valuable Information Can Be Yours Every Month... Without Cost!**

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**

**SPECIAL**  
Uneda Monarch Vends All King Size or Regular Size, 6 Cols., 380 Pack Cap. **\$87.50**

**CIGARETTE MACHINES**  
All machines vend King Size and Standard Brands in either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)

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Model E, 6 Cols., 168 Cap.	\$75.00
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Model A, 6 Cols., 180 Cap.	87.50
Model 500, 9 Cols., 350 Cap.	95.00

**DuGRENIER CIGARETTE VENDORS**

Model S, 7 Cols., 210 Cap.	\$85.00
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Champion, 9 Cols., 420 Cap. (late model)	125.00

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	95.00
Royal, 8 Cols., 320 Cap.	100.00
President, 10 Cols., 475 Cap.	135.00
Crusader, 10 Cols., 475 Cap.	155.00

**CANDY MACHINES**

Rowe Candy Machine, 120 Bar Cap., 8 Cols.	\$ 85.00
DuGrenier Candyman, 72 Bar Cap.	49.50
Uneda Candy, No Base, 102 Cap.	65.00
Stoner Candy Machine, Pre-War, 8 Cols., 160 Cap.	130.00
Stoner Candy Machine, Post-War, 8 Cols., 160 Cap.	160.00

Our Paints are VENEREIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.  
1/3 Deposit, Balance .O.D. **SPECIAL!** Uneda Model 500, 15 Cols., 425 Cap. All King Size or Regular, \$100.00.

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**MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION**

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**FACTORY REBUILT AND GUARANTEED**

Every stop on your route will make extra profits with this proven vendar. Sells gum faster... requires practically no maintenance.

**Only \$15.00 F.O.B. Factory**

Dentyne, Beeman's, Pepsin and American Chicle candy coated or chicle type gum only 42¢ a box.

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**NEW 5c ROCKET CHARM MIX**  
(TRADEMARK)

Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MIX. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

**SPECIAL GET STARTED OFFER**

4 Victor 5c Rocket Charm Machines	\$57.00
2,000 "Graff's 5c Rocket Charm Mix"	40.00
<b>TOTAL COST</b>	<b>\$97.00</b>

**30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED**

Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

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**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

**MONTHLY FEATURES**  
Candy Gum & Nuts  
Beverages  
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1 year at \$4.  2 years at \$6.  3 years at \$7.50. (Foreign rate, one year, \$6)

766

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Occupation .....

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precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

**TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.**

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11421 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA  
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# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12
Advance Model D Ball Gum...	\$7.45		\$7.45	\$7.45
Advance No. 11 Midge.....	5.95		5.95	5.95
Advance Stick Gum, 1c.....	10.00	10.00	10.00	10.00
Coca-Cola Cup Dispenser.....			95.00	95.00
Columbus 1c.....	7.45		7.45	7.45
Craig Ice Cream Vender, 10c.	250.00	250.00	250.00	225.00
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier S (7 col.).....	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)..	125.00	125.00	125.00	125.00(2)
DuGrenier Model W (9 col.)..	95.00 125.00	95.00 125.00	95.00 115.00	95.00 115.00
Eastern Electric Cigarette Vendor 5c-10c-25c.....				150.00
Exhibit Card Vendor, 1c.....	15.00		15.00	15.00
Hot Snack Bar (5 col.).....	150.00	150.00	150.00	150.00
Hupp Cold Drinks.....	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor.....	125.00	125.00	125.00	125.00
Marlon Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95		7.95	7.95
Master 1c.....	7.45		7.45	7.45
Master 5c.....	7.45		7.45	7.45
Mills LoBoy Scale.....			17.50	18.00
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National Candy (6 col.).....	65.00	65.00	65.00	65.00
National Candy, 9 M.....	95.00	95.00	95.00	95.00
National 930.....	130.00	130.00	130.00(2)	130.00(2)
National 950.....	145.00	145.00	145.00(2)	145.00(2)
National Electric Cigarette Machine.....		69.50		
Northwestern 33 Ball Gum..	7.95		7.95	7.95
Northwestern Deluxe 1c and 5c.....	13.95		13.95	13.95
Northwestern Model 39, 1c..	7.95		7.95	7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	49.50	49.50 65.00		49.50
Rowe Candy (8 col.).....	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.)....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....			175.00	175.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	95.00	95.00	95.00	95.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.)....	135.00 155.00	135.00 155.00	135.00	135.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Rowe Royal (10 col.).....			145.00	145.00
Shoe Shine Machine.....		25.00	25.00	25.00
Silver King 1c Ball Gum....	7.45		7.45	7.45
Silver King 1c Midge.....	7.45		7.45	7.45
Silver King 5c.....	7.45		7.45	7.45
Stoner Candy (8 col.).....	130.00 160.00	130.00 160.00	130.00 160.00	130.00 160.00
Super Vend Selective Drink Vendor, 3 Drinks.....	325.00	325.00	325.00	325.00
Uneeda Candy.....	65.00	65.00	65.00	65.00
Uneeda Electric (9 col.)....			125.00	125.00
Uneeda Model A (6 col.)....	87.50	87.50	87.50	87.50
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	85.00	85.00	85.00	85.00
Uneeda Model E (8 col.)....	85.00	85.00	85.00	85.00
Uneeda Model 500 (9 col.)..	95.00 135.00	95.00 135.00	95.00 135.00	95.00 135.00
Uneeda Model 500 (15 col.)..	100.00	100.00	100.00	100.00
Uneeda Monarch (6 col.)....	87.50	87.50	87.50	87.50
U-Select-It.....	49.50	49.50	49.50	49.50

## Timm Vender Group Fails To Name Board

LOS ANGELES, Jan. 2.—At the annual stockholders meeting of the Timm Aircraft Corporation—developers of the Frank-O-Mat hot sandwich vender—a group of stockholders, who solicited proxies in an attempt to replace the company's board of directors with five candidates of their own The Billboard, December 5, succeeded in getting only one elected to the board: John J. Gorman, budget director of Northrop Aircraft, Inc.

Of the four management-nominated directors, two were re-elected—C. D. Rudolph, president treasurer and general manager of Timm, and R. M. Waggener, vice-president. The two new board members are Emerson B. Morgan, managing partner, Morgan & Company, Los Angeles investment banking firm, and Homer H. Rhoads, president of Hydro-Aire, Inc., Burbank, Calif., subsidiary of Crane Company.

**Group Chares**

Led by Sheridan P. Gorman, of San Francisco, the group charged that Rudolph dominated the company with a "bookkeeping mentality" which kept Timm from prospering. They also complained that stockholder rights had been disregarded, pointing out that they have received only two dividends—5 cents in 1945 and 2 cents in 1953.

Rudolph said that the "volume of sales and production will be substantially higher than in 1953, and we hope to be able to pay another dividend this coming year."

He stated in the annual report, dated November 7, that altho Frank-O-Mat production was being held up by litigation with Perfection Engineering Products Corporation of San Francisco, for which Timm originally manufactured the venders, 35 had been sold and 50 were awaiting assembly.

Timm manufactures aluminum casement windows, and does light sheetmetal fabrication and assembly work primarily for the aircraft industry under defense contracts.

**KARL GUGGENHEIM**  
presents the greatest feature  
action charm ever . . .

### ACTION TELEPHONE DIAL

**\$16.00**  
per thousand  
F.O.B. N. Y.

Here is a real collector's item! An authentic reproduction of the telephone dial that actually revolves. Even the letters and numbers are printed in red and black like the real thing. Available in assorted colors, look for a lot of action around vending machines with this child's delight.

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Order from your distributor or from . . .

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**FAVORITE MONEY-MAKER VICTOR'S**

Standard 1c Topper  
100 or more  
**\$12.00** each

Less than 100  
**\$12.50** each

VICTOR'S 1c DELUXE TOPPER  
**\$57.00** Case of 4

We stock the complete line of Victor venders.

For 5¢ mechanism add 25¢ per machine (either model).

All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandising list.

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**RAKE'S** AUTOMATIC MERCHANDISER

A guide to efficient and economical operation of coin operated machines.

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**PROFIT MAKING OPPORTUNITY AVAILABLE ON CUP SOFT DRINK DISPENSING MACHINE**

Unusual purchase of 300-400-800 cup soft drink vending machines offered at less than 1/2 original manufacturer's cost. These machines can dispense carbonated or non-carbonated drinks. Can be equipped with manual or electric coin handling units to sell at any price from 5¢ to 12¢. Large supply of parts included in total offer. Contact seller through

**BOX D-95**  
c/o The Billboard Cincinnati 22, O.

### Minute Maid Bonus

NEW YORK, Jan. 2.—The Minute Maid Corporation made bonus payments of \$858,508 to Florida citrus growers, who supplied fruit during the 1952-'53 season under the company's grower participation plan. This figure is \$235,000 more than the bonus received by the growers a year ago.

DETROIT, Jan. 2.—A new vending operating concern, the Sword Vending Company, has been formed by Edwin J. Sword.

The company operates candy, gum, peanut and cigarette equipment with locations in eateries and cafes in a West Side area. The firm is an addition to Sword's year-old peanut vending route. He was formerly in the vending business in 1936-'37.

**VICTOR 5c ROCKET**

(TRADEMARK)

**THE BABY GRAND of CHARM VENDING**  
All the earning power that can be built into a bulk vender.

**THE BABY GRAND DELUXE**  
Is being operated extensively . . . and successfully.

**AND NOW PROVIDING for** vending a much wider variety of ROCKET CHARMS (Trademark) . . . per illustrations in this advertisement.

**OPERATORS**  
Contact your nearest VICTOR distributor at once for full details.

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

**"America's Finest"**  
ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

**J. H. KEENEY & CO., INC.** 2600 W. 50th St. Chicago 32, Ill.

## British Firm Manufactures Milk Venders

BLACKPOOL, England, Jan. 2.—Coin-operated milk venders, dispensing bottles at 7 pence (about 8 cents), are being manufactured on a small scale here. While none of the large Manchester dairies has purchased the units, one of them is interested but is afraid of a large loss on unreturned bottles.

A Preston operator has four venders on location, with a fifth on order. Sales are reported heavy, particularly on Sundays, and bottle losses not noticeable. The venders are of simpler construction than those used in the United States.

## Cig Venders

dent of the Junior Association of Commerce and Industry.

**Editor's Note:** Dr. Bradley when contacted said he "had never heard of the Chicago Civic League until called on the phone by a reporter."

Hepburn said he received a call from McIntyre late in November asking him to be chairman. "He (McIntyre) said one of the purposes of the league was to prevent the licensing of cigarette vending machines." Hepburn stated he later called back, said he could not be chairman or connected with the league and asked that his name be dropped.

McIntyre, a public relations representative, said the filing of incorporation papers for the league "was a hurry-up job." Incorporators are himself; his wife, Eleanor, and his lawyer, Luther M. Lewis.

### Background

Initial impetus behind the current move to license cigarette venders in Chicago came last October. The Chicago Sun-Times, in an editorial, pointed out the city was in need of cash to manage its affairs, ought to consider licensing venders for revenue purposes.

Mayor Martin Kennelly announced he would investigate the cigarette machine situation. However, at this stage no attempt was made to sound out City Council reaction to lifting the 17-year-old ban on such vending equipment.

In 1951, Fred Brandstrader, National Automatic Merchandising Association's legal counsel, had written to then Gov. Adlai Stevenson that "Chicago could derive a \$120 retail cigarette license for each vender if the council would permit their use . . . this could bring \$600,000 in new revenue to the city."

With formation of a special subcommittee under Ald. Ronan three months ago to draw up a cigarette vending ordinance for consideration by the City Council, and to hear proponents and opponents in open meetings, first concrete action was taken. Shortly thereafter, the Chicago Restaurant Association endorsed lifting the ban and urged the use of cigarette venders in its members' places of business.

Ald. Ronan's subcommittee, in subsequent hearings, heard Chicago Wholesale Tobacco Association's executive secretary Fuchs cry "hoodlumism" and "juvenile delinquency" would result from licensing cigarette machines. Miss Jessie Binford, former executive director of the Juvenile Protective Association, testified "I can't believe (vending) machines have increased smoking among minors."

Miss Binford suggested the committee poll other cities on their experience with cigarette venders. Result of the committee's poll: favorable. Twenty-three cities replied use of cigarette vending equipment created no problems and provided a solid source of extra revenue.

## FTC Postpones

competition, to fix prices and to establish terms and conditions for leasing and maintaining the locks." FTC also charged the companies with refusing to sell the locks, dividing customer territories among themselves and using their trade association, Coin Lock Manufacturers' Association, to "carry out their monopoly plan and to impose penalties for violations."

## Proposed Ordinance For Chi Cig Venders

Continued from page 64

ures to promote the use of his cigarette vending machine or to promote the sale of any brands of cigarettes, or that the place where said cigarette vending machine is to be used and the person in control thereof are not qualified under the provisions of this chapter he shall return said application to the City Collector with his approval; otherwise he shall return it with a statement of his reasons for refusing approval of the application. If the owner is a co-partnership or corporation the application shall not be approved if the commissioner shall find that any member of the co-partnership or any officer, director or manager of the corporation, or any stockholder owning more than five per cent (5%) of the stock of such corporation would not be eligible for a certificate of registration if he were the sole owner.

178-21.3. Certificate of registration) Upon approval of the application by the Commissioner of Police and payment of the annual registration fee to the City Collector, the City Clerk shall issue a certificate of registration appended to a copy of the application for registration, together with a sticker emblem bearing the words of "Registered Chicago Cigarette Vending Machine," a reproduction of the corporate seal of the city, the facsimile signatures of the Mayor and City Clerk, the number of the certificate of registration and the calendar year for which such certificate has been issued. The sticker emblem shall be affixed to the cigarette vending machine so as to be clearly visible when in use and the certificate of registration therefor shall be in the custody of the retail tobacco dealer at the premises where the cigarette vending machine is located, available for inspection by the City's officer or his deputies during business hours.

178-21.4. Registration fee) A fee of five dollars (\$5) shall be paid for each certificate of registration. Said certificate shall be valid from the date of issue until December 31 of the calendar year in which it is issued. In the event of substitution of a cigarette vending machine for one which is obsolete or damaged or not in good working condition, a new certificate and sticker emblem for the same calendar year shall be issued upon application, surrender of the substituted certificate and sticker emblem and payment of one dollar.

178-21.5. City Clerk's records) The City Clerk shall keep on file one copy of each application for certificate of registration and an index record of the location of each cigarette vending machine for which a certificate has been issued, keyed to the application therefor on file in his office.

173-22. Unlawful vending machine installation) It is unlawful for any person to install, use or permit the installation or use of any cigarette vending machine at any place unless the person in control of such place is licensed as a retail tobacco dealer and unless said location is described in the registration certificate of that cigarette vending machine.

178-23. Restriction of location for vending machines) To prevent the sale of cigarettes to minors under eighteen years of age, no cigarette vending machine shall be installed or used in any public place of amusement or in any place of business where such minors are employed, or in any place of business for the sale at retail to the public of any food, beverages or commodities other than tobacco products and accessories for the use of tobacco, excepting a public room of a hotel or restaurant where alcoholic liquors are not served to customers at a bar. Every cigarette vending machine in any place where public patronage is invited shall be located so as to be under constant surveillance and observation of a licensed retail tobacco dealer or a responsible adult employed by him.

178-24. Penalty) Any person violating any of the provisions of this chapter shall be fined not less than twenty-five dollars (\$25) nor more than one hundred dollars (\$100) for each offense and each day of a continuing violation shall constitute a separate and distinct offense.

Section 2. This ordinance shall be effective upon its passage and due publication.



WEIGHT 165 LBS.  
**\$25 DOWN**  
 Balance \$10 Monthly  
 400 DE LUXE  
**PENNY FORTUNE SCALE**  
 NO SPRINGS  
 Invented and made only by  
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**NEW IDEAS**  
**NEW FINISHES**

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

**PENNY KING COMPANY**  
 2538 Mission Street Pittsburgh 3, Pa.

**The Latest... for Rocket Machine Operators!**  
 A Charm! A Game! They Wear It! They Play It!

**TIC-TAC-TOE**

\$16.00 per M F.O.B. N.Y.

Comes in two-toned colors, complete with peg-board, pegs and case for pegs . . . not too bulky for pocket . . . has loop for chaining!

Write, Phone or Wire Your Orders

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Consists of 95 different Charms, Big and Beautiful, thick and heavy, two-sided engravings—a real buy and value.

Dogs, Musical Instruments, Western Guns, Badges, Animals and Variety Galore.

Is available in six assorted plastic colors and in COLOR-INLAY two-toned color combinations. The COLOR-INLAYED is super-beautiful. Each and every line and crevice is sharply outlined and strikingly effective.

**SERIES #3 Plastic, \$1.50 per 1,000**  
**SERIES #3 COLOR-INLAY, \$2.50 per 1,000**

f.o.b. Jamaica, New York.  
 Or: At Your Distributor.

This is your Best Buy because it is the NEWEST CHARM SERIES available, the BIGGEST ASSORTMENT (95 different kinds), the Nicest Charms on the market and your LOWEST PRICE.

**SAMUEL EPPY & CO., INC.**  
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**YOU HAVE TRIED THE REST... NOW BUY THE BEST!**

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TOPPER HALF CABINET

\$12.00 100 OR MORE MACHINES  
 \$12.50 1/3 Deposit on all orders.

\$13.50 100 OR MORE MACHINES  
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**PARKWAY MACHINE CORPORATION**  
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**ATLAS MASTER penny nickel PROFIT MAKER**

the modern Ball Gum and Charm Vender for Biggest Profits—more nickel sales—faster emptying!

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Also vends NUTS and CANDY! Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!

**a Vaccine will mean Victory!**

Join the **MARCH OF DIMES**  
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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!  
 Fill out this coupon and mail today.  
 Saves you more than 20% on newsstand price.

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 Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 765

Name.....  
 Address.....  
 City..... Zone... State.....  
 Occupation.....

# See Denver Trade Steady Thru '54

Game, Ride Routes to Expand, Vending Field Plans on Stiffer Competition

By BOB LATIMER

DENVER, Jan. 2.—Stepped up service, better location selection and logical route expansion will be required by the trade in this area this year to match the profit volume chalked up in 1953, according to a survey of game, kiddie ride, music and vending operators.

Pinball returns are actually above average, three operators reported, possibly due to a mild winter, and the increase of the Denver trading area to about half a million population. Operators had expected a slump during the late winter months, but reported slight increases. Amusement Devices Company head Romeo Ferretti reports that if volume falls off no more than 10 per cent thru 1954 he will be well satisfied.

The much younger kiddie-ride field shows plenty of promise into 1954, according to Al Beffie, of Alfred Beffie & Son, operators. "We feel that volume will increase in 1954, inasmuch as locations are growing, and the mothers, who formerly ignored kiddie rides, are finding them an excellent diversion for the children while shopping," he said.

"We have an educational job to do, as more rides go in, and parents become accustomed to them. Children still have the priority on the family expenditures, and most mothers will skimp on the food budget to let their youngsters enjoy a 10-cent ride while shopping. We're getting more and better locations, with a lot of improvement in volume in each. While there will be less money available for spending in general, it's a certainty that more of it will be spent on the children."

### Music Down

In the music field, it is no secret that play has been moving steadily down, according to Doyle Wisecaver, of Midwest Music Company, also operators of many types of amusement games and vendors. In the case of phonographs, 10-cent play has helped operators to build a more profitable spread.

Despite the taut money situation, it is heartening to note that many operators are making a go of 10-cent play and Wisecaver expects to see more of this in 1954. He, too, feels that more hard work on the part of the operator, from a location-selling

standpoint, machine maintenance and record changes is necessary to offset lighter traffic in taverns, lounges, restaurants and other such locations.

Cigarette operators are optimistic, altho most have experienced notable drops in sales since September. Most of this was ascribed to the strong promotion of filter-type cigarettes, which are seldom machine-vended, plus tighter money conditions which cut down on traffic and volume in bars, restaurants and similar locations.

"We customarily show a decrease of around 30 per cent from the beginning of the Christmas season until April or May," Lou Davidoff, of Ace Cigarette Service, pointed out. "What will happen after that is a matter of general economics. Our sales are closely tied to the current economic picture, and measured by the number of people who patronize locations equipped with machines. I wouldn't say that we experienced anything discouraging to date. Bars have always kept doing business, and the huge increase in smoking will keep plenty of customers dropping quarters into the chutes."

Cigarette Service Company, echoed the same sentiments, with emphasis on the need for "bringing the location owner into the picture." Firm owners pointed out it was an absolute necessity to keep a vender well located, clean and bright, and also retain the good will of the location owner.

### Kid Trade Off

Confection vending in both the 5-cent and penny brackets is suffering both from the fact that children have less allowance money, and a peculiar situation which has arisen thru mid-1953, according to such firms as Star Vending Company.

L. B. Anderson, of this long established firm, reports that "high pressure" salesman teams, glibly selling operator routes of vendors, have caused a lot of disappointment and censure of the industry in general. Repeated instances of newly purchased routes failing to live up to the salesman's promise have caused the Better Business Bureau to crack down.

Among operators, who have been maintaining routes for many years, Anderson found that take was down around 33 per

# British Enter Kiddie Field Via Cowboy Unit

LONDON, Jan. 2.—Evidently American youngsters aren't the world's only cowboy worshippers. The London ride manufacturing firm of Edwin Hall & Company, which recently entered the coin-operated kiddie ride field, has come out with a British version of the U. S. horse ride.

The unit, which closely resembles its American counterpart, is called "Silver." It features a Western saddle and a Great Plains cow pony.

The ride operates for a six-penny piece (about 6 cents), with the galloping motion controlled by the reins. The base and step are topped with rubber matting and kept in place by metal frames. The unit has retractable wheels.

Hall also makes Muffin the Mule, a different body mounted on the same base, and a Giraffe Ride. Record-playing equipment may be installed in the base of the rides, the music playing when the ride is in operation.

Production is unlike the American system. Plant capacity is only 10 a week, with rides made mostly on order. Wooden-body variations are made to suit the purchaser. Some of the units are operating in the Christmas Fun Fairs at Olympia and Earls Court.

cent for the closing months of 1953. "And the prospect for 1954 is not promising," he said. "Money is tight and this is reflected in slower profits on each type of vending operation. The best solution is simply better choice of locations, and a closer watch on cleanliness and attractiveness."

Sam Kaplan, of Kap's Vending Company, reports sales as "healthy" but on a downward trend. Here again, the feeling was that "tight money" was the cause. Closer attention to route stops, more frequent visits, more good will efforts, etc. are all to be used against profit loss by this Denver firm.

### Beverage Drop

Beverage vending has shown a slighter decrease than other aspects of the industry, according to H. Hampton, of the Automatic Beverage Corporation of Colorado. His figures show a decline of 10 to 12 per cent in most locations during 1953 over 1952, and he feels that "we haven't seen the worst of it as yet."

Postage vendors are likewise optimistic, pointing out that increased population has meant a lot more mail, and a decrease in the number of operators in the Denver area has brought heavier volume in most locations. Likewise druggists, who operate more than 300 stores in the city, have "seen the wisdom" of installing postage vendors, to the point that there are now few stores which still sell postage stamps out of the cash register.

Flock of visitors in town recently, among them Tom Sams, recently appointed Western regional manager of AMI, Inc., and Ed Ratajack. Latter were breaking bread with Bill Happel, president of Badger Sales, and Ray Powers.

# 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. 2	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12
ABC (United).....	\$50.00 75.00 99.00 115.00	\$50.00 75.00 99.00 115.00	\$50.00 75.00 99.00 115.00	\$50.00 75.00(2) 99.00 115.00
All Baba (Gottlieb).....			34.50	34.50
All Star Basketball (Gottlieb)	100.00 115.00	115.00	115.00	115.00
Aquacade (United).....	39.00 59.50	39.00 59.50	39.00 39.50 59.50	39.00 39.50 59.50
Arcade .....	75.00		104.50	
Arizona (United).....	79.50	79.50	79.50	79.50
Atlantic City (Bally).....	185.00 225.00 235.00 245.00 260.00	150.00 175.00(2) 185.00 235.00 250.00 265.00 275.00	195.00 235.00 250.00(2)	175.00 189.50 190.00 225.00(2) 235.00 255.00 265.00 275.00
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50 34.50	39.00 49.50 34.50
Barnacle Bill (Gottlieb).....			49.50	
Basketball (Gottlieb).....			275.00	
Basketball Champ (Chicago Coin).....	275.00	195.00 275.00	195.00(2)	195.00 275.00
Batting Practice.....	89.50	89.50	44.50 89.50	45.00 89.50
Beach Club (Bally).....	395.00 410.00	350.00 385.00 410.00	375.00 410.00 425.00	349.50 350.00 385.00 425.00(2)
Beauty (Bally).....	310.00 325.00 350.00(3)	275.00 295.00(2) 310.00 325.00 350.00(2) 360.00 375.00	310.00 350.00(3) 360.00 375.00	290.00 295.00 325.00 335.00 350.00 360.00(2) 375.00
Be Bop (Exhibit).....	65.00 84.50	65.00 84.50	39.50 65.00 84.50	65.00 84.50 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50	54.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....			59.50	59.50
Bolero (United).....	110.00 15.00	110.00 115.00	115.00 125.00	115.00(2) 125.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb)...	69.50	69.50	69.50	69.50
Bright Lights (Bally).....	95.00 125.00 135.00 150.00(2)	75.00(3) 95.00(2) 125.00 135.00 150.00 175.00	75.00 95.00 109.50 125.00 135.00 150.00 175.00	75.00 100.00 110.00 125.00 135.00 150.00 175.00
Bright Spot (Bally).....	175.00(3)	175.00(2) 195.00	165.00 175.00(2)	125.00(2) 175.00(2) 195.00
Buccaneer (Gottlieb).....	69.50	69.50	69.50	69.50
Buffalo Bill (Gottlieb).....	275.00 375.00	275.00 395.00	275.00 395.00	275.00 395.00
Cabana (United).....	69.00	69.00	69.00	69.00
Camel Caravan (Genco).....	84.50	84.50	84.50	84.50
Campus (Exhibit).....	59.50	59.50	29.50 59.50	59.50
Canasta (Genco).....			104.50	
Caravan .....			49.50	49.50
Carnival (Bally).....	39.00	39.00	24.50 39.00	39.00
Carolina (United).....	35.00	35.00	35.00	35.00
Catalina (Chicago Coin).....	89.50	89.50	75.00 89.50	75.00 89.50
Champion (Bally).....	125.00 160.00	160.00	134.50 160.00 24.50 29.50	150.00 160.00 29.50
Chinatown (Gottlieb).....			195.00	195.00
Cinderella (Gottlieb).....	195.00	195.00	195.00	195.00
Circus (United).....	225.00(2) 79.50	225.00(2) 79.50	225.00(2) 42.50 79.50	225.00(2) 42.50 79.50
Citation (Bally).....			39.50	
College Daze (Gottlieb).....	90.00 125.00	90.00 125.00	125.00 140.00	125.00(2)
Coney Island (Bally).....	140.00 175.00(2) 190.00	140.00 175.00 190.00 195.00	175.00(2) 190.00 195.00	140.00 175.00 190.00 195.00
Control Tower (Williams)....	109.50	109.50	109.50	109.50
Coronation (Gottlieb).....	135.00		149.50	135.00
Crossroads .....			114.50	
Cyclone (Gottlieb).....	139.50	149.50	99.50 149.50	149.50
Dallas (Williams).....	69.50	69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
DeLuxe Baseball (Williams)...		295.00	295.00 325.00	325.00
Dew-Wa-Ditty (Williams)....	49.50	49.50	34.50 49.50	49.50
Domino (Williams).....	95.00		124.50	
Double Feature (Gottlieb)...	89.00	89.00	49.50 89.00	89.00
Double Shuffle (Gottlieb)....	65.00	65.00	39.50 49.50	49.50 65.00
Dreamy (Williams).....	89.50	89.50	89.50	89.50
Jude Ranch (Bally).....			399.50 425.00	445.00
Eight Ball (Williams).....	85.00 119.50	119.50	99.50 115.00 119.50	115.00 119.50
El Paso (Williams).....			24.50 39.50	39.50
Fairway .....			169.50	
Fighting Irish (Chicago Coin)	75.00	75.00	54.50 75.00	75.00
Five Star (Universal).....	49.50 75.00	45.00 49.50	45.00 49.50	45.00 49.00
Floating Power (Genco).....	49.50	49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	150.00		159.50 165.00	165.00 175.00
Football (Chicago Coin).....	65.00	65.00	39.50 65.00	65.00
100 (Genco).....	95.00 125.00	95.00 125.00	95.00 124.50	95.00 125.00
Four Corner (Williams)....	100.00		125.00	165.00
Four Horsemen (Gottlieb)...	109.50	109.50	49.50 109.50	109.50
Four Stars (Gottlieb).....			124.50	135.00
Frolie (Bally).....	175.00 185.00 200.00 240.00 250.00 265.00 285.00	175.00 185.00(2) 240.00 250.00 265.00 275.00 285.00	195.00 240.00 250.00 265.00 275.00 285.00	185.00 225.00 235.00 240.00(2) 250.00 265.00 275.00 285.00 75.00 10.00
Futurity .....			75.00	
Georgia (Williams).....	89.50	89.50	89.50	89.50
Gizmo (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb)....	135.00		99.50 135.00	135.00
Gold Cup (Bally).....	59.50	59.50	55.00 59.50	55.00 59.50
Golden Nugget (Genco).....	125.00(2)	125.00(2)	124.50	125.00(2)
Grand Award (Chicago Coin)	35.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....	165.00		159.50	
Guys-Dolls (Gottlieb).....	165.00		179.50	
Happy Days (Genco).....			129.50	165.00
Happy Go Lucky (Gottlieb)...	129.50	139.50	139.50	139.50
Harvest Time (Genco).....	65.00	65.00	65.00	65.00
Hawaii .....			15.00	
Hayburner (Williams).....			75.00	75.00
Hit "N" Run (Gottlieb).....	140.00	140.00	124.50 140.00	140.00
Hit Parade (Gottlieb).....			29.50	29.50
Hong Kong (Williams).....	95.00		114.50	
Horse Shoe.....			99.50	
Humpty Dumpty (Gottlieb)...	49.50	49.50	49.50	49.50

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FIGHT INFANTILE PARALYSIS

JANUARY 2-31

# Coinmen You Know

	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12
Jalopy (Williams).....	120.00	120.00		120.00
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	95.00	95.00	95.00	95.00
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	100.00	110.00	100.00	110.00
Just 21 (Gottlieb).....	59.50	59.50	59.50	59.50
K. C. Jones (Gottlieb).....	89.50	89.50	89.50	89.50
King Arthur (Gottlieb).....	65.00			
King Cole (Gottlieb).....		65.00	65.00	65.00
King Pin (Chicago Coin).....	115.00	124.50	115.00	124.50
Knock Out (Gottlieb).....	69.00	89.50	69.00	89.50
Leader (United).....	115.00	125.00	125.00	135.00
Lite-a-Line (Keeney).....			69.50	75.00
Long Beach (Williams).....	125.00	139.00	125.00	139.00
Lucky Inning (Williams).....	84.50	84.50	34.50	84.50
Majorette (Williams).....	75.00			
Majors of '49 (Chicago Coin).....	45.00	45.00	45.00	45.00
Marble Queen (Gottlieb).....			199.50	
Mardi Gras.....			29.50	29.50
Maryland (Williams).....	49.00	49.00	29.50	49.00
Mermaid.....	125.00	125.00	89.50	125.00
Merry Widow (Genco).....			29.50	29.50
Minstrel Man (Gottlieb).....	99.50	129.50	139.50	139.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....	100.00	145.00	145.00	145.00
Oklahoma (United).....	69.50	69.50	64.50	69.50
Old Faithful (Gottlieb).....			59.50	
Olympics (Williams).....	85.00		134.50	
One, Two, Three (Genco).....	45.00	49.50	45.00	49.50
Palm Beach (Bally).....	185.00	235.00	175.00	250.00
Paratrooper (Williams).....	95.00		114.50	100.00
Pin Bowler (Chicago Coin).....	99.50	99.50	99.50	99.50
Playland (Exhibit).....			49.50	89.50
Playtime (Exhibit).....	45.00	45.00	45.00	45.00
Poker Face (Gottlieb).....			175.00	214.50
Puddin' Head (Genco).....	39.00	54.50	39.00	54.50
Quarterback (Williams).....			89.50	75.00
Quartet (Gottlieb).....	125.00		114.50	140.00
Queen of Hearts.....			174.50	175.00
Quintette.....	150.00	190.00	190.00	175.00
Rag Mop (Williams).....	99.50	99.50	49.50	99.50
Ramona (United).....	39.00	39.00	20.00	39.00
Red Shoes (United).....	89.50	89.50	89.50	89.50
Rockette (Gottlieb).....	85.00	99.50	85.00	99.50
Rodeo.....	250.00	215.00	250.00	250.00
Rope Bowl (Gottlieb).....	135.00	135.00	94.50	135.00
Round-Up (Gottlieb).....			24.50	
St. Louis (Williams).....			44.50	
Saratoga.....	49.50	49.50	39.50	49.50
Screwball (Genco).....	35.00	49.50	35.00	35.00
Select-a-Card (Gottlieb).....			24.50	
Serenade (United).....			34.50	34.50
Shantytown (Exhibit).....	85.00	85.00	85.00	85.00
Sharpshooters (Gottlieb).....			49.50	49.50
Shindig (Gottlieb).....			234.50	
Shoot the Moon (Williams).....	75.00	120.00	120.00	135.00
Shoo Shoo (Williams).....	95.00	119.50	95.00	119.50
Silver Skates (Williams).....	145.00			
Singapore.....			15.00	
Skill Pool (Gottlieb).....	125.00		134.50	175.00
Sluggfest.....	119.50	119.50	99.50	119.50
South Pacific (Genco).....	69.00	69.00	69.00	69.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot Bowler (Gottlieb).....	119.50	119.50	59.50	119.50
Spot-Lite (Bally).....	90.00	95.00	75.00	95.00
	125.00	140.00	95.00	125.00
	145.00	150.00	105.00	125.00
	175.00	140.00	145.00	150.00
		150.00	175.00(2)	150.00(2)
		175.00(2)		175.00(2)
Springtime (Genco).....	89.00	89.00	89.50	89.50
Stadium.....	24.50		24.50	
Stardust (United).....	39.00	39.00	39.00	39.00
Starlite (Williams).....	145.00			
Stars (United).....	125.00	150.00	125.00	150.00
Stop & Go (Genco).....	185.00	185.00	165.00	185.00
Summer Time (Gottlieb).....			49.50	
Sunshine Park (Bally).....		75.00	119.50	34.50
Super Hockey (Chicago Coin).....			59.50	59.50
Sweepstakes (Williams).....	195.00	195.00	195.00	195.00
Sweetheart (Williams).....			32.50	32.50
Tampico (United).....	79.50	79.50	64.50	79.50
Tennessee (Williams).....	49.50	49.50	29.50	49.50
Texas Leaguer (Keeney).....	69.50	69.50	69.50	69.50
Thing (Chicago Coin).....	45.00	45.00	45.00	45.00
Three Feathers (Genco).....			64.50	64.50
Three Musketeers (Gottlieb).....	79.50	79.50	79.50	79.50
3-4-5 (United).....	75.00	75.00	75.00	75.00
Thrill (Chicago Coin).....	35.00	35.00	29.50	35.00
Trade Winds (Genco).....			29.50	29.50
Trinidad (Chicago Coin).....	35.00	35.00	35.00	35.00
Triplets (Gottlieb).....	80.00	80.00	80.00	80.00
Tri-Score (Genco).....	69.00	89.50	69.00	89.50
Tropics (United).....		425.00	425.00	425.00
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	109.50	30.00	109.50	85.00
Tucson (Williams).....			109.50	44.50
Utah (United).....	84.50	84.50	34.50	59.00
Virginia (Williams).....	49.50	49.50	49.50	49.50
Whiz Kids (Chicago Coin).....			99.50	
Wild West (Gottlieb).....	145.00	159.50	145.00	169.50
Winners (Universal Industries).....	99.50	99.50	95.00	99.50
Wisconsin (United).....			34.50	34.50
Wizard.....	22.50	22.50	22.50	22.50
Yanks (Williams).....	49.50	49.50	49.50	49.50
Yacht Club (Bally).....	250.00	295.00	200.00	250.00
		275.00	325.00	275.00
Zingo (United).....		125.00	125.00	125.00

## Los Angeles

**Jean and Dolores Minthorne** back from their Palm Springs sojourn, following the organization of a branch office in that city. . . . The gang over at Bill Leuenhagen's Record Bar getting set for the usual Christmas rush.

**Bob Bever**, Dan Stewart Company, returned from several quick hops around the Southland, reporting more interest than ever in the Rock-Ola Comet. . . . **Ted Patton** was in town last week from Las Vegas. . . . **Ed Wilkes**, of the Paul Laymon Company, celebrated his 16th wedding anniversary with a shindig at the Balboa Bay Club recently.

**Gary Sinclair**, regional Wurlitzer representative, back at Redwood City after a three-week sales promotion tour thru the Southwest. . . . Paul Laymon Company reports exceptional interest in its new high fidelity Wurlitzer phono. . . . Veteran coin operator **G. F. Cooper**, of Riverside, making the rounds of Pico the past week for the first time in several months. Gerry sold his route to his son **Dale** and **Jack Neel** some time ago.

Imperial Valley vending operators just about completely operating cigarette machines at a 25 cent price. . . . Badger Sales Company president **Bill Happel**, along with export division head **Joe Duarte**, host the mayor of Manila shortly, on the latter's visit to this country.

**Pete Ley** operating a route of his own after leaving the Dan Stewart Company. Firm recently added **Dora Mandas** to handle the office chores. . . . **Sam Ricklin** and the entire gang at California Music Company were set for the annual Christmas rush of disk orders.

**Phil Robinson**, regional representative for Chicago Coin in this area, off for a Chicago visit. Chi Coin's bowlers have racked up top sales in this area, with Minthorne Music going great guns says **Phil**. . . . **Bill Schaefer**, of Bakersfield, in town recently.

**T. H. Loo**, El Centro, shopping along Pico Boulevard with **Andy Derbance**, of San Bernardino. **Jo Ann Lewis**, ex-gal Friday for the Dan Stewart Company, in town helping **Dora Mandas** get started in her new position.

**Bob Portale**, Advance Automatic Sales Company, San Francisco, in town this past week for a quick visit with local coinmen. . . . Now that the fishing season is over, games operator **Pete Perinate**, of Sacramento, has put his yacht up and is getting set for the pheasant season.

**Paul Laymon**, Paul Laymon Company, reports top interest by operators in Wurlitzer's new 1500 Hi-Fi phono. . . . **Lyn Brown**, Lyn Brown Company, and **Herb Reitzas**, giving the kiddie ride field a long dissertation. Lyn reported lots of interest on the part of operators in the new rides displayed at the recent NAAPPB show in Chicago.

**Bob Bever**, Dan Stewart Company, back from a series of short hops to Fresno, Bakersfield and San Bernardino. . . . **Hank Tronick**, Minthorne Music Company, in the middle of a buying spree by operators for not only new Seeburg phonos, but the firm's Chi Coin bowlers and Williams games as well. . . . **Joe Tomulonis**, Banning, made the trek into Los Angeles last week.

Novelty department over at Badger Sales Company felt the annual holiday rush. Badger firm sold out its complete inventory in '52, including good many of its display pieces. . . . **Al Silberman**, Badger Sales Vending department chieftain, completely cured of that ulcer, but nonetheless stays away from greasy spoons.

Also visiting were **John Conroe**, vice-president of the Keeney Manufacturing Company, and **Herman Paster**, Mayflower Distributing Company.

**Bob Bever**, Dan Stewart Company, was back in town after another one of his quick trips—this time to Phoenix. . . . **Abe Chapman** celebrated the marriage of his son last week.

**Ed Wilkes**, **Jimmy Wilkens** and **Charley Daniels** all staying close to home, at the Paul Laymon Company, until after the holidays. Owner **Paul Laymon** reports sales of Bally's Palm Springs are brisk.

**Jack Simon**, Simon Sales Company, back at the grind again after a short Chicago hiatus. . . . Juke box rental business over at **Sam Ricklin's** California Music Company and at **Bill Leuenhagen's** spurred with the holiday Christmas season. . . . **Lyn Brown** getting an early start by getting his pool in shape for the summer.

**Phil Robinson** back in town after a week's stay in Chicago, and a 10-day visit to Miami, where he attended the Dade County music operators' annual banquet. . . . **Frank Mercuri**, sales manager of Chicago Coin, was in town for a brief visit with his family.

Entire gang over at Minthorne Music trying to combine business with the new year pleasure, with **Jean and Dolores'** famed Alibi Room bar playing host to hundreds of music operators. . . . **George Mahlum**, of the Minthorne home-phono department, back from Palm Springs, where he reported the firm has been doing a superb sales job with its 200-selection unit.

**Paul Laymon Company** celebrating the holiday season with the arrival of another carload of Bally's Palm Springs, just in time to get them into the hands of operators before the holidays. **Paul and Lucille Laymon** held their annual turkey feast, with **Charlie Daniels** handling the carving.

**Bill Happel's** Badger Sales Company novelty department took on the appearance of a department store last week, with Christmas shoppers literally buying the place out. . . . **Al Silberman**, of the firm's vending department, still mulling a Hawaiian vacation right after New Year's. . . . **Dora Mandas** was in charge of the Dan Stewart Company offices, while Manager **Bob Bever** worked on expediting equipment.

**Hartford, Conn.** **John Tatigian**, president of Peter Paul, Inc., the Naugatuck, Conn., candy manufacturer, has been elected to the board of directors of St. Mary's Hospital there. . . . **Jack Gordon**, Eastern district manager for Seeburg, was in town.

In a decision handed down by the Connecticut Supreme Court of Errors, M. H. Rhodes, Inc., Hartford parking meter manufacturer, was ordered to pay \$58,750 in commission to a salesman. **Robert and Ralph Colucci Jr.**, sons of the Seaboard executive, participated in a recent students' recital at the Hartford School of Music. **Ralph Sr.** leaves in February for a vacation in South Texas.

**Post & Lester Company**, Hartford, has adopted an equity annuity retirement plan for its employees. The company will contribute about 10 per cent of its payroll to the plan.

**Milwaukee** Cigars were handed out freely at the Banaco Music headquarters the past week. Owner **Frank Bartnik** was celebrating the birth of a third son. Most recent arrival was named **Bretton David Bartnik**.

AMI music boxes are being delivered in sizable numbers, according to **Sam Cooper**, allowing the Paster Distributing Company to catch up on its heavy backlog of orders. Games are catching strong buying action of late, adds Sam, with most of the orders favoring the new United Chief and Leader games. At the back counter of the Paster office, premium department head **Jerry Gross** informs that sales appear to be well over last year's volume at this stage of the season.

**Bob Reinhardt**, record sales rep for Columbia Records, who formerly covered the Madison territory, has switched to the Milwaukee office. Bob's family is now settled in their Milwaukee living quarters.

Record distributor **Ken Wendel** sends word that he is getting strong action from his operator customers on the newest **Joni**

**James** release, "You're My Everything." **Wendel** shuttered his Atkinson Avenue headquarters and is now operating out of his home address.

**Herb Geiger**, of the Geiger Automatic Sales Company, reports little adverse cash box results in cigarette vending machines as a result of the current "scare talk" concerning smoking.

Switch in management recently finds the J. T. Novelty Company, of Cudahy, now under the control of **Andy Tuska** and his brother, **Joe**. New firm name is Central Amusement and Vending Company.

Route takes have been showing a downward trend during the holiday season, according to **Joe Pelligrino**, of P. & P. Distributors. New on the firm roster here is route collector **Arthur Kaszubowski**, who formerly held a similar job with the old Eastowne Amusement firm.

**Al Noebel** is the new salesman for the Lorillard Company, according to sales boss **Don Dierling**. Noebel is covering the South Side of Milwaukee for the cigarette firm.

## Miami

**Ed Weber**, route man for Lucky's Amusement Corporation, says two numbers on the King label are proving excellent nickel pullers. They are "Rags to Riches," by the **Dominoes**, and "Deep Purple," a be-bop instrumental featuring **Earl Bostic**. . . . Two members of the Brookmire family are now distributors of major phonograph record lines. **Mannie** has the Decca label and **Steve** just acquired Mercury. The establishments are only a few doors apart.

**Jimmie Bonnie**, AMOA business manager, is recuperating from an operation. . . . **Jack Kauffman**, C & L Amusement Company, has a talented daughter who models under the name of **Chips DeWinters**. **Kauffman's** son, **Bud**, recently ended his hitch in the Navy and now assists his father on the route.

**Eddie Connelly** and his wife, **Janet**, of the Connelly Distributing Company, Clewiston, were in town on a record buying spree. Accompanying them was **Red Gurkin**, Glades Music Company, Belle Glade, who also operates jukeboxes in the Lake Okeechobee area.

Buying records the other day along coinrow, was disk jockey **Bob Hanna**, of radio station WWPB. Hanna conducts a post-midnight show from the Preview Lounge, a cocktail spot on the edge of Coral Gables. He also emcees a weekly television show over station WTVJ.

**Jimmy Fielding**, Miami Cigarette Machine Company, has a winning smile at all times. He is an active member of the AMOA's cigarette vending machine division. . . . **Charles Golden**, Golden Cigarette Company, invariably puffs the weed thru a long cigarette holder.

**Willie Blatt**, Supreme Distributors, heard from his old friends in Atlanta, **Mrs. Sadie Hankin** and her daughter, **Natalie**, Amusement Vending Company, that they enjoyed a successful summer season at their amusement park which is the only one in the Atlanta area. The mother and daughter team also operate a route of music and games.

**Ellen Leslie**, daughter of **Morris Marder**, M & M Amusement Company, celebrated her 12th birthday anniversary December 2.

**Sam Marino**, Marino Music Company, reports collections are spotty despite the increase of tourists and improved weather conditions. However, he says

(Continued on page 70)

## COIN MACHINE SALESMAN

One of the oldest and largest distributors in the Eastern part of the country, with several important franchises in games, alleys and music, has a once-in-a-lifetime opportunity for a top-flight salesman. We are increasing our sales staff to handle an additional major franchise and to intensify coverage with established lines. Substantial, densely populated territory, lucrative and active market. We offer every co-operation and incentive, real compensation and unexcelled opportunity to build your own future to a salesman who can deliver. We want replies only from thoroughly experienced men with proven record of sales—no "weather report" or "alibi" men. Write in full detail. We guarantee strictest confidence. Our employees know of this ad. If promising, we will pay expense for interview or we will come to you.

BOX D-97

c/o THE BILLBOARD

CINCINNATI 22, O.

CIGARETTE & CANDY MACHINES!	
Reconditioned like brand new. Money back guarantee. King Size provision, low bases, Silver quarter play.	
5 PX 10 Col. Electric.....	\$144.50
5 PX 10 Col. mni.....	154.50
3 National 950.....	124.50
1 National 9A.....	124.50
1 Uneda Electric 10 col.....	124.50
4 2 Col. Rowe Candy.....	109.50
2 9 Col. National.....	119.50
1 5 Col. Uneda.....	99.50

All we ask is that you order one on a trial basis. This is the finest reconditioned equipment you can buy anywhere in the U. S. A. 1/3 deposit please. OLSHEIN DIST. CO. 1100 Broadway, Albany 4, N. Y.

MORE IN '54?

Minnesota, Iowa Play Tied to Farm Profits

By JACK WEINBERG

MINNEAPOLIS, Jan. 2.—The coin machine business in the Northwest in 1954 will be tied directly to rise and fall of farm income.

Farmers thruout this territory are definitely unhappy with incomes off and prospects for the future not bright.

However, general level of business thruout the area is not too bad because this territory never experiences the high booms or low valleys of depression which hit other sections of the country.

Coin machine business reflects the general business level. Harold Lieberman, of Lieberman Music Company, said the 1954 outlook indicates a general tightening up of trade. Route collections have been holding up.

LaBeau's Opinion

Archie LaBeau, of LaBeau Novelty Sales Company, predicted next year's general outlook would be especially bright for music, with operators indicating they plan to acquire new units in coming months.

Similar reports came from Arnold Golden, of Sandler Distributing Company, who said that coinmen reaction to his study of prospects indicated many were giving considerable attention to putting in new equipment.

Lieberman said music operators

must have fresh equipment on location in order to make money.

"There is a general trend to replacement of old phonographs," he said. "An effort is under way to obtain better commissions from locations. Dime play definitely is not the answer for this territory. Good merchandising is the only way for an operator to make his route pay off."

Game Outlook

Outlook for games play is "very good," several operators said, "only if coinmen junk their old equipment and put in new stuff." General reaction was that "you can't keep sucking money out of old junk—the customers won't go for it."

Vending machine business has room for considerable expansion in the year ahead, according to all concerned. New machines constantly are going out on location. Coffee venders, sandwich machines, cigarette units, soft drink dispensers—all are finding their niches in business and industry.

Manny Katz, of Coffee Vending Service, Minneapolis, new in the business, said the vending machine industry was just like any other.

"It's got the same headaches, the same problems—but general business principles applied to this industry will help solve those same problems," he said. "And that's just what our firm, at least, intends to continue doing in 1954."

Coinmen You Know

Continued from page 69

indications are that play will pick up from here on. In this conclusion he was joined by Raoul Shapiro, routeman at Supreme Distributors.

Cliff Deale, Deale Automatic Music Company, is celebrating 25 years in the coin machine industry. Deale is probably the oldest operator in point of service in this area. David Friedman, a member of the entertainment committee planning the AMOA banquet, sold more ads than anyone else in the association.

Southern Music Operating Company has about 15 Photomatic machines in dime stores and other outlets in Greater Miami, according to Robert J. (Bob) Norman. He says the machines dispense two pictures in 50 seconds for a quarter, and plans are to expand the number of outlets in the coming months.

Johnny Morgan, who operates music and shuffleboards in Miami Beach under the trade name of Beach Amusement Company, opened a bar, the Irish House. Morgan's court suit attacking constitutionality of Miami Beach's licensing system for coin-operated games was appealed to the Florida Supreme Court.

Gleason Stambaugh, Florida Music Company, West Palm Beach, has a son, Reggie, in the service in Japan. Another son, (Continued on page 71)

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns: Issue of Jan. 2, Issue of Dec. 26, Issue of Dec. 19, Issue of Dec. 12. Rows list various arcade equipment like Ace Bomber, Air Football, Air Hockey, etc., with their respective prices.

SELL BOTH THE EXPANDING COIN MACHINE EXPORT MARKET AND YOUR REGULAR U. S. MARKET AT THE SAME TIME

... and at no extra cost!

Facts you should know about coin machine exports:

Coin machine exports are big business and earn extra profits on plus sales.

Now at an annual sales volume of \$10,000,000 per year, U. S. coin machine exports have grown 500% in only 5 years!

There's a rising tide of foreign coin machine operations, as shown by the big demand at the recent Hamburg Fair.

Many countries, such as Canada, are buying new equipment, as well as used items.

An increasing number of music machine sales are on new equipment items.

It's easy...

There are specialists in or near your city who for a small fee will be glad to handle your foreign orders. They'll take care of export forms and see that you receive payment in dollars.

MAKE EXTRA COIN MACHINE PROFITS — BOOST YOUR VALUABLE EXPORT SALES!

Advertise strong in THE BILLBOARD COIN MACHINE WINTER EXPORT QUARTERLY

ADVERTISING DEADLINE: JAN. 14 ISSUE DATED: JAN. 23 RESERVE SPACE NOW!



Advertisement for The Billboard magazine featuring a coupon to order a subscription. Text includes: 'WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?' and 'Find out every week in The Billboard'.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19	Issue of Dec. 12
Baseball, 2 player (Chicago Coin)		\$49.50	\$49.50	\$49.50
Big League Bowler, 4 player (Keeney)	115.00	115.00	115.00	115.00
Bowl-a-Ball (Chicago Coin)	200.00 250.00	125.00 200.00	125.00 200.00	125.00 200.00
Bowling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Bowling Alley, 6 player (Chicago Coin)	95.00 125.00 125.00w/p	95.00 125.00w/p	95.00 125.00 125.00w/p	90.00 95.00 115.00 125.00(3) 195.00
Bowling Champ (Keeney)			69.50	
Bowling Classic (Chicago Coin)			59.50	
Cascade Shuffle Alley, 6 player (United)	325.00(2)	325.00(2)	325.00 350.00	325.00 350.00
Classic Shuffle Alley, 6 player (United)	385.00 395.00(2)	395.00	395.00	
Clover Shuffle Alley, 6 player (United)	325.00 355.00 365.00	325.00 365.00	325.00 365.00 375.00	395.00
Club Bowler, 10 player (Keeney)	75.00	375.00	375.00	375.00
De Luxe League Bowler (Keeney)	150.00 165.00	159.00 175.00	175.00 195.00	175.00 195.00
Double Bowler (Keeney)	49.50	49.50	49.50 79.50	49.50 79.50
Double Header (Williams)	49.50	49.50	35.00 49.50	49.50
Double Score Bowler 10th Frame (Chicago Coin)	325.00 385.00	385.00		325.00 385.00
Deluxe Matched (Keeney)			195.00	
Double Shuffle Alley Express Rebound (United)				69.50
Five Player (Shuffle Alley) (United)	90.00 120.00w/p 125.00 139.00 140.00 150.00	90.00 120.00w/p 145.00 150.00 159.00	90.00 120.00w/p 140.00 145.00 150.00(2) 159.00	90.00 95.00 110.00 120.00 145.00 150.00 159.00 159.00w/p 100.00
Four Way Bowler (Universal)	100.00	100.00	100.00 195.00	100.00
Four Player Shuffle Alley (United)	95.00 105.00 120.00 135.00	90.00 95.00 125.00 135.00	95.00 125.00(2) 135.00	100.00 125.00 135.00
Hi-Score Bowler (Universal)	75.00	75.00	75.00	75.00
Hi-Score, 6 Player (Chicago Coin)	149.00 159.00	149.00 159.50	149.00 159.50 175.00	149.00
High Score League Bowler (Keeney)	155.00	165.00	165.00	165.00
Hook Bowler (Bally)			65.00	
League Bowler, 4 player (Keeney)	99.50	50.00 99.50	50.00 75.00 99.50 139.50	50.00 109.50 139.50 210.00
Matched 4 player (Keeney)	210.00	210.00	210.00	
Matched Bowler, 6 player (Chicago Coin)	195.00 295.00(2)	195.00 295.00(2)	195.00 295.00(2)	195.00 295.00(2)
Official Shuffle Alley, 4 player (United)	210.00 235.00	250.00	225.00 250.00	250.00
Olympics Shuffle Alley (United)	355.00 365.00 385.00 395.00	365.00 395.00	365.00 395.00	395.00
Shuffle Alley Deluxe, 6 player (United)	125.00(2) 175.00 185.00 195.00	125.00(2) 195.00	125.00(2) 195.00(2)	95.00 125.00(2) 140.00 185.00 195.00(2)
Shuffle Alley Express, 2 player (United)	59.50	59.50	59.50	59.50
Shuffle Alley, 6 player (Keeney)	150.00 155.00 225.00	150.00 165.00 225.00	150.00 165.00 185.00 225.00	150.00 165.00 225.00
Shuffle Alley, 6 player (United)	100.00 125.00w/p 145.00 159.00 169.00 175.00	95.00 100.00 125.00w/p	95.00 100.00 125.00w/p	95.00 100.00 115.00 120.00 125.00 145.00 175.00 175.00w/p 179.00
Shuffle Line (Bally)			69.50 75.00	69.50
Shuffle Target (Genco)			50.00	50.00
Shuffle Tournament, 4 Way (Universal)			135.00	
Single Shuffle Alley Rebound (United)	59.50	59.50	59.50	59.50
Six Player 10th Frame (United)	240.00 270.00 315.00	240.00 270.00	240.00 270.00	240.00 270.00 325.00
Skee Alley (United)	65.00	65.00	65.00	65.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star 6 Player (United)	250.00 265.00 270.00	250.00 265.00 295.00	250.00 265.00 275.00 295.00	200.00 265.00(2) 295.00
Star 10 Frame, 6 player (United)	295.00	325.00	295.00 325.00	250.00 295.00 325.00
Super Deluxe League Bowler (Keeney)	175.00 185.00	195.00	195.00	195.00
Super Deluxe Matched (Keeney)			210.00	
Super Six Shuffle Alley (United)	215.00 225.00(3) 249.50	225.00(3) 235.00 249.50	225.00(3) 235.00 249.50 265.00	175.00 225.00(4) 235.00 249.50
Team Bowler, 10 player (Keeney)	305.00	305.00	305.00	305.00
Ten Player (Keeney)	325.00	325.00	325.00	325.00
Tenth Frame Bowler (Chicago Coin)	270.00 295.00	250.00 270.00 295.00	250.00 270.00 295.00	250.00 275.00 295.00
Tenth Frame Special Bowler (Chicago Coin)	325.00	325.00	325.00	325.00
10th Frame Super Shuffle Alley (United)	295.00(2)	295.00	295.00	295.00
Triple Score Bowler (Chicago Coin)	375.00			
Trophy Bowl (Chicago Coin)	125.00	100.00 125.00	99.50 100.00 125.00	59.50 100.00 125.00
Twin Rotation (Exhibit)				
Twin Shuffle Alley Rebound (Universal)		49.50	49.50	49.50
Twin Shuffle Alley Rebound (United)			85.00	50.00
Two Player (United)	50.00 65.00	50.00 65.00	50.00 65.00	50.00 65.00

## Coinmen You Know

• Continued from page 70

Snook, runs his dad's business in West Palm Beach. The elder Stambaugh has been in the coin machine business since 1910 and now has on location music boxes, pins, kiddie rides and Arcade pieces.

### Detroit

Motor City operators found unique ways to send personalized holiday greetings... Fred Chlopan, retiring president of the Detroit Shuffleboard Association, did it with a jolly snowman... Jimmie Passanante, Gaycoin Distributors, sent his with a gold-colored message of Old English cheer.

Maurice Feldman, Central Coin Machine Exchange, used a traditional holly and pine design... Ben Rosen, longtime manager of the Detroit branch of Confection Cabinet Corporation, has just been elected Dough Guy—treasurer to non-showmen—of the Detroit Variety Club, the top showmen's charity group.

Tony Vance, who has been prominent in the juke box business as an operator for about 20 years, has gone into the recording business, becoming artist and repertory chief of the new Great Lakes Recording Company.

Philip Ciaramitaro has taken over the pioneer firm of Sam's Music, following the death of his father, Sam Ciaramitaro, in September. The latter was one of the leaders of association activity within the industry for many years. Philip, associated with his father for a number of years, was also formerly the proprietor of the Jay & Jay Music Company, now inactive.

### New York

Vince Drenzo, Rex Music, is recuperating at home after being hospitalized with an illness... Mac Pollay is Florida bound... Wilbur Aaronson, United Play Machines, recently sustained a slipped spinal disk injury... Charlie Sachs, Union Automatic Music, is back at work after a recent illness... Irving Fenechel, Janel's Music, sold part of his route to Manny Feder, Beam Music.

George Ponser, manager of the Associated Amusement Machine  
(Continued on page 72)

## RELY on DAVIS GUARANTEED PHONOGRAPHS



### SEEBURG M-100 A

with DAVIS Guarantee  
WRITE FOR NEW  
LOW VOLUME  
PRICE

Complete with professional  
Reconditioning and  
Refinishing

### DAVIS PHONOGRAPHS

Complete and in Good Working Order

SEEBURG	WURLITZER
148ML ..... \$179	1250 ..... \$319
148M ..... 164	1080 ..... 89
147M or S ..... 99	850 ..... 59
146M or S ..... 79	800 ..... 59
H148 Hideaway ..... 90	750 ..... 59
	700 ..... 59
	AMI
	"A" ..... \$159
	"B" ..... 239

THE ABOVE PHONOGRAPHS ARE AVAILABLE THOROUGHLY OVERHAULED AND PROFESSIONALLY REFINISHED FOR AN ADDITIONAL CHARGE OF \$35 PER PHONOGRAPH.

### WANTED TO BUY

- WURLITZER 1015's
- WURLITZER 1400's

(Telephone Collect for Offer)

### Speaker Special

WURLITZER  
"4000" STAR  
SPEAKERS, EACH..... \$14.95

### WALL BOXES

Wurlitzer 4820, 5c, 10c, 25c, Converted	\$35.00
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	14.95
Wurlitzer 3031, Reconditioned	5.95
Wurlitzer 219 Stepper	19.50
Seeburg 3WS-L56, 3-Wire, 5c, 10c, 25c, Reconditioned	24.50
Seeburg 3W2-L56, 3-Wire, 5c, Reconditioned	6.95
Seeburg W1-L56, Wireless, 5c, Reconditioned	4.95
Packard Pla-Mor	3.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.  
WE SPECIALIZE IN EXPORT TRADE

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Your ticket to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

### EVANS' LATEST

# "CLUB MODEL" Saddle & Turf

**GUARANTEED  
REPLAY AWARDS**  
every game when 7  
coins are played.  
Especially designed  
for locations de-  
manding liberal  
Replay awards.

**SINGLE COIN DROP  
(WITH SLUG REJECTOR)**  
easily accessible on push  
button plate 5c or 1c play.  
High scores possible with  
single coin for top-play  
incentive.  
As many as 7 players can  
deposit coins. Electric Re-  
play Counter registers to  
999.

**IF YOU CANNOT SECURE THIS MACHINE FROM  
YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!**

**H. C. EVANS & CO.**

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS



COLORFUL CABINET  
OCCUPIES LESS SPACE  
THAN ORDINARY PIN TABLE

# Coinmen You Know

Continued from page 71

Operators of New York, is back at work after a siege of bronchial pneumonia. . . . New AAMONY members are Al Miniaci, Paramount Automatic Music, and Al Broccoli, Braddock Automatic Music. . . . **Barnet Tannenbaum** is recuperating from a minor operation.

**Nat Lerner** has joined **Bill Schwaemmle** as a partner in **Bill Boyd** juke box repair concern. . . . **Hymie Rosenberg** and **Charlie Katz**, erstwhile partners in National Kiddie Rides and now both associated with the Deco Division of the Drum Manufacturing Company, Union, N. J., are in New

York for brief visits. **Rosenberg** handles kiddie ride sales in the 11 Western States, while **Katz** covers the Southwest. . . . **Seacoast Distributors** and **Runyon Sales** threw Christmas parties for their employees, the former in Elizabeth, N. J., and the latter in Newark, N. J.

The Coin Machine Employees Union will hold its annual dinner April 25 at the Latin Quarter. . . . The AAMONY board of directors meets Thursday (7), with a general meeting and officer nominations slated for the end of the month and a dinner meeting and election set for February.

## Washington

Pioneer Novelty is doing a steady business, says Owner **Evan Griffith**. . . . **Sid Lotenberg**, head of Westway Vending, has installed pie and pastry machines at five locations on an experimental basis. Other recent additions to the Westway line include juice bars for canned juices, an experimental sandwich machine at the U. S. Bureau of Standards and several milk machines.

The Canteen Company continues to enjoy steady collections, reports Manager **Joseph O'Neil**. **Norman Hayter**, head of the local Dr. Pepper-Tru Ade Company, says business is slightly off, but still ahead of last year. Hayter feels certain that the volume will increase before the end of the year.

**James Bowen**, head of Kwik Kafe of Washington, Inc., is pleased with the recent cold weather. It brought quite an increase in coffee sales. Bowen's firm has placed several more machines in small locations.

Northern Virginia Music Company, headed by **Mrs. G. L. Sinclair**, has been making steady collections. Mrs. Sinclair is bracing herself for the usual end-of-the-year load.

**James Kaplan**, who owns and operates three of the city's largest Arcades—the Palace, Amusement and D. C. Arcades—says business is quiet due to the Christmas season. Kaplan uses new Gottlieb and Williams games.

**Michael Bushdid**, owner of Michael Coin, is placing more machines in an effort to keep collections up. He was recently awarded the Auto-Photo distributorship in Washington, and has made extensive installations in Whalen, Walgreen and other drugstores, and in Woolworth and Green variety stores. Michael says there is a great demand for this machine also in Maryland and Virginia.

The local Dr. Pepper-Tru Ade Company is ahead of last year in total sales, reports **Norman Hayter**, manager.

**Glen Mowry**, Gem Vending, says he finds five marginal stops for every one good one in trying to find new locations, but that the five stops simply require some ingenuity to build them up.

**BANNER SPECIALTY COMPANY**  
Home Office: 179 W. Girard Ave., Philo, Ill. 23, Pa.  
Branch: 1508 Fifth Ave., Pittsburgh, 19, Pa.

## THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

### ADVERTISING RATES

REGULAR CLASSIFIED Minimum 3

Usual want-ad style one paragraph or display. First line set in 4 pt bold balance 6 pt light

Per word . . . . . 5

1 or more CONSECUTIVE or 26 insertions, per word . . . . . 18

2 CONSECUTIVE insertions, per word . . . . . 16

3 must accompany all orders for less than 3 insertions. Please include an additional 25c for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail

REGULAR CLASSIFIED Minimum 3

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

or more CONSECUTIVE or 26 insertions, per agate line . . . . . 95

2 CONSECUTIVE insertions, per agate line . . . . . 90

1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

### Agents, Distributors

Canadian Operators, Distributors—Introducing Quizzettes, sensational low-priced coin machines: first time in Canada; proven money-makers, opening new field in vending. Interested, write Mochuk Enterprises, 81 Indian Rd., Toronto, Ont.

### Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save steel cabinet model err design coin reactor write for prices and full story Coin Radio & Television Corp., 190A Duane St., New York City.

### Help Wanted

Servicemen—Want 2 dependable Men for Shuffle Alley, Pin Game and Music Route located in Akron; good salary; write, giving references and experience to Bell Music Co., Inc., 636 W. Bowersy St., Akron, O.

Want first-class Mechanic, good wages, must know Bingo be sober, honest, reliable Call or see Gilbert Rebert, York County Amusements, 535 Girard Ave., York, Pa. Phone 8-1276

### Parts, Supplies & Services

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448

Stands for Ball Gum, Peanut and Stamp machines; attractive and built very durable; ready for location, \$3.50 ea. plus freight while they last; 1/2 deposit, Cy Hudson, 3003 W. Clay St., Richmond, Va.

### 1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1c or 5c, \$1.45 ea. prepaid. Tubular Coin Wraps, 1c or 50c, 85c per M; 10,000 or more, 80c per M.

### ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES, All Wrigley, 47c; All American Chicle, 42c; Teaberry, 42c; Chloro Tab 1100 ct., 45c; Candy Charms, 42c; Hershey Choc., 1200 ct., 1c; 1c, \$1.30; Suchard Almond or Milk 1200 ct., 1c, \$1.25.

Ball Gum, 210, 170, 140—25 lb. cases, 26c per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45c per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38c per lb.; 520 ct.—30 lb. cases, 31c per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47c per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38c per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

### KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers, PV Cigarette Venders. 2702 W. Lake St., Chicago 12, Ill.

### Routes for Sale

Florida route, latest victrolas and amusement equipment; established 18 yrs.; down payment \$22,000, balance 5%. Box 685 The Billboard, Chicago 1, Ill.

### Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending Machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Cigarette Machines King size conversions 25c and 30c mechanisms all types of user Cigarette Machine Equipment: completely overhauled and refinished Central Vending Machine Service Co. 3927 Parrish Ct. Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation, Unerca, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machine—8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Gottlieb Skee-Ballette, \$75; 4-Player Derby, \$150; Goatee, \$75; Bear Gun, \$150; Silver Bullets, \$110; Periscope, \$75; Zingo, \$75; Rattling Practice, \$70; O-Ball, \$75; Chicco 6-Player Bowler, \$150; Challengers, \$17.50; Duck Hunter, \$17.50; Kicker-Catcher, \$17.50. D. R. York, 2509 Rattikin, Ft. Worth, Tex.

Mutoscope Photomatics, deluxe, postwar refinished, A-1 condition, \$350. Automatic Amusement Co., 728 4th Ave., San Diego 1 Calif.

Skee-ball Alleys for sale—11 Wurlitzers, 3 Skee-rolls, good condition; best offer Jack Zakim, 150-47 75th Rd., Flushing 67, N. Y.

10 Silver King 5c Hot Nut Venders, used four months; clean, excellent condition \$18.50 ea. Frank Malkewicz, Stone Lake Wis.

### Wanted to Buy

Air Calliopes, old coin operated Music Machines, Kiddie Rides in good condition Vern's Enterprises R. 5, Box 28-B, Sar Jose Calif.

Cigarette, Candy and other Vending Machines; any make, size, model or condition give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

Penny Vender Route in Florida; send full information, Amusement Service, P. O. Box 584, Eau Gallie, Fla.

United 6-Player Deluxe Bowlers at \$75 each. Box 688, The Billboard, Chicago 1, Ill.

Wanted — Bally Champion, Kiddie Rides at once, popular new, used Records. Krzak Pawlucket, R. I.

200 Penny Weighing Scales; send full information, Amusement Service, P. O. Box 584, Eau Gallie, Fla.

## 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 \_\_\_\_\_

### For Everything You Need in new and used equipment LOWEST PRICES Write for Our Lists

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

### ARCADE EQUIPMENT

A.B.T. Rifle Sport Gallery, 3 and 6-gun shooting outfits.

Everything in Kiddie Rides, Photo Machines, Voice-O-Graph, Athletic, etc.

Catalogs Free on Request

### MIKE MUNY

577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
42 YEARS SERVICE • EST. 1912

### OPERATORS!

LOOKING FOR A BUYER FOR YOUR ROUTE!

Use The Billboard's Coin Machine Market Place . . . reaching potential buyers all over the country.

It's economical, fast and efficient!

TURN TO PAGE 72 FOR RATES AND INFO

### START 1954 with FINEST RECONDITIONED at LOW PRICES!

United 4 Player, form./lg. pins . . . \$100.00  
United 5 Player, form./lg. pins . . . 110.00  
Bally Bright Lights . . . . . 95.00  
Bally Spot Light . . . . . 110.00  
Bally Coney Island . . . . . 140.00  
Bally Atlantic City . . . . . 220.00  
Bally Frolics . . . . . 225.00  
Bally Beach Club . . . . . 385.00  
Bally Yacht Club . . . . . 275.00  
Bally Dude Ranch . . . . . Write  
United Circus . . . . . 195.00  
Exhibit Dale Gun . . . . . 40.00  
Exhibit Space Gun . . . . . 175.00  
Seeburg Chicken Sam . . . . . 79.50  
Eastern Elec. Cigarette Vender, 25c. 150.00

ALSO AVAILABLE: Bally, United, Williams, Gottlieb, Keeney, Chicago Coin New Games.

1/3 Deposit, Balance C.O.D.

**IRV OVITZ**  
**ACME-INTERNATIONAL**  
DISTRIBUTORS  
3643-45 W. Monroe Chicago 18, Ill.  
CORNelia 7-7272

### SHOOT THE WORKS

6 SHOOTER . . . . . \$119.50  
EXHIBIT JET GUN . . . . . 149.50  
SEEBURG SHOOT THE BEAR. 174.50

### PURVEYOR

DISTRIBUTING COMPANY  
4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814

### BUYS OF A LIFETIME!

CLEAN EQUIPMENT!

United 6 Player Deluxe . . . . . \$ 89.50  
Chico 6 Player . . . . . 74.50  
United Manhattan, Double Feature 275.00  
United Star, Triple Feature . . . . . 299.50  
United Super, Triple Feature . . . . . 225.00  
Exhibit Space Gun . . . . . 149.50  
Wms. Quarterback . . . . . 29.50  
Sc. Baiting Practice . . . . . 39.50  
Seeburg 146S . . . . . 74.50

Reconditioned Cigarette and Candy Machines, all makes, \$125.00 and \$165.00. Advise needs.

**OLSHEIN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

### New United SHUFFLE ALLEYS CHIEF and LEADER SHUFFLE ALLEY SPECIALS

Keeney 10 Player . . . . . \$325.00  
United 6 Player Star . . . . . 245.00  
United 6 Player Super . . . . . 225.00  
Keeney 4 Player Match . . . . . 210.00  
Keeney 6 Player . . . . . 225.00  
United 6 Player Form, J/P . . . . . 125.00  
Chi Coin 6 Player Form, J/P . . . . . 125.00  
United 5 Player Form, J/P . . . . . 120.00

Central Ohio Coin Machine Exchange  
525 S. High St. Columbus, O.  
AD 7254

### WANTED FOR EXPORT

WURLITZER 1015s, 1100s  
SEEBURG 100As  
MILLS CONSTELLATIONS  
ROCK-OL 1436-1436s  
EXHIBIT & BALLY HORSES CARROUSELS

**UNITED**  
430 Main San Antonio, Texas

GIVE TO THE UNYON CANCER FUND

# Shaffer Specials

## INVENTORY SALE

### Seeburg M-100-A

100 Selections — 78 RPM  
Completely Reconditioned

**\$495.00**

### AMI

D-80 (80 Selections) ... \$439.50  
Model "C" ..... 279.50  
Model "B" (45 RPM) .. 229.50  
5/10 Wall Box ..... 12.50

### POST WAR WALL BOXES

Wurlitzer 3020 (48 Sel.) ..... \$32.50  
Seeburg 5/10/25, Wireless ..... 21.50  
Seeburg 5/10/25, 3 Wire ..... 24.50  
Seeburg 5c, 3 Wire .... 8.95

### WURLITZER

1250 ..... \$249.50  
1100 ..... 199.50  
1080 ..... 69.50

EXHIBIT BIG BRONCHO ..... \$449.50  
SEEBURG SHOOT THE BEAR ..... 189.50

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

## Moe Fine, 63, Top Montreal Distrib, Dies

MONTREAL, Jan. 2. — Moe Fine, for many years one of Canada's leading coin machine distributors as founder and president of Roxy Specialty Company, died Thursday (31) at the age of 63. Associates said he had not been feeling well in recent days. He was stricken in his home Thursday and passed away shortly thereafter.

Fine's firm handled many of the major equipment lines, including Genco, AMI, Bally, Williams, Exhibit and Capitol Projector. He was active in the coin machine field for more than 30 years.

He was to attend the wedding of one of his two daughters tomorrow, and then leave on a vacation trip to California. Besides his daughters, Fine is survived by his widow, Lena. His outside activities included governorship of Temple Emanuel in Montreal, and philanthropic hospital work.

## Portland Ops

Continued from page 56

ness was too small and had threatened to deny license renewals to many locations. Such a step could close many locations for operators. But most outlets will probably come to terms with the OLCC.

Taverns which failed to make provision for liquor-by-the-drink, are suffering a decline in patronage, according to Harry Quinn, manager of the John Welch Music Company. "Some taverns have had to tighten their belts," he said, indicating that music grosses have suffered in proportion.

Music distributors voiced optimism. Budge Wright, of Western Distributors, said that improvements in juke boxes would keep operation profitable. Larry Hornbeck, of the R. F. Jones Company, said his contacts report an upswing in music activity.



## STOP at FIRST!

Go Farther With FIRST-Quality Equipment!

### BINGO 5 BALLS

NEW Bally PALM SPRINGS United RIO

### "First-Conditioned" BALLY

Dude Ranch ..... Write  
Yacht Club ..... Write  
Beauty ..... \$350  
Palm Beach ..... 285  
Frolics ..... 285  
Atlantic City ..... 260  
Coney Island ..... 190  
Spotlight ..... 175  
Bright Spot ..... 175  
Bright Lights ..... 150

### SHUFFLE GAMES

NEW Keeney BONUS BOWLER  
Keeney PACEMAKER  
Chicoin CRISS CROSS  
Chicoin ADVANCE  
BOWLER  
Chicoin KING BOWLER

### "First-Conditioned" Shuffle Games

UNITED CLASSIC ..... Write  
OLYMPIC ..... Write  
STAR-10TH FRAME \$295  
STAR 6 PLAYER ..... 270  
OFFICIAL S.A.

SMATCH ..... 235  
SUPER 6 PLAYER ..... 215  
DELUXE 4 PLAYER ..... 175  
4 PLAYER with Formica ..... 159  
5 PLAYER with Formica ..... 139  
5 PLAYER ..... 125  
4 PLAYER ..... 105  
SKEE ALLEY ..... 65

### KEENEY

DOMINO ..... Write  
CARNIVAL ..... Write  
CLUB BOWLER ..... \$375  
10 PLAYER TEAM ..... 305  
BOWLER ..... 185  
SUPER DELUXE ..... 165  
DELUXE LEAGUE ..... 155  
BOWLER ..... 165  
4 PLAYER ..... 155  
HIGH SCORE BOWLER ..... 155  
BIG LEAGUE ..... 115  
BOWLER ..... 115

CHICAGO COIN 10th FRAME DBL. \$385  
6 PLAYER MATCH ..... 295  
4 PLAYER HI SCORE 149  
UNIVERSAL HI SCORE BOWLER ..... \$75

### UNITED

Circus ..... \$195  
Stars ..... 185  
Bolero ..... 115  
ABC ..... 99

### ONE BALLS

"First-Conditioned" Turf King ..... \$95  
Winner ..... 95  
Champion ..... 75  
Gold Cup ..... 55

### See FIRST for Chicago Coin's 'ROUND THE WORLD TRAINER'

A real sensation! Designed for a adult appeal, but gets the kids, too! "Gun-Ride" simulates flight actions—pilot controls speed, tests skill by shooting ray of light at targets while going 'Round the World in 60 seconds! QUICK DELIVERY!

### 5 BALLS

GOTTIEB Rockettes ..... \$ 85  
Quintette ..... \$190  
Chinatown ..... 160  
Wild West ..... 145  
Niagara ..... 145  
Hi 'n' Low ..... 140  
Globe Trotter ..... 135  
Rose Bowl ..... 135  
Mermaid ..... 125  
All Str. Bkbl. .... 115  
Joker ..... 95  
Dble. Feature ..... 89  
Triplets ..... \$ 85  
Shoot Moon ..... 120  
King Arthur ..... 65  
Dble. Shuffle ..... 49  
UNIONED Utah ..... \$ 59  
Gizmo ..... 35  
Aquacade ..... 39  
Carolina ..... 39  
Ramona ..... 39  
Stardust ..... 39  
Baby Face ..... 39  
Sweetstake ..... \$195  
Jalopy ..... 120  
Shoo-Shoo ..... 95  
Maryland ..... 49  
CHICAGO COIN King Pin ..... \$115  
Fighting Irish ..... 75  
Football ..... 65  
Thing ..... 45  
Majors of '49 ..... \$ 45  
Grand Award ..... 35  
Trinidad ..... 35  
Catalina ..... 35  
Thrill ..... 35  
GENCO Springtime ..... \$ 89  
South Pacific ..... 69  
Tri-Score ..... 69  
Camel Caravan ..... 65  
Harvest Time ..... 65  
1-2-3 ..... 45  
Puddinhead ..... 39  
Screwball ..... 35  
EXHIBIT Shantytown ..... \$ 85  
Bebop ..... 65  
Playtime ..... 45

# FIRST DISTRIBUTORS

1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

## IMPORTERS

You SHOULD BE DOING BUSINESS WITH

# TRIMOUNT

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

# TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS  
Tel. 234-72-9889

# AMI

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

# SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
1535 Delaware Ave., Lexington Ky. 129 W. North St., Indianapolis, Ind.

## ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over. Large Nat'l Coin Rejector Box.

### OVERHEAD MODELS

Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$125.00 ea.

### WALL MODELS

Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$95.00 each

Terms: 1/3 dep., bal. C.O.D. or S.O.

2845 W. FULLERTON, CHICAGO 47, ILL.  
(Tel.: Dickens 2-2424)

## NICKELS 5 & 2

# COINWAY CHANGEMAKER

\$69.50

Takes dimes and quarters—Dispenses nickels—Holds 500 nickels—Unconcerned in a 1 1/2" guaranteed. Size 10" x 13" x 3 1/2"

Exclusive National Distr.

### ARCADE

GENCO INVADER  
GENCO SKY GUNNER  
AUTO-PHOTO  
ABT RIFLE SPORT  
Photomatic, Late ..... \$650.00  
Voice-o-Graph ..... 525.00  
Midget Movies ..... 295.00  
Ev. Bata-Score ..... 275.00  
Shoot the Bear ..... 259.50  
Ch. Basketball Champ 275.00  
Photomatic, Pre-War ..... 250.00  
Exh. Jet Gun ..... 210.00  
Muto. Silver Gloves ..... 165.00  
Muto. Sky Fighter ..... 195.00  
Muto. Ace Bomber ..... 195.00  
4 Player Derby ..... 195.00  
Evans Super Bomber ..... 175.00  
Scientific Field Goal ..... 175.00  
Telequiz & Film ..... 169.00  
Exh. 3 Little Meters & Stand, 5c or 1c ..... 159.50  
Star Series ..... 139.50  
Bally Rapid Fire ..... 125.00  
Goalee ..... 119.50  
Jack Rabbit ..... 99.50  
Life League ..... 99.50  
Exh. Dale Gun ..... 94.50  
Batting Practice ..... 89.50  
Marion Scale ..... 89.50  
Scientific Baseball ..... 79.50  
Telequiz & Film ..... 79.50  
Flash Hockey ..... 75.00

### CHARMS

New-Assorted \$2.25 Per Bag of 400

### 5-BALLS

UNITED RIO  
BALLY PALM SPRINGS  
EV. SADDLE & TURF

### -BINGO-

Dude Ranch ..... Write  
Yacht Club ..... 295  
Beach Club ..... 395  
Beauty ..... 325  
Palm Beach ..... 235  
Atlantic City ..... 225  
Frolics ..... 250  
Spot Life ..... 150  
Coney Island ..... 175  
Bright Spot ..... 175  
Lights ..... 125  
Tropics ..... 395  
Cabana ..... 375  
Circus ..... 225  
Stars ..... 150  
ABC ..... 115  
Long Beach ..... 125

WILLIAMS  
8 Ball ..... \$119.50  
Sluggfest ..... 119.50  
Shoo Shoo ..... 119.50  
Control Twr ..... 109.50  
Rag Mop ..... 99.50  
Dreamy ..... 89.50  
Georgia ..... 89.50  
De-Luxe ..... 89.50  
Lucky Inning ..... 84.50  
Boston ..... 79.50  
Dallas ..... 69.50  
Virginia ..... 49.50  
Yanks ..... 49.50  
Dew-Wa-Diddy ..... 49.50  
Saratoga ..... 49.50  
Tennessee ..... 49.50  
Gizmo ..... 49.50

GENCO  
"400" ..... \$125.00  
Tri-Score ..... 89.50  
Canasta ..... 59.50  
Puddin' Head ..... 54.50  
Big Top ..... 54.50  
Screwball ..... 49.50  
1-2-3 ..... 49.50  
Floating Pwr ..... 49.50

UNITED  
Red Shoes ..... \$89.50  
Arizona ..... 79.50  
Utah ..... 84.50  
Tampico ..... 79.50  
Oklahoma ..... 69.50  
Aquacade ..... 59.50  
Monterrey ..... 49.50  
Moon Glow ..... 49.50  
Baby Face ..... 49.50

### VENDERS

ACORN VENDOR, 1c or 5c ..... WRITE  
ACORN 10 COL. TAB GUM ..... \$21.95

Mills 8 Col. Candy ..... \$198.50  
Mills Tab Gum 27.50  
Mills Tab Gum, Rebuilt ..... 16.50  
Silver King ..... 13.95  
25c Razor Blade 19.95  
N.W. 49 1c, 5c 17.35  
S.K. Hot Nut ..... 29.95

U Select It ..... \$ 49.50  
N.W. Tab Gum 25.95  
N.W. Stamp ..... 69.00  
U-Pop-It ..... Write  
Kienex 5 or 10c ..... 49.50  
Smokeshop Lo-Boy ..... 239.50  
Aix 8-Col 295-Pkg  
Elect., New 175.00

### SHUFFLE GAMES

UNITED CHIEF, HIGH SCORE  
UNITED LEADER, MATCH } BUILD-UP SCORING

GENCO SHUFFLE POOL

United Classic, Match Score ..... \$395.00  
United Olympic, High Score ..... 365.00  
United Clever, Match Score ..... 365.00  
United Super 10th Frame, 6 Pl. .... 295.00  
United Star 6 Player ..... 275.00  
United Super 6 Player S.A. .... 249.50  
United De Luxe S.A., 6 Player ..... 195.00  
United 6 Player w/Formica, 7-10 ..... 175.00  
United 5 Player w/Formica, 7-10 ..... 150.00  
United 4 Player w/Formica, 7-10 ..... 135.00  
Un. 2 Player S.A., Express ..... 59.50  
Jn. Single S.A., Rebound ..... 59.50  
Chicoin 6 Player, High Score ..... 159.50  
Chicoin Bowling Alley, w/Formica ..... 59.50  
Keeney 6-Player ..... 150.00  
Keeney League Bowler, 4 Player ..... 99.50  
Keeney Double Bowler ..... 49.50  
Williams Double Header ..... 49.50  
Star Bowler, 10', 2 Player, Wood Balls ..... 295.00

### Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT

For United 4 5 and 6 Players  
Also Chicago Coin's. \$49.50

### MARVEL'S NEW ELECTRIC SCOREBOARDS

OVERHEAD MODELS ..... \$125.00  
WALL MODELS ..... 95.00

### COUNTER GAMES

Art Show & Film, New ..... \$49.50  
Mercury Counter Grip, New ..... 34.50  
ABT Challenger ..... 29.50  
ABT Challenger, New ..... 65.00  
Acme Shocker, New ..... 24.50  
Texas League ..... 69.50

### 1-BALLS

Bally Futurity Write  
Turf King ..... \$109.50  
Winner ..... 99.50  
Champion ..... 89.50  
Citation ..... 79.50  
Gold Cup ..... 59.50  
Special Entry ..... 49.50  
Jockey Special ..... 54.50

### CIGARETTE VENDERS

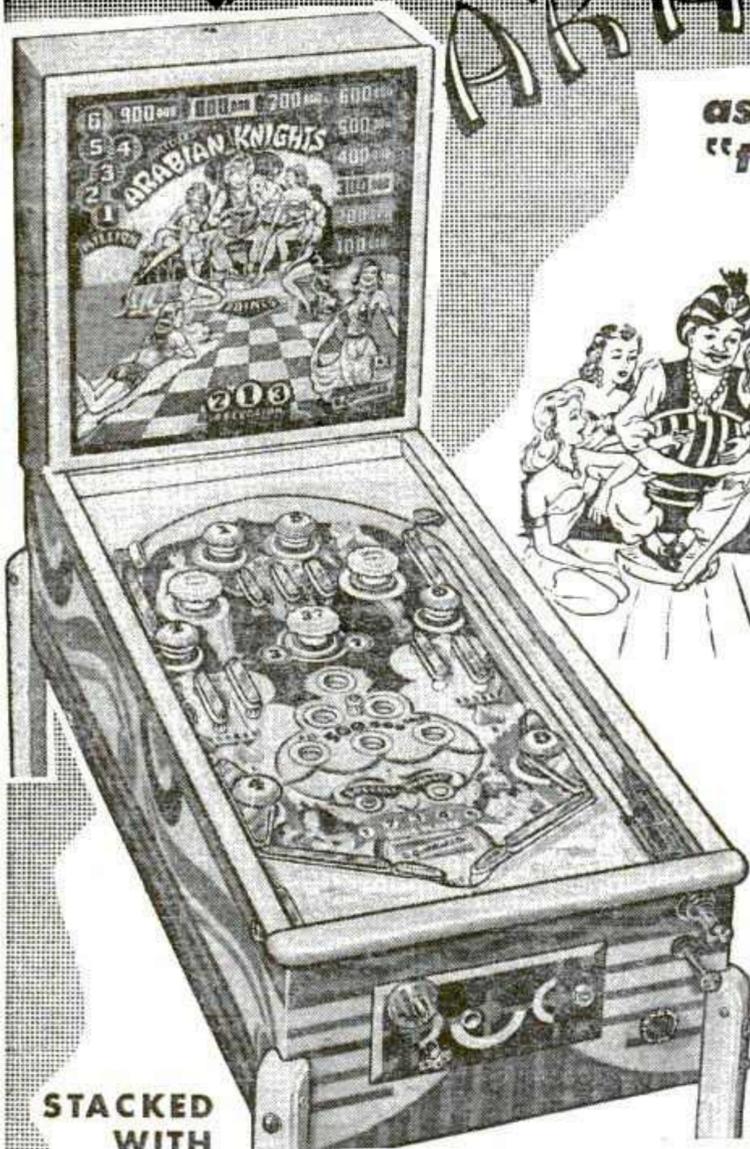
FACTORY REBUILT, 25c, KING SIZE COLS.

Rowe President, 10 Col. or 8 Col. .... \$155  
National Model 950, 9 Col. .... 145  
National 930, 9 Col. .... 130  
Unedapak Model 500, 9 Col. .... 135  
DuGrenier Model "W", 9 Col. .... 125

# Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL.

# GOTTIEB'S ARABIAN KNIGHTS



as entertaining as a "thousand and one nights!"

FABULOUS, FASCINATING, AND... BROTHER, DO YOU GET ACTION!!

Player spots himself 1 or 2 or 3 holes by turning SELECTOR knob.

Lighting the balance of the 6 DROP-THRU holes awards REPLAYS in proportion to the number of holes spotted.

14 OPTIONAL SPOTTING COMBINATIONS!

1 to 8 SEQUENCE lights Roll-Over buttons for REPLAYS.

3 POP BUMPERS  
2 FLIPPERS

2 CYLONIC KICKERS

POINT SCORE  
HIGH SCORE

LOOK 'EM OVER... YOU'LL GO FOR THIS "HONEY" AT YOUR DISTRIBUTOR

STACKED WITH REAL "COME ON"!



**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



## Operators\* Get 'EXTRA' SERVICES from The Billboard

... these are over and above all editorial services printed IN The Billboard!

### READERS SERVICE DEPARTMENT—

This department has answered more than 56,000 inquiries from operators since 1933... covering information as simple as furnishing a game trade name to more technical data such as court decisions, information on location contracts, etc. Whatever the inquiries, if it can be answered, the expert coin staff at The Billboard will find the answer. The Billboard's files date back to 1933 and are considered to be the most complete in the entire industry.

### INDUSTRY PROMOTION—

The best example is the 1953 promotion of the 65th Anniversary of the Juke Box Industry, representing the greatest co-operative action ever taken by manufacturers and distributors on behalf of the operator and the juke box field. Sparked by The Billboard, the fine results of this promotion are still being felt all over the country. Mailing of special sections of The Billboard to prime location prospects to help the operator obtain spots for his equipment... another example of how The Billboard works constantly to help operators.

### PUBLIC RELATIONS—

Consistent use of press releases to radio stations, newspapers and trade journals to play up the industry... personal participation of staff members at many gatherings outside the industry... and many, many more EXTRA SERVICES that all contribute to the general acceptance of coin machines by businessmen and the public all over the world.

\*When operators get more value, so do advertisers!



**NOW!** In Our Showroom... CHICAGO COIN'S New Money Maker

### SHUFFLE GAMES

- United Deluxe ... \$125.00
- United 2 Player ... 65.00
- United 5 Player ... 90.00
- United 6 Player ... 100.00
- United 10th Frame ... 270.00
- United Cascade ... 325.00
- Chicago Coin 6 Player ... 125.00
- Chicago Coin 6 Player Drum Scoring ... 195.00
- Chicago Coin 10th Frame ... 270.00
- Chicago Coin Matched Bowler ... 195.00
- Chicago Coin Matched Bowler & 10th Frame ... 295.00

- Chicago Coin 10th Frame Special ... 325.00
- Chicago Coin 5th Frame Double ... 365.00
- Chicago Coin Triple Frame ... 425.00
- Chicago Coin Bowl-a-Ball ... 200.00
- All alleys cleaned and checked. Formica tops and large pins.

### SPECIALS

- Buckley Track Odds, Non-Coin .. Write
- Genco Jumping Jax ... \$100.00
- Genco Golden Nugget ... 125.00
- Genco Silver Chest Write
- Pop Corn Set ... 49.50
- Evans Horse Race Wheel & Lay-Out Write

### BINGOS

- Coney Island ... \$140.00
- Beauty, Very Clean ... 350.00
- Bright Lite ... 125.00
- Atlantic City ... 235.00
- 5 Stars, Very Clean ... 49.50
- ABC ... 50.00
- Spot Lite ... 140.00
- Long Beach ... 139.00
- Frolics ... 240.00

### RIDES

- Chicago Coin Super Jet, New ... Write
- Exhibit Big Bronco ... \$500.00
- Bally Champion Horse ... Write
- Chicago Coin Round the World Write

**Monroe GOIN MACHINE EXCHANGE, INC.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4840)

## BIG KIDDIE RIDE NEWS!

OUR LARGE PLANT ACTUALLY REBUILDS KIDDIE RIDES! A REBUILT "BIG BRONCO" IS NOW A NEW PRAIRIE KING. A REBUILT "BALLY CHAMPION" IS NOW A NEW WESTERN CHAMP. IT'S UNBELIEVABLE! AND IF YOU ARE NOT SATISFIED, WE PAY FREIGHT FROM YOUR CITY TO BOSTON. ON TEST LOCATIONS NEW "PRAIRIE KING" and "WESTERN CHAMP" EARNED MORE than the old machines.

- Bally Champion "WESTERN CHAMP".....\$595
- Exhibit Big Bronco "PRAIRIE KING".....\$495

To All Our Friends—Our sincere wish for a **HAPPY AND PROSPEROUS NEW YEAR!**  
—W. S. Redd

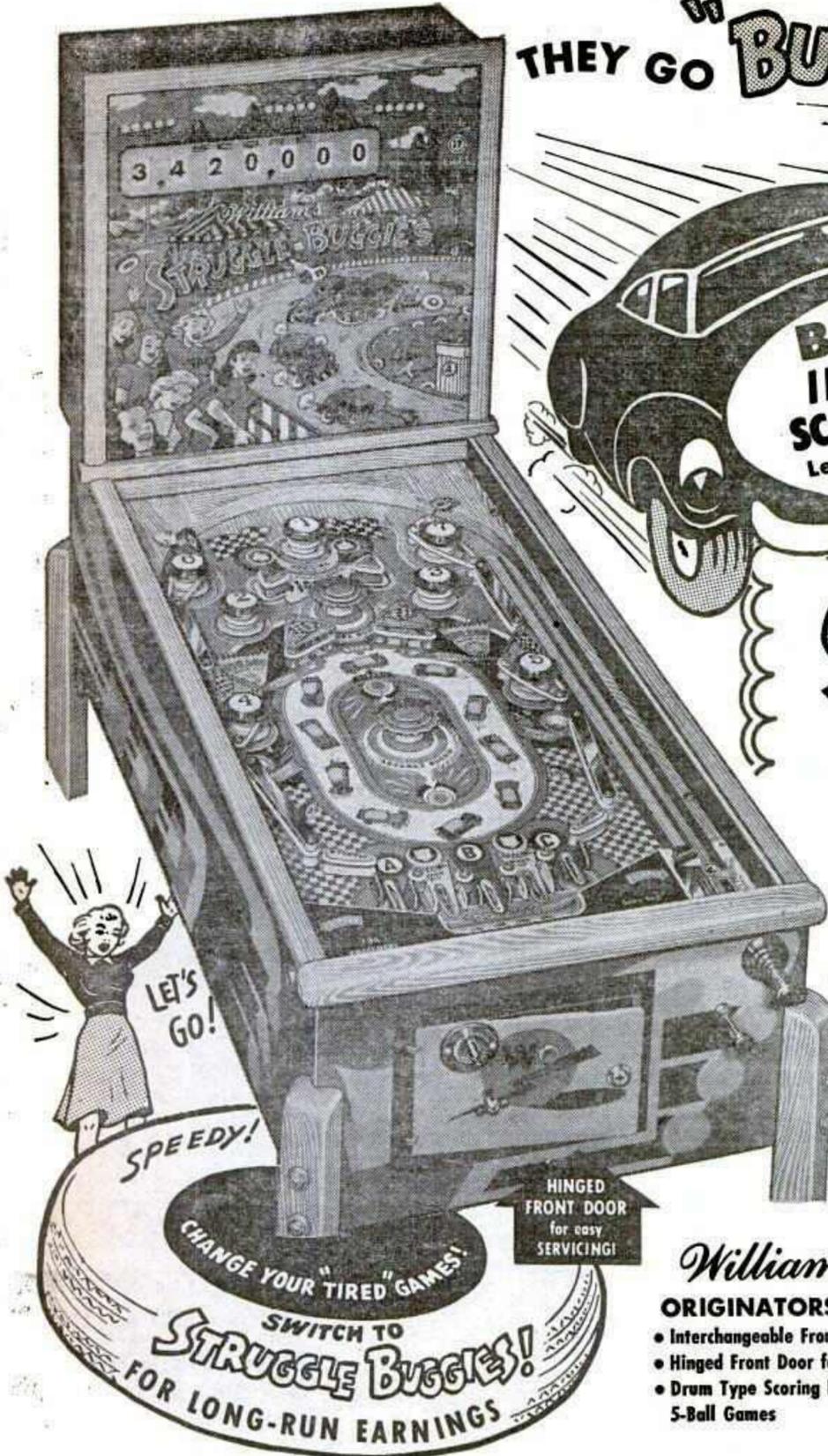
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THEY GO **BUGGY** PLAYING THIS ONE!



**BIG BOLD ILLUMINATED SCORE INDICATOR**  
Lets Player See His Score at a glance!

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- ★Numbers 1 to 7 lite No. 1 Bumper for "Special".
- ★Making A-B-C Rollovers lites 2 additional rollover lanes for "Special".
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**NEW! GOLD BUMPER CAPS AND FLIPPERS!**

Available with 5c or 10c Coin Chutes... We Recommend 10c PLAY!

All numbered bumper values increase from 10,000 to 100,000

- 5 ROLLOVER LANES
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- 2 THUMPER BUMPERS
- 2 KICKOUT HOLES • 2 FLIPPERS
- 2 AUTOMATIC RUBBER KICKERS

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CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.



*Williams*

- ORIGINATORS OF:**
- Interchangeable Front Door
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HINGED FRONT DOOR for easy SERVICING!

CHANGE YOUR "TIRED" GAMES!  
SWITCH TO **STRUGGLE BUGGIES!**  
FOR LONG-RUN EARNINGS

**"WE ARE EASY TO DEAL WITH"**

FACTORY DISTRIBUTORS: GENCO Shuffle Pool—UNITED Chief, Leader, Rio—VICTOR Toppers—GOTTLIEB Arabian Nights—LEE'S Carousel—KEENEY Electric Cigaret Machine—EXHIBIT Rides—COLE'S Drink Vendors—EVANS Saddle & Turf—ABT Challengers.

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- 2 Pl. with Formica .. \$ 50.00
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- 6 Pl. Clover .. 325.00
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- Sky Gunner .. Write

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- 4 Craig Ice Cream .. \$210.00
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- 2 Apex Elec. 8 col. 125.00
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- 6 C-8 Electros 150.00
- 1 Uneda Pak E 6 col. 50.00
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- 1 DuGrenier W 9 col. 95.00
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- All factory shopped & Painted—25c operation

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- 3-9 col. National Candy .. \$ 95.00
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Terms: 1/3 deposit with all orders, balance C.O.D.  
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NOW DELIVERING MODEL E

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• PIN GAMES  
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Williams ARMY & NAVY  
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Bally PALM SPRINGS  
United RIO  
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**WANT TO BUY**  
PALM SPRINGS DUDE RANCH  
BEACH CLUB BEAUTY  
TROPICS Bally TAHITI  
LATE PIN GAMES

**SHUFFLES**  
RECONDITIONED  
United 6 PLAYER .. \$135  
United 10TH FRAME .. 315  
United CLASSIC .. 395  
United OLYMPIC .. 375  
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Chicoin DOUBLE SCORE .. 325

Silk-Screened, Genuine Deluxe **FORMICA TOPS**  
1..\$15 5..\$13.50 Ea.  
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TERMS: 1/3 Deposit Balance Sight Draft



**Brand New! Buckley CRISS-CROSS JACKPOT BELLS**  
5c-10c-25c-50c-\$1.00  
Also made for many foreign coins.

**BUCKLEY WALL AND BAR MUSIC BOXES** 20-24-32 Record Selections 5c or 10c Play  
Buckley Manufacturing Co.  
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**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.  
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**Panoram Operators! FOR SALE**  
Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-POA).  
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*Here's NEWS About  
America's Newest Favorite!*

# SHUFFLE POOL CLICKS WITH COIN GAME BIZ!

## Ops Enthused Over New Genco Game

Coin machine operators all over the country have found a brand-new game that brings back the tremendous profits they enjoyed with their very first bowling games!

The new creation, enthusiastically welcomed by the trade from coast to coast, is Genco's "SHUFFLE POOL"—a de luxe all-location thriller that cures "D.L." (Dying Locationitis).

Top-notch operators, interviewed in all parts of the U. S., say that the big reason for the terrific success of "SHUFFLE POOL" is that it re-awakens the players' interest with a brand-new appeal to their playing skill. "This game," said

men who know the coin machine business, "keeps interest alive because every shot is different, and players have to figure all the angles and bank shots". This makes "SHUFFLE POOL" the perfect all-location "switch piece".

The experts agree that no other game can match the continuous challenge of "SHUFFLE POOL". This game is not rotation-type pool. It operates like a bowler—with playfield rollovers for scoring — NO MAGNETS.

For operators suffering from "D.L." (Dying Locationitis), there is no better cure than Genco's "SHUFFLE POOL".

# GENCO

MFG. & SALES CO. 2621 N. Ashland Ave., Chicago 14, Ill.

# GENCO'S 1 to 4 PLAYER Shuffle Pool



- REALISTIC "3-D" COLORED LIGHT-REFLECTED BALLS
- ENDLESS COMBINATIONS of Straight and "Bank" Shots (with Live Rubber Rails)
- 18 SHOTS PER PLAYER
- 50 SECONDS PLAYING TIME

**ALL THE FEATURES OF A BOWLING GAME!**

- Formica Playfield
- Rollover Wire Forms
- Rebound Puck Return
- Size 8' x 2'

## FOREIGN BUYERS!

It's smart to do business with **THE** firm that does the most for **YOU**

We stock the most complete line of new and used . . .

### KIDDIE RIDES

including **Bally** **Champion**  
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Proven the Most Successful Rides Ever Made  
All used equipment International reconditioned like new for perfect performance.

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### NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle .....	\$49.50	Thrill .....	\$29.50	Trade Winds .....	\$29.50
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One-Two-Three .....	34.50	Cinderella .....	29.50	Puddin' Head .....	39.50
Aquacade .....	39.50	Ali Baba .....	34.50	Three Feathers .....	44.50
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Tennessee .....	29.50	Maryland .....	49.50	Dew-Wa-Ditty .....	34.50
Super Hockey .....	59.50	Screwball .....	34.50	Saratoga .....	39.50
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SEEBURG 1-47 .....	145
SEEBURG 1-48 BLOND .....	195
SEEBURG WOM (W4-L56) .....	35
WURLITZER 1015 .....	150
WURLITZER 1080 .....	125
WURLITZER 1100 .....	275
WURLITZER 1250 .....	295

RECONDITIONED—REFINISHED!  
Terms: 1/3 Deposit, Balance C.O.D.  
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WURLITZER 3140 WOM .....	\$ 25
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A.M.I. MODEL A .....	250
A.M.I. MODEL B .....	225
A.M.I. MODEL C .....	225
A.M.I. MODEL D-40 .....	450
A.M.I. MODEL D-80 .....	550
MILLS CONSTELLATION .....	125
EVANS CONSTELLATION .....	225

## SPECIALS

Keeney 4-WAY CONVERSION for Shuffleboard .....\$100.00

Exhibit DALE GUN ..... 49.50

Exhibit TWIN ROTATION .... 125.00

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QUARTETTE ..... 125.00

MINSTREL MAN ..... 99.50

Genco SKY GUNNER ..... WRITE

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#### RECONDITIONED SHUFFLE GAMES

Un. Classic .....	\$385	Un. Super 10th .....	\$295	Un. 5 Play, F/7-10 .....	\$135
Un. Olympic .....	355	Un. Super .....	215	Un. 4 Play, F/7-10 .....	120
Un. Clover .....	355	Un. DeLuxe .....	175	Keeney Super DeLuxe .....	175
Un. Official .....	210	Un. 6 Play, F/7-10 .....	155	Keeney DeLuxe .....	150

#### BINGOS IN STOCK—RECONDITIONED

Spot Light .....	\$145	Bright Lights .....	\$135
Atlantic City .....	245	Coney Island .....	175
United Leader .....	115	Bright Spot .....	175
Beauty .....	350	Frolics .....	265

CLAYT NEMEROFF • CHARLEY PIERI

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**Write for New 1954 Price List**

chicago coin's

# CRISS CROSS BOWLER

Featuring **ADVANCE SCORING**  
Plus **MATCHING FEATURE**

Featuring 8 Ways to **CRISS CROSS**  
By Matching Numbers — Numbers  
On **CRISS CROSS** Panel Carried  
Over From Game To Game  
Until A Line Is Completed.

Plus: ★ Match A Number & Star —  
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Plus: ★ Advance Scoring Feature!

Plus: ★ Giant Pins!

Plus: ★ Beautiful Cabinet Styling!

Plus: ★ 5 or 10 Frame Play!

Plus: ★ 45 Second Scoring!

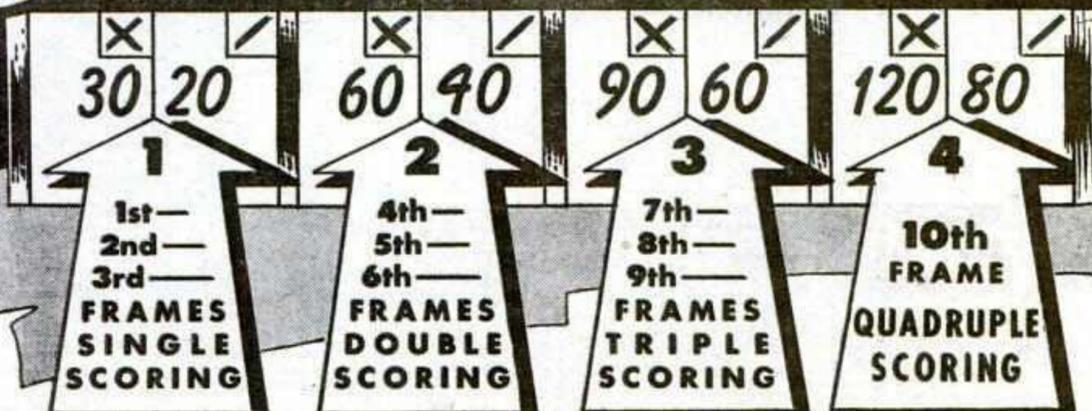
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CHICAGO 14

chicago coin's

# ADVANCE BOWLER



★ Featuring **ADVANCE SCORING**

★ New Scoring Thrill! Top Score of 900!

★ FAST! 45 Second Scoring! Multiple Scoring  
on Strikes and Spares only!

★ Adjustable to Play 5 Frames

★ Giant Pins!

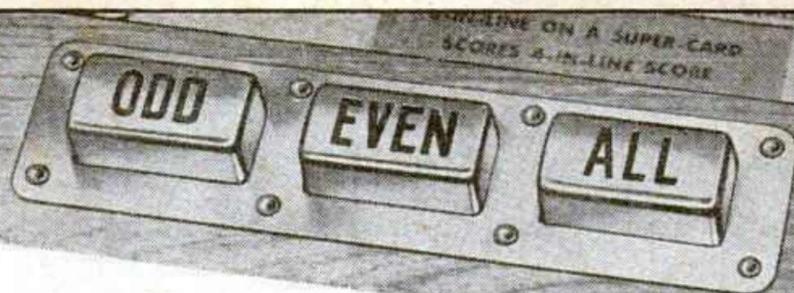
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coin**

MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.

# HOLD

numbers you need to build up score, cancel-out numbers you're "sorry" you hit... try again with **BALLS RETURNED** from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON

BALLS RETURN FROM NUMBERS NOT HELD  
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

**PLUS SUPER-CARD SCORES**  
**PLUS CORNER SCORES**  
**PLUS SELECT-A-SPOT**

**ADVANCING SCORES**  
**EXTRA BALLS**

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games... plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

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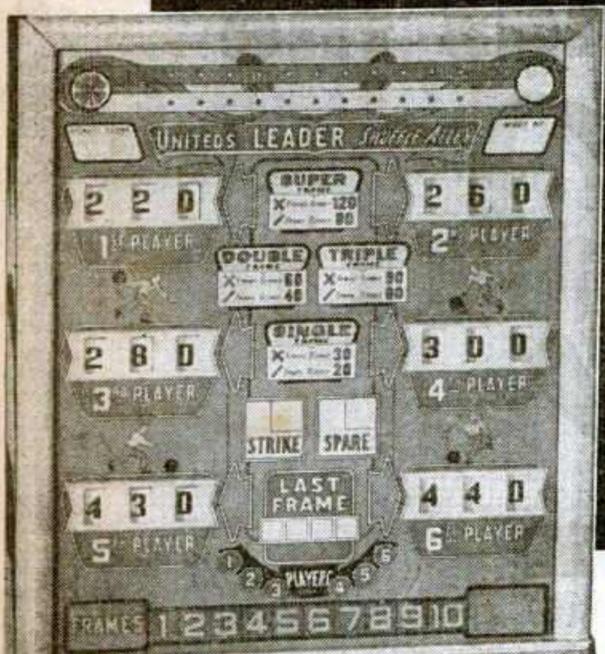
# PALM SPRINGS

**UNITED'S**

# LEADER

## SHUFFLE ALLEY

with **BUILD-UP** scoring



X / X	X / X	X / X	X / X	X / X
<b>1st Frame</b>	<b>2nd Frame</b>	<b>3rd Frame</b>	<b>4th Frame</b>	<b>5th Frame</b>
<b>SINGLE SCORE</b>	<b>SINGLE SCORE</b>	<b>DOUBLE SCORE</b>	<b>TRIPLE SCORE</b>	<b>QUADRUPLE SCORE</b>

MULTIPLE SCORES ON STRIKES OR SPARES ONLY

★ ADJUSTS TO 5 OR 10 FRAME GAME

★ Last Frame Feature (5 OR 10 FRAME GAME)

2 EXTRA SHOTS FOR STRIKE  
1 EXTRA SHOT FOR SPARE

X / X	X / X	X / X	X / X	X / X
<b>6th Frame</b>	<b>7th Frame</b>	<b>8th Frame</b>	<b>9th Frame</b>	<b>10th Frame</b>
<b>SINGLE SCORE</b>	<b>SINGLE SCORE</b>	<b>DOUBLE SCORE</b>	<b>TRIPLE SCORE</b>	<b>QUADRUPLE SCORE</b>

**TOP SCORE 900 FOR 10 FRAME GAME**  
*Fastest Play! Fattest Earnings!*

ORIGINAL **KING-SIZE** BOWLING PINS

**TRIPLE MATCH FEATURE**  
(0-9) ★ ♣  
MATCH NUMBER AND STAR WITH CLOVER LIT

HINGED PIN-HOOD  
HINGED FRONT DOOR  
SERVICE LIGHT  
FORMICA PLAYBOARD

TWO SIZES | 8 FT. BY 2 FT.  
9 FT. BY 2 FT.

**SEE YOUR DISTRIBUTOR**

UNITED'S **RIO**  
Fast Action In-Line Game with  
**New SPELL NAME** Feature



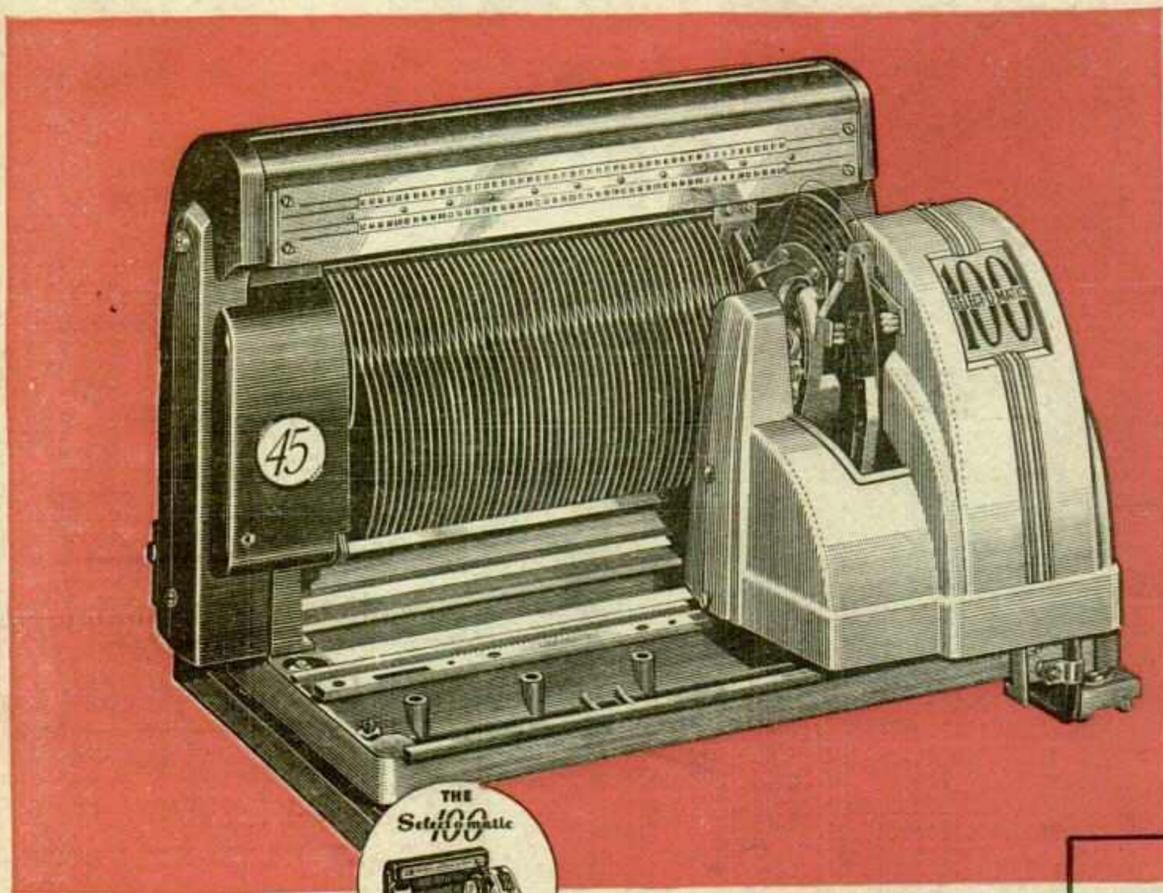
Standard Pinball Cabinet Size  
NOW AT YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

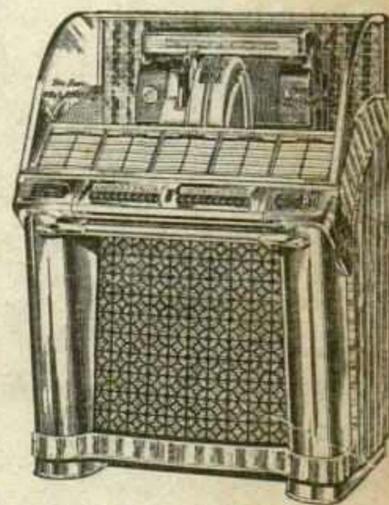
UNITED'S **CHIEF** Shuffle Alley  
Has All the Features of LEADER  
Except Triple Match Feature

only Seeburg has the  
**Select-o-matic**  
**100**  
 mechanism

It's the most revolutionary development in the history of recorded music...it's the mechanism that has set new standards of performance wherever these music systems are installed. It's the only mechanism that plays records vertically...never drops a record...never turns one over...it's the Select-O-Matic "100" mechanism... and only Seeburg has it.



*America's Finest  
 and Most Complete Music Systems*



the  
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**100**  
**HFG**

*High Fidelity  
 all the Way*

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