

The Billboard

FEBRUARY 27, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Legit May Hit Road Via Theater Video

Equity Okay on Nat'l Theater & Academy 'Album' Promises Big Impetus to Medium

By JACK SINGER

NEW YORK, Feb. 20.—Theater TV's long-standing bid to pipe Broadway legit shows into movie houses throuth the nation gained powerful impetus this week with the American National Theater and Academy deep in negotiations with Actors Equity for an agreement which would permit a nationwide theater telecast of the forthcoming "ANTA Album."

The move, if successful, is expected to lead to a closer alliance between theater TV and legit, with both media gaining manifold benefits from the partnership. Theater TV, as an entertainment medium, has been living thus far on occasional sports events. The only stage production it has come up with was a Metropolitan Opera performance of "Carmen," which hit theater screens in December, 1952.

ANTA's request, which is slated to be acted upon by Equity this Tuesday (23), calls upon Equity to permit its members to take part in the "Album" stage-theater TV performance for little or no remuneration. Current plans are aimed at getting the show to the public within the next few months.

Would Split Profits

The theater telecast, which will be produced by Box Office Television, Inc., is expected to be picked up by a hefty majority of the 100 or so theaters equipped for theater TV. All non-movie house profits from the "Album" would go to ANTA, which in turn would hand over 10 per cent of the take to the Equity Welfare Fund.

It is stressed that any terms Equity agrees upon for the "Al-

Overdue Boom Gets Going for Miami's Clubs

By HERB RAU

MIAMI BEACH, Feb. 20.—Business finally is booming here. The hotels are packed, and most of the oceanfront inns are lodging their overflow in sidestreet hotels. It's a far cry from the situation of three weeks ago when you could virtually name your own price in some of the hostleries.

Similarly, the spurt in the tourist trade gave a badly needed

LA RAYE GETS \$3,000 A MIN.

NEW YORK, Feb. 20.—Arthur Murray will shell out a record \$15,000 fee for Martha Raye's guest spot on the dance tycoon's NBC-TV show next Monday night (1). Artists have received more money for a 15-minute stint on TV, but in each case their contracts provided that the bulk of the astronomical figure went to charity.

Miss Raye will get the whole \$15,000 making her top money champ for a 15-minute TV guest spot. She'll do a skit with emcee Kathryn Murray which will run about five minutes. That's about \$3,000 per minute.

STATION'S STAND

Disk Firms Have to Pay For Plugs

BALTIMORE, Feb. 20.—Radio station WITH has notified record company representatives in this area that the station's music library will no longer accept, under any conditions, free records for use on the station.

The station vice-president, Jake Embry, has notified local distributors, the record manufacturers and promotion people that any special "plugging" of specific records can be obtained only by buying time on the station. Since the announcement, says WITH, RCA Victor, Columbia, Capitol and Essex Records or their local distributors have bought spot time on the station in order to obtain the wanted "push" on a record.

The station has for some time been obtaining most of its records from a local retail store in exchange for giving the store plugs on record shows. Embry claims

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VIDEO'S A SONG'S NO. 1 HIT-MAKER

Music Men Scramble to Spot Disks, Artists, Tunes as Impact Grows

By BOB ROLONTZ

NEW YORK, Feb. 20.—TV is becoming an increasingly important factor for all levels of the popular music industry as the medium to break thru records, talent and tunes.

From the major record companies to the independent record labels, and from the old-line music publishers to the one-man organizations, TV is the thing this year. The companies, the publishers and the talent agencies have learned by experience that appearances on TV programs can do more toward putting over the disk, artist and tune on a national basis than anything since the days of pre-war radio.

The increasing importance of TV as an exploitation medium for records is indicated by the

scramble among the diskeries, major and indie, to get their artists on TV variety shows, and to do guest spots on any of the top-rated segs.

When Jackie Gleason fractured his leg and was unable to appear on his show a few weeks ago, dozens of warblers and chanters were suggested as his replacement by the diskeries before the comic had a chance to have the leg X-rayed. According to many of the disk manufacturers, after a key artist does a TV spot on any of the big shows, his or her current platter shows a substantial increase in sales within 24 hours.

From the publisher level, the performance of his tune on the "Lucky Strike Hit Parade" has the same solid effect on sheet music sales.

The desire and need of a publisher to get his tune performed on the TV "Hit Parade" has caused increasing anxiety among Brill Building occupants until they find out whether or not their tune will make the "Lucky Seven" in any given week. The fact that only seven can make it has caused an unusual amount of grumbling among the disappointed publishers this year.

Diskeries Profit

The use of TV as a standard way to bust thru a record and an artist was initiated by Capitol Records.

The diskery attributes much of the success to the Les Paul-Mary Ford waxing of "How High the Moon" back in 1951 to the pair's TV appearance. The duo made their first TV showing on the Ed Sullivan variety show, and the disk broke in the East shortly after.

The firm used the same technique to put over Kay Starr's

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ACTS LIVE IT UP ON SHIPS

Cruises Pay \$1,000,000; Hand Actors Luxury Life

By BILL SMITH

NEW YORK, Feb. 20.—Steamships cruising in the West Indies are currently spending more than \$1,000,000 a year for entertainment, in an effort to live up to some of the glowing descriptions of shipboard life as detailed in colorful travel folders.

Sea-going entertainment is divided between live performers and pictures. Practically every ship that leaves on a cruise carries about six acts totaling about 10 people. Each ship carries an American band, about five pieces, or a piano player who works with a foreign band.

During the cruise season (early fall to late spring) it is estimated that 125 cruises will visit the Caribbean. That means that about 750 separate acts have found or will find work which may last anywhere from a week to more than a month, depending on the length of each cruise.

Breaking it down to individuals (exclusive of music), about 1,250 performers will earn varying sums of money, besides getting a

chance to see ports they could not normally afford and living in a style few are accustomed to.

Pay Not High

Actually, the amount paid actors isn't high. But adding in the cost of rooms, food and other conveniences, salaries are about the same as they would get ashore. The average performer gets about \$75 for a 14-day cruise. This means the ship spends approximately \$750 a cruise. (Some performers get considerably more.) With 125 cruises for the 1953-'54 season, the amount spent for performers will total about \$93,000 minimum.

"Actually this figure is a lot closer to \$250,000," said Nat Abramson, head of WOR's Artist Bureau, which books about 95 per cent of all the cruises. "The smaller figure is based on practically the lowest salaries. Many actors get considerably more than that."

The cost of music is another major item. American Federation of Musicians' Local 802 scales obtain in practically all cases, which

AFM, WEBS IN ACCORD: 5-DAY CAFE WEEK ASKED

NEW YORK, Feb. 20.—Last night (19), James C. Petrillo, chief of the American Federation of Musicians, reached a verbal agreement with NBC, CBS and ABC covering employment. The contract will be a five-year pact providing a 10 per cent wage rise for the first three years and an additional 10 per cent for the next two. WOR, it is understood, was asking for a three-year deal.

The agreement provides for maintenance of quotas (staff musicians). This safeguards the employment of between 5,000 and 6,000 musicians. The AFM chief said it was not possible to make any gains in the matter of more live music on live shows. An adamant position on this point would have meant striking the networks, which Petrillo felt would be unwise at this time.

The negotiators have been in

NEW YORK, Feb. 20.—Establishment of a five-day week in the night club field is the aim here of Local 802, American Federation of Musicians. Within a few days, the local will open negotiations with managements of both the Latin Quarter and the Copacabana here.

The five-day week has already been set by the local in a number of spots in the city's Yorkville area, but the Metropolitan area generally has been operating on a six-day policy.

The shorter work week will create additional employment, in the opinion of Al Manuti, 802 chief.

Lou Walters, Latin Quarter topper, commented: "Yes, we have been told about the five-day week. In my opinion it will drive out of business not the big places but the small clubs using two or

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means that sidemen get about \$100 a week, with double for the leader, plus extra payments for overtime. Foreign bands work for a lot less, but since they can't play for shows, they make up the difference thru passenger contributions, etc.

Cruise Directors

Dominating all the shipboard activities are cruise directors, a kind of glorified social director, to whom passengers look to solve all their difficulties. It is primarily the cruise director's job to keep passengers occupied with various activities, planned entertainment, masquerades, charades, "special" nights and playing games the average passenger would never engage in ashore.

A good social director or cruise

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PLIP-PLOP

Crosby Poke At Liberace Stirrs Storm

NEW YORK, Feb. 20.—TV critic John Crosby took on TV pianist Liberace and his fans last week, and a minimum of 10,000 women, estimated, hit back at the columnist this week.

A spokesman for the Herald-Tribune Syndicate described the response as simply "mountains of mail." In a follow-up column to be published tomorrow, Crosby disclosed that "drop dead" was among the nicer comments he received in the mail this week.

A John Crosby in Indianapolis, not the critic, was reported to have received 10 threatening phone calls the night after the Liberace review appeared there. In tomorrow's piece the critic apologizes to his namesake and expresses the wish that he will be able to venture back into Indiana, which he loves, in another 10 or 20 years.

Crosby referred to Liberace's fan fans as "plips," since they can't be people. In return, a letter published in the Chicago Sun-Times called Crosby a "plop."

Radio Boosts Classic Music

By IS HOROWITZ

NEW YORK, Feb. 20.—The steady advance of concert music as a programming staple on radio is documented in dramatic fashion in a survey just completed by Broadcast Music, Inc. The poll, which drew replies from about 1,500 stations, showed that 78 per cent of all radio stations, large and small, air some concert music.

Of those which have dipped into the classical pool for some of their program material, the average time per station given over to concert music was 6.4 hours a

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NBC, CBS Ready Plans for Orderly Transition to Color

Introductory Era Ends in Summer; Commercial Season Begins in Fall

By SAM CHASE

NEW YORK, Feb. 20.—Plans for an orderly and consistent transition from monochrome to color TV are beginning to shape up at both NBC-TV and CBS-TV. Although many areas of the timetable are still clouded, it is beyond controversy that this summer will bring to an end the introductory era of color for both webs, and that this fall will mark the onset of the first real season of commercial colorcasting. The next eight weeks will be crucial in setting a definite pattern for multichrome.

Each web is setting up its color blueprint in its own way. CBS is taking a very fluid approach, leaving itself wide open for maneuvering based upon what it considers the two factors which will be the key determinants. NBC, too, is setting no hard and fast rules at this moment, but already is thinking ahead in terms of method.

The next 60 days may be regarded, in many ways, as most vital in determining the manner and shape in which commercial color TV comes into actuality. Within this period, and probably in half that time, CBS will set its plans for the rest of 1954, in general if not specific terms. NBC execs expect that, in another two months, definite patterns will be determined, not only for selling color time, but for studio use and making facilities available to sponsors. Also within the next 60 days the line charges of American Telephone & Telegraph Company for color video transmissions should be confirmed.

CBS Approach

The CBS approach has been to divide 1954 into quarterly periods, with a different use made for each period. The first quarter, thus, is being utilized for the introduction of two weekly color shows. The use of the next three quarters depends, CBS spokesmen say, upon the development

rate of two all-important factors: Receiver availability and sale, and advertiser interest.

With no real set circulation possible by the end of the first quarter, chances are CBS will stick to its initial intentions for the next two quarters, with April-June to be used to rotate commercial monochrome stanzas in color from New York, and July-September for similar airings via Hollywood. The fourth quarter, said a CBS topper, will remain unplanned, with its use to be determined by "how effective sets in use have been stimulated, and how much advertiser interest, in turn, has been stimulated."

NBC Approach

At NBC, however, the latter stimulation seems to be taken more for granted, with considerable feeling in high levels that a number of sponsors will want to use at least some color for prestige purposes and experience, if nothing else. As a result, consid-

erable thought is being given to the cost problem.

The slide-rule contingent at NBC has been active all thru the period in which black and white sponsors have been getting their one-shot flings at color. Close tabs have been kept on all cost factors which showed any variation. This material now is being digested, and within the next two months specific figures are expected to be available to each sponsor as to how much more, on the average, his show may be expected to cost in color than in black and white.

It's understood that the upper NBC echelon expects the fall pattern of color to get underway with sponsored one-shots of special events, such as the World Series, football, parades and celebrations, with this spring's Easter parade to be used as a barometer of costs and techniques. From this will come one-shots of special

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ABC-TV Programs Hit Record Highs

NEW YORK, Feb. 20.—The ABC-TV programing line-up has scored an enviable record of popularity gains in recent weeks, judging from the latest rating figures. These show 14 of the net's programs hitting new highs for the season. Ten of the ABC-TV shows continued a steady climb up the rating ladder, while the Walter Winchell segment, sponsored by Carter's, nearly doubled its previous rating.

The new figures, which do not yet reflect WABC-TV's "Lucky 7" contest, saw the following shows topping their previous rating

peaks: "Cavalcade of America," "John Daly and the News," "Kraft TV Theater," "Lone Ranger," "Make Room for Daddy," "The Name's the Same," "Sky King," "Space Patrol," "Stu Erwin," "Super Circus," "Motorola TV Hour," "Where's Raymond," "You Asked for It" and "Jamie."

The programs which continued to advance steadily over the ratings they achieved in the most recent periods are: "Inspector Mark Saber," "Jamie," "Kraft TV Theater," "Make Room for Daddy," "Ozzie and Harriet," "Pepsi-Cola Playhouse," "Smilin' Ed's Gang," "Super Circus" and "Where's Raymond?"

Particularly noteworthy was the "Lone Ranger" rating figure, which was high enough to capture for the show the honor spot as the network's highest rated program. The rating scored by this show set a new network record for the season.

47 BMI Clinics Start Mar. 8

NEW YORK, Feb. 20.—Broadcast Music, Inc., has scheduled 47 of its Program Clinics this year, with the first two set for March 8 at the Commodore Perry Hotel in Austin, Tex., and the Alvarado Hotel, Albuquerque, N. M.

A total of 35 of the clinics will come off before the National Association of Radio-TV Broadcasters convenes in Chicago late in May. The remaining 12 will begin June 7, with four of those taking place in Canada.

Weigh Return Of 'Omnibus'

NEW YORK, Feb. 20.—A decision is to be made by the Ford Foundation by the end of this month as to whether "Omnibus" will return to TV next season. Opinion is that it will be back on CBS-TV during 1954-55 in the same time period, 5-6:30, where it did pretty well.

Also likely to be reindorsed is "Excursion," which is on NBC-TV Sunday afternoons. The Ford Foundation, in addition, may come up with several other new TV projects for next season.

Snow Crop Quits Godfrey AM Seg

NEW YORK, Feb. 20.—Snow Crop will cancel its segment of Arthur Godfrey's morning show after the expiration of its current cycle on CBS-TV. The advertiser sponsors Godfrey alternate days in the 10:15-10:30 a.m. time period.

CBS-TV already has several offers for sponsorship of Godfrey and is currently selecting a bank-roller who will move into the 10-10:15 slot and give one of the older Godfrey sponsors the Snow Crop time. Maxon is the Snow Crop agency.

AWAY WITH FALSE MODESTY

HARTFORD, Conn., Feb. 20.—Ralph Klein, station manager of radio station WCCC, doesn't mind patting his staff on the back. Bus cards promoting station shows now have this punch-line: "Even the commercials are good . . . on WCCC!"

Plymouth Near To 'My Boy' Mayehoff Buy

NEW YORK, Feb. 20.—Plymouth Motors this week was ready to close a deal to sponsor "That's My Boy," starring Eddie Mayehoff, in the Saturday night 10-10:30 p.m. time slot on CBS-TV.

The time now is occupied by "Medallion Theater," which is sponsored by Chrysler and which will continue until the expiration of its current cycle in April.

Plymouth, being part of the same corporation, will be able to take advantage of the discounts that would have accrued to Chrysler were it to have remained on for another 13 weeks. N. W. Ayer is the agency.

ASCAP, Webs Still at Impasse

NEW YORK, Feb. 20.—Negotiations between the networks and the American Society of Composers, Authors and Publishers reached a sensitive condition this week. The impasse over a definition of "deductible" items remained unsolved. It was also indicated that the Society had granted no long extension to the networks for the use of ASCAP music.

The ASCAP-network contract expired December 31. The February 15 deadline and extension went by this week. ASCAP, when

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Screen Writers' Guild Offers New R-TV Plan

NEW YORK, Feb. 20.—The Screen Writers' Guild this week submitted to the Authors' League a blueprint for a complete re-vamping of the radio and TV writing guilds, both here and on the West Coast. The SWG has suggested that a Writers' Guild East and a Writers' Guild West be organized to take over jurisdiction of radio, TV and film scripting, with the Rockies as the dividing line.

In the East, two administrative units, one for radio and another for TV, would be set up; in the West, the same two and an additional one for screen writers would be organized. The over-all council, consisting of eight screen, four radio and four TV writers would be empowered to make policy. In the event, however, that there is disagreement between East and West as to whether to strike, the matter would have to be submitted for arbitration.

The council of the Western RWG is split on the proposal, the council of the Eastern RWG is against it and the Television Writers' Group is for the idea but with reservations. Should the blueprint be accepted it would mean the end of Authors' League control of radio and TV writers. Under its present constitution, the AL has complete management and control of all assets of its member guilds. The SWG is not a member guild, but only an affiliate. The AL, of course, would continue to represent novelists and dramatists.

The Television Writers of America, which has jurisdiction over free-lance video scripters, meanwhile is completing its negotiations with the networks. TWA is also getting ready to file a petition on March 15 with the National Labor Relations Board for a consent election of free-lance radio writers. It has already asked the NLRB that an election be held of radio staff scripters at the webs. The RWG has jurisdiction over these writers.

Hardy Calls Believeability Of Advertising Dynamic Asset

WASHINGTON, Feb. 20.—Halling advertising as "a constant prod to the things that need doing," Ralph W. Hardy, vice-president of the National Association of Radio and Television Broadcasters, told the Advertising Club of Shreveport, La., yesterday (18) that "if we ever destroy the believeability of advertising, we will have deprived this country of one of its most dynamic assets."

Hardy went on to say that "there are, unfortunately, a few in the advertising industry who mask their abuses with a cloak of immunity, claiming that basic freedoms would be destroyed if their excesses were to be arrested by legal action. To those, let it

Talks on Sale Of WNEW to Get Underway

NEW YORK, Feb. 20.—Negotiations were in the works here this week for the sale of local indie radio station WNEW. However, the station's sales director and stock owner, Ira Herbert, said no contracts have been signed with any buyer as yet, pointing out that the station cannot be sold without his permission and that of Bernice Judis (Mrs. Herbert), WNEW's general manager and also a stockholder in the station.

The Herberts hurried back from a Florida vacation yesterday (19) to set their employees straight on the situation and bolster office morale.

In line with this, Herbert observed that if the sale goes thru, it will carry a provision that both he and Miss Judis will continue with the station as "consultants in an executive capacity."

First Indication

WNEW, one of the country's leading independents, has been rumored on the sale block for the past few years, but this is the first time that the outlet has indicated that there was any possibility that a deal might go thru.

The station's majority stockholder, President William S. Cherry Jr., has been huddling with other stockholders for the last week on the question.

The identity of the would-be buyers has not been revealed, but Herbert indicated it was a multi-interest group. Another rumor had it that the station's minority stockholders had joined forces to buy out Cherry.

Enterprise Bid in Good Faith; Not a 'Strike,' Says FCC

WASHINGTON, Feb. 20.—A Federal Communications Commission hearing examiner this week found that the application filed by Enterprise Transmission, Inc., for Channel 2 in Buffalo was filed in good faith and did not fall within the FCC's definition of a "strike" application (The Billboard, December 19). The application was the first sent into hearing under the FCC rule which defines a strike application as a bid filed without the bona fide intention of receiving a grant and constructing and operating a station.

FCC Hearing Examiner Harold L. Schilz issued the initial decision, which is effective within 40 days if approved by the FCC. The decision also determined that Enterprise did not receive any payment for dismissal of its application, and gave preliminary approval to the application of Niagara Frontier Amusement Corporation for the channel. Schilz said he found that there was "substantial circumstantial, but not conclusive, evidence" that Enterprise's application had been filed to impede, obstruct or delay consideration of other bids for the channel.

GE Ready to Quit 'McNutley,' Revise Sun. Seg

NEW YORK, Feb. 20.—General Electric this week was reported ready to cancel "Mr. McNutley" on CBS-TV, Thursdays at 8-8:30. The sponsor has not decided whether to get another show and keep the time or whether to cancel the time slot along with the program. The show started slowly and, in spite of an improvement, never really challenged the ratings racked up by Groucho Marx and "You Bet Your Life" on NBC-TV.

GE also is mulling a program revamp in its Sunday at 9 spot on CBS-TV. The client is reported to feel that the combination of Fred Waring and an anthology film series has not delivered satisfactorily. GE, however, will definitely retain this time period.

'Morning Show' In Brief Segs

NEW YORK, Feb. 20.—CBS-TV has decided to sell its "Morning Show" in five-minute segments, with one minute of commercial time allowed to purchasers. NBC-TV sells six and a quarter-minute segments of "Today" and allows sponsors one minute of commercial time.

The two-hour show will debut on March 15, with Walter Cronkite as chief emcee assisted by Charles Collingwood. It will be programed 7-9 a.m. across the nation. Paul Levitan is the producer.

be said, that the ultimate appeal in this land is to the combined judgment of the people in whom, under providence, the residue of powers, not granted to formal government, reposes."

Hardy added: "When public attitudes grow critical of advertising excesses, that is a sign of warning that the wide arena of freedom of the many is being endangered by the shortsightedness of the few. Faced with such forebodings—and there are clear storm warnings today—we must redouble our efforts at voluntary self-regulation and must seek to inculcate a professional attitude in those who work in this sensitive field of endeavor."

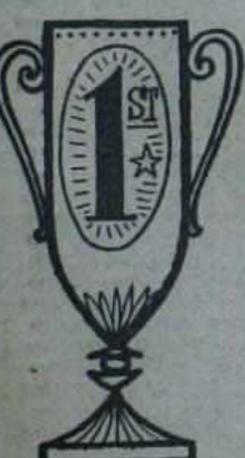
We're In Our Cups at **WNBC*WNBT**

And may we raise our cups in gratitude to the men and women of the advertising world who said "Good Job, well done." We did the job for your shows and your products, so we're glad that you liked it. Naturally, we get a hot shiver of delight when we think of those five 1st-place awards. But our thoughts are mostly with that



first prizes out of 6
in "Billboard's" 1953-54 Promotion Poll
...and a third prize in the sixth division!

sad little 3rd-place trophy. In 1954, that has to be a top winner, too. That's our challenge for this year.

					
WNBT 1st Prize Audience Promotion	WNBT 1st Prize Sales Promotion	WNBT 1st Prize Merchandising	WNBC 1st Prize Sales Promotion	WNBC 1st Prize Merchandising	WNBC 3rd Prize Audience Promotion

WNBC-radio * WNBT-television
key stations of the National Broadcasting Co
30 Rockefeller Plaza, New York 20

represented by **NBC** Spot Sales

NBC to Form Div. To Peddle Items

NEW YORK, Feb. 20.—NBC this week was reported on the verge of forming a new division to produce, merchandise and sell items directly to the millions of visitors touring the building and to the studio audiences attending its shows. The tip-off on its formation was the recent setting up of a souvenir shop in the lobby of its building in Rockefeller Center.

The souvenir shop peddles crayons with the "Ding Dong School" endorsement, art material and a few other such products which bear the label of NBC shows and stars.

This is expected to be just the beginning of a much larger operation that will eventually sell similar items to the public in the same manner, and which may eventually become a large revenue producer for the network.

Non-Competitive

The idea would be to sell products non-competitive with the network's present advertisers, but which would accent utilizing in label form many of the previously untouched resources of the web.

Eventually, however, if NBC finds products which are non-competitive and which can be sold more directly over its facilities, it may undertake a stronger retail pitch.

No executive has been named to head this operation, whose real beginning awaits the return of NBC President Pat Weaver. Trade speculation, however, is that operating radio veepee Ted Cott may be selected to run it, in addition to his other duties.

FTC Works on Phono-AM-TV Trade Rules

To Be Ready in 3 Weeks; Temporary Omission of Hi-Fi

WASHINGTON, Feb. 20.—The Federal Trade Commission's Bureau of Industry Co-Operation hopes to have the phono-TV-radio industry's trade practice rules in shape to present to the commission for approval within three or four weeks, it was learned this week. The FTC will omit rules for the sale and advertising of high-fidelity equipment (The Billboard, December 19) until such time as the industry is able to come up with a definition of hi-fi acceptable to manufacturers. Although the hi-fi definition is "receiving attention" at the FTC, it is understood that little headway has been made.

Since the FTC deferred the hi-fi problem, the biggest current stumbling block is the discontent of furniture manufacturers who have complained that the proposed rules covering identification of the

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Keating Presents Bill On Lottery Broadcasts

WASHINGTON, Feb. 20.—A new bill to crack down on broadcasts of lotteries or "gift enterprises" was hopped this week by Rep. Kenneth B. Keating (R., N. Y.). The measure proposes to amend the U. S. code to make it unlawful to broadcast over any radio station requiring a U. S. license advertisements or information about "any gambling enterprise, lottery, gift enterprise or scheme of any kind offering money or prizes depending in whole or in part upon lot or chance, or any list of prizes" for such a scheme.

The measure imposes a fine of up to \$1,000, or one year's imprisonment, or both, for violations, and makes each day's broadcasting a separate offense.

CORRECTIONS IN BB COMPETITION

NEW YORK, Feb. 20.—The executives listed for two of the Promotion Competition winners in last week's issue of The Billboard were inaccurate. Credit for the victory of WBZ, Boston, for Audience Promotion among 50,000-watt radio stations should have gone to both promotion manager C. Lud Richards and publicity director Joe Cullinane. They worked jointly the "Lobster Cook-Off" that won the station first-place award in that category.

WWRL, Woodside, N. Y., which tied for second place among medium size stations in Merchandising Promotion, has Edith Dick as general manager. W. H. Reuman, who was listed last week as manager, is president of the station. Selvin Donneson, who was listed as promotion man, is sales manager.

Another 'Buck Rogers' Skein

HOLLYWOOD, Feb. 20.—Another "space" show will be resumed for America's televisioners with announcement this week that Buck Rogers Productions, Inc., will film 39 new half-hour chapters of "Buck Rogers" at General Service Studios starting in April.

John E. Staren of Chicago is chairman of the board of the corporation which recently obtained TV, radio, motion picture and merchandising rights for "Buck Rogers" from John E. Dille, originator and owner of the 30-year-old newspaper feature. Bert D'Armand will produce the series in Eastman color under banner of D'Armand Productions in association with Staren's Buck Rogers Productions, Inc. Deal between Staren, Dille and the latter's previous licensee calls for previous "Buck Rogers" films shown on TV to be removed from the market when the new series is ready for release.

Dealers Eye Co-Op On 'Big Playback'

NEW YORK, Feb. 20.—Considerable interest on the part of Armstrong Tire and Rubber Company dealers in picking up Screen Gems' "The Big Playback" on a co-op basis developed this week.

Over 20 of the firm's 100 or so dealers located in TV markets already have expressed interest in the co-op offer, which calls for Armstrong to shell out 50 per cent of the cost of local sponsorship of the series.

Armstrong made the co-op bid less than one week ago.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 20.—Look for a raft of new TV films and radio platters for the upcoming "anti-recession" campaign by the Advertising Council, Inc. The TV and radio broadcasting industry will be tapped for participation within a couple of weeks in the campaign which got its official go-ahead this week (18) as anticipated.

TV GLITTER ISN'T ALWAYS GOLD . . .

There's another side to the rosy picture of TV spreading thruout the nation. Without fanfare, some three dozen TV prospectors have turned back their construction permits without bothering to put a signal on the air. In two other cases, stations that got on the air subsequently gave up the ghost. The number of turnbacks isn't sizable, tho, compared with the vast growing volume of stations that are surviving. The turnbacks show no geographical concentration, altho most of them were in small communities. Six of the CP's were for VHF stations. Topping the list is Texas, a State which also leads in the number of new TV stations. Seven Texas grants failed to get on the air. Reasons for the turnbacks have been varied. Most common reason: the permittees simply bit off more than they could chew.

THE NEW WHISPER: "WHO OWNS TV?" . . .

Is a congressional storm brewing over radio's big holdings in the television broadcasting industry? Looks like it. Several lawmakers have hushedly been confabbing on the issue after making a check-up of ownership interests in more than 375 TV stations. The lawmakers are impressed by the fact that about four out of five TV outlets are affiliated with radio stations. Meanwhile, Sen. Harley M. Kilgore (D., W. Va.) inserted in the Congressional Record this week a lengthy article on the subject. The article, which appeared in the University of Pennsylvania Law Review, was titled: "Competition in the Broadcasting of Ideas and Entertainment: Shall Radio Take Over Television?" Authors were Henry B. Weaver Jr., who practices before the Federal Communications Commission, and Thomas M. Cooley, member of the D. C. Bar. The authors contended that the FCC apparently has overlooked its past reasoning that ownership of mass communications should not be concentrated. Senator Kilgore described the observation as "thoughtful and valuable."

"DEAR CONGRESSMAN" LETTERS STILL COME . . .

The Senate Juvenile Delinquency Subcommittee is coping

NBC, CBS Ready

Continued from page 2

shows, such as the ultra-costly name-studded extravaganzas which the web has been working on quietly. Finally, sponsors of regular weekly shows are deemed apt to move into color on a starting basis of one show in every four, gradually increasing the frequency of their colorcasts.

There is a good chance that sponsors may get a helping hand on their added costs in the early color era. NBC, at least, is understood to believe that additional costs to sponsors should be nominal in the beginning commercial period because of low set circulation. It may be expected, therefore, that that web will absorb at least some of the extra charges inherent in the switchover. As set circulation grows, this network aid is certain to disappear, however.

NBC toppers are known to feel that altho there will be plenty of activity, there will be no mad scramble by bankrollers to jump on the colorwagon come September. They feel that they will have facilities to transmit far more shows in color than will be ordered. In addition to its Colonial Theater set-up, the new Brooklyn and Burbank, Calif., color studios will be ready for operation later this year, with Chicago ready to originate color shows early next year.

The station outlook is that altho only 21 outlets now can transmit color, some 60 to 70 will be equipped by fall, dependant upon AT&T's ability to feed color to this many cities by that time. The attitude of the networks, thus, boils down to: "We're ready. All we need is an audience and sponsors."

with a non-stop hurricane of unsolicited mail from folks griping about TV, movies, radio, comic books and newstand novels. Altho the subcommittee has already counted well over 20,000 of these letters (The Billboard, February 20), there's no end in sight. Letters continue to pour in at the rate of 50 to 100 a day. A subcommittee member candidly told us: "We're amazed and perplexed." The heated tone of the letters will have some influence on the subcommittee's findings, but won't dictate the group's recommendations in a report to be made public soon.

Benny to Go On TV for Luckies On Alt. Weeks

NEW YORK, Feb. 20.—Indications this week were that Jack Benny would probably go alternate weeks on TV next season for Lucky Strike in the 7:30-8 spot on CBS. The comedian is currently on video once every three weeks and is spelled by "Private Secretary."

Benny and his client, however, would like to continue in radio. In order for Benny to be able to handle the stepped-up schedule, he will probably use the summer to put some of his video shows on film.

A bone of contention between Benny and his radio sponsor is the cost of the radio show, which is reported to be around \$20,000 weekly, the top budgeted show in radio. Lucky Strike does not feel that the ratings warrant such a heavy outlay, and CBS is seeking some means to keep Benny on and also to keep the sponsor satisfied.

Ford to Air Mardi Gras

NEW YORK, Feb. 20.—Ford Motors this week had nearly wrapped up its purchase of the Mardi Gras via NBC-TV on Tuesday, March 2. The car-maker will sponsor a morning broadcast of the New Orleans event and a late night segment as well. J. Walter Thompson is the agency.

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TELEMETER

Palm Springs Report Shows Gain in Sets

HOLLYWOOD, Feb. 20. — Installation of TV sets of the Telemeter operation in Palm Springs have jumped to 148 as compared to the 71 which inaugurated the experiment of "pay as you watch" video, according to Telemeter's president, Carl Leserman. Leserman also reported in his first returns report that Telemeter is averaging \$10 per month per set—a sum, he said, much higher than he had hoped for.

When the grand experiment first started last November, 71 of the 512 sets connected to the Palm Springs community TV system were attached to Telemeter. As of January 30 a total of 148 of the 614 TV sets are subscribers, and Leserman indicated that Telemeter's check indicates that between 80 and 90 per cent of all set owners in the desert resort will subscribe to the pay system.

Leserman, to point up the adaptability of the system, said among the first 70 sets connected with telemeter there were 28 different kinds and types of sets. During the first month of operation there were 25 different programs, including the Notre Dame-USC football game.

WOO EARS VIA SOUND EFFECTS

CHICAGO, Feb. 20.—WMAQ, the NBC AM outlet here, has inaugurated a series of "soundbreaks," using sound effects to tee off spots plugging local programs.

On the list of sounds are a machine gun, auto horn, fight bell, door knocker, barnyard animals, laughter, and one called building explosion. This will plug "Break the Bank."

Petrillo, Webs Reach Accord On 5-Yr. Pact

• Continued from page 1

session constantly. Petrillo has had with him his executive board, plus executives of AFM locals throught the country. The Thursday (18) sessions lasted into the small hours of Friday morning, and Friday afternoon the talk was underway again. A break came about 6 p.m.

Manuti Outvoted

Al Manuti, chief of Local 802, held out for a strike, but he was outvoted. Petrillo, however, commended Manuti's courage.

The quotas to be maintained by the three networks are 65 men each by NBC, CBS and ABC. Of these three, ABC resisted most. A separate deal with WOR will be worked out. Too, Local 802, next

Theater TV Woos Legit, Seeks Equity Okay for 'ANTA Album'

• Continued from page 1

be greatly heightened if the current deal jells.

Fees the Problem

Major factor which, up to now, has put the damper on theater telecasts of legit shows has been the inability of theater TV interests and Equity to come to terms on fees to be paid cast members. Worthy of note, however, is the fact that last fall Edgar Rosenberg, currently with BOTV, signed a contract with the American Federation of Radio and Television Artists permitting him to theater televise legit shows, provided no paying audience was present at the telecast performance.

The proposed "Album" theater telecast, since it will be shot before a paying audience, falls into Equity's jurisdiction. Situation, however, has overtones of a jurisdictional dispute shaping up between Equity and AFTRA. Question at issue would be whether

week, will sit down separately with Du Mont and work out an individual deal.

Manuti, it is known, will soon call a meeting of the 802 membership to report on the negotiations. His position has always stressed the necessity for holding the line on employment and live music. The AFM board and Petrillo, however, felt that too adamant a stand on this point would place in jeopardy the \$30,000,000 earned annually by radio musicians.

theater TV is "theater" or "TV." This year will be the first since 1951 that an "ANTA Album" has

Mutual Sells Radio Segs to Miller, F'stuff

NEW YORK, Feb. 20. — Two brewery sales enriched Mutual's coffers this week. Miller Beer bought two shows — Robert F. Hurleight's newscast on Monday, Wednesday, and Friday night from 9:25 to 9:30 p.m., and a fem news spot on Tuesdays and Thursdays from 12:20 to 12:30 p.m. Commentator for latter program will probably be Hazel Markel. Both shows kick off the week of March 1.

At the same time, Falstaff Beer signed to sponsor Mutual's "Game of the Day" major league baseball games for 1954 on 350 stations. The brewery, which also sponsored the game last year, is buying one of the "Games" three days a week and will alternate between Monday, Wednesday and Friday, and Tuesday, Thursday and Saturday, starting March 29 with a series of exhibition games from winter training camps. As in past years, one half of the daily games will be made available to local stations as a co-op feature.

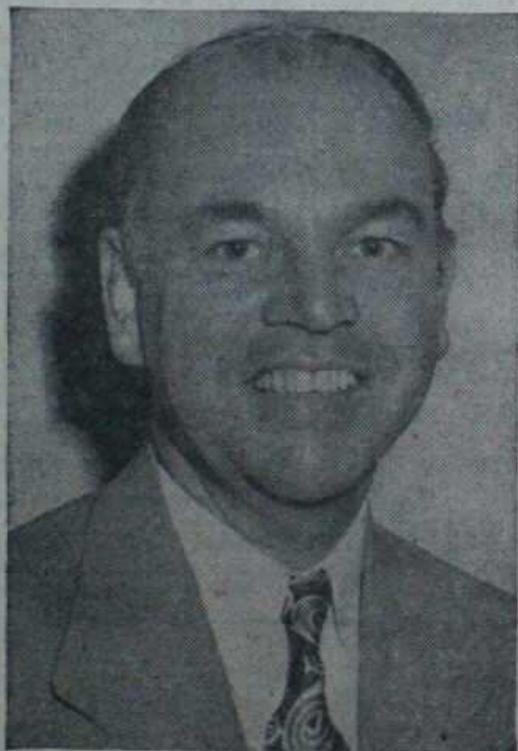
been put on the boards. The "Album," in previous seasons, has always played to an S.R.O. house. This year, in a bid to pack the movie houses, as well, ANTA is planning to outdo its past efforts by coming up with a razzle-dazzle display of theaterdom's top names. Every role, including supporting and bit players, will be portrayed by stars.

FCC Issues 4 Video Grants

WASHINGTON, Feb. 20.—The Federal Communications Commission this week issued four TV grants, bringing total authorizations to 651, of which 543 are post-freeze grants, including 29 non-commercial, educational grants. With 46 construction permits canceled, total outstanding authorizations now number 605.

This week's grants went to KTRB Broadcasting Co., Inc., Channel 14, Modesto, Calif.; Wilmington Television Corp., Channel 3, Wilmington, N. C.; Ohio Valley Broadcasting Corp., Channel 12, Clarksburg, W. Va., and WEAT-TV, Inc., Channel 12, West Palm Beach, Fla. The last-named was a finalization of a hearing examiner's initial decision.

*Thank you,
Gentlemen of the Awards Committee!*



WICU-TV, Channel 12, Erie, Penn., has been trying for years to win one of The Billboard's coveted awards.

And then we hit the jackpot! We're delighted to have won 1st place in Sales Promotion and 1st place in Audience Promotion among TV stations serving markets of 500,000 to 1,000,000.

Then our Radio Station, WIKK, Erie, Penn., won 2nd place in Sales Promotion among stations having power of 5,000 to 10,000 watts.

We serve the audience and we serve our advertisers!

EDWARD LAMB ENTERPRISES, Inc.

Home Office: Edward Lamb Bldg., Toledo, Ohio

- WICU-Channel 12 . . . Erie, Penn. WHOO . . . Orlando, Fla.
- WIKK-1330 KC . . . Erie, Penn. WTOD . . . Toledo, Ohio

TOOTHPASTE SQUEEZE ON

TV May Reap \$18 Million As Firms Pitch Ad Battle

By LEON MORSE

NEW YORK, Feb. 20.—The TV industry is flashing its toothiest smile this week as the firing has already commenced in the toothpaste industry's greatest battle for the customer's buck.

Television is expected to be the main media weapon in 1954, with perhaps close to \$30,000,000 expended for all media, and \$18,000,000 to go into network, spot and local video buys. The multi-million dollar dentifrice corporations are intent on either cracking into the \$110,000,000 gross market or retaining their portion of it against competition.

The No. 1 challenger is Procter & Gamble's Gleem, which is in the initial stages of being exposed on a national scale after being pre-tested locally with sensational results for several months. The success of Gleem, which boasts a germicidal agent, GL-70, in such markets as Chicago where it has risen to second position, has given P&G. toppers the confidence to put their every financial resource behind the product. And the extra tax money P&G. is said to have available from its detergent bonanza, Tide, has made such spending easier and less of a risk.

Top Sellers

The current top toothpaste sellers are Colgate's Gardol and Chlorophyl brands, Bristol-Myers' Ipana, Lever Brothers' Pepsodent, Block Drug's Amm-i-dent, and Lever's Chlorodont, in the order of their position in the market. Colgate's two products together are the top seller, while Amm-i-dent and Pepsodent are tied for third spot. Also likely to become a factor is Listerine's Antiayme, which must move now if it is to remain a factor.

Lion's Share Of RCA Billing Given to K & E

NEW YORK, Feb. 20.—Effective immediately, Kenyon & Eckhardt has been assigned the lion's share of the RCA account, the K&E share estimated at \$7,000,000. K&E will service RCA-sponsored radio and TV shows, RCA Victor Home Instruments and RCA institutional advertisements. The account will go a long way toward making up the loss of the Kellogg billings which K&E suffered a while back.

Increasing its share of RCA business was the Grey Agency, which will add \$2,000,000 in billings for servicing NBC and RCA Victor Records, in addition to its present handling of the NBC film division. Another of RCA's old agencies, Al Paul Lefton, will get an additional \$1,000,000 of billings from home appliances and electronic products. Ross Roy advertising will continue to handle the custom record division of RCA. J. Walter Thompson had the major portion of the account previously.

These advertisers and P&G. will utilize all their current TV shows, and in several cases are looking for new vehicles. Block Drug, for example, wants another half hour of network time.

Lever is buying an additional half hour of web time by expanding "Lux Video Theater" to an hour. That show already carries a hitchhike for one of its toothpastes, but other time on other Lever shows will naturally become available. P&G., which has three half hours on NBC-TV at night, will probably utilize one of its key properties for Gleem.

In the cards also are shifts in its nighttime properties, with probably only "Fireside Theater" secure as a vehicle for next season. And an expanded video spot campaign is likely to be employed.

"Comedy Hour"

Colgate, of course, aware of the P&G. competition, is putting the heat on NBC-TV to deliver stronger personalities for its "Comedy Hour" and better audience getting formats. On "Comedy Hour" next season will fall the main burden of fighting off

the P&G. challenge, for it is in one of TV's best time periods.

The battle for customers is likely to take two main facets, merchandising and copy, and it is in the first that TV will have to show what it can produce. All kinds of merchandising gimmicks are being devised by the toothpaste companies. Two for one offers, flower seeds, pens and tie-in gifts are being put before buyers.

These gifts, of course, will also be offered on TV, and the companies will then be able to sit back and see what audience results they produce.

There are also several new toothpastes being tested that may be ready for marketing later in the year. Lever is testing Shield, a variation of Pepsodent containing tyrothricin, a germicidal, and an indie company has Childent, a children's toothpaste.

Lost in the battle for toothpaste customers are the tooth powders which once were a factor in the market. They have been in a serious decline for some time and are not likely to provide competition to the pastes.

Steetle Gives Lowdown On Educational TV

WASHINGTON, Feb. 20.—Hints of what may be coming up in the way of programming on educational TV stations were dropped this week by Ralph Steetle, executive director of Washington's Joint Committee on Educational Television. Surveying 50 places where educational TV planning is most active, Steetle said that 10 colleges will operate stations; six public school systems will run outlets; State departments or commissions will take over in 16 communities, and in 18 communities, mostly with large populations, special co-operative organizations will handle the telecasts.

Steetle said the commercial operator's conception of the "public" usually means "commercially acceptable numbers," as the success of the station depends to a large extent on its ability to carry a large audience over from program to program. Educational programming, he said, on the other hand, pitching to a quality audience, requires a "disciplined and sequential relationship of idea to

idea and thus program to program."

Several educators queried by Steetle stressed the requirement that the programming be based on the viewer's knowledge and aimed at broadening his knowledge. Steetle suggested as an example that it might be preferable for commercial outlets to disseminate spot news, leaving analysis and interpretation of news to the educational stations. Unless the viewer is involved personally in the program, instead of being only a spectator, "television could become a national narcotic, painlessly administered thru a television receiver in every living room," said Steetle.

Mayo Shifts to CBS-TV Post

NEW YORK, Feb. 20.—Robert Mayo, former sales director of WOR and WOR-TV, this week joined the CBS-TV network sales staff as an account executive. Mayo is a veteran broadcasting sales executive who has had much experience in the industry. He is replacing Herbert Habler, who joined Teleprompter in an executive capacity.

BMI Entertainment At Miller Banquet

WASHINGTON, Feb. 20.—Broadcast Music, Inc., will provide entertainment at the \$20-a-plate testimonial dinner at the Mayflower Hotel here March 31 for Justin Miller, former president of National Association of Radio and Television Broadcasters, who retires April 1 as board chairman and general counsel. Proceeds from the dinner will be used for the purchase of a gift for Miller. Judge Bolitha Laws, chief judge for the U. S. District Court of Appeals, will be a major speaker. Judge Laws is a long-time friend of Miller, who served on the bench of the U. S. Circuit Court of Appeals for D. C. before becoming NARTB president in 1945. G. Richard Shafto, general manager, WIS, Columbia, S. C., will preside.

Scotch Tape Mulls Shift From BBDO

NEW YORK, Feb. 20.—Reports are that the multi-million dollar Minnesota Mining and Manufacturing account is shifting from Batten, Barton, Durstine & Osborn to Foote, Cone & Belding shortly. The advertiser makes a variety of products, the most prominent being its "Scotch Tape."

N. Y. FLACKS SWAP JOBS

NEW YORK, Feb. 20.—Two local radio-TV station press agents literally swapped jobs this week. Mary Jane MacDougall, assistant publicity director of WNBC and WNBT here, joins the WOR-TV publicity department here Monday, replacing Bill Anderson, who resigned that post to take a job as publicity manager of WNBC-WNBT. Meanwhile, the two are filling each other in on the work set-ups at their respective alma maters.

FIRE FIGHTER

Big Air Role In Offing For Smokey

WASHINGTON, Feb. 20.—Smokey Bear, the U. S. Forest Service's symbol of forest fire prevention, is about to step into the biggest role of his career in TV and radio. The Agriculture Department's opening guns in this year's fire prevention campaign will be the release of Smokey's radio pitch, a disk waxed by singer Billy Johnson of WTOP here, and a 12-minute TV film in which Hopalong Cassidy narrates the story of Little Smokey, a bear rescued from a New Mexico forest fire and brought to the Washington Zoo.

Smokey has become so popular that Congress made the bear the subject of a law after an Agriculture Department legalist found that he was subject to pirating. Now the department is able to license Smokey commercially, provided the items are in good taste and carry fire prevention messages. So far, about 25 licenses have been issued, and five commercial Smokey disks are on the market.

In the past, as many as 2,000 radio and 250 TV stations have carried Smokey disks and films on a public service basis. A still greater spread is expected this year. The production work is done mostly by Foote, Cone & Belding for the Advertising Council.

Iron Curtain Youth Eager for 'Voice'

WASHINGTON, Feb. 20.—Young people behind the iron curtain want to hear news broadcasts more than any other kind of program beamed by the "Voice of America," the United States Information Agency said this week. The USIA based its view on the finds of the Foreign News Service, Inc., a New York private research firm, which has a contract with the USIA to interview refugees recently arrived from iron curtain countries.

According to VOA, the voice is the most popular of all Western broadcasts, closely followed by British Broadcasting Corporation and Radio Free Europe. News programs rate ahead of all other types, said the VOA.

Schwartz May Get R-H Chore On NBC Series

NEW YORK, Feb. 20.—NBC-TV is reported to be negotiating with Broadway producer-lyricist Arthur Schwartz to produce its half-hour musical, which previously was planned for production by Richard Rodgers and Oscar Hammerstein.

The song writing team has bowed out of the project, pleading that the pressure of their future commitments was too heavy for them to undertake video chores.

Work is continuing on the format of the dramatized musical half hours under the direction of Robert Russell Bennett, who is committed to the program.

Schwartz had his own musical show on TV in the early days of the medium, but it didn't make the grade.

Stabile Heads New Net Dept.

NEW YORK, Feb. 20.—ABC this week formed a new Business Affairs department, which will be headed by James A. Stabile. The department will handle all negotiations and contracts for the ABC networks, New York o&o stations and the Film-Syndication division.

Stabile, for the past year, has been administrative manager of ABC-TV's program department. He was with William Morris prior to joining ABC's legal department in 1951.

FCC Rejects Plea By West'house on Multi-Owner Rule

WASHINGTON, Feb. 20.—The Westinghouse Broadcasting Company this week asked the Federal Communications Commission to waive its rules on multiple ownership of TV stations to allow the directors of its parent company to retain minor interests in TV outlets, but was quickly turned down by the FCC. However, the Commission requested that Westinghouse file a petition estimating how long it will take the directors to unload their interests, and indicated that a "reasonable" time would be allowed for compliance.

Commissioner George E. Sterling voiced the opinion that the FCC would reconsider the impact of the rules and exempt Westinghouse. The company was last week informed by letter that the Westinghouse Electric Corporation directors could have no other interests except those in the subsidiary broadcasting company, which already owns a maximum of outlets (The Billboard, February 20). The company the coupon requested exemption from the rule.

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THIS WEEK'S SPOTLIGHT FEATURE

Network & Station Buying & Programming

Series Pix Flood N. Y. Market; Outlets Double in 10 Weeks

Tight Skeds of Majors Spreads; Half-Hour Films to Other Channels

NEW YORK, Feb. 20. — The New York market, long resistant to the half-hour film series, has been cracked wide open by syndicators within the space of 10 weeks. Since December 12, when the last survey was published by The Billboard, the number of such series playing on local stations has more than doubled—34 then and 72 now.

Main beneficiaries, now that sponsors and agencies have changed their attitude about buying vidfilm for local station booking, are the indies and weaker web stations.

One of the factors has been a marked improvement in the quality of vidfilm, both in terms of new product and re-runs of former network shows. Another was the decision of WCBS-TV and WNBT to increase their rates, thus making more attractive the lower rates on other stations. Also, the number of good half-hour availabilities on those two stations has become progressively tighter this season, and has forced sponsors to turn elsewhere if they desire to use this market.

The bulk of vidfilm programming here takes place on Saturday and Sunday, when 20 and 11 such series, respectively are aired.

The type of programming—mainly Westerns and mysteries—seen on those days appeals to the kid audience whose main chance to dominate the channel selectors would be on week-ends. And so WOR-TV, for example, runs practically a constant stream of half-hour film shows beginning at 5:30 p.m. and lasting until 11.

Film Distributors Benefit

Benefiting most from the film programming spurge has been the NBC Film Division, which now has seven programs showing lo-

New Rawlins-Grant Co. Kicks Off 'Manhunt'

HOLLYWOOD, Feb. 20.—First in the series of 39 "Manhunt" telefilms will roll at California Studios March 5, by the newly established production firm of Rawlins-Grant, Inc. Marshall Grant and John Rawlins will supervise, first episode being titled "Vigil."

Series is based on Interpol, the international police organization of the countries in the United Nations. Mindret Lord is scripting. Only cast assignment announced for the first half-hour film is Marjorie Lord, who regularly portrays the women's page editor of the Gross-Krasne "Big Town." Miss Lord recently completed a Four-Star film with David Niven and earlier for the "Schlitz Playhouse."

LEASES 'POE' AFTER 9 P.M.

HOLLYWOOD, Feb. 20.—Lease agreements will forbid telecasts of the "Tales of Edgar Allan Poe" telefilm series before 9 p.m. Announcement of this unusual sales restriction was made by Adrian Weiss, who will be executive producer-director for the 26 half-hour telefilms being prepared for showings in September. The lease agreements were reached with Louis Weiss & Company, exclusive distributor of the series.

Purpose of the restriction is to schedule the Poe telefilms in time periods not generally accessible to child audiences. "These films are not for children," Adrian Weiss declared. "We want to maintain the moods and the suspense of the Poe classics. . . . We plan to make these pictures authentic reproductions of the author's works. At the same time we feel that it is our responsibility to see that they are not aired at time when they might be viewed by large numbers of children."

cally in contrast to three in December. They include "Badge 714," "Dangerous Assignment," "Inner Sanctum," "Paragon Playhouse," "Lilli Palmer," "Victory at Sea," and "Captured."

CBS-TV Film Sales has improved its position and now has five shows on local stations, and will have six when "Linkletter and the Kids" goes on for Bond bread late this month.

Ziv-TV, which had five vidfilm series on here late last year,

UTP Rings Up 'Waterfront,' 'Ranger' Sales

HOLLYWOOD, Feb. 20.—Sales of two of its leading telefilm properties in eight major markets was announced here yesterday by United Television Programs, Inc. The rapidly growing number of clients are for Roland Reed Productions' "Rocky Jones, Space Ranger," and "Waterfront."

"Rocky Jones" was purchased by Dr. Pepper Bottling Company for the entire North Carolina area; by Williams Baking Company in Scranton, Pa.; KRON-TV in San Francisco, whose sales manager, Norman Louvain, negotiated the deal, and Royal Crown Bottling Company for the four-State area of Texas, Arkansas, Oklahoma and Louisiana.

The sale of "Waterfront" was distinguished by the first bank sponsor, Citizens and Southern National Bank in Georgia. Other "Waterfront" sales were to Falstaff Beer, St. Louis; Sealtest which is expanding its sponsorship in the Pennsylvania area by presenting the show in Erie and Johnstown, and Darrow Ice Cream Company in the New Mexico area.

The purchases were announced by Wynn Nathan, UTP national sales manager.

Bridgeport UHF Outlet In Shift of Ownership

BRIDGEPORT, Conn., Feb. 20.—WSJL-TV, which is in the formative stage, has had a shift in ownership. Matty Fox, president of Motion Pictures for Television Corporation; Louis F. Blumberg, son of Universal-International Pictures head Nate J. Blumberg, and Basil Estreich, for the past eight years associated with Fox in legal and executive capacities, have withdrawn from the company, leaving Harry Liftig, of Ansonia, as sole owner.

Station holds the construction permit, which officially expires on April 1 unless an extension is received from the FCC. Delay in delivery of equipment is given as the chief reason for failure of the UHF station to get going.

Chesapeake Nixes Bids on 10 Film Bloc

NEW YORK, Feb. 20.—Chesapeake Industries this week rejected all the sealed bids made by various film distributors for outright purchase of TV and theatrical rights for five years to 10 feature films. The firm has decided now to retain title to the films and will negotiate with distributors for a percentage deal on the films.

The top bid for the 10 pix is reported to have been about \$275,000. Chesapeake had set itself a bottom price of \$300,000. Each bidder enclosed a check for \$10,000 with his bid as evidence of his intentions. A successful

bid would have secured prints, press books and unplayed theatrical contracts with the films.

The 10 films, none of which has yet been shown on TV, include "Tulsa" (with Susan Hayward and Robert Preston), "The Big Cat," "Trapped," "Port of New York," "Man from Texas," "Mickey," "Black Book," "Lost Honeymoon," "The Spiritualist," and "Down Memory Lane."

The films were put up for bidding after Chesapeake Industries sold out its Eagle-Lion firm to United Artists, and these films were not included with the others involved in the sale.

'December Bride' Shifts to Vidpix; Desilu Producing

HOLLYWOOD, Feb. 20.—"December Bride," starring Spring Byington, is being readied for TV with a pilot film slated to roll Thursday (25) at Motion Picture Center. Desilu Productions will produce the show that is another making the move from radio to TV.

Parke Levy, creator-writer of "December Bride," said that the pilot and probably all subsequent episodes would be filmed before a live audience. Jerry Thorpe, who was assistant director of "The Long, Long Trailer" starring Desilu Productions' toppers—Lucille Ball and Desi Arnaz—will direct the show.

The telefilm version of the year-old radio program is owned by Levy, Desilu Productions and CBS on whose radio network "December Bride" has been heard. Ironically, CBS almost lost out on any claim to the package when Levy and Desilu made a split deal to produce it. When the deal was made, CBS execs sent up the distress signal and were permitted to purchase half of Desilu's interest—or 25 per cent.

Levy will continue to supervise and write the series. In addition to Miss Byington, who starred in the radio version, other cast members will include Frances Rafferty, Dean Miller, Henry Morgan, Harry Chesire and Moroni Olson.

Current thinking is to get a national sponsor for CBS-TV network airing. It is understood at least one major sponsor is definitely interested.

Spot Bookings

There are eight vidfilms spot-booked by national sponsors: M. and M. Candy's "Johnny Jupiter," The Wander Company's "Captain Midnight," Kent cigarettes' "TV Theater," Pacific Coast Borax's "Death Valley Days," Kellogg's "Superman" and "Wild Bill Hickok" and Coca-Cola's "Kit Carson."

The local market also has 10 shows which are seen twice weekly. Three of them, "Wild Bill Hickok," "Sky King" and "Captain Midnight" are seen on WOR-TV via the double exposure plan. The others are "Cowboy G-Men," "Cisco Kid," "The Unexpected," "Ramar," "Man Against Crime," "Life with Elizabeth," "My Hero" and "TV Theater," the latter a re-run of a group of old "Fireside Theater" vidfilms.

The Billboard

TV FILM SECTION

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plus, rotated weekly.

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

Comet Pushes Plan For UHF Stations

'Main St. Retailer' Would Draw Local Dealer Adv. to Struggling UHF Outlets

By GENE PLOTNIK

NEW YORK, Feb. 20.—A "Main Street Retailer" plan to draw local dealer advertising to struggling UHF stations was being pushed this week by Comet Television Films, Inc. The plan is along the lines of the program followed for many years by the Jam Handy Organization with theatrical spots.

It involves the use of a mobile unit which would shoot commercials right in the store, using the store's own sales personnel on camera. Comet estimates that such a unit, employing a cameraman and a soundman, could be operated for \$750 a week and could cover as many as 10 stores in three different cities during two working days.

The effectuation of the Comet plan still hinges on the co-operation of the stations. But Harold Goldman, Comet's sales director, said this week he'd be set to put it into action as soon as he had three stations lined up.

The stations' part in the plan, according to Goldman, is first of all to set up an appropriate block of programming on which the dealer could count so that the Comet unit's work would be laid out for it as soon as it moved into the market.

It's Comet's theory that the salvation of the UHF stations will be, as it has been for the small indie radio station, in local dealer business. Goldman declared that the small UHF's will be lost in the tumult if they only work to beat out the larger competing stations for the national and regional sponsors. He said that the small change obtainable from each Main Street dealer in the project he proposes will add up to enough to keep the UHF stations in business.

Using a subjective camera thruout, the dealer blurbs could have almost infinite variation in accordance with special needs. But the basic format visualized by Goldman would open on an establishing shot of the store front, dolly up to a look into the store window, and then swing around to the entrance and into the store, where the viewer

would be greeted by the floor manager in person. He would go into his usual sales spiel ending with a wave-off.

Can Be Sold

Goldman claims the dealer can be sold on such a project, even tho it would probably mean cutting back on his newspaper insertions and maybe upping his ad budget altogether.

Commercials of this type, he said, would extend the dealer's own personalized selling right into his customers' living rooms, which in itself would give them a unique appeal in competition with the hard-sell product advertising on TV.

The programming on which such dealer blurbs would be placed could be a live women's show or almost any type of film block, covering two and a half or five hours a week. It could be titled on the shopping street of the town, such as "Main Street Showcase."

Large-Mkt. Indies

The plan could also be fruitful for large-market indies struggling against network competition, Goldman pointed out. In such instances, the show could be rotated around the different shopping districts, with sound tracks and banners on the street promoting the TV spots.

As of this moment, Goldman is still putting out the feelers for station reaction before taking the next step.

WABD Signs for 19 Alexander First Runs

NEW YORK, Feb. 20.—WABD here this week signed up for 19 first-run pictures from the M. & A. Alexander Company, plus another 41 previously telecast. This is the first time in almost three years the station has picked up any first-run features.

The new pix include "Her Panelled Door" with Richard Burton and "Guilty of Treason," the 1950 film based on the Cardinal Mindzenty trial. Of the first-run group, 14 are English made and five American.

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145 markets have already proved Brian Donlevy cuts a mighty big figure as a salesman!

Here are some "DANGEROUS ASSIGNMENT" ratings — and these are ARB averages (not high spots) for the entire first run. San Francisco: average 24.6 for a 42.3% share of audience against Jackie Gleason and Songs for Sale. Detroit: 21.5 for a 53.6% share — against See It Now and Walter Winchell. And Boston: 16.1 for a 44.1% share competing with Burns and Allen, Crime Photographer and Studio One.

"DANGEROUS ASSIGNMENT's" re-run record is even more remarkable. In every market where re-run ratings are available, it consistently reaches more customers at lower cost per thousand than on the first run. In Columbus, Detroit, and San Francisco, the program reached respectively 3% more, 6% more, and 53% more people!

"DANGEROUS ASSIGNMENT" can give

you, as a local or regional sponsor, tremendous sales-power at an extremely modest price. Filmed in 39 self-contained half-hour episodes, it is backed by the most comprehensive and effective promotional package in the industry — further proof of NBC FILM DIVISION's stature and leadership in Syndicated TV.

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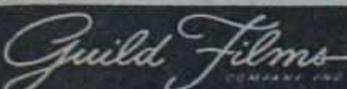
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BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

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

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

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

CLEVELAND				3 STATIONS
Title of Show	Category	Station—Days—Time	January ARB Rtg.	
Foreign Intrigue	Adv.	WEWS—Su.—10:00-10:30	20.3	
Badge 714	Adv.	WNBK—M.—10:30-11:00	15.7	
Dick Tracy	Adv.	WNBK—W.—7:00-7:30	13.3	
I Led Three Lives	Adv.	WEWS—F.—10:30-11:00	30.9	
Ramar of the Jungle	Adv.	WEWS—S.—5:00-5:30	11.8	
China Smith	Adv.	WNBK—S.—7:00-7:30	18.4	
Junior Crossroads	Child.	WEWS—S.—11:30-11:45	6.1	
Victory at Sea	Docum.	WNBK—M.—7:00-7:30	13.3	
Greatest Drama	Docum.	WEWS—F.—7:15-7:30	10.9	
Favorite Story	Drama	WNBK—Th.—10:30-11:00	16.5	
Liberace	Musical	WEWS—W.—9:00-9:30	30.9	
I Am the Law	Mystery	WEWS—W.—10:00-10:30	14.0	
City Detective	Mystery	WNBK—W.—10:30-11:00	26.5	
U. P. Movietone News	News	WXEL—M. to F.—11:00-11:15	10.4	
Range Rider	Western	WEWS—Su.—7:00-7:30	26.6	
Cisco Kid	Western	WNBK—S.—6:00-6:30	27.6	
Annie Oakley	Western	WNBK—S.—6:30-7:00	27.5	

PHILADELPHIA				3 STATIONS
Title of Show	Category	Station—Days—Time	January ARB Rtg.	
Ramar of the Jungle	Adv.	WFIL—Su.—10:45-11:15	6.4	
Pulse of the City	Adv.	WFIL—Su.—6:45-7:00	5.5	
Ramar of the Jungle	Adv.	WFIL—Su.—11:30-12:00	0.3	
Ramar of the Jungle	Adv.	WFIL—M. to F.—6:30-7:00	11.6	
I Led Three Lives	Adv.	WCAU—W.—7:00-7:30	31.1	
Foreign Intrigue	Adv.	WCAU—Th.—10:30-11:00	9.7	
Badge 714	Adv.	WCAU—S.—6:30-7:00	27.3	
Ramar of the Jungle	Adv.	WFIL—S.—5:30-6:00	12.7	
Time for Beany	Child.	WCAU—Su.—1:00-1:30	10.5	
Life With Elizabeth	Comedy	WPTZ—T.—10:30-11:00	3.9	
Life of Riley	Comedy	WPTZ—F.—8:30-9:00	26.3	
Abbott and Costello	Comedy	WCAU—S.—10:30-11:00	5.5	
Little Theater	Drama	WFIL—Su.—1:30-1:45	1.2	
Little Theater	Drama	WFIL—Su.—10:30-11:00	1.2	
Little Theater	Drama	WFIL—S.—7:00-7:30	3.6	
Kieran's Kaleidoscope	Misc.	WPTZ—Su.—6:45-7:00	11.8	
Boston Blackie	Mystery	WCAU—Th.—7:00-7:30	32.0	
Dick Tracy	Mystery	WCAU—S.—5:30-6:00	12.6	
Front Page Detective	Mystery	WCAU—S.—5:00-5:30	15.8	
Craig Kennedy	Mystery	WCAU—S.—6:00-6:30	18.5	
Telenews Daily	News	WFIL—M. to F.—7:15-7:30	6.6	
Telenews Daily	News	WFIL—Su.—6:30-6:45	5.5	
Telenews Daily	News	WPTZ—M. to F.—7:00-7:15	7.9	
Movie Quick Quiz	Quiz	WFIL—M. to F.—5:00-5:15	3.8	
Annie Oakley	Western	WFIL—Su.—6:00-6:30	23.5	
Gene Autry Time	Western	WCAU—M.—5:30-6:00	16.4	
Gene Autry	Western	WCAU—T.—8:00-8:30	13.3	
Range Rider	Western	WPTZ—T.—6:00-6:30	18.4	
Cisco Kid	Western	WCAU—F.—7:00-7:30	33.6	

WASHINGTON				4 STATIONS
Title of Show	Category	Station—Days—Time	January ARB Rtg.	
Space Ranger	Adv.	WTTG—Su.—5:30-6:00	11.1	
Badge 714	Adv.	WNBW—W.—7:00-7:30	28.0	
Foreign Intrigue	Adv.	WNBW—Th.—10:30-11:00	18.1	
I Led Three Lives	Adv.	WTOP—F.—10:30-11:00	8.8	
Ramar of the Jungle	Adv.	WTOP—S.—6:30-7:00	13.0	
Life With Elizabeth	Comedy	WNBW—S.—7:00-7:30	7.1	
Abbott and Costello	Comedy	WTOP—S.—6:00-6:30	16.4	
Greatest Dramas	Docum.	WNBW—Su.—11:15-11:45	2.4	
Drew Pearson	Docum.	WTOP—Su.—11:30-11:45	5.0	
Victory at Sea	Docum.	WNBW—M.—7:00-7:30	28.0	
All Star Theater	Drama	WNBW—M.—10:30-11:00	10.3	
Hans Christian Andersen	Drama	WTTG—T.—7:30-8:00	16.1	
Favorite Story	Drama	WTOP—Th.—10:30-11:00	9.9	
Liberace	Musical	WTTG—T.—9:30-10:00	6.8	
Boston Blackie	Mystery	WTOP—T.—8:30-9:00	15.5	
Front Page Detective	Mystery	WMAL—F.—10:00-10:30	7.9	
Movietone News	News	WTTG—M. to F.—12:00-12:15	1.2	
U. P. Movietone News	News	WTOP—M. to F.—6:45-7:00	4.1	
Movie Quick Quiz	Quiz	WTTG—M. to F.—7:15-7:30	1.8	
Hopalong Cassidy	Western	WNBW—F.—7:00-7:30	26.8	
Cisco Kid	Western	WNBW—S.—6:30-7:00	13.6	
Annie Oakley	Western	WTTG—S.—7:00-7:30	7.1	

SEATTLE-TACOMA				4 STATIONS
Title of Show	Category	Station—Days—Time	January ARB Rtg.	
Space Ranger	Adv.	KING—M.—7:00-7:30	15.1	
Captured	Adv.	KING—M.—8:30-9:00	32.7	
I Led Three Lives	Adv.	KTNT—T.—7:30-8:00	26.2	
Foreign Intrigue	Adv.	KING—W.—8:00-8:30	17.0	
Heart of the City	Adv.	KING—Th.—9:30-10:00	6.4	
Badge 714	Adv.	KING—F.—9:30-10:00	41.5	
Ramar of the Jungle	Adv.	KTNT—Su.—6:30-7:00	7.9	
Hank McCune	Comedy	KING—Su.—4:30-5:00	14.7	
My Hero	Comedy	KING—T.—7:00-7:30	13.6	
Jackson and Jill	Comedy	KMO—T.—7:00-7:30	1.3	
Abbott and Costello	Comedy	KING—Th.—7:00-7:30	18.3	
Life of Riley	Comedy	KING—Th.—7:30-8:00	44.2	
Amos 'n' Andy	Comedy	KOMO—Th.—8:30-9:00	29.6	
Life With Elizabeth	Comedy	KOMO—F.—8:30-9:00	18.1	
Victory at Sea	Docum.	KOMO—S.—6:30-7:00	24.5	
Crown Theater	Drama	KOMO—Su.—6:30-7:00	11.7	
Hollywood Half Hour	Drama	KOMO—Su.—6:30-7:00	11.7	
Favorite Story	Drama	KING—T.—8:00-8:30	23.0	
The Visitor	Drama	KTNT—T.—8:00-8:30	14.3	
Counterpoint	Drama	KMO—T.—8:30-9:00	7.4	
Times Square Playhouse	Drama	KTNT—Th.—7:00-7:30	15.7	
Strange Adventures	Drama	KING—Th.—10:15-10:30	7.5	
D. Fairbanks Presents	Drama	KING—F.—8:30-9:00	30.4	
Heart of the City	Drama	KMO—F.—9:00-9:30	10.2	
Counterpoint	Drama	KMO—F.—8:30-9:00	12.1	
Liberace	Musical	KING—W.—8:30-9:00	31.3	
Front Page Detective	Mystery	KMO—M.—9:00-9:30	3.0	
I Am the Law	Mystery	KTNT—W.—10:00-10:30	14.0	
Dick Tracy	Mystery	KMO—Th.—6:30-7:00	7.2	
Inner Sanctum	Mystery	KOMO—F.—10:00-10:30	19.6	
City Detective	Mystery	KING—F.—10:30-11:00	25.1	
Boston Blackie	Mystery	KING—F.—10:30-11:00	7.6	
Public Prosecutor	Mystery	KMO—Th.—7:45-8:00	1.5	
Mud, S. Garden Highlights	Sports	KOMO—S.—7:15-7:30	9.8	
Annie Oakley	Western	KOMO—M.—7:00-7:30	20.0	
Range Rider	Western	KOMO—T.—7:00-7:30	33.6	
Hopalong Cassidy	Western	KOMO—W.—7:00-7:30	13.4	
Gene Autry	Western	KING—Th.—6:00-6:30	33.8	
Cisco Kid	Western	KOMO—Th.—7:00-7:30	26.4	

(Continued on page 12)

Technicolor Emphasis On TV Film Production

HOLLYWOOD, Feb. 20.—Technicolor, Inc., will become increasingly active in telefilm production now that the corporation has devised and installed laboratory equipment for reproducing color TV pictures from color film. This assurance was given this week by Dr. Herbert T. Kalmus, president and general manager, in his annual report.

Dr. Kalmus reported that Technicolor already has successfully experimented with pilot films using both three-strip negative

and single-strip color negative processes. This success, he indicated, has strengthened Technicolor's participation in telefilm.

"During 1953 Technicolor's TV division placed in preliminary operation a prototype of highly specialized electronic equipment, by means of which rapid determination is made of photographic data required in producing color prints from the original negatives," the president said. "The preliminary application of this system gives promise of operating economies in the conduct of Technicolor's business, and further refinement and extension of the system is in prospect for the coming year."

Technicolor's increased activity, Dr. Kalmus said, was heightened by the color TV demonstration last year. He referred particularly to a 10-minute section of film processed by Technicolor and aired on the telecast by NBC-TV which showed the reproduction to be of high quality.

"We are continuing active contacts with all phases of color TV," Dr. Kalmus declared. "We expect that an increasing number of films for TV will be photographed in color by Technicolor during the year 1954."

UPA Production, Sales Schedule Hiked in East

HOLLYWOOD, Feb. 20.—A stepped-up sales and production schedule on the East Coast was launched this week by United Productions of America following the re-election of Stephen Bosustow as president and chairman of UPA's board. This is Bosustow's ninth term at the helm.

The new board, including George Bagnall, Ernest Scanlong, Richard Hungate, Pete Burness, Robert Cannon, T. Edward Hambleton, Leo Rosen and Hervey Shaw, will further expand UPA's New York TV and commercial film activities, supplementing the company's present production program of entertainment shorts for Columbia release. In line with the new program, the board elected Don McCormick vice-president of UPA-New York. McCormick currently is manager of the company's New York studio which was established three years ago.

UPA's telefilm activities is confined to the making of spot commercials, tho it produced one entertainment film for "Omnibus," 10-minute episode titled "The 51st Dragon" which will be aired March 7.

Other officers re-elected by the board were Cannon, vice-president; Charles Daggett, vice-president in charge of public relations; Hambleton, treasurer; Melvin Getzler, assistant treasurer, and M. Davis, secretary.

Barrett Sales Rep For Atlas Filmery

CHICAGO, Feb. 20.—L. P. Mominee, vice-president and general manager of the Atlas Film Corporation here, announced this week the appointment of Roland Barrett as sales representative for the Washington office. Barrett will contact government as well as civilian business on motion pictures, slides, TV commercials, and theatrical trailers.

Until recently, Barrett was a colonel in the Signal Corps, USA, deputy chief of the Army Pictorial Service Division. He was later commanding officer of the Signal Corps Pictorial Center during its most productive period, winning him the Legion of Merit.

Atlas currently is celebrating its 40th anniversary. The corporation produces film and packaged programs and defense films for the Navy and Air Force. It has complete facilities from script to screen.

Hope Investment in American National

HOLLYWOOD, Feb. 20.—Bob Hope this week joined American National Studios, Inc., as a partner on an investment basis, according to Frederick Levy Jr., chairman of the board. He will not take an active part in the management. In the new TV operation, Hope joins Edwin Pauley, Daniel Reeves and Levy, who also are partnered with him in the Los Angeles Rams professional football team.

American National's production schedule gets underway March 1 when its soap opera, "The Family Next Door," rolls. It will be followed by Larry Finley's series, "Pick Your Winner," scheduled for shooting March 2.

Sobel to GAC Chi Office to Build TV Dept.

CHICAGO, Feb. 20.—Jack Sobel, who started with the General Artists Corporation as assistant to Harry Anger in the handling of TV guest appearances and the production of TV shows, was transferred to the Chicago office of the firm this week to build a TV department. The firm represents Screen Gems, a subsidiary of Columbia Pictures, and is currently engaged in screening for advertising agencies for the fall market.

According to a spokesman for GAC, Sobel, because of his experience in handling live shows which he currently has in Detroit and Cleveland, could be helpful to the Chicago market. Sobel will not confine all of his activities to the Chicago area and is scheduled to travel extensively in the Midwest, going as far as Houston and Dallas. He will co-ordinate TV activities for the Chicago office as well as offices in Dallas and Cincinnati.

Nathan, Savin on UTP Junkets; South, East

HOLLYWOOD, Feb. 20.—Two top executives of United Television Programs, Inc., leave over the week-end on a three-week business trip. Wynn Nathan, national sales manager, will go on a sales tour of the South, Southeast and Midwest areas, including the company's recently opened office in New Orleans. At the same time Lee Savin, executive vice-president, will visit UTP offices in Kansas City, St. Louis, Detroit, Chicago and Pittsburgh.

READY 'CECIL' FOR TINT FILM

HOLLYWOOD, Feb. 20.—Another switch is being added to the entertainment scene with announcement this week that a TV personality (not human) would star in a full-length color cartoon film. The personality is "Cecil," which also will be the film's title, based on the character, Cecil the Sea Sick Sea Serpent, co-star on the "Time for Beany" TV series.

The theatrical film will be co-produced by Bob Clampett, producer of "Time for Beany," and Director Frank Tashlin, who is completing directorial assignment on RKO's "Susan Slept Here." Latter also will direct "Cecil." He and Clampett last worked together as fellow animators 15 years ago for Warner Bros. cartoons.

Original screenplay by Clampett for the film is a comedy-satire which calls for the serpent to be adopted by a family of humans. Clampett's other TV series are "Thunderbolt, the Wonder Colt" and "Bronco Billy."



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...Best Merchandising and Promotion Assistance!



...Best Labeling and Film Leaders!



...Film in Best Condition!



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MOTION PICTURES

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FOR TELEVISION, INC.

Feature Film Division

TV FILM PURCHASES

The Gorham Company, thru Kenyon & Eckhardt, is making its first move into television with the purchase of Screen Gems' "All Star Theater" in Kansas City, Mo., and Atlanta. They also plan to buy other cities in the near future. Screen Gems will produce the Gorham commercials.

"Badge 714," distributed by NBC Film Division, has been sold to WCAU, Philadelphia, for a total of 139 cities. The Medford Furniture Company, of Medford, Ore., has purchased "Dangerous Assignment" to be shown via KBES. Other "Dangerous Assignment" sales include: KVAL, Eugene, Ore., for Davidson's Bread, and WBAY, Green Bay, Wis. "Inner Sanctum" has been sold to the National Food Stores to be shown in the Winston-Salem, N. C., market.

Other NBC Film Division sales this past week include: "Captured" to Arden Farms via KBES, Medford, Ore.; "The Visitor" to WBKB, Chicago; "Feature Film Package" to WNBW, Washington, and WFMV, Greenboro, N. C.; "Life of Riley" to KROC, Rochester, Minn., and "News Review of the Week" to WWOR, Worcester, Mass.

Guild Films placed "Liberace" in five new markets this past week. They are: KVAL, Eugene, Ore., for United States National Bank; WTOG, Savannah, Ga.; KSLA, Shreveport, La.; WHBF, Rock Island, Ill., for Peters Baking Company, and WIBW, Topeka, Kan. "Life With Elizabeth," another Guild property, was sold to KTVA, Anchorage, Alaska; WIBW, Topeka, Kan.; KOPO, Tucson, Ariz., and WFIL, Philadelphia. "Joe Palooka" was sold to WNBW, Washington, and WIBW, Topeka, Kans.

CBS-TV Film Sales made the following sales this past week: "Amos 'n' Andy" to KBBT, Harlingen, Tex.; "Gene Autry" to KNXT, Los Angeles; "Art Linkletter and the Kids" to Asheville, N. C., for General Baking; WTOG, Savannah, Ga., for B. I. Friedman Jewelers, and to the Greenville, S. C., market.

Motion Pictures for Television's new package, "Duffy's Tavern," which premieres on Tuesday (23) via KTLA, Hollywood, has been sold to the C.V.A. Corporation on behalf of Roma Wines for sponsorship on alternate weeks starting February 23 and continuing for 26 weeks. Foote, Cone & Belding handle the account.

"Time for Beany" has been sold to KING-TV, Seattle, making the 57th market in which the popular children's program is seen. Other recent sales of the show made by Consolidated TV Sales thru General Manager Dwight William Whiting, include KEYT-TV, Santa Barbara; KAFY-TV, Bakersfield; WCAU, Philadelphia; KGO, San Francisco, and WMAL, Washington, D. C.

"The Black Coin," 15-episode motion picture serial, has been purchased by WFIE-TV, Evansville, Ind. The program, featuring

Ralph Graves, Ruth Mix and Dave O'Brien, will run weekly thru April. Serial is distributed by Louis Weiss & Company, Los Angeles.

Official Films and Motion Pictures for Television set a deal with WFIL, Philadelphia, for the "Ford Film Playhouse," a new series of feature films. Films included in the package are firsts for the Philadelphia area. They star Eddie Albert, George Raft, Paul Henreid and other Hollywood names. Many of the films scheduled for future showing are still being presented at regular movie houses thruout the country. All the films have a TV release date of 1954 and will be presented between now and mid-summer.

QUICK TAKES

Samuel Goldwyn Jr. announced this week that Westward Productions, Ltd., is the title of his new company, which will produce pictures for television. Richard C. Brown, former magazine editor, has been appointed story editor. Richard Krolik has resigned as TV director of Life magazine to join Nasht International Productions as New York manager. Nasht plans a 26-week telefilm series, to be shot in Rome, entitled, "Assignment Europe."

Vitapix Corporation this week signed Merriman Holtz Sr. as its Pacific Northwest and Alaska sales rep. "Liberace" observed its first anniversary on February 18. Initial appearance took place via KBTU, Denver, sponsored by the Denver National Bank. As an anniversary gift, the sponsor presented Guild Films with a 52-week renewal contract. Three sales reps recently added by Ziv-TV are Edward Benedict, formerly of the J. M. Mathes Agency and ABC, Dick Hamburger, formerly of Du Mont and George Brown, formerly of J. Walter Thompson.

The five latest additions to the sales staff of Television Programs of America are Eddie Kasper, formerly advertising manager of a Boston newspaper, Alton Whitehouse, formerly account exec at Ziv-TV, Kenneth Fay, previously with Unifilms, Norman Land, formerly an account exec of Ziv-TV, and Herbert Miller, who was an account exec with United Television Programs. This brings the TPA sales force up to 25. Jack Lemmon, formerly associated with the Heinn Company, has been made an account executive at Transfilm, Inc.

Lee Aaker has been signed by Herbert B. Leonard Productions to co-star with Rin Tin Tin IV in the new series of 26 half-hour films, "The Adventures of Rin Tin Tin," for Screen Gems.

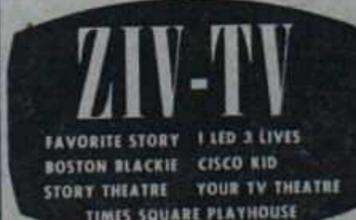
Bob Hope has completed filming for Paramount a short theater trailer which will be shown in movie houses and on TV stations across the country during Boy's Club Week, March 29 to April 4.

Joe David, formerly with Consolidated, Precision and Mecca Film Laboratories, has joined Circle Film Laboratories.

Jinx Falkenburg is featured in a series of TV film commercials for Kelvinator Appliances just completed by Robert Lawrence Productions. Movielab Film Labs held its quarterly departmental meeting and dinner last week.

Official Films this week added two new salesmen. Working out of Chicago will be Art Breecher, former Midwestern Motion Pictures for TV representative. And covering New England will be George Turner, whose last sales connection was with Guild Films.

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BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

Continued from page 10

Title of Show	Category	Station—Day—Time	January AHB Rtg.
SALT LAKE CITY 2 STATIONS			
China Smith	Adv.	KDYL—Su—9:00-9:30	29.8
Badge 714	Adv.	KDYL—T—9:30-10:00	26.7
Racket Squad	Adv.	KSL—W—9:30-10:00	24.1
Rocky Jones Space Ranger	Adv.	KSL—F—8:30-7:00	16.1
I Led Three Lives	Adv.	KDYL—S—9:00-9:30	39.6
Amos 'n' Andy	Comedy	KSL—Su—8:00-8:30	22.5
Life of Riley	Comedy	KDYL—Su—9:30-10:00	27.3
Art Linkletter	Comedy	KSL—M—6:15-6:30	21.4
Life With Elizabeth	Comedy	KDYL—Th—6:00-6:30	19.4
Abbott and Costello	Comedy	KDYL—Th—6:30-7:00	23.5
March of Time	Docum.	KDYL—S—9:30-10:00	17.1
Favorite Story	Drama	KSL—Su—9:00-9:30	33.5
Crown Theater	Drama	KSL—M—9:00-9:30	24.7
Royal Theater	Drama	KDYL—W—8:30-9:00	30.3
Play of the Week	Drama	KSL—Th—9:30-10:00	24.9
American Wit and Humor	Misc.	KDYL—T—8:30-9:00	12.2
Stranger Than Fiction	Misc.	KSL—W—6:15-6:30	6.9
Kieran's Kaleidoscope	Misc.	KSL—T—6:45-7:00	15.9
Liberace	Musical	KDYL—Th—8:30-9:00	41.6
I Am the Law	Mystery	KDYL—M—9:00-9:30	25.7
Boston Blackie	Mystery	KSL—W—9:00-9:30	25.7
Files of Jeffrey Jones	Mystery	KSL—W—10:00-10:30	17.4
U. P. Movietone News	News	KDYL—M to F—11:00-11:15	8.4
Telesports Digest	Sports	KDYL—F—9:00-9:30	15.5
Annie Oakley	West.	KSL—Th—6:30-7:00	25.1
Gene Autry	West.	KDYL—F—5:00-5:30	6.5
Hopalong Cassidy	West.	KDYL—F—6:30-7:00	29.2
Cisco Kid	West.	KSL—F—7:00-7:30	38.0

Title of Show	Category	Station—Day—Time	January AHB Rtg.
QUAD-CITY 2 STATIONS			
I Led Three Lives	Adv.	WHBF—W—10:00-10:30	18.8
Foreign Intrigue	Adv.	WOC—S—10:00-10:30	29.3
Favorite Story	Drama	WHBF—Th—10:00-10:30	23.6
Liberace	Musical	WOC—W—10:00-10:30	17.4
City Detective	Mystery	WOC—T—9:30-10:00	12.9
Range Rider	West.	WOC—Su—5:30-6:00	34.7
Cowboy G-Men	West.	WOC—Su—6:00-6:30	38.2

Title of Show	Category	Station—Day—Time	January AHB Rtg.
CINCINNATI 3 STATIONS			
Badge 714	Adv.	WLW—T—M—9:00-9:30	13.8
I Led Three Lives	Adv.	WLW—Th—8:30-9:00	47.7
Foreign Intrigue	Adv.	WCPO—F—8:30-9:00	16.2
Dangerous Assignment	Adv.	WLW—T—S—5:30-6:00	18.0
Life of Riley	Comedy	WLW—F—8:30-9:00	26.9
Times Square Playhouse	Drama	WLW—T—F—9:30-10:00	20.6
Half Hour Theater	Drama	WCPO—S—2:30-3:00	8.1
Into the Night	Drama	WKRC—S—10:30-11:00	7.3
Liberace	Musical	WCPO—F—6:00-6:30	6.9
City Detective	Mystery	WKRC—M—9:30-10:00	18.8
Boston Blackie	Mystery	WLW—T—10:30-11:00	15.9
Heart of the City	Mystery	WKRC—W—9:00-9:30	25.9
Telenews Daily	News	WLW—Su to F—11:00-11:15	14.2
Movie Quiz	Quiz	WKRC—M to F—9:30-9:45	6.4
Mad. Sq. Garden Highlights	Sports	WKRC—W—6:00-6:30	3.1
Mad. Sq. Garden Highlights	Sports	WCPO—S—8:30-9:00	3.1
Cowboy G-Men	West.	WCPO—Su—1:30-2:00	19.8
Cisco Kid	West.	WCPO—Su—6:00-6:30	37.3

Top Ten Network Film Shows

and comparative rank among all web shows

This feature, which runs in every "Network and Station" TV film spotlight issue of The Billboard, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly findings of the American Research Bureau.

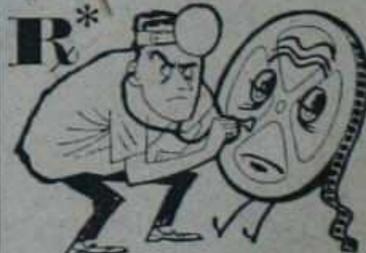
Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	January AHB Rating
1.	1.	I Love Lucy	CBS	66.8
2.	2.	Dragnet	NBC	64.8
3.	3.	You Bet Your Life	NBC	56.8
4.	7.	Life of Riley	NBC	45.4
5.	8.	Our Miss Brooks	CBS	44.4
6.	12.	Burns and Allen	CBS	39.7
7.	13.	Ford Theater	NBC	39.3
8.	17.	Playhouse of Stars	CBS	38.0
9.	20.	Private Secretary	CBS	37.8
10.	22.	Fireside Theater	NBC	37.6

'GANGBUSTERS'

Lord Still Handles TV Production

NEW YORK, Feb. 20.—Altho General Teleradio announced recently it had purchased all radio-TV rights to the Phillips H. Lord property "Gangbusters," Lord will continue to handle the production reins on the TV film series. Production on a new series of half-hour "Gangbuster" films—suspended when General Teleradio bought the series last December—has been resumed by Visual Drama, Inc., Lord's producing subsidiary.

Under the new ownership pact, "Gangbusters" format has been modified and revised. The first 13 films in the new series have an April 30 completion date. William Clothier and William Faris, who have worked with Lord as producers on the show since its TV debut in 1952, will continue in the same capacity.



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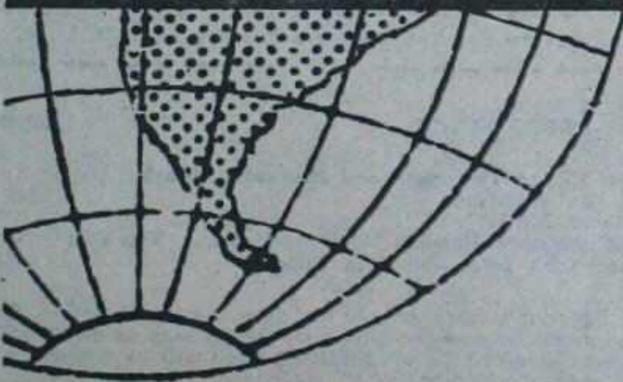
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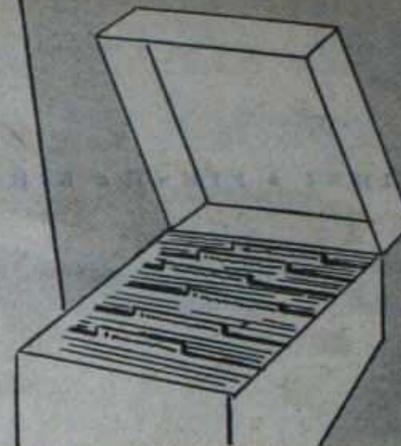


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REVIEWS OF TV FILM SHOWS

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WASHINGTON MERRY-GO-ROUND (15 minutes)

News

Produced by: Times Square Productions
Producer-director: Charles Curran
Cast: Drew Pearson
Distributor: Motion Pictures for Television

The preem of Drew Pearson's new film show struck publicity gold with his interview of former President Harry Truman. Thus, in addition to covering the news, the show promises to be a news maker itself. The opening and closing sections consisted of one-shots of Pearson in a comfortable office setting. The opening is presumably straight news delivery followed by the interview. The final section of the show consisted of Pearson's predictions of things to come. The show had a spontaneous un-filmlike quality. Pearson maintained his usual straight-from-the-shoulder delivery. In all it looked like potent topical programing. It is also an achievement in film processing and trafficking, since production of the week's installment is completed on Wednesday, and it goes on the air on some stations on Friday.

For Full Detailed Review See The Billboard January 23, 1954, Issue.

THE RANGE RIDER (30 minutes)

Western

Produced by: Flying A Productions
Producer: Armand Schaefer
Cast: Jack Mahoney, Dick Jones, John Hamilton, others
Distributor: CBS-TV Film Sales, Inc.

If conformance to the time-tested format of the typical Western movie can be considered an asset, then this show is richly endowed. For the wild and woolly West, so familiar to horse opera enthusiasts, has been cut down to television's size without mishap. So long as the public's appetite for this type of fare continues unsatiated, "The Range Rider" should have no trouble attracting an audience. The title character of the show is a more human version of the Lone Ranger. Not so omnipotent, perhaps, and certainly not as mysterious, he nevertheless is a man whose two fists and six-shooters are elements that evildoers must reckon with.

For Full Detailed Review See The Billboard February 13, 1954, Issue.

ANNIE OAKLEY

Western

Executive producer: Armand Schaefer
Producer: Paul Clark
Director: Hank McDonald
Script: Paul Gangelin
Star: Gail Davis
Distributor: CBS-TV Film Sales
Sponsored by Canada Dry alternate weeks. Syndicated others.

Featuring the adventures of that heroine of the West, Annie Oakley, this vidfilm should find its primary audience impact among female teen-agers. Whether the young male Western fan will be as interested, however, is another question which only time will answer. All the standard ingredients of horse opera fare—gun battles, chase scenes and fisticuffs—are contained in the initial episode of "Annie Oakley." Gail Davis makes a pretty Annie, a girl whose talents on a horse and with a gun are unusual. Brad Johnson was good as Lofly, as was Jimmy Hawkins as Tagg.

For Full Detailed Review See The Billboard January 23, 1954, Issue.

BING CROSBY SHOW (30 minutes)

Musical

Produced by: Bing Crosby Enterprises
Producer-writer: Bill Morrow
Director: Frederick de Cordova
Associate producer: Sid Brod
Music: John Scott Trotter
Announcer: Ken Carpenter
Cast: Bing Crosby, Jack Benny, Sheree North, others
Sponsor: General Electric via CBS-TV

Crosby opened his first GE TV show with a switch on Jack Benny's old vaude intro—"Here I Am." It's difficult to believe that the show was produced by the same men responsible for his delightfully informal radio airers. Benny provided the brightest spot on the program via his attempt to persuade the imperturbable Bing that he really suffered from opening night nerves. Benny also introduced Sheree North, a pretty comedienne with a sensational figure. Crosby warbled four numbers—"Ya All Come," "I Love Paris," "Change Partners" and "It Had to Be You." The last-named number, which simply planted Crosby by pianist Buddy Cole and let him sing, was by far the most effective. It is to be hoped that he'll do more of the same on the rest of the series.

For Full Detailed Review See The Billboard January 16, 1954, Issue.

INNER SANCTUM (30 minutes)

Mystery

Produced by: Galahad Productions, Inc.
Producer: Himan Brown
Director: Alan Neuman
Cast: Kevin McCarthy, Patricia Jenkins, others
Distributor: NBC Film Division

Lovers of mysteries in general and of "Inner Sanctum" in particular will not be disappointed in the transformation that Hi Brown's veteran radio series has undergone in its jump to the television channels. For outside the fact it can now be seen, the world of "Inner Sanctum" hasn't changed much. It's still peopled with strange characters whose sole reason for being is to create suspense. On the first show in the series, "The Stranger," they succeed admirably in accomplishing this. The main credit for this feat, however, belonged not so much to the script's characterizations as to its story line and direction. All in all, there's little doubt that if audiences are still looking for TV mystery shows, they probably won't take too long to start congregating around this one.

For Full Detailed Review See The Billboard February 6, 1954, Issue.

THE CASES OF EDDIE DRAKE

Mystery

Producers: Harlan Thompson and Herbert L. Stock
Director: Paul Garrison
Writer: Jason James
Cast: Don Haggerty, Patricia Morison, Theodore Von Eltz
Distributor: CBS Television Film Sales

Eddie Drake is a familiar type of figure in current fiction. Some day he might become too familiar. But as long as mystery fans can't get enough of Mickey Spillane, there will be a place in the living room for Eddie Drake. As one of its basic ingredients, the Drake series has a character founded by Ingrid Bergman and immortalized by Spillane, namely the shapely fem psychiatrist. Haggerty tells the whole story in flashback to Miss Morison, who is using the material for a psychological interpretation of crime. Tho the production was not the finest, the script for this installment of Eddie Drake had almost all those things desired by the lovers of hard-boiled detective stories.

For Full Detailed Review See The Billboard February 20, 1954, Issue.

MR. AND MRS. NORTH (30 minutes)

Mystery

Producer: John W. Loveton
Production manager: Herb Stewart
Director: Paul Landres
Cast: Barbara Britton, Richard Denning, others.
Co-sponsored by Revlon Products and Congoleum-Nairn, Inc., via NBC-TV

Corpses and comedy don't always team up well on video, but the producers of "Mr. and Mrs. North" have the situation well under control. The durable couple, whose married life seemingly is just one murder after another, is back on TV for the second year. Judging by the initial show they should be around for some time to come. Originally introduced 15 years ago in The New Yorker magazine, the North's have since been the subject of a Broadway play, a movie, a radio show and, of course, a series of best selling mystery novels. An amusing gimmick for the series co-sponsor was worked in at the finish when Pam noted that the coveted case was a Revlon.

For Full Detailed Review See The Billboard February 6, 1954, Issue.

VITAPIX FEATURE THEATER (feature length)

Feature Films

Producer: Princess Pictures, Inc.
Executive producer: Burt Balaban
Producer-director: Gene Martel
Distributor: Vitapix Corporation

Two of the latest mystery suspense films in this new feature-length series maintain the fine production standards noted in the comedy, "Double Barrel Miracle" (The Billboard, January 23). "Black Forest" stars Akim Tamiroff as a sadistic German baron who gives the role all of his expressive best. "Eight Witnesses" stars Dennis Price as a secret agent trying to get a sheet of secrets from a friendly scientist who has stolen into Vienna from behind the Iron Curtain. The scripting of both pictures built well-calculated suspense scenes. The direction was rather subdued compared to the usual chase movie, but for late-evening viewing this will very likely prove a welcome approach. Visually both pictures consisted mostly of location shots, many of them quite impressive, and the photography was excellent.

For Full Detailed Review See The Billboard February 20, 1954, Issue.

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COLOR TV

Meet the Press (Color TV), NBC-TV, Sunday (14), 6-6:30 p.m., EST.

There's no doubt about it, the personality boys in politics are going to have a field day once color TV moves into stride.

This was pointed up by NBC-TV's colorcast of "Meet the Press," which saw Sen. John F. Kennedy (D., Mass.) put across his personality with terrific vote-getting impact. The black and white TV picture of the good-looking, youthful Senator was rather lifeless and puny in comparison with his image in color. This despite the greater size of the black and white screen.

We can see right now where the sales of complexion aids and sun lamps are in for a hefty boost in the nation's capitol as soon as color TV gets its feet off the ground.

"Meet the Press" as a show does not gain as much by the addition of color as, for example, a musical show such as "Your Hit Parade," which relies heavily on pictorial beauty of its pictures. What it does gain, however, comes from the greater degree of realism given the entire proceedings thru the additional visual information that color provides the viewers. There's even a slight suggestion of a three-dimensional effect in a color TV picture that is lacking in its black and white counterpart.

If black and white TV served to introduce politicians directly into people's homes, then color TV can be counted on to put them right into people's laps.

Jack Singer.

Camel News Caravan (color TV), NBC-TV, Tuesday (15), 7:45-8 p.m., EST.

NBC's first colorcast of the Camel news show was the least effective tint program yet staged by the web. It wasn't particularly surprising that the two-color film (Kodachrome 16-mm.) sequences came thru poorly—in view of arguments raging about the problems of transmitting color film on current TV color equipment—but it's difficult to understand why the live portions of the show were so inferior to the otherwise excellent color productions staged by NBC during the past few months.

An unhealthy magenta cast hovered around John Cameron Swayze's face thru his live commentary; while the two-color film clips—a documentary short on Formosa and a Miami fashion show—were washed-out looking and extremely unnatural in their projection of skin tones. Bleeding of colors was noticeable thru both the live telecast and the film segments, with only the live Camel cigarette commercial coming over with clearly defined color values.

The black and white news film actually showed up on both color set and the black and white receiver better than any of the color footage. Eastman's new negative-positive color film stock may be the answer to the problem, but until the color film situation is resolved, TV news shows should stick to black and white.

June Bundy.

The New Revue (Color TV), CBS-TV, Friday (19), 5:30-6 p.m., EST.

CBS color was considerably improved this week over last week's waxy presentation. It was disclosed that an essential tube somewhere in the system was on the fritz during last week's airing,

accounting for its generally drenched out effect.

This week most of the shots were pleasing, some of them quite true. Blonde thrush Mary Mayo came over especially well on close-up with her singing "My Secret Love." And the green gown and setting nicely carried thru the tranquil effect of the song.

Some of the colors still seemed in need of greater stabilization, either thru lighting or electronics. An example was the slate blue airman's uniform worn by Davy Daniels with his singing "East of the Moon." For the most part, the blue was perfect. But at other moments, such as at his bow off, the uniform seemed greenish.

The production still tended to over-use a dried-blood colored backdrop that completely failed to offset flesh tones. This was especially noticeable on the dance routine of Mata and Hari, since the former was largely clothed in flesh. On top of that, the backdrop had a stylized forest painting whose aqua green was almost an exact replica of the lady's bolero. In all then the backdrop still tended to camouflage the dance as much as it so frequently does in black and white.

Maurice Rocco's standing pianistics scored well in both color and showmanship. Mike Wallace handled the emceeing smoothly, and his complexion was clearly human. Off camera, the Norman Paris Trio put a lot of good color on audio.

Gene Plotnik.



TELEVISION

Who's the Boss

TELEVISION—Reviewed Friday (19), 9:30-10 p.m., EST. Sustaining via ABC-TV, New York. Producer, Lester Lewis. Director, Charles Dubin. Program co-ordinator, Juliet Lewis. Scenic design, Romain Johnston. Program based on an idea by Allan Kalmus and Irving Seltzer. Moderator, Walter Kiernan. Panelists: Polly Rowles, Horace Sutton, Dick Kollmar, and Sylvia Lyons. Guests, Betty Furness, Mr. America.

"Who's the Boss" is another panel show with an interesting twist on the "What's My Line" format. Panelists try to guess identity of a secretary's famous boss. Once the panel warms up a bit more to the gimmick, it should stack up with the best of the panel aires.

The idea of having secretaries of famous people carry the question and answer ball for their bosses is an amusing one—in effect giving the program an entire line-up of name "mystery guests." On the preem show (19), the shorthand maids to New York City's Mayor Robert Wagner, hotel tycoon Conrad Hilton, Betty Furness and Mr. America were participants. Miss Furness and the muscle king also appeared as special guests.

The question and answer routines by the four panelists (actress Polly Rowles, magazine writer Sylvia Lyons, travel editor Horace Sutton, and producer-actor Dick Kollmar) moved along a bit slowly. However, increased familiarity with the format should step up their reaction times on future shows. As it was, Walter Kiernan's interview segs with the secretaries supplied the highspots of the half-hour.

Surprisingly relaxed and natural, the gals revealed some fascinating inside info on their bosses. Mayor Wagner, for instance, hopes to build his brown snap brim hat as trademark, a la the late Al Smith's derby; Conrad Hilton "wouldn't employ a secretary who couldn't dance."

Personality-wise Betty Furness walked away with the show, mugging delightfully in her guest-boss bit.

"Who's the Boss," originally aired last year as a one-shot radio show on the "ABC Radio Playhouse," replaces George Jessel's "Comeback" series.

June Bundy.

Life With Paper

TELEVISION—Reviewed Wednesday (17), 8-8:30 p.m., EST. Sponsored by American Cyanamid Company thru Barber & Bear Associates via WABC-TV, New York. Producer, Eddie Nugent. Director, Roger Shope. Writers, Eddie Nugent, Alan Helfe. Narrator, Taylor Grant. Cast: Arnold Stang, Constance Brigham, Art Fleming.

This special one-shot turned out to be a tiresome demonstration of the all too obvious fact that people use a lot of paper.

In an overly conscientious attempt to show how important paper and paper products are in our daily lives, American Cyanamid put on a tiresome half-hour recitation that surely defeated its own purpose.

The producers were apparently self-conscious about the overselling, and worked it into the show's format. But that only served to emphasize this unhappy point.

Arnold Stang portrayed an average man accompanying his wife thru a supermarket, where they are approached by a handsome representative of the paper industry who gives them a big spiel about the infinite uses of paper.

Stang plays a skeptic, and as the salesman's tedious spiel progresses, Stang's protests grow louder. At about mid-show Stang shouted, "All right, already, stop beating me over the head with paper." This must have been exactly the way the viewers felt at this point, if there were any still tuned in.

Gene Plotnik.



CAUGHT AGAIN

Goodyear Television Playhouse, ("The Huntress"), NBC-TV, Sunday (14), 9-10 p.m., EST.

Judy Holliday's legit training was happily in evidence Sunday night (14), when she sailed thru an hour comedy drama with a non-fluff aplomb seldom seen on live TV. However, the web erred in ballyhooing the show as her "TV dramatic debut." Back in the days of early video—when production standards were considerably rougher—Miss Holliday turned in an equally smooth thesping job as the fem lead in an hour video version of the old legit hit "She Loves Me Not."

"The Huntress," strongly reminiscent plot-wise of Miss Holliday's current movie, "It Should Happen to You," concerned a white collar gal who spent her life's savings on a charm course in a calculated gambit to land a rich husband. The script was funny for the first 30 minutes, but the joke really wasn't funny enough to sustain a full hour show. As a vehicle for Miss Holliday tho, it provided a satisfactory showcase for her rare sense of comedy timing, and for her ability to make a sympathetic character out of a fem with gold digging instincts. The actress received a strong assist from leading man Tom Randall (Mr. Peepers' pal Weskit) and an excellent supporting cast.

June Bundy.

Toast of the Town, CBS-TV, Sunday (14), 8-9 p.m., EST.

Ed Sullivan's salute to Metro-Goldwyn-Mayer's 30th anniversary was an authentic "star turn," marking the first time that a major studio has gone all-out to cooperate with television.

Heretofore, the movie men have made half-hearted gestures in tie-up promotions to plug new pictures on TV, but never before has Hollywood been so generous with the talents of its big time stars.

While most TV shows are lucky to have one top movie marquee name mixed in with the lesser players, Sullivan spotlighted some of filmdom's top box-office performers, including Gene Kelly, Esther Williams, Fred Astaire, Lana Turner, Jane Powell, Ann Blyth, Debbie Reynolds, Van Johnson, Cyd Charisse, Walter Pidgeon, Ann Miller, Howard Keel, Lionel Barrymore, Lucille Ball and Desi Arnaz.

The last two were included as "movie" names on the strength of their new M-G-M picture "The Long, Long Trailer." A portion of the movie was previewed on the show, tied in with an ingenious plug for Mercury. (A 1953 model

was used in the picture to pull the title vehicle.) Footage from another new M-G-M movie, "Executive Suite," featuring June Allyson, Barbara Stanwyck and William Holden, was also used on Sunday's ailer.

Old Hits

However, the most exciting moments were provided by film clip glimpses of old M-G-M hit movies. Unlike some of the "movie previews" Sullivan has aired in the past, these film bits were expertly edited for maximum entertainment value as separate entities. The nostalgic celluloid line-up included portions of "Ben Hur," "Min and Bill," Jean Harlow in "Dinner at Eight," Greta Garbo's famous "I want to be alone" scene from "Grand Hotel," "Mutiny on the Bounty," Betty Hutton in "Annie Get Your Gun," "Philadelphia Story," "Singing in the Rain," Judy Garland singing "Easter Parade," David Selznick's "Gone With the Wind" and others.

The live segments of the show (featuring Ann Blyth, Edmund Purdom, Jane Powell and Howard Keel) suffered by comparison with some of the miniature masterpieces from Hollywood's golden production era. Only under-par film offering was a specially lensed production number featuring Lana Turner and a male chorus line. Miss Turner tried hard, but the material wasn't there.

Sullivan's chatter sessions with M-G-M chief Dore Schary would have sounded less rehearsed if the columnist-emcee had turned around and talked to his guest rather than directing most of his remarks to the camera.

June Bundy.



RADIO

Teen Agers Unlimited

RADIO—Reviewed Saturday (13), 5:05-5:55 p.m., EST. Sustaining via the Mutual network. Producer-director, Ernest Ricola. Guest, Ken Remo. Emcee, Ler Kirkwood and Jimmy Goodman.

This stanza provides fair to middling entertainment aimed at the bobby-soxer segment of the audience.

A combined deejay, interview and quiz show, this program flashed the talents of Jimmy Kirkwood and Lee Goodman, a nitery comedy team, as emcees. The lads showed promise in their handling of proceedings, but were somewhat hampered by a format which could bear strengthening. Altho both show indications of making a strong impression, they need contrasting characterizations or some means of playing off each other's personality when working together.

On hand for an interview was Ken Remo who said the usual things about his career, upcoming record dates and such. Also interviewed were two teen-agers who were responsible for raising a large sum of money for a New Jersey hospital. The girl was tongue-tied by fear, and the boy had to carry the ball.

The gimmick of having teen-agers select their favorite records allows some fair disks to be programmed, but there is no lack of such programing available on the air today. It would seem that there might be an attempt by the programing department of the web to come up with something a little fresher for the youngsters of the nation if it wishes their attention.

Leon Morse.

Peter Lind Hayes Show

RADIO—Reviewed Saturday (13), 1:20-2 p.m., EST. Sustaining via CBS. Producer, Al Singer. Director, Frank Musello. Announcer, George Bryan. Music, Norman Layden, org. with Teddy Wilson at piano. Cast: Peter Lind Hayes, Mary Healy, Jerry Vale, Leslie Uggams and The Mariners.

The show attempts to be an Arthur Godfrey show without having Godfrey himself on mike.

Peter Lind Hayes was recently signed by CBS to stand in for Arthur Godfrey during the latter's occasional absence and, in addition, to emcee his own show. This week Hayes and his charming wife, Mary Healy, bowed on their own show.

At the outset Hayes commented that he was broadcasting from the same studio Godfrey usually occupies. In fact, he pointed out, he was sitting in Godfrey's chair. He then read a letter from Godfrey that was apparently supposed to be funny but wasn't. Later Hayes introduced Godfrey's quartet, the Mariners. Future stanzas, it was announced, will have other "little

Godfreys." And still later "he brought on little Leslie Uggams, who, he pointed out, made her radio debut on Godfrey's "Talent Scouts" some time ago.

At mid-show, Hayes brought on singer Jerry Vale, who had flown in from Florida just for this show. Asked how the weather was down there, Vale said it was a pleasant 75 degrees, whereupon Hayes muttered, "If Arthur is listening, he'll probably get on a plane and go right on down there."

Embarrassment

Obviously, somebody was basking in somebody else's glory. Cross promotion is good business and presumably if there are any sponsors around who haven't been able to get time on any of Godfrey's own shows, they might be induced to consider this "little Godfrey" show.

But even the most ardent Godfrey fan would be somewhat embarrassed by the split personality of the present program, to say nothing of its complete lack of originality.

Besides, Hayes is enough of a personality in his own right not to have to resign himself to being Godfrey's alter ego.

Gene Plotnik.



CAUGHT AGAIN

Amos 'n' Andy (Radio, CBS, Sunday (14), 7:30-8 p.m., EST.

CBS-Radio paid a well-deserved tribute to "Amos 'n' Andy" on the occasion of their 26th anniversary in the broadcasting medium. The program dramatized the life of Freeman Gosden and Charles Correll, the creators of the property, in a stanza that contained much material of interest to the radio audience.

Unique for its flavor, and of special note to old-timers in AM, was the re-creation of the early days of radio when Gosden and Correll were getting started. They began to broadcast in New Orleans but developed much of their technique in a series called "The Gumps," based on the comic strip, at WGN, Chicago. Previous to that they were on WEVH, in the Windy City, where they were paid in blue plate suppers.

The program also detailed their plunge into network radio and the dismal reception given "Amos 'n' Andy" by the critics when it began.

Worked into the dramatization were Bing Crosby, Lowell Thomas and Jack Benny. And both William Paley and Brig. Gen. David Sarnoff were on hand for special tributes.

Leon Morse.



TV FILM

Junior Science

TV FILM—Reviewed at special screening. Running time 15 minutes. Director, Harvey Curt. Writer, Milton Subotsky. Photography-editor, Harvey Curt. Science advisor, Ken Swezey. Narrator, Dr. Gerlad Wendt. Distributor, Motion Pictures for Television, Inc. (Film Syndication Division), 655 Madison Avenue, New York.

While maintaining a sound educational approach, "Junior Science" provides a great deal of visual interest and has considerable merchandising potential.

The 15-minute kiddie film shows have been at a virtual standstill. But "Junior Science" ought to be able to break thru the doldrums. There have been science shows for kids before, but

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this one is done with a particularly fine touch.

Each segment puts over a basic scientific principle with simple experiments that the kids can and are encouraged to do at home.

Dr. Wendt is a kindly, wise-looking, gray-haired old fellow with a mustache and small beard.

The subject of one segment reviewed was water surface tension. The most novel demonstration of this was a little cardboard boat which was made to go by a piece of soap wedged into the stern.

The experiments were performed by anonymous men and boys. But they never appeared on camera with Dr. Wendt.

Gene Plotnik.



Broadway LEGIT

THE WINNER

(Opened Wednesday, February 17)

The Playhouse

A comedy by Elmer Rice. Directed by the author. Settings by Lester Polakov.

Eva Harold... Joan Tetzel... Tom Helmore... Whitfield Connor... P. Jay Sidney... Lohar Rswall...

Elmer Rice has written some good plays and some bad ones over the last 40 years.

"The Winner" is sufficiently amusing—professionally amusing—despite the fact, in this case, that Elmer Rice has seemingly been unable to make up his mind whether it is a melo he is writing or a situation comedy.

Joan Tetzel is the gal. She finds herself embarrassed by the sudden death of an elderly admirer in her furnished room's bed.

This start can conceivably make a play, except that Rice doesn't bother to make the gal's moral standards balance up. The

BROADWAY SHOWLOG

Performances Thru February 20, 1954

DRAMAS

Table listing drama performances with titles, dates, and box office figures.

MUSICALS

Table listing musical performances with titles, dates, and box office figures.

COMING UP

Table listing upcoming performances with titles and dates.

ONDINE 46th Street Theater

A fantasy by Jean Giraudoux, adapted by Maurice Valency. Staged by Alfred Lunt.

Table listing the cast of Ondine with names and roles.

With a report in of some 90 theater parties already booked, it would be foolish to speculate on the success quotient of "Ondine."

Let it be hastily added that this disappointment does not arise via any lack in the contribution of Audrey Hepburn to the fantastic proceedings at the 46th Street Theater.

If you should be looking to get hooked-up with a water nymph bent on a jaunt into mortal relationships, you couldn't do better than get mixed up with Miss Hepburn.

However, while the Giraudoux fable about the water sprite who wanted to go human for a spell, even when her betters promised her it wouldn't work out, is a beautifully presented fantasy.

Peter Larkin's backgrounds could well illustrate a de luxe edition of Hans Andersen. Richard Whorf's medieval costumes are stunning.

But whether the fault lies in the original text or in its adaptation, "Ondine" frequently goes talkily remote and quite off the beam of what a good little fairy tale should be.

However, it must be reported that the succeeding stanza redeems the play via an Alice-in-Wonderland-ish trial with Miss Hepburn at her most eye-filling and oral best.

Co-star Mel Ferrer looks and acts like a proper knight-errant, bewitched by Miss Hepburn's magic. Obviously he can't be very bright to prefer a mortal princess even temporarily.

There are exceptionally helpful assists from Robert Middleton, Alan Hewitt, Lloyd Gough, Marian Seldes, John Alexander and Edith King.

Jan Sherwood pops up thru a trap door for a brief but refreshing appearance as Venus de Milo—the reason for which escapes this reporter.

In sum, "Ondine" is lovely to look at but something less overall on the ear. However, a pew-sitter can put up with a few gripes just for the privilege of seeing and hearing Miss Hepburn.

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NIGHT CLUB-VAUDE

La Vie En Rose, New York

(Sunday, February 14)

Capacity, 200. Price policy, \$5 minimum. Shows at 9:30 and 12:30.

This bill is notable for the local unveiling of the new team, Rosemarie and Lenny Kent.

Out of an accident of billing at Billy Gray's Bandbox, Hollywood, last summer came a new act, Rosemarie and Lenny Kent.

Working a great deal like Patti Moore and Ben Lessy, they bounce gags off each other in what is a contrived ad lib fashion and get screams.

Both Rosemarie and Kent do single spots and then go into heckling bits, using prepared material by Danny Shapiro which is beautifully tailored for them.

Vic Damone, who followed the team, had a tough time getting started. A series of down tempo standards, even tho well sung, couldn't overcome the tumult created by the comedy team.

The boy's routine consisted mostly of standards, throwing in only one of his hit tunes, "Ebb Tide," for effect.

Beverly Hills Country Club, Newport, Ky.

(Friday, February 12)

Capacity, 700. Price policy, no cover; \$3 minimum week-days; \$4 Saturdays and holiday eve.

Only two acts, but quality clear thru, headlining canary Georgia Gibbs, with groovy mugger, Paul White, formerly with T-d Lewis, and an exceptional line coached by Donn Arden.

This class spot, only major nitery still operating in the Cincinnati area, continues to reap a hefty play reminiscent of the good old days.

Second act is Paul White, comic, mugger and offer, well remembered thru his past appearances here with the Ted Lewis unit.

Georgia Gibbs, sporting a new slick hair-do, a Bahamas tan, and a stunning, ruffled pink gown, had trouble—trouble getting off, that is. She turned in one of the soundest song sessions heard here in a long time.

Georgia Gibbs, sporting a new slick hair-do, a Bahamas tan, and a stunning, ruffled pink gown, had trouble—trouble getting off, that is. She turned in one of the soundest song sessions heard here in a long time.

a take-off on Sophie Tucker doing "Yiddische Mama" and "Some of These Days," "Somebody Bad Stole De Wedding Bell," "Ballin' the Jack," "If I Had You," "Rockabye, Baby," winding up with "Kiss of Fire." Gives 'em all excellent treatment and delicate shading to wind up a show-stop.

The Donn Arden Girls (9), one of the best-coached and most attractive night club lines we've ever looked at, wraps up the package with three numbers, all elegantly gowned.

Gardner Benedict's orchestra, long a fixture here, does its usual bang-up job on the show and dance music. The Jimmy Wilbur Trio also scores its usual success on the interim music.

Bill Sachs.

Palace, New York

(Friday, February 19)

Capacity, 1,650. Price range, 65 cents to \$1.50. Four shows daily.

This is a 50-50 bill. Four acts out of eight score. Pigmeat Markham and Company as usual, slays this reporter with his bladder routine.

The Vallis, a man and wife terp team, give the bill a smart tee-off. They hang-up taps for excellent soft-shoe routines.

The second stanza spots the Nightingals, a fem harmonizing trio. They are easy on the ear, and outside of the fact that they go in for over-rhythmic posturings on the opening stanza, they get down to real singing in subsequent numbers.

Les Blue and Yvette score handily in the fourth slot. He clicks with smart juggling stunts atop unicycles—a solid entertainment spot.

Pigmeat Markham and company (one gal and two Negro men) start off the second stanza. The act should spot in next-to-closing in this reviewer's book. This reporter is a sucker for Pigmeat's bladder-swinging clowning.

Sands Hotel, Las Vegas, Nev. (Sunday, February 14)

Capacity, 444. Price policy, no cover, no minimum. Operator, Jake Freedman.

Tallulah Bankhead's return date here—a four-waeker—is playing to big business. Act is basically the same as last year's with one new routine thrown in.

Tallulah Bankhead, in for four weeks after last year's two weeks, is currently working to turnaway business. Her act is basically the same as last year. It ranges from Dorothy Parker's "A Telephone Call" to a mighty plug for her book, plus a lot of sophisticated wit and her tongue in cheek "singing."

Highlights are her new bit, Liberace's Sister (if he had a sister), and the gambling hall sequence in which the dumb sophis-

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Miami Inns Finally Start Boom; Cafes' Business Perks Up

Gale's Celebrity Club Biggest Hit, But All Spots Enjoy Good Crowds

Continued from page 1

hypo to the nitery business. They're all packed now, even the every night may not be like New Year's Eve.

So far, the outstanding success here is a little guy named Alan Gale. He took over the big Copa City, which has a long-time record of being a gigantic burial crypt for some of the highest-paid performers in the land. Everybody said he was nuts—or at least crazy. He made it pay off.

Gale Formula

Gale is crazy like the proverbial fox. The room seats 700 comfortably. He packs 750 in every night. Gale's formula is this:

He does one show a night, at a \$6 food or beverage minimum. The show starts promptly at 9:15, and there's no service during the show. You can't even get a glass of tea while the show is on. And it stays on for nearly three hours, by far the longest nitery show in town.

It's Gale all the way, even tho he breaks it up with brief bits by a pair of male singers and a dance team. But he's the draw—a fabulous draw—and he sends everybody home happy.

Copa City is a wide departure from Gale's first Celebrity Club, a little joint seating 120 people located on 23d Street, Miami Beach. His next Celebrity was a new establishment seating 320. He packed 'em in; so this year he gave Copa City his favorite name of Celebrity Club, and he's still packing 'em in.

Other Niteries

Elsewhere, business is good, too, but nothing to equal Gale's. The Beachcomber was doing fair with Frank Sinatra when, two days before his engagement ended, he departed by mutual consent of the management.

The announcement said he was "called back to Hollywood for a movie," but Sinatra turned up at

the Plantation Yacht Harbor on Plantation Key (about 60 miles south of here) for three or four days of fishing.

Nat (King) Cole followed Sinatra and opened big. Lena Horne's rounding out her fourth week at Jack Goldman's Clover Club on the Miami side of the bay and doing all right.

The Vagabonds Club is running capacity, as everybody expected, and the Latin Quarter picked up considerably during the past week.

On the hotel front, the Ritz Brothers are back at the Di-Lido's for their second date this season, and doing well, after some near-flops by interim performers.

The Nautilus is packing them in with Phil Foster and is bringing in Denise Darcel on Wednesday (24) for 10 days.

Flesh Back at Loew's State

NEW YORK, Feb. 20.—Loew's State will be the first house on Broadway to put back stage-shows. It was also the first to drop them, in December, 1947.

Return of flesh will start April 17 when Leo Cohen, Loew book-er, presents a General Artists Corporation package headed by Julius La Rosa, for a two-week stand. Tho the show will be on a spot booking basis, Cohen hopes to come up with strong enough attractions to keep the policy going on a sustained basis.

The La Rosa package will bring the singer a \$20,000 guarantee plus a split starting when the box office gross reaches \$105,000. The house figures that a gross of \$100,000 is a virtual certainty. With La Rosa there will be Archie Bleyer, who'll front the band; the comedy team of Tim Herbert and Don Saxon; Ella Fitzgerald, and Wells and the Four Fays.

Before the show opens, the theater will have to do some minor repairs on the stage. A portion of the stage was removed to enable the house to use the wide screen. A small platform will be installed, and the CinemaScope screen, now hung, will be flown.

N. Y. Decision Holds Niteries Employers

Unemployment Ins. Payments From '46 Ordered Paid; All Clubs to Be Affected

NEW YORK, Feb. 20.—Night clubs operating in this State were hit by a series of decisions by the New York Department of Labor which ruled that clubs were employers, and therefore performers and musicians were employees. The decision also cited several clubs for delinquency in not paying unemployment insurance contributions and ordered such payments retroactive to 1946. The decision will effect every night club in this State and may involve payments and fines of hundreds of thousands of dollars.

The clubs immediately effected were the Latin Quarter and the Cinderella in the city, the Paraglide and Valley Stream Inn on Long Island, and about six others in Buffalo, Rochester and Albany.

The ruling was made last week by Aaron Feder, referee for the Unemployment and Insurance Division of the New York State Department of Labor after studying for the past few months a series of cases before him. He ruled

that performers and musicians are employees even tho they list themselves as independent contractors. On the basis of this decision, club operators were therefore employers and responsible for taxes deducted from salaries plus their own contributions, retroactive to the passage of the Unemployment Insurance Law about 1946.

The Latin Quarter, which owes about \$17,000 under the ruling, plans to appeal the decision. Other clubs are also expected to appeal. They have 20 days from

(Continued on page 49)

VEGAS TRACK

Judge Scores Jockey Club's Non-Payment

LAS VEGAS, Nev., Feb. 20.—A federal judge last week served notice on directors of the Las Vegas Jockey Club that he will use "every means in the law" to prevent them from declaring themselves in bankruptcy or otherwise depriving creditors of payment. About \$500,000 is at issue.

"Why don't you pay your bills?" Judge Roger T. Foley inquired of a group of millionaire Jockey Club directors, who also are holders of the bonds.

The Jockey Club last fall closed the Las Vegas Park race track after only 13 days of a scheduled 56-day season when tourists stayed away by the thousands.

The hearing in Federal Court was called after unpaid creditors petitioned for some plan to collect their money.

It was suggested that the Jockey Club sell a portion of 480 acres of valuable land adjacent to the track, but officials objected on grounds the property is security for \$2,000,000 in bonds which they themselves largely hold.

"Scuttling"

Attorneys for various stockholder groups and creditors flatly accused the stockholder-bondholders of "scuttling" the project by design.

Raymond Roberts, a lawyer for minority stockholders who was placed on the board of directors by the court, charged that lavish and unnecessary expenditures by the executive committee of the board assured the failure of the track and eventual default of the bonds.

'Angel' to Bar Acts to Others

NEW YORK, Feb. 20.—The Blue Angel will start inserting clauses in its employment contracts forbidding performers to work for any of the clubs the Blue Angel considers direct competition, until six months have elapsed.

Herbert Jacoby, co-operator of the Angel, claimed he's "tired of finding acts for other clubs. Let them find their own." He specifically referred to the Ruban Bleu and the Bon Soir. Former is a few blocks away from the Angel; latter is downtown in Greenwich Village. Both of these clubs operate about the same way as the Angel and all three use basically the same acts.

Operators of Ruban and Bon Soir minimized the Angel's claim. They said they find and develop as many acts as the Angel. Performers who customarily work the three-club circuit were unanimous in stating they would not agree to Jacoby's terms. Performers queried asked their names be omitted.

Everything Considered, Acts Live It Up on Cruise Dates

Continued from page 1

director may get \$300 a week or more. He, in turn, has six or more assistants, some of whom may be actors out of work, who round up passengers and spoon-feed their activities. The cost of a cruise staff can cost a ship per voyage about \$1,000 a week. Over a cruise season it can amount to another \$125,000.

Not only small acts take these cruises. Many a standard act and even name performers take a couple of weeks a year. Dan Dalley, before he went into pictures, was almost a regular on the West Indies run. In the past season Georgie Price, Billy Vine, Archie Robbins, Jackie Heller, Jackie Kannon, Sylvia Froos, Peter Donald, Irwin Corey, Mary Small, Dunninger and others have either taken a cruise or are signed for a cruise.

Bigger Ships

In the case of the larger ships, e.g. Holland-American's Nieuw Amsterdam, the French line's Ile de France or Cunard's Mauretania, the ship may hire a line of girls in addition to the single performers.

In the main, performers most sought are operatic singers, pop singers (both sexes), musical novelties, light comics (no blue material), flash acts and dance teams.

Dance teams usually double on shipboard. They do shows and also teach. Some dance teams make as much as \$5,000 a cruise of some length from dance lessons, in addition to their set salaries. This dance teaching has become so profitable that Arthur Murray has concessions on some

ships to which he assigns his instructors.

Living quarters and food for performers and musicians are the same as given passengers. All cruise ships are first class. There is no second class or steerage. Performers, however, may not, and frequently are not, given the de luxe accommodations, unless they have not been sold. The average cabin cost is about \$500, depending on the length of the cruise. Some cost as high as \$3,500.

But if the quarters may not be the top deck, few performers have any complaints to make about food and service. Sometimes the performers, the cruise staff and all officers below the rank of captain eat in a separate dining room.

The food, however, is the same as served the passengers. Many a performer stocks up on vittles they haven't been able to afford ashore. Many a performer gets doubles and triples on steaks three times a day and no embarrassing questions asked.

Working conditions for performers are not ideal, because few ships have stages, proper lights or even ample room. Ship's public rooms seem to have been planned for the music-behind-potted-palms era rather than for live entertainment. Still there are few acts that do badly, maybe because they work to captive audiences.

Few ships' public rooms are large enough to hold an entire passenger list; so a repeat show is given the same night.

The custom is one show going south and one show coming

north. Occasionally, an extra show is given for the crew.

The boss of the show at all times is the cruise director who frequently acts as the emcee. Herbert Weekes, cruise director of the Home Lines' Atlantic or Bob Smith of the Holland-American Nieuw Amsterdam are fair emcees and can set a show up in professional manner. Each show, however, carries a manager whose job is to set the show.

An advantage performers and musicians get aboard ship is the cost of their laundry, drinks and barber and beauty parlor bills. A shipboard drink of high grade Scotch is about 40 cents. The performer gets a 50 per cent reduction. Laundering a shirt costs a passenger 20 cents; the actor gets it for half. A woman's haircut costs \$1.50; fem performers get it for 75 cents, and so on down the list.

Conducted trips in foreign ports can cost a bundle, but most performers are snowed under by invitations from passengers who are only too willing to pay the tabs for their company.

Life on shipboard can be a picnic for performers. They get fed three times a day, can eat extra at 11 a.m. and 4 p.m. on decks, get meals in the cabins, get 50 per cent off everything that passengers have to pay full price for, and, if they are lucky, may even get a break out of which they can get real important dates ashore.

V.I.P.'s Aboard

There is hardly a ship that doesn't have a very important person aboard who doesn't have something to do with show business and is in a position to give away luscious jobs.

Tobacco company tycoons, food company leaders, advertising agency heads and others important as TV sponsors are frequently in the audience. They not only see the acts but often socialize with them. If there is any better way for a newcomer to see the Big Boss, it would be hard to figure out.

The major talent buyers are Nat Abramson, who can use 50 acts a week; Jim Grady, of the Howard Lanin office, and then come a few smaller agents who have a couple of cruises.

Unknown acts will have to go thru auditions. Standard acts have only to give their available dates. All in all it's a fine job—not much money—but it can be fun. And it can lead to bigger things.

The fact that steamship lines are spending that money annually is proof that passengers want the entertainment. In any case, vaudeville has now a new circuit—the sea-going time.

Extra Added

New York

Ames Brothers will be at the Copa March 18. Mary McCarty may also be on the same show if current deal jells. . . . Well-known comic working in a Las Vegas room lost \$4,000 in a competitive room at the dice tables. His bosses are doing a burn for playing off the home grounds.

June Havoc, who starts her return to cafes at the Pierre, March 23, has her daughter in the Copa line. . . . Chiquita and Johnson have told their manager, Bill Taub, they want out. . . . Peter Howard, of the Vanderbilt clan, is going into the personal management business. He will handle Marjanne when she comes into the Blue Angel the end of March.

. . . Bobby Van will be in Rodgers and Hammerstein's "On Your Toes" next fall.

Pat Henning will be in Columbia's "East of Eden." Prior to his shooting schedule, he will work on the Sonja Henie icer at the Sahara, Las Vegas, Nev., opening March 23. . . . Hildegarde has teamed up with Johnny Johnston.

Rosemarie and Lenny Kent's new double act will be offered for \$7,500 after their Flamingo, Las Vegas, Nev., date. . . . Denise Darcel broke every record at the Pierre and will come back May 4. . . . Milwaukee's Schroeder Hotel may be the next trouble spot for AGVA. . . . Mary Pickford's autobiography in McCall's magazine was started with a cocktail

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Petrillo, Webs Reach Accord On 5-Yr. Pact

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three musicians. These spots will either run two days without music, go out of business or use canned music. The five-day week has not helped other cities where it is used, and it will not help employment in New York.

Local 802, meanwhile, has a number of other negotiations upcoming. In a few days it will start negotiating a television contract with Du Mont. Shortly, too, it will open negotiations with independent stations in the Metropolitan area. Negotiations and contracts with these indies generally follow the pattern of the national AFM-network pacts.

Dunn Forms Coast Agency

HOLLYWOOD, Feb. 20.—Henry Dunn will join with Dick Powers and Jimmy Stanley in the operation of an agency starting March 1, following his resignation as head of the Coast office of Lew and Leslie Grade. New firm will be known as Powers, Stanley & Dunn.

Ednah Kaufman, of the Grade London office, takes over here temporarily. He recently arrived here from the Continent with Lew Grade.

Before joining the Grade office three years ago, Dunn was national administrative secretary of the American Guild of Variety Artists, and earlier paired with Alan Cross in a top vaude act.

DENISE DARCEL thanks

New York's Hotel Pierre for a Record-Breaking Six-Week Engagement in the Cotillion Room—



"Denise Darcel has more Joie De Vivre than ever plus showmanship and seasoning. She's developed into a unique, distinctive song-stylist and personality."
—Gean Orlin in "Gotham Life"

"Denise Darcel is the most energetic Parisienne since Mme. Pompadour . . . Both the star and the audience enjoy themselves hugely."
—Lee Mortimer in "The N. Y. Daily Mirror"

"Denise Darcel's brilliant opening in the Cotillion Room of The Hotel Pierre brought out all the top lights of showbusiness to pay tribute to the beautiful and talented French Chanteuse."
—Ted Green in "Radio & TV Daily"

"Miss Darcel is a charmer and looks at home in the Pierre."
—"Variety"

"Hall of Acclaim: A new streamlined Denise Darcel, Oh-la-la-ing 'La Belle France' at the Pierre."
—Bob Farrell in "The Brooklyn N. Y. Eagle"

"Denise Darcel, slimmer and prettier and Frenchier than ever, is back at the Pierre's Cotillion Room. She has quickly become a polished entertainer. This is her third Cotillion Room appearance and she'll be back often."
—Martin Borden in "N. Y. Post"

"It's the tantalizing, playful, gorgeous Denise Darcel who acts out a champagne mood. She has improved her act to such an extent that it approaches Hildegardian proportions . . . A stimulating Tour De Force."
—Robert Dana in "The N. Y. World-Telegram & Sun"

"The heat is turned on the Cotillion Room by none other than that gorgeous queen of the French Chanteuses, Denise Darcel."
—"Where Magazine"

Personal Management
TREND ARTISTS

OPENING:
February 24
Nautilus Hotel, Miami Beach

Returning: May 4
Hotel Pierre, New York City

Bookings
**WILLIAM MORRIS
AGENCY**

VIDEO'S A SONG'S BEST FRIEND

Pubbers, Diskers, Artists—All Regard TV as No. 1 Hit-Maker

• Continued from page 1

version of "Wheel of Fortune" when the thrush made an appearance on the Colgate TV show and sang the tune after Derby Records had already started the ditty via a Sunny Gale disk.

The Capitol has remained the leader in the use of TV to build its artists and to start platters. Columbia, RCA Victor, Decca, M-G-M, Mercury, Coral, Dot and others are not far behind today. Diskeries will ship their artists from one coast to another for a solid TV shot, and will re-arrange schedules, bookings and waxing dates to get it. They have found it pays off.

The Preferred Shows

The top shows, from a diskery standpoint, on which to present artists are the Ed Sullivan show, the Jackie Gleason show, and the Milton Berle show. When appearances are set on any of these shows, distributors and field men are alerted in order to get full exploitation value out of the appearance and to make sure records are ready to roll as dealer demand for platters grows the next day.

In most cases, artists are asked to perform the tunes which they have already made a hit via records. Usually these platters have reached their peak or are on their way downhill by the time TV execs and program directors are aware of them. Noticeable recently, however, has been a relaxing of the rules. Artists now get a chance to perform the one on the way up—if they argue long enough. If the platter is on the way downhill it receives a satisfactory increase in sales. If it is on the way up, however, it jumps tremendously over the next few days.

Helps New Talent

Diskeries do their best to get new talent on TV segs as well as the already established artists, such as Frankie Laine, Patti Page, Nat Cole, etc. The object here is to build the artist and get him known to the public, via the TV segs. Columbia set thrush Jill Corey, with the Dave Garraway show a few days after signing

her; Charlie Applewhite's showings on the Milton Berle show are credited with helping to get his first waxings for Decca into the profit column. The Julius La Rosa TV exposure, of course, was in a class by itself.

Personal managers and diskeries are also vitally interested in getting their older stars, or keeping their older stars on TV segs. It maintains their stars in the limelight and gives them slots on which other artists under contract can appear for guest shots. The power of the Como and Fisher TV shows has been known for years; Jo Stafford's new TV seg is expected to help push her disks.

More and more, as diskeries talk of breaking thru a new record, they talk of using TV to do it. If they can get the artist a shot on a national TV seg it gives them a chance to get the record off the ground on a national basis. If not they will slot the artists on

local TV. Both are considered important.

For the publisher, of course, the record has to bust thru first and make its mark before he is able to get going with sheet music sales. But publishers have been watching TV as an alternative method to start a song other than by a record. As yet this has been mighty rare, since TV brass won't allow new material to be used by a guest unless it has been waxed by the artist doing the guest shot. However, "I Believe" made its debut on a TV seg and was already getting calls before the Froman and Laine cuttings. Many publishers feel that if the nets would allow unwaxed new material to be used on TV much could happen.

TV has moved away, in the past few years, from standards to current hits. In 1950 about 80 per cent of all tunes used were standard. Today the ratio is almost all current hits.

Diskeries Wary of Entering Tape Field

NEW YORK, Feb. 20. — The record people on all levels of the industry are carefully eyeing developments in the field of pre-recorded tapes for consumer use, there is little likelihood of any major moves in this direction being made by the larger record manufacturers. Neither Capitol, Columbia, Decca, RCA Victor nor such firms as London, Mercury and M-G-M are ready to jump into the selling of pre-recorded tapes to the record-buying public.

That record companies are not adverse to making the widest possible use of their recorded material is certainly a proven fact. But it is also fairly certain that no label is yet willing to jeopardize its investment in the record business of today by a major invasion of a field which most still consider as very small in immediate potential.

Capitol Records, for example, leased its transcription catalog to Magnatronics, Inc., for taping and usage as commercial background music. Capitol did not, however, lease its regular consumer disk catalog for this purpose. The company, in fact, has shied away from many proposals to have its record catalog made available to consumers on tape.

RCA Victor is known to be at least a year away from putting any of its regular disk catalog on tape for sale to consumers. And even then the firm will enter this field in a very limited way aimed at the cream of connoisseur business and with particular emphasis on the education market which is traditionally oriented to tape or film in audio-visual teaching.

Decca and Columbia say they have no plans at all for entering the pre-recorded tape business, tho here again it can be assumed that both labels are involved in some research on the possible market for such tapes in years to come.

Vox Records did at one time have an arrangement with Magnecord, but after about a dozen of its disk items were taped and issued by Magnecord for consumer use it was felt that the move

Palladium Set On Name Orks To Mid-June

HOLLYWOOD, Feb. 20.—The Hollywood Palladium, only dance hall on the West Coast operating on a six-day week, has set its band schedule thru mid-June.

Following the current run of the Ralph Flanagan ork on February 25, the terpery will show Freddy Martin, February 26 thru March 18; Jerry Gray, March 19-April 15; Tex Beneke, April 16-May 13; Sauter-Finegan, May 14-27, and Les Brown, May 28-June 24.

was premature and that a great deal more research, both on the marketing and engineering levels, was needed.

Problems facing any record manufacturer who enters the pre-recorded tape business include the lack of industry standards as to speed and number of tracks per reel of tape, the wide-open field for pirating from tape to tape and particularly from tape to disk and, of course, the still limited potential since there are considered to be not more than 200,000 tape recorders in use at the present time.

Capitol Spring Plan is 100% Exchange Deal

NEW YORK, Feb. 20.—Capitol Records' spring merchandising program, which is set to tee-off March 1, will offer dealers a chance to purchase packaged merchandise on a 100 per cent exchange basis for a limited time.

The offer applies to all LP's, EP's and 78 r.p.m. album sets in the pop, classical, c.&w. and kiddie fields. The order for the guaranteed merchandise must be placed at one time from March thru April, and the dealer must provide displays of Capitol sets during the period.

All merchandise ordered on the one-time deal will be billed on May 10. It will be guaranteed thru August 31 and may be exchanged any time up to August 31 for other packaged merchandise. No discounts are offered on the Capitol plan, but the dealer is being protected on what he orders in this period.

Capitol has had the plan in the

ASCAP, Webs Still at Impasse

• Continued from page 2

queried, refused to divulge details of its present broadcasting arrangement with the networks. A network executive, admitting that the negotiations had reached a sensitive impasse, said that there existed some confusion as to the extension of the February 15 deadline—but that an extension had been granted to permit broadcasting over the weekend. He said that negotiations would probably be resumed Tuesday (23).

On the level of negotiations between ASCAP and the indie telecasters, reports were more optimistic, and it was reported that progress was being made in working out details and language.

JACKIE GLEASON TURNS VOCALIST

NEW YORK, Feb. 20. — Comic Jackie Gleason, who has proved amply that he can make it as an orchestra leader—he hits the best-selling album charts consistently—will make another facet of his talent known in an upcoming Capitol release. In this package, titled "And Away We Go," he will be featured as a vocalist. He's cut eight sides for the set, all original material and all held by his publishing firm, Songsmiths, Inc.

Faith-Bennett Pkg. to Play 4 1-Nighter Wks.

NEW YORK, Feb. 20. — Plans are now in the works for a Percy Faith-Tony Bennett package to play four weeks of one-nighter dates in the East during March and April. If the plans, which have reached the negotiating stage, mature, it will mark the first road trek by Faith with an ork in many a year.

As things stand now, the package will be a 50-50 proposition for Faith and Bennett, with each to receive equal billing and equal loot.

Willard Alexander is representing Faith in the negotiations, and if the package is set, he will book the unit. As things now stand, Faith will take with him a 38-piece ork made up of top musicians. Tentative plans are for a week to 10 days of one-nighters in March and two to three weeks of dates starting the end of April.

Alexander has been trying to get Faith to tour for a long time and has had many requests from concert hall managers and promoters for a Faith unit. Up to now, Faith had refused road offers, but when he found Bennett was available he suggested a

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Diskers Must Pay for Plugs Over WITH

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that most records sent to the station by other record people have been only duplicates of what was already in the WITH library.

Embry says that his station has notified the record labels of the station's belief that it should be paid for "plugging" special records. The typical reply, he says, is that "we already spend over \$250,000 thru promotion staffs, and free records to stations." Embry's position is that he'd rather get some of the \$250,000 in money than in free records.

The four labels now participating in the WITH plan buy spot time but at special rates. They get the special record they want plugged played on the station with artist and label credit before and after playing the record. The "plug" runs for about five minutes. The station, however, plays any records of its choice on any label by making its own selections from its library.

WITH execs feel that they can program better shows by selecting the records they want without any pressure from record company representatives, agents, artists, publishers, etc.

The station claims that "plugging" a record is no different from "plugging" a refrigerator or suit of clothes and should be paid for as radio advertising.

The news was handed to the record people at a special luncheon meeting which was well attended.

RIAA Meeting

It is of interest to note that during the recent "Operation Phonograph" staged in Baltimore by the Record Industry Association of America the local stations made known they would not co-operate too effectively in the promotion unless they received some of the advertising expenditure earmarked for newspapers.

In recent years several stations around the country have made similar moves. The most dramatic was the action taken in New York by WNEW, which created a furor but eventually petered out. WNEW is not now taking any stand against "plugging" records.

Decca Pacts T. Aquaviva

NEW YORK, Feb. 20.—Decca's artist and repertoire chief, Milt Gabler, has signed Tony Aquaviva to a recording contract.

The orkster's first sides for the label, due for release in two weeks, are "Am I in Love" and "New York in a Nutshell."

Gabler also renewed Carmen Cavallaro for another two years. Cavallaro has been with Decca since 1939.

'Oh, Mein Papa': Round Two

Columbia Ignores Publisher's Ban, Releases Klavan Parody

NEW YORK, Feb. 20.—Columbia records this week defied the ban placed upon its parody version of "Oh Mein Papa," by Shapiro, Bernstein Music Company, American representatives of the tune. Early this week the diskery started shipping deejay wax and regular platters to its distributors. In making the move the diskery issued the cutting—which features deejay Gene Klavan singing the parody in German dialect—without concern for publisher permission.

The imbroglio dates back to the stopping of the release of the parody version, by the European publishers of the tune, a few weeks ago. At that time Columbia Records withdrew its parody as a result of a letter from Shapiro, Bernstein quoting a cable from Europe. The cable read, in part, "We forbid parody on 'Oh, My Papa.' Song is an integral part of big musical comedy... If we give permission we would be liable to heavy damages from producers..."

A diskery exec noted that the firm would not have released the disk if all parodies had been forbidden, as the cable intimated they would be. But the issuance of a Homer and Jethro parody of the tune, "Oh, My Pappy" on RCA Victor, with no ban by the publisher or American representative, made the ban on the Columbia disk "discriminatory" according to this exec.

No comment was available from Shapiro, Bernstein when asked what they intended to do about the release of the Columbia Records. It is not known at this time what action will be taken.

There have been many parodies of tunes in the past, by such artists as Stan Freberg, Mickey Katz, etc. Usually publishers do not object to parodies as long as the record of the tune is on the way down. In the case of Columbia's "Oh, Mein Papa," however, it is understood that the publisher of the tune was not very happy about the irreverence of the parody.

C&W Package Grosses Big in Western Dates

NEW YORK, Feb. 20. — The c.&w. package headlining Webb Pierce, the Wilburn Brothers, Hank Snow, Slim Whitman and Mrs. Audrey (Hank) Williams has done excellent business on all of the 12 consecutive dates played in the West.

The show grossed \$13,000 in Oakland, Calif., drew capacity crowds in San Jose, Calif., Fresno, Calif.; Phoenix, Ariz.; Tucson, Ariz.; Amarillo, Tex., and Albuquerque, N. Mex. The tour closed in Denver with an \$8,000 advance and a gross of \$17,500, with over 3,000 people turned away.

Columbia Sets New Player

NEW YORK, Feb. 20.—Columbia Records will introduce a new player, Model 200, next month. It will be a three-speed portable and will retail somewhere between \$15 and \$20. This will be the lowest-priced phono in the firm's new line, except for the \$14.95 attachment.

The firm has been testing the player with direct advertising in several cities, including Evansville, Ind., and Jackson, Mich. Columbia advertised the set at \$14.95 in one city, \$17.95 in another, and \$19.95 in a third. The object was to test the pricing of the phono and to see the interest in the new set. Orders were sent directly to Columbia Records.

Now that Columbia has pre-tested the Model 200, it will be sold thru regular dealers and distributors. The firm would not disclose at this time the price of the set.

NEW TALENT

Hi-Fi Records To Debut as Star of Cafe

NEW YORK, Feb. 20. — High-fidelity steps out into the talent class next month when the Cafe Allegro opens here with a record turntable, woofers, tweeters and associated equipment, plus a shapely lass to operate same, the sole customer draw.

Only classical music will be played in the 225-seat Prince George Hotel room, and it will be played good and loud. Distortion may be low, but the decibel count will be high.

The enterprise is a joint venture of Charles (Buck) Rogers, operator of the hotel, and John Andrew, president of the wired-music firm, Music of Distinction, Inc. They figure there are enough hi-fi enthusiasts in town who would go for top-quality sound with their food and drink to make the club a paying proposition. The package may be taken to other cities later.

Recent Disks

Only disks of recent vintage will be played. These will be run by the girl operator on a professional console turntable. Prepared programs will be used first, but a formula is being worked out to permit customer requests. Via contact with diskeries, Cafe Allegro hopes to debut new hi-fi records occasionally, regarding the entries their first public performance.

It is also planned to award a "George" (a sort of hi-fi Oscar) to the best record of the month. A jury of specialists will determine the winner among disks submitted.

All equipment, much of it of custom design, will be installed by Andrew's firm. The opening date is March 18.

Bittaker to Manage Cap's Intl. Dept.

HOLLYWOOD, Feb. 20.—Floyd Bittaker, West Coast regional operation manager of Capitol Records Distributing Corporation, has been named to the position of manager of the firm's international department in Hollywood.

Announcement of the Bittaker appointment was disclosed here last week by Glenn Wallichs, president of Capitol Records. Bittaker assumes his new post March 1, reporting to Sandor A. Farges, director of the platter's international division in New York.

Bittaker is a veteran Capitol staffer, joining the label as their first employee a decade ago. He previously held the post of national sales manager and is responsible for setting up much of the firm's sales and distribution system.

New duties include the co-ordination of international division matters at Cap's executive offices in Hollywood with the label's Gotham offices.

MARKS PUBBERY 60 YEARS OLD

Firm, Long Part of Musical Americana; 20,000 Titles

NEW YORK, Feb. 20.—Edward B. Marks Music Corporation, the noted publishing firm which pre-dates the turn of the century and which has been steeped in the history and traditions of show business for decades, celebrates its 60th anniversary Friday (26). Sixty years ago Edward B. Marks plugged his tunes via music slides in theaters. Since those days many of the Marks copyrights have made musical history and some have become part of the warp and woof of the changing pattern of American culture.

Hollywood has often captured the glamor of the past by building feature films around the song titles of Marks tunes. Twentieth Century-Fox, for instance, has done "I Wonder Who's Kissing Her Now?" "My Gal Sal" and

CONTEST SEEKS QUEEN OF HI-FI

WASHINGTON, Feb. 20.—Latest result of the age of specialization is a contest for Miss Hi-Fi, the girl with the most beautiful ears. The competition was announced this week by the Washington High-Fidelity Fair, which will run from March 5 to 7, reigned over by the queen. Highlights of the fair will be demonstrations of stereophonic (3-D) sound, as well as special tape recorded for hi-fi transmission.

OH BABY!

Tune Title Changed by Morris Firm

NEW YORK, Feb. 20.—Effective use by the arranger of three pick-up notes on the tune "I Get So Lonely" has forced the E. H. Morris Music Company to change the sub-title on the tune and request record companies to retitle their disk versions in a similar way. Tune hit best-seller status via the Capitol disk by the Four Freshmen.

Original publication titles the song as "I Get So Lonely (When

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Can. Perf. Fees Set for 1954

TORONTO, Feb. 20.—The Copyright Appeals Board has rendered a decision on rates to be charged music users during 1954 by performance rights societies. The rate schedule of the Canadian Association of Composers and Authors will remain unchanged. CAPAC submitted this schedule and it was approved.

Broadcast Music Ltd., of Canada, had its proposed 20 per cent increase approved by the board. BMI Ltd., for 1954, will collect from privately-owned stations an estimated \$55,000 as against \$46,000 last year.

Pubber Redd Evans Starts Own Diskery

NEW YORK, Feb. 20.—Publisher Redd Evans has started his own record firm, Redd-E Records, and will release his first disk next week. Evans, who is the head of Redd Evans Music and Jefferson Music, both American Society of Composers, Authors and Publishers-affiliated, and is a writer as well as a publisher, is the performer on the first release. The tunes on the first Redd-E disks are, "Trapped in the Web of Love" and "Idle Gossip." Both tunes are published by Evans, the first penned by Jeannie Burns and the latter by Floyd Huddleston and Joe Meyer.

Evans' reasons for starting his own label, and for releasing the

Radio's Hair Grows Longer As Outlets Turn to Classics

Continued from page 1

week in 1953. This compares to 5.75 hours in 1952. Fifty-two per cent of these stations carried more concert music than they did in the prior year, 15 per cent aired less and 33 per cent approximately the same.

Fifty-one per cent plan to increase this facet of their programming in 1954; 45 per cent expect to sked about the same amount as in 1953, while only 4 per cent report plans to trim their concert music time before the year is out.

Regional Trends

The results of the BMI survey, which further spotlights regional differences in radio time devoted to serious and semi-classical music, show a surprising corollary movement to trends already well-documented in the areas of phonograph record and sheet music sales.

Recent stories in The Billboard have shown an expanding segment of total sales in each of the latter two areas.

Of interest also are frequent

comments by stations returning BMI questionnaires that more concert programs are attracting sponsors; and that their audiences remain loyal in the face of television competition. BMI plans to run a follow-up survey to pin down the actual ratio of sponsored to sustaining concert music time.

With record manufacturers looking more and more to radio as a medium of promotion for their classical vinyl, it was notable that the station survey disclosed that many stations in non-metropolitan areas were making a strong effort to assemble a library of classical disks. Some of these stated that extension of concert programming awaited the acquisition of more disks.

Albums Available

Diskeries generally in the past year have made their classical product more readily available to radio stations. While key stations in large cities, such as WQXR in New York, have long been supplied with albums, pro-

motion is increasingly being directed at the sometime user.

Most major manufacturers supply disks to stations at special discounts, and several make them easy to use by regular mailings of special commentary, timing information and clearance data.

Analysis of the BMI poll shows that most stations devote one to five hours per week to concert music. Of an 1,108 station sampling, 42 played concert music less than one hour a week, 661 played one to five hours, 278 played five to 10, 89 played 10 to 25, and 38 stations programed more than 25 hours per week.

A State-by-State breakdown of the poll results showed that hours per week devoted to concert music ranged from 16.8 per station, of all stations programing some of the repertoire in Maryland, to 2.8 hours in Tennessee. Other statistics, taken at random, show a 9.9 average in California, 9.5 in New York, 13.8 in Nevada, 8.1 in Illinois and 3.9 hours in Montana. The average in the city of Washington was 29.7 hours per week per station.

BE MY GUEST

TD Comes to Morrow's Aid With Truck

NEW YORK, Feb. 20.—Brotherly love—not too rampant in the band business—reared its head this week when the Buddy Morrow ork got stuck in Hillside, N. J., when the band's truck broke down while headed for a string of Pennsylvania one-nighters.

In an attempt to locate a replacement truck for rental, the Morrow crew phoned the Tommy Dorsey office here for information. TD then offered to lend his truck—at no charge—to Morrow for at least a week.

Dorsey, in addition, sent his ork bus and driver along with the Morrow truck driver to Greenwich, Conn., to pick up the Dorsey truck and deliver it to Hillside. So, the truck marked "Tommy Dorsey and his orchestra" currently traveling thru Pennsylvania is stocked with Morrow ork equipment. The TD band is currently on vacation while Jimmy Dorsey is hospitalized with stomach troubles.

Russian Tape Users Alerted

NEW YORK, Feb. 20.—Leeds Music, which has been leasing Russian tapes of serious music to record manufacturers here, has embarked on a drive to alert users that only certain diskeries have been authorized to issue the LP's. The publishing firm is known to be mulling legal action against alleged tape dubbers.

A letter going out to the trade will explain that Leeds acquires the tapes from Mezhdunarodnaja Kniga, of Moscow, the sole representative for Soviet artists and music. Leeds has been assigned rights to these tapes for the Western Hemisphere.

The extent to which Leeds has staked out a claim in the LP market is indicated in a record catalog just printed by the publishing firm. Several dozen albums are listed, the disks being manufactured by Vanguard, Period, Concert Hall and others. More than 10 new LP sets are being prepped for early release.

Store Liquidates Phone-Disk Dept.

NEW YORK, Feb. 20.—Ludwig Baumann, local department store which long has figured as an important outlet for records, is liquidating its disk and phonograph department due to changes brought about by its merger with the Spears store. Paul Sklar, who headed the department as merchandising manager for the past eight years, is expected to announce a new affiliation soon.

Activity Flares Up On Juke Copyright

WASHINGTON, Feb. 20.—A new flurry of activity on the jukebox copyright bill has developed, highlighted by the following two events: (1) An exchange of letters between Stanley Adams, president of the American Society of Composers, Authors and Publishers, and George A. Miller, president and business manager of Music Operators of America, Inc., on an ASCAP request for an industry confab; (2) study of a tentative draft of a report on the McCarran Bill by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks.

A major point in the subcommittee's tentative draft, it was learned reliably, is suggestion that spokesmen for proponents and opponents of the McCarran Jukebox Royalty Bill should arrange for a conference to resolve

the issues between them. Meanwhile, ASCAP President Adams, in a letter to MOA President Miller, declared that ASCAP is "ready to arrange a meeting" with MOA at the earliest possible time to seek "an equitable solution."

The text of Adam's letter to Miller follows:

"Senator Pat McCarran recently issued a public statement concerning S. 1106, which he introduced in the previous session of the present Congress, with which you and the MOA membership are familiar. In his statement, Senator McCarran, after reviewing his reasons for introducing this bill, made the following request:

"I urge all segments of the music industry interested in this matter to meet and reconcile any differences of opinion among themselves, in order to agree on legislation which will be fair to all."

"In compliance with Senator McCarran's request, we are renewing our previous offers to meet with you and any other representative of the MOA you may select, in order to attempt to work out a legislative solution of the problem by agreeing upon a bill satisfactory to all parties.

"We feel that such discussions should take place before the matter again comes up for debate in the present Congress. Accordingly, in the interest of time-saving, we are ready to arrange a meeting in California, New York, Washington or at some midway point, whichever best suits your convenience. It is our hope that you will give this question your immediate attention and favor us with an early reply.

"We are confident that if fair-minded people get together for a serious discussion, an equitable solution can be worked out."

MOA President Miller, in a reply dated four days after receipt of the Adams letter, stated:

"I have your letter of February 5, 1954 before me.

(Continued on page 72)

O'seas Diskings Eyed by Trade

NEW YORK, Feb. 20.—Traders are eyeing with extreme interest the growing practice of Essex Records' Dave Miller in flying artists abroad to do their record dates. Next Saturday (27), Val Anthony flies to England to cut four sides with the Ray Martin ork. These will be issued on the Essex label. Recently, Miller flew Dick Lee to England to have him cut some sides.

Reason for the flights to England are various. Primarily, tho, disk men feel they get a much better break on scale and consequent cost of the date. This, together with the fact that British engineering and a.&r. practices are so excellent, motivates American diskers to eye the British terrain more longingly.

Miller, for instance, feels it is worthwhile economically and artistically—even tho he picks up the expense tab for the transportation.

"Song of the Islands"; M-G-M did "In the Good Old Summer Time" and "Hot Time in the Old Town Tonight"; Republic filmed "El Rancho Grande," "Gay Ranchero" and "Cowboy Serenade." The list of short subjects built around Marks titles is long, and includes "My Mother Was a Lady," "Peanut Vendor," "Parade of the Wooden Soldiers," "Paper Doll," "Amapola," "Poinciana" and many others.

Similarly, record companies have used the Marks songs as titles for albums. Examples are Victor's "El Rancho Grande," cut by Tito Guizar; Columbia's "Mambo at the Waldorf," by Xavier Cugat; Mercury's "Yours," by Frank Parker, etc.

The Marks catalog is estimated

(Continued on page 22)

CGA Mapping Plans for N. Y., Coast Meets

HOLLYWOOD, Feb. 20.—Composers' Guild of America is currently studying plans for a general meeting in both New York and Hollywood for the purpose of ratifying the Guild's constitution and bylaws.

Leith Stevens and Mack David, reps of the California committee, returned here from a New York meet presided over by Robert Russell Bennett, Deems Taylor and Arthur Schwartz, acting co-chairmen of the Eastern group. Latter body unanimously adopted plans for the formation of CGA.

Executive members of the Guild are currently working on final revision of their constitution, along with attorneys Leonard Zissu and Abe Marcus.

Music Trust Fund Issues 10th Report

NEW YORK, Feb. 20.—The Music Performance Trust Fund, in its tenth report since the fund was established in late 1948, this

week reported that it had received \$915,000 in contributions for record sales made during the first half of 1953. This brings to \$8,007,000 the total in contributions received by the Fund from record and electrical transcription manufacturers. In the same period \$7,700,000 has been paid or allocated to be paid to musicians. During the first half of this year the Fund has set aside \$900,000 for payments to musicians.

The MPTF report, issued by Trustee Samuel R. Rosenbaum, also reports that as of December 31, 1953, there were 1,509 phonograph records and 153 electrical transcription signatories to the Trust Agreement. Of these signatories, reports Rosenbaum, 1,227 reported no sales in the first half of 1953. By reason of financial default, 44 phonograph record manufacturers and nine electrical transcription firms had their labor agreements cancelled.

The \$915,000 total of contributions paid into the Fund for sales during the first half of last year is the largest sum taken in by the Fund for similar period since 1948 and the third highest figure reached for any six-month period in the last five years.

Trustee Rosenbaum, in the report, also makes a detailed study of the disbursement of funds in payments to musicians in a special geographical area. Called "Spot-Check on Performance: The Los Angeles Story," and survey details the cultural and educational projects, music for Armed Services personnel, music to help charities, projects of a civic nature and dances for youth and student groups—all paid for thru the Trust Fund. During 1953, the Trust Fund expended \$85,000 in that area for these projects.

DJ's Would Ban Smut and Racial Barbs on Disks

NEW YORK, Feb. 20.—A group of key r.&b. disk jockeys in the East are forming a club to combat the playing of certain types of r.&b. disks on the air—those that are derogatory in a racial sense, and those that are just plain filthy. The object of the club ultimately is to convince manufacturers that these disks should not be manufactured.

It is expected that once the club is officially underway, jocks from all over the country will join. Tho not an association in any formal sense, it is expected to have considerable influence in the r.&b. field.

The jocks expect the club to function as follows: When any member of the club receives a platter that is considered derogatory or dirty, this jock will tell other members of the club about it and ask them not to play it. A letter will go to the diskery which made the record, telling the firm why the record is thus considered by the club. In addition, the club will notify the artist who performed the tune why the club believes the record could be harmful and suggesting that he discontinue making disks of this type.

Stand on Sex

Tunes that the club hopes to stop play on are those that deal with sex in a suggestive manner, those that deal with drinking, and those that hold the Negro up to ridicule. The club is not against blues records as such, but it is against a record in which "rock," "roll" or "ride" doesn't deal with the rhythmic meter of the tune.

The National Association of Colored People has been fighting for similar principles for a long time. According to club members, most of the r.&b. diskeries do not put out harmful or suggestive records, but the few that do are continual offenders.

They attribute some of the latter to ignorance, and some to a desire to exploit the sensational. An official notice of the formation of the club soon will be sent out to r.&b. jocks thruout the country. Membership will be open to all jocks in the field.

Roldan Corp. Out With New Radio-Phono Unit

NEW YORK, Feb. 20.—A newly designed table model radio-phonograph combination has been announced by R. J. Kalb, president of Roldan Radio Corporation, Mount Vernon, N. Y. The new set is a re-designed version of Roldan's Model 5X3 and will list at \$79.95 in dark leatherette and \$89.95 in blonde.

June Christy Nixes Brit. Tour Due to Husband's Illness

LONDON, Feb. 20.—Impresario Harold Davison got a cable this week canceling the projected concert tour he had lined up for Stan Kenton's singer June Christy, owing to the illness of the gal's husband. Davison had already lined up dates from the end of March, including a spot at the Royal Albert Hall.

To try and save that booking he is negotiating with Miss Christy's manager, Carlos Gastel, to see whether it will be possible to fly the singer over for the Albert Hall date alone. The original arrangement was that Miss Christy would come with her husband, tenor-saxist Jack Cooper, traveling to England with Nat (King) Cole, who is due to open at the Palladium March 22.

Redd Evans Starts Own Diskery

• Continued from page 21

limits of his label's distribution, promotion, etc.

"Exclusives" Another reason, according to Evans, for starting his own label, is due to the "exclusives" that publishers must often give to get a tune on wax. When a tune comes out on one label and starts to create some action, other diskeries shy away from waxing it, because it is "exclusive." Yet Evans feels that others' disks are needed on any tune that starts to move, in order to help it bust loose, and he feels he will be able to support his own tunes by making cover records now and then.

Evans will, of course, continue to show his tunes to the majors and large diskeries first, as he has been doing. As Evans puts it, "I am, first of all, in the publishing business." It is only when conditions are such that he cannot get a disk on a tune, or cannot get a definitive recording, that he will make his own wax.

Evans has lined up 10 distributors for his label, including some of the top indies in the East. Evans points out that he will be limited in what he can do on any record by his distribution and the press of his publishing work, but he also notes that he will be able to get satisfaction from the movement he expects to create with Redd-E Records on tunes in which he believes.

Evans is not, of course, the first publisher to make disks. However, most publishers who make

records sell them to major or indie labels and handle their waxings quietly, sometimes surreptitiously. However, as the competition for top sides get rougher and rougher, and as the dissatisfaction with complete dependence by publishers on a.&r. men grows, more and more publishers are stepping into the field with their own non-secret labels. The latest was Acuff-Rose's diskery venture, Hickory Records, which started in earnest a few weeks ago.

Evans is no neophyte in the publishing business. His publishing firms are 10 years old, and he has had many hits, including "Ballerina," "There I've Said It Again," "A-One in the Army," "The Coffee Song," the biggest hit of 1951, "Too Young," and "Seven Lonely Days."

Oh, Baby!

• Continued from page 21

I Dream About You). The copies call for three pick-up notes at the beginning and toward the end of the song. Lyric for these notes is "Oh, Baby Mine." The Capitol waxing, however, makes more and stronger use of the "Oh, Baby Mine" phase. Result has been consumer calls for disks and sheet music on a song called "Oh, Baby Mine." Morris now hopes to please the consumers and reap bigger sheet and disk sales by retitling the tune and disks "Oh, Baby Mine) I Get So Lonely."

Fourth Annual Fete of Italian Pop Songs Picks Winners

SAN REMO, Italy, Feb. 20.—The Fourth Annual Festival of Italian Popular Songs, an increasingly important international music event, was recently concluded here, and winners have been announced.

The top spot went to "Tutte Le Mamme," with words by Umberto Bertini and music by Eduardo Falcochio, published by Edizione Musicale Falcochio. Second award was taken by "Una Semplice Canzone Di Dua Soldi," by Pinchi and Donida, published by G. Ricordi, and third went to "La Barca Torno Sola," by Mario Rucioni and published by Edizioni Suvini Zerboni.

Harold Orenstein, American music business attorney in the company of Ettore Carrera, of Edizioni Suvini Zerboni, notes that it is participated in by the 16 Italian radio stations. Only writers who are members of the Italian society are eligible to com-

pete, but membership is easily obtainable thru application and a brief examination. Entries are limited to Italian nationals, and compositions must be unpublished and unrecorded until the end of the festival.

Judges include the director of Radio Televisione Italiana and 12 men who vary from musical and program directors to musicians. The judging panel changes yearly, but all are employees of the Italian radio organization.

Staging of Fete

Twenty songs are chosen for the finals. Publishers are warned not to publish or demonstrate the tunes. The festival takes three nights and is broadcast on the total Italian network for four hours nightly. Top record artists are invited to sing the songs.

Orenstein points out that neither the publisher nor composer has the right to pass upon the arrangements or even hear the rehearsals. The artists, in the great majority of cases, give gratifying presentations, because it is considered a great honor to be chosen as one of the singers.

Two orchestras are used for the festival, one conducted by Angelini and a small unit led by Semprini. Each song is sung by two artists in order that public reaction might be more adequately estimated.

There are no money prizes, but the 20 finalists usually constitute the Italian hit parade for six to nine months after the festival, and within 48 hours of the end of the festival everyone in Italy knows the songs.

Observers feel the festival gives popular Italian music a tremendous institutional boost. Among the singers who participated were such artists as Achille Togliani, Gino Latilla and Katyna Ranieri.

Blau to Audit West Coast Pubs for SPA

NEW YORK, Feb. 20.—Dave Blau, special auditor of the Songwriters' Protective Association checking publisher books on lyric folios, has transferred his activities this week and next to the West Coast.

The audit, begun a year ago under terms of a special agreement between cleffer and pubber groups, has already resulted in substantial payments to writers, according to SPA.

Blau thus far has covered some 20 per cent of the publishers who signed the compromise deal worked out by SPA and the Music Publishers' Protective Association.

The once-thru audit may run for another year or more before all publishers are covered. Publishers who did not sign the pact are being checked thru the regular SPA audit for any money due cleffers on folio uses.

LP Sales to Stop Feb. 28

NEW YORK, Feb. 20.—The three key record companies running sales on LP merchandise, RCA Victor, Columbia and Mercury, reaffirmed this week that the sales would end on February 28. In addition, the firms said that all orders received from their distributors up to the final day of the sale would be shipped at the discount price.

Distributors, however, may cut off dealers' orders earlier in order to make up their own orders to the factory. In some cities, distributors have set a cut-off date for Monday (22).

Tom Mosley, Western district sales manager at RCA Victor, Hollywood, has been named winner in the plattery's "Pines and Fountains of Rome" sales contest. Mosley will receive an all-expense-paid two-week trip to Rome for notching top sales in the label's album sales contest.

Marks Pubbery 60 Years Old

• Continued from page 21

as including upward of 20,000 titles in various categories, including pop, educational, Latin-American, concert, semi-concert, and many others. Catalog's top seller has been "Glow Worm," with over 4,500,000 copies of the original version sold, plus an additional 400,000 of the Johnny Mercer version. Some 60 arrangements of the tune have been published by Marks, published in 50-odd versions. Ernesto Lecuona's "Malaguena," in some 50 editions, has hit a figure of 3,000,000 copies. These are typical of what has been accomplished in the case of the great copyrights. Perhaps the biggest "quick" hit was "Paper Doll," which did over 1,500,000 copies in a relatively short period.

Franz Lehár, Oscar Strauss, Reginald De Koven are part of the Marks catalog and legend; ditto Irving Berlin, Frank Loesser and Sigmund Romberg, whose first

tunes Marks published; ditto such scores as "Garrick Gaieties" and "Chu Chin Chow."

Jerome Kern, incidentally, was a stock boy in the organization in his early years.

Oldest Pop Firm

Marks Music is perhaps the oldest pop firm to remain in the hands of the original family for so long a period. Herbert E. Marks, son of the late E. B., will mark the 60th anniversary with a two-week celebration starting with a luncheon at Toots Shor's and including an exhibit of title pages, photographs and other memorabilia and musical Americana covering the firm's 60 years.

Currently, Marks has three revivals running. These are sparked by the Mills Brothers disk of "You Didn't Want Me When You Had Me" on Decca; Vic Damone's "The Breeze and I" and numerous diskings of "Ida."

ANOTHER BMI "PIN-UP" HIT

"YOUNG AT HEART"

Recorded by
FRANK SINATRA ... Capitol
BING CROSBY
GUY LOMBARDO ... Decca

published by
SUNBEAM MUSIC CORP.



"ROBE OF CALVARY"

(All Record Labels and Artists Listed Alphabetically)

Bell Stuart Foster
Capitol Jane Froman
Columbia Jill Corey
Coral Stuart Hamblen
Decca Robert Mills
Jubilee Red Foley
RCA The Orioles
Victor Nelson Eddy
Victor George Beverly Shea
Victor Eddy Arnold

HILL and RANGE SONGS, Inc.

Doolone Records—BMI HIT TUNES

Rhythm and Blues—No. 310
"Please Be Sure"
"Neither You Nor I Are to Blame"—(Semi-Religious). Johnny Creach leads the vocal melodiously, and swings his violin in a one-man class with his Trio.

Spirituals—No. 313
"Ocean of Prayer"
"God Can Set the World on Fire"
The Famous Sims Brothers keep the home fires well burning as they sing the revival jump tempos.

On Sale Leading Stores or Direct
DOOTSIE WILLIAMS PUBLICATION
9512 S. Central Ave., Los Angeles 2, Calif.

"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

BOURNE, INC.
136 W. 52nd Street, New York 19

SMASH HIT!

SADIE THOMPSON'S SONG

From the Columbia Technicolor Picture

RECORDED ON ALL MAJOR LABELS

"MISS SADIE THOMPSON"

MILLS MUSIC INC.

High On All Lists!

PINE TREE

PINE OVER ME

MILLER MUSIC CORPORATION



**a tremendous hit
in England**

**the
original**

**THE
BOOK**

sung by
DAVID WHITFIELD

With Chorus and Orchestra directed by
STANLEY BLACK

backed by
HEARTLESS

(1433 AND 45-1433)

LONDON
RECORDS



A Truly Great Song Is Worth Repeating!

INDISCRETION

from the Vittorio De Sica Film
INDISCRETION of An American Wife
starring JENNIFER JONES — MONTGOMERY CLIFT
A Columbia Pictures Release

STAFFORD

LIBERACE

COLUMBIA RECORD No. 40170

INDISCRETION

from the Vittorio De Sica Film
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LIBERACE

COLUMBIA RECORD No. 40170

EDUCATION OF PUBLIC AIM OF HI-FI INSTITUTE

CHICAGO, Feb. 20.—The provisional board of governors of the newly formed High-Fidelity Institute of the Electronics Industries, which recently named Jerome J. Kahn, of Chicago, as commissioner, this week outlined the purposes and plans of the organization.

"The immediate objective of the High-Fidelity Institute," Kahn said, "is to dispel public confusion as to what constitutes high-fidelity, and to instill confidence in the minds of the prospective buyer of hi-fi equipment that the product he buys will perform satisfactorily and as represented.

"Ways and means of effectuating this are now under discussion, and voluntary committees will be asked to work on various phases of the program in co-operation with technical, educational and advertising experts, both within and outside the industry.

"Members of the institute have watched with growing concern the loose and promiscuous use of the term high-fidelity as applied to products and techniques which may or may not meet the technical standards generally accepted within the industry. We recognize an obligation to the buying public to clarify the term and to seek, insofar as we may be able to do so, to set up standards readily recognizable by the layman, and to encourage the industry to maintain those standards in its engineering, production, promotion, advertising and selling."

Kahn pointed out that one means of carrying thru the plan would be a liaison between the institute and manufacturers, thru an exchange of information and research, particularly in the promotion and marketing of this latest

contribution by the electronic industry to the entertainment of the American people.

"There is no doubt in our minds," Kahn concluded, "that such a vehicle as the High-Fidelity Institute, maintained co-operatively and not for profit by the industry itself, can discourage any abuse of the term high-fidelity and educate the public as to its nature, and at the same time support the industry in its effort to maintain the highest standards for its products."

2,000 Outlets Now Employ Phono-Gard

NEW YORK, Feb. 20. — More than 2,000 retail record dealers have equipped their listening booths with the Phono-Gard record demonstrators manufactured by Grey Line Engineering Company, Chicago, according to the firm's national sales manager, Jack Meyerson. Meyerson also told The Billboard this week that the firm will introduce an improved model of the disk demonstrator some time in March, but he refused to confirm trade reports that the new model would be priced about 10 per cent higher than the current Phono-Gard set.

It is known that the new model will have Underwriter Laboratory approval, a velocity trip mechanism, an automatic turntable switch, a change in tone arm and needle set-up, and a low-voltage electrical system.

In addition to such department and chain store outlets as Doubleday, Kresge, J. J. Newberry, Woolworth, Macy's, National Record Mart, May Company, Gimbel's, Schuster and Company, and Marshall Field, the Phono-Gard demonstrators are currently in use in such record departments as Music City, ABC Record-Teria, Boston Music, Cressey & Allen, Good Housekeeping Shops, Gateway to Music, Music House, Grinnell Bros., Hudson-Ross, Wurlitzer and Lyon & Healy.

Milwaukee Shops Do Good Volume With Phono Units

MILWAUKEE, Feb. 20. — Hi-fi and regular phonograph units have continued to move at a fast pace in Milwaukee's leading shops. Particularly outstanding volume has been hit at the Bradford Music Shop and the Boston Store. Dan Zahorek, buyer at Bradford's, reports especially fine results with the Columbia Model 360. Sales of \$25 worth of disks and up, along with the phono purchases, are very common, he adds.

Paul Bower, over at the Boston Store, gleefully reports that his disk department had doubled its volume in '53 and that phono sales were also hitting new peaks. Plans are afoot to set up a hi-fi lounge adjoining the record department. "We think we can boost our hi-fi sales considerably," he said, "if we have a nice quiet place for the customers to listen." High on the list of best-selling phono units in the Boston Store are their own AMC machine and Columbia and RCA spinners.

Faith-Bennett

• Continued from page 20

Faith-Bennett package to Alexander and negotiations started.

The orkster believes that a Faith-Bennett unit, coming on the heels of the Bennett-Faith Columbia hits, "Rags to Riches" and "Stranger in Paradise," should be a strong road attraction.

If the Faith-Bennett unit is successful on the road, Alexander hopes to send out a package with the orkster twice a year. Alexander has been doing well with the Vaughn Monroe-Sauter-Finegan ork package, which has played many one-nighter dates the last six months. Price of the Faith-Bennett package will be about \$5,000 per night against a percentage.

Detroit Hudson Trains Phono Staff for 2d Shop; Sales Rise

DETROIT, Feb. 20. — Business in phonograph sales at the J. L. Hudson department stores has been very good, with a gain in sales volume during January in comparison to the same period last year, reports Albert Newman, buyer for the phonograph section at Hudson's.

Newman estimated the gain to be as much as 15 per cent for sales in phonographs and records, with the small phonograph leading the field in buyer's choice.

Hudson's is also training new personnel to handle their second phonograph department at Northland Center. Newmar set four sessions in which the employees are taught the different parts of the individual lines, each line being taught separately.

Taking over the new department will be George Sabo, who has been working under Newman in the downtown store. He will have a phonograph department staff of three.

The Northland Center phonograph section will be about half the size of the downtown section, which has about 100 feet in the music department. And like the downtown location, the Northland phonograph site will be es-

tablished in the midst of the music department with the radios, televisions, pianos, organs, records and sheet music.

With expectations for a capacity crowd at their forthcoming March opening, Hudson's will not be doing any special customer-drawing promotions for the department during this event, according to Newman.

Drake Shop

On the East side of the city, phonograph dealer, Lillian Fields, owner of Drake's Music Company, has now registered for another title for the shop as Drake's Record Shop. Emphasizing her record department, Mrs. Fields has now converted the major part of her business to record sales.

Mrs. Lucille Taylor, who has been managing the phonograph and record shop, the Commodore Record Shop, in the downtown district, since the death of her husband, Leslie, in September, has now been named as the executrix of the Commodore Record Shop estate. Mrs. Taylor said that they are still in the process of estimating the value of the shop, which is one of the smaller downtown dealers known for its rapid turnover in records.



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SWING WITH JOHNNY HODGES

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MG N-1 EP N-1 EP N-2

DIZZY GILLESPIE

featuring
LAWRENCE BROWN
EMMETT BERRY
LEROY LOVETT

with
KENNY DREW
ART BLAKEY
MILT HINTON



MG N-3 EP N-5 EP N-6

STAN GETZ



SEXTET

MG N-2 EP N-3 EP N-4

with

OSCAR PETERSON
RAY BROWN

HERB ELLIS
MAX ROACH



LONG PLAYING ALBUMS \$3.85 • EXTENDED PLAY ALBUMS \$1.58

Another "JAZZ AT THE PHILHARMONIC" Inc. Production...

All recordings supervised by Norman Granz

Attention Record Dealers.....

YOUR NORGRAN DISTRIBUTOR WILL BE VISITING YOU THIS WEEK

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SENSATIONAL VERSION OF -

"SECRET LOVE"

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"DON'T GO TO STRANGERS"

(Come to Me)

(Available for air play March 1st)

JUBILEE #5137

EVER UPWARD
THE ORIOLES
"THERE'S NO ONE BUT YOU"

JUBILEE #5134

Orchestra Under the Direction of Sid Bass

It's happening... **BREAKING FOR A HIT!**

THE FOUR TUNES

"DO DO DO DO DO DO
DO DO IT AGAIN"

b/w

"My Wild Irish Rose"

JUBILEE #5135

Stronger Than Ever
THE FOUR TUNES
"MARIE"

Orchestra Under the Direction of Sid Bass

JUBILEE #5128

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315 WEST 47TH STREET NEW YORK, N.Y.

Available in Canada on QUALITY Records

FTC Works on Phono-AM-TV Trade Rules

To Be Ready in 3
Weeks; Temporary
Omission of Hi-Fi

• Continued from page 4

materials used in cabinets are more stringent than in any other segment of the furniture industry. The commission has been conferring with the manufacturers, including makers of decal, plastic and synthetic cabinets, in an attempt to reach agreement on the issue. The record was left open until January 20 for further comments by interested parties, and numerous furniture makers submitted their views.

Altho it is still possible that the Division of Trade Practice Conferences of the Bureau of Industry Co-Operation, which is working up the final proposals, will want to hold additional hearings, it is more likely that the record will remain closed. The FTC is already considerably behind its original schedule, under which it had hoped to have the rules out by last Christmas.

In addition to the cabinet question, the FTC's principal problems are said to be the identification of TV sets which can receive UHF channels as well as VHF, and the re-use of glass envelopes for TV picture tubes which have been sent back to the factory as defective.

Educational Segs Set for NBC Flags

NEW YORK, Feb. 20. — New programming projects are in the works at the NBC flagships here, with WNBC lining up a batch of new educational airers and WNBT readying an all-out campaign to bolster the stock of Jinx Falkenburg and Tex McCrary's daily afternoon show. The latter program will be re-slotted from

(Continued on page 50)

Sound Distributions At Hi-Fi Show

CHICAGO, Feb. 20.—Sound distributors from 17 States who have indicated they plan to attend the High Fidelity Show at the Palmer House here, September 30-October 2, have been invited to stay over for the public showing of hi-fi equipment and products to get a first-hand idea of buyer reaction.

Sales of space for the 1954 High (Continued on page 50)

Cap Picks Up Reilly Option

HOLLYWOOD, Feb. 20.—Capitol Records has picked up the option on thrush Betty Reilly's wax pact, signing the chirp to a standard term paper.

Thrush has previously appeared on the Capitol banner, having waxed "Magdalena" some months ago. Diskery execs were impressed with the fem's sales and inked her this week.

Miss Reilly is a veteran in the disk biz, having previously waxed for Decca and with the Xavier Cugat ork on Columbia.

Symphonic Co. Doubles Sales

BOSTON, Feb. 20. — Sales volume of \$6,000,000 was racked up in 1953 by Symphonic Radio & Electronic Corporation here against some \$3,000,000 in sales volume the previous year. The firm also reports that sales in January this year were 10 per cent ahead of sales the same month a year ago.

The phono manufacturing firm has set a production rate of 1,000 units a day on its recently introduced \$19.95 three-speed portable phono.

CHI TASTE

Tillstrom, Allison in Eigen Spot

CHICAGO, Feb. 20. — W3KB swung from one extreme to the other in the matter of "good taste" in hiring a replacement for Jack Eigen on the station's 11:45 to midnight Monday interview show. Spot will be taken over next week by Fran Allison and Burr Tillstrom. (Continued on page 50)

Lyon & Healy To Drop TV For Hi-Fi Biz

CHICAGO, Feb. 20. — It was learned this week that Lyon & Healy, one of Chicago's larger retail music outlets, is going to drop its television line completely to go into the high fidelity and allied fields.

The high fidelity equipment, according to Mel Schaefer, electronics manager, will be handled by a separate department from the record department. That department according to present plans will be an electronics department in which various items such as high fidelity sets, tape recorders, etc., will be merchandised. The store will handle only packaged goods and will not take on any hi-fi components.

Schaefer said, "Music is what should be in every home, and we cater to the music-minded public, so why not get into it all the way?"

Magnavox Sales For 6 Months Hit New Peak

FORT WAYNE, Ind., Feb. 20.—The Magnavox Company, thru its president, Frank Freimann, disclosed this week sales and earnings for the first six months of its fiscal year ending June 30, 1954. Sales for the first six months ended December 31, 1953, reached a new all-time high of \$35,921,000, compared with \$26,126,000 for the same period in 1952.

This was an increase of 37.5 per cent and was a result of increases (Continued on page 50)

Previn Music Director at Oscar Derby

HOLLYWOOD, Feb. 20.—Appointment of Andre Previn as music director for the 26th annual Academy Awards presentation program on March 25 was announced this week by Mitchell Leisen, general director of the Oscar show.

Previn, an RCA Victor recording artist, joined M-G-M Pictures in 1946 as an arranger and became a conductor-composer in 1949, a post he has since held except for a two-year stint in the Army.

Music—As Written

BETHLEHEM ENTERS POP LABEL FIELD . . .

The latest pop label to enter the field is Bethlehem Records, New York. The diskery, headed by Gus Wilde as president, has cut several sides with Chris Connor and the Jim Bright ork. Bright acts as the label's artists and repertoire chief. Murray Singer, general manager of the label, is setting national distribution. Elaine Bergman will handle promotion for the firm.

Chicago

Jim Lowe, Mercury recording artist, is leaving as announcer with the local NBC outlet as of March 1 to concentrate on writing, recording and personal appearances. His manager, Bob Devere, formed (Continued on page 50)

The MILLS Brothers

sing

YOU DIDN'T
 WANT ME WHEN
 YOU HAD ME
 (SO WHY DO YOU WANT ME NOW?)



and

I Had to Call You Up to Say I'm Sorry

DECCA 29019 (78 RPM)

and 9-29019 (45 RPM)



America's Fastest Selling Records

I LOVE YOU

and I STOPPED LIVIN'

by

Jimmy Wakely

and

Lawrence Welk

and his Champagne Music

CORAL 61134 (78 RPM)
and 9-61134 (45 RPM)



ROUNDUP OF HITS!

IF YOU WOULD ONLY BE MINE

and

SIERRA NEVADA

by the

Sons OF THE Pioneers

CORAL
64172 (78 RPM)
and
9-64172 (45 RPM)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of AMCA RECORD CO.)

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

The Billboard Music Popularity Charts

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

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Oh, Mein Papa (Oh, My Papa) Shapiro-Bernstein	2	11
2. Changing Partners Porgie	3	13
3. Stranger in Paradise Frank	1	13
4. Secret Love Remick	5	9
5. That's Amore Paramount	4	11
6. Heart of My Heart Robbins	6	10
7. Till We Two Are One Shapiro-Bernstein	9	4
8. Make Love to Me E. H. Morris	12	3
9. Till Then Leeds	—	1
10. Ebb Tide Robbins	7	23
11. Jones Boy Pincus	11	4
12. Young at Heart Sunbeam	—	1
13. From the Vine Came the Grape Randy Smith	13	2
14. Bell Bottom Blues Shapiro-Bernstein	—	2
15. Gee Meridian	—	1

Tunes with Greatest Radio and Television Audiences

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

Radio

- A Dime and a Dollar (R)—Famous—ASCAP
- Answer Me My Love (R)—Bourne—ASCAP
- Bangles and Beads (R)—Frank—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Embo (R)—Fairway—BMI
- Changing Partners (R)—Porgie—BMI
- Jeep (R)—Miller—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- Love Paris (R) (M)—Chappell—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Marie (R)—Berlin—ASCAP
- Other Love (R) (M)—Williamson—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Pass the Jam Sam (R)—Chappell—ASCAP
- Pine Tree, Please Over Me (R)—Miller—ASCAP
- Ricochet (R)—Sheldon—BMI
- Secret Love (R) (F)—Remick—ASCAP
- She Was Five and He Was Ten (R)—Roxbury—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- That's What a Rainy Day is For (R)—Robbins—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Till Then (R)—Pickwick—ASCAP
- Wanted (R)—Witmark—ASCAP
- Woman (Man) (R)—Studio—BMI
- Y'all Come (R)—Starrite—BMI
- Young at Heart (R)—Sunbeam—BMI

Television

- And This is My Beloved (R) (M)—Frank—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Changing Partners (R)—Porgie—BMI
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Ebb Tide (R)—Robbins—ASCAP
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Look Out the Window (R)—Paxton—ASCAP
- Man, Man is for the Woman Made (R)—Garland—ASCAP
- Melancholy Me (R)—Sheldon—BMI
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Ricochet (R)—Sheldon—BMI
- Kidin' to Tennessee (R)—Johnson-Montel—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Sobbin' Women (R) (F)—Robbins—ASCAP
- Soft Squeeze Baby (R)—Erwin-Howard—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R)—Paramount—ASCAP
- Woman (Man) (R)—Studio—BMI
- Young at Heart (R)—Sunbeam—BMI

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending February 17

This Week	Last Week	Weeks on Chart
1. Oh, Mein Papa (Oh, My Papa) By John Turner, Geoffrey Parsons and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; L. Asia, London 18154; Brasshats, London 1403; B. De Welle, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; G. Klavan, Col 40173; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111. TRANSCRIPTIONS AVAILABLE: June Valli, Thesaurus.	1	12
2. Stranger in Paradise 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: J. August, Mercury 70250; V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; A. Romero, V 20-5551; J. Sebastian, Cadence 1421; L. Stokowski, V 10. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.	2	13
3. Secret Love By Sammy Faith and Paul Webster—Published by Remick (ASCAP) BEST SELLING RECORD: Doris Day, Col 40108. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; T. Edwards, M-G-M 11604; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876.	5	8
4. That's Amore 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.	3	16
5. Changing Partners By Larry Coleman and Joe Darion—Published by Porgie (BMI) BEST SELLING RECORDS: P. Page, Mercury 70260; K. Starr, Cap 2657; Bing Crosby, Dec 28969. OTHER RECORDS AVAILABLE: Crickets, Jay Dec 785; H. Forest, Bell 1017; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.	4	13
6. Make Love to Me By Bill Norvas, Allan Copeland, Leon Roppolo, Paul Mares, Benny Pollack, George Brunies, Mel Stetzel, Walter Melrose—Published by Melrose (ASCAP) BEST SELLING RECORD: J. Stafford, Col 40143.	7	4
7. Heart of My Heart By Ben Ryan—Published by Robbins (ASCAP) BEST SELLING RECORD: Four Aces, Dec 28927. OTHER RECORDS AVAILABLE: D. Cornell, A. Dale, J. Desmond, Coral 61076; L. Elgart, Col 40137; Four Vagabonds, Apollo 1076; F. Laine, Mercury 70262; Maple City Four, Mercury 6084; J. Shard, Cap 2520; G. Wright, King 1368. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.	6	14
8. From the Vine Came the Grape By Paul Cunningham and Leonard Whitcup—Published by Randy Smith (ASCAP) Italian translation by Alan Gerard and Pat Nato. BEST SELLING RECORDS: Gaylords, Mercury 70296; Hilltoppers, Dot 15127.	8	4
9. Till We Two Are One By Tom Glazer, Billy and Larry Martin—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: G. Shaw, Dec 28937. OTHER RECORDS AVAILABLE: E. Howard, Mercury.	11	5
10. Rags to Riches By Dick Adler and Jerry Ross—Published by Saunders (ASCAP) BEST SELLING RECORD: T. Bennett, Col 40048. OTHER RECORDS AVAILABLE: A. Melvin, Prom 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.	9	23

Second Ten

11. I GET SO LONELY Published by Melrose (ASCAP)	15	4
12. TILL THEN Published by Leeds (ASCAP)	13	4
13. YOUNG AT HEART Published by Sunbeam (BMI)	17	2
14. EBB TIDE Published by Robbins (ASCAP)	12	26
15. JONES BOY Published by Pincus (ASCAP)	16	8
16. DARKTOWN STRUTTERS' BALL Published by Feist (ASCAP)	—	1
17. WOMAN Published by Studio (BMI)	13	8
18. SOMEBODY BAD STOLE DE WEDDING BELL Published by E. H. Morris (ASCAP)	18	3
19. RICOCHET Published by Sheldon (BMI)	10	19
20. CREEP Published by Miller (ASCAP)	—	2

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

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

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The Music Corner

Hollywood clefters should get a big boot this week. Dodo's Columbia waxing of "Secret Love" is now the nation's top-seller. It's from the flick, "Calamity Jane" and penned by the team, Sammy Fain and Paul Webster... Eddie Fisher jumped onto the pizzeria bandwagon this week with two Italian-styled tunes back to back on his latest release. ... Lily Pons' first pop waxing in years will hit the stores shortly on Columbia Records. ... The Rama slicing of "Gee" has been set for worldwide distribution on the English Columbia label.

The disk business is achin' for a smash pop hit on the order of "Oh, My Papa" to bring the customers crowding back into the stores. At the moment pop business is slow, as is the country market, and r.&b. wax. Packaged merchandise is moving fairly well tho as a result of LP sales. ... Arthur Godfrey has a follow-up to his hit of a year ago "Dance Me Loose" with "Soft Squeeze Baby." Godfrey suggested the tune to Mel Howard and Lee Irwin, the same writers who penned "Dance Me Loose." The duo wrote it in one day and Godfrey waxed it quickly, making only the one tune at a regular three-hour session.

During the record session Thursday night at The Billboard, one of the many records heard was a Starday cutting titled "Es-kimo Nell" sung by Cotton Henry. A line on the label read: "Not Suitable for Radio Use." We listened. No need to worry, Starday; we don't even think it's suggestive. ... Patti Page has two records on the best-selling charts once again. One is "Changing Partners," the other "Cross Over the Bridge."

Records don't get a chance to get out very long today before the grapevine starts operating. For instance "Stomp and Whistle," an r.&b. disk just released with Danny Overbea on Checker, has been cut by the Harry James ork for Columbia. The Ralph Flanagan ork has cut "Roo Roo Kangaroo," only recently issued on Rainbow. Johnnie Ray's latest is "Such a Night" a newie by Clyde McPhatter for Atlantic. ... Another odd trend is the covering going on in the c.&w. field. "Release Me" has been released by five labels, "Too Hot to Handle" by four, and "Stranger in My Home" by three. ... Meanwhile the r.&b. field has jumped onto pop hits. "Changing Partners," "Are You Looking for a Sweetheart" and "Robe of Calvary" are all available by r.&b. names, as well as pop artists.

England's Top Twenty

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

- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Answer Me—Bourne (Bourne)
- Rags to Riches—Chappell (Saunders)
- Swedish Rhapsody—Connelly (Dartmouth)
- Tennessee Wig-Walk—Francis (Odetta)
- If You Love Me—World Wide (Peer)
- That's Amore—Victoria (Paramount)
- Cloud Lucky Seven—Robbins (Robbins)
- Ebb Tide—Robbins (Robbins)
- Blowing Wild—Harms, Connelly (Witmark)
- I See the Moon—Feldman (Plymouth)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (*)
- From Here to Eternity—Dash (Bartons)
- Ricochet—Victoria (Sheldon)
- Changing Partners—Robert Mellin (Porgie)
- My Heart Belongs to Only You—Kanner (Regent)
- Golden Tango—Lawrence Wright (Mills)
- Istanbul—Aberbach (Alamo)
- The Creep—Robbins (Miller)
- Poppa Piccolino—Sterling (Chappell)

MARCH

THE BIG MONTH FOR HITS!



THE GAYLORDS

"From The Vine Came The Grape"

COUPLED WITH

"PATZO FOR PIZZA"

MERCURY 70296 • 70296X45



RONNIE GAYLORD

"Cuddle Me"

COUPLED WITH

"OH, AM I LONELY"

MERCURY 70285 • 70285X45



PATTI PAGE

"Cross Over The Bridge"

COUPLED WITH

"MY RESTLESS LOVER"

MERCURY 70302 • 70302X45



EDDY HOWARD

"Melancholy Me"

COUPLED WITH

"I WONDER WHAT'S BECOME OF SALLY"

MERCURY 70304 • 70304X45



"Somebody Bad Stole De Wedding Bell"

BY

GEORGIA GIBBS

MERCURY 70298



VIC DAMONE

"The Breeze And I"

COUPLED WITH

"TO LOVE YOU"

MERCURY 70287 • 70287X45

"FANCY PANTS"
and
"By Heck"
DAVID CARROLL
MERCURY 70292 • 70292X45

"CHANGING PARTNERS"
and
"Don't Get Around Much Any More"
PATTI PAGE
MERCURY 70295 • 70295X45

"THE CREEP"
and
"Love Theme"
RALPH MARGERIE
MERCURY 70281 • 70281X45

"SADIE THOMPSON'S SONG"
and
"Drive In"
RICHARD HAYMAN
MERCURY 70237 • 70237X45

"TAKE MY LOVE"
and
"Babe In The Woods"
JOYCE TAYLOR
MERCURY 70317 • 70317X45

NEW RELEASES

THE SPARROW SINGS
You Came To Me.....VIC DAMONE...No. 70326

SILHOUETTE
Esplanada.....JAN AUGUST...No. 70320

RIVER BOAT
Little Sweetheart.....JIM LOWE...No. 70319

WHO DONE IT
Fair, Fat And Forty.....BUCCANEERS...No. 70322

THAT GIRL
Every Little Movement...HARMONICATS...No. 70332

COME ALONG WITH ME
It's Easy To Remember
.....SARAH VAUGHAN...No. 70331

SOMERSAULT
Huckleberry Finn...RICHARD HAYMAN...No. 70338

SHORT JOHN
I Wanna Cry.....DINAH WASHINGTON...No. 70329

GOING HOME
Lonesome Road.....JIMMY RICKS...No. 70330

ON SALE NEXT WEEK

RUSTY DRAPER

"THE TRAIN WITH THE RHUMBA BEAT"

AND

"MELANCHOLY BABY"

MERCURY 70327 • 70327X45

Billboard...NEW RECORDS TO WATCH

The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending February 17

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
2	1	12	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
3		16	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
4		4	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
5		12	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
6		14	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
7		4	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
8		2	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
9		6	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
10		13	HEART OF MY HEART—Four Aces	STRANGER IN PARADISE—Dec 28927—ASCAP
11		4	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
12		5	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
13		13	STRANGER IN PARADISE—Four Aces	HEART OF MY HEART—Dec 28927—ASCAP
14		3	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
15		3	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
16		9	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
17		24	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
18		2	BELL BOTTOM BLUES—T. Brewer	Our Heartbreaking Waltz—Coral 61066—ASCAP
19		2	CUDDLE ME—R. Gaylord	Oh, Am I Lonely—Mercury 70285—BMI
20		1	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP

Most Played in Juke Boxes

For survey week ending February 17

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

This Week	Last Week	Weeks on Chart	Title	Label
1		21	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
2		15	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
3		11	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
4		12	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
5		4	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
6		5	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
7		3	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
8		13	HEART OF MY HEART—Four Aces	STRANGER IN PARADISE—Dec 28927—ASCAP
9		22	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
10		5	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
11		9	STRANGER IN PARADISE—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
12		2	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
13		3	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
14		1	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
15		5	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
16		11	OH, MEIN PAPA—E. Calvert	Mystery Street—Essex 136—ASCAP
17		11	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
18		10	HEART OF MY HEART—D. Cornell	A. Dale, J. Desmond—Coral 61076—ASCAP
19		5	WOMAN—R. Clooney-J. Ferrer	Man—Col 40144—BMI
20		2	TWO PURPLE SHADOWS—J. Vale	And This Is My Beloved—Col 40131—ASCAP

Most Played by Jockeys

For survey week ending February 17

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

This Week	Last Week	Weeks on Chart	Title	Label
1		11	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
2		8	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
3		14	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
4		15	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
5		6	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
6		6	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
7		5	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
8		3	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
9		12	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
10		4	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
11		14	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
12		3	ANSWER ME, MY LOVE—Nat (King) Cole	Why—Cap 2687—ASCAP
13		3	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
14		9	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
15		2	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
16		2	SOMEBODY BAD STOLE DE WEDDING BELL—E. Kitt	Lovin' Spree—V 20-5610—ASCAP
17		1	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
18		23	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
19		13	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
20		2	SOMEBODY BAD STOLE DE WEDDING BELL—G. Gibbs	Baubles, Bangles and Beads—Mercury 70298—ASCAP

Territorial Best Sellers

For survey week ending February 17

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

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

This Week's Best Buys

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

SOUTH (Peer International, BMI)
I REALLY DON'T WANT TO KNOW (Hill & Range, BMI)—Les Paul-Mary Ford—Capitol 2735

The popular duo apparently has another powerhouse here. Disk, available only one week, has already been reported a strong seller in Philadelphia, Buffalo, Pittsburgh and Atlanta and also racking up good sales in Boston, Cleveland and Dallas among others. Principal action so far is on "South." A previous Billboard "Spotlight" disk.

THE MAN WITH THE BANJO (Mellin, BMI)
MAN, MAN IS FOR THE WOMAN MADE (Garland, ASCAP)—Ames Brothers

Coming up steadily the past two weeks, this record is now rated strong in Boston, New York, Buffalo, Detroit, Milwaukee and St. Louis, and good in Philadelphia, Cincinnati, Chicago and Durham. Preference for side is split almost evenly, with a very slight edge on "Banjo." A previous "New Record to Watch."

MELANCHOLY ME (Sheldon, BMI) — Eddy Howard—Mercury 70304

The Howard recording of this tune has definitely stepped out ahead of the several competing versions on the market. In Middle Western territories, where Howard has always been strong, disk was reported good and building rapidly. In other areas, including Boston, Buffalo, Atlanta and the Carolinas, Howard is also selling well. The Ella Fitzgerald and Smith Brothers versions have been reported as good sellers in some territories also, but in almost all cases considerably behind Howard. Backed with "I Wonder What's Become of Sally" (Advanced, ASCAP), his record was a previous Billboard "Spotlight" disk.



**POSITIVELY
A HIT!**

ALAN DEAN



**POSITIVELY
NO DANCING**

**HOLD ME
CLOSE**

MGM 11683 78 rpm • K 11683 45 rpm

**LEW
DOUGLAS**

and
his
Orch.

CAESAR'S BOOGIE

MGM 11654 78 rpm • K 11654 45 rpm

**POSITIVELY
A HIT!**

TURN AROUND BOY

SHIRLEY HARMER

IF YOU LOVE ME **WON'TCHA' LOVE ME**

MGM 11667 78 rpm • K 11667 45 rpm

BETTY MADIGAN

MY HEART IS DANCING WITH YOU **CALL ME DARLING**

MGM 11670 78 rpm • K 11670 45 rpm

ROBERT MAXWELL

SOLFEGGIO
THE DOLL DANCE

MGM 11671 78 rpm • K 11671 45 rpm

PAT O'DAY

TELL ME **UNTIL YOU CAME TO ME**

MGM 11686 78 rpm • K 11686 45 rpm

TOMMY EDWARDS

THERE WAS A TIME **WALL OF ICE** **THAT'S ALL** **SECRET LOVE**

MGM 11668 78 rpm MGM 11604 78 rpm
K 11668 45 rpm K 11604 45 rpm

DAVID ROSE
and his Orchestra

I LIVE FOR YOU **MIGRAINE MELODY**

MGM 30839 78 rpm • K 30839 45 rpm

**INTRODUCING
TOMMY MARA**

WITHOUT A WORD OF WARNING **MORE THAN EVER**

MGM 11684 78 rpm • K 11684 45 rpm

THE ELLIOT BROTHERS
Lloyd and Bill and their Orchestra

PLYMOUTH SOUND **I AIN'T GONNA GRIEVE**

MGM 11674 78 rpm • K 11674 45 rpm

GENE KELLY

IDA! SWEET AS APPLE CIDER **THE DAUGHTER OF ROSIE O'GRADY**

MGM 30138 78 rpm • K 30138 45 rpm

HANK WILLIAMS

YOU BETTER KEEP IT ON YOUR MIND **LOW DOWN BLUES**

MGM 11675 78 rpm • K 11675 45 rpm

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Reviews of New Pop Records

LES PAUL-MARY FORD

I Really Don't Want to Know 80
CAPITOL 2735—The duo has a fine follow-up here to the big hit "Vaya Con Dios" with this lovely version of the current country hit. Mary Ford sings it with much tenderness and Les Paul supports her brightly on guitar. Could be another smash for the pair. (Hill & Range, BMI)

South 85
The evergreen receives a bright swinging rendition from Paul, who makes his guitar sound like a full combo via multiple taping. Another strong side. (Peer, BMI)

TONY BENNETT

There'll Be No Teardrops Tonight 89
COLUMBIA 40169 — Bennett may make it three hits in a row with this powerful new release. The tune is a Hank Williams composition and Bennett sings with life and sparkle in his own special style over exciting support from the Faith crew. Should move out quickly on boxes and on counters. (Auff-Rose, BMI)

My Heart Won't Say Good-bye 80
Tony Bennett turns in a fine reading of a lovely new ballad from the coming musical "The Girl in Pink Tights" backed by the Percy Faith crew in stylish fashion. Tho the flip has more power, this side could stay around a while. (Chappell, ASCAP)

RUSTY DRAPER

Trala With a Rhumba Beat 87
MERCURY 70327—A powerful entry by Draper. It has the same irresistible beat and appeal of his "Gambler's Guitar," and moves spiritedly to an exciting close. This could easily hit the jackpot, earning lots of loot for all concerned. (American, BMI)

Melancholy Baby 81
Draper shows his versatility via this quiet and ultra-smooth re-creation of the classic ballad. This, too, shapes as a strong entry via the almost certain heavy air play it will attract. (Shapiro-Bernstein, ASCAP)

JONI JAMES

Am I in Love? 86
M-G-M 11696 — Joni brings to this tender ballad of young love the poignant phrasing that has won her so many fans. This, too, should pull many sales and spins.

Maybe Next Time 79
Another fine side by the thrush, tho it's shaded by flip.

EDDY HOWARD ORK

Melancholy Me 86
MERCURY 70304 — Howard's best platter in close to a year could bust thru as the big one on this melodic ditty. The warbler sells it with his usual charms, and is helped much by the powerful backing and the vocal chorus. A potent entry. (Sheldon, BMI)

I Wonder What's Become of Sally 78
Warm reading of the evergreen by Howard makes this a strong coupling for the flip. Two good sides for the boxes. (Advanced, ASCAP)

TONY MARTIN

Here 86
V 20-5665—A beautiful song, adapted from the classical "Caro Nome," is matched with a fine singer and tasteful backing. Tony Martin makes every syllable and note count here. Could be a big one for the warbler. (Hill & Range, BMI)

Philosophy 74
A sophisticated, catchy ditty gets a suave, expert vocal by Tony Martin. Pidity of spins by deejays are likely. (Arpege, Music)

KAREN CHANDLER

Positively No Dancing 84
CORAL 61137—Slow, waltz ballad is sung with sincere sentiment by Miss Chandler. Many should like the waxing and it could easily build a repeat audience with resultant strong deejay and juke play, as well as dealer action. Bears watching.

Hit the Target, Baby 75
The songstress is heard here in a happy item that has some of the feel of "Ricochet." Good contrast to flip.

JAYE P. MORGAN

Ring, Telephone, Ring 80
DERBY 843 — Old-country waltz melody, familiar in many guises including jingles, is converted into a melodic ditty loaded with lugubrious sentiment. But that may be all on the credit side, for the platter has a strong commercial slant and could do lots of business. Yes, telephone rings occur thruout. (Johnstone-Montel, BMI)

Don't Tell Him 61
Adequate rendition of the opus. (De Sylva, Brown & Henderson, ASCAP)

RAY ANTHONY ORK

Sign Post 79
CAPITOL 2728 — Countryish ballad with a catchy melody is sung to a turn by Marcie Miller. Backing by the Anthony ork is simple and effective. A fine, sentimental waxing and it could attract good action. (Starlight, ASCAP)

Air Express 75
The ork moves energetically thru a brisk and joyful instrumental. It has

a few odd sounds that add interest. Also due for plays. (Moonlight, BMI)

MILLS BROTHERS

I Had to Call You Up to Say I'm Sorry 78
DECCA 29019—Pretty ballad has an old-fashioned turn and the treatment is reminiscent of the Mills Brothers' big oldie, "Paper Doll" starting slow and later beginning to swing. Side should win favor. (Bradshaw, BMI)

You Didn't Want Me When You Had Me 77
More of the same slick and knowing chanting by the group. A coupling with class that jukes and jocks should find in some demand. (E. B. Marks, BMI)

BING CROSBY-GUY LOMBARDO ORK

I Get So Lonely 78
DECCA 29054—Bing and Guy mark their first dual appearance on wax in about 20 years with a happy job that will appeal to the many fans of both artists.

Young at Heart 77
Beautiful ballad already big via Frank Sinatra is covered neatly by Crosby and Lombardo. Jockeys ought to spin frequently.

JIMMY LEYDEN'S SERENADERS

Your First Day in Heaven 78
M-G-M 11692 — A novelty that can only be described as a humdinger. The vocal group, featuring Bernice Lee, sing up a storm on this happy Stuart Hamblen tune. The backing is the old-fashioned big-band type with plenty of color and zip. Watch it. (Trinity, BMI)

Disillusioned 74
The group gives another bright performance here, with this rhythmic, nicely harmonized material. Two good sides that ought to snag plenty of deejay play. (Trinity, BMI)

JO STAFFORD-LIBERACE

April and You 77
COLUMBIA 40170—Two powerhouse names are coupled here on a lovely ballad. The pianist takes a full solo and Miss Stafford delivers one of her finest vocal interpretations of a lovely new ballad. It's the kind that has to grow on you, tho. (United, ASCAP)

Indiscretion 75
The lovely Italian melody is handed a concert-like reading by Liberace and the lush Paul Weston ork. The addition of Miss Stafford's vocal, good as it is, does nothing for the song. (Cromwell, ASCAP)

VIC DAMONE

Until You Came to Me 77
MERCURY 70326 — The heavily recorded verse-chorus waltz item gets a rousing reading from Damone, the chorus and ork. Tune is mighty catchy and something could happen with it. (American Academy, ASCAP)

The Sparrow Sings 75
MERCURY 70326—A lovely lyric set to a most attractive melody gives Damone, the Jack Halloran singers and David Carroll ork a chance to sell a mood item. Should get lots of spins and could make noise. (Pincus, ASCAP)

DICK LEE

The Book 77
ESSEX 350 — Tune, almost in the inspirational hymn category, is a big one in England. Lee and the large English ork and chorus read it with impressive sincerity and the side might attract some action here. (Kassner, ASCAP)

Cinderella 75
Another attractive waxing that will please listeners. It could do well for the boy. (Shapiro-Bernstein, ASCAP)

RALPH MARTERIE ORK

La La Rosa 77
MERCURY 70328 — Mighty pretty ballad is showcased prettily by chanter and ork. A fine and appealing waxing that many should enjoy. The reference, incidentally, is not to Julius. (Bourne, ASCAP)

Big Noise From Winnetka 73
A good, big-band performance of the swinging opus. The beat is infectious and the Marterie sidemen toss in some fancy solos. (Bregman, Vocco & Conn, ASCAP)

BILLY ECKSTINE

Don't Get Around Much Anymore 76
M-G-M 11694—Good, reading of the evergreen by Mr. B., helped by a chorus and with good ork support. With the current action on the tune, this platter could get a share of the loot.

Lost in Loveliness 75
Tune from the forthcoming musical, "The Girl in Pink Tights," is sold sincerely here by the chanter, and the ork backing is lush. Should get spins due to the show.

MARY ROSE BRUCE

Said the Little Moment 76
V 20-5659—Here's a fresh, fetching piece of material, and Victor has matched it with a voice which captures the charm of the lyric. A quality ditty, expertly done by Mary Rose Bruce. (Hillmark, ASCAP)

Drive Safely, Darlin' 73
She admonishes him to drive safely. (Continued on page 34)

RATINGS—COMMERCIAL POTENTIAL

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90-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS

WITH RECORDS



Buyboard

TOP SELLERS—

POPULAR

Listed Alphabetically

AND STILL I LOVE YOU I'M AVAILABLE	T. Leonetti	2716
ANSWER ME, MY LOVE WHY	N. Cole	2687
THE BREEZE AND I WHISTLE STOP	B. May	2721
THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427
CHANGING PARTNERS		
FLY ALWAYS BE IN LOVE WITH YOU	K. Starr	2657
THE CREEP TEMPERLY	S. Kenton	2685
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
I REALLY DON'T WANT TO KNOW SOUTH	L. Paul & M. Ford	2735
O MEIN PAPA SECRET LOVE	R. Anthony	2678
PEE TEE POLKA SO MANY TIMES	J. Pecon	2712
ROMEO AND JULIET, PART I ROMEO AND JULIET, PART II	A. Griffith	2698
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
UNTIL SUNRISE HUMPHRESQUE	J. Carr	2730
VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
YEHUS DI MILO YOU MADE ME LOVE YOU	B. Manning	2694
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	A. Griffith	2693
YOUNG-AT-HEART TAKE A CHANCE	F. Sinatra	2703

LATEST RELEASE

No. 409

I REALLY DON'T WANT TO KNOW SOUTH	L. Paul & M. Ford	2735
LOVE'S LIKE THAT I'M GONNA ROCK-ROCK-ROCK	Micki Marlo	2736
WAY, PAESANO MELANCHOLY SERENADE	Al Martino	2737
WHOA, MULE RUSHING AROUND	Roy Acuff	2738
SALT WATER RIVER LOVELY LITTLE DARLING	Boots Woodall	2739
LAZARUS BYE AND BYE	Martha Carson	2740
PINE TREE, PINE OVER ME REMEMBER ME	Molly Bee	2741

BEST SELLING "EPS"
Listed Alphabetically

ANY REQUESTS!—Stan Freberg	45 rpm "EP" No. EAP-1-496
BLUE TANGO—Les Baxter	45 rpm "EP" No. EAP-1-447
THE FOUR FRESHMEN	45 rpm "EP" No. EAP-1-433
THE FOUR KNIGHTS SING	45 rpm "EP" No. EAP-1-414
HITS FROM CAN-CAN—Top Artists	45 rpm "EP" No. EAP-1-482
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506
JATTENDRAI—Gisela MacKenzie	45 rpm "EP" No. EAP-1-430
PIANO RAGS—Joe (Fingers) Carr	45 rpm "EP" No. EAP-1-497
SUNNY ITALY—Dean Martin	45 rpm "EP" No. EAP-1-481
TODAY'S TOP HITS, VOLUME XI—Top Artists	45 rpm "EP" No. EAP-1-9116 & EAP-2-9116
VAYA CON DIOS—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-495
WHAT IT WAS, WAS FOOTBALL & ROMEO & JULIET—Andy Griffith	45 rpm "EP" No. EAP-1-498

TOP SELLER of the week!
Based Upon Actual Sales

"I Get So Lonely"
with

THE FOUR KNIGHTS

Record No. 2654

BEST SELLING—
"Specialized"
HIGH-FIDELITY ALBUMS
Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study in High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY POPULAR VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/3 rpm No. LAL-486

BEST SELLING—
POPULAR ALBUMS
Listed Alphabetically

CAN-CAN—Original Broadway Cast	78 rpm No. FDR-452
	45 rpm "EP" No. EDM-452
	33 1/3 rpm No. S-452
THE EDDIE CANTOR STORY—Eddie Cantor	78 rpm No. DDN-467
	45 rpm "EP" No. FBF-467
	33 1/3 rpm No. L-467
THE HIT MAKERS!—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-416 & EAP-2-416
	33 1/3 rpm No. H-416
"I REMEMBER GLENN MILLER"—Ray Anthony	45 rpm "EP" No. EBF-476
	33 1/3 rpm No. H-476
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY—Jackie Gleason	45 rpm "EP" No. EAP-1-366 & EAP-2-366
	33 1/3 rpm No. H-366
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352
	33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY—Jackie Gleason	45 rpm "EP" No. EBF-455
	33 1/3 rpm No. H-455
HAT (KING) COLE SINGS FOR TWO IN LOVE—Nat (King) Cole	45 rpm "EP" No. EBF-420
	33 1/3 rpm No. H-420
NAUGHTY OPERETTA!—Billy May	45 rpm "EP" No. EBF-487
	33 1/3 rpm No. H-487
SONGS FOR STRINGS—Pittsburgh Symphony Orchestra	45 rpm "EP" No. FBF-419
	33 1/3 rpm No. L-419
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-488
	33 1/3 rpm No. H-488
TAWNY—Jackie Gleason	45 rpm "EP" No. EBF-471
	33 1/3 rpm No. H-471
THINKING OF YOU—Les Baxter	45 rpm "EP" No. EBF-474
	33 1/3 rpm No. H-474

TOP SELLERS—
COUNTRY & HILLBILLY
Listed Alphabetically

BABIES AND BACON WHO WROTE THAT LETTER TO JOHN	R. Hogsted	2720
THE GLASS THAT STANDS BESIDE YOU LET'S KISS AND TRY AGAIN	J. Shepard & F. Huskey	2706
GO CRY YOUR HEART OUT WAKE UP, IRENE	H. Thompson	2646
THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE	M. Moore	2574
JUST MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
LET ME BE THE ONE I'M STILL A PRISONER	B. Strange	2592
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
SNATCHIN' AND GRABBIN' SWEET JENNIE LEE	M. Moore	2691
TOOL PUSHER ON A ROTARY RIG IF I COULD LOOK INSIDE YOUR HEART	J. Dolan	2713
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

BEST SELLING—
CHILDREN'S ALBUMS
Listed Alphabetically

ANIMAL FAIR & I WAS BORN A HUNDRED YEARS AGO—Tex Ritter	78 rpm No. CAS-3144	45 rpm No. CASF-3144
CHIN CHOW AND THE GOLDEN BIRD & LITTLE ABOUT THE CAMEL—Don Wilson	78 rpm No. CAS-3193	45 rpm No. CASF-3193
EL TORITO, THE LITTLE BULL—Don Wilson	78 rpm No. CAS-3194	45 rpm No. CASF-3194
I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC—Frank DeVol	78 rpm No. CAS-3083	45 rpm No. CASF-3083
THE LITTLE ENGINE THAT COULD & THE OLD SOW SONG—Rufe Davis	78 rpm No. CAS-3142	45 rpm No. CASF-3142
THE LITTLE ENGINE THAT LAUGHED—Don Wilson	78 rpm No. CAS-3196	45 rpm No. CASF-3196
THE NAGGER—Jerry Lewis	78 rpm No. CAS-3190	45 rpm No. CASF-3190
PEPPY POSSUM—Daws Butler	78 rpm No. CAS-3189	45 rpm No. CASF-3189
ROB ROY—Art Gilmore, Tom Conway	78 rpm No. CAS-3198	45 rpm No. CASF-3198
SHOWBOUND TWEETY—Mel Blanc	78 rpm No. CAS-3169	45 rpm No. CASF-3169
THE SEASONS—Don Wilson	78 rpm No. CAS-3195	45 rpm No. CASF-3195
WILD WEST HENRY HAWK—Mel Blanc	78 rpm No. CAS-3172	45 rpm No. CASF-3172

"Way, Paesano"

a great new recording by **AL MARTINO**
with chorus and orchestra conducted by Gil Evans

coupled with **"Melancholy Serenade"**
on Capitol Record No. 2737

The latest by **ROY ACUFF** and his Smoky Mountain Boys!

"Whoa Mule" and **"Rushing Around"**

Capitol Record No. 2738

STOP RECORD-SCRATCH DAMAGE
with Fool-Proof
Phono-Gard
Record Demonstrator



↑ TONE ARM CANNOT BE HANDLED! ↑

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The Billboard Music Popularity Charts
POPULAR RECORDS

• **Reviews of New Pop Records**

• Continued from page 32

home. It's an interesting variation on the love theme. There's considerable country quality to the lyric, and the side may get some of that market. (BMI, ASCAP)

ROSEMARY BELAN
This Is Why I Love You 75
V 20-5666—Rosemary here exhibits warmth and technical facility in handling a light airy lyric. Thrush can sing, and has a chance to reach the top. (Highland, BMI)
Things We Used to Do 74
The side provides a showcase for thrush Rosemary Belan. Last has a warm, sincere quality. (Highland, BMI)

ROBERT MERRILL
A Red, Red Rose 74
V 20-5656—The beautiful lyric gets a sensitive, appealing performance by Robert Merrill; instrumental backing matches the tasteful quality of the record. (Sheldon, BMI)
The Matador's Prayer 73
Here's a dramatic piece of material, and it requires a lot of singing. With Merrill on the vocal, and a top instrumental arrangement, the side has impact for buyers in the semi-classical market. (Mack David, ASCAP)

MICKEY KATZ
C'est Si Bon 74
CAPITOL 2731—Parody on the Eartha Kitt click has many funny moments, if the Yiddish gag lyrics are understood. A great side for jukes in the right locations. (Leeds, ASCAP)
That's Amore 71
The title here becomes "That's Morris," and it's also good for laughs. (Paramount, ASCAP)

ART MOONEY ORK
Way, Paesano 74
M-G-M 11690—With the rage for Italian-styled lyrics in full swing, this novelty deserves special attention. The humorous vocal is ably handled by Barbara Brent and the Cloverleafs. The Mooney ork works up a delightful beat. (Shapiro-Bernstein, ASCAP)
Si Petite 70
A luscious, Continental-styled dance instrumental with a charming guitar solo. Nice for listening or relaxed dancing. (BMI, ASCAP)

DICK NOEL
Sleeping Beauty 74
DECCA 29025—Dick Noel appeals to the legendary beauty to respond to his adoration, and his tender piping should be hard to resist. A fine performance. (Mogull, ASCAP)
The Wedding Bell Song 69
There's only one kind of bell that the chanter really wants to hear, and he makes his point effectively. (Mayfair, ASCAP)

THE FOUR LADS-JILL COREY
Cleo and Meo 73
COLUMBIA 40177—Despite all the publicity, Miss Corey fails to impress

as she attempts to lead the lads and Mitch Miller ork thru a reading of a cute hunk of material. Jo's may go for this anyhow—it's brightly done. (Joy, ASCAP)
Do You Know What Lips Are for? 71
The French horns, Harpsichord and material make for good listening but the net result is just an okay hunk of wax. (Mapleleaf, BMI)

BILLY WILLIAMS QUARTETTE
I'll Close My Eyes 71
MERCURY 70324—The group sells the ballad in big style singing it in up-tempo rhythm. The wild arrangement, however, is more suited for sight than for the ear. (Remick, ASCAP)
I've Got an Invitation to a Dance 68
Interesting version of the oldie by the group with Williams singing the lead. (Azer, Yellen and Bornstein, ASCAP)

LAWRENCE WELK ORK
The Darktown Strutters' Ball 71
CORAL 61135—Smart cover of the revival also features Italian lyrics. Good, bright performance by chanters and ork, and the platter should attract some business. (Feist, ASCAP)
In the Mood 65
One of the many waxings tied in with the current Glenn Miller revival, this one fails to generate much listener excitement. (Shapiro-Bernstein, ASCAP)

DOLORES GRAY
Sweet Cheat 71
DECCA 29031—Clever new ditty is handed a happy reading by the thrush. Latin backing will please dancers. (Nortis, BMI)
Flowers for the Lady 69
Dolores Gray turns in a strong reading of a sentimental opus about an old flower vender. Commercial appeal, tho, seems limited. (Mellie, BMI)

SOMETHIN' SMITH-THE SKYLARKS
Just in Case You Change Your Mind 71
EPIC 9025—Smith, new to the label, has a highly stylized delivery—and it's pleasant. He gets neat backing from the ork and Skylarks vocal group on an attractive ballad. (Gold, ASCAP)
Geel 71
Good coverage on the riff item which hit in the rhythm and blues market and seems to be spilling over into the pop field. Somethin' on this side sounds like a cross between Johnnie Ray, Nat Cole and Mel Tormé. (Meridian, BMI)

EILEEN PARKER
God Understands 71
CADENCE 1730—A lovely inspirational tune to a quiet backing by the Archie Bleyer ork. Miss Parker is sincerely devout as she praises the infinite wisdom and sympathy of the Almighty. (Rodeheaver, ASCAP)
An Evening Prayer 70
As the day draws to a close, Miss Parker asks forgiveness for the

RATINGS—COMMERCIAL POTENTIAL

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0- 50, Poor

• **Review Spotlight on . . .**
RECORDS

JOHNNIE RAY
Such a Night (Raleigh, BMI)—Columbia 402000—Here's a powerful Ray performance with a fine backing on a great piece of material. It all adds up to a disk which could shoot Ray back into the upper reaches of the charts. Of particular interest to operators, the disk may not gain approval from some radio stations. Disk covers the rhythm and blues version of the song. Flip is "Destiny" (Carlyle, BMI).

JONI JAMES
Am I in Love? (Robbins, ASCAP)
Maybe Next Time (Brandom, ASCAP)—M-G-M 11690—The thrush appears destined to come thru again with this coupling of a pair of lovely ballads done up in Miss James' own style. The fans will certainly want it.
EDDIE FISHER
Aname E Core (Leeds, ASCAP)
A Girl, A Girl (Valando, ASCAP)—RCA Victor 20-5677—The Fisher string of hits figures to remain unbroken as he pairs a ballad with a rhythmic item for a good coupling. Both tunes are Italian-based and Fisher eye-gets to sing in Italian. The guy can't miss.

FOUR ACES
Amor (Peer International, BMI)
So Long (Shapiro-Bernstein, ASCAP)—Decca 29036—The boys are back on their rhythmic chanting kick which put them into the big time a few short years ago. Tackling two familiar standards, the group delivers in big style for a double-sided item which should keep them in the charts for weeks and weeks to come.

TUNES
RING, TELEPHONE, RING (Johnstone-Montei, BMI)
Jaye P. Morgan—Derby 843—Could be that with a slick piece of material like this and the smart bell ringing backing, Miss Morgan could finally break thru into the big-time. The gal does a nice job with the strong material. Disk could make plenty of noise.
POSITIVELY NO DANCING (Weiss & Barry)
Karen Chandler—Coral 61137—This is a lovely torch-type ballad which has been recorded effectively by Karen Chandler. Alan Dean has cut it on M-G-M 11638. Either version could do nicely with both operators and dealers, tho the song itself is a natural for coin machines.

Play tic-tac-toe
With these HITS—You WIN Every Time

JIMMY THORPE TILL WE TWO ARE ONE DE LUXE 2018	BONNIE LOU DON'T STOP THE WELCOME MAT KING 1318	THE MORGAN SISTERS PINETREE, PINE OVER ME LOW DOWN HOE DOWN KING 1328
COWBOY COPAS I'LL BE THERE STRANGER IN MY HOME KING 1329	TINY BRADSHAW PING PONG POWDER PUFF KING 4687	LULA REED WATCH DOG YOUR KEY DON'T FIT IT NO MORE KING 4688
BIG JAY McNEELY MULE MILK ICE WATER FEDERAL 12168	HERB and KAY COFFEE BLUES WHO'S TAKING MY PLACE KING 1309	

ALL RECORDS AVAILABLE ON 45 RPM

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Quality KING RECORDS

—JUKE BOX OPERATORS—
THIS NOVELTY TUNE IS THE HOTTEST BABY IN TOWN!

"CHILI DIPPIN' BABY"
Backed with "SHADOW ROCK TRAIL"

The little story about the Southern gal who used to chop the cotton on the cotton farm, but NOW . . .

"She's a CHILI DIPPIN' BABY from ole Memphis town,
She's got the hottest Dipper that has ever been found."
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RAINBOW RECORDS PRESENT
No. 240
THE NEW DANCE CRAZE

"ROO ROO ROO"
KANGAROO

by **Jimmy ROMA**
AND HIS ORCHESTRA

Roma Rhythm
B/W

WATCH FOR ROO ROO ROO NEWS NEXT WEEK

Arranged Last Friday
Recorded Last Saturday
35,000 Shipped by Midnight Sunday

A SMASH!



BUNNY PAUL

Singing

SUCH A NIGHT

Music under the direction of SY OLIVER

Essex 352

WRITE-WIRE-PHONE

Your nearest Essex Distributor

Essex RECORDS

Vox Jox

By CHARLOTTE SUMMERS

Now Hear This

Every now and then we receive messages from deejays berating us for not having used an item they sent along. It might take us a while to wade thru the items and come up with yours, but please rest assured that every jockey in the country has an equal chance of having his say in this column. So please be patient and continue to write us as you have in the past. We'll be looking for your notes.

Surface Noises

Ed Millar, KSOK, Arkansas City, Kan., writes: "Everybody, but everybody, reads The Billboard. Still getting letters from the one remark I made about getting records." Jack Davis, WJAN, Spartanburg, S. C., would like some pop records. Incidentally, Davis is celebrating his 18th anniversary as a deejay on February 22. And Chuck Blair, WFRX, West Frankfort, Ill., offers this advice to fellow deejays: "... so don't howl about publicity—use it to add to the library. It's the cheapest way I know to obtain disks except for writing to Billboard advertisers. That's a regular Wednesday job here." Jim Barkley, WPXY, Punxsutawney, Pa., tells us that he is a senior in Punxsutawney's high school and started as a deejay in October, 1953, and would like to add his gripe to the rest. "We are receiving very poor service from all record companies except London and Columbia and would like to know if you could advise me as to how I might do something to get more action from some of the other companies." Richard F. Cooke, WBRN, Big Rapids, Mich., would like to let people know what a "good job Jim McCarthy is doing about seeing that latest releases of the artists he represents get around." Bill Davis, KPIT, Paris, Tex., asks this question: "How can you possibly list 'What It Was, Was Football' on the Honor Roll of Hits as a top tune? The reasoning escapes me completely." Fred Grewe, WHBL, Wheeling, W. Va., comments: "What's the use; you never use it anyway."

Debuts

Chuck Norman, WIL, St. Louis, started a new TV show on Channel 36, St. Louis, on February 14. Tex Quinn, who is in reality Art Nelson, debuts in a new hour and a half deejay show to be heard Monday thru Friday nights over the Texas Quality Network. The show will be aired over the network's four stations—KBAP, Fort Worth; WFAA, Dallas; WOA, San Antonio, and KPRC, Houston. Phil MacLean, WERE, Cleveland, made his video debut as the record-spinning host of a new two-hour jamboree on WEWS, Cleveland. Ed Meath, known to his Rochester, N. Y., listeners as "Uncle Eddie," began his new TV show on WHEC-TV on February 3, called "Uncle Eddie's Clubhouse." Bill Fields is the new deejay at WJAR, Savannah, Ga., replacing Lloyd Nelson, who has left for TV work. Hal Jackson has returned to his WLIB, New York, microphone after a four-year absence. George (Dr. Daddy-O) Simpson has started a Negro show on WJNO, West Palm Beach, Fla., featuring rhythm, blues and spirituals across the board.

Change of Theme

Andy Anderson, formerly with the ABC station in Albuquerque, has moved to KABQ, Albuquerque, N. M. Howard Edwards, formerly with KGNB, New Braunfels, Tex., has joined KONO, San Antonio. Fred Jeske, Syracuse, has taken over the reins at WKAL, Rome, N. Y., replacing Chuck King, who has moved to the Mutual Broadcasting System in New York. Charlie Harris, WJHP, Jacksonville, Fla., is starting a TV deejay show on WJHP-TV across the board called, "Club 36." Harris would like 8 by 10 glossy photos of artists to use on his slot. Chuck Summers, deejay, takes over "Syncopated Clock" at WOSA, Wausau, and WLIN, Merrill, Wis. Dick Thomas, former deejay at WOND, Pleasantville, N. J., has moved to WNNJ, Newton, N. H., as assistant program director. Allen Bonapart, WBSC, Bennettsville, S. C., has left to join WIBX, Utica, N. Y. Paul Wynn will replace Bonapart at WBSC. Lee Leonard, WLOW, Norfolk, moved to the TV side exclusively with a deejay

show via WTOV, Norfolk. Jack Schaeffer has moved from WOKW, Sturgeon Bay, Wis., to WOKY, Milwaukee. Bob Baum has replaced Schaeffer at WOKW. Si Willing, formerly of KRES, St. Joseph, Mo., is now a staff announcer for WCRS, Greenwood, S. C. Larry (Blackie) Brent, just returned from the Armed Forces, is doing deejay work at

YESTERYEAR'S TOPS—

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

FEBRUARY 26, 1944:

1. My Heart Tells Me
2. Besame Mucho
3. Shoo-Shoo Baby (Andrews Sisters)
4. Star Eyes
5. Shoo-Shoo Baby (Morse)
6. I Couldn't Sleep a Wink Last Night
7. Mairzy Doats
8. Paper Doll
9. Holiday for Strings
10. My Ideal

FEBRUARY 26, 1949:

1. Far Away Places
2. A Little Bird Told Me
3. Powder Your Face With Sunshine
4. Cruising Down the River
5. Lavender Blue
6. I've Got My Love to Keep Me Warm
7. Galway Bay
8. So Tired
9. Buttons and Bows
10. My Darling, My Darling

WMSI, Decatur, Ala. Joe Van joined the deejay staff at WKMH, Dearborn, Mich. Van was formerly heard over WCAR, Pontiac, Mich. Harry Harrison, formerly with WCFL, Chicago, has moved to WPEO, Peoria, Ill.

This 'n' That

Bob Jenkins, program director and deejay for KONO, San Antonio, is being forced to give up spinning records to devote full time to his exec duties. He was rated among the 10 top deejays in San Antonio in 1953. Hugh Neeld, KGAF, Gainesville, Tex., suggests that we watch for "A Crazy Mind Plus a Foolish Heart," sung by Wayne Jetton. The Ernie Pyle Award for outstanding public service in the field of radio was presented to WXYZ, Detroit, deejay, Ed McKenzie, by Detroit's Veterans of Foreign Wars. Donald J. Opheim, KFAM, St. Cloud, Minn., reports that after the playing of "Dear John and Marsha Letter" last week, the station's AM transmitter blew out. Winners of the 1953 Popularity Poll on Bill Silbert's show via WMGM, New York, were Patti Page, Eddie Fisher, Ray Anthony and the Four Lads. A. J. Meyer, KPOW, Powell, Wyo., suggests that jocks get on the K&K Records bandwagon. Bob Tabor, CKCW, Moncton, N. B., tells us that our cousins in the North are "tearing their hair out because there are so few Decca disks of Roger Coleman." Bill Price, WCOJ, Coatsville, Pa., is looking for an extra copy of "Black Velvet" by Illinois Jacquet. Steve Wulchin, WHAP, Hopewell, Va., is more than impressed with Lorry Raine's recording of "Lonely Town at Five A.M." He writes: "This is one of the most terrific recordings I have received in a long time. I really believe Miss Raine has found the big one." Ron Johnson, Alamo-gordo, N. M., believes that RCA's idea of putting a picture of the artist on the label is great.

Guestings

Cab Calloway visited Ed Bonner, KXOK, St. Louis, last week. Bill Taylor, WOR, New York, taped an interview with the Schmid Trio in Zurich while on his European trip. Laverne Russell, KUJ, Walla-Walla, Wash., played host to Vi and Jerry Wagner recently. Ray Anthony visited with Wayne Logan at KNAK, Salt Lake City. B. Conners, WJET, Erie, Pa., was visited by the Gaylords. Sunny Gale, the Four Freshmen, Eydie Gorme, Mel Torme and Georgia Carr. Chet Matel, WOOD, Grand Rapids, Mich., interviewed Stan Kenton. Sandy Singer, KCRG, Cedar Rapids, Ia., was recently visited by Freddy Martin and Ray Anthony. Tom Edwards, WERE, Cleveland, had the following stars appear on his show: Jimmy Boyd, Alan Dean, Pete Hanley and Darrell Glenn.

SIGNPOST

Lyric by
**BEN
RALEIGH**

Music by
**LARRY
COLEMAN**



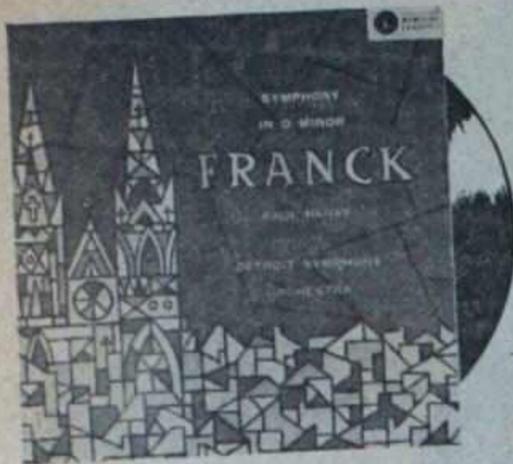
CAPITOL RECORD #2728

Featuring Vocalist
MARCIE MILLER with **RAY ANTHONY** and his Orchestra

MOONLIGHT MUSIC, INC. 1733 Broadway, New York, N. Y.

Mercury Classics Sell Best*

This Week's Recommended TOP Seller!



*FRANCK SYMPHONY IN D MINOR

Paul Paray conducting the
Detroit Symphony Orchestra MG50023

Without question, the finest
available recording of this ever,
popular masterpiece!

*Indicates BILLBOARD Best-Seller Listing

"Paul Paray has been rightfully called one of the more forceful conducting personalities of France—a top-notch musician and a top-notch orchestral technician... Paray's

version of the Franck Symphony is one of the most expressive on records... Its superior reproduction gives it first place in the LP category."

THE AMERICAN RECORD GUIDE

The Ultimate in HIGH FIDELITY
Mercury LIVING PRESENCE!

HI-FI SHOWPIECES

- *DVORAK Symphony No. 5 ("From the New World"). Chicago Symphony Orchestra—Kubelik. MG50002
- *GERSHWIN-BENNETT Porgy and Bess Suite; GOULD Spirituals. Minneapolis Orchestra—Dorati. MG50016
- *HARRIS Symphony No. 3; HANSON Symphony No. 4. Eastman-Rochester Orchestra—Hanson. MG40004
- *WAGNER Lohengrin Preludes to Acts I and III; Tannhauser Overture; Die Meistersinger Prelude; Ride of the Valkyries. Detroit Orchestra—Paray. MG50021

SPECIAL ANNOUNCEMENT

Mercury LIVING PRESENCE High Fidelity demonstration disc—Excerpts from \$35 worth of LIVING PRESENCE best sellers for only 10c—OLD-1—AVAILABLE NOW

OLYMPIAN SERIES

- Best-Selling Extended Orchestral Works—
- *MOUSSORGSKY-RAVEL Pictures at an Exhibition. Chicago Symphony—Kubelik. MG50000
 - *BORODIN Symphony No. 2 in B minor; STRAVINSKY The Firebird—Ballet Suite. Minneapolis Orchestra—Dorati. MG50004
 - *RIMSKY-KORSAKOV Scheherazade. Minneapolis Orchestra—Dorati. MG50009
 - *RESPIGHI The Pines of Rome; The Fountains of Rome. MG50011
 - *RAVEL Bolero; RIMSKY-KORSAKOV Capriccio Espagnol. Detroit Orchestra—Paray. MG50020

- *SMETANA Ma Vlast ("My Fatherland"). Chicago Orchestra—Kubelik. OL-2-100

GOLDEN LYRE SERIES

- RANDALL THOMPSON The Testament of Freedom; HANSON Songs from "Drum Taps." Eastman-Rochester Orchestra—Hanson. MG40000
- RIEGGER New Dance; HOVHANESS Concerto No. 1 for Orchestra ("Arevakal"); COWELL Symphony No. 4. Eastman-Rochester Orchestra—Hanson. MG40005

NEW RELEASE

- GRIEG Incidental Music to Ibsen's PEER GYNT (Original Stage Version). Oslo Philharmonic Orchestra. MG10148

The Billboard Music Popularity Charts PACKAGED RECORDS

• Reviews and Ratings of New Classical Releases

EXTENDED ORCHESTRAL WORKS

GRIEG: LYRIC SUITE, OP. 54; REESEN: HIMMERLAND (1-10")—Danish State Radio Symphony Orchestra; E. Tuxen, E. Reesen, Cond. London LS 849 63
An interesting coupling of Scandinavian music, with contrasting compositions by one of the great masters and one of the modern composer-conductors.

IBERT: CONCERTINO DA CAMERA FOR SAXOPHONE; DEBUSSY: RHAPSODY FOR ORCHESTRA AND SAXOPHONE (1-10")—Marcel Mule, Saxophone; Paris Philharmonic Orchestra. Capitol L 8231 68
These little-played works make a good coupling, and they are performed impressively by Mule on saxophone, over good accompaniment by the Paris Philharmonic under Manuel Rosenthal. A good set for a limited clientele.

DEBUSSY: IBERIA; LA MER (1-12")—Urania UR-RS 7-26 68
Price-conscious buyers should be attracted to this coupling of two of Debussy's most familiar and popular works. Performances by the Prussian State Orchestra and Symphony Orchestra of Radio Leipzig are more than adequate. Recording quality is good.

BIZET: JEUX D'ENFANTS, OP. 22; LA JOLIE FILLE DE PERTH; CHABRIER: SUITE PASTORALE (1-12")—L'Orchestre de la Societe des Concerts du Conservatoire de Paris; E. Lindenberg, Cond. London LL 871 63
None of the three suites can be considered important works, yet all should please persons looking for little more than good listening in a light mood. It's sweetly performed and excellently recorded.

CHORAL WORKS AND OPERA EXCERPTS

RUSSIAN OPERATIC ARIAS (1-10")—Raphael Arie, Basso; L'Orchestre de la Societe des Concerts du Conservatoire de Paris; A. Erede, Cond. London LD 9074 73
Glorious singing by a basso to whom the Russian idiom is second nature. Excerpts are from "Eugene Onegin," "Prince Igor," "Sadko" and "A Life for the Tsar." Can be highly recommended to vocal enthusiasts.

DONIZETTI ARIAS (1-12")—Cesare Valetti, Tenor; Orchestra and Chorus of Radio Italiana. Cetra A 50154 72
A presentable package for those who like a high, emotional Italian tenor. Valetti has the right approach to the arias excerpted here from several Cetra opera waxes, bringing a sweet poignancy to "Una furtiva lagrime" and other unforgettable Donizetti melodies.

OVERTURES FROM THE OPERA (1-12")—Symphony Orchestra of Radio Italiana. Cetra A 50151 72
In an attempt to popularize the Cetra operatic catalog Capitol has gone so far as to Americanize the names of Rossini and Verdi operatic overtures. In any event the music is excellent and these excerpts from previously issued Cetra opera performances should be readily marketable despite the heavy competition already covered much of the market with name orchestras and conductors.

MARC-ANTOINE CHARPENTIER: MASS AND SYMPHONY (ASSUMPTA EST MARIA) (1-12")—Soloists, Choir of Jeunes Musicales de France; L. Martini, Cond. Vox PL 2440 66
Charpentier was one of the greatest French composers of the 17th century, and this mass was one of his last works. It is a liturgical masterpiece of dazzling scope, and will be the "find" of many months for sacred music collectors.

INSTRUMENTAL

SCHUBERT: SONATA IN C MINOR, OP. POSTH; SONATA IN B MAJOR, OP. 147 (1-12")—Friedrich Wuehrer, Piano. Vox PL 8420 74
A first recording of the "B Major," with the "C Minor" only appearing once in the catalog. Wuehrer shows the same perceptive musicianship that characterized his earlier Schubert diskings for Vox. At least as impressive is the resonant realism of the piano tone. A "must" album for the serious collector of piano music.

LISZT: MEPHISTO WALTZ; CHOPIN: BARCAROLLE, F SHARP MINOR, OP. 60 (1-10")—Leonard Pennario, Piano. Capitol H 8248 72
Capitol has coupled two standard piano works here. Pennario does an effective job, and the set should attract collectors to whom the talent of the young artist is already known.

LISZT: LIEBSTRAUM NO. 3; LA CAMPANELLA; NIELSEN: CHACONNE, OP. 32 (1-10")—France Ellegaard, Piano. London LD 9065 67
Two popular virtuoso pieces of Liszt coupled with a less familiar work of the great Danish composer, Carl Nielsen. This is an effective vehicle for showcasing Miss Ellegaard's brilliant technique. She brings out the fine gradations of style and character in the 19 variations of the latter work with skill and warmth.

VOCAL

GREAT NEW VOICES OF TODAY, VOL. 6 (1-12") — Inez Matthews, Mezzo-Soprano. Period SPL 580 71
A collection of 21 familiar and not-so-well-known spirituals sung by the young Negro soprano, with sincerity and deep penetration into their emotional and spiritual sources. A "must" buy for all collectors of this music.

GREAT NEW VOICES OF TODAY, VOL. 1 (1-12")—Janice Harsanyi, Soprano. Period SPL 581 64
This album kicks off a new series by the label to showcase some of the more promising, but as yet unrecognized, talent to be found in the ranks of young American singers. Sensitive interpretations of French art songs and German lieder by Miss Harsanyi set a high musical standard for the projected series. A lovely voice used with taste and craftsmanship.

CHAMBER MUSIC

HUGO WOLF: ITALIAN SERENADE IN G MAJOR, QUARTET IN D MINOR (1-12")—New Music Quartet. Columbia ML 4821 75
An attractive memorial album to the composer who died just over 50 years ago. The quartet, a passionate, robust work, is put to vinyl for the first time. It's also a debut for the musical group, which Columbia plans to use frequently. A good set for the chamber music collector.

SYMPHONIES

HAYDN: SYMPHONIES NOS. 95 (MIRACLE) AND 97 (1-12")—Concertgebouw Orchestra of Amsterdam; E. Van Beinum, Cond. London LL 854 78
Competing versions in the number of two each are available, but the coupling here is unique. Performance and recording (Continued on page 48)

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. Each album is rated within its own musical category.

90-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor



"LP" ML 48

First "La Boheme"... now
Andre Kostelanetz presents
 his new opera for orchestra a fiery, sumptuous recording of **Bizet's**
Carmen

KOSTELANETZ ML 4826
CARMEN LP
 and his orchestra
 (BIZET)
 Opera for Orchestra

"must" for every Kostelanetz fan... a "must" for every hi-fi fan... a "must" for every opera fan



Photo by Kreiger



columbia masterworks

Photo from the book, "La Flor de Brea," The Art of the Bullfight

"Lp" ML 4826 * 45 Set A-1097 * Extended Play Record A-1821 (Habanera * Miçuela's Air * Flower Song * Sequidilla)



COLUMBIA RECORDS

The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
2. TAWNY—Jackie Gleason ... Capitol H 471
3. SONGS FOR YOUNG LOVERS—Frank Sinatra ... Capitol H 488
4. THE GLENN MILLER STORY—Sound Track ... Decca DL 5519
5. CALAMITY JANE—Doris Day, Howard Keel ... Columbia CL 6273
6. THAT BAD EARTHA—Eartha Kitt ... RCA Victor LPM 3187
7. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" ... RCA Victor LPT 3057
8. MAY I SING TO YOU—Eddie Fisher ... RCA Victor LPM 3185
9. KISMET—Broadway Cast ... Columbia CL 4850
10. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol H 455

EP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol EBF 352
2. TAWNY—Jackie Gleason ... Capitol EBF 471
3. THE GLENN MILLER STORY—Sound Track ... Decca ED 2124-5
4. CALAMITY JANE—Doris Day, Howard Keel ... Columbia B 347
5. MAY I SING TO YOU—Eddie Fisher ... RCA Victor EPB 3185
6. SONGS FOR YOUNG LOVERS—Frank Sinatra ... Capitol EBF 488
7. I BELIEVE—Perry Como ... RCA Victor EPB 3188
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason ... Capitol EBF 455
9. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" ... RCA Victor EPBT 3057
10. THAT BAD EARTHA—Eartha Kitt ... RCA Victor EPB 3187

• Reviews and Ratings of New Popular Albums

RED GARTERS 80

Rosemary Clooney, Guy Mitchell, Joanne Gilbert (1-10")
Columbia CL 6282
Slick readings of the tunes from the forthcoming Paramount musical "Red Garters" by the stars of the flick, with some of the tunes waxed directly from the sound track. The tunes are strong and the set could easily move into the best selling class via the strength of the flick.

SOPHIE TUCKER 70

(1-EP)
Mercury EP-1-3171
Four of Miss Tucker's night club routines, some previously issued on an LP, are here packaged in EP form. Well-suited to the crowd which has for years made up Tucker fandom.

Of greatest interest to the Yiddish-speaking set. It's smart, suggestive stuff.

JUNIOR PROM 70

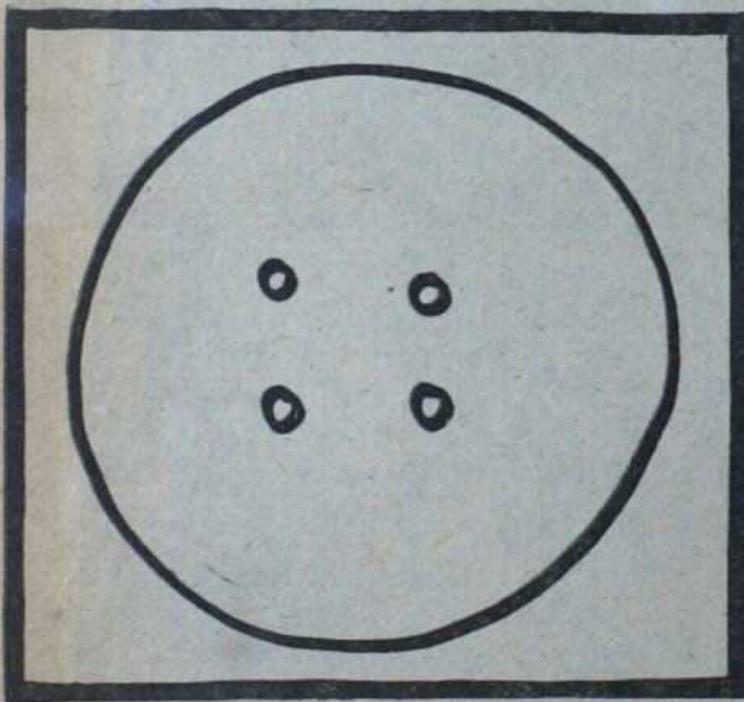
Ralph Marterie Ork (1-EP)
Mercury EP-1-3182
The package title here is a misnomer since not all four selections are performed by the dance band with which Marterie plays one-nighters. Instead they are obviously sides originally cut for single release but nicely suited for packaging. Most are danceable.

TONY MARTIN 68

(1-EP)
Mercury EP-1-3158
It's been some years since Martin was on the label's roster but the stuff he

(Continued on page 48)

EPICture No. 6 (A Roger Price "Doodle")



Second Act of "Traviata" As Seen Through a Button

With Epic Records' new *Radial Sound* there's no sound barrier between you and the music. The presence is so great you feel that you are on stage with the performers themselves.

First releases are enjoying rave reviews as customers enjoy the first really big new sound on records.

Stock up on Epic now and watch them come back for more!

Sell

YOU CAN HEAR THE DIFFERENCE...

Prove it for yourself—
with LC 3003—Epic's matchless version of the Tchaikovsky "Sixth"—Paul Van Kempen and the Concertgebouw Orchestra of Amsterdam.



with RADIAL Sound

"EPIC" Trade Mark

LINER NOTES

By IS HOROWITZ

Within the next few weeks the first vinyl disks bearing the Oiseau-Lyre label, to be distributed under the auspices of London Records, will be moving out to dealers. Consciously directed at a fairly small segment of the collector market, the sets are likely to interest connoisseurs who diligently search out remote and rare items.

Artists

Norwegian conductor **Olvin Fjeldstad**, whose first two records for Mercury have just been released, is being set as guest conductor for "20th Century Concert Hall," filling in for Stokowski on the CBS network stanza. . . . Pianist **Rudolf Serkin**, whose recording of the **Beethoven Emperor Concerto** is an album staple, will broadcast the work with the New York Philharmonic Sunday (28). Dealers might try to tie in the performance with window displays. . . . The **New York Pro Musica Antiqua**, already familiar on Period and Esoteric Records, has cut an LP for Columbia. . . . Vanguard has signed Italian conductor **Mario Rossi**, who will cut a number of contemporary works for the label this spring.

Futures

M-G-M is making its **Hank Williams Memorial Album** available on EP. The collection of eight sides was originally taken from Musicraft masters. . . . The **Delius Mass of Life** will get its first LP hearing via a Columbia entry in April. The two-disk set was cut under the direction of **Sir Thomas Beecham**. . . . Westminster's new recording of the **Handel Messiah**, led by **Herman Scherchen**, will be released next month. . . . Vanguard is readying for early release the first harpsichord treatment of **Bach's Art of the Fugue**. **Gustave Leonhardt** is soloist.

Slowdown

The February price tussle, be it pegged to sales, deals or guarantees, has as one of its by-products a general slowdown of new album releases by several of the indie manufacturers. Westminster and Urania are moving many of their "specials" from stock. Other diskeries, sweating out the sale period, are consciously holding back some of their choicer items lest they be swamped in the current hectic push. In few cases are indie pressuring custom pressers for more product at this time. As one exec put it: "During February at least we are letting nature take its course."

CHART COMMENTS

A striking feature of this week's charts is the remarkable showing made by Angel Records. No fewer than four of the nine opera entries (recent releases) carry the Angel imprint. Of these four, **The Merry Widow** shows the greatest strength and will probably ride a soaring sales curve longest. Dealers, of course, are aware that the "recent release" chart is concerned only with items on the market for six months or less. These do not compete chartwise with tested catalog best sellers. Main purpose of the listing is to furnish a stocking guide for dealers who normally do some volume in the category surveyed, and who want to grab off some of the initial action. Relatively few "recent release sellers" have the staying power to make the "catalog" listings.

NEXT WEEK

- ★ EXTENDED ORCHESTRAL WORKS
- ★ CONCERTO
- ★ ALL POP ALBUMS

• Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 2 AND 4** (NBC Symphony-Toscanini) ... RCA Victor LM 1723
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8** (NBC Symphony-Toscanini) ... RCA Victor LM 1757
- BEETHOVEN: SYMPHONY NO. 6** (NBC Symphony-Toscanini) ... RCA Victor LM 1755
- BEETHOVEN: SYMPHONY NO. 7** (NBC Symphony-Toscanini) ... RCA Victor LM 1756
- BERLIOZ: ROMEO AND JULIET** (Boston Symphony-Munch) ... RCA Victor LM 6011
- FRANCK: SYMPHONY IN D MINOR** (Detroit Symphony-Paray) ... Mercury MG 50023
- PROKOFIEFF: CLASSICAL SYMPHONY; GLINKA: RUSSLAN AND LUDMILLA OVERTURE; BORODIN: ON THE STEPPES OF CENTRAL ASIA; MOUSSORGSKY: A NIGHT ON THE BALD MOUNTAIN** (Concerts du Conservatoire-Ansermet) ... London LL 864
- SHOSTAKOVITCH: SYMPHONY NO. 5** (New York Philharmonic-Mitropoulos) ... Columbia ML 4739
- TCHAIKOVSKY: SYMPHONY NO. 6** (Philharmonia Orchestra-Cantelli) ... HMV 1047

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BELLINI: I PURITANI** (Callas, di Stefano, Rossi-Lemeni, Chorus and Orchestra of La Scala-Serafin) ... Angel 3502 C
- DONIZETTI: LUCIA DI LAMMERMOOR** (Callas, di Stefano, Gobbi, Maggio Musicale Fiorentino-Serafin) ... Angel 3503 B
- LEHAR: THE MERRY WIDOW** (Niessner, Loose, Schwarzkopf, Philharmonia Orchestra-Ackermann) ... Angel 3501 B
- LEONCAVALLO: I PAGLIACCI** (del Monaco, Petrella, Chorus and Orchestra of Santa Cecilia-Erede) ... London LL 880-881
- MASCAGNI: CAVALLERIA RUSTICANA; LEONCAVALLO: I PAGLIACCI** (de los Angeles, Milanov, Bjoerling, Shaw Chorale, RCA Orchestra-Cellini) ... RCA Victor LM 6106
- PUCCINI: LA TOSCA** (Callas, di Stefano, Gobbi, Chorus and Orchestra of La Scala-de Sabata) ... Angel 3508 B
- RAVEL: L'HEURE ESPAGNOLE** (Danco, Hamel, Orchestre de la Suisse Romande-Ansermet) ... London LL 796
- VERDI: OTELLO** (Nelli, Merriman, NBC Symphony-Toscanini) ... RCA Victor LM 6107
- WAGNER: TRISTAN UND ISOLDE** (Flagstad, Thebom, Fischer-Dieskau, Royal Opera-Furtwangler) ... RCA Victor LM 6700

• Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9** (NBC Symphony-Toscanini) ... RCA Victor LM 6009
- BEETHOVEN: SYMPHONY NO. 3** (NBC Symphony-Toscanini) ... RCA Victor LM 1042
- BERLIOZ: HAROLD IN ITALY** (Primrose, Royal Philharmonic-Beecham) ... Columbia ML 4542
- BERLIOZ: SYMPHONIE FANTASTIQUE** (Amsterdam Concertgebouw-van Beinum) ... London LL 489
- BERLIOZ: SYMPHONIE FANTASTIQUE** (Philadelphia Orchestra-Ormandy) ... Columbia ML 4467
- BRAHMS: SYMPHONY NO. 1** (NBC Symphony-Toscanini) ... RCA Victor LM 1702
- BRAHMS: SYMPHONY NO. 2** (NBC Symphony-Toscanini) ... RCA Victor LM 1731
- DVORAK: SYMPHONY NO. 5** (Chicago Symphony-Kubelik) ... Mercury MG 50002
- TCHAIKOVSKY: SYMPHONY NO. 6** (Philadelphia Orchestra-Ormandy) ... Columbia ML 4544

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BIZET: CARMEN** (Stevens, Pearce, Albanese, Shaw Chorale, RCA Orchestra-Reiner) ... RCA Victor LM 6102
- GILBERT AND SULLIVAN: H.M.S. PINAFORE** (D'Oyly Carte Company) ... London LL 71-72
- HANDEL: THE MESSIAH** (Huddersfield Chorus, Liverpool Philharmonic-Sargent) ... Columbia SL 151
- MOUSSORGSKY: BORIS GODOUNOFF** (Christoff, Gedda, Radiodiffusion Francaise-Dobrowen) ... HMV 6409
- OFFENBACH: TALES OF HOFFMANN** (Royal Philharmonic-Beecham) ... London LLA 4
- PUCCINI: LA BOHEME** (Albanese, Pearce, NBC Symphony-Toscanini) ... RCA Victor LM 6006
- PUCCINI: MADAME BUTTERFLY** (Tebaldi, Campora, Orchestra and Chorus of Santa Cecilia-Erede) ... London LLA 8
- VERDI: AIDA** (Tebaldi, del Monaco, Orchestra and Chorus of Santa Cecilia-Erede) ... London LLA 13
- VERDI: LA TRAVIATA** (Albanese, Pearce, NBC Symphony-Toscanini) ... RCA Victor LM 6003
- VERDI: IL TROVATORE** (Bjoerling, Milanov, Shaw Chorale, RCA Orchestra-Cellini) ... RCA Victor LM 6008

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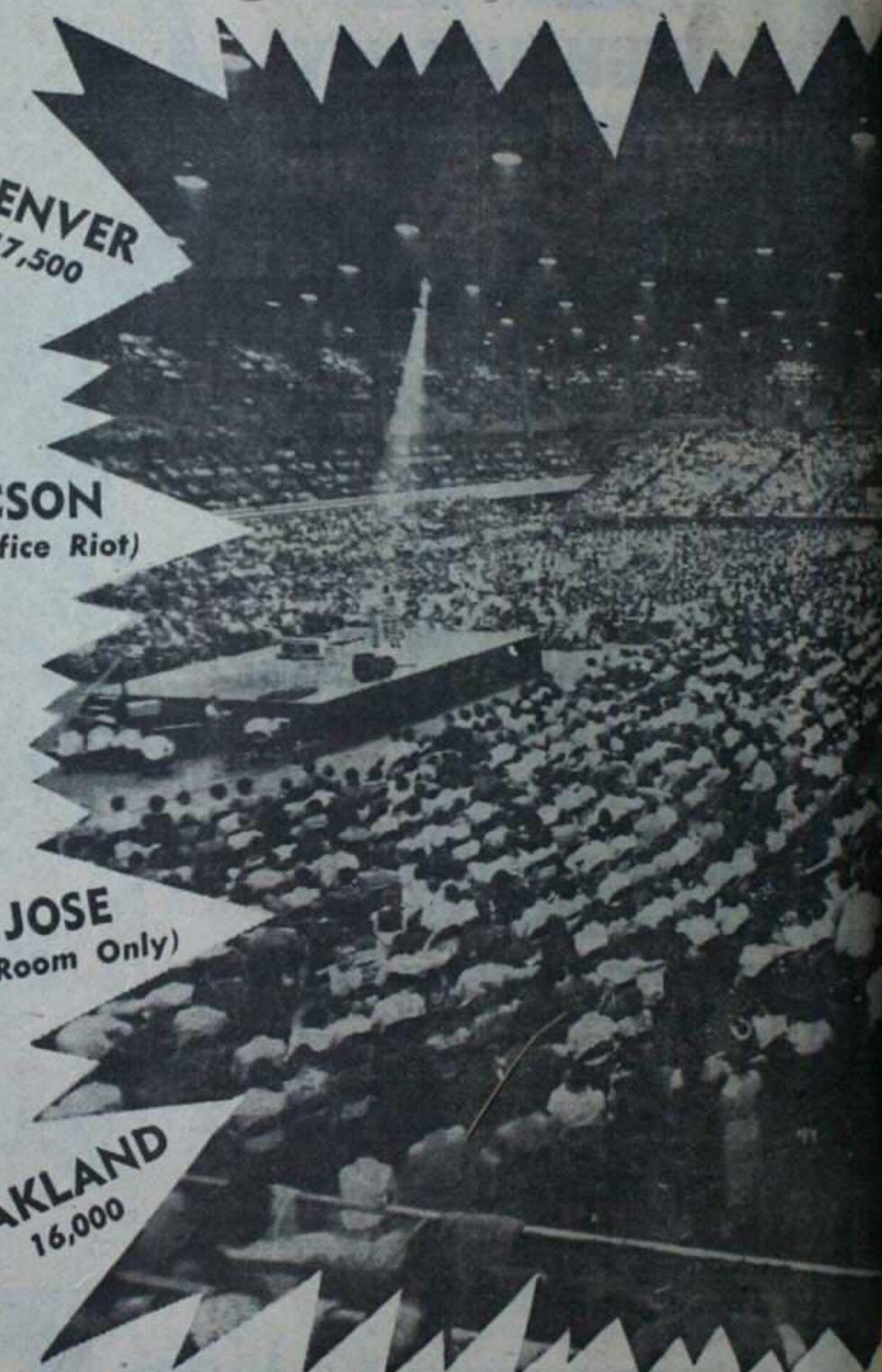


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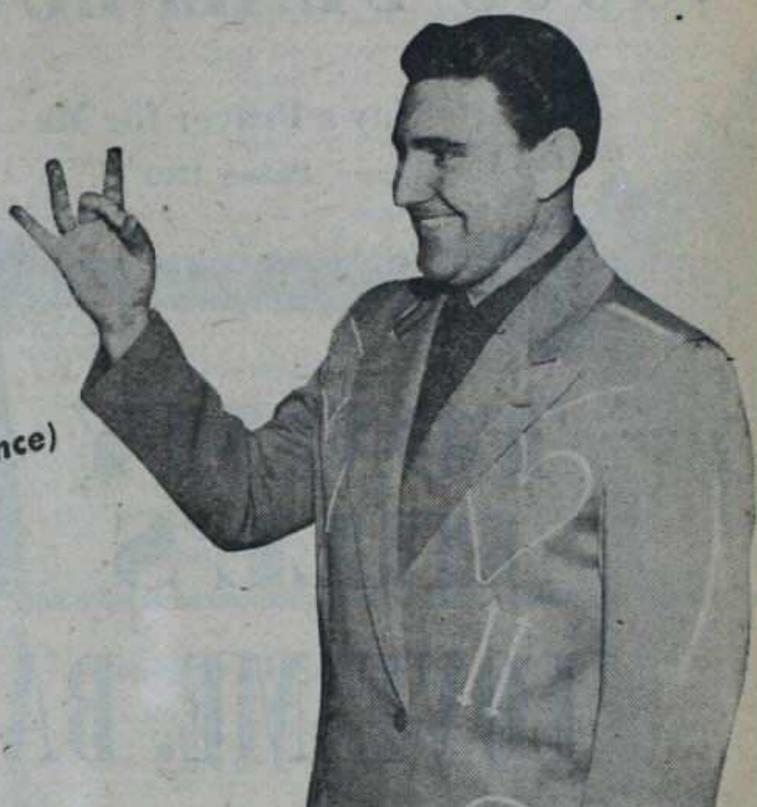


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February 20, 1954

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AL TERRY'S GOOD DEAL, LUCILLE

b/w

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Hickory 1003

TOMMY HILL'S LOVE ME, BABY

b/w

The Life That I'm Living

Hickory 1002



BOBBY DICK'S THE LORD'S LAST SUPPER

b/w

Thank God I Came Out Alive

Hickory 1001

Hickory

RECORDS, Inc.
2510 FRANKLIN RD.
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending February 17

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	Chart	Weeks on Chart
1. SLOWLY—W. Pierce	1	4	4
You Just Can't Be True—Dec 28991—BMI			
2. THERE STANDS THE GLASS—W. Pierce	2	19	19
I'm Walking the Dog—Dec 28834—BMI			
3. BIMBO—J. Reeves	3	11	11
Gypsy Heart—Abbott 148—BMI			
4. SECRET LOVE—S. Whitman	5	5	5
Why?—Imperial #220—ASCAP			
5. I REALLY DON'T WANT TO KNOW—E. Arnold	4	8	8
I'll Never Get Over You—V 20-5525—BMI			
6. LET ME BE THE ONE—H. Locklin	6	23	23
I'm Tired of Bumping Around—Four Star 1641—BMI			
7. WAKE UP, IRENE—H. Thompson	7	12	12
Go Cry Your Heart Out—Cap 2646—BMI			
8. YOU ALL COME—A. Duff	8	10	10
Poor Teacher—Starday 104—BMI			
9. RELEASE ME—J. Heap	9	6	6
Just to Be With You—Cap 2518—BMI			
10. YOU BETTER NOT DO THAT—T. Collins	—	1	1
High on a Hilltop—Cap 2701—BMI			

• Most Played in Juke Boxes

For survey week ending February 17

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	Chart	Weeks on Chart
1. WAKE UP, IRENE—H. Thompson	1	7	7
Cap 2646—BMI			
1. THERE STANDS THE GLASS—W. Pierce	1	17	17
Dec 28834—BMI			
3. BIMBO—J. Reeves	4	11	11
Abbott 148—BMI			
4. LET ME BE THE ONE—H. Locklin	3	18	18
Four Star 1641—BMI			
5. SECRET LOVE—S. Whitman	8	6	6
Imperial #223—ASCAP			
5. SLOWLY—W. Pierce	—	1	1
Dec 28991—BMI			
7. I REALLY DON'T WANT TO KNOW—E. Arnold	5	7	7
V 20-5525—BMI			
8. YOU ALL COME—A. Duff	9	6	6
Starday 104—BMI			
8. RUN 'EM OFF—L. Frizzell	10	2	2
Col 21194—BMI			
10. HOOTCHY KOOTCHY HENRY—M. Torok	—	1	1
Abbott 150—BMI			

• Most Played by Jockeys

For survey week ending February 17

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

This Week	Last Week	Chart	Weeks on Chart
1. SLOWLY—W. Pierce	3	3	3
Dec 28991—BMI			
2. SECRET LOVE—S. Whitman	6	5	5
Imperial #220—ASCAP			
3. I REALLY DON'T WANT TO KNOW—E. Arnold	—	6	6
V 20-5525—BMI			
4. I LOVE YOU—G. Wright-J. Reeves	4	8	8
Fabor 101—BMI			
5. LET ME BE THE ONE—H. Locklin	2	26	26
Four Star 1641—BMI			
6. BIMBO—J. Reeves	1	13	13
Abbott 148—BMI			
7. YOU BETTER NOT DO THAT—T. Collins	9	2	2
Cap 2701—BMI			
8. CHANGING PARTNERS—W. Pierce	5	9	9
V 20-5543—BMI			
8. THERE STANDS THE GLASS—W. Pierce	7	19	19
Dec 28834—BMI			
10. WAKE UP, IRENE—H. Thompson	7	9	9
Cap 2646—BMI			

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

By JOEL FRIEDMAN

600 Sunset Boulevard, Hollywood
 Betty Cody and Lone Pine, along with Hawkshaw Hawkins, played a series of one-nighters recently, pulling well at every stop. Betty's new RCA Victor platter, "I Really Want You to Know," hit the stands last week. It's the answer to Eddy Arnold's hit, "I Really Don't Want You to Know." . . . Curtis Gordon guested on the Pee Wee King show in Cleveland last week. . . . Bev Shea, currently flying high via his "Robe of Calvary," off to England on the Queen Elizabeth last week to join the Billy Graham crusade. . . . Billy Balron and Wanda Wayne, recently signed to an Abbott Records recording contract, now touring the Pacific Northwest. Billy holds writing credits on some big hits, including "Dear John Letter," "I Love You" and "A Heartbreak Ago." . . . Martha Carson has a new Capitol platter out this week in "Bye and Bye." Martha is set to play the new Fourth of July date at the new Shenandoah Valley Bowl, Edinburg, Va. . . . Tennessee Ernie does the title song from the picture "River of No Return" for 20th-Century Fox, starring Marilyn Monroe and Robert Mitchum. . . . The Western Cherokees set as staff band at the new Houston Homecoming Jamboree, City Auditorium, opening March 13.

Two youthful Texans who went to Tulsa 20 years ago to find a job, blew out the candles on a huge birthday cake last week, celebrating the start of their third decade in broadcasting. Johnnie Lee Williams, kid brother of Bob Williams, and Manager O. W. Mayo, observed their 20th anniversary at KTOO, Tulsa, with country music personalities the world over joining in the many well wishes. Even more significant, is that Johnnie and Mayo have had only one sponsor for 19 years, General Mills, Inc. . . . Norman Perry continues to work one-nighters thru Georgia, having recently completed a string of dates with Hugh Lee Ott and His Rhythmic Ramblers. . . . "Western Star's Serenade," new hillbilly stage show via Tyler, Tex., off to a whopping good start, with Jerry Hanson, Dorothy Hanson, James Fuller, Roscoe Clark and the Western Star Serenaders handling the talent chores. Ed Smith, deejay at XGKB, handles the emcee work, with 15 minutes of the show taped for rebroadcast. Show is being produced by Peggy Oriley, well known to Kansas City, Mo., music folk.

Jimmy Kish, WHK, Cleveland, extends an invite for all c.&w. acts in the area to stop up and visit with him. . . . KMHT, Marshall, Tex., donated three hours of air time to the March of Dimes recently, with Tom Ray, A. T. Young, Cherokee Red, Leon Anson, Bob Beck and Bob Nash singing the talent bill. . . . Carolina Cotton and her manager, Bobbie Bennett, off to Las Vegas to complete plans for Carolina's fifth consecutive year as star of the radio during Heildorado Week there in May. . . . Jimmy Davis set for two weeks of one-nighters in March thru California by RPM Enterprises, Hollywood. . . . Tom Brennen, along with Joe Nixon, and the ever-lovin' Squeakin' Deacon, KXLA, Pasadena, Calif., continue their top deejay chores while trying to raise enough pennies to buy the station. . . . Skeets McDonald completed a series of one-nighters around Sacramento, Calif., and will work in Hollywood before taking off on an extended tour thru Canada and the Northwest.

"Circle Theater Jamboree," Cleveland, has an impressive guest-shot line-up coming up, with Mac Wiseman, Cowboy Copas, Arnie Duff, the Davis Sisters and Jimmy Davis already set. Regulars are Tex and Glen, of WDOK, and Jack Tale, of WSRS. . . . Tex Clark reports that they'll also be starting another Jamboree every Friday evening from the Avon Theater, Avon Lake, O. . . . Slim Luse, WEOL, Elyria, O., in need of 50 copies for his c.&w. spinning chores. . . . Donna, of the WLS, Chicago, Beaver Valley Sweethearts, becomes the bride of George Challas this week. . . . Tex Daniels and the Lazy H Gang doing a series of Army camp dates around Maryland, while continuing their TV stint via WAAM, Baltimore. . . . "Original Carolina

C & W Territorial Best Sellers

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

	CINCINNATI	DALLAS-FT. WORTH	HOUSTON	MEMPHIS	NASHVILLE	NEW ORLEANS
Slowly—W. Pierce, Decca	2	3	1	1	1	1
Secret Love—S. Whitman, Imperial	3	7	8	7	4	4
There Stands the Glass—W. Pierce, Decca	1	8	3	3	3	3
Let Me Be the One—H. Locklin, Four Star	6	6	2	5	5	5
I Really Don't Want to Know—E. Arnold, Victor	4	4	4	6	6	6
You All Come—A. Duff, Starday	8	3	4	4	4	4
You Better Not Do That—T. Collins, Capitol	5	5	2	3	3	3
Bimbo—J. Reeves, Abbott	2	2	9	5	5	5
What Am I Going to Do With You?—Carl Smith, Columbia	5	5	5	5	5	5
Tight Wad—York Brothers, King	7	7	4	4	4	4
Run 'Em Off—L. Frizzell, Columbia	7	7	5	5	5	5
I'll Be There—R. Price, Columbia	6	6	6	6	6	6
As Far as I'm Concerned—R. Foley, Decca	10	10	3	3	3	3
Release Me—J. Heap, Capitol	5	5	5	5	5	5
Dog Gone II, Baby, I'm in Love—Carl Smith, Columbia	4	4	4	4	4	4
Panamama—H. Snow, Victor	5	5	5	5	5	5
Bimbo—R. Wright, King	5	5	5	5	5	5
Tennessee Whistling Man—R. Foley, Decca	6	6	6	6	6	6
Too Hot to Handle—S. Burns, Starday	6	6	6	6	6	6
Look What Followed Me Home—G. Morgan, Columbia	7	7	7	7	7	7
I'm Walking the Dog—W. Pierce, Decca	8	8	8	8	8	8
Wake Up, Irene—H. Thompson, Capitol	9	9	9	9	9	9
I Love You—R. Wright & J. Reeves, Fabor	9	9	9	9	9	9
Honky Tonk Heart—E. Tubb, Decca	10	10	10	10	10	10

Reviews of New C & W Records

PEE WEE KING ORK
 Huggin' My Pillow . . . 81
 V 20-5632—The pretty ballad is awarded a tender and warm reading by Redd Stewart, with the Pee Wee King ork pacing the three-quarter-beat backing gracefully. Slicing could gain much favor and earn equal loot. (Hill & Range, BMI)

ROSE MADDOX
 The Birthday Card Song . . . 79
 COLUMBIA 21215 — Expressions of sentiment have gotten less endearing with each new birthday card from her beau, and Rose Maddox laments the fact with an appealing catch to her voice. A good side that could build via air play to a solid seller. (Marilyn, BMI)

COWBOY COPAS
 I'm a Stranger in My Home . . . 79
 KING 1329 — Cowboy Copas has a strong piece of material here, and he sings it with much dramatic impact. One to watch, for it is likely to create a stir in its field. (Ridge-way, BMI)

JIMMY WAKELY-LAWRENCE WELK
 I Love You . . . 77
 CORAL 61134—Wakely bows on the label with a persuasive reading of a smooth new ballad, backed warmly by the Welk ork. Wakely has a recitation on the second chorus, and an unbilled thrush tells Wakely that she loves him still. Watch this one.

JOHNNY HORTON
 Train With a Rhumba Beat . . . 77
 MERCURY 70325—Powerful material this—and Horton does a fine job with it, but the material and orking overshadow the performance—it's that kind of material. Watch it.

T. TEXAS TYLER
 Hot Rod Rag . . . 76
 DECCA 29007 — Tyler sings this boogie effort well, but the material lacks freshness. However, it should get some action in the field. (Four Star, BMI)

SONNY JAMES
 I've Always Wanted You . . . 75
 CAPITOL 2734 — James impresses

with his chanting on this most attractive ballad. Could catch on. The guy is good. (Acuff-Rose, BMI)

THE MORGAN SISTERS
 Pine Tree, Pine Over Me . . . 75
 KING 1328—The Morgan Sisters, for their first effort on the King label, turn in a right fine job of harmonizing on the pretty ballad. Should win spins. Watch these girls; they can sing. (Miller, ASCAP)

BOBBY WRIGHT
 You'd Better Not Do That . . . 74
 DECCA 29033—The youngster turns in a good reading of a cute piece of country material, on which he explains about his girl trouble. (Central, BMI)

JIMMY THORPE
 Till We Two Are One . . . 74
 DE LUXE 2018—Thorpe is teamed with thrush Kathy Gray in a duet reading of the pop ditty which has moved into the country field. Well-recorded and well-sung disk deserves attention. (Shapiro-Bernstein, ASCAP)

Y'VONNE O'DAY
 Kisses on Paper . . . 72
 CAPITOL 2733 — A first-rate ditty gets a neat reading from the thrush and should get deejay action. (American, BMI)

TOMMY SANDS
 A Dime and a Dollar . . . 72
 V 20-5628—Carefree opus from the film, "Red Garters," is taken for joyful ride by Sands and the string band Nice wax this. (Famous, ASCAP)

JUSTIN TUBB
 Something Ughed on You . . . 71
 DECCA 29029 — Material here is a little out of the ordinary as Tubb makes like an Indian brave telling his squaw to stop "slippin' around." Should get spins. (Tubb, BMI)

THE DRIFTING COWBOYS
 Fish Tail . . . 70
 M-G-M 11691—Country-styled instrumental with a danceable beat and honky tonk style piano. Adequate.

ERNIE LEE
 I've Got My Heart on a Budget . . . 69
 M-G-M 11695 — Cute rural opus is delivered with charm by Lee to good backing by the string band.

Review Spotlight on . . . RECORDS

FERLIN HUSKEY
 Eli the Camel (Central, BMI)—Capitol 2746—Fanciful ditty with a bit of the flavor of last year's "Kaw-Liga" is handed a bright and infectious reading. Should be a big one for Huskey. Flip is "Somebody Lied" (Central, BMI).

Another IMPERIAL HITTING BIG



HARRY RODCAY

THIS WEEK'S — REVIEW SPOTLIGHT
 THE BILLBOARD, FEB. 20, 1954

HARRY RODCAY

My Heart Keeps on A-Beatin' (Opal, BMI)—Imperial 8232—Rodcay comes thru with a sock performance on a most unusual and most attractive new tune. Disk has a chance for the big time. Flip is "Love You Dearly" (Witmark, ASCAP)

Imperial Records

6425 Hollywood Blvd., Hollywood 28, Calif.

(Continued on page 47)

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS



Jimmy Binkley, on CHECKER 789, does a real top job of singing "Wine, Wine, Wine." You'll find it getting plenty of top action in Cincinnati, Cleveland and Chicago, with the South reporting in strong. Back side is an instrumental of "Boogie on the Hour," CHESS 1560, with Muddy Waters doing "Hoochy Coochy Man," is doing just fine and holding strong all over. Get these two top numbers on your shelf.

Have you heard "Picture in the Frame" as performed by Eddy Boyd on Chess 1561? If not, you're in for a real pleasant surprise. The back side, "Nothing But Trouble," is reported to be doing just as well as the other side.

"Whoowee, Baby" is just what you'll say when you've heard The Five C's singing it. This one is going to go all the way. Back side is "Tell Me" and it will keep pace, too. On UNITED 172. The Caravans, with two of the finest soloists in the country, doing one of the finest spirituals to date, bring you "Since I Met Jesus," with solo by Bessie Griffith, and "The Angels Keep Watching," soloed by Albertina Walker, on STATES 135. You're in for a real fine time when you listen to this.

L. C. McKinley is back again on States 135 singing "Companion Blues" and "Weeping Willow." It's good. Get it in stock.

Wally Wilson does a real top vocal job on "If You Don't Love Me," SABRE 106, backed with "The Hunt." You'll like the background group, too. CHANCE 1152, with The Moon Glows on "Secret Love" and "Real Gone Momma," is clicking in juke boxes and with deejays all over. Both sides doing real well.

The Billboard Review spotlight was on Percy Mayfield this week. It's a real smash for him on Specialty 486, doing a real top job of "Loose Lips." Billboard picks this to be a hit. You'd better stock it quick. Back side is "I Need Love So Bad."

Dealers everywhere are now stocking these "picks." Call your distributor today. (Adv.)

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New Boy Singer—
LUTHER BOND
"WHAT IF YOU"
Savoy #1124

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GIVE TO DAMON RUNYON CANCER FUND

Best Sellers in Stores
For survey week ending February 17

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

This Week	Last Week	Weeks on Chart
1. THINGS THAT I USED TO DO—Guitar Slim..... 1	7	7
2. YOU'LL NEVER WALK ALONE—R. Hamilton..... 7	2	2
3. I'LL BE TRUE—F. Adams..... 2	15	15
4. SAVING MY LOVE FOR YOU—J. Ace..... 3	6	6
5. MONEY HONEY—C. McPhatter..... 4	18	18
6. YOU'RE STILL MY BABY—C. Willis..... 6	4	4
6. I DIDN'T WANT TO DO IT—Spiders..... 9	2	2
8. HONEY, HUSH—J. Turner..... 5	23	23
9. I'M JUST YOUR FOOL—B. Johnson..... 8	7	7
10. SOMETHING'S WRONG—Fats Domino..... 9	9	9

Most Played in Juke Boxes
For survey week ending February 17

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. THINGS THAT I USED TO DO—Guitar Slim..... 1	6	6
2. I'LL BE TRUE—F. Adams..... 2	10	10
3. YOU'RE SO FINE—Little Walter..... 3	6	6
4. MONEY HONEY—C. McPhatter..... 3	16	16
5. GOOD, GOOD WHISKEY—A. Milburn..... 8	3	3
6. SAVING MY LOVE FOR YOU—J. Ace..... 6	10	10
6. I DO—Five Royales..... 9	2	2
6. TV MAMA—J. Turner..... —	5	5
9. YOU'RE STILL MY BABY—C. Willis..... 5	3	3
9. SOMETHING'S WRONG—Fats Domino..... 7	5	5

R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

	ATLANTA	CHARLOTTE	CHICAGO	CINCINNATI	DETROIT	LOS ANGELES	NEW ORLEANS	NEW YORK	PHILADELPHIA	ST. LOUIS	BALTIMORE & WASH.
Things That I Used to Do—Guitar Slim, Specialty.....	1	1	1	1	1	1	1	1	1	1	1
You'll Never Walk Alone—R. Hamilton, Epic.....	6	6	6	6	6	6	6	6	6	6	6
I'll Be True—F. Adams, Herald.....	2	2	2	2	2	2	2	2	2	2	2
You're Still My Baby—C. Willis, Okeh.....	3	3	3	3	3	3	3	3	3	3	3
I Didn't Want to Do It—Spiders, Imperial.....	6	6	6	6	6	6	6	6	6	6	6
Money Honey—C. McPhatter, Atlantic.....	4	4	4	4	4	4	4	4	4	4	4
Saving My Love for You—J. Ace, Duke.....	5	5	5	5	5	5	5	5	5	5	5
Honey, Hush—J. Turner, Atlantic.....	7	7	7	7	7	7	7	7	7	7	7
I'm Just Your Fool—B. Johnson, Mercury.....	7	7	7	7	7	7	7	7	7	7	7
Something's Wrong—Fats Domino, Imperial.....	6	6	6	6	6	6	6	6	6	6	6
Love Contest—Ruth Brown, Atlantic.....	9	9	9	9	9	9	9	9	9	9	9
Such a Night—Drifters-C. McPhatter, Atlantic.....	3	3	3	3	3	3	3	3	3	3	3
You're So Fine—Little Walter, Checker.....	6	6	6	6	6	6	6	6	6	6	6
I Had a Notion—J. Morris, Herald.....	8	8	8	8	8	8	8	8	8	8	8
TV Mama—J. Turner, Atlantic.....	10	10	10	10	10	10	10	10	10	10	10
My Man's an Undertaker—D. Washington—Mercury.....	7	7	7	7	7	7	7	7	7	7	7
Marie—Four Tunes, Jubilee.....	5	5	5	5	5	5	5	5	5	5	5
Lucille—Drifters-C. McPhatter—Atlantic.....	9	9	9	9	9	9	9	9	9	9	9
My Saddest Hour—Five Keys, Aladdin.....	4	4	4	4	4	4	4	4	4	4	4
My Country Man—Big Maybelle—Okeh.....	8	8	8	8	8	8	8	8	8	8	8
Mad Love—Muddy Waters, Chess.....	9	9	9	9	9	9	9	9	9	9	9
Well, I Done Got Over It—Guitar Slim, Specialty.....	10	10	10	10	10	10	10	10	10	10	10

This Week's Best Buys

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

DO, DO, DO IT AGAIN (Jefferson, ASCAP)
MY WILD IRISH ROSE (Witmark, ASCAP)—The Four Tunes—Jubilee 5135
Bucking a sluggish market, this disk has nevertheless been coming up slowly but surely. Now reported strong in Atlanta, Nashville, Milwaukee, Cincinnati and Buffalo, good in Boston, Philadelphia, Detroit and St. Louis. Pop-wise the record is also doing well in Buffalo, Cincinnati, Cleveland, Chicago, Milwaukee, St. Louis and Atlanta. Altho both sides are doing nicely, the "Do" side enjoys the edge. A previous "New Record to Watch."

I'M YOUR HOOTCHY KOOTCHY MAN — Muddy Waters—Chess 1580
Middle Western and Southern reports indicate that the record is moving at a profitable clip in those areas and is spreading. Good and strong reports were received from Cincinnati, Cleveland, Chicago, Detroit, Nashville, Durham, Milwaukee, St. Louis and Atlanta. Action on the Atlantic seaboard so far is only fair. Flip is "She's So Pretty."

Reviews of New R & B Records

FATS DOMINO
You Done Me Wrong.....86
IMPERIAL 5272 — Domino should have another big one here. It's a pounding blues effort with a rocking beat and a semi-vocal by the warbler. A real coin-grabber. (Commodore, BMI)

Little School Girl....76
A bright and clever effort receives a sharp vocal from Domino while the ork backs him with a pulsating buck dance beat. Good wax. (Commodore, BMI)

PERCY MAYFIELD
Loose Lips.....84
SPECIALTY 485—Mayfield delivers a fine hunk of blues, but in a happy mood. Guy does just fine with a slick hunk of material he wrote. Could be a big one for Mayfield after all this time. (Venice, BMI)

I Need Love So Bad....74
More good chanting here on an above-average blues item. (Venice, BMI)

THE ROYALS
Work With Me, Annie.....83
FEDERAL 12169 — This group has been coming up fast in the past year, and this is one of their best records to date. Everything is subordinated to beat here, and the singers handle it solidly. A strong side. (Armo, BMI)

Until I Die....78
On both sides, the lead singer of this group stands out as a "gone" vocalist. He ranges over the octaves and still packs tremendous emotion into his material. (Armo, BMI)

THE MOONGLOWS
Real Gone Mama.....81
CHANCE 1152 — Here's a strong effort by the Moonglows on a real gone piece of material. They sell it with life and sparkle and the side has a chance for loot. Watch this one. (Joni, BMI)

Secret Love....79
The boys turn in a smooth version of the current pop hit, sparked by a bright lead singer and a booming bass. Side is most listenable and could get juke and jock action. (Remick, ASCAP)

BUDDY JOHNSON
One More Time.....79
MERCURY 70321 — The fine dance ork gets off a slick reading of a beat-full item on which Ella Johnson delivers a neat vocal reading. The fans will go for this, and it has a chance for loot. (Sophisticate, BMI)

Mush Mouth....73
This is a neat, danceable instrumental in the Basic style, tho it gets a little frantic. Fine tenor solo sparks the reading. (Sophisticate, BMI)

FLOYD DIXON
Ooh-Eee! Ooh Eee!.....78
SPECIALTY 486—Dixon has a good waxing here, and it should grab action with exposure. He tells of his forthcoming journey to see his girl and he sounds happy about it. The ork backing is in the groove. (Venice, BMI)

Nose Trouble....75
Dixon half talks and half sings as he explains that the trouble with most people is that they're too nosy. Listenable wax. (Venice, BMI)

CARL MATTHEWS ORK
Big Man.....78
APOLLO 453 — Carl Matthews turns in a sock vocal on this swinging effort as he tells his girl that he's a big, strong man. Side moves and the disk can grab coins with exposure. (Bess, BMI)

No Man Is Honest....73
Slow blues is performed with warmth by the warbler over good ork backing. (Bess, BMI)

THE HAWKS
Joe the Grinder.....77
IMPERIAL 5266—The bass singer in the group reads the vocal here and does an exciting job. Additional impact is given by the wild riffs of the ork backing the vocal group. (Commodore, BMI)

Candy Girl....75
A tender ballad sung with feeling by the lead singer. The vocal group and the rhythm backing are in good taste and produce a very attractive effect. (Commodore, BMI)

DON GARDNER
How Do You Speak to An Angel?....77
BRUCE 105—Gardner gives this hit of a year ago a powerful reading that tugs mightily at the heart-strings. A reading that squeezes so much emotion out of this material is bound to have plenty of impact over the counter and in juke box spins in both the pop and r.&b. markets. (ASCAP)

Sonotone Bounce....67
Pleasant instrumental effort by the Sonotones. While it is pleasant and bouncy, it has little about it that lifts it above the routine.

THE ROBINS
I Made a Vow.....76
CROWN 106—A fairly good rhythm and blues ballad gets a first-rate performance from the vocal group. A pair of strong lead voices spark the reading. (Crown, BMI)

Double Crossin' Baby....75
Good vocal group delivers a simple, riff item with plenty of drive and spirit. Could make noise with this. (Crown, BMI)

SONNY THOMPSON
Things Ain't What They Used to Be.....75
KING 4698 — Exciting instrumentals are selling well right now, and Thompson ought to have filled the prescription for the operators hungry for that kind of material. (Tempo, ASCAP)

So-o-o Good....73
Another attractive, insinuating instrumental that makes an effective showcase for this fine ensemble. The group has a relaxed beat that invites the feet to dance. (Jay & Cee, BMI)

excitement of the instrumental portions of this side sell it in the end. (Aladdin, BMI)

L. C. MCKINLEY ORK
Companion Blues.....73
STATES 135—A Southern blues that comes close to being exciting now and (Continued on page 47)

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CHOP SUEY MAMBO LAS MUCHACHITAS DEL CHA CHA—No. 242
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Reviews of New R & B Records

Continued from page 46

then, not so much because of anything unusual in the vocal, but because of the beat and occasional instrumental riffs in the ork. A good group that could use better material. (Pamlee, BMI)

The New Sensation LUIGI MARTINI

The Italian Hep-a-cat

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Weeping Willow Blues... 69
A standard blues to a slow beat that is too often lost. (Pamlee, BMI)

THE FIVE C'S

Tell Me... 72
UNITED 172—The group has a good lead singer and he sparkplugs an effective reading of this pleasant ballad. The beat is relaxed but solid. (Pamlee, BMI)

Whoo-Whoo Baby... 65
The flip side is weak due to unexciting lyrics and a drabby beat. (Pamlee, BMI)

MONTE EASTER ORK

After Dark... 71
ALADDIN 3221—That is the time of night that Easter says he has a ball, and from the sounds projected by Easter and his boys here, it is easy to believe. (Aladdin, BMI)

Just A Rockin'... 70
A good instrumental with a solid beat that builds up to a hectic climax. Danceable as this material is, it should make a good juke-box item. (Aladdin, BMI)

THE CRYSTALS

My Love... 69
DELUXE 6037—The group awards the ballad a gracefully turned interpretation. Side should please listeners. (Lois, BMI)

Have Faith in Me... 66
The plea for a little belief is pleasantly stated. (Lois, BMI)

RUDY RENDER

Sneakin' Around... 69
DECCA 28999—Rudy Render pleads for romance of the open and above-board variety. Performance is on the pop side. (Campbell, BMI)

Everytime... 65
Attractive blues is warbled with ingratiating simplicity. A listenable side. (Campbell, BMI)

MEL WALKER

Feeling Mighty Lonesome... 68
MERCURY 70323 — Walker works over a routine blues in his best style for a listenable side.

You Passed By... 68
This is a ballad, but the result is just about the same.

Reviews of New C & W Records

Continued from page 45

LUCKY HILL

The Life of Love... 68
TNT 109 — Fairly good material is smartly handled by Hill for an okay side.

I'm Wondering... 61
Nothing special here, the Hill works hard with the material at hand.

JIMMY SKINNER

What a Pleasure... 67
DECCA 29006—Skinner gets off one of his typical readings of a love ballad. It's listenable. (Acuff-Rose, BMI)

Don't Give Your Heart to a Rambler... 67
More good vocalizing on okay material. (Acuff-Rose, BMI)

ROY JONES-LEW TOBIN'S ORK

His Final Address... 55
STERLING 103 — This tribute to Hank Williams is both late and unimpressive. (ASCAP)

So Long... 50
Simple tune is sung quietly by the chanter. (ASCAP)

Number of Releases This Week

LABEL	Pop	C&W	R&B
ALADDIN	—	—	2
APOLLO	—	—	1
BENIDA	1	—	—
BETHLEHEM	1	—	—
BRUCE	—	—	1
CADENCE	1	—	—
CADILLAC	1	—	—
CAPE	2	—	—
CAPITOL	5	2	—
CENTURY	1	—	—
CHANCE	—	—	1
COLUMBIA	6	1	—
CORAL	3	1	—
CROWN	3	—	1
DECCA	4	4	1
DELUXE	—	—	1
DERBY	1	—	—
EPIC	1	—	—
ESSEX	—	—	1
FEDERAL	—	—	2
IMPERIAL	—	2	1
KING	—	—	1
LONDON	2	—	—
MERCURY	7	1	2
M-G-M	6	3	—
OKEH	—	—	1
PAVIS	1	—	—
RCA VICTOR	4	2	—
SPECIALTY	—	—	2
STATES	—	—	1
STERLING	—	1	—
TNT	—	2	—
UNITED	—	—	1
TOTAL	51	21	19

Other Records Released This Week

Country & Western

The Denver Dragon (Part 1 & 2)—Carson Robison, M-G-M 11688
I'm Going Home; What's the Use—Ted Filmore, TNT 112
No Mon, No Hon; I've Gone Crazy—Jim Fullen, De Luxe 2015

Rhythm & Blues

East Chester Flats; Our Love Is Here to Stay—Lorenzo Holden Ork, Crown 105
If You Love Me; Trust in Me—Hadda Brooks, Okeh 7020
My Sin; The Curse of a Aching Heart—Willard McDaniel Ork, Crown 107
The World Is Changing; Sacroilac Swing—The Drifters, Crown 108

Spiritual

I Gave Up Everything; I Need Thee—The Detroit Harmonettes, De Luxe 6039

Sacred

In the Land Beyond the River; Lord, I Want to Go—The Lambert Brothers, Okeh 18028

Jazz

I Ain't Feeling So Good; Bring the Money In—Wild Bill Davis, Okeh 7021
I Can't Give You Anything But Love; I'm Confessin' That I Love You — Lester Young Quintet, Clef 89100
Johnny's Blues (Parts 1 & 2) — Johnny Hodges Ork, Clef 89098
Little Jazz; Wrap Your Troubles in Dreams — Roy Eldridge Quintet, Clef 89097

School Library Set Pushed by Victor

NEW YORK, Feb. 20. — RCA Victor's Educational Division is promoting its 45 r.p.m. basic record library for elementary schools by offering the 21-album set in specially priced packages with any of three different RCA Victor phonographs.

Review Spotlight on... RECORDS

EARL BOSTIC ORK
My Heart at Thy Sweet Voice (P.D.)
Cracked Ice (Lois, BMI)—King 4699—Bostic should come thru with another hit with this fine pairing. The ork handles both instrumentals with a smart beat. Good wax.

DANNY OVERBEA
Stomp and Whistle (Arc, BMI)
Ebony Chant (Arc, BMI)—Checker 788—Two potent cuttings by the warbler. "Stomp" is a swinging tune, and a good one to jump into the pop field via a band arrangement. The flip is also a wild hunk of material. Both op coin-grabbers.

TALENT

DON GARDNER
How Do You Speak to an Angel? (Chappell, ASCAP)—Bruce 105—Here's a new lad with mellifluous voice and a fine style. He can cause much attention with this disk. Flip is "Sonotone Bounce."

Rhythm and Blue Notes

Roy Hamilton, on his first waxing for Epic Records, appears to have come up with one of the hottest disks of the year in the r.&b. field, and one that is also starting to make a dent pop-wise as well. Hamilton, a young lad who is managed by deejay Bill Cook of WAAT in Newark, N. J., is making his impact with a standard, "I'll Never Walk Alone" from the show "Carousel." The lad's sensational sales with a standard may presage more waxings of this type of material by r.&b. artists. Hamilton just finished a solid week at the Apollo, New York, on the same bill with thrush Ruth Brown, and is now playing the Caravan Club near Newark.

the South with the Bill Johnson ork. Warbler's new Peacock cutting is "Love My Baby."... B. B. King is now playing one-nighter dates thru California on his first trip to the West Coast.

Aladdin Records will release three EP's next week. One features Howard McGhee, another Willie Smith and Harry Edison, and the third Coleman Hawkins and his ork... Big Joe Turner has a story and picture write-up in a forthcoming issue of Ebony magazine... The Sonny Abbott trio now recording for Esquire, opened this week at the Blue Haven Cafe in Jackson Heights, Long Island... Central Records has signed a new thrush, Patti Jerome, from Detroit. First waxing by the thrush is the standard "Travelin' Light" with the Eddie Wilcox ork.

Denver

Dizzie Gillespie, Charlie Parker and Erroll Garner's trio won the lion's share of the applause when Stan Kenton's Jazz Review played at Joe Leher's Rainbow Ballroom recently.

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Reviews and Ratings of New Classical Releases

Continued from page 38

- are first-rate and the Van Beinum readings for most will be the preferred. Good audition band is the familiar "Mines" of No. 97.
- MOZART: SYMPHONIES NOS. 35 (HAFFNER) AND 41 (JUPITER) (1-12")**—Pittsburgh Symphony Orchestra; W. Steinberg, Cond. Capitol P 8242 75
 Straightforward readings of two of the most popular Mozart symphonies. While Steinberg has tough competition on both counts from interpreters like Beecham, Toscanini, Walter and Van Beinum, he comes thru with interpretations of his own that have dignity and musical integrity.
- HAYDN: SYMPHONY NO. 44 IN E MINOR; SYMPHONY NO. 48 IN C MAJOR (1-12")**—Danish State Symphony Orchestra; Mogens Woldike, Cond. London LL 844 74
 Two excellent recordings of the Haydn Symphonies, expertly played by the Danish orchestra. It should have potent appeal to the many Haydn fans, especially the newer collector who has just started to dip into the classical field.
- BRAHMS: SYMPHONY NO. 2 IN D MAJOR (1-12")**—Vienna Philharmonic Orchestra; Carl Schuricht, Cond. London LL 867 70
 Since, as it has been argued, there is really no true definitive reading of a great symphonic work, there may be many disk buyers who will prefer this new interpretation to any of the dozen already on the market. It's certainly a fine performance in a finely engineered pressing. Strictly a matter of taste and how deep an inventory a dealer wants to carry.
- CONCERTOS**
- BEETHOVEN: CONCERTO NO. 5 (EMPEROR) (1-12")**—Wilhelm Backhaus, Piano; Vienna Philharmonic Orchestra; C. Krauss, Cond. London LL 879 77
 This brings the number of "Emperor" LP's to over the dozen mark. But there are plenty of Backhaus fans around, plus others who will be attracted by the live and balanced sound on this disk to make for satisfactory sales. A welcome addition to the large company.
- BEETHOVEN: PIANO CONCERTO NO. 1 IN C MAJOR; MENDELSSOHN: PIANO CONCERTO NO. 1 IN G MINOR (1-12")**—Hugo Steurer, Piano; Symphony Orchestra Radio Leipzig. Helmut Roloff, Piano; Symphony Orchestra Radio Berlin. Urania UR-RS 7-23 70
 The more than satisfactory performances of the two concertos and the low price of the disk, another in the firm's "Request Series," should help sell the package.
- BRAHMS: VIOLIN CONCERTO IN D MAJOR, OP. 77 (1-12")**—Gerhard Manke, Violin; Symphony Orchestra of Radio Leipzig; H. Abendroth, Cond. Urania UR-RS 7-24 68
 Solid fare at the "Request Series" price. Manke handles the violin part competently; the orchestral accompaniment is superior.

Reviews and Ratings of New Popular Albums

Continued from page 40

- cut then is still salable. Should Martin click with a pop hit this will move nicely. Material is not too familiar.
- RAYMOND SCOTT QUINTET AND ORK (1-10")** 67
 Audivox AL 5000.
 Scott, a kind of Brill Building Prokofiev, has assembled eight of his imaginative scorings (all but one are originals) for a first Audivox LP of genuine merit. The listening is good all thru—the sound outstanding—and the album shapes as an appropriate pack for the discriminating pop buyer.
- LEONARD BERNSTEIN: NEW YORK, NEW YORK (1-10")** 62
 John Mehegan, Piano (1-10")
 Perspective PR 3
- Those seeking technically fine piano solos, the set which adheres to the cocktail piano style and keyboard students, should all like this potpourri of Bernstein's music played by the Juilliard jazz instructor. Recording quality good.
- IMPRESSIONS OF OUTER SPACE (2-EP)** 68
 Larry Elgart Ork (2-EP)
 Brunswick EB 72003
 Music of the Space Age is here. For the science fiction crowd, Elgart has recorded eight selections so weird, so gone, so purple that they can honestly be said to be out of this world. As novelty, the set might sell, altho listeners accustomed to melodies, recognizable harmonies and rhythm patterns will probably stick to more earth-bound material.

Reviews of New Spiritual Records

- THE ORIGINAL GOSPEL HARMONETTES**
 No Hiding Place 78
 SPECIALTY 861 — Much dash and spirit to this lively side by the Harmonettes. Watch it, for it is likely to get plenty of action in some quarters. (Venice, BMI)
- Who Art Thou? ... 76**
 Another likely side by the Harmonettes. They mean every word, and the sincerity is in the groove. (Venice, BMI)
- THE DANIEL SINGERS**
 I'm Lening 77
 APOLLO 280 — The Daniel Singers have a fine side for the gospel market. It's got pace, movement and sincerity, and plenty of excitement in the sound. (Bess, BMI)
- Wade in the Water ... 75**
 A change of pace from the flip. Slower in tempo, but with a catchy rhythm and smartly chanted choruses. (Bess, BMI)
- THE CARAVANS**
 Since I Met Jesus 75
 STATES 138 — Powerhouse ten lead singer solos for most of the disk and then leads the group thru a strong reading of a fine spiritual item. Good group this.
- The Angels Keep Watching ... 74**
 Group delivers a slow tempered spiritual here for another good side.

Reviews of New Sacred Records

- GEORGE BEVERLY SHEA**
 Prayer 78
 V 20-5626 — This dignified, affecting sacred piece receives an excellent reading by George Beverly Shea. Well-produced side. His many, many fans will want this new disk. (Alamo, ASCAP)
- No One Ever Cared for Me Like Jesus ... 75**
 Another tastefully produced sacred side. The quiet organ music by Paul Mickelson sets off the singer and lyric very well. (Rodeheaver, ASCAP)
- THE CHUCK WAGON GANG**
 God Put a Rainbow in the Cloud 77
 COLUMBIA 21212—The group inspires faith in God by citing examples from the Bible where He helped those who believed.
- A Soul Winner for Jesus ... 75**
 The Gang testifies to the satisfaction of showing their appreciation for what God has done for them.
- KARL KING**
 The Rosary My Mother Gave Me 72
 CARDINAL 1015—A simple, affecting religious lyric with a simple, melodic theme gets a good vocal performance by Karl King. (Blascoe, ASCAP)
- You Can't Go Wrong ... 70**
 Here's an easily-retained melody set to a religious theme. Karl King, with a chorus in background, sings it with sincerity. Nice side. (Blascoe, ASCAP)

Reviews of New Pop Records

- wrongs she may have done and asks the Father for His protection and blessing. (Rodeheaver, ASCAP)
- JOAN REGAN**
 The Love I Have for You 71
 LONDON 1491 — A Yiddish folk melody is handed a new lyric and Miss Regan does nicely with it. Deserves spot.
- Someone Else's Roses ... 66**
 The English thrush gets off a smooth reading of a neat Tin Pan Alley-ish tune with a familiar melody line.

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Burlesque Bits

By UNO

Winnie Garrett, after her Miami vacation, opened February 26 at the Adams, Newark, N. J. . . . Billie Bird is back at the Colony Club, Gardena, Calif., where Hooey Harlow, Bob Carney, Eve Poree, Eliza Leigh and Jean Carroll are other principals. . . . A chorus girls' strip-tease contest at the Hudson, Union City, N. J., the week of February 7 was won by Ellie O'Connell. Second and third honors went to Jean Torino and Terry Clark. . . . Sammy Smith, after a 20-month run as a principal in the musical "Wish You Were Here," closed February 14 in Chicago and is now visiting with his wife, Dolly Dawson, at the Carmen, Philadelphia. . . . The Colony, a 954-seater in Union City, is due to open sometime in March with a two-day burly policy if necessary repairs ordered by the Supreme Court of New Jersey are made by that time for a license to become effective. Operators are Dominick Ferroni and Oreal Rainault in cooperation with the house owner, Harry W. Donigel. Also planned are two midnighters on Friday and Saturday. With the Colony as a certainty, Union City will have two burly stops (the other being the Hudson), the same Newark with the Adams and Empire. . . . Charles H. Jones returned to the managerial post of The Broadway, Los Angeles, a spot he has been in since 1947, after six months of similar duties at the Olympic, same city. . . . Pat Gibbons has sold the Inferno, a nitery along Denvers strip row, to Pat Williams. He is planning on an expanded show with high scale strip names. Currently at the club are Toni Mahony and Louise LaVell backed by the Jack Peck Trio. . . . Mada Wyman, new strip principal on the Hirst wheel, is a chorus graduate from the Hudson, Union City, last season.

Benita Francis is taking a correspondence course thru the Palmer Institute of Authorship in Hollywood in order to become proficient as a writer when she starts showbiz. As a start in her literary career, she had a story published recently in the American Kennel Gazette. . . . Nat Burgess, house singer at the now shuttered Club Copa, New Orleans, is joining the Bob Davis Puppet Theater as co-producer and arranger for the coming season. A complete opera-type version of a kiddie story, "Hansel and Gretel," will be the first of their combined efforts. Davis returns to the U. S. from an extensive tour of South America on March 4. Voices for the show will be taped and re-recorded on stage. . . . A shift of producers turns Natalie Cartierre to the Empire, Newark, and Paul Moroto to the Hudson, Union City. . . . Doubling as an entertainer and waiter in the club house of Brooklyn Lodge of Elks, No. 1, is Bill Perry, whose show career began at Reisenweber's, New York, in 1918 as a song and dance man. Since then he has appeared in numerous musical comedies, vaudeville and burlesque. . . . Dennis Moran is back at his doorman's job at the New Follies, Los Angeles, after a short illness during which Ralph Newton substituted. Comic Rusty Jordan's first time around the wheels was with Benita Moore as opposite funster. His second and current tour finds him working with Milt Douglas. Jordan came to burlesque from nitery. . . . Al Millet, public relations

director for the Haire Trade mags, sends a press release dealing with the "Battle of the Bustline," by Louise Canape, spokesman for the figure molding industry who, on the subject of falsies, comments "They are even tucked away on the underside of the rhinestone trimmed bras used by some of our best-known strip-tease artists." . . . Barbara (Babe) Woodall, who appeared for many years with tabs and burlesque in Cincinnati as well as on the road, passed on recently at Drake Memorial Hospital, Cincinnati, after a lingering illness with cancer. Funeral arrangements were handled by her life-long friend, Bessie Belt, former burlesque and tab principal in Cincinnati for many years. Now out of the performing end of the business, Miss Belt is employed at a suburban Cincinnati.



NIGHT CLUB-VAUDE

Continued from page 17

ticate encounters the characters and the lingo of a casino. . . . Second spot on the show is taken by another Hollywood singing discovery, Merv Griffin, who contributes a pleasing voice and a winning personality to the show. Griffin's numbers include "A Great Day Coming," "Stranger in Paradise," "No Business Like Show Business," "Tenderly" and "Piano Roll Blues," with the last including a clever turn at the ivories. His routine includes the inevitable mimicry of a procession of names — Jolson, Cantor, etc.—tho he is better received in his own style.

Opener on the show is the "first American appearance" of Page and Gray, a better-than-average dance team with heavy emphasis on the Whirling Dervish technique.

The Copa Girls of the chorus line show improvement with each show as the Sands strives to match the lavish productions elsewhere along the Strip. Music is by Ray Sinatra and his orchestra. Ed Oncken.

Mocambo, Hollywood

(Tuesday, February 16)

Capacity, 220. Price policy, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rodgers. Booking policy, non-exclusive. Estimated budget this show, \$3,000.

Norman Brooks' debut here showed impressively. Word-of-mouth will fill Morrison's lair once bistro patrons know that Jolson's alter ego is in town.

Altho working at a disadvantage in playing to a movie trade who at one time knew the real Jolson, Norman Brooks proved his mettle in his preem here. Brooks doesn't tread on any of the sacred Jolie legend. Minus gestures, blackface and trick sounds, he sells a song on its own.

Curiously enough, the voice is his own, too. Ringsiders greeted his repertoire of oldies with heavy favor. Best of the lot, tho, is the disk click that showered the balladeer into prominence, "Hello, Sunshine." Take-off of songs identified with Cantor, Chevalier, Jolson, and Harry Richman scored, as did his "Anniversary Song" and "It's Wonderful."

Despite the similarity to Jolson's pipes, Brooks' vocal work is pleasingly refreshing. Sans gimmicks, it showed even more so. Paul Herbert ork gilded a well-spent evening, playing for dancing and show backing.

Joel Friedman

Black Orchid, Chicago

(Tuesday, February 16)

Capacity, 150. Price policy, \$4 minimum. Shows from 10 p.m. Owner, Al Greenfield. Publicity, Sam Honigberg. Booking policy, non-exclusive.

Singer Guy Cherney, comedians Ross and West, and vocalist Lurlene Hunter make for a well-balanced bill. Ross and West, with their new and down-to-earth routines, are exceptionally good.

Lurlene Hunter, who has been singing in local clubs for some time, has finally made it. The girl possesses a top-grade set of pipes, backed with all the display and emotion necessary to reach top ranks. Her repertoire is good, with accent on slow ballads. She

Extra Added

Continued from page 18

party. . . . Virginia DeLuce, who was in "New Faces" (legit and film), will do the lead in "Kiss Me, Kate" for the Army camps around Missouri and Kansas. Her husband, Rick Riccardo, stationed at Fort Riley, Kan., will play opposite her. . . . Chicago's Encore Room, just shuttered, plans to re-open if it can build a separate entrance.

Stevens Buys Into Frontier

LAS VEGAS, Nev., Feb. 20.—"New blood" in the Hotel Last Frontier was announced by General Manager Jake Kozloff, who said Milton J. Stevens of Los Angeles, president of the Republic Water Heater Company, has conditionally purchased half of the 40 per cent interest of Murray Randolph, Beverly Hills real estate operator.

The sale, the price of which was not announced, is contingent on approval of an application to the Nevada Tax Commission to add Stevens' name to the gambling license. The commission meets late this month.

Kozloff said Stevens will move to Las Vegas with his family and take an active part in the hotel's management. The announcement emphasized that the personnel and management will remain the same.

can do a King Cole and Sarah Vaughan all in the same breath and yet maintain her own individuality. Does such things as "The Nearness of You," "Taking a Chance on Love," "Don't Blame Me" and "I'm Not In Love."

Ross and West fill the middle portion with loads of new and fresh material that has the first-nighters laughing out loud thru-out.

The team specializes in take-offs on such common incidents as a woman shopping for shoes, department store traffic, and a revelation of the falacies in movie love scenes, etc. High point of the act is when the team shows how movies make a big hullabaloo over nothing. They pan movie heroes, love scenes, news reels, and techniques. Their antics and minimum use of props herald the team as a new find here.

Guy Cherney, in the headline position, racks up a strong following. His singing is of top quality, and unusual projection, and his delivery is more than adequate. He plays close to the crowd and gives the impression of singing specifically for each individual. Included in his fare were "Rags to Riches," "I Love Paris," "Hush-abye," and "Stranger in Paradise."

For an encore, he deviated to do the yiddish folk song, "A Cantor on the Sabbath." He won a beg-off for his efforts. He also performed "Song of the Shirt," his Tiffany recording.

Steve Schickel



CAUGHT AGAIN

BLUE ANGEL, NEW YORK: Two new acts and two repeats make this a good show which should break into the category of "great" when it gets whipped into shape.

Burl Ives, established balladeer, and Channing Pollock, magician, make up the new act roster. On the repeat side there is Felicia Sanders and Orson Bean.

Ives came in with a flock of tunes, most of them fresh. At least two, an off-beat version of "Noah's Ark" and the saga of the polite shark, were both quite funny and could stand a Decca recording. Ives, in a black velvet coat, a crimson-flowered vest and light blue velvet string bow tie, makes an impressive picture. For an added fillip, he has added audience participation songs which the house joins zestfully if not melodically. Ives doesn't use his guitar very much any more. It's now mostly a prop. His voice has also retreated. But his tunes and his song-talk style more than make up for it.

Felicia Sanders has switched her act, giving with a short intro of "Moulin Rouge" for identification and then into her set routine. All of her songs are delivered

Hocus-Pocus

By BILL SACHS

BLACKSTONE and Company is tentatively set for the Cox Theater, Cincinnati, week of March 7, with the house still awaiting confirmation on the date. . . . Lew and Ruth Gerber stopped off at the Magic Desk Friday (12) en route from the Magi-Fest at Columbus, O., to Lexington, Ky., to play a single engagement before returning to St. Louis. They are set in schools in the Mound City sector until late May. During the Columbus magic gathering, Gerber was presented with the Magnet Award of Merit as the magician of the year by Thomas Henricks, magician and editor of the Magnet magic tabloid. . . . The Chaudets, Bill and Mary, spent an evening with Bert Esley and family at Phoenix, Ariz., during their engagement there February 2-14. . . . Paul Gemmi Fleming, still one of the highest paid of the pro wonder workers, is slated

to give his program of illusions, spiritualistic and psychic effects, magic and humor at the Railroad Club, New York, in the near future, with his fee for the date reported at \$750. He is assisted by his wife and brother, Walker. . . . Tommy Windsor typewrites from his Marietta, O., headquarters that he is set to ink a contract soon with Southern School Assemblies (Kline of Texas) for 1955 and 1956 with his showboat act, which includes magic among other specialties. . . . Dr. Rexford L. North began a series of lecture-demonstrations on hypnotism at Paterson, N. J., Saturday (20), assisted by Kathie Lodge. They hail from Boston, where they operate the Hypnotic Center. . . . Mr. and Mrs. Roy (Scrubboard) Wallace, magicians and novelty performers, are settled in their new 43-foot Spartan Trailer Court, Greenwood, Ind., while working club dates in the area until the opening of the outdoor season.

N. Y. Decision

Continued from page 18

the date of the order to file appeals.

The American Guild of Variety Artists has maintained all along that its members were employees, even tho some of its members have signed contracts as independent contractors. The union is currently engaged in several lawsuits on various fronts attempting to get final rulings on the matter. Its immediate opponents are the Statler hotels and the Lakewood, N. J., hotel operators, who are challenging AGVA as to whether it is a union.

Two weeks ago, AGVA was negotiating with the Lakewood, N. J., operators when it was served with restraining orders by a New Jersey court ordering it not to interfere with actors, operators or agents in that area.

To enforce further the restraining order, Alphonse La Porte, attorney representing the hotel operators, obtained a Federal Court order Saturday (13) which, in effect, enjoined AGVA from placing agents on an unfair list, stopping actors from taking Lakewood jobs, or in anyway interfering with the business of bookers in Lakewood.

The order was obtained in exparte proceedings (only one side is heard) from Judge Gregory F. Noonan. It was argued Thursday (18) before Judge John F. McGohey who reserved decision. But if AGVA was halted in Federal Court, it won a decision in Nassau County Supreme Court where cafe operators sought an injunction claiming AGVA was not a bona fide union. The court ruled that AGVA was a bona fide union seeking legitimate labor objectives. The decision is now being appealed. In the meantime, Long Island clubs are being picketed by AGVA.

with superb dramatic authority, tho at times they seem too much of the same thing. Her "Something Cool" is still a masterpiece of acting. But followed by "Baby," another big one, even tho broken up with "It Might as Well Be Spring," creates a sameness that doesn't permit her to demonstrate a singing talent she has displayed on other occasions. The addition or substitution of light melodic items between the mood numbers would give her performance more facets for wider interest.

Channing Pollock, a tall, young, good looking magician, is one of the best of the younger magicians to come up in recent years. He showed two tricks that had them gasping—a soap bubble gimmick and the ball on the handkerchief bit, both handled smoothly and easily. Pollock doesn't do any talking, just works easily and deftly. At times his ball handling was reminiscent of a Cardini.

Orson Bean, doubling from "Almanac," is still the master of the non-sequitur story. His off-beat routines and his college-boy looks make him a favorite in the supper club circuit.

Bill Smith.

THE ROBERTS, Lucille and Eddie, currently on a South American cruise, are set for the Statler Hotel, Los Angeles, March 11-31. . . . Fritz the Magician (Charles C. Bode Jr.) did a six-minute spot of magic recently over KGBS-TV, San Antonio, and is slated to do a repeat in a few weeks. He also recently headed up a unit, including Gilbert Kissing, comic; Thomas Salas, vocalist, and the Immigrants (John and Marion Baccus and Pat Lacaly), which recently played Brooks Air Force Base in Texas. . . . Cardini has two more weeks to go on a month's engagement in the Terrace Room of the Statler Hotel, Los Angeles. . . . Ben Chavez is moving his College of Magic from Los Angeles to a near-by suburb. . . . Conde de Saa (Rodriguez Saa), veteran Spanish manipulator, has departed for Cuba after a seven-month stay in Los Angeles, where he became very popular with local magi. Now up in years, he toured South America and Asia in his younger days. . . . Sky Roberts, son of Madam Antoinette Hibert, former high-wire performer, and himself a trapeze worker and tumbler, has been forced to give up his old act due to an injury incurred with the Army in Korea and plans to invade the outdoor field this season with a magic turn billed as Rajah Bey. It will be a novelty turn employing the use of electronics, according to Nina Franklin, former legit actress, who recently caught the Rajah's act in Los Angeles. . . . Tom Cleary, publicity director of Consolidated Theaters of Montreal, is a firm booster of magic and has done much to keep alive the ancient art in the Canadian metropolis. He performed an outstanding work in publicizing the Blackstone show on its recent engagement at Her Majesty's Theater, Montreal, employing every facility at his command to draw attention to the Blackstone engagement.

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The Final Curtain

Music as Written

Continued from page 26

DAMS—H. C. (Harry), 85, actively associated with the North Battleford Agricultural Society for many years, February 2 at North Battleford, Sask. Burial was at North Battleford.

ANDREWS—Lewis C., 85, veteran of the minstrel days, February 14 in Los Angeles General Hospital. After years in vaudeville, Andrews entered the candy-making business and later went to California to retire. In the last few years he performed in many benefit shows. He is survived by a son, Frank, Modesto, Calif.

BALBY—Leon, 48, retired French newspaper and magazine publisher, January 19 in Paris. Balby was financially interested in theater, circuses and cinemas and was the sponsor, for many years, of the annual "Ball of the Little White Beds," biggest charity show of Paris, in which all vaude, circus and stage artists took part.

BARTHELEMY—Rene, 63, pioneer of French television, February 16 in Paris. He began his first experiments between 1920 and 1923, which led to one of France's first TV stations being built in the Eiffel Tower in 1926.

BAXTER—Wayne, 41, of the Detroit police censor bureau, recently following an automobile accident.

BONELLI—Luigi, 61, Italian playwright, February 13 in Senna, Italy. Among his plays are "The Empress Amneses Herself," "The Sick Lady's Doctor" and "The Boastful of Comedians."

IN LOVING MEMORY
Of My Son
Bernard L. Bradford
Who passed away
February 4, 1953
MRS. JEAN C. BRADFORD

BROSCHE—George G., 61, January 24 in Detroit. He was president of Brobeck, Inc., from 1937 to 1943, and was also owner of Phoenix Productions, both commercial motion picture producers. Survived by his widow, Myrna, and a daughter, Mrs. George Lecky.

BRUN—Johanne, 70, former star of the Royal Opera, Copenhagen, Denmark, February 2. She began her career at the age of seven as a member of the Royal Ballet.

IN MEMORY
of My Husband
PAT BROWN
Who Passed Away March 1, 1953
I Miss You So Much Every Day,
No One But Me Will Ever Know.
MRS. PAT BROWN

BURT—Alfred, 33, composer, who was born in Marquette, Mich., recently in Paculms, Calif.

CALDER—William, 67, recently in Yarmouth, N. S. He was a veteran member of the staff of the Community Theater, that city. Burial in Yarmouth.

CHESMAN—Charles, 63, president of the Cardston Redox Association and an official of the org for many years, February 8 at Cardston, Alta. He was also responsible for the revival of the Cardston Agricultural Society and Fair. Survived by his widow, a son, and three brothers.

COTTAB—Henry G., 81, former theater manager, in a Dallas hospital. He was manager of the old Blue Mouse and the Odeon theaters during the early motion picture days at Fort Worth.

CRANE—Timothy J., 66, former vaudeville singer, February 11 in Woonsocket, R. I. A one-time newspaperman, he quit that profession to become a tenor vocalist in vaudeville. Later returning to Woonsocket, he served as public works commissioner at one time and, in 1937-38, as supervisor for the State unemployment relief program in that city.

DAILEY—Dr. Jacob, 57, chief of the ear, nose and throat clinic of French Hospital, February 17 in New York after performing as an amateur magician at the Art Directors' Club. A leading otolaryngologist, he was a member of the parent assembly of the Society of American Magicians and of the International Brotherhood of Magicians. Two sisters survive.

DOYLE—Ruth, 61, personal secretary to theater executive Charles F. Houston for 17 years, January 26 in Los Angeles. A native of LaSalle, Ill., she leaves a sister, Mrs. Katherine Knappenburger, and a brother, Austin.

FIELD—Lila, 61, British novelist and playwright known in private life as Lilla Scholfield, whose play, "The Goldfish," gave Noel Coward his first acting job in the theater, February 9 in London.

FENLAYSON—Alex, 41, assistant film director, February 3 in Culver City, Calif. He was associated with Panaramic Productions and RKO. Father, having formerly been with RKO and Four-Star Television Productions. Survived by his widow.

FRANKEL—Edward M., 65, Mobile, Ala., theater owner, recently in that city. He had been active in the motion picture business since 1921 and had owned the Century Theater there for the past 25 years. Frankel had been a member of the Masonic and Eastern Star orders. He was also a member of the Scottish Rite and Alpha Temple Shrine, Mobile. Surviving are his widow, a daughter, Mrs. Goode Goulet Jr., Mobile, three brothers, J. E., Pensacola, Fla.; Benny, Paducah, Ky.; and Charles, Alexandria, La., and two sisters, Mrs. Evelyn Price, Pensacola, and Clara Frankel, Tallahassee, Fla.

GIBBS—Frank, 61, assistant to the president of Alexander Film Company, selling manufacturer-sponsored advertising for theaters and television, recently. Gibbs was connected with the company for 18 years. Burial in St. Louis.

HILL—Lester G., 45, pioneer showman in New Braunfels, Tex., where he owned and operated the Tex Drive-In Theater. He is survived by his widow, two sons, three brothers and three sisters.

HOLDER—Otis (Roberto), 60, magician, recently of a heart attack. He made his home in Randiman, N. C. Survived by his widow, Mary.

KERN—Henry F., 81, veteran circus band leader, February 12 at his home in St. Petersburg, Fla. He was formerly with such shows as the Young Buffalo Wild West, Walter L. Main, Frank A. Robbins, Golmar Bros. and Gentry Bros. He appeared last with the Sam B. Dill Circus. A granddaughter, Mrs. Thomas F. Kennedy, and a grandson, Thomas Kennedy Jr., survive.

KEYES—Stephen S., 65, former advance agent for Ringling Bros. and Barnum & Bailey Circus, January 3 in Utica, N. Y. Survived by two sisters, Mrs. John J. Pocius, Utica, and Mrs. Joseph Soline, Long Beach, Calif., and a brother, Joseph J., Utica Services January 7 and burial in St. Agnes Cemetery, Utica.

LOVENBERG—Sally V., 85, widow of Charles Lovenberg, for many years manager of the Albee Theater chain, February 11 in Providence.

O'BRIEN—Greg, 19, dancer, February 16 in Chicago. The performer, from New York, had been appearing in the Empire Room of the Palmer House but was forced to leave the stage after dancing for about 10 minutes. The dancer had a heart attack during the mid-night show. He had appeared in "Seventeen," "Three Wishes for Jamie" and "Carnival in Flanders" on Broadway.

IN MEMORY OF
ELMA KOSS
Beloved Wife and loving
Mother, who passed away
February 21, 1944.
ADOLPH KOSS
and DAUGHTER

OLESON—Eay, 64 of Grayling, Mich., who with his brother, Jim, operated theaters in West Branch, Grayling, Houghton Lake, Clare and Gaylord, recently in Florida. Interment at Grayling.

ORLANDO—Giuseppe, 71, owner-operator of the Krazy Kat Cafe, night club in Alhambra, N. J., February 13 at his home in that city. Surviving are his widow, Irene, eight sons and three daughters. Burial in Holy Cross Cemetery there.

ORE—John, 78, a former president of the Elkhorn Agricultural Society, February 9 at Elkhorn, Minn. Survived by his widow, three sons and four daughters. Burial was at Elkhorn.

OTTINGER—Dr. Guy A., 79, secretary-manager of St. Louis County Fair Association, Jamestown, N. D., recently in a Jamestown hospital. (Details in Fair section.)

PANCAKE—George Jr., 58, veteran theater operator, February 3 in Veterans Hospital, Dayton, O. For many years he and his brother William operated the old Knickerbocker Theater, Columbus, O. More recently they owned and managed the Roxy Night Club in that city. Survived by three other brothers, Frank, John and Robert, and two sisters, Lulu and Mary, all of Columbus. Burial in Green Lawn Cemetery, Columbus.

SEGER—Arthur A., president of the Casino Amusement Company, February 14 in Ocean Grove, N. J. He had been president of the Beach Amusement Company and the Coast Cigarette Company, as well as a member of the board of directors of the Asbury Park (N. J.) National Bank Trust Company. His widow, a son and a sister survive.

SEWARD—Edmond G., 47, writer for screen, stage and TV, February 12 in Hollywood Presbyterian Hospital. He was a graduate of Northwestern University, a foreign correspondent in Australia and formerly was employed as a cartoonist for Walt Disney Studio. He leaves a daughter, Gloria, and his parents, Mr. and Mrs. E. G. Seward. Interment in Chapel of the Pines, Hollywood.

SMELTZ—William Newton, 75, known in show business for almost 60 years as Billy Newton, February 12 in the American Stomach Hospital, Philadelphia. He toured South America at the turn of the century as a singing and dancing comedian with the Panama Expedition Show. For many years he was on the Pantages circuit as "The Little Man in Red" and on Keith's circuit as part of the team of Keith and Newton, billed as the "Man-and-a-Half Dancing Act." From 1920 until he retired three years ago, he and his wife, Margaret, teamed as Newton and Newton. He also appeared in stock and in burlesque with shows headlined by Pat White, Billy Watson, Dave Mason and Jack Pearl, and also appeared at the old Hubert Roof Garden in New York. He began his career by winning a cake walk at the Academy of Music in Philadelphia in 1899, and wound it up in

night clubs. In addition to his widow, he is survived by a son, William Jr. Services February 11 in Philadelphia and burial in Riverside Cemetery, Wilmington, Del.

STORRS—Mrs. Amanda Mayer, 82, widow of Frank Vance Storrs, theatrical advertising man, theater chain head and banker, February 8 in New York. Two daughters and six grandchildren survive.

SWINDON—Archie, 75, veteran stagehand, in Fairfield, Conn., February 3. For 46 years, and up until his retirement three years ago, he worked in theaters in Bridgeport, Conn. Survived by his widow, Margaret; three sons, John, Archie Jr. and William; a daughter, Mrs. Lillian Kiffinger, and a sister, Mrs. James Delaney. Burial in Hillside Cemetery, Thomaston, Conn.

TAYLOR—Herman F., 45, radio man and disk jockey of High Point and Winston-Salem, N. C., for 24 years and well known to outdoor show folk, January 28 of a heart attack. He was a member of the Miami Showmen's Association and the Lions and Elks clubs. Burial in the family plot in Oakwood Memorial Park, High Point.

USELTON—Leonard S., 61, known to outdoor show folks as Slow Freight Bobbie, February 12 of a heart attack in Phoenix, Ariz. He had been a concession agent for various carnivals for the past 40 years. For the past five years he had worked at the Maricopa Turf Club during the winter seasons. He was a member of the Pacific Coast Showmen's Association, Los Angeles, and the Arizona Showmen's Association, Phoenix. Survived by a sister, in Hillsburgh. Services February 18 and burial in the Arizona Showmen's Association plot in Greenwood Cemetery.

VASZIN—Mrs. Marie, 75, wife of Aurel Vaszin, president and owner of the National Amusement Device Company, Dayton, O., at her home in that city February 19 of a heart attack. (Further details in Parks Section.)

IN LOVING MEMORY

Kenneth Van Zandt
Passed away Feb. 4, 1947
Gone, But Not Forgotten
ONA
MARY AND CARL SHERMAN

WARD—Ella, 65, veteran concessionaire, February 13 in Donna, Tex. Survived by her husband, Joe, and a brother. Burial in Donna.

WOODALL—Barbara, 49, former burlesque and tabloid performer, at Drake Memorial Hospital, Cincinnati, January 31 of bronchial pneumonia induced by a long illness with cancer. She had appeared with tabs and burlesque in Cincinnati for many years and also been with various road companies. Services February 3, with interment in Spring Grove Cemetery, Cincinnati. No known survivors.

WOODALL—Mrs. Doris, 76, former British operatic and concert star, February 7 in Iver, England. She had sung with the Carl Rosa Opera company for 25 years, singing lead roles at Covent Garden and the provinces. She retired from singing 20 years ago, but continued as artistic director during World War II.

BORMAN-KNIGHT—William Borman and Betty Knight, dancer, February 26 in Philadelphia.

CONY-BISHOP—Henry Cony and Martha Bishop, veteran pitch workers, recently in Westminster Church, Springfield, Mo.

DONOVAN-CORDIER—Juan Donovan, now appearing in the "The Seven-Year Itch," to Lowell Cordier, photographer, in the Actor's Chapel of St. Malachy's Church January 2 Miss Donovan is the sister of Hope Donovan, former Billboard staffer. Mr. Cordier is the son of Andrew W. Cordier, executive assistant to the secretary general of the United Nations.

GRIM-LUFTOW—Bobby Grim, auto race driver, and Betty Luftow, widow of the late Frank Luftow, February 7 in Tampa.

HURST-WARD—G. E. (Buck) Hurst, manager of CBN radio spot sales in Los Angeles, and Harline Ward, Wilmette, Ill., February 11 in Westwood, Calif.

LARSEN-TA FEL—Film actor Keith Larsen and Suzanne Ta Fel, New York stage actress, December 28, 1953, in Ensenada, Mexico.

MIGRALE-TRAVERS—John Migrale and Paul Travers, night club singer, January 23 in Philadelphia.

MINELLI-MAGNANI—Minnie director Vincente Minnelli and Georgette Magnani, February 16 in Riverside, Calif.

SHARPE-ONDY—Raymond (Ray) Sharpe, night club comedian and dancer, and Ethel Jenny Ondy, both of Bridgeport, Conn., in that city January 18.

a new BMI firm, Bayou Music Company. . . Stan Dale has inaugurated a new feature on his "Stan the Record Man" show over WJJD. He plays new releases and spotlights one of these each day, asking listeners to vote the disk a "flip" or a "flop."

"Mercury Records has been using picture post cards in its promotion. The latest post cards to go out plug "The French Line" and feature seven poses of Jane Russell from the picture of the same name.

Dinah Kaye, new Label X artist whose first release was issued locally last week, opens at the Park Lane, Denver, on the bill with **Lure Ives**. . . **Danny Kessler**, a & r. man for Groove Records, was in town plugging the latest efforts of his artists, **Big John Greer** and the **Du Droppers**. . . The **Four Aces** stopped over en route to St. Louis to pick up their car and drive to the West Coast.

Janet Brice, Decca artist, in town plugging her latest release, "Teach Me Tonight." . . **Bud Brandom** went to New York for a few days to promote "Turn Around Boy" and "Cuddle Me."

Margaret Kraft, assistant branch manager of Decca Distributors, was operated on last week at Ravenswood Hospital. . . **Kathy Barr**, who played the Chicago

Magnavox Sales

Continued from page 26

in all divisions, it was announced. A large gain in sales of high-fidelity radio-phonographs contributed substantially to the increase in total civilian sales over those of last year.

Net earnings after income tax and renegotiation provisions were \$1,702,000 for the period, compared with \$1,546,000 for the same period a year ago. Based on the 758,680 shares of common stock outstanding at the end of each period, the net earnings were equivalent to \$2.24 and \$2.02 per share.

Freimann indicated that management holds an optimistic view for continuing good business during the final six months of the fiscal year. It was noted that the company was considerably behind orders at hand on production of some of its television models. He claimed that the new television business, plus the increasing volume of high-fidelity phonographs and radio-phonographs, would bolster the company's sales during the last six months.

Births

CARTER—A daughter to Mr. and Mrs. Bob Carter, January 28 in Philadelphia. Father is announcer on WPEN in that city.

CORABIS—A son to Mr. and Mrs. Mrs. Corabis February 8 in St. Agnes Hospital, Philadelphia. Mother is a dancer known professionally as Lillian Reis.

ESCOTO—A son to Mr. and Mrs. Bobby Escoto, January 27 in Philadelphia. Father is dancer and dance teacher at the Golden Supper Club that city.

McNAMARA—A son to Mr. and Mrs. Joe McNamara, January 21 in Philadelphia. Father is a night club singer and emcee appearing in that city.

FATNE—A son, John Earl Jr., to Mr. and Mrs. John E. Payne January 15 in Houston. Father was Diesel electrician last year on the Amusement Company of America and mother sold tickets.

HIGHTON—A son, Haskell IV, to Haskell and Frances Highton at Fort Myers, Fla., February 3. The mother formerly served as assistant to her parents' magic turn billed as the Amazing Lippincott, Mal and Maxine.

SCHNEIDER—A son to Mr. and Mrs. Paul Schneider, January 26 in Los Angeles. Father is a television and screen writer. Grandfather is Sam Ferrin, writer on the Jack Benny radio and TV shows.

SHELDON—A son to Mr. and Mrs. Robert Sheldon February 2 in Chester Hospital, Chester, Pa. Parents are the comedy dance team of Burnett and Sheldon.

SMITH—A daughter, Catherine Ann, to Mr. and Mrs. Marvin Fred Smith in Santa Rosa Hospital, San Antonio, January 21. Parents were formerly with the Ira Burdick Show.

TRUMBERG—A son, Frederick Alfred 3d, to Mr. and Mrs. Fred C. Trumberg January 29 in Columbus, O. Father is ride owner and operator.

Theater recently, opens at the Waihurst Club, Denver, February 18 for 10 days. . . **Georgia Gibbs**, Mercury artist, opens at the Marine Dining Room of the Edge water Beach Hotel February for one week. **Bob Kirk** and his orchestra are providing the backing on a holdover booking.

Seymour Spiegelman, one of the Hilltoppers, informs that a group is resting until they can get together at one time. Two of the four are in school, one is in the army and the fourth works for the Dot label.

Tommy Leonetti, new Capitol artist, informs he is signed to the Desert Inn, Las Vegas, with **Jimmy Durante** early in March and is tentatively signed to do the next "Comedy Hour" TV show with Durante. . . **Count Basie** and his 17-piece orchestra go on a European tour for four weeks beginning March 14. They will play principally in France and Sweden.

Joy Taylor and her all-girl orchestra set to play the Grand Theater, Evansville, Ind., March 1 with **Leo De Lyon** and the **Mills Brothers**. The Mills Brothers play the Lake Club, Springfield, Ill. for a week prior to the Grand and then move to St. Paul for the Home Show, April 3-11.

Claude Thornhill will tour the Midwest on one nighters during March. . . **Frankie Laine** opens the Chicago Theater on April for two weeks.

Educational Seg

Continued from page 26

2 to 3 p.m., back to back with network's Kate Smith. A special 10-minute segment starring veteran actress-singer **Ethel Waters** will be added to the "Tex and Jinx" show four days a week, with Stan Freeman filling in on the fifth day.

The show will also be highlighted by means of a new university scholarship contest promotion, staged by the station's merchandising chief, Max Buck, in co-operation with the 20th Century Encyclopedes Company.

The new line-up of WNBC educational programs, created by program chief Dick Pack, includes "Music of America," a half-hour show with an American folk music format presented in co-operation with the New York City College music department, Saturdays from 1:30 to 2 p.m.; "Forecast," Columbia University radio students interview promising people, starting Saturday 9 from 9:30 to 10 p.m., and "Anthology," a poetry show produced in co-operation with the poet center of the Young Men's Hebrew Association, beginning Sunday (28) from 2 to 3:30 p.m.

WNBC program director **Steve White** will handle production under the supervision of Pack.

Sound Distrib

Continued from page 26

Fidelity Show passed the halfway mark last week with indications that many leading manufacturers of hi-fi equipment were planning elaborate promotional activities at the show, according to the management.

Last year's record attendance of 21,000 persons, set despite the worst heat wave in Chicago's history, is expected to be surpassed substantially this year due to heightened interest in high fidelity exhibitors and the show management. The show is being held a month later this year to avoid inclement weather.

Chi Taste

Continued from page 26

strom, recipients of dozens of awards for high standards. Eigen was fired after the Monday show for a lengthy kiss—four minutes by various estimates—with Cleo Moore, Hollywood starlet, here to plug a film. Unusual number of phone protests caused the firing.

Eigen retains his Tuesday-Chicago Sunday radio gab show from the Paree on WMAQ. Eigen is the second New York refugee to be bounced off a Chicago TV station for bad taste in a month. Block lost his WGN-TV show in an incident involving vet keep patients and a doctor.



THE JOLLY CATERPILLAR, new kiddie ride manufactured by the Allan Herschell Company, North Tonawanda, N. Y., was unveiled on the midway of the Royal American Shows at the Florida State Fair, Tampa. Alongside the ride (left to right) are Carl Sedlmayr, Royal American owner; Lynn Wilson, president of the ride manufacturing company, and Norman Bartlett, inventor of the ride.

GAINS LISTED

Richmond Adds Sauce To Cooke-Rose Pacts

LANCASTER, Pa., Feb. 20.—Adding of the Atlantic Rural Exposition, Richmond, Va., contract, plus other grandstand pacts, to the books of Cooke & Rose boosted that agency's business in the fair field well beyond the 4 per cent increase estimate given by Harry Cooke midway in the booking term.

Cooke noted the hike with satisfaction, declaring that last year was exceptionally good and, therefore, the increases were all the more remarkable.

Preaching optimism, Cooke said he saw no reason for any other outlook. Business for the year would almost certainly be better than last year—at any rate there is certainly no evidence of a decline in show earnings. The outlook for fairs is particularly good, Cooke says. Apparently the fair folks with whom he has dealt feel pretty much the same way, as indicated by an interest in bigger and better shows.

\$1.50 Tops for Sports Show In N. Y. Garden

NEW YORK, Feb. 20. — A goodly crowd was on hand today for the opening of the National Sportsmen's and Vacation Show in Madison Square Garden. The Campbell-Fairbanks event includes the customary large number of sporting exhibits, plus a talent show booked by William Shilling.

Admission prices of \$1.50 for adults and 75 cents for children under 12 include free seating for the entertainment. Performances are scheduled for 12:30 and 7:30 p.m. daily for the event which runs thru Sunday (28).

In addition to the usual variety of wood chopping, log rolling, canoe tilting, archery, juggling and other acts, the show is featuring swimmer Florence Chadwick, former heavyweight boxing champ Jack Sharkey, and Sandy, performing seal.

12-Piece Band

Cooke said his partner, Harry P. Rose, who formerly owned and operated his own circus, would personally direct and stage the Richmond show. Geared to a circus format a stage and two rings will be used for the presentation with music furnished by a 12-piece band. According to Cooke the show slated for Richmond *(Continued on page 55)*

Pool-Rink Ops Seeking Funds To Fight Tax

PHILADELPHIA, Feb. 20.—Operators of swimming pools and roller rinks, who are leading a fight for elimination of the 20 per cent admission tax on their establishments thru the Participating Sports Association of America, are attempting to raise funds to carry on the fight thru a convention and trade show.

Arthur E. Litzenger, vice-president of the association and operator of Crystal Palace Roller Rink here, this week announced that the convention-show will be held March 29 at the Somerton Springs Recreation Center, Feasterville, Pa. Litzenger is also publicity chairman for the affair.

Robert D. Martin, Detroit, secretary-treasurer of the Roller Skating Rink Operators' Association, will be a guest speaker at the affair, along with other industry leaders, said Litzenger.

Tampa Re-Inks Sweeney-White Races for '55

TAMPA, Feb. 20.—National Speedways, Inc. (Al Sweeney-Gaylord White), will again provide the auto racing at the 1955 edition of the Florida State Fair. Al Sweeney, partner in the firm, was awarded the contract for next year at the close of the fair here Saturday (13).

Pact again calls for three days of big car racing, one meet each on the fair's two Saturdays and one program on the opening Wednesday. The Sweeney-White organization has operated the races here for the past two years.

Ed Sullivan Show Slated for Annual Barnum Festival

BRIDGEPORT, Conn., Feb. 20.—Ed Sullivan and the "Toast of the Town" show will be among the featured attractions at this year's annual Barnum Festival.

The celebration will open June 30 with a "Whip and Whistle" pageant and will run for five days, with a Ballyhoo Show, King and Queen contest, Jenny Lind contest, Parade of Champions drum corps contest, block parties, water regatta, and closing with a circus parade July 5. There will also be band contests and fireworks displays.

TAX BATTLE

St. Louis Group Joins In Backing Geo. Hamid

NEW YORK, Feb. 20.—A fifth organization in the outdoor field, the International Association of Showmen, this week appointed George A. Hamid to represent their group in the fight to secure the elimination or partial relief of the 20 per cent federal tax on admissions.

President John Gallagan of the St. Louis group wrote Hamid:

"We, too, of the International Association of Showmen are behind you and our entire membership representing several hundred in all 48 States want you to be our representative in your continuing effort to secure the

elimination or reduction of the 20 per cent federal excise tax on admissions."

Gallagan added that he had informed the International membership of the need to contact their congressmen and senators to impress upon them the industry's need for relief from the tax now. Noting the size and difficulty of task, Gallagan wrote that the organization was fully behind Hamid in this effort and promised full co-operation whenever called upon.

MSA Directors Write

Meanwhile the board of directors of the Miami Showmen's Association, thru spokesman Phil Cook, executive secretary, reaf-

(Continued on page 55)

N. J. Localities Vote April 20 On Local Bingo

TRENTON, N. J., Feb. 20. — Bingo was given the legislative go-ahead Monday (15) and it remains for local communities to decide whether they want the game operated within their borders. The State Senate and Assembly passed enabling legislation under which a special election will be held in each New Jersey community on April 20. Wherever the vote is "yes," the bills would become effective the following day.

Three bipartisan bills were passed Monday. They provide for the special elections on bingo and raffles, and also for a five-man

(Continued on page 55)

Pacific Livestock Expo May Return to Own Plant

PORTLAND, Ore., Feb. 20.—Possibility that the 44-year-old Pacific International Livestock Exposition might resume as an all-round public entertainment arose this week. This development stemmed from the announcement that use of the Pacific International property as an Air Force storage center would terminate within six months.

The exposition, with entertainment and rodeo, drew 129,869 customers who paid \$158,281 at the gates in 1952. The 1953 event was a straight livestock show staged in tents pitched near the North Portland stockyards.

The 1954 status of Pacific International will depend largely on outcome of the May election issue on a city proposal to finance an \$8,000,000 all-purpose coliseum according to Theo. B. Wilcox, chairman of the board.

The Pacific International's 42 acres, including an 11-acre building, are still a \$2,000,000 factor in the proposal to develop the coliseum, which, if built, would house future livestock expositions. Wilcox said the livestock board is still pushing for the coliseum project, but that future plans could not firm up until fate of the coliseum *(Continued on page 55)*

FLOATS WITHOUT EASE

Parades, Fetes Hit by Mounting Outlays for Displays-on-Wheels

ST. PAUL, Feb. 20.—Parade and festival floats have gone from the prewar farm wagon and used-truck stage to elaborate flat-bed wagons with three-ton axles and detachable running gear—and the cost of production has of necessity kept pace, according to John Geisler, managing director of the St. Paul Winter Carnival, which closed here Sunday (7).

There used to be a time when a first-class float could be built for \$400 or \$500. Today just a minimal entry runs \$700, with elaborate numbers dragging down as much as \$5,000.

And according to Geisler, it has made the selling of floats for parade festivals a major undertaking. The 1952 Winter Carnival had 16 major floats, plus eight novelty units. The 1953 grand parade and illuminated night parade of the carnival had 19 major

float entries, in addition to the novelty units.

Prices Jump

Why the big jump in price? Gordon Schumaker, president of Gordon Displays, Minneapolis, who builds floats for the St. Paul Winter Carnival, Minneapolis Aquatennial, Seattle Sea Fair, as well as other smaller festivals, provided the answers.

In prewar days, he explained, float builders bought a used truck for \$25, constructed their display on the truck bed—usually 20 feet long—and after the parades tore down the float and sold the vehicle for \$15 or \$20.

Today's floats go on the special flat-bed wagons which are up to 60 feet long with three-ton axles and no reach poles.

Seldom is a float shorter than 60 feet. Each comes equipped with animation motors, generators

and light flashes instead of a few lights powered by storage batteries. Elaborate props and special effects are built in.

Float Decorations

In the past, a firm's display department would raid its window property room for float decorations. Now all this is tailor-made. Parades are built around themes and floats must conform to standards and fit into the festival. There used to be a time when a float entry would be plastered with extravagant labels, products and trade-marks. But no more. Commercialism is down to a minimum today.

Schumaker offered the following cost comparisons: Floral sheeting, once 25 and 35 cents a sheet, now is \$1.25 a sheet. Artificial handmade roses, selling for 30 cents a dozen, come to \$2.50 today. Staples *(Continued on page 55)*

Houston Rodeo Pulls 237,000; Spending Dips

HOUSTON, Feb. 20.—The Houston Fat Stock Show and Rodeo closed its 12-day run here Sunday (14) after pulling an estimated 237,000 patrons, to barely equal last year's mark. The weather was excellent and the 19 performances of the rodeo, featuring the Cisco Kid and Pancho, were sold out with the exception of the final performance.

General admission to the Sam Houston Coliseum was 60 and 30 cents with the rodeo going at \$1.60, \$3 and \$2.40. Program sales and midway receipts were reported below a year ago. Rodeo was produced by Everett Colburn.

The Coliseum was taxed almost every day and as a result, the annual discussion of moving to the show association's lot on South Main Street was renewed. The outdoor location has ample parking space and would eliminate present traffic problems.

Cleveland Opens; Detroit Weekends Big for Davenport

CLEVELAND, Feb. 20. — The Orrin Davenport production opened at Public Hall here Monday (15) with 7,000 persons on hand for the first performance. Line-up includes Clyde Beatty, Zacchini's cannon, Cole Bros.' elephants and horses, Joyce's camels, the Zoppe-Zavattas and others.

The same package wound up its annual Detroit run with capacity business for the weekend (12-14). The first weekend at Detroit also brought turnaway business, and matinee promotions were good, but week-night crowds included so small ones.

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INCLUDES MEN Minn. State To Expand Teacher Day

ST. PAUL, Feb. 20.—The Minnesota State Fair, still flushed with the outstanding success at its 1953 annual of Teachers' Recognition Day, plans to expand the event in 1954 to honor the oldest school board members, from point of service, in each of the State's 87 counties.

The switch, with the board members to be honored on Children's Day Monday, August 30, will bring into the spotlight principally men who have given many years of service, in most instances free, to furthering educational work in the State.

Teachers' Recognition Day in 1953, at which the oldest teachers in the State were honored, drew mostly women, according to Doug Baldwin, fair secretary.

Dr. Milo J. Peterson, superintendent of education for the State fair and professor of agricultural education at the University of Minnesota Farm school, has written county agents asking for the names of the school board members who should be honored. Once the list has been compiled, Baldwin will send each a personal invitation to be the State fair's guest August 30.

As in '53, when the teachers were extended similar treatment, the school board members will be housed in a Twin Cities hotel, be guests of the fair at breakfast, luncheon and dinner and attend the night performance of the State Fair Revue.

Henry Swenson, of Chicago City, fair president, will introduce the visitors and award each a certificate of merit at the noon luncheon. The group also will be introduced before the night grandstand audience, Baldwin said.

"Teachers' Recognition Day last year," Baldwin said, "was so highly successful and drew such favorable comment that we decided to carry out the plan again in 1954, with a new group of persons in the educational field being honored."

Steeplechase To Run Rides On Sundays

NEW YORK, Feb. 20.—Steeplechase Park will open four rides on Sundays when weather permits, manager Jimmy Onerato has announced. All on the Boardwalk, they are the Whip, Fire Engines, Express Trains and one other ride.

Onerato said the Sunday-only schedule will continue until the end of March when Saturday-Sunday operations will begin. The park will throw the gates open for the 1954 season on May 15.

The foundation is in for the Carrousel to be owned and operated by Frank McCullough, and which is to be moved up from Stubbman's Pavilion on Surf Avenue and 6th Street. It will replace the Tilyou-owned ride which burned down in November. Steel for the ride's platform will arrive at the park Monday (15), Onerato said.

Bailey to Use Gonzales Farm

GONZALES, Tex., Feb. 20.—Bailey Bros. & Cristiani Circus is being assembled in part at the Davenport quarters here, it was learned this week. Robert (Bonham) Stevens is operating out of Gainesville, Tex., and most of the Cristiani Family remains at Macon, Ga., for the present.

Elephants belonging to Pete and Norma Davenport Cristiani were moved here from Macon. Here also was B. C. Davenport. The latter was released recently from a hospital at Rochester, Minn., and has made no announcement about future plans. It was believed he would have no direct connection with the Bailey-Cristiani show, which is to open in April at Brownsville, Tex.

Davenport has been making inquiries among animal dealers and owners about various types of hay-eating wild animals. He also has indicated he plans to return to Venezuela, where his elephants and lions are appearing with Razzore Circus.

Stroudsberg Fixes Dates

NEW YORK, Feb. 20.—Joe Sherman, general manager of the new Pocono Mountains Fair at Stroudsberg, Pa., was in New York this week seeking attractions for the event being revived this season after 20 years.

The fair is scheduled for July 26-31, for six days and nights at the half-mile Stroudsberg Speedway. Presentation of farm exhibits has been arranged with the Monroe County agent, Sherman said.

Liberal, Kan., Sets Fair Format

LIBERAL, Kan., Feb. 20.—Seward County Fair has completed its attraction program for this year, according to Floyd Lambert, fair official. The night grandstand show will include talent from the Arthur Godfrey and Horace Heidt radio and video shows.

Also on the program is the Pete Bailey thrill show and a semi-pro baseball game between the Kansas City Monarchs and another aggregation not yet selected.

Fredericksburg, Tex., Elects New Officers

FREDERICKSBURG, Tex., Feb. 20.—Calvin J. Bierschwale has been named president of the Gillespie County Fair, succeeding Walter Ottmers. Edgar W. Stroehrer resigned as vice-president due to his health and Emil L. Walters succeeds him in that post. Patrick Dooley was renamed secretary, and Edgar Klett treasurer. William Petmecky continues as fair manager.

Burnet, Tex., Rodeo Elects Davis Prexy

BURNET, Tex., Feb. 20.—The Burnet County Rodeo Association elected Othel Davis, president; D. Clyde Gardner, vice-president; Edgar Seidensticker, secretary, and C. E. Smith, treasurer.

Elks-PCSA Show Draws Capacity; Participants Named

LOS ANGELES, Feb. 20.—The eighth annual Elks charity circus played to packed houses here at both matinee and night performances Wednesday (17). The afternoon show was for children from orphanages as well as the families of members. The evening performance earned donations for the March of Dimes.

The event was produced by members of both the Elks and the Pacific Coast Showmen's Association. Serving on the committee were J. Ed Brown, chairman; S. L. Cronin, co-chairman; Paul Eagles, Hunter Farmer and Walter Trask.

Acts and performers included Norman Carroll, announcer; Lou Manly, Art LaRue, clowns; the Majorettes; LaRue's Dogs; Delahay Sisters, foot juggling; the Cliftons, trampoline; Tiny Kline, Roman rings and slide for life; Harry Bryant and his chimp; Larry White and his baby elephant, Jumbo; the Belfords, Risley; Clark's Bears; the Delbosqs; and their musical horse, and the Ted DeWayne Troupe.

Reed Leaves Mayo To Head Iowa Aud

ROCHESTER, Minn., Feb. 20.—Axel H. Reed, manager of Mayo Civic Auditorium here the past eight years, has resigned to become manager of the new \$5,250,000 Veterans Memorial Auditorium, Des Moines, July 1. The Board of Park Commissioners, however, accepted Reed's resignation effective April 1 as that is the start of the new fiscal year.

Reed stated that the new structure will be completed about January 1, 1955, and listed the following seating capacities: Wrestling or boxing, 13,550; basketball 15,200; hockey 8,650; ice shows, 10,000. The ice rink will be 85 by 200 feet.

Reed's successor has not been announced.

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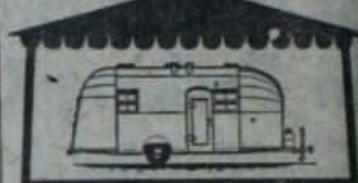
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THE WHALE
Hint N. Y. Site For Showing Of Mrs. Haroy

NEW YORK, Feb. 20.—The first American showing of Mrs. Haroy, 60-ton whale imported last year by Leif Soegaard, may take place this spring in New York City. It is understood that an outdoor site is being sought and that probabilities are the embalmed mammal will be exhibited in the Roxy Theater parking lot in midtown Manhattan.

The Roxy location is familiar to outdoor showmen thru the ill-fated outdoor circus staged there by Larry Sunbrock more than a decade ago.

With reports that the lot owners would want three months' rent in advance, indications are that New Yorkers will become accustomed to having the whale in the Times Square area for a long run, possibly up to six months.

Exhibition rights to Mrs. Haroy were acquired recently by promoters Raye Perkins and Morris Chalfen, of Holiday on Ice Shows, Incorporated. It is understood that promotion activities would be very light, with no billing and little advertising. A generous helping of free publicity would be garnered thru moving Mrs. Haroy thru Times Square en route to the exhibit site from the New York Central yards, where the whale has been reposing since its arrival in this country last April.

Savin Rock's Arcade Bought By Andersons

WEST HAVEN, Conn., Feb. 20.—Vincent and Catherine Anderson have purchased the Savin Rock Amusement Park Arcade according to a deed filed with the Town Clerk's office.

The deed gave the sellers of the property, known as 476-486 Beach Street, as Merchants Realty & Investment Company of New Haven. Internal Revenue tax stamps attached to the deed indicated a sale price of about \$162,000.

Brockway Names Six Committees

JACKSONVILLE, Ill., Feb. 20.—B. A. Brockway, president of the American Recreational Equipment Association, has appointed committees for the year, it was announced here by Secretary Ben O. Roodhouse.

He also reported that AREA officers have proposed that members of the association be allowed a discount on booth rentals at the annual trade shows of the National Association of Amusement Parks, Pools and Beaches.

The ride makers are co-operating with the NAAPPB in the latter's discussions of the possibility of staging a contest for new ride designs, Roodhouse stated. It has not been determined whether the contest will be held.

AREA committees include:

Executive, Russell G. Jones, William B. Berry Company; Fred T. Lauerman, Lauerman Brothers, and R. D. Robertson, Miniature Train Company. Auditing, Conrad Trubenbach, Percy Turnstile Company, and John Mitchell, R. E. Chambers Company. Exhibits, John Allen, Philadelphia Toboggan Company. Membership, Arthur M. Sellner, Sellner Manufacturing Company, and Ben O. Roodhouse, Eli Bridge Company. Program, Fred T. Lauerman, Lauerman Brothers, and Tom Parkinson, The Billboard. Nominating, R. D. Robertson, Miniature Train Company, and Al Tober, Allan Herschell Company.

Sacco Enters Ride Timer Biz

CHICAGO, Feb. 20.—Tommy Sacco, Chicago attractions booker and kiddie ride operator, has branched out into a third phase of outdoor show business, selling a new ride timer of his own design. Called the Interval Timer, the devices operate on 110 or 220 volts and come in two price classes.

Builder Offers Toledo Funspot To Municipality

TOLEDO, Feb. 20.—The city of Toledo this week was offered Sunnyside Beach, 32-acre aquatic amusement park, for \$200,000.

The offer came from John Naumann & Sons, Inc., contractors, who constructed facilities at the park for Sunnyside Beach, Inc., in 1949 and acquired its possession in 1951 by exercising a \$126,609 mechanics lien.

L. W. Naumann, president, explained his firm wanted to dispose of the property because his company is "in the construction and not the recreation field." Naumann said the property and installations could not be duplicated for less than \$500,000. He said his company built the 150 by 75-foot swimming pool, a 75 by 15-foot wading pool and a bathhouse in 1949 at a cost of \$320,000.

Facilities Listed

Facilities also include 52,000 tons of sand which was hauled in from Lake St. Clair; lockers, dressing and rest rooms; parking lot for 600 cars, wooded picnic grounds with tables and outdoor grills, and locations for rides and amusements.

The park was opened May 28, 1949, under the direction of Charles Abde and Louis Abrams, then president and vice-president respectively of Sunnyside Beach, Inc.

In offering the park to Toledo, Mr. Naumann indicated that if the city was not interested, the property would be offered to Lucas County, then to private organizations.

Shapiro Preps New Bay Shore

BALTIMORE, Feb. 20.—New Bay Shore Park, on Chesapeake Bay 14 miles from Baltimore, will open this season under new ownership. Jacob Shapiro, Baltimore industrialist, took possession of the park and surrounding land last fall. He has appointed Bernard Seaman as general manager. Seaman has a varied experience in show business.

An extensive renovation program is under way at the park, under the direction of G. Lamphier, park engineer. A beach is being built which will extend a full mile along the bay, and parking space for 5,000 cars will be provided. The rides, midway and picnic areas are being rearranged and modernized, and in order to insure weekday business, a staff has been formed to schedule group picnics.

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Roadshow Rep

PLANS are going forward in Sarasota, Fla., for the 29th consecutive season of the Neil and Caroline Schaffner Players, with the opening set for mid-May in Iowa. A complete repertoire of original plays, written by the Schaffners, will be presented, starring Toby and Susie. The show's vaudeville department will again feature the Dancing Armonds, Bill and Goldie; Bert Dexter, Ed C. Ward and Jay Bee Flesner. Shows will be presented under an elaborate top built by Rogers, of Fremont, Neb. It will have seating capacity of nearly 1,500 people. The outfit will travel on six trucks and trailers. The company will play under much the same auspices it has for the past 25 years, including Lions, Kiwanis, Legion and Odd Fellows groups. . . . Bisbee's Comedians is organizing in Memphis, with rehearsals set for early April. The show will play its established route thru Tennessee and Kentucky and will carry 32 people, including two orchestras, modern and hillbilly. . . . Maude Brooks will again head the Brooks Stock Company on its annual trek thru Wisconsin and Iowa. Ad Augler will be company manager. . . . The Plunkett Stage Show is readying for its '54 tour at La-Grange, Tex. It will feature Kennedy Swain in the comedy slot. Officials are now reading plays and casting. . . . Collier's Comedians is prepping for its opening in Farmer City, Ill. It will feature a complete repertoire of Schaffner plays. . . . The Tilton Comedians organization is circling in Southern Minnesota until opening of the tent season in Iowa in May. . . . George Melson, manager and owner of the Manhattan Players in Pennsylvania, is currently managing the Teaneck (N. J.) Theater. Plans for the Manhattan Players are indefinite. . . . Henry Brunk, of Brunk's Comedians, is in Vernon, Tex., getting the outfit ready for the summer season.

FRANK MALEY, erstwhile rep and tab performer and for a number of years manager of the various Fred Hurley tabs, has been managing Ohio theaters since his retirement from the stage in 1942. He managed theaters in Alliance, O., for six years, and then moved to his present stand, the Orr Theater, Orville, O., when that house opened a half a dozen years ago. Maley was manager and comic with Hurley's "Jolly Follies," when Bob Hope made his first pro start on that opry 30 years ago. . . . Billy Bryant, former showboat impresario, writes from Largo, Fla., that he and the Missus caught a recent rehearsal of Cy Ruben's Bill Bailey Minstrels at the old Roger Bros. Circus quarters at Fort Myers, Fla. "They are using all the circus wagons in the parade, and it's a terrific thing," says Bryant. He reports that the show lists three wardrobe mistresses and 60 performers. Gordon Ray, who worked on the Bryant showboat for years, is with the Bailey show. Another old friend of the Byrants, George E. Foster, has the banners, and Happy Kellems is producing. Kellems wrote the entire script, including the minstrel first part, olio and afterpiece. The show opened February 11 in Key West, Fla. Bryant says that while in St. Petersburg, Fla., recently he bumped into the Obrecht sisters, formerly of the Obrecht Stock Company. The Byrants played Pinellas County Fair, Largo, Fla., February 17-21. . . . Rex L. North, hypnotist, has framed a show in which he shares billing with Kathie Lodge, featured as the world's most beautiful hypnotist. The North-Lodge act will play mostly sponsored dates, and opened February 20 in Paterson, N. J. They will present mentalism and hypnotism in a full evening performance. Exploitation will include a 32-hour window sleep and a prediction, with radio and TV tie-ups. They plan a coast-to-coast tour.

Drivin' Round The Drive-Ins

JUAN SOLIS and G. R. Garza have announced that construction has started at Alice, Tex., on a 500-car drive-in which will feature the showing of Spanish language films. . . . Bill Jensen and Reese Wilkerson have purchased the Mustang Drive-In, Denver City, Tex. Jensen owns the Rhea Theater there with Wilkerson as city manager. . . . Otto Boyd, manager of Twin Vue Drive-In, Odessa, Tex., is featuring a special "Talking Bible" program for two and a half hours each Sunday. The recording is of the entire New Testament, taking about 12 hours to play. . . . Arthur Landsman, president of Statewide Drive-In Theaters, San Antonio, which operates the Alamo, Mission, Rigby and South Loop drive-in theaters, has announced that George Sanderson is to arrive in San Antonio soon to produce a two-reel comedy. The picture is to be made with a cast of about 100 local children. . . . Exhibitors are being invited from 11 sections of the State to see the new all-purpose canvas screen designed and perfected by Harrell Parks, of Parks Sales & Distribution Company, which has been installed at the Kaufman Drive-In, Dallas. The screen has only three horizontal seams in its 40-foot height and can be used in the showing of all type pictures including 3-D. A 40 by 80-foot screen can be installed with structural steel at less than \$1 per square foot, according to Parks. It can be put up in one day and painted the following day. . . . Milgram Booking and Buying Service, Philadelphia, will service Lycoming Drive-In, Williamsport, Pa., this season. . . . Eugene Plank will be back as manager of the Reading and Mount Penn drive-ins, Reading, Pa., reopening next month. He has been in Harrisburg, Pa., as manager of the Senate Theater there.

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DODGEM RISES

Bronx Spot Plans 2 More Major Devices

NEW YORK, Feb. 20.—Only the roof remains to be put on the Dodgem building at Funland, the kiddie park on Bruckner Boulevard in the Bronx. With 10 cars on hand, the operators expect to add at least that number for the season which is set to begin in May.
Work on the Dodgem has been going on for two months intermittently, due to weather interruptions. It is expected that two more major rides, one of them a Merry-Go-Round, will be added to the ride line-up before the season opens.
Also erected at the park is a new restaurant building. Kiddie rides are a Schiff Roller Coaster, Ferris Wheel and Space Ship; Mangel's Roto-Whip, and Herschell tank ride and three-abreast. The park opened last summer for its first season. Owner is Arthur Becker.
Funland has been operating the past two Sundays, with the recent break in winter weather.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.
American Midway: Mercedes, Tex., March 2-3
Big State: Cuero, Tex.
Blue Grass: Plant City, Fla.; (Fair) Sanford, March 1-6
Crafs Expo: Blythe, Calif.
Franklin: Doss, San Angelo, Tex.
Glades Amusement: Opa-Locks, Fla.
Hill's Greater: Brownsville, Tex.
Lone Lee: Daytona Beach, Fla.
Milliken Bros.: Waycross, Ga., March 1-6
Pan American: Imperial, Calif., 27-March 1
Raley Bros.: Bufton, S. C.
Red Ribbon: Beaumont, Miss.; Brookhaven, March 1-6
Royal Expo: (Fair) Fort Lauderdale, Fla.
Stephens, C. A.: Venice, Fla.; Lakeland, March 1-6
Strates, James E.: Orlando, Fla.
Sunshine Shows: Tampa, Fla.
Tassel, Barney: Homestead, Fla.; Miami, March 1-6
Timwell, T. J.: Big Spring, Tex., 27-March 6.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.
Clyde Bros.: Shreveport, La., 23
Davenport, Orrin: Cleveland 23-27; Rochester, N. Y., March 1-6
Fulack Bros. Eastern: McGuire A. F. Base, N. J., 26; (Aud.) Roanoke, Va., 4-6; (Armory) Wilkes-Barre, Pa., 16-18
Fulack Bros. Western: Chicago, 26-Feb. 14
Repenchy, Loyal: North Miami, Fla., 26
Marathon 27; Key West, March 1-2; Homestead 3; Miami Springs 4
Rice Bros.-Joe Mix: Jeffersonville, Ind., 23-24; Owensboro, Ky., March 1-3
Terrell Bros.: Tampa 23; Clearwater, Fla., 24-25; St. Petersburg 26; Ocala 27
Van Tilburg, Neel: (Sarah Shrine Temple) Minneapolis 23-March 6.

Miscellaneous

Balley, Bill, All-Star Minstrels: Lakeland, Fla., 23; St. Petersburg 24; Leesburg 25; Sanford 26; Daytona Beach 27; Bruns- wick, Ga., March 1.
Ice Shows
Hollywood Ice Revue: (Olympia) Detroit 23-28; (Garden) Cincinnati MARCH 2-10
Ice Capades of 1954: (Sports Arena) Hershey, Pa., 23-24; (Coliseum) Indianapolis 26-March 4; (Arena) St. Louis 5-11
Ice Follies of 1954: (Garden) Boston 23-28; (Aud.) Providence, R. I., March 1-7.

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Stone Mulls Show Feature at Paragon

NEW YORK, Feb. 20.—For the first time within memory a show may be added to Paragon Park features at Nantasket Beach, Mass. Larry Stone, manager of the family enterprise, was here this week investigating several availabilities. Altho no decision had been made at week's end, the addition of a show feature was considered a strong possibility.

For a change, the space for such a feature has become available thru the deletion of other units. Since the use of the property is no problem, with a dozen or more worthwhile units already

available, a show feature will only win out if park execs feel that it will help to boost attendance and gross.

Additionally, Stone was here, and later went to Philadelphia, to check on new game and ride equipment, rounding out an annual phase of his pre-opening planning. Generally, a modernization plan is in the works, with some progress along these lines having been made last year when new lighting features were added.

Cloudy Outlook

The outlook for the Yankee Shore spot embodies but a minimum of optimism according to Stone who can recite a long list of curtailed plant activities to point up a possible lower area income and, consequently, less spending on entertainment. However, the tremendous crowds—numbered in the hundreds of thousands—who flock to the resort in good times or bad promise the park attendance, at least, and, given that, the appeal of the units will likely see to it that a comfortable gross is built up.

Like many other advantageously located funspots which had been in existence for many years, Paragon enjoyed its biggest years in the postwar era. Equaling the fabulous late '40's would take some doing but the park operation is geared to a more reasonable outlook. It can be assumed that if business this year pans that of last year everyone involved in the Paragon operation will be happy.

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MR. ALEX ZADES

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Calgary Zoo Re-Elects

CALGARY, Alta., Feb. 20.—A. M. Van Ostrand was re-elected president of the Calgary Zoological Society for the ninth year at the org's annual meeting. Ed Jeffries was returned as vice-president and V. W. Brown as secretary-treasurer.

Improvements estimated at \$300,000 has been made at St. George's Island Zoo in recent years, Mr. Van Ostrand reported.

OPEN APRIL 18

Blacktopping Set for Rye Parking Area

RYE, N. Y., Feb. 20.—Playland, the Westchester County-owned amusement park, opens Easter Sunday (April 18) for Sunday-only operations, and swings into a daily schedule on May 22.

Altho there will be no changes in the ride line-up, Col. Allan E. MacNicol, director, said several work projects will keep the park's crew busy. Among these are blacktopping of the entire parking area, and digging of an artesian well to supplement the park's water supply.

More than 25,000 square feet will be surfaced in the blacktopping operation, which will begin as soon as the cold season ends. Part of the project is the installation of a new illumination system.

Colonel MacNicol said 300 more feet of boardwalk along Long Island Sound have been rebuilt, bringing the total to 900 feet completed of the 1,500-foot stretch. The Ballroom—ice skating rink will be shut down on March 22. The rink's gross has been slightly off that of last year, due in part to the effects of last month's cold snap.

The report on 1953 operations, made to the County Board of Supervisors last week, noted gross revenue of \$1,331,674 and operating expenses of \$909,986. This resulted in a net income of \$421,688 which has been turned in to the County Finance Office.

Mrs. Vaszin Is Victim of Heart Attack

DAYTON, O., Feb. 20.—Mrs. Marie Vaszin, wife of Aurel Vaszin, president and owner of the National Amusement Device Company, this city, died at her home here last night of a heart attack. She had been ill only two days, altho she had been treated for a heart ailment for some time.

Deceased, he came to this country from Austria-Hungary, was vice-president of the National firm and had a host of friends in the outdoor show business. The Vaszins had been married 47 years.

Funeral will be held from the Ullmer Funeral Home, Dayton, Tuesday (23), with services at the Church of the Resurrection. Surviving, besides her husband, is a sister, Mrs. Louise Christianson, of Melbourne, Fla.

New Spans Would Aid N.Y. Area's Funspots

NEW YORK, Feb. 20.—Palisades (N. J.) Amusement Park, Coney Island and Rockaways' Playland in Queens would all benefit from a mammoth bridge and expressway plan to be studied by the Triborough Bridge and Tunnel Authority and the Port of New York Authority. The study alone will cost \$750,000.

Among the five arterial developments are two of concern to the amusement people. One would be a bridge at 125th Street, connecting Manhattan and the Port Lee-Cliffside Park area of New Jersey, literally in the backyard of Palisades Amusement Park. The other would be a Narrows bridge between Brooklyn and Staten Island.

The Narrows span and its high speed approach system will open Coney Island and the Rockaways to hundreds of thousands of persons living on Staten Island and in Union County and upper Middlesex County in New Jersey. Made possible will be a rapid motor trip across Staten Island, over the Narrows, and directly onto Brooklyn's Belt Parkway layout.

More Palisades Patrons

The 125th Street Bridge will funnel New York patrons toward Palisades Amusement Park at a far greater rate than ever was possible by the 125th Street Ferry

which was discontinued a few years ago. Since the transit study also includes a proposed new lower level of the George Washington Bridge, the benefits to the park could be of inestimable value.

Officials of the agencies undertaking the studies have lined up a large array of consulting services. They say, however, that there is no way of telling which project might be advanced first or what the total cost of the projects would be.

Benefiting of the parks will be of secondary importance to the designing engineers, as the projects are the result of New York's mounting traffic problem. The intent is to keep streets in middle and lower Manhattan from being choked with cars, by diverting thru traffic from the heart of Gotham.

WANTED RIDES and CONCESSIONS

(children and adults)

Maryland's biggest bathing beach—amusement park on Chesapeake Bay, just outside of Baltimore.

Contact: Bernie Seaman

NEW BAY SHORE PARK

630 S. Catherine Street
Baltimore 23, Maryland

WANTED

SPRINGFIELD, OHIO

For SPRINGFIELD SPRINGS PARK

Complete Ride Land, Skating Rink, Lead Gallery on percentage basis. We have Picnic Grounds, Stock Car Race Track, Swimming Pool, Golf Range, 75 acres on main highway; bus service.

FRED RIVENBURGH

4140 E. National Rd. Springfield, O.

WANTED

One Park size Merry-Go-Round.

Must be reasonable.

E. HUGGINS

106 Wilkes Ave. Buffalo 15, N. Y.
Phone: Taylor 0806

WANTED

Used Bumper Tires in good condition for DODGEMS.

ZOO PARK

Route #1, POWELL, OHIO

WANT

KIDDIE RIDES

To operate on percentage basis. Roller Rink for lease.

RIVERSIDE PARK

BOX 116 - ESTES PARK, COLO.

DAYTONA BEACH, FLORIDA, TOURIST ATTRACTION FOR SALE

Long Term Lease with option to buy. Good money maker with personal supervision. Pressure of other business forces this action.

BOX 4205

South Daytona Beach, Fla.

RIDES WANTED

First time offered. Ferris Wheel #12, Kiddie Boat Ride, Auto Ride. Beautiful location.

BOX 339

VIRGINIA BEACH, VA.

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. F. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

PARTICIPATING SPORTS ASSOCIATION OF AMERICA

SECOND ANNUAL CONVENTION

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Trade Show—Program—Banquet

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AMUSEMENT PARK FOR SALE Priced To Sell

- ★ 13 Rides
- ★ 15 Concessions
- ★ Midway Restaurant & Highway Drive-In
- ★ Bingo
- ★ Picnic Shed
- ★ New Permanent Style Buildings
- ★ Located on 40 Acres
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- ★ Many Large Co. Picnics Each Year
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Located in Tulsa, "The Oil Capital of the World"—The Southwest's most progressive city with oil refineries and offices, jet bomber plant, aeronautic school, university. Near the city's large zoo and overlooking beautiful Yalaha lake. The nearest Amusement Park, 176 miles. The population of the city and suburbs approximately 300,000 people.

LAKEVIEW AMUSE. CORP. — CECIL ELIFRITZ, Mgr.
16 W. 4th, TULSA, OKLA.—Phone: 54-9622

High Quality

KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

RIDES' SPACE AVAILABLE

KIDDIE PARK

IN COLORFUL COLORADO

Will lease space and operate your rides in large park area in front of new \$325,000 drive-in theater on main No. 750. Hwy. of suburban Denver. Advise in first letter your equipment and expected percentage, or your option to sell.

V. LOVE, 518 E & C Bldg. Denver, Colo.

WANTED FOR 1954 SEASON

Lessee for Amusement Park. Space for several Rides, Games, etc. Long lease available. Have had Amusement Park for past four years. Write.

R. A. MARKHAM

MARK HAVEN BEACH
Tappahannock, Virginia

FOR SALE—SEE THIS BARGAIN IN OPERATION

LUSSE WATER RIDE—19 boats and building
LUSSE SKOOTER RIDE—25 cars and building
FULL DETAILS AND ATTRACTIVE PRICE

Long established at Sevin Rock, New England's Coney Island. Rides can continue to operate at same location where they have been continuous money-makers for years. Due to other interests owner cannot devote attention needed. Will sell outright or half interest. Apply

JOSEPH GUILIANO, 520 BEACH ST., WEST HAVEN, CONN.

MORE LEISURE TIME

1954 Park Outlook Good, Coleman Says

ALBANY, N. Y., Feb. 20.—Good business in 1953 and prospects of even better grosses this year have Dick Coleman thinking of adding more units to his ride operation at Ocean Beach Park, New London, Conn.

The showman, attending the annual meeting of the New York State Association of Agricultural Fair Societies, said that he had already purchased two Ferris Wheels and would probably buy one of Allan Herschell's new juvenile rides after viewing it in operation at Tampa.

Coleman's operation at Ocean Beach, a municipally owned funspot, consists of nine major and kiddie units. He is currently negotiating to add a couple of more units. The number and type of units operated at the park are controlled by the park commission.

Noting reports of growing unemployment, Coleman said he saw no cause for concern about

this year's business. Actually, he said, a measure of unemployment ought to work out advantageously for the operator. He reasoned that high level employment plus almost unlimited overtime, such as prevailed in the New London area where the atomic submarine is being built, has cost his ride operation many dollars because people have had so little time to patronize it.

Coleman said that he is naturally assuming that no such unemployment will occur as to reflect a depression or severe recession. The figures made public to date show no cause for concern along these lines, he said.

A little less money in the hands of the public will not be a serious thing for park and carnival operators, he said. The working people are the ride operator's best patrons and they will still have sufficient money to heavily patronize the economically priced fun units, he added.

McINTOSH EXPECTS FEDERAL TAX CUT

Middle West Circuit Meeting Draws Good Turnout of Execs, Show Reps

KANSAS CITY, Mo., Feb. 20.—A 50 per cent reduction in federal admission tax on fair grandstands was seen by two speakers at the annual meeting of the Middle West Fair held here Friday (19) in the Continental Hotel.

E. H. McIntosh, president of the International Association of Fairs and Expositions, and manager of the Alabama State Fair, Birmingham, said present indications were that the tax would be cut in half. The move may not come in time to benefit fairs this year.

Doug Baldwin, secretary of the Minnesota State Fair, St. Paul, spoke on the tax and concurred with McIntosh.

A good turnout of fair executives attended the two business sessions. Although the admission tax was the prime subject discussed, the managers and attraction people also aired their views on the increased sports car racing is making many fairs, reviewed present methods of judging junior livestock shows and exchanged information on off-season use of fairgrounds.

Good Turnout

In addition to the fairmen named, also on hand were Glen Ed, Springfield, Mo., president of the circuit; Willard (Bill) Mason, Wisconsin State Fair, Milwaukee; C. G. (Pete) Baker, Oklahoma State Fair; Ed Schultz, Nebraska State Fair; James Stewart, State Fair of Texas; Virgil Miller, Kansas State Fair; Lloyd

Cunningham, Iowa State Fair; M. E. Twedell, Oklahoma Free State Fair; Russell Brown, Kansas Free Fair; Louis London, Illinois State Fair, and Ross Ewing, Missouri State Fair.

Carnival, attraction and supply firm reps on hand included Frank Winkley, Auto Racing, Inc.; Aut Swenson, Swenson Thrillcade; Sam J. Levy Sr., M. H. (Mike) Barnes and Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; Al Sweeney, National Speedways, Inc.; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Frank Sharp and E. P. Eichelsdoerfer, Regalia Manufacturing Company; Bob Lohmar, Royal American Shows; Ted Webb, custard; Tom Drake, Drake Agency; Fred Herren, Paramount Fireworks Company; Earl Newberry, Newberry Thrill Enterprises; Ned Torti, Wisconsin De-Luxe Company; Chan Laube, Bush and Laube, and John Panalp, Gus Sun-Irving Grossman Agency.

Guy Ottinger, N. D. Exec, Dies

JAMESTOWN, N. D., Feb. 20.—Dr. Guy A. Ottinger, 70, secretary-manager of Stutsman County Fair Association here and secretary of the North Dakota State Association of Fairs, died recently in a local hospital after an illness of several weeks.

In addition to the foregoing posts, Dr. Ottinger, a retired veterinarian, had been chairman of the board of supervisors of the Stutsman County Soil Conservation District and vice-president of the State Dairy Show. He had been active in Chamber of Commerce work, was a past president of the Stutsman County Fair Association and had also served on City Council.

Surviving are Dr. Ottinger's widow; a son, Lt. Cmdr. Guy L. Ottinger, U. S. Coast Guard; two brothers, William, Hamilton, Mont., and Fred, San Diego, Calif.; two sons of Mrs. Ottinger by a previous marriage, Harold Hohenhaus, Los Angeles, and Herbert, and three grandsons. Burial in Calvary Cemetery, Jamestown.

Okla. City Pushes Work on New Plant

10,000-Seat Grandstand Under Way; Okay Plans for Youth, Fem Centers

OKLAHOMA CITY, Feb. 20.—Construction work on the new fairgrounds of the Oklahoma State Fair is well underway here and a total of \$50,000,000 will be poured into new buildings in time for the September 25 opening of the annual, C. G. (Pete) Baker, manager, said.

All footings have been poured for the 10,000-capacity steel and concrete grandstand which will be 360 feet long. The stand will have one main entrance with ramps leading to an aisle halfway to the top which will divide the general admission and reserved seats. Ele-

vated portable track seats, bleachers and ground-level general admission seats will bring the night show capacity to 14,000. A concrete stage with dressing and prop rooms beneath will be connected to the grandstand by tunnel.

The fair's new 4-H and FFA youth center, the women's building and two large commercial exhibit buildings will be started between February 23 and March 15, according to the schedule. The \$155,000 agriculture building, 372 feet long, was started in January (Continued on page 69)

FISH AT THE FAIR

Trout Pond Booked By Eastern States

NEW YORK, Feb. 20.—A trout pond, formerly a standby at sportmen's shows, will be one of the features at this year's Eastern States Exposition in West Springfield, Mass.

Booker William Shilling, who swung the deal, said ESE is laying out a guarantee as against percentage for the attraction. To be held out in the open, it consists of a trout-stocked portable tank surrounded by a catwalk.

The operator will supply rods, reels and casting flies so that

patrons will be able to step up, pay the admission fee, and start fishing. The price of 50 cents will buy 15 minutes' fishing time and the limit will be three fish per person.

Catch Checked Free

A feature of the attraction is that the customer, upon finishing, will be able to turn in his catch, have it sealed in a cellophane bag and stored in a freezer. He will get a check and can check out the fish upon leaving the fair-

(Continued on page 69)

Barton Poses Five-Day Run

BARTON, Vt., Feb. 20.—Plans are under consideration to extend the run of the Orleans County fair to five days, according to president E. E. Hackett. If adopted, this will make the opening date Wednesday, August 18.

Encouraged by a successful showing in 1953, this year's attractions will include an automobile thrill show, fireworks, vaudeville acts and the Manhattan Gaieties revue. The Texas Ranch Rodeo will be the Sunday night closing event. Together with the usual racing program, a larger midway is in prospect but negotiations are not complete.

Richmond Plans New Bldg.; Winter Events Draw Well

RICHMOND, Va., Feb. 20.—Plans for a new transportation building on the grounds of the Atlantic Rural Exposition are nearing completion, J. A. Mitchell, general manager, reported here this week.

The new structure, designed to occupy a space 80 by 200 feet and be entirely free of supporting pillars in the exhibit area, will house automobiles, boats and other power driven products. The completion of plans any time within the next few weeks will insure the completion of the structure in time for this year's event which will run from September 27 thru October 2.

Mitchell said the availability of such a building during the past couple of years would have insured automobile exhibits by virtually every dealer in the area. The demand for such space has been great, Mitchell said, but the

lack of a covered area nullified the possibility of making any great progress with exhibits of this kind.

Can Be Expanded

Fair officials planned for this week a luncheon with prominent dealers to get their reactions to the proposed structure. The build-

(Continued on page 65)

America's Newest AERIAL THRILLER
Bill Atterbury's SKY KINGS
 Permanent Address:
 c/o THE BILLBOARD
 2160 Patterson St., Cincinnati 22, O.

ACTS WANTED
 Can use more Acts for our 1954 Fair and Celebrations.
 Singles, Doubles, Trios, Troupes and Family Acts.
 Send photos, state salary.
J. C. MICHAELS ATTRACTIONS
 Reliance Bldg., Kansas City, Mo.

DISPLAY FIREWORKS of Distinction
 Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL especially interested in giving you the most and best for your money. We carry adequate insurance. Send for our catalog NOW. Write, wire or phone.
Continental Fireworks Co.
 P. O. Box 25, Jacksonville, Ill.
 Phone R-4912 or 1351

I WANNA SEE! The Aut Swenson THRILLCADE JUMBO OF ALL THRILL SHOWS
 BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

3 Race Days, New Entry Set By Flemington

FLEMINGTON, N. J., Feb. 20.—There will be three days of automobile racing events at this year's Flemington Fair, to be held from August 31-September 6. Midget cars will race on Saturday (4) and Sam Nunis-directed AAA events will be held Sunday and Monday (5-6).

Harness racing will be offered Wednesday, Thursday and Friday (1-3), with the opening day, Tuesday, being reserved for children's day.

The farm implement section will be extended toward the main entrance and arranged so that it

(Continued on page 65)

We are grateful to the members of the Board of the Western Canada Fairs Association for their award of the circuit of class B Fairs to

GOLD MEDAL SHOWS

... Plus twelve (12) bona fide Agricultural Fairs in the States.

Mr. and Mrs. John J. Denton.

Available for summer and fall dates

World's Greatest Wild Animal Act

PARATROOPER PAT ANTHONY

The only GI Wild Animal Trainer

Now appearing with the Hamid-Morton Circus

Apply GEO. A. HAMID & SON, 10 Rockefeller Plaza, N. Y. C.

VOLUSIA COUNTY FAIR, DE LAND, FLA.

4 BIG DAYS AND NIGHTS 6-MARCH 22 THRU 27, 1954

WANT WANT WANT
 Legitimate Concessions of all kinds for independent Midway, Pitchmen and Demonstrators for Exhibit Buildings and Outside. Suggest you make your reservation early. Want to hear from Grandstand Attractions that can be featured, complete Circus, Rodeo, Hillbilly Revue, must be outstanding. Address

VOLUSIA COUNTY FAIR MANAGER
 311 CONRAD BLDG. DE LAND, FLA.

Western Canadian Arenas from Fort William, Ontario, to Victoria, B. C., Serve 3 Million People

BOOK YOUR SHOW FOR WESTERN CANADA

(PREFERRED DATES: Mid-April to Mid-June) AND AUTUMN MONTHS

ACT NOW! Western Canada's show arenas with total seating capacity of nearly 50,000 provides excellent facilities for complete Package attractions. All cities are linked by modern highways, airlines and railroads—no long laps. Bookings are invited on a percentage basis for the above period.

Write for complete details on contracts and booking dates to M. E. Hartnett, President of Western Canada Arena Association, Calgary Exhibition Office, Calgary, Alberta, Canada.

WESTERN CANADA ARENA ASSOC.

CONCERTS • BANDS • WATER FOLLIES
 CIRCUSES • SPORTS • EXHIBITIONS

King Buys Cristiani Share, Negotiates for Cole Bros.

Settlement Gives '53 Equipment To King Bros.

MACON, Ga., Feb. 20.—Agreement was reached this week between Floyd King and Lucio Cristiani, former partners in the King-Cristiani Circus, by which King and his new partner, Arnold Maley, purchased the Cristiani Family's share of the old partnership's equipment. No price was announced.

The new King Bros. Circus will have virtually all of the 1953 show's physical equipment, including three of the elephants; the hippo and other menagerie animals; trucks including tent spools, calliope and ticket wagon, and street parade equipment.

The Cristianis retain horses used in their own acts and the elephants which were owned by the family rather than the King-Cristiani partnership.

The partners agreed late last year to end their contract but terms for the settlement were the subject of extended negotiations. Principal negotiators were King and Lucio Cristiani, Oscar, Muga-dor and Belmonte Cristiani as well.

(Continued on page 59)

50-CENT HIKE

Ringling Ups NY Arena Fee; \$6½ Top Kept

NEW YORK, Feb. 20.—Any talk of a recession is having no adverse effect on ticket prices for Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden. In fact, there has even been a slight increase in price asked for one class. This year's prices are \$1.50, \$2.50, \$3, \$3.50, \$5, \$6, and \$6.50. With one exception, the range is the same as last year.

The first four arena rows encircling the performing area, consisting of several hundred seats, will go for \$6 this year, a jump of 50 cents over the previous scale. Last year's prices in the highest brackets were \$5, \$5.50 and \$6.50.

This increase shows awareness of a general pattern in evidence for circus performances here. With highest priced seats selling first and fastest, there appears to be a thought that no difficulty will be encountered thru the imposition of a 50-cent hike. Prices for the cheaper seats are unchanged. The side loges and promenade will again go for \$6.50. The run opens March 31 and ends May 9.

Packs Hires Gayer To Double '55 Route

SARASOTA, Fla., Feb. 20.—Thomas N. Packs, at his winter office here, has revealed that a campaign will be launched to double the length of Tom Packs' Circus summer route by 1955.

He announced that Archie Gayer, formerly with circuses and currently a partner in operation of Midway Shows at the Wisconsin State Fair, has been signed as promotional manager. The Gayer appointment has been in the works for several weeks and was finalized at a session here with Packs, Gayer, C. W. Hoerber and Jack Leontini. The latter two are Packs executives.

Arrangements call for Gayer to take immediate charge of promotional activity and handle advance booking with the view to expanding the route. Duration of the upcoming 1954 Packs circus season

Harry Thomas Exits Outdoor Show Field

CLEVELAND, Feb. 20.—Col. Harry Thomas, who has been associated with outdoor circuses since 1938, announced Wednesday (17) that he is retiring from the road, altho not from the circus business entirely.

Thomas, who has been associated with the Orrin Davenport indoor show for the past 12 winters, will continue with that show, having recently signed a new 10-year contract. Thomas said he will book himself into indoor and outdoor events during the Davenport off-season.

The outdoor field "is getting too tough," Thomas said in answer to a question as to why he is quitting. "To survive nowadays, the outdoor show must go sponsored. Too many small, unqualified shows are getting into the field and burning up the sponsors. The larger shows, to survive, must jump population, which makes the jumps too long. Travel expense for the individual who owns his own transportation equipment is prohibitive."

Thomas, who toured with the King Bros.-Cristiani Circus for the past three years, previously had been with the Col Tim McCoy Wild West Show, Zack Terrell's Cole Bros. Circus for 10 years, and with the Ringling Barnum show for two years.

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Cole-Walters Title Changed To Geo. Cole

HUGO, Okla., Feb. 20.—Plans have been made for changing the title of Cole & Walters Circus. New tag for the show, owned by Herb Walters and D. R. Miller, will be George W. Cole Wild Animal Circus.

The show has been operated successfully since it was formed in 1950 but played to poor business last season.

Kelly-Miller Acts Plan Benefit Show

HUGO, Okla., Feb. 20.— Personnel from the Al G. Kelly & Miller Bros. Circus and allied circus enterprises will give a circus performance here Friday (26) to raise funds for a new Masonic temple.

Program will include Terrell Jacobs wild animals, the Miller-Woodcock Elephants worked by Bill Woodcock, Wayne Newman horses, Tex Carson chimps, bears and bucking mule. Show will be staged in the Armory. Art Miller, K-M general agent, and Jacobs will be the producers.

Rudy Draws 2 Full Houses at Lynwood

LYNWOOD, Calif., Feb. 20.—Khayyam Grotto Circus, produced this year by Rudy Bros. Circus, played to two full houses in Southgate Arena here, February 6 and 7, reports Rudy Jacobi, owner of the show.

Among acts appearing with the Jacobi show are Berg's Movieland Seals, Clark's bears; Dorothy Herbert, pony drill and menage horses; Ellston, wire walker; Balancing Phelps, Hap Henry's dogs and elephants, and the Aerial Burdicks. Kermit Dart is at the electric organ, while Art LaRue and Lewis Manley head clown alley.

Jacobi said he has made an agreement with the California Grotto Association under which he will play 19 such shows in the area. Following the local date the show moved to Redlands for the Elks' Charity Circus.

Gayer formerly was a partner in Ward Bros. Circus and more recently handled promotion assignments for Clyde Beatty Circus.

May Get Bulls Horses, Wagons From Horstman

MACON, Ga., Feb. 20.—King Bros. Circus this week appeared to be on the threshold of acquiring all physical equipment of the Cole Bros. Circus.

King and Maley have been dickering with William Horstman, of the Cole operation, since Wednesday (10), and late this week Horstman was in Macon to confer with them. Horstman represents Arthur M. Wirtz, head of the Chicago Stadium and of the St. Louis Arena Company, which is holding company for Cole Bros. Circus.

Horstman confirmed that they were "negotiating for a lease" of the Cole show. Their talks concerned all of the Cole circus property but did not include the winter quarters real estate at Bunker Hill, Ind., near Peru.

Cole Contracts Unaffected
It was emphasized that previous commitments and contracts by Cole Bros. would not be affected regardless of whether the negotiations with King Bros. are completed.

If completed, the Cole deal would include the six elephants that now remain in the Cole herd, 20 Liberty horses, 12 ponies, wagons remaining from the old railroad show, lumber, rigging, an air calliope and other equipment.

In a separate deal already concluded, King bought four ele-

(Continued on page 59)

4 Polack Stands Tab Increases; 5th Okay

CHICAGO, Feb. 20.—The Western unit of Polack Bros. Circus, which opens its Chicago run this week, has scored business increases at four of the first five stands this season. Advance for Chicago, sixth stand, also was reported up.

Louisville, where the show ends its 15th annual engagement on Sunday (21), stood to set a new record, according to Louis Stern, managing director, and was assured of an increase over last year. This increase was accomplished not only by pulling more people but also by upping the prices. General admission was up from \$1 to \$1.25, including tax. Circus sources said that Louisville was one of the last of its stands to scale the general admission at above \$1.

Season opened January 17 at Flint, Mich., which was up, and Hammond, Ind., followed with another increase. Chanute Air Force Base, Ill., gave the best business of its five-year history despite the stand in the big airplane hanger was cut from four to three days.

Lone spot where Polack had not chalked an actual increase was

Rudy Draws 2 Full Houses at Lynwood

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Jacobi said he has made an agreement with the California Grotto Association under which he will play 19 such shows in the area. Following the local date the show moved to Redlands for the Elks' Charity Circus.

R-B INKS NEW LOT IN N. PHILLY

Better Location Will Also Squeeze Out Most, If Not All, Infringing Show Units

PHILADELPHIA, Feb. 20.— Ringling Bros. and Barnum & Bailey Circus will switch locations from South to North Philadelphia for this year's showing here, a full week beginning May 24. The new lot, variously reported at 11 to 14 acres in size, is owned by and was secured from the Lighthouse Settlement.

Located at Erie Avenue and Front Street and extending to Whittaker Avenue, the lot is in the general area of the old location at Erie Avenue and G Street used for many years by the Big Show before the grounds were taken over for industrial development.

The new site will, it is believed, promise a much better earnings potential for the Big One both because it is located closer to residential areas housing families economically able to patronize the circus and because the usual influx of show activities to play day and date will be cut down considerably, if not eliminated entirely, because of the lack of adjacent open ground.

Show Execs Happy

Apart from the fact that the lot at South Broad and Patterson streets, played for the past several years, made it necessary for patrons from the better residential sections to travel several miles thru sub-standard sections of the city, Big Show execs are probably happy to get away from the city-owned lot because of the encroachment of other show activities.

Last year the appearance of the Big One in South Philadelphia attracted the greatest concentration of outdoor show equipment ever seen. Set up on adjacent properties, and virtually surrounding the Big Show, were: The James E.

Strates Shows, Penn Premier Shows, John H. Marks Shows, Barney Tassell's ride unit and several blocks of added concession operations. Additionally, there were a permanent kiddieland, the 100,000-seat Municipal Stadium where auto races were presented on two nights each week and a drive-in theater which shuttered during the circus run and parked cars at \$1.

While those who came to see the Big Show probably followed thru, the competing side shows, food, drink and novelty stands certainly must have skimmed some of the gravy from the potential circus midway gross.

When the Big Show played the Frankfort section in the past, carnival units were spotted in almost unbelievably locations—in gullies, driveways and front lawns—bordering the circus grounds. On the basis of past happenings in this town it can be assumed that adjacent real estate, if vacant, may well be occupied this year by carnival units.

John Quinn and Jack Essner, operators of a kiddieland in the north section, and promoters of day and date activities with the Big Show in the past, are currently in Florida. They had early knowledge of the switch in locations.

If the lot is only 11 acres it is likely that the cookhouse may have to be located elsewhere, possibly near the railroad siding. If as many as 14 acres are available there will probably be room for all show units.

The deal was set for the circus by Leon Pickett, contracting agent, Stanley A. Carle, deputy commissioner of the department of licenses and inspections, said Pickett was issued a license for the new site. Fire Marshal William Hess said the location had been approved by his office.

According to Paul A. Jans, director of the Lighthouse Settlement, negotiations for the recreation site had been underway for about six months. Recently the organization's board of governors approved the transaction.

The circus, Jans stated, will pay the Lighthouse more than the \$2,000 paid the city for the last three years as rental on the South Broad Street lot.

Altho the lot edges are from 6 to 10 feet above the level of the street, Pickett said that it was just what the circus had been looking for.

OLIVER NAMED MANAGER OF MILLS ADVANCE CAR

CLEVELAND, Feb. 20.—William L. Oliver will be advertising car manager for Mills Bros. Circus, it was announced this week by co-owners Jake and Jack Mills. The show resumes billposting this season after several years of using only tack cards.

Oliver, veteran in the advance field, has handled press as well as billposting duties in the past. He was with Cole Bros., Dailey Bros. and other circuses and most recently was with Dub Duggan's Hagen-Wallace Circus. Injury forced him to close with that show and he has been recuperating since 1952.

He will confer with the Mills brothers and Dave Rosenberg, of Triangle Poster Company, Pittsburgh, next week. A station wagon has been purchased for the advance and a truck and a car are to be added. A seven-man force

Gainesville Pioneers Invited to Opening

GAINESVILLE, Tex., Feb. 20.—Invitations have gone out to 125 persons, who were members of the Gainesville Community Circus during its first five years, to attend opening of the show's 25th season here April 21. During the quarter-century, about 1,800 citizens of the city have taken part in the circus.

is planned and special paper will be used.

The show this week also added three new semi-trailer tractors. Mechanics have nearly completed the overhauling of the present fleet, it was reported at Mills' winter quarters at Greenville, O. Saturday morning animal training sessions have been open to the public.

Fleckles Inks 7 Features for St. Louis Show

CHICAGO, Feb. 20.—L. N. Fleckles & Company this week announced it had signed seven feature acts for the St. Louis Police Circus in the Mound City, April 29 thru August 9.

Acts in the fold include Gene Holter's ostriches, donkey and zebra; Cuneos' mixed bear arena act; Jack Joyce's camels; Rasini's rocket car; Allen & Company, aerialists, and two wire troupes, Triskas and Coronas.

Additional contracts are pending, Fleckles said.



Now Playing
GROTTO CIRCUS
CLEVELAND, OHIO

For bookings, contact
HAL PEARCE PRODUCTIONS
Box 4037, STATION A, DALLAS, TEX.

CLOWNS

WE PAY TOP MONEY for 3 professional character clowns and 2 Midget Clowns who can give us good reference and if you are willing to change your routines to suit the NEW Clown Numbers.

28 CONSECUTIVE WEEKS' work, starting about June 1st. This work is with America's Finest and Oldest Automobile Show. The work is mostly one-day stands—you travel in the finest equipment money can buy.

YOU TELL US salary wanted. Whom you want for. Send photos, give your route.

WARD BEAM
P.O. Box 145
Coshen, N. Y.

BILL BAILEY'S
MINSTRELS

Good, reliable Promotional Men handling committees. New set-up is selling something different, to sell than circus. Contact

SI RUBENS
Route, Lakeland, Fla., Feb. 23; St. Petersburg, 24; Leesburg, 25; Sanford, 26; Daytona Beach, 27; Brunswick, Ga., 28; Jacksonville, 29.

Bill Massey, contact Si Rubens.

NOW AVAILABLE
Baby Elephant Act

for
Fairs or Circus

Write or wire
FERN HUGGINS
615 Meridian
Seattle 3, Wash.

WANTED—PROMOTERS

You can start work immediately. Selling and Dixon, contact me. Also want work for Cookhouse. Dub Duggan, Western Union, Miami, Fla. Open February 26; then as per route.

Loyal-Repensky Circus

10 PHONEMEN WANTED—10

Banners, Tickets, Drunks, please away. Town set all year round.

Contact
MR. LAWRENCE
New Haven, Conn., at Spruce 6 1816.
Springfield, Mass., at 69598.

SOBER PHONE MEN

VETERANS' CONVENTION PROGRAM

Points of Renewals with all calls available to men.

Solid Deal to Follow.

Cincinnati, Ohio Ludlow 4223
(No collect, please)

CAN PLACE

For more Contracting Agent who knows territory and book auspices for Tommy Scott Show, featuring picture of Johnny Mack Brown and String Bean Prince Albany, Grand Ole Opry.

Contact
TOMMY SCOTT
General Delivery, Tiffin, Ga.

HELP WANTED IMMEDIATELY

Signaler and Menagerie Hands; also Men and Wife to take charge of winter quarters in Canton, Ohio, while Circus is on tour. Eddie Mason and Heavy.

DIANO BROS.' CIRCUS
Tony Diano, Manager
1000 Warner Rd., S. E. Canton, Ohio

Under the Marquee

The Siegrist flying act is practicing in Miami with European style rigging. . . . Fourteen people from Hunt Bros.' Circus are wintering in Miami. . . . Poodles Hanneford was quoted in a Lansing, Mich., newspaper article recently, and said he won't appear on TV. Yarn reviews his career, including movie roles. . . . Capt. Bill Curtis is wintering at his Cuevas, Miss., pecan ranch, recalling the difficulty he had with a top used for the Eisenhower birthday party in Pennsylvania. Bill says the future of circuses looks dim to him. . . . Bill Brinley, miniature circus impresario, now is putting out hobby craft kits for carving your own circus. . . . The Clyde Nobles recently visited George Chindahl, CFA historian, at Maitland, Fla. Chindahl is doing well after a heart attack.

Noyelles D. Burkhart, assistant vice-president and legal adjuster for the Ringling-Barnum show, and his wife, Hilda, were in Macon, Ga., several days as guests of the Paul M. Conaways. Burkhart is an associate in the Conaway and Smith law firm. . . . Tommy and Sylvia Thompson expect to be back with Kelly-Miller this year. They are training a dog act at Fordyce, Ark. . . . Johnnie B. Williams, band leader and minstrel manager on Dailey Bros. and other Side Shows, is wintering at Cleveland and will be at Atlantic Beach, S. C., with novelty concessions.

Bob Fisher, who had Fisher's Fearless Flyers, will manage concessions and stands at Idlewild Park, Ligonier, Pa. For the past two seasons he has had a refreshment stand at Jacksonville Beach, Fla. . . . Fan Ed Cripps, Brantford, Ont., caught Polack Eastern at London and enjoyed a chat with Henry Kyes, whom he had not seen in six years.

Guests of the Lyman L. Sheldons, Hollywood Hills, Calif., for a CFA confab recently included Don Francis, Esther Merryman, Rudy Bylek, Harry Quillen, Don and Lena Bernard, John Luhring, John Luhring Jr., Ma Belle Chipman Bennett, George and Gai-nelle Perkins, Harry and Doris Chipman, and others. Group, which includes many motion picture people and circus troupers, plans to attend the Beatty show as a group this spring. . . . Bill Moore, Beatty agent, and Harry Chipman, press man, have made appearances at luncheon clubs in connection with for the coming Beatty stands around Los Angeles. . . . Ruben Castang is directing the Auction City Zoological gardens, Los Angeles, and works a chimp and elephant while Floyd Hemston is working his lion, Fearless Fagan.

Settlement
● Continued from page 58

as Maley figured in the final stages.

Build for Parade

Work in the shops at King winter quarters is underway, with Harry Rooks in charge of the training barn and Charley Lucky supervising the building of cages and wagons for the street parade. King said that the street march would be enlarged considerably this year.

First listing of acts to be with the new King show was announced this week. It includes the Conley Family (8), bareback; Flying LaForms, flying return; Dingler Troupe, aerial bars; Jackson Family, horizontal bars; Walter Jen-nier and Buddy, seal act; Hend-ricks Family, wire; Pierce Trio, wire; Lolita, wire; Estrada Sisters, acrobats; Miss Aerialotta (Jen-nier), aerial, and Dorothy Her-bert.

The performance is to be concluded with old-fashioned races for which chariots are being built.

New courier booklets are being prepared by the Cuneo company and new program booklets are being prepared.

Horstman Bulls
● Continued from page 58

phants and 10 Liberty horses from Cole. Those animals are to be delivered to King after they complete the current run of the Orrin Davenport show in Cleveland. Meanwhile, Ira Watts, general superintendent of the King show, has been in charge of a crew moving trucks and seats from Indiana quarters to Macon. These were included in the initial deal.

In stressing that Cole Bros. prior commitments would not be affected by any arrangement with King Bros., Horstman pointed out that in addition to the upcoming Cincinnati Shrine date, produced by Cole Bros., there are several bookings pending for the Cole elephants.

WANTED
25 TELEPHONE SOLICITORS AND PROMOTIONAL DIRECTORS

Programs, U.P.C.'s and Banners. Coast-to-coast radio show going on tour for top sponsors.

Steady work through Texas, Oklahoma and Louisiana. Pay daily 25%. Will advance transportation money to people we know. No collect calls or wires.

Address
SPORTATORIUM
DALLAS 8, TEXAS
Phone: Sterling 2173

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PHONEMEN

Starting now our special EASTER EDITION of the Labor Journal directory, newspaper, 15,000 cards ready to call, all with the cut-offs from sales of last year. 35% pick up the same day. Best deal in Pa. This is just outside of Philadelphia.

MACK WITZER
394 Avon Road
Upper Darby, Pa.
Flanders 2-4497
P.S.: T.O. & A.L. Call.

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Programs, U.P.C.'s and Banners. Coast-to-coast radio show going on tour for top sponsors.

Steady work through Texas, Oklahoma and Louisiana. Pay daily 25%. Will advance transportation money to people we know. No collect calls or wires.

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DALLAS 8, TEXAS
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CIRCUS ACTS

SOBER AGENT—USEFUL PEOPLE

Name your lowest recession salary first letter. Do not phone or wire.

Jaycee Circus Manager
c/o President Hotel, Beckley, W. Va.

NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
317 West 56th St.
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information
Initiation\$10
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WANT
3 PROMOTIONAL DIRECTORS

Only capable, reliable men accepted. Work year around. Best towns and sponsors. Wire where I can call you. CAN USE A FEW MORE ACTS FOR BIG SHOW. GIRLS FOR WEB AND LADDERS. Show opening March 16. (Buck Roeger, wire where I can reach you.)

BILL MORRIS
Kelly-Morris Circus
Fairgrounds, De Land, Fla.

MUSICIANS

Want A-1 Solo Cornet, Tenor Saxophone doubling Clarinet; also Bass Player. Other musicians keep in touch. Union. Longest season of any circus. Splendid meals and single sleeper berth. Season opens here April 10. Address:

A. LEE HINCKLEY, Band Master
KING BROS.' CIRCUS
BOX 355, MACON, GA.

10 PHONEMEN 10

Two Deals. Sportsman's Convention and Sportsman Publication, Columbus, Dayton and Toledo, Ohio. Come in person. 25% paid daily.

P. V. GOODRICH
9. E. Fifth St. Dayton, Ohio

FOR SALE IMMEDIATELY

8 White Mule Hitch, 54" to 58"; 4 large Sorrel Horse Hitch, 1 Team Zebra Stallion Hitch; 2 Units—4 Pony Liberty Acts; 1 large Grey Rosin-back Stallion.

All of the above are complete with harness and broke for street parades.

1 Pair Abyssinian Donkeys. Mare will foal in Spring.

ALSO: 1 Polar Bear, 1 large Chimpanzee, 1 lot of Giant Rhesus Monkeys, 1 large Male Lion broke for Wrestling Act, complete selection of Ponies for Pony Rides.

Complete lot of Circus equipment, including late-model Tractor with Trailers, 1 Fruehauf Van with Sleeper; 1 used Side Show Tent, 60 ft., with 3 30 ft. sections. Also other large selection of Equipment and Animals.

DIANO BROS.' CIRCUS
Tony Diano, Manager
1000 Warner Rd. S. E. Canton, Ohio

5 . . . PHONEMEN . . . 5

Best deal in Florida. Established official A. F. of L. publication. Not a charity or a "beg" deal. Top commissions paid daily. Our men earn from \$150.00 to \$200.00 per week. Must be experienced, sober and ambitious. Solid year's work. If you can sell over the telephone, come to Miami. . . . There is a permanent job and phone here for you. 36th anniversary edition ready to start.

Contact **JIMMIE ANDERSEN**
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Miami, Florida
(No Wires—No Collect Calls)

ATTENTION ATTENTION ATTENTION
WILL H. HILL'S FAMOUS ESTABLISHED CIRCUS UNIT
BIGGER AND BETTER THAN EVER

—Consisting—
Two fine baby elephants, "Tulzie" and "Wanda," trained with precision timing and presented with super showmanship by "Will Hill" in person. Fourteen clever outstanding Dogs. Six beautiful Shetland Ponies with all new elaborately trimmed, imported for anyone wishing high-class entertainment. These acts have a standard reputation and can play indoors, outdoors, television, fairs, etc. Transported in up-to-date semi-trailers. Have open time for early dates. Contact care

BOX 997, BILLBOARD, PALACE THEATRE BUILDING
NEW YORK, N. Y.

Metropolitan Sets 10 Fairs in New Area

NEW YORK, Feb. 20.—Bobby Kline, general agent of the Metropolitan Shows, this week announced a route of 10 fairs for that organization.

They are Terre Haute, Ind.; Jackson, Tenn.; Pine Bluff and Hope, Ark.; Meridian and Natchez, Miss.; Gadsden-Attala and Tuscaloosa, Ala.; Tallulah and Alexander, La.

Kline said a Labor Day spot is virtually set with an announcement likely to come next week.

1 Good, 1 Bad On Blue Grass Florida Route

FORT PIERCE, Fla., Feb. 20.—Blue Grass Shows hit a bad one and a good one for its most recent two Florida dates. The Brevard County Fair in Titusville was the biggest blank ever played by the carnival, according to owner-manager C. C. Groscurth, but the Ft. Pierce American Legion Fair has been its best Florida date.

Groscurth blamed the Titusville flop on freezing weather, lack of co-operation, and an overloaded midway. "Seventeen rides and 14 shows proved just too much for this fair," he said.

The local event, which closed Saturday (13), was a winner all the way. Starting slowly, attendance picked up nicely with Friday attracting the biggest crowd for baby giveaway night. Wednesday, white kids' matinee, attracted thousands of moppets and 1,000 adults, while the Thursday colored matinee drew about 1,500 kids and 400 adults. Saturday's rehash matinee also drew well.

Groscurth was off on several business trips, including one to Largo, getting things ready for the big one there. Several committees visited here including the American Legion from Vero Beach, where Blue Grass plays the week of March 8, and the Legion committee from Sanford. The Sanford group arranged for Harry Wilson, promotional director, to leave for that town to work up special deals. The fair will be the week of March 1.

Business manager Ep Glosser did a wonderful job here and Leo Shultes continued his great work as ride superintendent. Jimmy Zabriski has been keeping it lit up nicely. A visitor here was Police Sgt. "China" Red, for years a talker with several shows and for 12 years a member of the local force. He was a welcome nightly visitor, being in charge of activities on the lot.

Shirley Levy Ill at Home

NEW YORK, Feb. 20.—Shirley Levy, manager of Metropolitan Shows, was discharged from Madison Hospital this week after being a patient for 10 days.

She is attended by a nurse at her home, the Westmore Apartments, 333 West 57th Street. Mrs. Levy expressed a wish to have visits by her show friends.

MSA PLAQUE FUND NEARS 25G GOAL

MIAMI, Feb. 20.—Only six contributors are needed to reach the 250 participants, \$25,000 goal set for the Miami Showmen's Association plaque fund. William Cowan, past president, made the announcement. When the goal is reached—in a matter of days, it was predicted—the contract for the casting of the bronze plaque will be let. The finished plaque, bearing the names of all 250 donors, will be erected permanently in the foyer of the new clubhouse.

Another couple of dates are hoped for and efforts to add events to the fair list will continue, Kline said.

New Territory

With Shirley Levy, show manager, hospitalized here and out of the booking picture temporarily, Kline has been in the West routing the show thru new territory. The show, which went on rails last year for the first time, toured Eastern territory. Shortly after the end of the season, however, show officials announced that the usual Eastern territory would be abandoned in favor of seeking a new route in the West.

While several larger dates just eluded the booking efforts of the Metropolitan execs, Kline reported full satisfaction with the route set to date. The initial foray into the territory on rails will afford a perfect opportunity for exhibiting the show to officials of other fairs, Kline said. He said the showcasing would enable him to start booking activities for next year early.

Reporting the still date route set, Kline intimated that the show would route into the West early. There were, however, indications that some late season dates might be sought in Eastern territory.

The show will route as far north as Wisconsin, Kline said. While several moves will be needed to get it into Western territory, it appears that nearly all of the dates will be new to the route this season.

Floyd O. Kile Sets June Bow

CLINTON, La., Feb. 20.—Floyd O. Kile Shows will again delay their opening until late in the season with the kick-off scheduled for the first week in June. Owner Kile announced, Org will invade Iowa for the first time this year, having signed five fairs in that State.

Total route, according to Kile, includes 16 fairs, three celebrations and three still dates in Iowa, Missouri, Arkansas, Louisiana and Mississippi.

Work here at the show's new winter base is already under way. A new front entrance is being constructed, new canvas is on order along with additional lighting and sound equipment, and two new shows are expected to sign on for the season.

Mrs. Floyd O. Kile is back after a flight to Washington, D. C., where her daughter, Nedra, underwent surgery. Prior to her marriage, Nedra operated photos on the show. Mrs. Kile announced that she will not take out her bingo this year but will continue to handle the office secretary chores. Sam B. Wells, concessionaire and show electrician last year, will again return as will most of the front and back-end personnel.

Fire Destroys Babcock Truck

INDIO, Calif., Feb. 20.—A truck of the Frank W. Babcock United Shows was damaged by fire 30 miles west of here as it was hauling two Ferris Wheels to play the Riverside County Fair and National Date Festival, which opened Wednesday (17) for a six-day run. The damage was estimated at nearly \$1,000.

Babcock, owner of the show, said that the fire probably resulted from spontaneous combustion.

Metropolitan WQ Hums With Activity

ENSLEY, Ala., Feb. 20.—Winter quarters of Metropolitan Shows is humming with activity as a crew of over a dozen prep equipment under the supervision of Ray Cramer. John Fink is handling the carpenter work, and wagons, rides and other gear are all getting a new coat of paint.

ARCTIC WEATHER FOILS BOOKING EFFORT OF I. T.

NEW YORK, Feb. 20.—Leaving here on a cold but clear morning one day last week on a contract-hunting trip to the mountainous regions of Pennsylvania, the booking brigade of the I. T. Shows—Phil Isser, Izzy Trebish, Al Howard and Al Crane—gained only an overdose of frustration. Some 150 miles from here, and close to the summit of a wind-swept peak, the snow began to pile up with unbelievable rapidity. A \$16 investment in chains helped for another mile or two before progress became impossible. Reaching their quarry by phone they learned that a meeting was impossible, and would be for days, even tho they were within 20 miles of their goal. Forced to turn back, they maneuvered some 60 miles of mountain roads "mostly sideways." Although cars and trucks were piled in ditches all along, the I. T. group was lucky and made it back to home and clean pavement. Said Isser: "Comes a thaw we'll try again."

Death Claims Philip Kaplan, Novelties Man

NEW YORK, Feb. 20.—Funeral services were held Thursday (18) at Riverside Memorial Chapel, the Bronx, for Philip Kaplan, of Kaplan & Bloom, novelty concessionaires, who died Tuesday at the age of 69.

Kaplan and David Bloom were associated 35 years and in their earlier operating days worked as far as the Western Canada Circuit. In recent years they had concentrated on Eastern fairs and held several exclusive contracts.

Death came at Tampa, where Kaplan was working Florida State Fair. He was a Mason and a member of the National Showmen's Association since 1939. Survivors include his widow, Mollie, and a son, Eddie. Burial was in Maimonides Cemetery, Elmont.

Pan American Bows Feb. 27

LOS ANGELES, Feb. 20.—Pan American Amusement Company will open its seventh season February 27 at the California Mid-winter Fair in Imperial, Calif. The show will be the midway attraction for the third consecutive year. Pan American, which will feature sponsored concessions, will be out 35 weeks under the management of Jimmie Wood.

According to Bill Overly, general agent, the org will continue to operate right on thru the season after its opening. Last year the show laid off a month following the Imperial date and until the Yuma County Fair opened in Yuma, Ariz. Also set this year are five weeks in Arizona which include the second annual Yuma fair.

The show has all of its present route, which is 80 per cent booked, with the exception of one week, booked for fairs. Leaving the last of June for Northern California, Pan American will repeat on four dates, San Leandro, Palo Alto, San Rafael, and San Carlos, with a new spot to be added. Show carries 12 rides.

Gertrude United Bows in New Orleans

NEW ORLEANS, Feb. 20.—Gertrude United Shows opened their '54 season here recently with 12 rides, 5 shows and upward of 40 concessions. Mrs. Bengé, owner, said the org would remain here until after the Mardi Gras and then head north.

Gold Medal to Tour Canada Loop on Rails

CHICAGO, Feb. 20.—Johnny Denton's Gold Medal Shows will move over the Western Canadian B Fair Circuit by rail, it was announced here this week by Ben Braunstein, general agent. Braunstein, accompanied by Charles (Chuck) Magid, org's concession manager, stopped off here en route to Winnipeg to finalize arrangements for the moves by Canadian railroads.

According to Braunstein, the show is expected to use at least 40 system flats plus sleepers. Show will move onto rails following the Moose Jaw, Sask., annual, first fair on the loop. There is a possibility it will railroad back into the States following the final fair in the circuit, he said.

While here Braunstein shopped for railroad equipment to be used on the Canadian jaunt but said that for the present the show was not in the market for the longer show-type flat cars. He also reported that work had al-

ready begun at the show's De-tan, Ala., winter base to make ready for an April 1 opening.

Several Eastern fairs which signed with Denton prior to his snagging the Canadian loop, but which now overlap, will be played by other Eastern shows, Braunstein said.

Continental Bow Set for April 19; LaCross is Agent

LOWELL, Mass., Feb. 20.—General agent for the first time by Paul LaCross, a former show owner, the Continental Shows is slated for an April 19 (Patriot's Day) opening in Massachusetts.

LaCross, familiar with the New England-New York territory played by Continental, by virtue of having covered the area with his own unit for several years, has mapped out the full route with Roland Champagne, owner-manager.

Champagne and LaCross attended the fair meetings in Maine, Massachusetts and New York and report a satisfactory route signed that will take the show right thru October 12, Columbus Day. The still dates are also set. These are expected to include the usual Continental territory.

New Building

Altho illness hospitalized Champagne shortly before the end of last season and a convalescent period followed, work has progressed steadily with the executive staff in charge. A new building has been added to winter quarters here to facilitate the off-season refurbishing of units.

A new 1954 Mercury has been purchased and painted spectacularly in the show colors to be used as an office car. The Mercury used by LaCross has been similarly painted. He will handle publicity and promotions in addition to the general agent's work. Additionally, Mrs. LaCross will have three concessions.

Crafts Schedules Early Set-Up at Nat'l Orange Show

NORTH HOLLYWOOD, Calif., Feb. 20.—Orville N. Crafts, owner of Crafts 20 Big and Crafts Exposition shows, will not fill in the extra week left open by the moving back one week of the dates for the National Orange Show in San Bernardino. With the exposition set to open March 25 for 11 days, the setting up of equipment will start March 15.

When the delayed opening was first announced, Crafts' plan was to fill in the week in the vicinity of San Bernardino. However, during the intervening time, he routed the show into Barstow and Victorville and then the Orange Show.

The Exposition unit, managed by Roger Warren, is now on the road, having opened the first of the month at the Carrot Festival in Holtville. For the Orange Show, Crafts will send the 20 Big Shows from winter quarters here. The org will remain on the road under the management of Frank Warren following the San Bernardino date.

Crafts said the show will feature 20 rides, 10 shows and about 60 concessions at the Orange annual.

Conklins Sign Peterborough Ex.

HAMILTON, Ont., Feb. 20.—Conklin Shows have signed to provide the midway attractions at the Peterborough (Ont.) Exhibition, August 9-14. Frank Conklin, announced. The Conklin organization last played the event early in World War II before the plant was taken over by the Canadian Government as a training camp.

Nassau Fair Midway Deal Is Outlined

MIAMI, Feb. 20.—Mrs. Pearl Barfield Reed is furnishing the midway attractions at the Nassau-Bahamas Fair, Nassau, B. W. I., which opens Monday (22) and runs thru Saturday (27). An earlier story credited the operation to William Moore, concession manager of the Cetlin & Wilson Shows.

Mrs. Reed, a resident of Key West, Fla., was formerly married to the late C. E. (Doc) Barfield and was active with him in the operation of the Cosmopolitan Shows. After his death and her subsequent marriage she sold the show equipment.

In 1940, she writes, she and her husband took some rides to Nassau. A deal to use J. P. Batts' rides failed to jell when Florida dates conflicted. Instead, rides owned by Red Brady have been booked and transported to Nassau. A chartered plane carried personnel.

When queried, Moore explained that he flew to Nassau and signed the original contract for the fair midway on behalf of himself and Mrs. Reed. Later events made it impossible for him to participate and arrangements were made for the handling of the entire contract by Mrs. Reed.

Va. Greater's Folk Trouping Into Quarters

SUFFOLK, Va., Feb. 20.—Virginia Greater Shows personnel are showing their faces around the winter quarters as the pace of refurbishing quickens in anticipation of the season's opener.

Hoover Byrum is rebuilding the three kiddie rides of which he will be in charge, Dutch Kerchner is working over the Merry-Go-Round, and Tennessee Slim Gillespie is getting the Octopus ready.

Eddie Steele will have four hanky punks and percentage joints on the show this season. E. E. Wiley has contracted to place his grab joint, Charles Drake of Camden, N. J., will be back with his hi-striker, Mr. and Mrs. Buddy Monroe and son James will be in soon with their ball game and popcorn, and candy apples, C. Young of Baltimore will be on hand soon with his jewelry spindle, and J. Richardson has booked his live pony ride.

Manager Rocco Masucci was host recently at a supper party in the Crystal Restaurant, a show folks' hangout operated by Paul and Johnny Thanos. Guests were Mr. and Mrs. Eddie Steele, Bill Sanders, of the American Tent & Awning Company in Norfolk, and Harry P. Taylor of Suffolk.

Midway Confab

Jeff Harris, Boston concessionaire, was in New York briefly last week. Jeff, who promoted several spots last year and announced his intention to expand his interests this season, intimated that several sizable deals were in the fire. . . . Gerald Snellens, general representative of the World of Mirth Shows, is back in New York after a trip to Toronto and Ottawa. At the latter spot he visited with officials of the Central Canada Exhibition. He reports that H. H. McElroy, general manager of that event, is well on the road to recovery following a recent illness.

John McCormick of the National Showmen's Association and several friends of the Friars Club are spending their annual month in Hot Springs. Also in Hot Springs, but for three weeks, is Dr. Jacob Cohen, NSA physician.

The William Uranns of the NSA are proud parents of a baby daughter, Nancy Maria. Urann is with Cornell Products. NSA members celebrating their birthdays last week were: February 14, Dave C. Edwards, Joseph Poyino, and J. N. Zachary; 15, Rocco Faneli, Nathan Rifkin and Sam Towitz; 16, Eddie Davis; 18, Jack B. and 19, Floyd E. Gooding. Missing the clubrooms after a long absence was Harry Wein-

new members admitted into the Midway Showmen's Association at their recent meeting are Arthur Brooks, Jack Callery, Jerry Craney, Richard Erlitz, Norris Glander, David Glazer, Charles Greenlee, Mebane Hansen, Samuel Korman, Frank Kain, Mortimer Lifeland, James M. Illister, Eugene Snyder, Sig Hansen, Jack Valley, and Milton Zakowitz.

Tony Diano, in Africa on the hunt for new wild animals and specimens that might be imported into this country for show purposes, has been teasing Gerald Snellens, general representative of the World of Mirth Shows, with photos of the little people. Pictured in their original state—strikingly virtually naked—Tony requested Gerald to reserve a whole floor of rooms at the latter for the strange people. He is pleased about the prospect and untroubled about housing problems, Gerald hopes it true since they would be slated for his show.

Mr. and Mrs. Joe Rescott were recent dinner guests of Claude Bentley in Lake Charles, La. . . . Betty White Sr., who with his son, Betty, and son, Andy Jr., operated the crime museum on the O. C. Buck Shows last year, is settled in Harlingen, Tex., where he is associated with radio and television station KGBT.

Donald Gilkey, glass pitch op, and Olga Rafael, both with Coney Island Road Shows, middle aisled it recently in Santa Clara, Cuba. Jerri Hatcher, of the show's Aquacade, and Mrs. Cliff Kennedy, custard operator, were witnesses. . . . Harry Lee and Earl Fisher, concessionaires, visited Coney Island Road Shows at Santa Clara. Also on the visiting list were Gen. Pilar Garcia and his aide, Mario Perez Valdes.

William Stevens Jr., 5-year-old son of William Stevens, jewelry concessionaire on Johnny Denton's Gold Metal Shows, is confined in Tampa Municipal Hospital with polio. Parents write that young Bill would appreciate receiving cards.

B. Davidson has booked his Cookhouse with the James H. Drew Shows and Harold George will also join with his concession.

Lou Torti, brother of Ned Torti, of the Wisconsin DeLuxe Company, Milwaukee, disrupted some of the Gasparilla Day parade in Tampa when the motor on his 38-foot cruiser the Loutal, broke down and the craft began drifting in the gulf. A Coast Guard vessel was taken out of the parade flotilla to go to Torti's rescue. Capt. Andy Rasmussen, of the Tomahawk, a concessionaire, attempted to tow the Torti craft to port, but was forced to give up when his ship's towing cleat broke.

Heller's Acme Shows will take to the road this season with 11 office-owned rides and a Ferris Wheel which was purchased recently from De Blaker. This makes a total of two on the show. In all there will be seven major rides, four kiddie rides, 30 concessions, four shows and a free act.

Carrie and Edna Gay Cundiff, of Red and Florence Cundiff, cookhouse operators on Merriam's Midway Shows, were elected to office in the Teen-Age Club of West Hollywood, Fla., recently. Carrie was elected acting secretary, and Edna Gay publicity chairman. The club is sponsored by the Lions Club.

Kenny Hixon pens that he's dropping the operation of concessions this year and will devote all of his time to his snake and wild life shows. These two units are booked for the back end of Drago Amusements. . . . The Harries, Roxie and Bill, report from their Findlay, O., winter quarters that Royal Midwest Shows recently closed for the Craighead County Fair, Jonesboro, Ark., September 20-25.

Robert L. Overstreet, secretary of Wolfe Amusement Company, reports quarters activity is hitting a high pace. New beds have been installed on three trucks, the gal show truck has been converted to a ride vehicle, and painters are busy on a new truck-mounted front for the show. The Ferris Wheel has been overhauled and the Octopus is in the hands of the crew. Changes made in the system of loading will enable the show to store some vehicles this season.

Robi Del Mar cards from Tampa that the Hedy Jo Star Revue, now playing at the Diamond Horse-shoe, consists of Korrine, Dimples Darlene, Kitty Carr, and Hedy Jo (Continued on page 63)

California's First BIG Celebration 39th NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF. MARCH 25 to APRIL 4 Inclusive

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Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

HOTSPRINGS, Feb. 20.—Frank Donofio, second vice-president, called the meeting to order. Also on hand were two past presidents, Harry Zimdars and Harry Hennies. Chaplain Bill Durant delivered the invocation.

Noble Fairly, Zimdars and Treasurer Holt reported on their trip to the Dallas Convention. Members who were at the Little Rock fair meeting included Hennies, Zimdars, Clayton Holt, Eddie Gamble and Sailor Oliphant. Art Fritz and Louis Klatzko left for Chicago following a month's sojourn here. President Paul Olson is expected here soon. Noble Fairly left for Independence, Kan., to attend the funeral of a relative.

On the sick list were Charles Weaver and J. C. McCaffery. Dave Wallace, Joe Bellinger and Dutch Wilson left to join Southern Valley Shows. Mr. and Mrs. Felix Charneski are in Florida where they included a visit to the Tampa fair.

Art Signor was appointed chairman of the plaque committee for the new building, and reported he had obtained over 30 names to place on the plaque. A location for the new clubhouse has been found and ground-breaking is scheduled for the near future.

Ladies' Auxiliary

The February 11 meeting was called to order by President Caroline Holt. On the rostrum with her were Jackie Wilcox, first vice-president; Mattie Bybee, second vice-president; Ethel Booth, third vice-president; Bonnie Wheatley, secretary, and Vivian Zimdars, treasurer pro-tem for Irene Ogle, who was confined at home with the flu.

President Holt extended a welcome to Margaret Hock and Evelyn Hock, visiting members from Chicago. Mrs. Esther Speroni was elected to membership.

Carolyn McJankins and Daisy Fritts, hostesses for the February 8 card party, turned in \$22 to the general fund. Co-chairman of the night lunches, Ethel Booth, turned in \$15.30. Hostesses for the February 22 card party are Jessie

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 20.—At the regular weekly meeting held Monday night (15), members of the Pacific Coast Showmen's Association discussed plans for their annual visit to the National Orange Show in San Bernardino. Orville N. Crafts, owner of Crafts 20 Big Shows, the midway attraction, will be host to the group March 30.

President Hunter Farmer conducted the meeting with Al Weber, treasurer, and Joe Mead, secretary, on the rostrum. Farmer introduced M. M. Buckley and George Sickles, who recently arrived in the city.

Farmer named a committee for the National Orange Show event with Frank Warren, manager of Crafts 20 Big Shows, as chairman, and Harry G. Seber, co-chairman. All past presidents will serve on the committee along with Steve Vaughn, chairman of the house committee. Ribbons for free entrance will be distributed at the gate. It was emphasized there would be no caravan leaving the clubrooms as has been the custom.

A committee for the annual banquet and ball in December is soon to be announced, Farmer said. The group will start scouting for a room in which to hold the festivities.

Al (Keno the Mechanical Man) Blake suffered a heart attack in the clubrooms and was rushed to the emergency hospital. Later he was released and reported convalescing at his home.

Meyer Schloem was awarded the door prize.

Howe Anderson and Jackie Wilcox. The night award donated by Joan Wears was won by Billie Owens, and another raffle prize, donated by Irene Ogle, was won by Ollie Glosser.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 20.—Vice-President Maurice (Lefty) Ohren called the Thursday night (18) meeting to order. Also at the table were William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Past President Lou Keller.

Elmer Byrnes and the house committee reported plans for the March 17 St. Patrick's Day party were progressing and that favors had been donated by Ned Torti.

Harry Atwell, Louis Drillick and Sam Roberts are seriously ill. Others on the sick list include J. C. McCaffery, Dave Swarthout, Russell Johnson, Frank Daniels, Ray Balzer and Sam Manganaro.

George B. Flint has scheduled an early issue of News Flashes. Chuck Magid and Ben Braunstein stopped off for a visit en route to Canada. Mail being held for Robert A. Bauman, James Lee Garitt and Harry A. Thompson.

Clubroom callers included Manuel Blasco, Jess Jordan, Earl Tauber, Henry F. Thode, Mike Giglio, Hy Neitlich, William Carsky, Walter F. Driver, Henry Polk, Chick Bohdan, Frank Wald, Morris Brown, Joe Welles, Petey Pivor, Mel Harris, John Lem, art, William Senior, H. A. Lehrter, Chester Chapp, William Hetlich, Charles Zemater Sr., Lou Keller, Ozy Breger and Elmer Byrnes. Harry Russell stopped off after a long absence.

Ladies Auxiliary

Carmelita Horan presided at the recent meeting due to the absence of president Lucille Hirsch, who was in Tampa. Other officers on hand included Mrs. Lou Keller, first vice-president pro tem; Evelyn Hock, treasurer, and Elsie Miller, secretary. Marie Brown delivered the invocation and a moment's silent prayer was observed for Dorothy Dodge's husband.

The club gave Edith Streibich a rising vote of thanks for conducting the recent social. Mae G. Taylor reported Billie Wasserman is on the road to recovery. Margaret Filograsso's daughter, Mary Lou, is preparing for an operation, and Rose H. Page is recuperating in Los Angeles. Others on the sick list included Marguerite Shapiro, Alice Hill, Louise Rollo and Myrtle Hutt.

Evelyn Hock and Margaret Hock were in Hot Springs. Viola Moore and Claire Sopenar were in Tampa. Others in Florida included Etta Henderson and family, and Grace and Charlie Goss. Nan Rankine lettered from Florida that her son, Lawrence, was in a Denver hospital but was coming along okay.

Dorothy Dodge and Mae Smith were back after absences. Carmelita Horan will be in charge of the next social.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Feb. 20.—The Tuesday (16) meeting was called to order by President Veronica Potenza. Also on the rostrum were Eva LeRoy, first vice-president; Pearl McGlynn, second vice-president pro tem; Stella Maturo, third vice-president; Pauline Grey, treasurer, and Wanda Derpa, secretary. Chaplain Irene Coffey delivered the invocation.

A thank-you note was received from Patty Ann Sciortino for the gift sent her baby. Another letter was read from Myrtle Hutt. Anna Jane Bunting, ill for several months, reports she will open with concessions May 1 at Playland Park in nearby LaGrange. The club sent sympathy to Winona Woodward, who recently lost her mother.

Vacationing members include Bess Hamid, Isobel Brantman, Lucille Hirsch, Marianna Pope and Claire Sopenar. All are in Florida. Mary Calcara is chairman of the spring party to be held February 27. Mae Sopenar and Pearl McGlynn donated a hand-made afghan and rug. Jeanette Wall and Irene Coffey have been appointed to seek a location for the club's birthday party. Mae Taylor, welfare chairman, announced no one on the sick list. Helen Wettour is taking donations for the bond club.

Frieda Rosen, Eva Clark, Elizabeth Jacks and Helen Hoffmeyer were welcomed back after absences. The evening awards, do-

Miami Showmen's Association

1799 N. W. 28th Street
Miami, Fla.

A beautiful juke box has been donated to the Club by Bill Shayne and Regina McLinden. And plants and shrubbery have been planted all-around the building, according to Ross Manning of the landscape committee. Plans are for a neon sign to be erected outside the building and for light bulbs to be put on all royal palm trees in front.

There are 2,061 members in good standing, David Fineman of the membership committee reported at the Monday meeting (15). Presiding was President William B. Moore, and also on the dais were Samuel Prell, first vice-president; Ross Manning, third vice-president; Mel Dodson, treasurer; Cliff Wilson, secretary; William Cowan, past president; Sam Solomon, past president of the Showmen's League of America, and club attorney William DeCostas.

The following members were reported on the sick list: Bert Rosenberger, Frank Blatzky, Dutch Ross, J. C. McCaffery, Max Kimerer, Steve Homan, Ed (Spot) Cooper, Pete Richardson, L. I. Thomas, Johnny Applebaum, Robert Hazzard, Henry Sylow, and Frank Silverman.

Also announced were plans for a jamboree to be held Tuesday (17) on the Blue Grass Shows at the fair in Largo, Fla., and plans for the benefit fight, being held Tuesday (23) between welterweight champ Kid Gavilan and Johnny Cunningham in Miami Beach Auditorium.

The bylaws are ready and will be read to the membership at the next meeting, Lew Lange reported.

President Moore called on the following to say a few words: Eddie Edwards, Bob Rubin, Barney Tassell, Jimmy Snyder, Harry Sussman, Nathan Hyman, Harry Nelson, Spot Pinsopault, Bob Hallock, Jockey Duskin, Frank Pope, Jimmy Zabriskie Jr. and Sr., Ed Rowe, Ed Silverthorne, Harry Ross, Johnny Applebaum, Jake Shapiro, Foster Greenwood, J. C. Weer, Mike Roman, Tex Remblow, Pud Hartman, Curly Graham, and Jimmy Ferenzi.

Ladies' Auxiliary

Edna Lockhart, in the absence of Chaplain Nan Rankin, opened the February 17 meeting with the invocation, followed by a salute to the flag. Attending their first meeting of the year were Loretta Rummel, Mary Crowl and Margaret Perry.

Alton Pearson, of the men's club, spoke to members about Saturday night dances, and asked the co-operation of the entertainment committee in furnishing some entertainment for the dances. He also announced a March 6 dinner dance.

Agnes Grosso announced that 62 members have signed for the plaque. Dark horse was won by Claire Sopenar. The officers' card party, held February 16, was reported a big success, and President Sydney Thomas thanked all who assisted in staging the affair. Tiler Mae Nelson reported 82 members and five officers present. Honor guest on the dais was Josephine Haywood, queen of outdoor show business, who is in town for a short stay.

International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, Feb. 20.—The clubrooms were crowded for the regular meeting. All committees were represented and reported all planned programs were going along well. The committee on sponsored events reported a good advance ticket sale for the February 25 party.

Jim Flannagan, who is in charge of the clubrooms during the day, reports many out of town as well as local showmen are visiting. A large party of members recently attended Billy (Zoot) Reed's performance at the Grand Theater.

The February 14 Valentine party drew a good turnout of showfolk. Gena Sisters provided the music.

nated by Ann Sleyster and Wanda Derpa, went to Helen Wettour and Edith Streibich.

National Showmen's Association

317 West 56th Street
New York, N. Y.

Ladies' Auxiliary

A very short business meeting recently was followed by a surprise "bon voyage" party for Bess and George Hamid, by both the men and women of the NSA.

Our Bess looked very much the queen, with her latest-style short haircut, crowned with a stunning new flower hat, a gift from Ray Goldman. She wore beautiful orchids, a present from Nollie Spitz.

The huge cake was a masterpiece of art, and the refreshments were delicious. Mildred Ford put on the entertainment, and the house was full. A proof of our love. Winner this week of the 50-50 Club award was Aseneath McKee, daughter of our own Joe and Margaret McKee.

Ann Peterson is well on her way to a life membership gold card. By next banquet time, we hope. She never misses a meeting and comes all the way from Connecticut, regular as the mail.

Our president, Margaret McKee, celebrated her birthday February 25, and is growing sweeter every year. Good luck. Ann Halpin has left for a vacation in Florida.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Feb. 20.—The regular Monday (15) meeting was called to order by President Charlotte Porter. Attending officers were Eddie Hellwig, first vice-president; Phil Sapiro, third vice-president; Oscar Mattley, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Bobby Cohn, chairman of the Hi-Jinks, reported tickets would be mailed to members this week and that outside sales for the March 15 event were favorable.

Sam Landesman was a clubroom visitor. He is recuperating after surgery. John Stlanos is at home following confinement in a hospital. Membership was saddened by the death of Rose Lavelle Manford, who passed away February 8, and was buried in the club's cemetery plot.

Feature of the evening was a Valentine's Day box lunch auction. A program was presented under the direction of Duke Navarro, entertainment chairman. Participating were Shirley Oglin, Benny Smith, Eldon and Erma Irwin, Spencer Twins, Jim Prince, Don Warner, John Barrentos, Gene Evans and Bernice Gregory.

The party closed with refreshments served by John Provenzale and Joe Ryan.

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Date Route in the Spring.

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Location between Fort Bragg and
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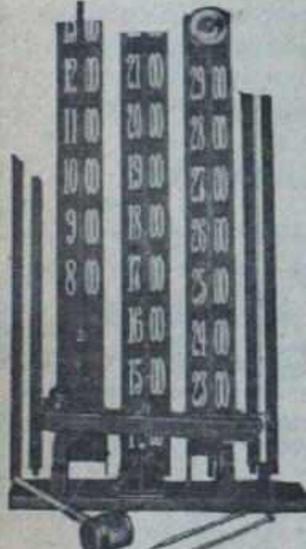
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OPENING BOONE, IOWA, MAY 2

Want Basketball, Ball Games, Short Range, Novelties, String Game, Coke Bottles, Pitch-Tilt-U-Win, High Striker, Duck Pond, Fish Pond, Bumper, Roman Target, Cork Gallery, Hoop-La, or what have you? Want Shows for back end all to one party if you can qualify. All Ride Help who have worked for us before, answer.

Booked solid until October 1.

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MR. CONCESSIONAIRE

Here is a real hot item for your Ball Game, Bingo, Novelties and all Hunky Panks. Made of beautifully grained wood, two colors, gloss finish, silk cord holders, with a big variety of snappy slogans, illustrated with cartoons. Ten dollars brings trial order assortment of 24 best sellers prepaid.

Send for list and quantity prices. Agents Wanted

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NOW BOOKING FOR 1954

RIDES—SHOWS—HUNKY PANKS—FREE ACTS

Will book or buy Rock-o-Plane, Book Fly-o-Plane, SHOWS—Jig, Girl, Monkey, Snake, Metardrome, any worthwhile Show, CONCESSIONS—Hunky Panks, privilege reasonable. Free Act, Cannon or Lion Act. Zucchini or Great Wildo, contact. Twenty-five weeks' work. All replies will be answered. Fritzie Brown, if you have office semi for sale, contact me.

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In good mechanical condition — new clutch and new drive cable.
Address inquiries to

VIRGINIA FIRE DEPARTMENT
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Midway Confab

Continued from page 61

Star. Miss Del Mar sings and emcees the show. Wally Vernon is featured. Johnny Taylor, formerly of the Linda Lopez Side Show, was a recent guest at the home of Pinky Pepper in Louisville.

Johnny Denton, whose Gold Medal Shows will be on the Western Canadian Class B Fairs circuit this season, was the basis of a feature story by Ron Chester in the Free Press Weekly Prairie Farmer, Winnipeg, February 10. Same issue carried a story on Jack Arthur, producer of grandstand shows for the Canadian National Exhibition, Toronto, and a small feature on the B fairs loop.

Jackie Dale spent a weekend recently with Billie Timberlake in Noel, Mo. Timberlake was annex attraction for several seasons with the G. G. Gibson Side Show on 20th Century Shows.

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WALLACE BROS.' SHOWS

OPENING MEMPHIS COTTON CARNIVAL
MAY 8-15

FOLLOWED BY AN OUTSTANDING ROUTE

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Madison, Wis., Fair
Delavan, Wis., Celebration
Manitowoc, Wis., Fair
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Black River Falls, Wis., Fair
Elkhorst, Wis., Fair
Beaver Dam, Wis., Fair
Eldorado, Ark., Fair
Monticello, Ark., Fair
Camden, Ark., Fair
Yazoo City, Miss., Fair
Jackson, Miss., Fair

SHOWS: Girl, Fun House, 10-in-1, Mechanical, Glass, Illusion, Motordrome.
RIDES: Want to buy 2-Abreast Little Beauty for cash.
CONCESSIONS: Especially want Custard and Bingo. Also want Snow, Floss, Big Tom, Under 11-Over 30, all kinds of Hanky Panks.

OTIS HOWELL WANTS AGENTS

HELP: Painter (Howard Stroud, write), Foreman and Second Men on Merry-Go-Round, Tilt, Spitfire, Little Dipper, Kid Rides, Dodgem, Looper, Ferris Wheel, Downey Towers, Truck Drivers, Ticket Sellers, Electrician Helper.

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SPARTAN GREATER SHOW

OPENING DOWNTOWN JACKSON, MISS.,
MARCH 29

SHOWS: Girl, Snake, Monkey, Fun House, Mechanical Show, Motordrome.
RIDES: Will book set of Kid Rides (John Morton, contact). Want to book Octopus.
CONCESSIONS: Place all kinds of Hanky Panks, Six Cats, Pan Game, Pea Pool.
EATS: Small COOKHOUSE or Grab, POPCORN, Apples, Snow, Floss (Cliff Sullivan, call).
HELP: Foreman and Second Men for Merry-Go-Round, Chairplane, Ferris Wheel, Caterpillar, Tilt, Show Painter, Electrician, Diesels and Transformers.

This Show Plays All Street Celebrations and Fairs in Wisconsin, Minnesota and Iowa After June 1. Playing Biggest July 4 in Northwest. Showing Memphis Cotton Carnival, Linden Park, May 8-15, Then North.

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PRELL'S BROADWAY SHOWS

WANT FOR INDIAN RIVER ORANGE JUBILEE, Cocoa, Fla., week of March 1 to 6. Heart of city. Soldiers' pay week. Shows, Rides, Kid Rides, all kinds of Hanky Panks, drinks and eats. This is a bona fide celebration; bands, parades, crowning of queen, with three kids' matinees. All address SAM E. PRELL, Manager Winter Quarters, Kissimmee, Florida

HILL'S GREATER SHOWS

ANNOUNCES GRAND OPENING AT CORPUS CHRISTI, TEX., March 8-13 Five Million Dollar Pay Roll Weekly. Circus Grounds Location. Then Two Weeks in West Texas, Followed by Roswell, N. M. (Air Base Pay Day), March 29-April 3. Followed by Clovis, N. M. (Air Base Pay Roll), April 4-9. Solid Route of the Best Still Dates in the West. CONCESSIONS: Will book Custard and Chocolate Dip, Hanky Panks of all kinds, no Exclusive. (Fisher with Derby, wire if coming, send deposit.) SHOWS: Want Side Show with own equipment, Snake Show, Fun House, Glass House, Wild Life, Unborn, Motordrome, Girl Shows with own equipment. (Hedy Jo Starr, wire if coming.) RIDES: Will book C-Cruise, Dark Ride, Dipper, Want Foreman for Wheel (Pat Bright, come some; Joplin no longer here). Want Foreman for Flying Scooter, Good Man to handle 5 Kiddie Rides, Second Men on Octopus, Tilt Wheel, Scooter, Merry-Go-Round, Roll-a-Plane, Rock-o-Plane. Help for Light Towers. This show has the best route of Fairs and Celebrations in the West. Route to interested people. Get with a winner. ALL PEOPLE CONTRACTED ANSWER THIS AD. All wires to H. P. HILL 22 Show now playing Brownsville, Tex., Feb. 29-28.

NOW BOOKING RIDES AND SHOWS That do not conflict for LOS ANGELES COUNTY FAIR Pomona, Calif. Sept. 17 thru Oct. 3

CAN USE KIDDIE RIDES for two separate locations Write HARRY A. ILLIONS Los Angeles County Fair Pomona, Calif.

T·E·N·T·S CONCESSION, CIRCUS, CARNIVAL AMERICAN TENT & AWNING CORPORATION One of America's largest Builders of Fine Show Tents. 201 E. Water St. Norfolk 10, Va. BILL SANDERS

GOLD MEDAL SHOWS

WANT FOR WESTERN CANADA B CIRCUIT AND TWELVE BONA FIDE AGRICULTURAL FAIRS IN THE STATES: Would like to hear from girl show operator with own equipment that can meet the standards of the Class B Fairs in Western Canada and the GOLD MEDAL SHOWS. Monkey Show and any other non-conflicting shows. Sell X on American Mitt Camp, Custard, Foot Long, French Fries, Pranto Pups, Jewelry, Candy Apples and other merchandise Concessions. (Reno & Bill Stevens, "Grasshopper" contact.) For Concessions write or wire to Charles (Chuck) Magid. Want to Buy . . . Railroad Equipment, like loading runs, chinks, cross-over steel plates and chains. Others wire or write. JOHNNY J. DENTON, Gen. Mgr. HARDWOOD ROAD FOUNTAIN CITY, TENN. Phone: Knoxville 6-3082

TOMMY CARSON Bus. Mgr. A. R. (DUTCH) WHITESIDE Concession Mgr.

ROSS MANNING SHOWS

OPENING APRIL 9th, HIGH POINT, N. C. 14—FAIRS—14 STARTING AUG. 2 5—BONA FIDE CELEBRATIONS—5 BIGGEST JULY 4TH IN THE EAST CONCESSIONS: Ball Games, Novelty, Age and Scales, Hats, Derby, Jewelry, Mitt Camp, Buckets, String Game, Cat Rack, Swinger, Balloon Dart, Hankies, Penny Arcade, Basketball. SHOWS: Drama, Wildlife, any Grind Show. RIDES: Can place two Kid Rides, Train, Skyfighter, Pony or any Kid Ride not conflicting. Write ROSS MANNING 3020 S.W. 23 ST. (Phone 83-2631) MIAMI, FLA.

T. J. TIDWELL SHOWS

OPENING FEBRUARY 27 TO MARCH 6 FIRST AND LAST CALL Can place Hanky Panks. Saber Ride Men who drive semis, experienced Bull Man. Shows with or without own outfits. Can use useful people in all departments. All wires T. J. TIDWELL, Mgr. Lamesa, Tex., till Feb. 26; then Big Spring. No phone calls, please.

WANTED FOR SEMINOLE COUNTY FAIR, SANFORD, FLA.

WEEK OF MARCH 1 Followed by Vero Beach and De Land. Shows with own equipment and transportation. C. C. Groseurth—BLUE GRASS SHOWS PLANT CITY, FLA.

A.M.P. SHOWS

OPENING AUGUSTA, GEORGIA, MARCH 12, 1954 First in on colored lot. WANT—Glass Pitch, Mug Outfit, Water Games, High Striker, Lead Galleries, 6-Cat, Buckets, others not conflicting. What have you? Ride Men, semi drivers preferred. Sabers: will not tolerate drunks. Want Hanky Hanky Agents. Can place several other Agents who have been with me before. Contact at once. Shows of all kinds. Contact A. M. PODSOBINSKI 8-1, Box 354, West Palm Beach, Fla., after March 5, T. J. SCOTT, Augusta, Ga.

WANT—PAGE BROS.' SHOWS—WANT

OPENING APRIL 17, SPRINGFIELD, TENN. Want Lead Gallery, Six Cats, Buckets, Jewelry, Ball Game, Arcade and Slum Outfits of all kinds. Live Pony Ride. Operator for Monkey Show, Fun House, Jig Show, Single-O Girl. All fronts built on semi trailers. W. E. (SHOTGUN) PAGE Route 2, Box 111, Perry, Fla., until March 5; then Box 244, Springfield, Tenn. P. S.: Ride Help. Winterquarters open March 10. Pony Ride Scotty, Luther Sandlin, Coland Leonard, contact.

FOR SALE

28 hand-carved Horses, Jumpers. Also have Horse Rods, Eccentrics, Gears of all kinds out of ride we are discarding. Hurry if you can use any of it. H. G. INGLISH Pleasure Pier Port Arthur, Tex.

WANT MERRY-GO-ROUND

Will book for season or consider buying good used 2 abreast. This show plays 28 fairs and celebrations during a 32-week season in Central California. Good weather. Short moves. Contact Ray Cox, Manager. RAY AMUSEMENT CO. 3732 LAURITE AVE. FRESNO 1, CALIFORNIA

FOR SALE—COOKHOUSE

Complete, ready to work. 1 KE-5 International Truck to haul same, in perfect condition, 1949 model, 21 ft. Van Body with Tandem Dual Wheels. Sell all or part. No reasonable offer refused. PEACHES BUTLER c/o Dacus Trailer City West Memphis, Ark.

RED RIBBON SHOWS WILL BOOK

Hanky Panks of all kinds. Opening for Bingo. Will book any flat ride. Beaumont, Miss., Feb. 22-27; Brookhaven, Miss., March 1-6.

WILL BOOK OR BUY

Four desirable Kiddie Rides immediately. Local gimmick assures long term solid business. Contact LARRY KENT 1910 Little Creek Rd. Norfolk, Va. Phone: Norfolk 42-3041

WANTED

For Seminole County Fair, Sanford, Florida, week March 1; followed by Vero Beach Fair week March 8. Legitimate Merchandise Concessions of all kinds. Also booking Shows and Concessions for the regular season starting at Owensboro, Ky., April 22. Address C. C. Groseurth BLUE GRASS SHOWS Plant City, Florida

WANT TO BUY FOR CASH

8 Tub (Short Arm) Octopus, with or without transportation. State model and condition. Also want Allan Herschell Buggy Ride or Sky Fighter. State your selling price, not your asking price. WANT TO BOOK—One or two clean Grind Shows and give "EX" to one man. Show opens first week in April. Wire or write: JACK YOUNG c/o HARRY BURKE SHOWS, BOX 861 LAFAYETTE, LA.

LAST CALL MILLIKEN BROS.' SHOWS

Opening Waycross, Ga., March 1—uptown location We always have open midway, but never over load. Hanky Panks, come on. Will book any Major or Kid Ride not conflicting. Ride Help who drive semi. Real show people welcome; 40 miles. H-No. 1 am fed up. All address MILLIKEN BROS.' SHOWS

CARNIVAL WANTED PITTSTON CITY (PA.) CENTENNIAL

Pittston, the "Hub City," is the center of the Greater Pittston Area; pop. 70,000; serviced by 7 railroads; located 10 miles from Wilkes-Barre and 10 miles from Scranton. Will present Historical Pageant, parades, day and night activity, free attractions, fireworks, etc. Bone Stadium and adjoining Park available. PITTSTON CENTENNIAL COMMITTEE, V.F.W. BLDG. PITTSTON, PA.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll \$ 1.50	TICKETS	Cash With Order Prices:
Five Rolls 4.50	of every description	2,000 \$ 6.90
Ten Rolls 6.50	Wheel tickets carried in	4,000 7.50
50 Rolls 12.00	stock for immediate ship-	8,000 9.60
100 Rolls 40.00	ment.	10,000 19.50
ROLLS 2,900 EACH	THE TOLEDO TICKET CO.	30,000 15.50
Double Coupons	Toledo 12, Ohio	100,000 23.00
Double Prices		500,000 123.00
No C.O.D. Orders		1,000,000 250.00
Size: Single Tkt., 1x3		

SHUNS HORATIO ALGER PATH TO WIN!

Jimmy Sullivan Defies Accepted Formula to Gain Success in Canada

By FRED H. PHILLIPS

WILL James Patrick Sullivan be accorded a place in American history as a pioneer of economic theory and practice?

Don't shy away from the scholarly con, guys and dolls, for we do, indeed, mean the Jimmy Sullivan, the owner-manager of the Wallace Bros. Shows of Canada, who is the outgoing president of the Showmen's League of America.

His qualifications would seem to be two-fold.

Early in life he challenged the idea, indoctrinated in the public mind by Horatio Alger, that the way to succeed is to stick to your job, work hard and save your money.

Second, he shares with Patty and Frank Conklin that great contribution to the economic geography of the North American Continent—namely, that the United States-Canadian border and the North Pole are two entirely different things. In fact, their joint explorations have established beyond a doubt that a fair country trade for carnies may be found in the latitudes which lie between the two.

Born St. Patrick's Day

In short, Jimmy Sullivan, after a rich variety of experience in his earlier years, finally took his carny know-how to Canada and found there a profitable field. But it's a lot more fun to begin at the beginning and go over the whole course with him.

James Patrick Sullivan, born in Fargo, N. D., March 17, 1898, was the youngest son in a family of four boys and four girls.

(Astrologers are agreed that a happy inter-planetary conjunction brought this auspicious event to pass at a time which would make J. P. just slightly younger than Patty Conklin.)

The elder Sullivan had been a railroad man; but when young James Patrick was six his father decided to enter the hotel business and moved the family to Youngstown, O. There a casual academic life terminated at the end of the seventh grade.

Boxer, Ball Player

When he was 12, Master James took a job selling peanuts and popcorn around the old Youngstown Opera House. He was then working for Joe Marks, who later became casting director for Warner Bros. in Hollywood.

We next find our youthful hero leaving home at 16 to take a job with the Hayes Manufacturing Company in Cleveland, but this employment seems to have been of a transitory nature. From Cleveland he became a gentleman of the road, visiting Ypsilanti, Ann Arbor and Toledo, then returning to Youngstown after a seven months' tour.

In the youthful years around Youngstown, young Jimmy also played semi-pro baseball for the Checkers Club and boxed under the colors of the police department.

Teamed With Flanagan

About 1916 young Jimmy seems to have been influenced by one John Paul Flanagan, then a guest at the parental hotel in Youngstown. Flanagan had already been secretary around a small carnival and he dangled before Jimmy's eyes the glittering offer of a partnership. Master Sullivan may have been particularly receptive to new ideas at the moment. He was then a Baltimore & Ohio yard clerk and had lost his last two pays in a crap game.

Anyway, the partners placed a



JIMMY SULLIVAN

\$35 ad in The Billboard and from it obtained a Merry-Go-Round and a Ferris Wheel from John Gooding. The rides were the nucleus around which the John P. Flanagan Greater Shows were built.

Although he was general agent, Flanagan seems to have been indifferent about such matters as routes and bookings. So Sullivan bought out Flanagan in six weeks and alone tramped his tiny show through Ohio, Pennsylvania and West Virginia.

The United States Army imposed a two-year interim from 1917 to 1919. Jimmy got back into business in 1920 and there was an operation billed as Sullivan & Cooper Shows in 1921. About this time, too, Sullivan and Al Dernberger took independent rides to Nassau and the Bahamas.

The Wallace Bros. title was first used by Sullivan in 1923 and 1924. Jimmy admits that the selection was deliberate. "I figured that the Protestant towns in Pennsylvania, Ohio and West Virginia would take more kindly to Wallace Bros. than they would to names like Sullivan or Flanagan," he said. "Another Irishman, Jerry Mugivan, was doing all right with the title of Hagenbeck-Wallace so I guessed it was good enough for me."

Later Sullivan was introduced to Jerry Mugivan by a concessionaire, Kid Stephens. In the presence of the terrifying dark figure, who ruled the American Circus Corp., the youthful Sullivan, wearing a peaked cap, felt small and insignificant. Mugivan proved generous.

"It's all right about the title, kid," he said. "I won't sue you till you've got some money."

Davenport Deal

Jimmy relates another association with the Wallace Bros. title. This one gives him a credit to the extent of two elephants. Years ago Ben Davenport had a one-ring circus on a Sullivan carnival. When two performing horses were offered in Chicago, Sullivan bank-rolled Davenport for \$250 to buy them. Ben duly appeared back on the midway with the two horses and a ring masters' dress coat that scarcely buttoned around the Davenport waistline.

Years later, when Davenport had the Dailey Bros. Circus in Canada, he walked onto Jimmy Sullivan's midway. In the ensuing session Sullivan good-naturedly reminded Ben that he had never paid back the \$250. Ben allowed that he hadn't—then suggested that if Sullivan ever wanted a couple of elephants he could draw on the circus. So Jimmy figures he is good for a two-elephant credit in the accounts of Davenport's current Wallace Bros. Circus.

Winter Work

Winter seasons in the early '20's were active times. Young Jimmy, with Dick Drillon as a

partner, sometimes operated thru the Ohio and Virginia towns under the ambitious title of the Metropolitan Film Company. The routine was to move into a town, set up a camera and start taking footage on the streets. Of course, our young heroes would be clad in breeches and leggings, goggles and reversed caps which would identify them as motion picture men. This might be regarded as Phase One of their operation.

While they were waiting for the film to be developed, they would promote a dance or two and also a Community Queen Contest. Finally there would be the big blow-off night—the premiere showing of the motion picture filmed right here in your own home town, folks."

There were also some indoor circus promotions, bingo games and turkey raffles in and around Youngstown.

Jimmy's partner in these several ventures, Dick Drillon, has since become famous for his "Working World" exhibit at leading fairs and sportsmen's shows.

Molded By Boyd

In 1925 began one of the real molding experiences of Jimmy Sullivan's career. That was the association with Larry Boyd and the launching of the Boyd & Sullivan Shows. Boyd, as general agent, took Sullivan into Canada for the first time. They showed Niagara Falls, St. Catharines and Kitchener, all in Ontario. Their first Canadian fair date was at Simcoe, Ont., in 1927.

In 1931, Boyd and Sullivan joined Frank and Phil Wirth in launching the St. Leon Bros. Circus. It was an experiment with one-ring European-style presentation. The show was beautifully equipped and transported on trucks.

Mae Wirth and her riding act starred the program. Also in the line-up were the Honey Family of acrobats, Pallenberg's Bears, Christiansen's Stallions, Robinson's Elephants, Bee Starr, presenting her famous one-arm planches, and Otto Griebing as producing clown.

The show opened in Bridgeport, Conn., then played Yonkers, N. Y., on its way into Pennsylvania. Later it went into Ontario, showing Toronto, Hamilton and St. Thomas. The end came at Chatham, Ont., in early August.

After the collapse of the circus Sullivan resumed carnival operation. Larry Boyd entered partnership with Phil Wirth and died in the Sullivan home in Toronto late in 1933.

Sullivan resumed the Wallace Bros. title in 1933 and has continued with it to the present time.

Canadian "B" Circuit

In the winter of 1939 the Conklins were disinterested in seeking a renewal of their contract for the Class B fairs in Western Canada and at the circuit meeting Patty advocated Sullivan, who was not present. The Conklin support, later coupled with a loan of \$39,000, put the Wallace Bros. Shows on the Canadian B Circuit. The working agreement with the Conklins has been one of mutual advantage. Jimmy Sullivan has been associated with the brothers, not only over the Western B Circuit, but also in some Quebec and Ontario fairs for the past 14 years.

The Wallace Bros. Shows of Canada now represent a substantial investment and this past season the outfit moved thru Western Canada on about 35 railroad cars. The train included six show-owned Pullmans, one additional railway-owned Pullman, 12 show-owned flats, 2 show-owned box cars, and approximately 15 additional railway flats, depending upon loading requirements. On this train were something like 12 major rides, 10 shows, a battery of kiddie rides and a string of concessions.

With an organization of this size, Sullivan makes some of the longest railroad moves in the business. The move from Hamilton to Winnipeg last May ran about 1,400 miles; from Winnipeg to Edmonton in early June a similar mileage; and from Edmonton to Regina the same month about 800 miles.

Regina is usually the last of the still dates and the move to Lethbridge is the springboard into Class B fairs. For the uninitiated, the Canadian B Circuit is a string of 14 three-day fairs held

in exactly seven weeks. (This past season they began at Lethbridge June 21 and ended at Prince Albert, Sask., August 8.) This means almost circus moves with all the iron and steel of a big railroad carnival—two stands a week, often without a day between.

Has Veteran Staff

This kind of operation depends upon a seasoned staff and the Wallace Bros. Shows are fortunate in that regard. Good men stay around Jimmy Sullivan.

As owner and manager, J. P. covers a lot of ground himself each day. A brother, Mike F. Sullivan, nowadays secretary of concessions, has been around the show for 12 years.

Rosy checked, boyish-appearing Hank Blade, now manager of the show, has been around for eight years. Previously he played hockey with the Chicago Black Hawks, with Pittsburgh, Milwaukee and St. Paul, and eventually managed a team in Calgary.

Tim Jordan, general secretary of the show, has a background of 20 years with the Canadian Bank of Commerce. He has not regretted the change of atmosphere in the six years he has been with Wallace Bros.

Tiny Jamieson, superintendent of transportation, has been around the show for 20 years; Allan Lemuire, electrician, for 10.

Pat Marco, concession manager, has been a Sullivan man for 15 years; Fred Charette, assistant secretary in charge of tickets, for six. Frank Smith, in charge of Pullmans, has a 20-year record.

The real veteran, however, is Phil Cronin, now owner of all kiddie rides and the bingo games on the Wallace Bros. Shows. He has shared the last 33 years of the Sullivan saga.

Right now the Wallace Bros. equipment is housed on the grounds of the Norfolk County Fair in Simcoe, Ont. A crew of 10 men will begin work there in January and their number will gradually increase as another spring approaches.

Off the Lot

The Sullivan home is located at nearby Bronte, Ont., altho J. P. will spend many nights in the Norfolk Hotel in Simcoe just to be near the quarters.

Mrs. J. P. Sullivan was formerly engaged in secretarial work in Montreal. There are two sons—James Patrick Jr. 6, and John L. 4.

In addition to being president of the Showmen's League of America, Jimmy Sullivan is a member of the National Showmen's Association and of the showmen's clubs in Miami, Tampa and Hot Springs. In Alberta the brethren of Red Deer Lodge No. 85 initiated him into Elkdom.

Asked about his outside interests, Jimmy opined that three years ownership of race horses had cured him of that luxury.

Show's Rules Tell Story

In appearance Jimmy Sullivan is of middle height and well preserved at 55. A mustache enhances the general impression of a fatherly type. Around the lot he does not affect any excellence in dress and might pass for just another carny.

If you went around the office wagon or aboard the train you might see a green notice setting forth the "Rules and Regulations for Employees." Its "Ten Commandments" contain warnings about alcoholic beverages, town girls, loud cursing, questionable business arithmetic and like evils; and are followed by the simple admonition:

"If these rules are disagreeable to you, you can change them when you have your own show."

"It's signed simply 'J. P. Sullivan.' Somehow that simple notice and its signature reflect much of the inner force of the man—the Jimmy Sullivan.

Showbiz Queen Feted by MSA

MIAMI, Feb. 20.—Miss Outdoor Show Business was feted at last Saturday's (13) weekly dance of the Miami Showmen's Association.

The guest, Josephine Haywood, was honored by 400 persons who attended the affair. She was introduced by President William Moore and was presented with a corsage of orchids by Alton Pierson, chairman of the entertainment committee.

In her honor the event was named Miss Outdoor Showbusiness of 1954 Night.

May Opening Slated for Rockaways'

NEW YORK, Feb. 20.—Rockaways' Playland will swing into Saturday-Sunday operation on the first weekend in March, with all rides and shows in operation including the nearly-finished Mirror Maze. Every day running will begin early in May, according to owner A. Joseph Geist.

The Queens funspot, which has been open on Sundays thru the off-season, was running on Lincoln's Birthday (12) and will again be open Washington's Birthday (22).

Playland artists created an animated figure of Lincoln for the Lincoln's Birthday display, and a life-sized plaster bust of Washington for Washington's Birthday.

Hamids Leave For Europe

NEW YORK, Feb. 20.—Mr. and Mrs. George A. Hamid left here Thursday (18) on the S. S. United States for a six-week combination business and pleasure trip in Europe.

Hamid, who will look for new acts, said he will spend several days in Hamburg, Brussels, London, Paris and Barcelona. They are expected to arrive back here on the M. S. Vulcania March 31.

Williams & Lee Inks Mont. Fair Loop

ST. PAUL, Feb. 20.—Williams & Lee Attractions have closed to provide grandstand attractions at the Montana Class B fairs, Gladys M. Williams announced. Circuit opens in July at Shelby and closes at Miles City. Office has also closed with four North Dakota fairs at Fessenden, Rolla, Langdon and Hamilton, and among its Nebraska contracts is the Trenton Indian Pow Wow.

Oliver Allen Joins Fla. Reptile Institute

SILVER SPRINGS, Fla., Feb. 20.—Ross Allen, operator of the Ross Allen Reptile Institute here, announced that his brother, Oliver, has joined the Institute staff. Oliver, associated with the American National Red Cross for 17 years, served as director of safety services for the Southeastern area and most recently as manager of the Mobile, Ala., chapter.

FOR SALE—FOR SALE

One 12-Car Ride-O, needs repairs, with A-1 Case Motor, Mounted on Wheels \$1,200
 One 8-Car Kid Auto Ride 300
 One 28-Ft. Stake Body Trailer 300
 One 26-Ft. Stake Body Trailer 300
 Both trailers equipped with landing gears
 One '42 Dodge Tractor, in good running shape \$200
 One Photo Gallery, \$75. One Set of Ferris Wheel Seat Covers, \$24. One Set Seat Covers for 8-Tub Octopus, \$24.

All replies to

TROY E. WILLIAMS
Williams Amusement Co.
c/o Fairgrounds, Monroe, N. C.

FOR SALE COMPLETE CARNIVAL

Consisting of ten Rides with transportation, Have Shows, Concessions, House Trailer, Transformers and Light Plants; most anything you need in Carnival Equipment. Will sell anything separate.

CAN ARRANGE SUITABLE TERMS

Sherman Hustel
Lake Waccamaw, North Carolina

CARNIVAL WANTED

Need first-class Carnival for long established Legion-sponsored 4th of July Celebration—town of 9,000—always a money maker. All contacts to:

VINCENT VAN CLEVE, Commander
The American Legion Olney, Illinois

BARNEY TASSELL SHOWS

Want for Week of March 1, Miami, Fla.
 Northwest 27th Avenue and 50th Street. A real hot one

Anything worthwhile in Rides, Shows and Concessions. What have you? Wire this week Homestead, Fla., Barney Tassell Shows.
 P.S.: Have a few more weeks in Central Florida, then working up. Don't let size of towns fool you. The show that works 47 to 48 weeks a season.

RIDE HELP WANTED

Second Man on Merry-Go-Round and Ferris Wheel. Man to handle Chairplane and two Kid Rides. Experienced man for Roller Coaster and useful help on all rides. Truck and Semi Drivers given preference.

LEE BECHT AMUSEMENTS

P. O. BOX 92 MOUNT HEALTHY, OHIO
 P.S.: Oscar Southern, get in touch at once and let me know your whereabouts.

MSA Gets \$900 From Jamboree By Blue Grass

LARGO, Fla., Feb. 20.—C. C. Groscurth's Blue Grass Shows got the jamboree ball rolling for the Miami Showmen's Association last Wednesday (17). The jamboree, first for the MSA this year, resulted in a \$900 take which was an achievement since many concessions were not operating. At the same time, two jamborees were announced by Penn-Premier Shows for its coming season.

Groscurth's introductory appeal was followed by the auction conducted by business manager Ed Glosser, which raised \$600. Another \$300 worth of tickets were sold to make the total \$900. Master of ceremonies was Ernie Pamquist.

The affair, held in Charles Taylor's Cotton Club Revue, was well attended and the entire troupe performed. Other acts included some of Art Converse's Show people including Melvin Burkhardt, the rubber skin man, and Prince Yogi, torture act and for eating. Miss Pat, accordionist at a near-by night club, also performed.

The party lasted until the wee hours and plenty of refreshments were consumed. Many of the Greater Tampa Showmen's Association friends attended, and the following guests were introduced: Robert Parker, past MSA president; Mrs. Leona Parker, past president of the MSA Ladies' Auxiliary; Buddy Paddock, former owner of the Johnny J. Shows; Mrs. Bootsie Padlock and Phil Cook, executive secretary of the MSA.

Lloyd Serfass, owner-manager of Penn-Premier, announced to the MSA that his first jamboree would benefit the club and will be held at the Indiana (Pa.) Fair in August. He will hold another jamboree at the Chase City Va. Fair, to benefit the Tampa Showmen. He said Garland Moss, secretary at Chase City and friend of showmen, requested a jamboree be held there due to the success of the one conducted last year.

Louis Fems Set Committees

ST. LOUIS, Feb. 20. — Clara Bell, new president of the Fair Show Women's Club, this week announced committees for the year.

Members named were: Margaret Lohmar, chairman; Thompson, co-chairman; Norma Lewis Francis, Gertrude Lang, Estelle Regan, chairman; Anne Quillan, co-chairman; Florence Cobb, Kay, Esther Speroni, Building Equipment; Perry, chairman; Helen Fisher, co-chairman; Leonard, Gdynia, Schantz, Elsie Wear, Dora Prosperi, Mary Fisher, Fay Davis, Josephine Schantz, Gertrude Donnelly.

Entertainment—Bally Prevost, chairman; Elsie Schantz, co-chairman; Peggy Quillan, Estelle Regan, Joan Lipsky, Hart, Elizabeth Stiehl, Rose Elizabeth DePriest, Helen Gerlach, Helen Robertson, Fay Henze, Elsie Mary Thompson, Minnie Quillan.

Faculty—Yerna Schantz, chairman; Virginia Behren, co-chairman; Teresa Schantz, Peggy Grimm, Arlene Sidney, House reception—Leonora Odynia, Schantz, Daisy Davis, co-chairman; Joan Schantz, Jeanelle Hart, Babe Weinstein, Margaret Lohmar and Ida Meyer.

Gifts and means—Babe Weinstein, chairman; Marie Kiriley, co-chairman; Yerna Schantz, Virginia von Behren, Edith Meyer, Bally Prevost, Leonora Odynia, Nora Hapner, Beatrice Quillan, Fay Henze, Catherine Quillan, Helen Robertson, Catherine von Behren, Helen Gerlach, Arlene Sidney, Helen Sidney, Sick, hospital and rest—Ma McCoy, chairman; Florence Cobb, Schantz; Gertrude Lang, Norma Lang, Kay Henze, Gidde Fisher, Esther Speroni, Yerna Schantz, Loretta Rexford, and Francis Grimm.

WANTED

PLASTER MOLDS OF POPULAR NUMBERS
State Price and Condition

LOUIS J. HALL
100 Taylor St. Jeannette, Penna.

1954 BUICK

\$990.00 discount some models
Buy new Buicks, all body styles,
new drives or titled. Immediate
delivery.

JOHNNY CANOLE

37 N. W. 50th St. Miami, Fla.
Phone Miami 78-0976

Under the Marquee

Continued from page 59

Pools were dinner guests of the D. R. Millers.

Tony Diano cards from Kenya, Africa, that he is having a big time on animal-catching safaris into Mau-Mau country. . . . Indications are that Ringling-Barnum's canvas season will start at Baltimore this year. . . . Byron Gosh has booked Beckley, W. Va., for his All-American Circus for March 14-16.

Bill Tumber, last season with Clyde Beatty, will be with Bailey-Cristiani this season as contracting press. . . . Ray B. Dean, general press agent for the Bailey-Cristiani combo, also will handle his annual assignment with the Columbus Shrine. . . . Guy Leslie, seal act, is at Florence, N. J., readying for his hop to Puerto Rico to open with the Grand Circus American next month.

Among those seen at the Lido Beach, Sarasota, recently, were Bill and Roberta Ballantine, Yvette Kohl, Dick and Mary Jane Miller, Count Nicholas, Sonia Truzzi, Lucio Cristiani, Dieter Tasso, Bandel Linn, J. R. Griffin, Mario Ivanow, Dick Anderson and the Bokharas.

From Polack's Eastern unit, Henry Kyes reports that Bill and Patricia Kay, who promoted the London, Ont., date, have recovered from their auto accident a year ago. Al Perry is at Kingston, Henry Barrett at Roanoke, Clyde Harrison at Wilkes Barre, Ralph Heller in Albany and Kay goes to Lewiston. . . . Polack Eastern people visited the Davenport show at Detroit en route to London. The Geraldos baby was seriously ill with flu but now is out of danger. Bogino has a new dog. Fish and chips emporiums are getting a big play. Al Akerman is acting trainer-master. The prop department has new uniforms. English is back on novelties. Nate and Harriett Lewis have the candy floss, Shakey Legs and Rose Murphy have the popcorn, and Sam Wardino has the hot dogs. Paul Clouse is working the seats. Concessions are owned by Bessie Polack and managed by Fred Proper and George Cutschall.

Acts at the Winter Haven (Fla.) Citrus expo and fair (15-20) include Rex and Betty Powers, skaters; Mike Higgins, cycles; Nancy Long, contortion; Bounding Barretts, trampoline; Silhouettes, high act; George Carl and Arlene, knockabout, and Kaye and Aldritch, comedy. . . . Booked for Tampa, March 1-4, are the Gascas, wire; Higgins, Latin Duo, balancing; Carl and Arlene; Barbara Ann, dancer; Charles Whitman, magic, and Jack Davis, announcer. . . . Going into a Miami manufacturers' exposition, March 5-15 are the Powerses, Nancy Long, Barbara Ann, Carl and Arlene, the Gascas, Latin Duo, Wilsons Dogs, and Betty Lee Taylor. The three shows are booked by Burton E. Van Duesen.

The line-up for the Shrine Circus opening a 10-day run Thursday (25) in the Memorial Auditorium, Minneapolis, will include Eric Badicton, rolla-rolla; La-Belle Norma, low wire, and the Great Rasini and his Rocket Car, all booked in by Stanley Wathon of New York.

Guests entertained at Pauline Stoltz's birthday party given at the Smorgasbord Cafe, Hot Springs, February 14, included Mr. and Mrs. George Reader, the Harrison Trio, Jack Wright, W. E. Jack and Lloyd Stoltz. The Stoltzes left for their home in Ohio after the party.

George W. Christy, former owner of Christy Bros.' Circus and other shows, has completed his term as mayor of South Houston and is vacationing in Mexico, where he plans to get in some fishing. . . . Harry Simpson, fan and former editor of The Bandwagon, is at 8100 Main Street, Dayton, O. . . . Elephant men who have been at the Macon, Ga., quarters included P. J. Jones for King Bros., Steve Fanning for Bailey-Cristiani, and Hungry Dennis for Norma Davenport Cristiani's elephants. Louis Reed also was reported working with the latter act in Macon.

James M. Cole has been trouping his indoor school show in Pennsylvania towns.

Big event of the fourth week of the Orrin Davenport season was an annual party at the 29 Club in Detroit, writes correspondent Dick Lewis. Entertainment included Tommy Comstock, piano; Otto Griebing, juggling and magic; Frankie Saluto, acrobatics; Eleanor Velarde, vocals, and melodies by the Muskrat Four. . . . Bob and Frances LaRue gave a chicken dinner for many members. . . . Kathy Weakland, daughter of Gene and Jerry Weakland, made her debut as a drum major Sunday (14). . . . Roy Barrett is dabbling in new makeup.

Sheriff Dave, of Detroit, put on several corned beef and salami spreads. . . . Visitors in Detroit included Walter Wilcox, Clary Bruce, Mary and Bill Hayworth, Charlie Lewis, Ed Raymond, Frank Simmons, Vern E. Wood, Judge John Scallon, Theodore B. Stedman and family, Wilma and Edith Zwiers, 40 people from Polack Eastern, Rose Butten Lewis, Stanley Collins, Bill Weiss, Clida Northcutt and Martha Joyce.

Coney Island Org Wins on Cuba Trek

VICTORIA de LAS TUNAS, Cuba, Feb. 20.—Coney Island Road Shows moved here this week after racking up good business at their first two stands in Cuba. Rides have been doing a good business as has the Motordrome and bingo, with the Glass pitch leading the front-end along with custard. Herb Pickard and G. Golden have the bingo, with Pickard also doubling as press rep. The Kimris high act is the free attraction. Org is scheduled to play Cuba until May 22 and then move to Trinidad for that island's 400th anniversary celebration.

Richmond Plans

Continued from page 57

ing will be located in an area where space for additions to it will be virtually unlimited.

Mitchell, a firm believer in the staging of extra-curricular events at fair plants to build revenue thruout the year, reports this phase of his program holding up well.

The weekly wrestling matches and the barn dances held in the Coliseum each Saturday night continue popular and profitable. Outdoor activities will get underway early in April with the annual Steeplechase scheduled for April 10. A dog show will be held on the grounds April 17 and stock car races will be featured the following day. On April 13-14 a junior cattle show and sale will be sponsored by the Junior Chamber of Commerce.

Track events will be staged regularly thruout the summer months. In addition to providing an important source of revenue, such events tend to make the public even more aware of the plant and help in building crowds for the fair, Mitchell said.

3 Race Days

Continued from page 57

will be easily visible from the highway. There will be a new fence erected along the north side of the grounds to discourage gate-crashers.

New Entrance
A new main entrance is being planned, near the southeast corner of the property, doing away with the present entrance on Route 69. At the present entrance a rest area and kiddieland will be located. Also in that section will be a new parking area for concessionaires only.

Management of the annual will be by a newly named executive board, President Lloyd Wescott, executive Vice-President William Kinnamon, and William Bohren. They will perform the functions of ex-general manager B. H. Pedrick, who recently resigned. Pedrick's place on the board of directors will be filled by Clarence Alles.

Also elected at the annual meeting of stockholders last week Paul Kuhl, George Large, Harry Seals, E. W. Sutton and Herbert Van Felt, all renamed to the board of directors, and all top officers, including Secretary-Treasurer Kenneth Myers.

Tampa Club Installs New Officer Slate

TAMPA, Feb. 20.—The Greater Tampa Showmen's Association installed its new officers here Monday (15) at appropriate ceremonies witnessed by a large turnout of members and guests.

C. J. Sedlmayr Sr., was installed as president and was escorted to the dais by his son, C. J. Sedlmayr Jr. Lloyd Serfass, outgoing president, was presented with a 21-inch television set by Nat Rodgers.

S. T. Jessop served as installing officer. First Vice-President O. J. Weiss was escorted to the table by Rodgers; Sam Gordon, second vice-president, by Bob Lohmar; Bernard (Bucky) Allen, third vice-president, by Harry Hauck; Vernon Korhn, secretary, by Earl Maddox, and Treasurer Harry Julius by William Clain.

After thanking his committees, Serfass presented awards of merit to Babe Antonio, S. T. Jessop, Jack Wright Jr., Teddy Underwood, Charlie Cohen, Norm Shiner, Bill Perrot, June Johnson, Herman Pleus, Frank Stubbelfield, Mario Zucchini, Garnet Walker, Van Jeters, Zeke Shumway, Bob Lohmar, Bill Stophel, Bobby Wicks, Kenny Revling, Happy Lindquist, Sam Applebaum, Leo Carrol, Jack Norman, Edward (Pop) Dailey, Dave Wise, Doc Hartwick, Percy Bickford, Paul Sprague, William Winslow, Jimmie Sears, Paul Netterfield, Charles Gross, Woodrow Jones, Ernie Wenzik, Ray Oakes Sr., Pop Garrett and W. B. Sutton.

Jolly Prepares For April Bow

WASHINGTON, D. C., Feb. 20.—The rebuilding program, is already underway here at the winter base of Jolly Shows scheduled to hit the road early in April for a season of celebrations and festivals.

Much new canvas is on order, according to Owner William Enfante, and the Ferris Wheel has been overhauled. Enfante is fairly optimistic over the coming season and expects it to be as good as last year.

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Opening March 13, Baldwin, Miss. Want Cookhouse, 6 Cats, French Fries, Grab, Bingo, Hunky Panks, Book Girl Show or any Grind Show. Bob Coleman wants Pea Pool Dealer, Ester Cary, wire c/o Show. Jim Thomas, come on. Write, wire or phone.
THEODORE MEADOWS, Owner & Mgr.
BALDWIN, MISS.

WANTED FOR CASH!
Cree Cabin Coach for Pickup. Concession Games, Toss, Frames, etc. Car Trailer to haul tops and frames. Truck fixed for living quarters and stock. Describe fully in first letter stating lowest cash price and location.
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Penny Arcade For Sale
FULLY equipped, 70 Machines, Record Player, Speaker, Amplifier, Change Maker, Bowler; new canvas, 30' by 80'; flash front, Tractor and Semi. Not junk but one of the finest money getters on the road.
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19—FAIRS AND CELEBRATIONS—19
In Illinois, Minnesota, Wisconsin, Arkansas, Mississippi and Louisiana. Opening latter part of April. Playing Soldier Camps and Industrial Towns. Fairs start in June and continue until November.
CONCESSIONS: Can place Hunky Panks of all kinds except Bings, Floss and Glass Pitch. Will not overload. SHOWS: Can place Shows of all kinds except 10-in-1 Side Show and Girl Show. RIDES: Will book Dark Ride, Motordrome, Spitfire or any other major ride not conflicting. Want Kiddie Rides, Train, Little Dipper, Boat Ride, or what have you? HELP: Foremen wanted on Merry-Go-Round, Kiddie Rides, Ferris Wheel and Tilt. Must drive semis. Electrician wanted who can handle Diesel Light Plants.
FOR SALE—1948 Allan Herschell 18-Car Caterpillar Ride, A-1 condition.
Contact **H. V. PETERSEN, Box 742, Joplin, Missouri**

C. A. STEPHENS SHOWS
WANT FOR POLK COUNTY FAIR AT LAKE LAND, FLA. 60,000 ATTENDANCE LAST YEAR. FOLLOWED BY LEGION FAIR AT PAHOKEE, FLA.
CONCESSIONS—Novelties, Hat Bands, Slum Stores, Custard. SHOWS—Place Side Show with own frame-up, Animal Show, Wild Life, Big Snake and Punk Show
RIDES—Can use independent Rides not conflicting for all Florida spots.
Venice, Fla., this week.

VETERANS UNITED SHOWS
WANT WANT WANT
Want for 1954 season. Have a very good route of Fairs & Celebrations booked for coming season. Fairs starting in No. Dakota in July. CONCESSIONS: Photos, Bumbers, Fish Pond, Glass Pitch, Ball Games, Hoop-La or any Hunky Panks that do not cost. Will also book Pin Store, Razzie, Six Cats and Buckets with some one that will work like they are laid; also must have other Hunky Panks. SHOWS: Mechanical, Athletic, Girl, Snake, Illusion or any worthwhile show with own equipment. All replies to 6720 Lyndale Ave. So., Phone Rockwell 19849, Minneapolis, Minn., until April 10; then Hutchinson, Minn., at our winter quarters. Show will open around the middle of May. **CHARLES CARROLL**, owner and manager.
P.S.: Want to buy good used Tilt.

PALMETTO EXPOSITION SHOWS
Opening March 15
Want Ferris Wheel Foreman and Second Man, also help on other rides; top salaries and long season's work. Will book Octopus, Spitfire or Comet for a ride unit only; no Shows; no Concessions. Beach location after June 1.
All replies to **Milton McNeace, Box 117, Chesnee, S. C.**
P.S.: John Nammelbacher, get in touch at once.

F. C. BOGLE SHOWS, INC.
Opening Thursday, April 8. Will book Kiddie Rides, Hunky Panks and Shows. Want Foreman and Second Man for Tilt, Wheel, Spitfire, Octopus and Merry-Go-Round. Can place first-class Mechanic and Ride Superintendent; must be sober or you won't last. Winter quarters now open. Bob McLaughlin, wire collect. Write, phone, wire **F. C. BOGLE, Mgr., Arma, Kansas, P. O. Box 87.** No collect calls or wires, please.

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Pipes for Pitchmen

By BILL BAKER

MRS. LENA CHAPIN penning from Houston, info that she has been working Fred Cummings' rug braiders to fair returns in the Woolworth store, St. Louis. She's now reported on her way to work the H. L. Green store in San Antonio.

GEORGE H. BROOKS the old peanut vender, whizzes in the info that he's been operating in Houston all winter, working only twice a week. On Fridays, he rambles around the Houston City Auditorium, hawking popcorn, peanuts and related merchandise during the wrestling matches. On Sunday afternoon, he stakes out at the Arrowhead Race Track peddling soft drinks

for his old friend, Buck Denton, who has all of the concessions in the grandstand. After leaving Houston, brother Brooks will hold forth in Hot Springs during the 31-day meet at Oaklawn Race Track.

HENRY H. VARNER pencils from his lair in Akron that he has seen many new faces in the demonstrating business operating in around the Rubber City. Says Henry: "In the 10 or more years that I have been here I have seen many people come and go but they always seem to come back again." The Sage of Akron is anxious to know what has happened to Billy Erwin and Ira Caskill, who used to hang around Fort Wayne, Ind.

ACCORDING TO Fred C. Landrus, the man of magic, the Zarlinton Show is currently tented in Fayetteville, Tex., under K. of C. sponsorship. This is the first time they've anchored there since 1947 and to date business has been on the lively side. Fred reports that the show experienced only one mishap while on the road, and that was on the trip to Fayetteville from Buckholtz, Tex. It seems that a tire on Dr. Zarlinton's house trailer blew out and serious damage was avoided only because of some fancy mental and physical gymnastics on the part of the good Doctor. Recent visitors on the show, according to Landrus, were Kennedy Swain, his wife, and daughter, Gloria; Mr. and Mrs. Fuzzy Plunkett, of Plunkett's Stage Show; Slim Cantrell, Mr. and Mrs. Billy Van Zant, Toby Shelton; Tiger Wells and his wife and family; Domingo Romeriz, and Mr. and Mrs. Baldwin. Dr. N. F. Tate also showed up and took advantage of the opportunity to give a lecture and peddle a few bottles of his own product. Dr. Zarlinton would like to read a pipe from George and Bryon Beaver and Mary Ragan, says Fred.

MERTON CRAIG former owner of Craig Bros. Show, who put it into the barn for keeps in 1953 and is now retired in Fayette, N. C., shoots in word that the town, with a big Army payroll, is a good spot for the tripes and keister fraternity. Proof of that is the fact that the other day he spotted a sock worker doing a real money pitch on Bragg Boulevard. Altho now in the house slipper and rocking chair bracket, Craig says he still takes an interest in the biz and doesn't let a week pass without scanning the Pipes column for news about the boys.

REX NORTH erstwhile pitchman, is breaking in a mental-hypnotic act for theaters and night clubs in which he is sharing billing with Kathie Lodge, who is being featured as the world's most beautiful hypnotist, according to W. H. Morette, Boston.

"DOING FINE HERE . . ." and expect to be out on February 24," Big Al Wilson scribes from State Hospital, Manteno, Ill. Before long Al expects to work a Denver drugstore chain with Bill Emery, of Portland, Me. However, before jumping to Denver Al plans to make a Chicago sports show.

LUCKY CLYDE FORKNER currently working sheet in the Raleigh, N. C., area, pens a note advising that he plans on working to the Coast for the early vegetable markets. "I read in the Pipes column that Doc Horace Brazil took delivery on a new Plymouth," says Forkner. "Congratulations to him and also to Doc Blanton on the success he has been having with jewelry. Forkner laments the fact that so few veterans of the trade have been contributing news to the column, and says he would like to read pipes from Jack (Bottles) Stover, Cowboy Billy Dietrich, Dr. M. Locky, Doc Al Harvey, E. C. Pardee, Doc Melvin Cutler, Big Jack Wilson. He finales his pipe with wishes for good luck to Doc Henry Forkner and B. V. (Murph) Mangum.

H. WORTHY AND HACKETT . . . who have opened a pitch store at 1701 Fourth Avenue, North Birmingham, Ala., report prospects look good for business if they are able to keep the store open. Pitchmen in the area are invited to call at the store.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Jay Sales Company, Chicago, has introduced an item which it claims has all the earmarks of a record breaker. This item is the "Miracle" pearl spray kit. Any surface that can be painted can be pearled. The spray is quick drying, easy to apply and has a lasting finish. The firm points out that the user of the spray can make gifts and get professional results without costly equipment. The material comes ready to apply, eliminating the bother of mixing. A few of the items which may be pearled are jewel boxes, vases, salt and pepper shakers, picture frames, lamp bases, plaques, figurines, toys, fishing lures and countless other articles of wood, glassware, metal, plastic, china, leather, cloth or paper.

Tee Jay Toys, Inc., New York, announces its new 30-inch super plush bear which it claims will prove to be a sensational item. Coming in assorted colors, the bears boast a vinyl rubber painted nose. They are offered at \$21.75 a dozen.

Arlane Manufacturing Company, Philadelphia, is promoting Za-Za the Snake Charmer, an ingenious novelty item it expects to go over big. . . . **Packard Shirt Manufacturing Corporation, Terre Haute, Ind.,** is offering free shirt sample outfit to further acquaint the trade with its line. . . . **R. W. Gentle Hosiery Company, Huntsville, Ala.,** is featuring a complete line of first quality, irregulars and seconds in ladies' hosiery, priced \$6.50, \$5.50 and \$4.50 per dozen pair, respectively.

H. K. Kittrell Company, Inc., Waterloo, Ia., again is presenting a complete line of 5-cent comic postcards by the well-known **Elmer Anderson**, consisting of 91 flashy numbers in full color. A complete sample line may be had for \$1. . . . Predicting it to be the spring's hottest sales novelty, **Acme Premium Supply Corporation, St. Louis,** is now marketing "The House of Fledgling," a seven-inch high action novelty toy consisting of revolving birds to the musical tinkling of bells. Price is \$7.20 per dozen; \$72 a gross. . . . **Sterling Jewelers, Columbus, O.,** is again promoting the sabre tie clasp, styled after the fabled sword of Damascus. The item is sold \$3.50 a dozen; \$36 per gross, and may be had gift boxed at \$5 a dozen or \$54 a gross.

National Distributing Company, Miami, is offering attractive wrist watches it says should go over

with a five-month completion limit set. The current \$5 million city bond issue development is the first stage of a \$20 million dollar construction plan, which is expected to be completed by 1957, 50th anniversary of Oklahoma's statehood. Private construction of exhibit buildings is included in the short-time expansion plan. Of this a bowl-type baseball park grading plan is complete and construction of 7,500 seats may be completed on the slopes this summer. Stand will eventually hold 12,000. The fairgrounds, 480 acres, are within the west city limits and are part of an over-all city plan which includes direct access to a system of traffic freeways around and thru Oklahoma City. Plans call for parking space that will accommodate 30,000 automobiles.

Organization Services, Inc. 8061 Grand River Detroit 4, Mich.

Oklahoma City

Continued from page 57

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Fish at Fair

Continued from page 57

grounds. There will be no extra charge for the cellophane bag or the use of the freezer.

The tank is 60 feet by 30 and holds 15,000 gallons of water. Its weight when full will be 125,000 pounds. Height of the tank is 48 inches and the depth of the water, 28 inches.

Altho the idea has been exploited at many sportsmen's shows, it has not been used at fairs by the operator, who runs a large New England trout farm. Shilling is trying to line up a route for the attraction, which is easily portable. The trout farm's tank trucks keep its exhibits well stocked wherever shown.

big. Having a two-tone dial, 17-jewels and wafer-thin all yellow case, the watch looks like a \$100 buy. Each watch comes with a one-year written guarantee. Priced at \$6.50 each banded. . . . **Oriental Trading Company, Omaha,** is now featuring a line of attractive men's and women's aluminum and nickel silver identification bracelets. These ident come in various shapes and sizes with link and expansion bands, priced from \$3.60 to \$7.95 a gross.

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L.; Willis, Walter A.; Wilson, Burke; Winger, Russell Lee; Witworth, Maxine; Wolf, Mrs. Wilhelms; Wood, Gerald; Woods, John Marshall; Woods, John W.; Wright, Margaret (Madge); Zelenak, Richard; Zeno, Joe

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Adair, Ariene; Ardell, Jeanette; Cherokee, Kid; Cruz, Don; Du Prez, Armond; Kelly, William; King, C. and A.; Monturo, Alfredo; Murphy, V. and M.; Nelson, Buck; Pedell, Virginia; Reynolds, Larry Lee; Romines, Marie; Rogden; Ronan, E. and M.; Ruiz, C.; Ryan, John; Sann, M. and J.; Sarno, Bill; Woods, Harold L.; Wright, Will A.; Zimmer, Vera

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Adkins, Charles; Anderson, Ruth; Anderson, Mary; Donato, Lillian; Ernie, May; Franklin, Phyllis; Frankwood, Robert; Herndon, M. & Mrs.; Homma, Hirohio; Hunter, Frances; Jamison, Jimmy; Mariz, Margie Evelyn; Metre, Patricia; Michelson, Henry; Reager, Buck; Rodriguez, Jean; Saunders, Marges; Sexton, Andrew M.; Schreiber, Joe; Silver, Jim; Smith, J.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Alexander, Mr. & Mrs. Elmer; Allen, H. S.; Allman, A. J.; Ammons, Harold; Bacon, Mrs. Jean; Baker, D. C.; Barefield, Mrs. Sally; Bastich, Agnes; Bateman, Edna V.; Bateman, L. C.; Bean, Herschel; Blair, Russell; Blankenship, Lloyd; Blazens, Nathan; Bohm, Carl; British Africa Zoo, Inc.; Brown, Chester W.; Brunson, Miss Evelyn; Burners, William; Burke, Lloyd A.; Burke, Roy; Burnette, Miss Sally; Cain, John E.; Carlie, John Aubrey; Carlie, Malcolm A.; Caswell, Fred; Cochran, Dorothy; Coleman, Leonard W.; Colyer, R. E.; Coplin, Jim; Cowsby, Max; Cummins, John; Critzer, Walter; Dallman, Walter; Davis, Joseph; Davis, V. A.; Dearing, R. E.; Deaney, Arthur L.; Eagle, Chief Ed.; Eder, Charley; Fanning, J. M.; Fester, Charles G.; Finley, Kenneth B.; Foley, Tom; Folz, Russell N.; Fontaine, P.; Formier, Mrs. Frances; Fraker, Charles; Francinne, Vichie; Furlin, John; Gilbert, Mrs. Bob; Gold, Edward & R. V.; Gupit, R.; Hale, Jack Jr.; Hall, Mr. & Mrs.; Harris, Marvin; Hayden, Robert L.; Hazen, Bennie; Hendricks, Clyde; Holt, Clayton; Hunter, Frances; Isenhower, George; Jamison, J. C.; Jessop, Harold; Johnson, H.; Johnson, P. Jo; Kane, Earl J. & R. A.; Keck, Joseph V. & M.; Keim, Joseph D. & H. A.; Kell, Thomas & M.; Kelly, Patrick & A.; Kenosian, Robert M.; Kerr, Walter & A.; Kine, Donald Earl; Kinchloe, Mickie; Kortes, Mr. & Mrs.; Lamb, Mrs. Marie; Lambert, Bill; Lay, Waldo K.; Lusear, Max E.; LeMay, Emile N.; Leslie, Bets; Lewis, Barney; Lewis, Robert

- Liles, E. Paul; Loides, Samuel; Lowe, Mrs. Katherine; McBride, Gerald; McCarthy, William; McConell, Kenneth; McGee, Mr. & Mrs.; Madison, Harry; Malbin, Mr. & Mrs.; Miller, James; Miller, Lloyd A.; Miller, Paul & Ethel; Moorehead, C. W.; Morton, L. B.; Nicola, Fred; Nielsen, Henry N.; Ninley, Bill; Nix, Chester; Ogburn, Phil; Omas, Lorian; Pasini, Nello; Parnell, Terry; Phillips, Miss Evelyn; Philippus, Miss Gerry; Pinson, Dale; Pooey, B.; Ragen, Mary; Raven, George & Mrs.; Rebl, Paul C. & M. A.; Ring, Louis; Ritchie, Kenneth Lee; Rodgers, Pearl; Rose, Louis; Rousselet, George V.; Rowe, Anne; Roy, Alfred E.; Ruddy, George N.; Sannes, Mike; Sandusky, Durb; Schmidt, Stanley; Sealey, Allen; Sellers, Jack; Servis, Edw. F.; SIKI, Mrs. William; Smith, Alvin; Soneson, Mrs. Donna; Sney, W. A.; Stanke, George; Stanley, Joseph; Stanley, Lazarus; Steale, Geo.; Steinfield, Walter; Stephenson, J. Ray; Stephenson, Richard; Striegel, Chas. (Red); Sullivan, Mrs. D. C.; Summers, Kenneth; Sunquist, Fred L.; Swan, Walter; Swanson, Robert G.; Thornton, R. H.; Turner, Tomie; Vinson, Jack E.; Walker, James Earl; Wanah, Sol; Wetherbee, Mr. & Mrs. Harold; Whalen, L. H.; White, Worth; Wildrick, Elmer; Williams, Walter; Williams, Mrs. Lee; Wireman, Russell; Zimmer, Miss Florence

COMING EVENTS

- Alabama: Mobile-Mardi Gras, Feb. 18-March 2; Birmingham-Alabama Home Show, May 11-16; Joe C. Williams, Box 706; Arizona: Mesa-Rawhide Roundup, March 14-27; Phoenix-Annual Rodeo, March 18-21; Phoenix-Phoenix Indian Ceremonies, Feb 26-28; Yuma-Flower Show, April 3-4; California: Los Angeles-Sportmen's Vacation, Boat and Trailer Show, April 15-26; San Francisco-Sports, Travel and Boat Show, March 5-14; Thomas R. Rooney, 369 Pine St.; San Francisco-Grand National Junior Livestock Exposition, April 10-13; Nye Wilson, Cow Palace; San Francisco-Grand National Livestock Exposition, Horse Show & Rodeo, Oct. 28-Nov. 7; Nye Wilson, Cow Palace; Turlock-Far West Turkey Show, Nov. 20-Dec. 2; Marcus Johnson, 207 Crane Ave.; Colorado: Denver-Antique Show, July 22-25; L. Verne Stout, Vermontville, Mich.; Denver-Gift and Jewelry Show, Hotel Albany, March 7-18; Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles; Denver-Gift and Jewelry Show, Hotel Albany, Sept. 23-28; Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles; Connecticut: Willimantic-Poultry Show, Feb. 26-28; Dan D. Cavanaugh, mgr., North Windham; Florida: Bartow-Brahman Show, March 24-25; Clearwater-Belleair Spring Flower Show, March 3-9; Clearwater-Flower Show, Feb. 27-28; Haines City-Flower Show, March 10-11; Jacksonville-Rose Show, March 10-11; Jacksonville-Home Show, March 23-28; Jacksonville-Home Show, March 23-28; Edgar V. Smith, 317 W. Forsyth St.; Lakeland-Flower Show, March 6-7; Miami-International Orchid Show, Feb. 26-March 1; Miami-Greater Miami Industrial Expo., March 5-14; Miami-Home Show, March 14-21; Miami-Flower Show, March 19-23; Orlando-Home Show, March 5-7; Orlando-Flower Show, March 30-April 1; Palatka-Rodeo, Feb. 26-28; Pensacola-Bulbous Flower Show, Feb. 27-28; Quincy-Hereford Show and Sale, March 16; Sarasota-Flower Show, March 24-25; Sebring-Flower Show, March 4-5; St. Petersburg-Flower Show, March 20-21; Tampa-Horse Show, Feb. 26-28; Tampa-Flower Show, March 13-15; Tampa-Tin Can Tourists of World Trailer Show, March 5; Georgia: Atlanta-Southeast Sports, Boat and Vacation Show, March 6-14; Illinois: Fiera-Centennial, July 8-10; George Cooper; Galva-Centennial Celebration, July 28-Aug. 1; C. F. Balley; Indiana: Milan-American Legion Homecoming, June 21-26; Howard Hempling; North Webster-Memorial Festival, June 28-July 3; John G. Herzman and J. Homer Shoop; West Baden-July 4 Celebration, American Legion; Iowa: Cedar Rapids Home Show, May 13-23; Paul Waters, Memorial Coliseum; Des Moines-Iowa Sports and Vacation Show, April 3-11; Kansas: Wichita-Police Circus, March 9-14; Ben C. Truex, mgr., 217 S. Water St.; Louisiana: Baton Rouge-L. S. U. Livestock Show and Rodeo, March 6-14; W. M. Babin, Box 8637, Union Station; New Orleans-Mardi Gras, Feb. 26-March 2; Michigan: Bay City-Better Homes Show, March 19-25; Jack Davis, Box 12; Detroit-Sports, Boat and Travel Show, March 13-21; Grand Rapids-West Michigan Sports and Boat Show, March 22-27; Lansing-Hobby and Antique Show, March 23-26; L. Verne Stout, Vermontville, Mich.; Vermontville-Maple Syrup Festival, April 24; Lloyd Eaton; Minnesota: Caledonia-Centennial, July 18-18; M. A. Duxbury; Hastings-Celebration, July 3-5; Herbert F. Koch; Minneapolis-Northwest Sports, Travel & Boat Show, April 16-25; F. W. Nick Kahler, 1645 Hennepin Ave.; Minneapolis-Zuhrah Temple Shrine Circus, Feb. 25-March 6; Noel Van Tilburg, 1021 Wash. Ave.; St. Paul-Shrine Circus, March 8-14; Walter King; Missouri: Portageville-National Soybean Festival, Sept. 3-6; St. Louis-Sports, Travel and Boat Show, March 4-14; Skidmore-Pumpkin Show, Aug. 28-28; Sam B. Albright, American Legion; Nebraska: Omaha-Sports and Vacation Show, April 5-11; 2362 Dodge St.; Omaha-St. Alfio Festival, June 18-27; A. J. Alexander, 3411 N. 16th St.; New Mexico: Hobbs-Fiesta, March 29-April 4; Portales-Dairy Show, April 5-10; Truth or Consequences-Fiesta, March 29-April 4; New York: New York-American Toy Fair, March 2-17; H. D. Clark, 306 Fifth Ave., New York 10; New York-National Sportmen's and Vacation Show, Feb. 20-28; New York-National Antiques Show, March 8-14; Morton Yarnon, 97 Duane St., New York 7; Ottawa-Ottawa Rotary Vacation & Sports Show, April 17-24; Rochester-Damascus Temple Shrine Circus, March 1-6; Elmer Rathel, 334 East Ave.; Utica-Utica Sports & Boat Show, March 25-30; North Dakota: Valley City-North Dakota Winter Show, March 1-6; Lawrence Meidahl; Ohio: Canton-Home Show, March 2-7; Dorothy Godfrey, 104 S. Market St.; Cleveland-American and Canadian Sportsmen's Vacation and Boat Show, April 2-11; Garfield Heights-American Legion Carnival, June 15-20; Bill Stredel, 3641 Beechwood Road, Cleveland 11; Middleport-Spring Festival, April 26-May 1; Chas. Childs; Toledo-Home and Travel Show, March 6-14; Mill H. Tarloff, 443 Spitzer Bldg.; Youngstown-Home Show, April 6-11; Clyde E. McGranahan, 170 Redwood Trail; Oklahoma: Guyton-Pioneer Days, April 26-May 1; Oklahoma City-Antique Show, Feb. 28-March 1; L. Verne Stout, Vermontville, Mich.; Pawhusks-Osage Downs Futurity and Race Meet, May 14-22; Pawhusks-Osage Co. Cattlemen's Convention and Ranch Tour, June 25-26; Pawhusks-International Round-Up Club Cavalcade, July 23-25; Pennsylvania: Arnold-Old Home Week, July 11-17; Arthur F. Fieger; Mapleton Depot-Huntingdon Co. Firemen's Convention & July 4 Celebration, July 2-5; W. E. LaSalle, Saxton; Philadelphia-Motor Boat & Sportsmen's Show, March 5-12; Clinton W. Smullen, 813 Commercial Trust Bldg.; Tarentum-Pawn Township Firemen's Fair, June 13-19; Frank L. Christy; Winburne-Clearfield Co. Firemen's Convention & Jamboree, June 1-12; W. E. LaSalle, Saxton; South Dakota: Deadwood-Days of '76, Aug. 6-8; Mitchell-Corn Palace Festival, Sept. 19-24; Lee Harmon; Moberly-Celebration, June 30-July 1; Pierce-Days of '81, June 14-20; Tennessee: Knoxville-Home Show, May 4-9; Paul Waters, 410 West Church St.; Texas: Austin-Austin Stock Show, Feb. 18-28; Berger-Garden Club Show, May 3-8; Brownsville-Charro Days, Feb. 15-28; H. C. Appleton; Dallas-Southwest Sports, Boat and Vacation Show, April 23-May 2; Dallas-Home Show, March 8-16; H. F. Van Horn, 102 Walnut Hill Village; Dallas-Allied Gift and Jewelry Show, Hotel Adolphus, Feb. 21-25; Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles; Dallas-Allied Gift and Jewelry Show, Hotel Adolphus, Sept. 8-9; Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles; El Paso-Home Show, March 17-21; George Colours, P.O. Box 3156; El Paso-Southwestern Sun Carnival, Dec. 27-Jan. 1; Allan Falby, P.O. Box 95; Laredo-Washington Birthday Celebration, Feb. 17-28; Mercedes-Rio Grande Valley Livestock Show, March 4-8; Katherine Karie, P.O. Box 601; Odessa-Stock Show, March 1-4; San Antonio-Home Show, May 8-18; Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.; San Antonio-Antique Show, March 8-11; L. Verne Stout, Vermontville, Mich.; San Antonio-Battle of Flowers, April 19-24; San Angelo-Stock Show, Feb. 24-28; Shamrock-St. Patrick's Day Celebration, March 17; Bob Roach; Waco-Home Show, May 4-9; Dorothy Godfrey, Heart of Texas Coliseum; Virginia: Culpeper-Firemen's Festival, May 28-29; H. L. Hinton; Norfolk-Home Show, April 6-10; Johnny Scallan, 4891 Clare Road; Washington: Tacoma-Home Show, May 19-23; George Colours, 1103 1/2 Division St.; Wisconsin: Milwaukee-Milwaukee Home Show, March 13-20; H. Ellis Saxton, 606 W. Wisconsin; Milwaukee-Milwaukee Sentinel Sports and Vacation Show, April 3-11; Arizona: Mesa-Mariopos County Fair, Feb. 20-28; Phoenix-Community Fair, March 17-21; Yuma-Yuma County Fair, April 7-11; California: Imperial-California Midwinter Fair, Feb. 27-March 7; D. V. Stewart; San Bernardino-National Orange Show, March 25-April 4; Earl Bsic; Florida: Bartow-Eastern Imperial Brahman Show & Sale, March 18-18; Dania-Tomato Festival, Feb. 22-27; Daytona Beach-Colored Fair, Feb. 23-27; De Land-Volusia Co. Fair, March 22-27; Conrad Bldg.; Estis-Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20; Karl Lehmann; Fort Lauderdale-Broward Co. Fair, Feb. 23-27; Gainesville-VFW Fair, March 2-6; Inverness-Citrus Co. Fair, March 5-11; Ocala-Southeastern Fat Stock Show & Sale, March 1-4; Louis Gilbreath; Orlando-Central Fla. Expo, Feb. 27-27; C. T. Rickford; Plant City-Fla. Strawberry Festival, Feb. 23-27; Fred W. Nulzer; Ruskin-Fla. Tomato Festival, April 14-14; Lyle C. Dickman; Sebring-Highlands Co. Fair, Feb. 27-27; Venice-Fair and Rodeo, March 2-7; West Palm Beach-Palm Beach Co. Fair, March 8-13; LaMar Allen, P.O. Box 187; Williston-Levy Co. Fair and Expo, March 23-27; Montana: Bozeman-Mont. Winter Fair, March 12-28; Geo. T. Sims;

ROUTE TO SUCCESS

Famed Caverns House Peak \$ Locations

CARLSBAD, N. M., Feb. 20.—Popular tourist stopover has made a good paying location by two New Mexico operators at Whites City, seven miles from the entrance to famed Carlsbad Caverns.

caverns. Located about 20 miles from town, it is a self-contained "little city," with postoffice, drug-store, grocery, tavern, and curio shop in the major building in the shopping center.

On the wide porch of the building, which is done in rough stone architecture typical of the Southwest, a miniature Arcade has been set up by L. W. Gentry. Dominating the porch is a "ranch" of five Royal Mustangs. The coin horses, placed side by side, are of slightly different sizes to accommodate all youngsters.

Big Business

The unusual grouping of horses, all raring to go and facing out over the high plains, has proved a gold mine. It is the horses which do the big business here.

"The five horse rides do four times as much business because of their position," Charley White, operator of Whites City, told The Billboard. White himself is a shrewd business man, usually to be found managing the cafe, and well known to tens of thousands of tourists thru the nightly lectures he gives in the museum which houses his own collection in the building.

Gentry also operates a Royal Rocket, two weighing machines, and a metal typer on the porch Arcade. There is also a metal typer in the curio shop.

Two Displays

Completing the Arcade are two unusual metal display machines, made and operated by W. T. Hagee, Roswell, N. M. These are cabinets about 24 by 30 inches, of counter height and provided with a viewing space. The cabinets are made of light wood, with a coin chute on the front for nickel operation.

A nickel activates a fluorescent light inside the machine, and a padded table of New Mexico metals comes into view. The light shows them in unusual colors, principally red and green, creating an interesting effect and giving the visitors an idea of the hidden wonders of nature to be found in the countryside. This device, which is adaptable to the specialized attractions of any part of the country, has proved unusually popular.

Mutoscope Bows New Photomatic

NEW YORK, Feb. 20.—International Mutoscope Corporation is displaying its new Photomatic at the National Photographic Show at the 71st Armory here. The six-day event ends Monday (22).

According to Larry Galente, Mutoscope assistant sales manager the new Photomatic takes six different poses instead of six copies of one pose, as the older model does. He said that the price has not yet been set, but that it will be slightly higher than the one-pose model, which lists for \$2,150.

Galente said that the six poses are shot in 74 seconds. He and Bill Rabkin, Mutoscope president, were on hand to demonstrate the machine during the show.

Production got underway this week, with deliveries promised in 30 days.

New Meteor Kid Rides Set for Mar. 1 Delivery

NEW YORK, Feb. 20.—The Meteor Machine Corporation here this week announced that it is producing two new kiddie rides—the first deliveries to be made March 1.

The Hook and Ladder Fire Ride will list for \$795. Dimensions are 29 inches wide, 42 inches high and 62 inches long. Shipping weight is 375 pounds. The two-seat ride operates on a single dime. The base is red aluminum, with a steel base.

horses in tandem. Over-all dimensions are 29 inches wide, 42 inches high and 40 inches long; shipping weight is 250 pounds. List price is \$650. Both horses operate on a single dime.

Production Runs

Al Blendow, Meteor sales manager, said that initial production runs for each ride have been set at 100. Blendow said that an extra seat has been added to the Meteor Flying Saucer and that the ride has been selling well. Meteor also makes a Rocket, PT-Boat, single-horse Pony Boy and single-seat Flying Saucer.

ALL-TIME HIGH

Coin Exports Top \$10 Mil; Music Game Sales Soar

By TOM McDONOUGH

WASHINGTON, Feb. 20.—The United States Department of Commerce confirmed this week that 1953 was the first \$10,000,000-plus year in the history of coin machine exports.

Even more amazing was the fact that record figure was accomplished in 11 months. Final figures for the year will not be available until next month, due to the necessity of rechecking all transactions to make certain all financial obligations were fulfilled.

All divisions of the trade—music machines, venders and games—enjoyed peak sales thru 1953. Juke box overseas shipments totaled 12,486 new and used units with an aggregate sales price of \$5,544,315 in the January thru November period. In 1952 the dollar total for the full year was \$4,248,173.

Vending sales in November alone were \$144,516—an all-time high for a single month. Added to the previous 10 months, the

aggregate was \$1,016,043, assuring the rapidly expanding automatic merchandising industry its second straight million-dollar year. When the vending export figures for 1953 are finalized they are certain to top the record sales of \$1,073,708 made the previous year.

Tho the music and vending export achievements of 1953 were outstanding, progress in the game field surpassed them. A total of 26,683 amusement units—equal to the combined sales of juke and venders—were exported thru the 11 months of 1953. This tremendous volume was sold for \$3,667,401, dwarfing the previous record of \$2,613,007 made in the full 12 months of 1952.

Significant in the November report—which also set a new monthly record of 5,250 units for \$1,258,257—was the participation of operators and distributors in 27 foreign countries who purchased at least \$1,000 of one type of coin machine product. Eleven others bought units in lesser volume. A

breakdown showed 22 countries purchased music machines, eight bought venders and 23 were game customers. Five countries—Canada, Colombia, Salvador, Japan and the Philippine Republic—were customers for all three types of coin export products.

Two Team Play Shuffle Games Bow at United

CHICAGO, Feb. 20.—Distributors of the United Manufacturing Company started operator showings this week of Team Shuffle Alley and League Shuffle Alley, new six-player games with both individual and team play scoring.

Key to the new games is the innovation of two four-digit dial units, which register the total score of the first, third and fifth players on the left side and the score of the second, fourth and sixth players on the right hand side of the score board. The Team game has triple match play while League features straight play without match principles.

Both games are available on straight dime play or dime play plus three games for a quarter. Billy DeSelm, sales manager, disclosed that the three-for-a-quarter idea has already drawn good operator response in the main test location areas.

The two new United games have single scoring in the first, second, sixth and seventh frames. Double scoring takes place in the third and eighth frames. The triple scoring is in the fourth and ninth frames. The fifth and 10th frames register quadruple pin scoring. The games are suitable for both five and 10-frame locations. In either five or 10-frame play, the players get two extra shots for strikes and one added shot for spares made in the final frame.

Ops in Mass. City Oppose Pin Curb

SOMERVILLE, Mass., Feb. 20.—Amusement machine operators here have joined to oppose a ban on pinballs instituted by Mayor William J. Donovan.

The operators, who represent 116 units, claim that legally licensed operations cannot be closed down. The mayor directed the city solicitor to investigate the ordinance and submit an opinion on the legality of his order.

To accent the situation, one cafe draped a black crepe over its game. Others posted signs that games were temporarily out of service. The majority of the locations, however, continued play as usual pending clarification of the order.

Police delivered oral warnings to location owners. Investigators for the licensing commission made the rounds of spots with pins and directed that they be removed.

Comparative Game Exports First 11 Months 1952-1953

	1952		1953	
January	998	\$144,286	2,218	\$301,919
February	1,449	165,315	2,220	333,441
March	1,358	152,796	2,499	307,638
April	1,626	205,827	2,312	369,823
May	1,644	206,904	3,096	358,502
June	1,067	173,199	3,752	398,843
July	1,927	193,747	2,349	315,049
August	1,931	317,954	1,342	218,629
September	1,756	200,500	1,935	409,499
October	1,194	263,431	2,202	352,898
November	1,981	272,611	2,618	301,120
TOTALS	16,931	\$2,296,570	26,683	\$3,667,411

Ohio Pinball Ops Fight Liquor Board Ruling

COLUMBUS, O., Feb. 20.—A court order preventing State Liquor Director Anthony M. Rutkowski from seizing equipment of three Ohio pinball operators was handed down here this week by Franklin County Common Pleas Judge Joseph M. Clifford.

The order, which affects only Hamilton and Lucas counties, may develop into a State-wide ruling and may even be an issue in the forthcoming gubernatorial campaign, a local observer said.

First to obtain a temporary restraining order against the recently imposed ban was Westerhaus, Inc., Cheviot, and William and Milton Marmer, Marmer Distributing Company, Cincinnati. Later a similar court order was granted Roy G. Keer, Toledo.

Rutkowski Ruling

The order was directed against Rutkowski, who recently ruled that pinballs come under a State liquor board law forbidding devices which "may or can be used for gambling . . . or wagering."

Attorney Isadore Topper, representing the Westerhaus Company, said Rutkowski's order would "destroy the rights of other people without justification."

He added that pinballs, in themselves, are not gambling devices

and opposed classifying them as such.

Topper said that he has been informed that other operators will join in the action and asked that the Westerhaus suit be set up as a test case. Attorney General Donald Lloyd consented the move rather than try an estimated 35 or more cases.

150 to Attend N. Y. Coin Fete

NEW YORK, Feb. 20.—Some 150 local game operators and guests are expected to attend the annual dinner meeting and election of officers of the Associated Amusement Machine Operators of New York to be held Thursday (25) at the Henry Hudson Hotel.

Guests will include Al Gilbert and James Cagiano, Coin Machine Employees Union; Meyer Parkoff and Harry Rosen, Atlantic-New York; a representative of Runyon Sales; Mike Munves, Al Simon, and Dave Simon.

Calendar for Coinmen

February 25—Music Guild of New Jersey, board of directors' meeting, Newark, N. J.

February 26-27—National Automatic Merchandising Association sectional meeting, covering Georgia, Florida, Alabama, Mississippi, Tennessee and North and South Carolina, King and Prince Hotel, St. Simons Island, Ga.

March 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

March 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.

March 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

March 19-20—NAMA sectional meeting, covering Pennsylvania and New Jersey, Hotel Hershey, Hershey, Pa.

March 20-21—Music Guild of Nebraska, quarterly meeting, Kearney.

March 28-April 2—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.

April 10—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.

Match Industry Gets 1954 Book Contest Underway

NEW YORK, Feb. 20.—The Match Industry Information Bureau reported this week that all elements of the tobacco trade—manufacturers, vending machine companies, retailers—were entering for the top award in the 1953 advertising competition.

The first entry, King Edward Cigars (John H. Swisher Company), led to a great number of entries from other sectors of the tobacco industry, it was pointed out. Three major cigarette firms

(Continued on page 87)

'54 MOA Convention Hits New High In Operator, Exhibitor Response

OAKLAND, Calif., Feb. 20.—George A. Miller, president of the Music Operators of America, announced this week that exhibitor and operator response to the coming MOA convention at the Palmer House, Chicago, March 8, 9 and 10, was breaking all records.

Miller said: "With two full weeks still remaining before convention time, the exhibitor list (see separate story for complete exhibitor information) had al-

ready more than doubled the number of firms exhibiting at any previous show."

Operator turnout will also hit a new high, according to Miller. Letters to Miller from Clint Pierce, president of the Wisconsin Phonograph Operators' Association, and Howard Ellis, executive secretary of the Music Guild of Nebraska, stated that more operators from their areas planned to attend this show than ever before.

Operator Response

Al Denver, president of the Music Operators of New York, reported that operator attendance from his State was expected to surpass anything in the past, and reports from other areas indicated similar co-operation.

The daily convention program has been arranged to allow operators ample time to visit all of the display rooms. Business sessions for operators will be held during the morning hours only, with the exhibit floor opening at 2 p.m. and closing at 9 p.m.

It was announced that the annual banquet will be held in the Red Lacquer Room on Tuesday (9) beginning at 7 p.m. The following afternoon (10) there is to be a special luncheon for officers of MOA and officials of

the Automatic Phonograph Manufacturers' Association.

Morning meetings will be primarily devoted to a third copyright organization, sponsored by MOA; methods and means of combating the 20 per cent excise tax on restaurants and taverns, moderated by Dick Steinberg, who was recently appointed chairman of the committee investigating this problem and the McCarran bill.

Officer Elections

The meetings will be open to the public on the first two days of the convention, closing the third day for the election of officers.

All persons attending the convention will receive a gift from MOA, Miller said. Plans are being made to have hand-made poppies for the women and a small leather card case for the men.

"Wives of operators attending the convention will find special entertainment awaiting them," Miller pointed out. He said that a special entertainment committee, appointed last month during an executive meeting, had arranged for various activities on all three days.

Billy May and his orchestra will furnish the music at the banquet.

Vending Firms Confirm Space At Music Show

Dual Routes Knit Close Relationship Between Operators

CHICAGO, Feb. 20.—The close relationship between music and vending equipment operators was emphasized this week when venter manufacturers began confirming space reservations at the Music Operators of America convention, March 8, 9 and 10, at the Palmer House here.

Music operators will, for the first time, be able to inspect vending equipment at their convention. Reservations for exhibit space were confirmed by manufacturers of cigarette, soft drink, pop corn, and candy venders and coin-operated photo machines.

Firms exhibiting cigarette machines will include James H. Martin, Inc., Eastern Electric and National Vendors. National Vendors will also display candy machines.

Cole Products, manufacturers of soft drink and coffee machines.

(Continued on page 74)

MOA Exhibitor List Biggest in History

OAKLAND, Calif., Feb. 20.—Industry-wide co-operation has already doubled the exhibitor list for this year's convention of the Music Operators of America, according to George A. Miller, president of the association.

Miller said that nearly 50 exhibit rooms had been confirmed and indications were this number would grow before convention time, still over two weeks away. Efforts to increase the scope

of this year's show has paid off, he said. Operators will see vending equipment, kiddie rides, and many record companies exhibiting for the first time.

New Models

Ristaucrat, Inc., will debut a 100-selection phonograph, and H. C. Evans & Company has been rumored to be preparing a new model for the show. In addition to these two manufacturers, the Automatic Phonograph Manufacturers' Association announced that it would supply record companies with juke boxes.

Firms from the coin machine industry exhibiting include the Auto-Photo Company, International Mutoscope Corporation, National Vendors, Exhibit Supply, H. C. Evans & Company; Ristaucrat.

(Continued on page 74)

A.B.T. to Bow New Coin Unit

CHICAGO, Feb. 20.—Following an announcement by A.B.T. Corporation—confirming its exhibit space at the MOA convention—trade rumors began spreading that the firm would display a new type coin mechanism.

Officials contacted at A.B.T. would not comment on the rumors.

U. S. Subcommittee Report Stirs New Activity on McCarran Bill

• Continued from page 21

"Before I can make any decision regarding its contents, it is necessary for me to contact various members of my executive committee, our national legal counselor and others associated with the industry.

"We will notify you of our decision at as early a date as possible."

It appears likely that the subcommittee will issue a report fairly soon. Unless the tentative draft is changed in the interim, the report will recommend ending the jukebox exemption on royalties and suggest that proponents and foes of the McCarran Bill sit down together to see if differences can be ironed out before any legislation reaches the floor of either House.

Draft copies of the proposed subcommittee report have been circulated among members the last several days, and the subcommittee has had some brief parleys

on the McCarran Bill. The subcommittee, headed by Sen. Alexander Wiley (R., Wis.), includes Senators William E. Jenner (R., Ind.) and James O. Eastland (D., Miss.). Altho Senator Wiley has been preoccupied with the Senate Foreign Relations Committee, which he heads, and Senator Jenner has been bogged down with business of the Senate Internal Security Committee, which he heads, they have taken time to study the arguments presented at hearings on the McCarran Bill, and they have submitted suggestions for a subcommittee report.

Chances for enactment of the McCarran Bill this session are considered highly remote, even if the Senate Judiciary Committee reports a bill to the floor by the end of this month, chiefly because of the capsuled timetable for the current session of Congress. Congressional leaders still hope for a windup of Congress by July in order to leave time for preparation for the important congress-

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

COLUMBIA IGNORES PUBLISHER'S BAN. Columbia Records this week defied the ban placed on its parody version of "Oh, Mein Papa" by the Shapiro-Bernstein Music Company (Music department).

MARKS PUBBERY 60 YEARS OLD. The Edward B. Marks Music Corporation celebrates its 60th anniversary Friday (28) (Music department).

REDD EVANS STARTS OWN DISKERY. Publisher Redd Evans has started his own record firm, Redd-E-Records and will release his first disk next week (Music department).

And many other news stories as well as the Honor Roll of Hits and pop charts.

New Ristaucrat Model Skedded For MOA Debut

APPLETON, Wis., Feb. 20.—Joe Cohen, general manager of Ristaucrat, Inc., said this week that his firm's new 100-selection model juke box would not be unveiled until the Music Operators of America convention, March 8, 9 and 10, in Chicago.

Cohen explained that altho general procedure among manufacturers was to hold private distributor showings, the time remaining before the convention was too short to hold such displays.

"The new model is now undergoing finishing touches," Cohen said, "but will be completed in ample time to make its debut in Chicago."

The Ristaucrat model will sell for around \$700 and will be equipped with high-fidelity. (The Billboard, November 14.)

Ristaucrat entered the coin-operated music field in 1950 with a non-selective counter model. In 1951 the model was changed to selective type but sales fell below expectations and the series was discontinued that same year.

Company representatives to attend the MOA convention include Andrew Maxim, engineer; the two Ristau brothers, designers of the model, and Joe Cohen.

COUNTRY MUSIC

AMOA, DeeJay Pool Forces On Radio Show

MIAMI, Feb. 20.—Juke box operators of the Amusement Machine Operators' Association of Dade County are participating in a new radio stunt devised by Cracker Jim, disk jockey, who specializes in playing country music over radio station WMIE.

Every Wednesday between 7 and 9 p.m., Cracker Jim plays the latest country releases, then phones a juke box operator from a list supplied by AMOA to get his opinion of which numbers are likely to become hits. Special apparatus in the deeJay's broadcasting booth at Shell's Super Store enables him to put the two-way conversation on the air.

On the kickoff program a couple of weeks ago, Cracker Jim phoned Raoul Shapiro, of Supreme Distributors. Eli Ross and Maury Horwitz were called in succeeding weeks. The deeJay sprinkles plugs for the AMOA throughout the show.

Another feature of Cracker Jim's program is the "Double Spin Contest," in which he plays two records simultaneously on different turntables and the first listener who correctly identifies

(Continued on page 77)

Rumor Evans to Unveil New Juke at MOA Show

CHICAGO, Feb. 20.—Rumors were rife thruout the trade this week that H. C. Evans & Company was preparing to unveil a new model juke box during the Music Operators of America convention at the Palmer House here, March 8, 9 and 10.

Officials at the Evans plant would not confirm the reports.

According to the rumors, the new phonograph will represent a big change from the present model—the Century. It is to be equipped with high-fidelity speakers, a new type selector

panel and an all-new cabinet, it was hinted. The new model, it was also reported, would offer 100 selections, playing 45 r.p.m. disks exclusively.

If Evans does display a new model at the convention, it will be the first coin-operated phonograph introduced under the direction of R. W. (Bill) Hood, who became president of the firm last October following the death of his father, R. W. (Dick) Hood.

Evans & Company entered the juke box business in 1948 following the purchase of the Mills Industries phonograph division. The first model introduced was the Constellation and was marketed in 1949 thru 1951. It offered 40 selections and played 78 disks exclusively.

In 1952, the Jubilee was bowed. Designed for either 45 or 78-speed records, it proved a great improvement over its forerunner.

Present production is on the Century, designed to play 45's exclusively and offering 100 selections.

Pantages Sets Show Kit for MOA Exhibit

LOS ANGELES, Feb. 20.—Pantages Maestro Company will exhibit its new modernization kit in Chicago March 8-10 at the Music Operators of America convention and exhibit.

On hand for the company will be Rodney Pantages and J. Harry Snodgrass, principals in the company, and Bill Simmons, who will be national sales representative.

The kit modernizes Packard and other 20 and 24-selection phonographs to play 48 selections.

BOY EXPERT ON JUKE BOX REPAIRS AT NINE

MIAMI, Feb. 20.—Robert J. Norman Jr., 9, is probably the youngest juke box mechanic in the country. Every day after school Bobby rushes to Southern Music Distributing Company, changes into his working clothes, and tackles such chores as stripping down and refinishing juke boxes. He even has a special pint-sized spray machine.

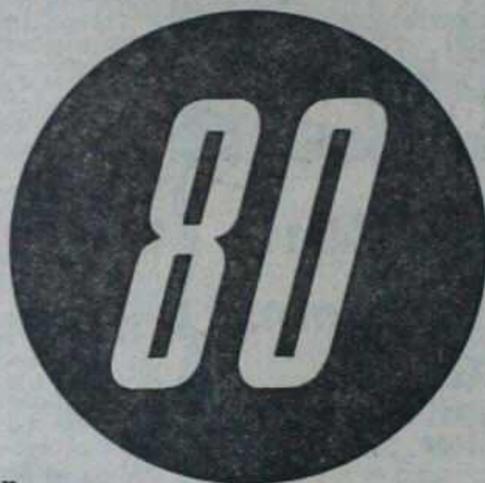
Bobby's dad is R. J. (Bob) Norman, manager of Southern music, who distributes the AMI phonograph line in Florida and Southern Georgia and has been in the business more than 20 years.

easy



to

It isn't enough to have the selections on the box; the big trick is to make them easy on



the player.

make

Eye-level program and

single-button play

GUARANTEE

the selections as

"easy-to-make,"

sure to be delivered!



selections

AMi *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Union Racket Probe Coming in Cleveland

WASHINGTON, Feb. 20.—A recommendation that speedy federal and local action be taken to halt the trend of "extortion, gangsterism and dictatorship by racketeers who are operating under the guise of being labor leaders" came this week in the interim report of a congressional subcommittee which last summer investigated the juke box and vending machine industry in Detroit. The subcommittee's report recommended that the transcript of the hearings be turned over to U. S. and Detroit law enforcement officials, who should initiate grand jury investigations in the area; that one labor leader, James R. Hoffa, be cited for contempt of Congress; that the House look further into racketeering in labor activities, and that the House committee examine the record in order to consider remedial legislation.

Meanwhile, the Bender Subcommittee of the House Government Operations Committee, is continuing the labor racketeering probe and is expected to hold hearings in Cleveland by mid-

April, and in other cities later. The subcommittee had two closed business meetings this week, and will shortly issue a schedule of hearings.

The group which held joint hearings consisted of three-man subcommittees of the House Education and Labor Committee and the House Government Operations Committee, and was headed by Rep. Wint Smith (R., Kan.). Other members were Rep. Clare E. Hoffman (R., Mich.), who was on both subcommittees and is chairman of the government operations subcommittee; Phil M. Landrum (D., Ga.), George H. Bender (R., O.) and Robert L. Condon (D., Calif.).

Representative Condon's views, added to the report, contended that the subcommittee had no authority to make such investigations since "labor racketeering in an industry which does not affect commerce, such as the juke box and coin vending machine business, which can only have a remote effect on commerce, are not within the scope of federal jurisdiction." He recommended, however, that the information gathered by the group be turned

over to the Bender subcommittee, which has now been charged with the investigation.

Established to look into possible violations of federal and State laws by labor unions, the sub-group called witnesses from the Detroit area who were in the juke box, vending, game and photograph machine industry. Their complaints, said the subcommittee, showed that "there existed a gigantic, wicked conspiracy to, thru the use of force, threats of force and economic pressure, extort and collect millions of dollars not only from unorganized workers but from members of unions who are in good standing, from independent businessmen, and, on occasion, from the federal government itself."

The investigation has resulted in the indictment of 12 persons, chief among whom is William E. Bufalino, president of the Service Drivers and Helpers Division of Local 985 of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America, an American Federation of Labor union.

"Bufalino's monopoly was created, it was said, by forcing owners and employees of the coin machine businesses to join the local under threat of bombing and picketing establishments doing business with them. The union also warned, it was alleged, that union drivers would not deliver supplies to the locations serviced by non-union members."

It was also brought out that owner-operators, as distinct from employees, were required to join the union, furnish the names and addresses of outfits with which they did business, and obtain union permission to solicit new business.

At the same time, "fair-haired" union members were permitted to take over the machine location of union members not in the good graces of the local. This was being done, it was said, not to advance the interests of labor, but of a few owners and members favored by Bufalino. Complaints were made that a few union members had a "Bufalino license" to jump locations and steal clients.

Chief organizations involved in the hassle, besides the union, were the Michigan Automatic Phonograph Owners' Association, Inc., and the Music Operators' Guild of Michigan, the report stated. The report said that the latter organization was formed by charter members of the Automatic Phonograph Owners' Association who were "considered to be unco-operative with association officials, to have enjoyed the friendship of Teamsters Union, Local No. 985, and were referred to as 'rebels' by their former associates."

The "rebels," the report said, were permitted to jump locations of their fellow members of the association, and when called on the carpet, bolted the association and set up the Guild. The subcommittee report called the Teamsters' local the "principal offender and perpetrator of the racketeer-

Op Committees Appointed To Aid N. J. Guild Group

NEWARK, N. J., Feb. 20.—H. L. Ellington, Major Enterprises, who was elected president of the Music Guild of New Jersey last month, this week announced that five committees had been appointed to handle problems of labor, conversion, trade practices, membership and registration.

Each committee was assigned one of the problems and will be expected to submit written reports to the board of directors by February 25.

The labor committee, headed by Jules Rusoff, will try to effect a collective bargaining agreement and take any steps necessary to improve the guild's standing. Also named to this committee were Sam Waldor, Robert Harvey, Lawrence Epstein and Sol Kesselman.

The conversion committee will prepare a plan for increasing the shift to dime play (2 for 10 cents) already started in this area. Joe Lederman and Harry Goldman

were named co-chairmen. Others of the committee include Clio Rosazza, Howard Berk, Rudy Leitgav and Ray Kitzler.

The purpose of the trade practices committee is to promote fair competition between members of the guild and suggest improvements. Members of the committee are Herman Halperin, chairman; B. J. McFarland, Jules Rusoff and Manuel Ehrenfeld.

Plans for increasing the guild membership during the coming year will be handled by Ed Busch, chairman; Sam Waldor, H. Betti, Herbert Brauch, H. J. Ellington and Ed Adams.

Members of the registration group are Harold Chasen, chairman; Humbert Betti and Herman Halperin.

Coven Distributors To Add Personnel

CHICAGO, Feb. 20.—Plans to increase personnel at Coven Distributors, Wurlitzer distributors in Illinois and Indiana, were announced here this week by Ben Coven, head of the firm.

Coven explained that at least three new employees, to assist in sales coverage, would be added by the end of the month. This addition, Coven said, would enable his firm to give much better coverage in Southern Illinois and Indiana. Coven Distributors now employ 15 persons in the Chicago office and five in its branch in Indianapolis.

"These plans for enlarging sales coverage in the two States began several weeks ago, following a conference with Lew Jones, head of the Indianapolis branch," Coven said.

World Wide Adds New Juke Service

CHICAGO, Feb. 20.—Len Micon, head of the phonograph sales department at World Wide Distributors, Rock-Ola distributors in the Chicago area, reports that his firm has adopted a new service for operators. "Now when operators need assistance, regardless of the hour, they can reach our service man," Micon said.

Phil Kutsch, who is in charge of service, can now be reached 24 hours a day, explained Micon. He pointed out that all World Wide customers have been given Kutsch's home phone number and they can call him whenever a difficulty arises.

Vending Firms

Continued from page 72

will display its soft drink vending Photo equipment will be presented by the Auto-Photo Company and International Microscope Corporation.

Mayflower Industries will exhibit a pop corn machine.

Enlarging Routes

George A. Miller, president of MOA, stated that this co-operation between the two industries, music and vending, was brought about when many music operators, who for reasons of high overhead and similarity of operating procedures, turned to vending for additional revenue.

Miller explained that a number of operators had always been in both fields but the wide-spread shift to include vending equipment had developed within the past year. Miller said that he was confident that this co-operation would go a long way in strengthening both industries.

MOA Exhibitor

Continued from page 72

crat, Inc.; A. B. T. Manufacturing Corporation; James H. Martini, Inc.; Pantages Maestro Company; Cole Products and Riteway Sales.

Record labels exhibiting will be Capitol, Columbia, Mercury, London, Benida, Decca, Coral and Victor. Needle manufacturers include the Paul Bennett Needle Company and Permo, Inc.

Other exhibitors at the convention will be MOA, Grand Opry; Larry Spier, Inc.; Hank Thompson Band, Canadian Music Merchants' Association, Central States Phonograph Operators, Webb Pierce, Cash Box, Music Operators of New York, Broadcast Music, Inc.; Paul Barrett, Recorded Music Service Association, M. S. Distributing Company, California Music Guild, The Billboard and Down Beat.



Reconditioned Music Equipment

Say, Man!

Have We Got Bargains!

SEEBURG

<p>148SL.....\$159</p> <p>147M..... 109</p>	<p>146M.....\$79</p> <p>H146M..... 79</p>
<p>Wurlitzer 1500.....\$595</p> <p>Rock-Ola 1434..... 395</p> <p>Wurlitzer 1100..... 219</p> <p>AMI Model A..... 139</p> <p>Rock-Ola 120 Fireball (45 RPM)—Like new</p>	<p>Wurlitzer 1015.....\$99</p> <p>Rock-Ola 1426..... 99</p> <p>Rock-Ola 1422..... 79</p> <p>Risofocal (12 selections)..... 79</p> <p style="text-align: right; font-weight: bold;">\$469.50</p>

WALL BOXES

Wurlitzer 4820.....\$29.50

Wurlitzer 4851..... 39.50

Wurlitzer 3020..... 12.50

Packard..... 4.50

WIRE--WRITE--PHONE

1/3 down, balance C.O.D.

Export inquiries invited

DETROIT, MICH. —10217 Linwood
Tulsa 3-3900

CLEVELAND, OHIO —2600 Euclid
Cherry 1-3801

LANSING, MICH. —1224 Turner
Lansing 5-4243

TOLEDO, OHIO —1302 Jackson
Main 6192

MUSIC SYSTEMS INC.

How Was Your Timing on . . .

"DARKTOWN STRUTTERS BALL"

LOU MONTE

RCA VICTOR 20-5611

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
**Billboard
BEST BUY**

JANUARY
27, 1954

Title Strips
Ready for Top
Juke Profits

JANUARY
27, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost for 3 months	Cards per Week	Cost for 3 months
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$_____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

**WE'RE
WHEELING
AND
DEALING
TO YOUR
ADVANTAGE**



**NEVER WILL YOUR TRADES BE WORTH
MORE THAN NOW**

Wurlitzer Distributors have knocked the props out from under old trade-in values—are offering sensational money-saving deals on brand new Wurlitzer 48-selection phonographs. Prove it by getting a price on your old equipment. Profit by driving away with these colorful, compact, top earning Wurlitzers that will send your route earnings soaring.

YOUR

Wurlitzer

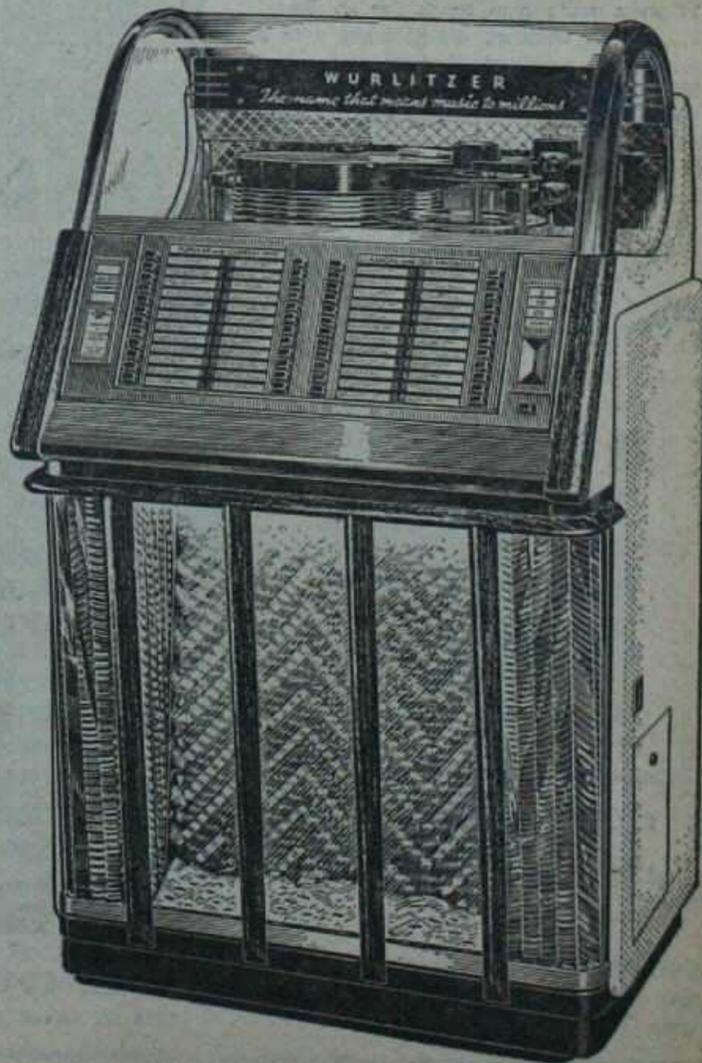
DISTRIBUTOR

HAS

THE DEAL

FOR YOU

SEE HIM TODAY!



Coinmen You Know

Chicago

Rolfe Lobell, Leaf Gum Company sales manager and chairman of National Association of Bulk Vendors' 1954 convention, is working up a bang-up program for the group's July 9-11 meeting at the Congress Hotel. For the first time, members' wives will find extra interest in the form of a special ladies' program to be worked out by Rolfe's wife, Dolly Lobell, as chairman of the ladies' activities.

Music operators report M-G-M's "Turn Around Boy" disk is doing just that on jukes. "Caesar's Boogie" backing the "Boy" tune is getting a good whirl on the turntables. . . . Mike Spagnola, Automatic Phonograph, says that Fred Minter, sales representative, is recovering nicely after a recent operation.

Activity at Atlas Distributing Company is in full swing altho it is moving to a new building now underway. Eddie Ginsburg is kept on his toes with the double hub-bub. . . . Ben Coven, Coven Distributing, reports sales activity in the 48-selection Wur-

litzers going smoothly since the firm's nation-wide ad campaign for that model got underway.

Among the leading executives of Chicago game factories at the annual banquet of the Amusement Machine Operators of Greater Baltimore were Herb Oettinger, Ray Riehl and Ken Shelton, United Manufacturing Company, and Frank Mencuri, Chicago Coin Machine Company. Shelton later continued on to Boston to complete an extended road tour of Eastern distributors.

Herb Perkins, Purveyor Distributing Company president, returned Tuesday (16) from a 10-day trip to Southern California. While he was gone Monty West did a bang-up job handling visiting operators' demand for new and used games and shuffleboards.

Joe Kline, First Distributors, finds game sales steady with operators showing a pronounced preference for shuffle games. His partner, Wally Finke, reports sales of gift merchandise up sharply after a slight decline after Christmas. . . . Billy DeSeim, United sales manager, and his family flew to New Orleans over the weekend to be in on the beginning of Mardi Gras activity. While there he visited with Mr. and Mrs. Johnny Casola. Johnny is one of United's ace road staffers.

Ed Levin and Frank Mencuri are enthusiastic over the potential of Chicago Coin new baseball game—Home Run. Levin has been receiving good repeat business on the Criss-Cross Bowlers. Mencuri returned Tuesday (16) from an extended road trip.

Hartford, Conn.

Richard K. Jewett, formerly with the Association of National Advertisers, has joined Pitney-Bowes, Inc., Stamford, Conn., as supervisor of advertising production. The firm manufactures postage-stamp vending machines.

Frank T. Barmore Jr., formerly with Landers, Frary and Clark, New Britain, Conn., has been appointed president of the American Distributing Corporation, headquartered in New Haven.

Benjamin J. Kopacz and Chester Gromala have acquired the interest of Theodore Brysh in the Hampden Bottling Company,

one of the oldest soft drink bottling concerns in Meriden, Conn.

Due back from a Florida vacation are Abe and Paul Rechtshafer, Reliable Coin, and some boys in the trade are openly predicting that Paul will return a married man. The handsome bachelor vowed on departure that he'd have some "big news."

Twin Cities

D. K. Karter, Minneapolis coinman, went thru the Mayo Clinic recently and came back all smiles—everything 100 per cent okay, the doctors reported.

Harold Lieberman, of Lieberman Music, Minneapolis, spent last week in Chicago and returned home in time to help his mother, Mrs. Della Lieberman, of Minneapolis, celebrate her 75th birthday Sunday (14).

Back home from a three-week vacation in California is Percy Villa, Minneapolis coinman, whose tan is the envy of his colleagues in the business. On the West Coast, Villa visited with many friends he made over the years, first as a professional fighter, later as a weekly newspaper columnist and more recently as one who dabbles a bit in politics.

Bill Fry, operator from Maquoketa, Ia., has expanded his business interests and recently opened a retail record shop there. . . .

John Rogers and Jim Davis, of the Disc 'N' Needle Company, have opened their second record-music retail outlet, this one at Lake and Hennepin in Minneapolis.

Irv Sandler, Des Moines, head of Sandler Music there and in Minneapolis, visited his office here last week and with Arnold Golden, local manager, spent two days calling on operators in and around Grand Forks, N. D., and St. Cloud, Minn.

Taking off for a vacation in California for several weeks was Ted Lawn, of L & M Sales Company, Minneapolis. He will spend considerable time in and around Los Angeles. Herb Sandell, of Lieberman's wholesale record division, reports top newcomers as Essex's "Midnight" by Eddie Calvert; London's "Crystal Ball" by Johnston Brothers; Coral's "Pine

(Continued on page 77)

ARE YOU GETTING THE MOST OUT OF YOUR OPERATION?



Check these questions . . .

What is the average weekly "take" per machine?

What percentage of phonographs are now set to operate at one play for a dime?

How many juke box operators operate types of coin-operated machines other than phonographs?

Of the total phonographs now in use, what percentage play 45s only as against intermixed?

From what source do most operators buy their new records?

How frequently do operators normally buy new records?

How many machines does the average operator have on location?

You'll find the answers in . . .

The 7th Annual JUKE BOX OPERATOR POLL

one of the special features of

THE BILLBOARD

1954 MOA CONVENTION ISSUE

dated March 6

The Billboard's MOA Convention Issue, dated March 6, is keyed to the needs of the juke box operators of America. It is designed, first and foremost, for operators' needs and wants. Scores of special features and reference listings make this a must issue for you!

DON'T MISS IT!

DISTRIBUTION BEGINS—MARCH 2

You still have time . . .

. . . to get your sales message in The Billboard MOA Convention Issue, if you haven't already done so. You can still run a hard-hitting ad—
if you act now!

WIRE OR PHONE
your nearest Billboard office!

Cincinnati 22, O.
2160 Patterson St.
DUbar 6450

New York 36, N. Y.
1564 Broadway
PLaza 7-2800

Chicago 1, Ill.
188 W. Randolph
CEntral 6-8761

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 0443

Hollywood 28
6000 Sunset Blvd.
HOLLYWOOD 9-5831



SERVICE MEN, TOO, PREFER EVANS' PHONOGRAPHS

When a route man heads for an Evans' Phonograph Location, it's generally with a feeling of relief at the prospect of a "breather!" He knows he will find a smoothly functioning instrument, with no mechanical problems or location complaints to complicate matters. He breezes through the normal service procedure quietly and unobtrusively, because the routine is made easier by Evans' many quick-service facilities. And, when he moves on to the next call, he's in a better frame of mind, more efficient, more valuable to the operator!

★

ON DISPLAY AT YOUR
EVANS DISTRIBUTORS

100-SELECTION
CENTURY

50 RECORDS 45 RPM

40-SELECTION
JUBILEE

20 RECORDS 78 or 45 RPM

★

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or Write Factory direct.



H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois

of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as shown below. All advertised used machines and prices are listed. Where more than one firm is listed 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, location, territory and other related factors.

	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30
.....	\$139.50	195.00	\$139.00	139.50
.....	229.50	250.00	229.50	269.00
.....	259.00	269.00	299.50	300.00
.....	279.50	285.00	279.50	289.95
.....	299.00	325.00	299.00	325.00
.....	395.00	400.00	399.50	425.00
.....	495.00	495.00	439.50	525.00
.....	95.00	139.00	139.00	139.00
.....	245.00	325.00	325.00	325.00
.....	125.00	215.00	125.00	125.00
.....	79.00	79.00	79.00	79.00
.....	475.00	545.00	469.50	475.00
.....	89.00	89.50	79.00	89.00
.....	109.00	109.00	99.00	109.00
.....	195.00	225.00	189.95	275.00
.....	275.00	289.50	275.00	295.00
.....	375.00	375.00	395.00	395.00
.....	125.00	125.00	125.00	125.00
.....	250.00	250.00	250.00	250.00
.....	125.00	125.00	125.00	125.00
.....	350.00	375.00	449.95	450.00
.....	395.00	450.00	465.00	495.00
.....	495.00	495.00	495.00	495.00
.....	65.00	99.00	64.50	99.00
.....	99.50	135.00	99.50	135.00
.....	99.50	99.50	99.50	99.50
.....	75.00	109.50	109.50	129.00
.....	129.00	165.00	109.00	165.00
.....	195.00	195.00	150.00	195.00
.....	189.00	189.00	195.00	195.00
.....	159.50	179.50	159.50	199.00
.....	199.00	199.00	159.00	159.00
.....	89.50	89.50	89.50	89.50
.....	99.50	99.50	99.50	99.50
.....	109.50	165.00	109.50	165.00
.....	75.00	90.00	90.00	90.00
.....	89.00	89.00	89.00	89.00
.....	25.00	25.00	50.00	50.00
.....	29.50	29.50	50.00	89.00
.....	99.50	150.00	89.95	99.00
.....	99.50	150.00	99.50	125.00
.....	99.00	125.00	89.50	119.00
.....	185.00	189.50	189.50	215.00
.....	225.00	235.00	219.00	250.00
.....	245.00	245.00	219.00	250.00
.....	249.50	295.00	249.50	269.95
.....	325.00	325.00	295.00	325.00
.....	429.50	429.50	429.50	449.95

Coinmen You Know

• Continued from page 76

Tree, Pine Over Me," by Johnny Desmond, Eileen Barton and the McGuire Sisters.

Lem Worsack, Montevideo, Minn., was in huying games. Ditto Lloyd Ellingson, of Spring Grove, Minn. John Czerniak, Duluth, picked up a few new phonos on his trip to town. Shoppers included Frank Pontior, Worthington, Minn.; Harry Partridge, Ogilvie, Minn.; Al Eggermont, of Marshall, Minn., and Gordon Wornson, of Mankato, Minn.

Lew Ruben, of Lieberman Music, reports Gottlieb's new Lovely Lucy game is getting considerable attention from operators who also like Williams' new baseball game and Chicago Coin's Criss-Cross bowler. Ralph Nicholson, Bally factory man out of Chicago, is traveling thru Iowa territory with Norton Lieberman, of the Lieberman firm.

New York
Frank Alge, Pleasant Music, and Carolyn Mavrakos were married Saturday (13) at St. Anne's Church, Jersey City, N. J. . . . Funeral services for Arthur Segar, veteran New Jersey music operator, were held Wednesday (17) in Asbury Park, N. J. . . . Sol Kesselman, counsel for the Music Guild of New Jersey, will confer with the Hackensack city manager about a proposed reduction in license fees.

Morry Zamore, Kingsboro Music, has been elected vice-president of the Friendly Neighbors, a Brooklyn community organization. . . . Mr. and Mrs. Barney Sugarman, Runyon Sales, and Mr. and Mrs. Dave Stern, Seacoast Distributors, returned from their Florida

Country Music

• Continued from page 72

fies both wins an album of one dozen current country tunes. The disks are supplied by the distributors of Miami.

A novel feature of Cracker Jim's 13-hour-a-week programming over WMIE is that all his shows originate from Shell's Super Store, one of the largest groceries in the area, and the broadcasting equipment is owned by the deejay himself.

vacation Monday (22). . . . Irv Kempner, Runyon Sales, is on the road in Connecticut. . . . Willie Blatt, prominent Miami operator, was in Brooklyn Sunday (21) to attend the wedding of his son, Marty, at the Twin Cantors.

Los Angeles

Walt Peteet, field service manager for Wurlitzer Company in this area, arrived here this week from San Francisco for service trips to operators in Southern California, along with Jimmy Wilkins, of the Paul Laymon Company.

Mr. and Mrs. Al Silberman set to sail on the United States come July 14 on that six-week tour of Europe. . . . Fred Gaunt, Badger Sales music and games department, reports a sizable increase of business volume in bowler equipment.

Santa Ana contingent, consisting of C. L. Andrews, Doc Dockins and Mac McGlone, in town this week. . . . Phil Robinson, regional representative for Chicago Coin, back from a week's stay up north where he visited with Lou Dunis in Portland and the Jones family in San Francisco. . . . Charlie Peddicord, Buena Park cigarette operator, in town last week.

Detroit

Joseph Brilliant, owner of Brilliant Music distributors, left Monday afternoon with his wife for a few weeks in Miami. His right hand man at the newly opened branch in Grand Rapids, Bill Van Gessel, is busily making the round of the Grand Rapids operations to get acquainted.

Mr. and Mrs. Frank Alluvot, owners of Frank's Music, motored to Florida where they will vacation for several weeks.

Rudy Hunter, owner of Rudy's Music, is now back on the job after a month's absence due to illness. Also vacationing in the South is Jack Baynes, Baynes Music, who sold out his route in Detroit before leaving for Tampa.

Fred Chlopan, executive director of the Detroit Shuffleboard Association, plans to visit with some of the allied coin-machine operators and manufacturers when he attends the Midwest Hotel

Show in Chicago the week of February 22.

Kenneth Guinan has purchased a shuffleboard route in Detroit. It will be known as the Lake Shore Amusement Company.

John Westerdale, director of leagues for the Detroit Shuffleboard Association, is campaigning as a candidate for the State House of Representatives in his Oakland County area.

Miami

A sharp upturn in the winter tourist trade has hiked collections for coin machine operators. Two music ops, Ozzie Truppan, of Advance Music, and Jack Lipsiner, of Coin-Operated Service, say the increase has been marked in the past two weeks.

Eli Ross, Ross Distributing Company, announced that his company had acquired distribution rights for United games in the entire State of Georgia. Formerly its territory extended only to Southern Georgia. . . . Sam Taran, head of Taran Distributing, returned from a business trip to New York

Additional coinmen arrived from the North in the past week seek- (Continued on page 85)

RECONDITIONED USED EQUIPMENT

- Wurlitzer 1500, Like New . . . \$695
- Wurlitzer 1400, Like New . . . 495
- Wurlitzer 1250 . . . 300
- Wurlitzer 1217 Hideaway . . . 250
- Wurlitzer 1100 . . . 225
- Wurlitzer 1080 . . . 100
- Wurlitzer 1015 . . . 100
- Seeburg 146 . . . 50
- Seeburg 147 . . . 75
- Seeburg H-146 Hideaway . . . 50
- Seeburg H-246 Hideaway . . . 75
- Rock-Ola 1428 . . . 175

WALL BOXES

- Wurlitzer 3031, 5c, 30 Wire . . . \$ 5
- Wurlitzer 3025, 5c, 3 Wire . . . 10
- Seeburg WIL56, 5c . . . 3

Terms: 1/3 Deposit, Bal. C.O.D.

BRADY DISTRIBUTING COMPANY
522 E. Trade St. Charlotte, N. C.
Phone 5-1714

Conn. Ops to Donate 100 Jukes in P-R Drive

HARTFORD, Conn., Feb. 20.—The Connecticut juke box trade is to prove that its public relations program isn't all chatter. The group, via Music Operators of Connecticut, is planning to donate a minimum of 50 juke boxes to charitable organizations, hospitals, youth clubs and the like throughout the State. . . . Fish, president of MOC, head of General Amusement Corporation, Hartford, told Billboard: "This move, long in planning stage, is designed to show the public that the coin machine industry is always ready to lend a helping hand to needy . . . distribution will be handled

thru a committee of newspaper writers, disk jockeys and others interested in key Connecticut cities. Several leading music machine manufacturers have already indicated they will contribute some of the machines, and the remainder will come from the larger coin operators in the State, Fish reported. Fish is working with Jim Tollisano, executive vice-president of MOC, and other association executives, on the list of organizations to receive machines. "We'll not only give these groups the machines," he said, "but will be standing by to service them on a 24-hour basis."



*Less than 30 inches wide

SO LITTLE
in size . . . yet with so much to offer!

The largest number of selections . . . 120!
The smallest console phonograph in the world!
3-way service accessibility, top-front and back!
The single button line-o-selector for easy plays and more profits!



MODEL 1438
ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

'SHOOTING' DATE IN SIGHT

NAMA to Finalize P-R Film Plans at Mar. 5 Meet

CHICAGO, Feb. 20.—Plans for the production of the National Automatic Merchandising Association's public relations motion picture will be finalized at a Script Committee meeting here March 5. Actual script work and filming will commence soon after, it was

announced this week by William S. Fishman, chairman of the NAMA Script Committee.

The announcement followed that of Richard L. Cole, chairman of the fund raising committee for the project, who reported that the initial goal of \$25,000 (set last April by the NAMA Board of Directors as the amount required before beginning actual production) had been passed. Cole said that contributions from operators, manufacturers and suppliers were still being received at NAMA headquarters.

Honor Roll

An honor roll of contributors will be published March 1, and names of all contributors will be added to the roll until that date, Cole declared.

"The 16mm. color film will be a long-needed step in securing greater public understanding and acceptance of automatic merchandising, and will present the industry story in a manner suitable

for release on television and at service clubs, civic organizations and businessmen's groups," Fishman said. He noted that it can also be used as a vital selling tool to location owners.

The decision to produce an industry movie was made during the NAMA-convention last August. Later, several motion picture producers submitted bids to make the film. As yet, however, actual selection of the producer has not been announced.

Members of the Script Committee, which will meet March 1, are Fishman, Automatic Merchandising Company, Chicago; Thomas B. Hungerford, National Vendors, Inc.; Alex Izzard, The Vendo Company; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee; William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass., and O. G. Leach, NAMA public relations director, who is committee secretary.

New Paramount Qt. Milk Mch. Woos Dairies

1st 5 Outdoor Units Averaging 36 Sales A Day; Cost \$2,500

NEWARK, N. J., Feb. 20.—Five outdoor milk venders, each with a 1,000-quart total capacity, are now operating in North Jersey. The units, made by Paramount Freezing Equipment Company here, have 175 quarts in the vending and 825 quarts in the reserve compartments. The venders list for \$2,500.

Edward Dembek, Paramount president, said one unit is in operation in Hillside and the other four in Newark. The Hillside unit is in a vacant lot facing a thoroughfare; two of the Newark venders are also in vacant lots. Another Newark vender is in a gas station, and the fourth is between two houses. All are in residential neighborhoods.

The venders are aluminum inside and stainless steel outside, with a National Rejector coin mechanism capable of taking any combination of nickels, dimes or quarters up to 95 cents. A change-maker is optional at extra cost. Dimensions are four feet wide, eight feet deep and seven feet high; weight is 2,000 pounds.

(Continued on page 86)

NAMA Comms. To Formulate Meet Program

CHICAGO, Feb. 20.—National Automatic Merchandising Association's general convention program committees will meet at the Hotel Roosevelt, New York, Friday (26) to discuss plans for the 1954 convention.

Detailed program activities, plus selection of a 1954 convention theme, will be decided upon for the Washington meeting scheduled for October 10-13 in the Washington Armory.

Frank J. Bradley, general chairman of NAMA's general program committee; Raymond J. Scheuer, chairman of the activities program committee, and Meyer Gelfand, chairman of the business program committee, with their committee members, will participate in the meeting.

Big Canadian Papers Try Vending Machines

TORONTO, Feb. 20.—Already proven by The Toronto Star, largest paper in Canada, with 25 units, "News-O-Mat" is the latest newspaper vending machine to reach the market. The machine, mechanically operated, is now ready, according to its designer and inventor, Edward M. Chisnell, to go into large-scale production. Some five to 10 years has been spent in ironing out the "bugs" in the machine.

The machine, produced by Beech Foundries, Ottawa, headed by Wilbert H. Freel, comes in two models, one for vending

N. Y. Court Rules Vs. All-Charm Venders

Case to Be Appealed; Defense Argues That Chance is Only Minor Element

NEW YORK, Feb. 20.—The bulk vending industry received a temporary setback here when Magistrate Samuel Ohringer, sitting in Bronx Magistrates Court, Wednesday (17) found a Bronx candy store guilty of violating Penal Law 982.

The law provides penalties for "keeping slot machines or devices" which dispense something of value, with the outcome unpredictable or depending on chance. The candy store owner had on his premises an all-charm vender.

However, Magistrate Ohringer would not hand down a written decision and ordered the case to be heard in Appellate Court, where it will come up in June at the earliest. Sentence for the defendant was suspended, and the

court ruled that the venders could remain on location until its verdict is upheld by a higher court.

Appeal to Limit

The defense was represented by Stanley Kreutzer, counsel for the Charm Venders Association of Greater New York. Kreutzer said he would appeal the case if the Appellate Court ruled adversely.

The defense's appeal will be based on the argument that the element of chance plays only an

(Continued on page 87)

1954 NCA Meet To Tackle Key Problem: Profit

CHICAGO, Feb. 20.—The key problem facing the candy industry today—profit—will be analyzed from all angles at the National Confectioners' Association convention at the Conrad Hilton Hotel, here June 6-10, according to Victor H. Gies, vice-president of Mars, Inc., and chairman of the convention program committee.

Increased ingredient and production costs are responsible for putting the spotlight this year on profits, Gies said.

"With an over-all theme of

(Continued on page 82)

NABV Sets General Convention Program

Chicago Meets Shifted to Congress Hotel; Sked Special Ladies' Events

CHICAGO, Feb. 20.—The National Association of Bulk Vendors this week announced the general convention program for its 1954 meeting here July 9-11.

Rolfe Lobell, convention chairman, reported the meeting and exhibit would be held at the Congress Hotel, rather than at the Edgewater Beach Hotel as was originally announced.

This year the NABV convention will run three days, one day longer than formerly, and will open on a Friday instead of Saturday or Sunday. Registration will commence July 9 at 10 a.m., with a board of directors meeting set for 11 a.m. Exhibits will be open thruout the day.

Eppy Bows Capsule Charms, Conversion Wheel for Venders

Supply Victor Models 1st; Acorn, Atlas Next; Wheel Assembly \$1

JAMAICA, N. Y., Feb. 20.—A new concept in bulk vending was introduced this week, as Samuel Eppy & Company, Inc., local charm manufacturer, announced that it is producing a conversion wheel which will enable the Victor Standard or DeLuxe bulk vender to vend charms in capsule form.

George Eppy, sales executive, disclosed that the firm is also working on conversion wheels for other make bulk venders, with distribution on the Victor conversion wheel beginning immediately. The conversion unit, which will sell for \$1 and, according to Eppy take an operator about three minutes to install, is a polished Styrene wheel with spring assembly and three screws.

The capsule which it is capable of vending is an inch and a half long, five-eighths inches in diame-

ter; it consists of a male female bracket.

Prime considerations in the development of the wheel and capsule conversion, which Eppy took four months to complete, were the possible legal difficulties involved in vending units whose count could vary with each vender and the mechanical difficulties.

(Continued on page 87)

COFFEE COST

Bert Mills Sees 10c Top Vender Price

ST. CHARLES, Ill., Feb. 20.—Coffee prices over the counter notwithstanding, coffee dispensing thru thousands of venders will continue to cost 10 cents or less with most units vending at nickel, according to Bert Mills, president of the Bert Mills Corporation.

Said Mills: "Despite soaring wholesale coffee prices, more than 60 per cent of the 14 Coffee Bars now in operation are coffee for a nickel. Thirty per cent have adjusted prices upward to 6, 7 and 8 cents while 10 per cent vend coffee for dime at the present."

None of the firm's operators vend coffee for more than a dime, and none are planning to do so, Mills declared.

While granting that continued wholesale coffee price hikes may cause more operators to switch to odd-cent and dime prices, Mills said that they could "hold the line" at 10 cents for a cup for the foreseeable future.

'Nedick's Nickel' Route Fails to Break Records

NEW YORK, Feb. 20.—"Nedick's Nickel" operation, bringing forth only fair to mediocre results, according to J. Becker, head of Times Vending, which operates the Nedick's machines.

The plan, in operation for 18 months, works like this: purchaser inserts 25 cents in vender, standard price here.

(Continued on page 87)

READY PINT ICE CREAM DISPENSER

MILWAUKEE, Feb. 20.—An automatic pint package ice cream vending machine will shortly be placed in production by the William A. Benz Sheet Metal Products Company here.

The machine was designed by William J. Wawrzonek, formerly associated with Milwaukee refrigeration companies.

Wawrzonek said a machine, similar in design to the ice cream vender, would soon be introduced to vend butter. Later he expects to adapt the same vender to handle frozen food packages.

The ice cream machine offers a choice of four flavors.

C&C Makes Bid for Drink Vending Mkt.

G. T. Herald to Head Vending, Sirup Dept. Juice Bar Conversion Unit is Ready

NEW YORK, Feb. 20.—The full-scale entry of Cantrell & Cochrane into the vending field became a reality this week with the announcement by Walter S. Mack, C&C president, that canned carbonated vending tests in New Jersey have proven successful and that C&C will attempt to merchandise its soft drink line and vending machines to operators on a national scale.

Heading the program will be George T. Herald, for nine years sales manager of Liberty Brand Syrups, who today (20) was appointed in charge of the newly created vending and fountain sirup department.

Spacarb-Juice Bar is making venders for the C&C line at Stamford, Conn., plant. The unit is capable of vending 32½ ounce crown top cans. The unit is also making a conversion unit for Juice Bar Seniors. Howard Richardson, Spacarb vice-president, said the conversion unit will sell for about \$75 and take an operator from 30 minutes to an hour to install.

Lease Plan?

Distribution details for vender have not yet been announced, but it is understood they will be available on a lease plan.

(Continued on page 87)

SENSATIONAL SALES MAKER!



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NEW
Rainbow
10-selector VENDOR
Precision-built! Aluminum! Colorful columns, in red, gold and blue.
Coin Machine Exchange
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Alabama Tobacco Tax Collections Down

MONTGOMERY, Ala., Feb. 20.—State tax collections on tobacco in January dipped \$91,317 to \$575,915, compared with the \$668,232 collected during the same month last year, according to Joe Edwards, State revenue commissioner.

Tobacco tax collections for the first four months of the current fiscal year (October thru January) totaled \$2,473,136, a drop of \$213,520 from the \$2,686,656 collected during the same four-month period in the 1952-'53 fiscal year, Edwards stated.

NATD DRAWING

Free Travel Offered at Convention

NEW YORK, Feb. 20.—Sixteen delegates to the annual convention of the National Association of Tobacco Distributors will have no travel expense from their homes to the Chicago convention, to be held March 28 thru April 1.

It all started when a NATD member wrote Joseph Kolodny, NATD managing director, offering the organization a contribution. Kolodny wrote back saying that he would prefer not to accept the contribution, altho NATD had no specific rule against it.

Instead, he suggested to the would-be contributor, who preferred to remain anonymous, offer prize awards to the members.

The member then offered to pay round-trip transportation cost to winners of drawings. A schedule of drawings has been set up during the convention.

Pepsi Elects Bernet Exec. Vice-President

NEW YORK, Feb. 20.—Directors of the Pepsi-Cola Company elected Herbert L. Bernet executive vice-president, Alfred N. Steele, president, announced this week. Richard H. Burgess was named vice-president in charge of domestic sales.

Bernet has been vice-president in charge of domestic operations since March, 1950. Before that he was vice-president in charge of national sales. He is a member of the board of directors.

N. J. Cig Ops Set Banquet, Anniversary

NEWARK, N. J., Feb. 20.—The Cigarette Merchandisers' Association of New Jersey celebrates its 18th anniversary at the Essex House here Saturday (27) with a dinner and entertainment program.

The expected attendance of 350 will include operators and their families and such guests as Murray Weiner, Eastern Electric; Andy Anderson, National Vendors, and Charlie Brinkman, the Rowe Corporation.

Principal speaker will be Amos Tilton, New Jersey State tax supervisor. Sol Kesselman, CMANJ counsel, is in charge of arrangements. Harvey Stone will be emcee, and featured entertainers will be Florian Zabach, violinist, and the Barry Sisters, singers.

Mass. Cig. Assn. Elects Officers

BOSTON, Feb. 20.—At the annual meeting of the Cigarette Merchandisers Association of Massachusetts at Hotel Kenmore the following slate of officers was elected:

Samuel Goran, Metro Automatic Sales Company, Brookline, president; Philip Swartz, Winton Vending Company, Inc., Brookline, vice-president; Sidney Levine, Worcester Cigarette Service, Worcester, treasurer.

The executive committee includes officers and Elliot Isserles, National Automatic Sales, New Bedford; Jason Nourse, Nourse Cigarette Service, Medford; Louis Risman, Mystic Automatic Sales Company, Medford, and Alfred Sharenow, Cigarette Service Company, Inc., Cambridge.

Guild Associates, Boston, will continue to manage the association.

A. Goldman Named On University Group

WASHINGTON, Feb. 20.—Aaron Goldman, president of B. Macke Corporation, accepted an invitation to serve on the Merchants' Advisory Committee of American University, Nathan Baily, chairman of the university department of business administration, announced Monday.

Goldman, a former president of the National Automatic Merchandising Association, is president of the Jewish Community Council of Greater Washington, a member of the National Executive Committee, and co-chairman of the Washington Region of the National Conference of Christians and Jews.

He has served as chairman of the Community Chest, U. S. campaign, as a member of the board of trustees of the United Community Services, and as member of the board of the Jewish Social Service Agency.

Blue Jay Bows 3 Cookie Packs

BROOKLYN, Feb. 20.—Blue Jay Food Products Company, Inc., introduced three new cookie and cracker items under its Lord Byron label this week. Paul I. Berkley, vice-president, said each is packed 120 count in a new type of heavy duty shipping carton.

The new items are a Cheddar Cheese, a Peanut Butter Malto and a Chocolate Chip package.

Berkley also reported that the sale of Blue Jay dime packs "was increasing every month." This, he said, was attributed to general market trends and because the 10-cent items offered "more than twice as much value as those marketed for a nickel."

Reynolds '53 Net Tops \$34 Million

NEW YORK, Feb. 20.—Net earnings of the R. J. Reynolds Tobacco Company rose last year to \$34,172,044 from \$31,949,392 the previous year, the annual stockholders' report showed this week.

Sales for 1953 of \$876,189,581 were exceeded only by the \$881,424,299 volume transacted the year before. The 1953 net, which is after providing \$68,791,292 for taxes, equaled \$3.12 a share on 10 million common shares.

This compares with \$2.90 a share for the previous year, when taxes were \$63,564,986. Earnings before taxes were \$102,873,336 compared with \$95,514,378 the previous year.

British Unveil New Ice Cream Unit

LONDON, Feb. 20.—The Ice-Matic vending machine, a refrigerated coin unit which dispenses ice cream bars or other frozen products, was shown to the trade for the first time at the Addison Cafe here recently.

The vender is 78 inches high and has a capacity of from 240 to 250 bars. Inside the insulated cabinet is a stationary refrigeration coil around which revolves a cylinder holding six columns. Refrigeration is provided by the Frigidaire Meter-Miser unit.

The coin mechanism will accept one to six pennies, a sixpence or shilling. A slug rejector is standard equipment.

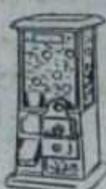
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6 Col. GUM VENDOR

With 600 pieces of assorted Adams Gum
ONLY \$17.25 EA.



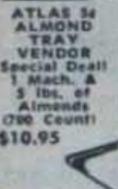
MASTER 1c NOVELTY VENDORS LIKE NEW

Porcelain finish, screw type lock top & bottom.
SPECIAL \$6.95 EA.



Silver King Hunter Ball Gum Vender Amusement Game

SPECIAL... \$19.50



ATLAS 34 ALMOND TRAY VENDOR Special Deal! 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95



NORTH-WESTERN Model 33 1c Ball Gum BRAND NEW! 1 machine with 10 lbs. of ball gum and 100 prize balls Complete \$11.95



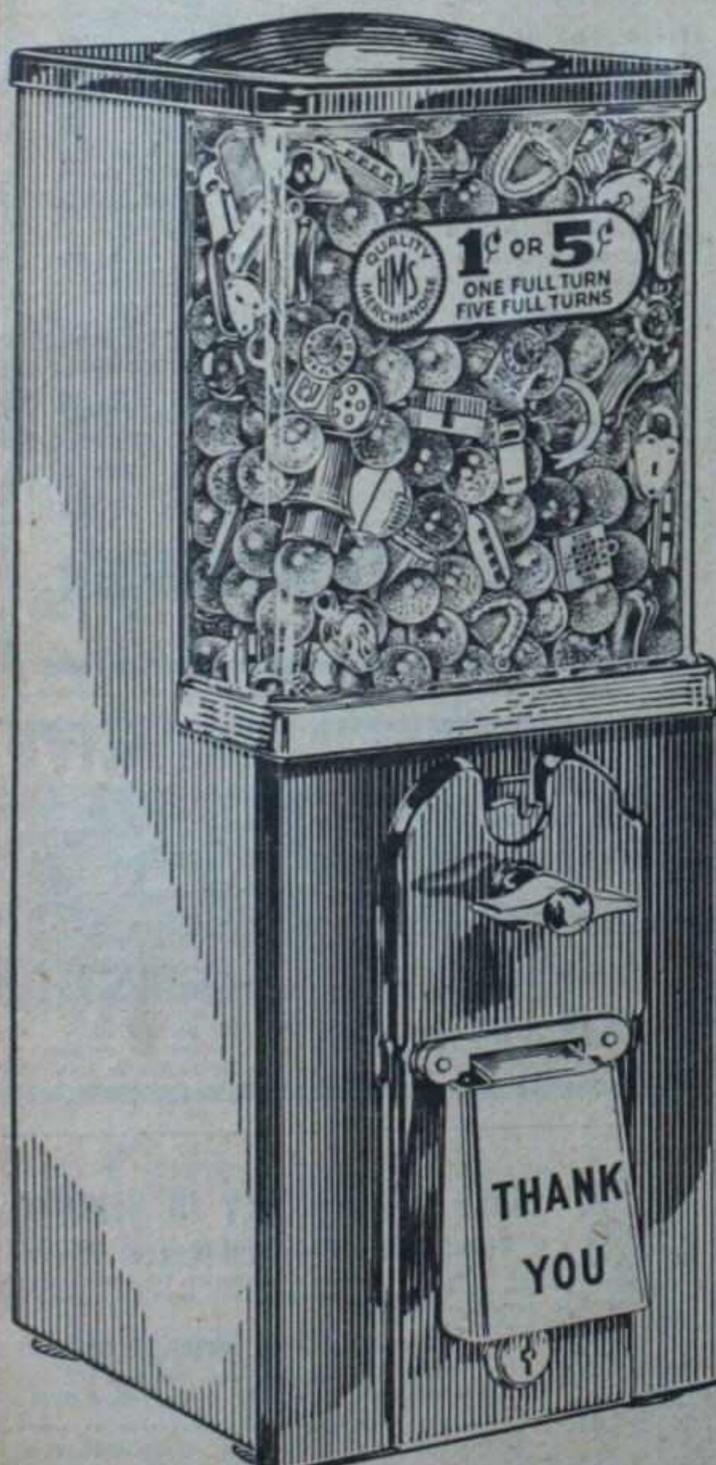
SILVER-KING 1c or 3c Bulk Gum completely re-conditioned \$8.50 EA.



Write for Catalog of New & Used Vendors, Accessories & Supplies. Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

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VICTOR'S
MODEL HMS
PENNY-NICKEL
COMBINATION VENDOR

QUALITY MERCHANDISE
1¢ OR 5¢
ONE FULL TURN
FIVE FULL TURNS

The Most Flexible Bulk Vendor Ever Constructed

★
6 MACHINES 1
IN 1

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

VENDING WHEELS
#104—For Chicle Treats or Chicle Treats—12 pcs. each portion!
#105—Merchandise Vending Wheel with adjuster plate.
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.
CAPACITY: 7½ lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire.
6 Decals furnished with each machine.

THANK YOU

VICTOR'S
MODEL HMS
PENNY-NICKEL
COMBINATION VENDOR

The Most Flexible Bulk Vendor Ever Constructed

★
6 MACHINES 1
IN 1

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

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6 MACHINES 1
IN 1

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

VENDING WHEELS
#104—For Chicle Treats or Chicle Treats—12 pcs. each portion!
#105—Merchandise Vending Wheel with adjuster plate.
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.
CAPACITY: 7½ lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire.
6 Decals furnished with each machine.

PRICES:
Less than 100 machines \$16.95 ea.
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Packed and sold 4 machines per case. Minimum shipment: 1 case.
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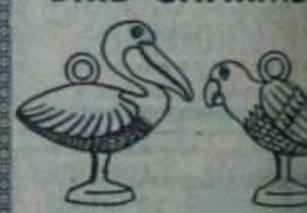
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 1 year at \$4. 2 years at \$6. 3 years at \$7.50
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An Eppy Exclusive—
Flock of BIRDS
in your machines
BIRD CHARMS



Twelve different Birds in this series—Robin, Peacock, Rooster, Crane, Parrot, etc.—beautiful birds all.
Each with a Ring as well as a vending base. Shows up well and vends perfectly.
Plastic—Color—Inlay \$5.00 per 1,000
Fluorescent & Pearlized, mixed 5.00 per 1,000
Copper-Plated 6.25 per 1,000
Silver-Plated 6.75 per 1,000
Gold-Plated 7.50 per 1,000

f.o.b. Jamaica, N. Y.
Or: At your Distributor
Everybody likes Birds, especially children, and many of them have Parakeets, Canaries and Parrots at home.
BIRD CHARMS won't stay in your machines long. Folks will empty your machines to collect a whole set of all twelve BIRD CHARMS.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, L. I., N. Y.

Eppy Releases New Bird Charm Series

JAMAICA, N. Y., Feb. 20.—Samuel Eppy & Company, Inc., this week released a series of bird charms; each charm has a ring and standing base. The series includes robins, peacocks, cranes and parrots in plastic, copper, silver and gold-plated materials.

Keystone Vending Co. Gets New Quarters

PHILADELPHIA, Feb. 20.—Keystone Vending Company has leased approximately 10,000 square feet in a one-story commercial building at 4521-25 Lancaster Avenue for sales and office headquarters.

The Latest... for Rocket Machine Operators! A Charm! A Game! They Wear It! They Play It!

TIC-TAC-TOE

\$16.00 PER M



Games in two-toned colors, complete with peg-board, pegs and case for pegs... not too bulky for pocket... has loop for chaining!

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Leonard St., New York 13

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

- Bubble Gum, 140-170 & 210 ct. 24¢ lb
- Ball Gum, 140 & 210 ct. 40¢ lb
- Chicle, 275 & 320 ct. 45¢ lb
- Chlorophyll, 320 & 520 ct. 36¢ lb
- Little Chicks, 320 & 520 ct. 30¢ lb

150 lb. lots. AMERICAN CHEWING PRODUCTS CORP. Mt. Pleasant & Fourth Aves. Newark 4, N. J.



Brand New! Victor MODEL HMS

\$16.95 each

Less than 100

\$16.50 each

100 or more

Write for free 32 page catalog.

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Machine Corp. 715 Ensor St. Baltimore, Md.

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

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BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.

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EASTERN OFFICE: PENNY KING CO. 2328 Mission St. Pittsburgh 3, Pa.

WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1022 S. Grand Ave. Los Angeles 15, Calif.

Re-Elect Canteen Directors at Annual Meeting

CHICAGO, Feb. 20.—All incumbent directors of Automatic Canteen Company of America were re-elected at the annual stockholders' meeting Monday (16). Nathaniel Leverone, chairman, announced.

They are Nathaniel Leverone, chairman; Arnold M. Johnson, vice-chairman; Arthur S. Bowes, Chicago marketing consultant; W. E. Clegg, partner, Hurd, Clegg & Company, Champaign, Ill.; J. Arthur Friedlund, partner, Friedlund, Levin & Friedlund, Chicago law firm; E. F. Hinkle, president, Automatic Canteen; Walter Jasper, manager, Otis Estate, Chicago.

Also J. Patrick Lannan, Chicago financial consultant; William J. Lawlor Jr., partner, Hornblower & Weeks, Chicago; Bryan S. Reid, general manager, Chicago division, Socony-Vacuum Oil Company, Inc.; Frederick L. Schuster, agriculturist and business consultant, New York City, and Daniel R. Topping, co-partner, New York Yankees.

Following the meeting of stockholders, directors re-elected the following officers: Leverone, chairman; Johnson, vice-chairman; Hinkle, president; W. E. Richmond, W. F. Swingler, H. E. Sponseller Jr., F. L. Coninx, vice-presidents; Theodore M. Kobza, treasurer; Frank J. Newman; secretary; Charles J. Ritzen, assistant vice-president; J. B. Arnold, assistant secretary.

Cullmans Elected As PM Directors

NEW YORK, Feb. 20.—Joseph F. Cullman Jr., chairman and president of Benson & Hedges, and Joseph F. Cullman III, executive vice-president of Benson & Hedges, Tuesday (16) were elected directors of Philip Morris at a meeting of the board.

Cullman Jr. was also elected chairman of the executive committee of Philip Morris. The committee includes Alfred E. Lyon, PM board chairman, and O. Parker McComas, PM president. Cullman III was also elected a Philip Morris vice-president.

Philip Morris recently acquired Benson & Hedges, makers of Parliament cigarettes, as a subsidiary. The PM cigarette roster now includes both regular and king-size Parliaments, regular and king-size Philip Morris, king-size Dunhills, both plain and cork tipped; Marlboros, plain and ivory tipped; English Ovals, and mentholated Spuds, both plain and cork tipped.

Jewett to Pitney-Bowes

STAMFORD, Conn., Feb. 20.—Richard K. Jewett, formerly member of the Association of National Advertisers, Inc., joined Pitney-Bowes, Inc., as supervisor of advertising production, Frederick Bowes Jr., director of public relations and advertising, announced this week. He succeeds Alexander Plandreau who resigned. Jewett starts his duties March 1.

Hires Reports Qrtly. Loss

PHILADELPHIA, Feb. 20.—Charles E. Hires Company, soft drink manufacturers, reported a net loss of \$23,870 for the 1953 quarter ending December 31, compared to a net loss of \$4,088 for the similar period in 1952.

Mass. Cig Levy Deductible From Fed. Income Tax

BOSTON, Feb. 20.—Because Massachusetts imposes taxes on the cigarette consumer, smokers will get a "break" on their 1953 federal income tax, it was announced this week.

H. T. Swartz, director of tax rulings in the Division of Internal Revenue in Washington, has ruled that the 5-cent per pack Massachusetts State tax is deductible by those filing long form tax returns. The deduction was made possible for the first time when Rep. John M. Shea (D.) of Worcester, Mass., had the State law amended last year to make it clear that the Massachusetts cigarette tax was directly on the consumer.

Previously, Shea said, the federal government had ruled the tax was on the wholesaler rather than the consumer. (Cigarette retail prices in Massachusetts are 25 cents per pack both in vending machines and over the counter.)

Shea announced the ruling by Swartz, which stated in part:

"In view of the apparent intent of the Massachusetts Legislature to impose taxes upon the consumer of cigarettes in the Commonwealth, it is held that cigarette taxes imposed by the State . . . are deductible under the . . . federal code."

Shea said he felt cigarette smokers were entitled to the income tax "break" because every time the State raised taxes on cigarettes, the consumer had to make up the difference in the retail price.

Golob Reports Progress of Bus Vender Sales

NEWARK, N. J., Feb. 20.—Ben Golob, head of Transportation Vendors, Inc., here, said this week the firm is moving slowly in its attempt to sell tab gum and chocolate venders for installation on public buses.

During 1953, the firm had made an extended field test on buses of the Yonkers (N. Y.) Transportation Company. Tests were also reported in New Jersey and the District of Columbia.

After January 1, the firm gave up its test operations and began production of the units for outside sale. All sales are handled thru the Newark office, Golob estimated that about 10,000 units are now in operation, most of them on private and municipal bus lines, but some of them attached to cigarette venders.

The non-selective vender has a capacity of 50 pieces of tab gum or chocolates. Dimensions are 2 1/4 inches wide, 14 1/2 inches long and 2 inches deep.

While no mechanical changes have been made from the models tested last year, the new model contains a hinged door and display window.

Golob said that units were currently in operation in New England and in New Jersey, Pennsylvania, Illinois and Wisconsin.

New Perfumatics To Have Counters; Price Unchanged

JERSEY CITY, N. J., Feb. 20.—Joe Tanzer, head of Jo-Lo Perfumatic here, U. S. and foreign distributor for the Perfumatic cologne vender, said this week that all Perfumatics now coming off the assembly line would have counting units incorporated in the vender.

Tanzer, who just returned from a three-day visit to the Toronto plant, added that the venders will sell at the same price with the counters. He explained that every time a spray is dispensed, the counter registers, allowing the operator to check receipts against the counter's total.

According to Tanzer, production for the U. S. market is being increased from 300 to 400 monthly. He said that between 4,000 and 5,000 units are currently on location in the U. S.

New Calif. Firm

SACRAMENTO, Feb. 20.—Aaron Manufacturing Corporation has been granted a State charter to buy, sell, lease and market vending machines of every kind in Alameda County.

Authorized capital was listed at 100 shares no par value. Directors are Nathan Goldwater, Oakland; John L. McVey, Alameda, and V. Wooldridge, San Leandro.

Canteen Hikes First Quarter Net \$83,467

CHICAGO, Feb. 20.—Automatic Canteen Company of America and its wholly owned subsidiaries boosted consolidated sales for the first quarter (12 weeks ended December 26, 1953) to \$11,655,464 from \$10,702,534 for the similar quarter last year, a sales jump of \$952,930. Nathaniel Leverone, board chairman, announced this week.

First quarter net income after taxes hit \$281,460, an increase of \$83,467 over last year's first quarter net of \$197,993. This year's net was equivalent to 59 cents a share on common stock, compared with 42 cents for the same quarter the preceding year.

Net income before federal income taxes for the quarter climbed to \$603,460 (of which about \$70,000 represented gain on the sale of two company-owned buildings) from \$495,993 for the first quarter last year. Provision for federal income taxes for the quarter: \$322,000, compared to \$298,000 a year earlier.

PM Earnings Rise

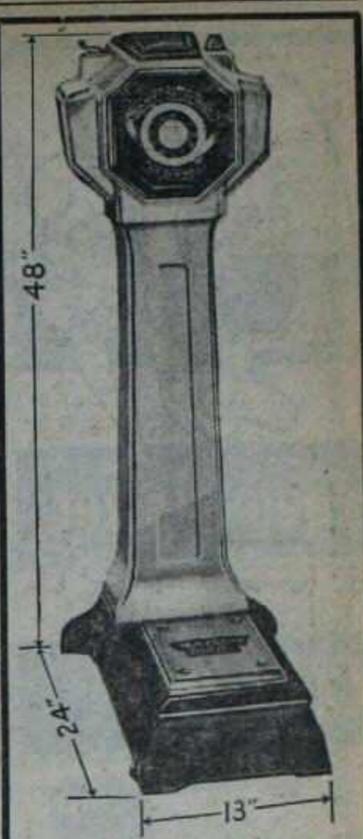
NEW YORK, Feb. 20.—Philip Morris & Company earned a net income of \$2,783,480 for the quarter ended December 31, compared with \$2,257,276 for the like period a year earlier.

For the nine months ended December 31, net earnings were \$9,856,345, up from the \$8,041,925 during the 1952 period.

Fla. City Cig Receipts

TALLAHASSEE, Fla., Feb. 20.—According to State Beverage Director A. Everette McKinney, municipalities in Florida will receive \$1,406,171.42 as their share of the \$1,742,836.96 in cigarette taxes collected in December.

McKinney said the remainder of \$336,665.54 would go into the general revenue fund.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-3773 Cable Address: WATLINGITE, Chicago

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS

- Model E, 5 cols., 140 cap. \$65.00
- Model E, 6 cols., 168 cap. 75.00
- Model E, 8 cols., 240 cap. 85.00
- Model A, 6 cols., 180 cap. 87.50
- Model 300, 9 cols., 350 cap. 95.00

ROWE CIGARETTE VENDORS

- Imperial, 4 cols., 180 cap. \$ 85.00
- Imperial, 8 cols., 240 cap. 95.00
- Royal, 8 cols., 320 cap. 100.00
- President, 10 cols., 475 cap. 135.00
- Crusader, 10 cols., 475 cap. 155.00

CANDY MACHINES

- Rowe Candy Machine, 120 Bar Cap., 8 cols. \$ 85.00
- DuGrenier Candyman, 72 Bar Cap. 49.50
- Uneeda Candy, No Base, 102 Cap. 65.00
- Stoner Candy Machine, Pre-War, 8 cols., 140 Cap. 135.00

SODA and COFFEE MACHINES

- Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—

WRITE FOR INFORMATION

Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.

1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

Buy the New Victor HMS Penny-Nickel Vendor on Torr Time Payment Plan

Price **\$16.95** each (packed 4 per case)

TIME PAYMENT PLAN in lots of 8 or more, 24 weeks to pay. SMALL DOWN PAYMENT.

- 8 HMS Vendors @ \$16.95 ea. \$135.60
- Finance charge 75¢ ea. 6.00

\$141.60

- 1 Check with order \$ 21.60
- 24 Post-dated weekly checks of \$5.00 each \$120.00

\$141.60

When ordering, specify vending wheel desired. Write for credit application and full details.

ROY TORR — LANSDOWNE, PA.

Giving friendly service and liberal financing since 1910



We Have Newer CHARMS!

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- NEW IDEAS
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send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

Miami Cigarette Sales Up in Jan.

MIAMI, Feb. 20.—Cigarette sales, especially filter-tip brands, have sharply increased in Miami, according to the district office of the State Beverage Department and reports from vending operators, store retailers and wholesalers. Cigarette tax stamps sold in January totaled \$575,436—\$40,000 more than December and \$35,000 more than January, 1953—Edwin Browder Jr., supervisor of the beverage department's Miami district, reported.

However, Browder stated that the January gain should not be interpreted as a per capita increase in cigarette smoking. "It should be remembered," he said, "that this area is gaining population and probably has picked up some additional winter visitors, too. These folks would account for a normal increase."

John F. Saxon, president of Ace-Saxon, vending operating firm, said: "Our over-all sales are showing the normal January-February gain. We don't have too many of our machines supplied with filter-tip cigarettes, but we have noticed an increase in their sales in those machines which do have them."

New Electric

co-operative organized by Ailor, operating scales, stamp venders and coin changers in transportation centers. All of Hamilton's output is currently going to this organization.)

One to eight stamps can be delivered at a time by the vender. The machine, equipped with a National slug rejector, can be set to operate at a nickel, dime or quarter.

Stamp delivery is fully automatic. Customers simply insert their coins and the stamps slide out thru the delivery aperture. Each of the mechanisms will accommodate two rolls of up to 3,000 stamps for a total unit capacity of 6,000 stamps.

The vender is housed in a stainless steel cabinet, weather-proofed and pry-proofed for use in unattended outlets. The exterior dimensions are 5½ by 14 inches.

Ailor said Hamilton will spot weld two or more machines together to make a battery. Ascovend operations will use the units mounted on a common stand with the service changemaker built by Hamilton. Ailor also is working on a straight quarter stamp machine, using the same mechanism, which will return three 3-cent stamps, and a nickel and dime in change.

A special feature of the stamp unit is its ability to deliver two different denominations of stamps simultaneously. For example, it will deliver a 3 and a 2-cent stamp for a nickel; a 20-cent special delivery and a 3-cent stamp for a quarter. Delivery is made from the same aperture.

To make the unit flexible, price-wise, it was designed with interchangeable price plates.

Ailor said the machine would cost Ascovend and Associates about \$75. He shortly plans to introduce a third model which will vend three 3-cent stamps and a New York subway token (valued at 15 cents) for a quarter.

Lily Vending Sales Highest in History

NEW YORK, Feb. 20.—Vending sales by the Lily-Tulip Cup Corporation during 1953 reached an all-time high, with January business considerably ahead of the same month last year, according to Bill Seldy, in charge of the firm's vending cup division.

Seldy said the firm had recently picked up several national accounts for which it will sell printed cups. The largest of these is Hires Root Beer. The firm's annual report is expected to be out soon.

Lorillard Sticker Plugs Vender Sales

NEW YORK, Feb. 20.—P. Lorillard Company this week released a new sticker designed to build vender sales.

Copy on the 2½ by 4-inch sticker, offered without cost to operators, reads: "Don't Run Short... Buy Two Packs." The Old Gold "dancing packs" are illustrated in natural color against a red background.

Pitney-Bowes Pays 25c Qrtly. Dividend

STAMFORD, Conn., Feb. 20.—Directors of Pitney-Bowes, Inc., manufacturers of postage meter machines, declared a regular quarterly dividend of 25 cents a share on common stock of record February 26, payable March 12. It is the 81st consecutive dividend on the common stock. A regular dividend was also declared on the 4½ per cent Series B preferred stock of \$50 par value, payable April 1 to holders of record March 19.

1954 NCA Meet

• Continued from page 78

"Planning for Profit," the convention sessions will consider this problem from the point of view of management, production, purchasing, selling, merchandising, marketing and the consumer who buys our products," he stated.

Profit Sessions

The opening session June 8 will examine the profit question from management's point of view of budgets, cost and time studies and financial ratios. Leading subject of the second day session, built around "Purchasing for Profit," will be the cocoa bean situation and a description of new type coatings.

The third day of the meeting "Selling for Profit" will be analyzed. The session will start off with a presentation by Life magazine of today's consumer and tomorrow's market. Trends in merchandising and marketing will be presented by a panel of representatives of distributor groups at both wholesale and retail levels.

In conjunction with the business meetings, the Annual Confectionery Industries Exposition will feature newest developments in ingredients, machinery, equipment, packaging supplies and services. Exhibits will open June 7 in the Conrad Hilton's Main and North Exhibition Halls.

Program Committee

Co-chairman of the NCA program committee is Robert B. Schnering, president of Curtiss Candy Co. Members of the 12-man group include Paul Beich, Paul F. Beich Co.; W. C. Dickmeyer, Wayne Candies, Inc.; Frank Gleason, E. J. Brach & Sons; Ira Golan, Flavour Candy Co.; Herbert Knechtel, Marshall Field & Co.; William Reed, Reed Candy Co.; Charles Scully, Williamson Candy Co.; Charles Smessaert, Walter H. Johnson Candy Co.; William Yantis, Bunte Bros. Chase Candy Co.; Raymond Ziegler, George Ziegler Co., and J. J. Alikonis, Paul F. Beich Co.

Theodore Stempfel, vice-president of E. J. Brach & Sons and vice-president of NCA, is general convention chairman.

Pepsi Names Four To New Subsidiary

NEW YORK, Feb. 20.—Four officers of Pepsi-Cola International, a new wholly owned subsidiary of the Pepsi-Cola Company, which will become operative by April 1, were named this week by Pepsi-Cola.

The four are William H. Forsythe, chairman and president; Henry M. Winter, vice-president in charge of commercial operations; Walter M. Furlow, vice-president in charge of new market development, and William L. Moran Jr., manager of sales operations. The latter three are also directors of the new company.

The new company was formed to handle all Pepsi-Cola operations outside North America.

Forsythe also serves as senior vice-president, director and member of the executive committee of Pepsi-Cola, the parent organization. He joined Pepsi in 1939 as general manager for England, Europe and British possessions and was subsequently in charge of export and foreign operations of the company.

Winter, formerly assistant manager in the export division, joined the company in March, 1941. Furlow was manager of new market development in the export division, having joined the company in 1939. Moran was manager of the sales operations in the export division. He joined Pepsi in 1945 as manager of its bottling operation in Kobe, Japan.

Forsythe pointed out that Pepsi-Cola now has 206 bottling plants located in 50 countries outside the United States. Fifteen new bottling plants were opened overseas in 1953; 17 are scheduled to begin operations this year.

"While sales of Pepsi-Cola outside the United States have shown an increase for 14 consecutive years, our 1953 sales were more than 100 per cent above 1950. We will vigorously continue this program of expansion thruout the free world," said Forsythe.

RINGS! RINGS! RINGS!

\$10.25 Per M. Nickel Plated
\$11.00 Gold Plated

A TERRIFIC PRICE and a TERRIFIC NEW RING

Twenty-four different subjects (That's Right—TWENTY-FOUR) 23 Funny Faces plus a Lucky Eight Ball Ring. Gold and nickel plated Rings that hold a marble firmly and keep your machines emptying like wildfire. Just like jewelry rings. Order direct or from your distributor. Special prices on quantities. Order a thousand and be convinced, or send \$1 for 50 plus samples of other items.

All prices F.O.B., N.Y.C.

JACK ZIMMERMAN
110 West 84th St., New York City, N. Y.

It's Here! The Most Versatile Bulk Vender in the World . . .

VICTOR MODEL HMS

6 Machines in 1
Capacity: 7½ lbs. 210 ct. ball gum COME IN TODAY AND SEE FOR YOURSELF HOW THIS GREAT NEW MACHINE CAN INCREASE YOUR PROFITS . . .

SIDMOR
Vending Co.
2137 5th Avenue
Pittsburgh 19, Pa.
ATLantic 12540

CHEWING GUM and CHLOROPHYLL TABLETS

300 to 1b.
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BALL GUM (all sizes)
Also Body Deodorizers—write for information.

SEA BRIGHT LABORATORIES
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Sea Bright 3-0224-7

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.

GIVE US A CALL!
Order from your distributor or from . . .

Karl Guggenheim INC.
33 UNION SQUARE
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New Victor MODEL HMS

\$16.95 each Less than 100
\$16.50 each 100 or more

We carry a complete line of all types of Victor venders.

Cleveland Coin MACHINE EXCHANGE, INC.
2021-2023 Prospect Ave., Cleveland 13, O.
All Phones: TRunk 1-6215

Nedick's
• Continued from page 78

a pack of cigarettes. He gets the pack with a Nedick nickel, good for 5 cents in trade at any of the 75 quick-snack outlets in the New York area.

The plan, devised by Walter Mack, Nedick head, was to stimulate quick snack sales by offering cigarettes, normally selling for 25 cents a pack, for 20 cents, with the extra nickel going to Nedick. While the financial details were not revealed, it is assumed that the operator received a subsidy.

Lack of Selectivity

One of the biggest drawbacks to the operation appears to be the lack of selectivity in brands. Becker complained that the venders, manually operated, one-price units, are unable to vend the premium-priced, filter-tip brands, which have been gaining an increasing share of market of late.

Also, a recent check of a half dozen locations revealed that no Old Golds were carried, yet some venders carried as many as five columns of Pall Malls. Becker said demand and "price considerations" are responsible for the emphasis on Pall Malls.

While the operation started with all 75 locations, only 60 operate on the token system now, with the other 15 straight quarter venders.

IN STOCK VICTOR'S

New Deluxe Model **BABY GRAND CHICLET TREETS VENDOR**

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcated 7-1448

HELP YOURSELF TO MORE VENDING PROFITS

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

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Please enter my subscription to VENDOR for
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 Payment enclosed Please bill me
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City Zone State
Occupation

Fleer Bows New Gum, Chocolate Flavored

PHILADELPHIA, Feb. 20.—A new chocolate-flavored chewing gum, Choc'm, developed by the Frank H. Fleer Corporation, is being introduced in selected Eastern markets, Norman P. Hutson, president, announced last week.

"Choc'm is the Fleer answer to those in the confectionery field who felt that no manufacturer could produce a chocolate-flavored gum which would retain its taste under steady chewing," a company official stated.

Almost 16 years of research in the Fleer laboratory went into the manufacture of the new product, Hutson said. A special process was developed to solve the long-standing problem of making a chewing gum with a long-lasting chocolate flavor, he noted.

The first group of sales territories selected for the introduction of the new gum includes metropolitan New York, Philadelphia, Baltimore-Washington and Chicago-Northern Illinois. It is now available to jobbers and retailers in those areas.

Hollywood Brands Holds 4 Regional Meets

CENTRALIA, Ill., Feb. 20.—Hollywood Brands, Inc., parent company of the Hollywood Candy Company, announced it will hold four regional sales meetings this year instead of one sales gathering and convention for the entire organization. Two meetings have already been held.

The third is to be held in Dallas at the Adolphus Hotel February 19-20. On March 5 and 6 the fourth meeting will be held at the Statler Hotel, St. Louis.

A Northern area meeting was held in Pittsburgh at the William Penn Hotel January 15-16. Attending were F. A. Martocchio, president; William Carlton Sr., sales manager; Glenn R. Edgar, advertising manager, and Harry Endroll, traffic manager.

The second area meeting for the Southeast was held in Atlanta at the Dinkler-Plaza Hotel January 29-30.

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 frequently with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30
ABC (United).....	\$50.00	115.00	\$69.00	115.00
Across-the-Board (United)...				
Airon Coronet.....	45.00			
All Stars (United).....			115.00	
All Star Basketball (Gottlieb)	115.00	115.00		115.00
Amusement (United).....	39.00	59.50	39.00	59.50
Ariana (United).....	79.50	79.50	79.50	79.50
Army-Navy (Williams).....			210.00	
Atlantic City (Bally).....	150.00(2)	150.00	165.00	175.00
	179.50	185.00	175.00	185.00
	185.00(2)	195.00(2)	185.00(2)	225.00(3)
	195.00(4)	225.00(3)	195.00(2)	245.00
	225.00(3)	245.00	225.00(2)	245.00
			245.00	
Baby Face (United).....	39.00	49.50	39.00	49.50
Basketball Champ (Chicago Coin).....	175.00	275.00	175.00	275.00
	89.50	34.50	89.50	89.50
Beating Practice.....	350.00	375.00	349.00	360.00
Beach Club (Bally).....	385.00	395.00	395.00(2)	375.00
			395.00(3)	395.00(2)
Beauty (Bally).....	295.00(2)	250.00	259.00	295.00(4)
	315.00	295.00	325.00(3)	350.00
	325.00(2)	325.00(2)	350.00(2)	350.00
	380.00	350.00(2)	350.00	
Be-Boe (Exhibit).....	65.00	84.50	65.00	84.50
Bermuda (Chicago Coin).....	49.50	49.50	45.00	84.50
	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50	54.50	54.50	54.50
Bingo (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	69.50	69.50	69.50	69.50
Bright Lights (Bally).....	85.00	95.00	75.00	85.00
	110.00	115.00	110.00	110.00
	125.00	125.00	125.00(2)	125.00(2)
	125.00	125.00	150.00	135.00
		135.00		135.00
Bright Spot (Bally).....	90.00	115.00	115.00(2)	115.00
	125.00	145.00	125.00	150.00
	150.00(2)	175.00(3)	175.00(3)	175.00(3)
	175.00			175.00
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Cabana (United).....	275.00	295.00	225.00	295.00
	375.00	300.00	375.00	300.00
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Cinasta (Genco).....	59.50	59.50	59.50	59.50
Caravan.....	75.00			
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	89.50	89.50	89.50	89.50
Chinatown (Gottlieb).....	150.00	159.50	159.50	160.00
	160.00	160.00	159.50	160.00
	160.00	160.00	150.00	159.50
Circus (United).....	225.00	245.00	225.00	245.00
	245.00	245.00	175.00	225.00
	245.00	245.00	225.00(2)	245.00
	245.00	245.00	245.00	245.00
Citation (Bally).....	99.00	119.50	79.50	79.50
Coney Island (Bally).....	129.50	145.00	119.50	129.50
	150.00(2)	150.00	129.50	135.00
		175.00(2)	175.00(2)	175.00(2)
		175.00(2)	175.00(2)	175.00(2)
Contest Tower (Williams).....	109.50	109.50	109.50	109.50
Coronation (Gottlieb).....	165.00	165.00	165.00	165.00
Cyclone (Gottlieb).....	139.50	139.50	139.50	139.50
Dallas (Williams).....	69.50	69.50	69.50	69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Deluxe World Series (Williams).....		144.50	295.00	
Dew-Wa-Ditty (Williams).....	49.50	49.50	49.50	49.50
Double Feature (Gottlieb).....	89.00	89.50	89.00	89.00
Double Shuffle (Gottlieb).....	65.00	65.00	65.00	65.00
Dreamy (Williams).....	89.50	89.50	89.50	89.50
Disk Jockey (Williams).....	145.00			
Domino (Northcott).....	75.00			
Dude Ranch (Bally).....	425.00(3)	405.00	389.50	425.00(3)
		425.00(2)	425.00(2)	425.00(3)
		465.00	465.00	
		119.50	119.50	119.50
Eight Ball (Williams).....	119.50			
Fairway.....	160.00			
Fighting Irish (Chicago Coin).....	75.00	75.00	75.00	75.00
Five Star (Universal).....	50.00	75.00	75.00	85.00
	85.00			
Flash Power (Genco).....	49.50	49.50	49.50	49.50
Football (Chicago Coin).....	65.00	65.00	65.00	65.00
400 (Genco).....	69.50		69.50	65.00
Four Corners (Williams).....	95.00	115.00	120.00	115.00
Four Horsemen (Gottlieb).....	40.00	109.50	109.50	109.50
Freik (Bally).....	175.00	150.00	175.00	175.00
	185.00(2)	185.00(2)	185.00(2)	200.00(2)
	210.00	235.00	245.00	250.00(2)
	245.00(2)	250.00(2)	250.00(2)	265.00
	250.00	265.00	265.00	
Fertility.....				60.00
Georgia (Williams).....	89.50	89.50	89.50	89.50
Glamo (Williams).....	35.00	49.50	35.00	49.50
Glamo (Gottlieb).....	59.50			
Globe Trotter (Gottlieb).....	135.00	135.00	135.00	135.00
Gold Cup (Bally).....	89.50	89.50	89.50	89.50
Golden Nugget (Genco).....	100.00(2)	100.00	115.00	268.50
	269.50	269.50	110.00	125.00
			269.50	35.00
Grand Award (Chicago Coin).....	35.00	35.00	35.00	35.00
Grand Slam (Gottlieb).....	185.00			
Gun Club (Williams).....	225.00	210.00		
Guy-Dolls (Gottlieb).....	175.00	175.00	175.00	175.00
Happy-Go-Lucky (Gottlieb).....	129.50	149.50	129.50	149.50
Harvest Time (Genco).....	65.00	65.00	65.00	65.00
Hayburner.....	75.00	75.00	75.00	75.00
Hit & Run (Gottlieb).....	140.00	140.00	140.00	140.00
Hong Kong.....	75.00			
Holiday (Keeney).....	125.00	125.00	125.00	125.00
Humpy-Dumpy (Gottlieb).....	49.50	49.50	49.50	49.50

PORTLAND PLAY

Game Music Ops' Outlook Improves

PORTLAND, Ore., Feb. 20.—The current threat to game and music operation stemming from the prohibition movement in Oregon lessened this week with the closure of the Oregon Anti-Liquor League headquarters here.

While this eased concern over the State-wide prohibition drive, coinmen pointed out that the local-option movement continued a threat to the coin machine industry in that it would close many drink outlets that are profitable locations for games and music.

George Smith Brown, head of the Oregon Anti-Liquor League, blamed dissension within temperance ranks for curtailment of the League's efforts. However, Gene Rossman, executive secretary of the Oregon Licensed Beverage Association, pointed out that the threat had not been entirely removed as the league has until July to obtain the 37,404 signatures on petitions required to put the State prohibition issue on the ballot.

Rossman noted also that the local-option movement continues in full force. To meet this issue, OLBA is stepping up organization of local chapters that will seek to focus public attention on taverns and lounges as being operated in a wholesome manner.

Music operators, thru the Oregon Music Association, and game operators in the Coin Machine Men of Oregon are co-operating with the OLBA in the campaign. Stress is being laid, too, on the role played by the beverage industry in the economic life of communities.

The coin machine industry is further co-operating with the OLBA in a welfare effort. Rossman said the 1954 OLBA Welfare Fund would be dedicated primarily to rehabilitating disabled veterans thruout the State of Oregon by serving as the official sponsor of a State-wide stop-gap emergency organization, the Disabled American Veterans Rehabilitation Center. For this purpose, Rossman said, CMMO had donated \$150.

	Issue of Feb. 20	Issue of Feb. 13	Issue of Feb. 6	Issue of Jan. 30
Jalopy (Williams).....	120.00	120.00	120.00	120.00
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	95.00	99.50	95.00	99.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	100.00	100.00	100.00(2)	100.00(2)
Just 21 (Gottlieb).....	59.50	59.50	59.50	59.50
K. C. Jones (Gottlieb).....	69.50	69.50	69.50	69.50
King Arthur (Gottlieb).....	65.00	65.00	65.00	65.00
King Pin (Chicago Coin).....	115.00	124.50	115.00	124.50
	125.00	125.00	125.00	125.00
Knock Out (Gottlieb).....	69.00	89.50	69.00	89.50
Leader (United).....	90.00	100.00	90.00	115.00
	135.00	135.00	115.00	135.00
Lite-a-Line (Keeney).....	50.00	75.00	40.00	69.00
Long Beach (Williams).....	125.00	125.00	125.00	125.00
Lucky Toning (Williams).....	84.50	84.50	84.50	84.50
Majorettes.....	75.00			
Majors of '49 (Chicago Coin).....	45.00	45.00	45.00	45.00
Marble Queen (Gottlieb).....	195.00	210.00	210.00	210.00
Maryland (Williams).....	49.00	49.00	49.00	49.00
Mermaid.....	125.00	125.00	125.00	125.00
Minstrel Man (Gottlieb).....	129.50	129.50	129.50	129.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Niagara (Gottlieb).....	145.00	145.00	145.00	145.00
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympic (Evans).....	75.00			
One, Two, Three (Genco).....	45.00	49.50	45.00	49.50
	45.00	49.50	45.00	49.50
Palm Beach (Bally).....	175.00	159.00	189.50	195.00
	235.00(3)	235.00(3)	195.00(2)	235.00(3)
			235.00(2)	
Paratrooper.....	75.00			
Photo Finish.....	35.00	35.00		
Pin Bowler (Chicago Coin).....	79.50	99.50	99.50	99.50
Pin Wheel (Gottlieb).....	225.00			
Playland (Exhibit).....			55.00	
Playtime (Exhibit).....	45.00	45.00	45.00	45.00
Puddin' Head (Genco).....	39.00	54.50	39.00	54.50
Quarterback (Williams).....	50.00	65.00	19.50	50.00
			22.50	65.00
			65.00	
Quartette (Gottlieb).....			190.00	
Queen of Hearts.....		160.00		160.00
Quintette.....	190.00	190.00	160.00	190.00
Rag Man (Williams).....	99.50	99.50	99.50	99.50
Ramona (United).....	39.00	39.00	39.00	39.00
Red Shoes (United).....	89.50	89.50	89.50	89.50
Rockette (Gottlieb).....	85.00	94.50	85.00	94.50
Rodeo.....			225.00	
Rose Bowl (Gottlieb).....	135.00	135.00	135.00	135.00
Saratoga.....	49.50	49.50	49.50	49.50
Screwball (Genco).....	35.00	49.50	35.00	49.50
Shantytown (Exhibit).....	85.00	85.00	85.00	85.00
Shindig (Gottlieb).....	195.00	195.00		
Shoot the Moon (Williams).....	120.00	120.00	120.00	120.00
Shoo Shoe (Williams).....	95.00	119.50	95.00	119.50
Silver Chest (Genco).....			250.00	275.00
Silver Skates (Williams).....			115.00	
Skill Pool (Gottlieb).....	150.00	165.00	150.00	150.00
Slogfrut.....	119.50	119.50	119.50	119.50
South Pacific (Genco).....	69.00	69.00	69.00	69.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot Bowler (Gottlieb).....	119.50	119.50	119.50	119.50
Spot-Lite (Bally).....	75.00	85.00	75.00	85.00
	89.50(2)	89.50	89.50(2)	109.50
	90.00(2)	109.50	90.00	99.50
	109.50	115.00	145.00(2)	100.00
	125.00(2)	100.00	109.50	145.00(2)
Springtime (Genco).....	89.00	89.00	89.00	89.00
Stardust (United).....	39.00	39.00	39.00	39.00
Starlite (Williams).....	135.00	125.00	125.00	125.00
Stars (United).....	145.00	150.00	125.00	150.00
	145.00	145.00	150.00	145.00
Sunshine Park (Bally).....				75.00
Super World Series (Williams).....	145.00	150.00	145.00	150.00
Sweepstakes (Williams).....	195.00	195.00	195.00	195.00
Tampico (United).....	79.50	79.50	79.50	79.50
Tahiti (United).....	425.00	425.00	449.00	474.00
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Tele-Card (Gottlieb).....	59.50			
Texas Leaguer (Keeney).....	50.00(2)	69.50	50.00(2)	69.50
Three Musketers (Gottlieb).....	45.00	45.00	45.00	45.00
3-4-5 (United).....	79.50	79.50	79.50	79.50
Thrill (Chicago Coin).....	35.00	35.00	35.00	35.00
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).....	375.00	375.00	300.00	325.00
			349.00	375.00
			375.00	374.00
Tumblerend (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	39.00	109.50	39.00	109.50
Twenty Grand (Williams).....	115.00			115.00
Utah (United).....	59.00	84.		



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 - UN. TEAM HOCKEY . . . 85
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 - Coney Island . . . 145
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 - Fermica . . . 135
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 - 4 PLAYER with . . . 115
 - Fermica . . . 95
 - 4 PLAYER . . . 95
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 - 10 PLAYER TEAM . . . 295
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 - 6 PLAYER . . . 125
 - HIGH SCORE . . . 125
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 - Skull Pool . . . 145
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 - Nipers . . . 145
 - Hit 'n' Run . . . 145
 - Globe Trotter . . . 125
 - Rose Bowl . . . 125
 - Mermaid . . . 125

- All Str. Baklat . . . 115
 - Jaker . . . 95
 - Osie Feature . . . 85
 - Backfiles . . . 85
 - Triplets . . . 85
 - Knockout . . . 45
 - King Arthur . . . 45
 - Ohie, Shuffle . . . 45
- UNITED
- Utah . . . \$ 39
 - Acquacade . . . 39
 - Carolina . . . 39
 - Stardust . . . 39

- Things . . . \$ 45
 - Majors of '49 . . . 45
 - Grand Award . . . 35
 - Trinidad . . . 25
 - Catalina . . . 25
 - Thrill . . . 25
- GENCO
- Springtime . . . \$ 29
 - South Pacific . . . 49
 - Tri-Score . . . 49
 - Camel Caravan . . . 45
 - Harvest Time . . . 45
 - 1-2-3 . . . 45
 - Puttin'head . . . 29
 - Screwball . . . 35
- EXHIBIT
- Shantytown . . . \$ 55
 - Bebob . . . 45
 - Playtime . . . 45

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Coin Machine Exports

November, 1953

Country	Phonographs		Vendors		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	118	\$ 51,040	478	\$ 51,168	1,400	\$117,290	2,004	\$ 219,498
Colombia	318	163,629	20	7,115	6	5,306	344	176,040
Belgium	483	124,523	120	42,032			603	166,555
Venezuela	183	123,175			60	17,104	243	140,279
France	140	62,763			600	65,532	740	128,295
Mexico	220	77,118			47	5,202	267	82,320
West Germany	80	52,705			75	16,140	155	68,845
Salvador	37	25,825	26	11,401	10	2,780	73	40,006
Cuba	107	38,264					107	38,264
Netherlands	53	19,115			40	2,300	93	21,415
Japan	18	11,824	2	2,990	58	9,225	78	14,039
Philippine Republic	14	5,060	10	4,025	29	4,300	53	13,385
Norway	38	12,120			11	1,068	49	13,188
Guatemala	16	11,230					16	11,230
French Morocco					35	10,595	35	10,595
Switzerland	14	7,313			80	1,600	94	7,919
British Malaya	8	1,630			35	6,115	43	7,745
Italy					71	6,971	71	6,971
Costa Rica	8	5,596	1	1,305			9	6,901
Dominican Republic					27	6,717	27	6,717
Nicaragua	10	5,445					0	5,445
Panama	2	1,510	10	3,770			12	5,280
Honduras	20	5,000					20	5,000
Korean Republic					11	4,400	11	4,400
Netherlands Antilles	6	3,118			2	1,105	8	4,223
Mozambique	4	1,460			6	1,650	10	3,110
Other Countries	15	3,158	3	795	7	1,204	25	5,157
TOTALS	1,912	\$812,621	730	\$144,516	2,618	\$301,120	5,250	\$1,258,257

Coinmen You Know

Continued from page 77

ing to get away from the cold and the snow, Barney Sugarman, Runyon Sales, New York, is renewing old friendships, and so is Dave Stern, also of New York. . . . Another visitor is Jimmy Martin, Chicago, jobber of candy and cigarette venders. . . . Also Dave Corbett, of The Billboard staff in Cincinnati.

Marvin Lieber, Pan American Distributing Company, received birthday congratulations February 7. . . . Paul Jacobs, who left Miami over a year ago when he sold Cigarette Service, is back again for permanent residence. Jacobs admits he was better off

New Paramount

Continued from page 78

empty. The vender contains a heating mechanism, which prevents the milk from freezing on cold days, and a half-horsepower Tecumseh refrigeration unit at the bottom.

A door at the side of the vender opens for servicing. The serviceman is able to stand inside the unit while he is servicing it.

According to Dembek, the daily average of the venders on location is now 36 quarts, with volume increasing slightly but steadily each week. The first unit was placed in December.

Ordered Five More

The machines were bought outright by the Sunrise Dairy of New Jersey, with Centennial Sales, Newark, headed by Norman Turkel, handling the operation. Dembek said Sunrise has ordered five more units, with production at Paramount now running two a week. Sales are direct from the factory.

Dembek said that he would attempt to sell to dairies rather than conventional vending operators as he feels that most operators aren't equipped to vend milk in large quantities. He added that the unit is made primarily for outdoor use, it could be placed in indoor locations such as the lobbies of large apartment houses.

Dembek said the dairies were interested in the vender "because it offers them the opportunity for plus sales and a relatively low labor cost."

A three-foot by eight-foot display milk container, atop the vender, is available at extra cost.

NABV Sets

Continued from page 78

sions will be announced shortly. This year, also for the first time, the NABV convention will offer added inducement for members to bring their wives. Mrs. Dolly Labell has been appointed chairman of the ladies' program. She will prepare a special program which will include visits to radio and television broadcasts, and a luncheon at the Kungsholm Restaurant which will be followed by the cafe's puppet show of a famous opera.

financially in New York but could not resist the sunshine of Miami.

Isidor Samet, S & A Vending, Newark, N. J., has been shopping around town for a juke box route. . . . Milt Lackenbauer, a part owner of Quality Records in New York, was in town calling on juke box operators.

Now that the winter season is at its height, many recording stars are appearing in night club and hotel shows in Greater Miami. Capitol records star Frank Sinatra is packing 'em in at the Beachcomber night club and music ops say his disks are in greater demand. They attribute it to his recent TV appearances and the movie in which he had a leading role, "From Here to Eternity." Other disk artists here include Steve Gibson, the Red Caps and Damito Jo, who record for RCA Victor; Nat (King) Cole, Capitol records, and Carmen Cavallaro, Decca, appearing at La Rue's restaurant.

Juke box operators were unhappy when Columbia records closed its Miami branch months ago. Salesman Ernie Rye, who lives here, continues to service operators, relaying orders to Jacksonville promptly so that coinmen obtain the disks with a minimum of delay.

Joe Mangone, All-Coin Amusements, suffered a gall bladder attack while covering his territory

C & C Makes

Continued from page 78

plan. All sales will be handled by C&C.

Herald said that within the next two weeks some 75 canned carbonated drink venders will be placed on industrial and public locations in the New York area.

Selling Emphasis
The original tests in New Jersey were made by Fanda, Inc., an operating subsidiary of C&C. Herald said, tho, that the firm is not interested in operating the units, but prefers to expend its energies in selling venders and sirups.

Another chore cut out for Herald is the selling of C&C sirup flavors to cup vending operators and to soda fountains.

Mack said the new venders will be installed in such locations as subways, gas stations, ball parks and airports. Each machine, he added, will offer a choice of Super Cola, orange soda, root beer or grape soda.

with the new Gottlieb game, Lovely Lucy. The distributor had to be rushed back to Miami from Atlanta but is now in fine fettle and back in action again. . . . Capitol records distributorship here is expected to change hands any day.

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BOX D-18, c/o THE BILLBOARD, CINCINNATI 22, O.

Match Industry

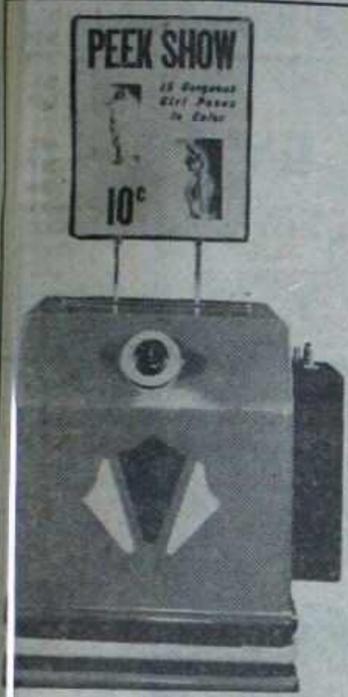
Continued from page 71

contracted to use match book advertising this year.

Among the vending machine entries in the contest are Ace Cigarette Service, National Amusement Machine Company and Aberdeen Cigarette and Amusement Service.

The winner in 60 industries will receive a bronze wall plaque in the shape of a giant match book. Merit certificates will be awarded to runners-up.

P. Lorillard won last year's plaque, American Tobacco Company and Sheffield Smoke Shop of Boston received certificates of merit in the 1953 competition.



Counter machine ideal for Cigar Stores, Beer Gardens, and Penny Arcade Locations. Shows 15 Colored Photos. Write for full information.

King Amusement Co.
Mt. Clemens, Mich.

New United SHUFFLE ALLEYS CHIEF and LEADER

1st Light	\$109.50
Coney Island	129.50
Atlantic City	195.00
United Cabana	295.00
Happy Go Lucky	149.50
Chinatown	159.50
Hayburner	75.00
Seeburg 47	99.50
Rock-Ola 1422	99.50
Genco Sky Gunner	Write
Exhibit Silver Bullets	129.50
Seeburg Bear Gun	149.50
Genco Gold Nuggets	249.50

Central Ohio Coin Machine Exchange
125 S. High St., Columbus, O.
Adams 7254

SPECIAL!

DUDE RANCH	\$369.50
BEACH CLUB	369.50
BALLY BEAUTY	299.50
YACHT CLUB	239.50
PALM BEACH	179.50
ATLANTIC CITY	159.50
TROPIC	169.50
SPOTLITE	89.50

HOLLY CRANES—LATE MODELS \$199.50

1/3 Deposit
BOYLE AMUSEMENT CO.
122 N.W. 3d St., Oklahoma City, Okla.
Phone: REgent 6-5431

BINGO SPECIAL!
Bally Yacht Club \$250.00

LIKE NEW
Write for Complete Price List of Bingos and Shuffle Games

PURVEYOR DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNiper 8-1814

WANTED
25 BEACH CLUBS
in good condition
WRITE—WIRE—PHONE
T & I DISTRIBUTING CO.
1643 Central Parkway
Cincinnati 14, Ohio
Phone MAin 8751

Eppy Bows

Continued from page 78

encountered in vending certain items.

For example, a decision was given in Bronx Magistrates Court this week on the legality of an all-charm vender which dispenses charms in varying amounts with each nickel (see separate story). The capsule method of vending could insure that the purchaser gets the same number of charms each time.

Control Possible

The charms are inserted in the plastic capsules, with the charm manufacturer controlling the quality and quantity of the charms and the vender dispensing one capsule at a time.

Eppy also pointed out that certain articles—such as key chains, charms with sharp edges and delicate miniatures—had been difficult to vend in a standard bulk vender. He said that any item which would fit into the capsule could be vended by the conversion unit.

Eppy feels that perhaps the most important aspect on the capsule vending process is that it is new to the consumer—both in appearance of the globe and in new articles which it may dispense—and that, as bulk vending is essentially a novelty business, newness is a must.

Field Test

The conversion unit has just completed a 10-day field test on 10 New York locations. Eppy said that no instances of jamming had been reported, but that the machine had skipped a couple of times. He added that providing location owners with extra capsules, so they may give them to patrons when skipping occurs, is sound location insurance.

Eppy said that tho the 10-day test was primarily a mechanical one, the operator reported volume considerably higher than the takes during the preceding 10 days.

He added that capsule vending allows the operator to keep a tighter inventory control. For example, he explained, a standard all-charm bulk vender dispenses in varying quantities, and an operator is never sure how much money will be taken in by the time the globe is empty. With a capsule vender, however, the operator knows the capacity is 225, and he knows the take will be around \$11.25.

Instruction Sheet

One item which Eppy has developed, a puzzle with an instruction sheet, has not been put on the market because the firm could figure no feasible method of vending it. It is now in capsule form and will soon hit the market.

Eppy feels that the capsule vender will open new locations—such as airports, department stores and supermarkets—many of which had resisted the conventional bulk vender.

The conversion unit figures to increase the amount of work being done for Eppy in Japan. Currently some 10 per cent of the firm's output comes from Japan, where it is produced on a contract basis.

Made In Japan

Eppy designs the charms here, sends models to Japan, and has the rest of the work done there. Such items as roller skates and wrist watches are now being produced there for capsule vending.

Capsule production is currently geared for 500,000 a month, said Eppy. Samuel Eppy, head of the firm, left Sunday (14) for a six-week sales trip. He will visit 17 major cities from coast to coast and show the capsules and conversion to distributors and leading operators.

The firm is working on conversion units for Acorn and Atlas venders.

N. Y. Court

Continued from page 78

incidental part for the person who patronizes an all-charm vender, and that the primary reason for putting a coin in the vender is to purchase merchandise.

The prosecution built its case on the fact that the same all-charm vender dispensed 8, 4, 1, 3 and 3 charms respectively on five plays.

The fact that sentence was suspended and that no written decision was given, as well as the fact that the venders have been allowed to stay, were regarded as favorable omens by the bulk vending industry.

HARTFORD, Conn., Feb. 20.—State excise tax receipts for January show that consumption of cigarettes in the State dropped 17 per cent, compared to January last year.

Big Canadian

Continued from page 78

speedily as possible. The front door is opened, and the boy loads the papers on a ratchet-operated elevator. It holds up to 100 newspapers of average thickness. The dispensing unit, contained in the cabinet above the top paper on the elevator, contacts the top paper and dispenses it thru a slot in front of the machine.

The coin is inserted in a mechanism made by ABT, and modified by Chisnell. Chisnell points out that the mechanism must be able to stand up under all kinds of weather, inasmuch as the machines are working outside in varying types of climate. Then to operate the machine, the purchaser pushes a lever, and the paper is delivered. As is usual, the headline is displayed in a window.

So sure is the manufacturer about his coin mechanism, that he guarantees to replace jammed units. The coin ejector pushes out slugs, washers and foreign coins. In any case, if the mechanism becomes damaged, it can be replaced in a matter of minutes.

Weather-Proof Cabinet

To fill the machine takes only 30 seconds. All papers are weather-proof against the elements. The manufacturer claims that the unit can be shipped a thousand miles from the factory without requiring a service set-up. The machine is now being used by 10 newspapers in this country, and Freel said it was only a matter of time before it will be used by more, depending on the quantity that can be manufactured.

Patents have been taken out on the machine, and Freel says that there are pending patents in U. S. and Canada. The machine can be either purchased outright or rented. It is sold for \$275 f.o.b. Ottawa, or terms may be arranged, according to Freel. If a person wants to rent the machine, it can be done at \$10 a month, with a guarantee of 36 months. Freel believes this is a sales advantage inasmuch as a person can charge 50 per cent of the cost to income tax.

The machine is effective, points out Freel, because compared to the honor box now in use, there is no pilferage. According to a study by various newspapers, pilferage is as high as 40 per cent, and never lower than 18 per cent.

Now that the production line is rolling, Freel says that his company intends appointing U. S. distributors. His address is Automatic News-Vendors Company, 49 Kenora Avenue, Ottawa.

Shaffer Specials

BE WISE—BUY SHAFFERIZED GUARANTEED USED EQUIPMENT

SEEBURG

M-100-A	\$495.00
HM 100-A (Hideaway)	339.50
148-ML	159.50
147	109.50
146	99.50
1948 Hideaway	109.50
1946 Hideaway	89.50

WURLITZER

1500	\$595.00
1400	429.50
1250	249.50
1100	189.50
1015	99.50

AMI

D-80	\$439.50
D-40	395.00

ROCK-OLA

Fireball (120 Sel.) 45 RPM, Like New	\$475.00
1432 (50 Selection)	289.50

MISC.

Bally Champion (Horse)	\$395.00
Mercury Athletic Scales	49.50
Seeburg Shool the Bear	179.50

POST WAR WALL BOXES

Seeburg 5c 3 Wire (3W2-L56)	\$ 8.95
Seeburg 5/10/25 W/less (W4-L56)	21.50
Wurlitzer 3020 (24)	12.50
Wurlitzer 3020 (48)	29.50

VISIT OUR ENLARGED SALES AND SERVICE OFFICE

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Cincinnati, Ohio
1200 Walnut St.
MAin 6310

Columbus, Ohio
New Address
849 N. High St.
KLandike 4614

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

BEST BUY OF THE YEAR!

ORDER NOW!

ONLY A LIMITED QUANTITY AVAILABLE!

NEW TWIN-RIDE PETE the RABBIT FOR Double FUN... Double PROFITS!

TWO FOR THE PRICE OF ONE!

FOR A SPECIAL DEAL

CONTACT US IMMEDIATELY!

EXHIBIT SUPPLY
4218-30 West Lake Street • Chicago 24, Illinois ESTABLISHED 1901

TUNED WITH THE TIMES!

Gottlieb's LOVELY LUCY

Sweetheart of the Game Lanes!

Resetting Sequence From 1 to 8 . . .
 Advances value of Roll-Overs for High Score. Additional Resets award REPLAYS; also lights Roll-Overs for REPLAYS.

6 Drop-Thru Holes . . .
 Ball in lit hole sets up next lit hole for REPLAYS.

Hold-Over Sequence . . .
 Second ball in lit hole adds another letter to L-O-V-E-L-Y L-U-C-Y until entire name is completed and awards additional REPLAYS.

High Score to 7 Million
 • 3 POP BUMPERS • 2 FLIPPERS
 • 2 CYCLONIC KICKERS

It's a Honey!

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

AT YOUR DISTRIBUTOR NOW

Location Tested Products
 There is no substitute for QUALITY
 GAUGED PRODUCTION AND CONTROLLED DISTRIBUTION
 Protect Your Investment!

Let's Look at the Record!
 . . . and see proof that coin machine advertising in The Billboard really pays off!

each year
MORE THAN 500 COIN MACHINE ADVERTISERS
 run over
ONE MILLION LINES OF DISPLAY ADVERTISING
 in The Billboard

A Continuing Story of Leadership in Action

ABC
 ABP

The Billboard
 COIN MACHINES

More Money for You
(higher profits - lower service costs)
with DAVIS PHONOS

REPLACE PREWAR PHONOGRAPHS with DAVIS GUARANTEED POSTWAR EQUIPMENT for LARGER INCOME

DAVIS GUARANTEE
 ✓ Mechanism Overhauled ✓ Speaker inspected
 ✓ Worn parts replaced ✓ Tonehead renewed
 ✓ Amplifier reconditioned ✓ Cabinet professionally refinished

SEEBURG
 146 \$ 99 | 148M . . . \$189
 147 129 | 148ML . . 199

ROCK-OLA
 1422 \$ 89 | 1432 \$275
 1426 109 | 1434 375

A M I
 "B" \$269 | "C" \$299

WURLITZER
 1250 \$325 | 1080 \$ 99

WALL BOXES
 Reconditioned and Rebuilt
 Seeburg 3W2-156, 3-Wire, 5c-10c-25c \$ 6.95
 Wurlitzer 3020, 5c-10c-25c 14.95

*We Specialize in Export Trade
 Cable Address: "DAVDIS"*

DAVIS Distributing Corporation

738 Erie Blvd. E., Syracuse, N.Y. Ph. 75-5194
 BRANCHES IN BUFFALO, ROCHESTER, ALBANY
 SEEBURG FACTORY DISTRIBUTORS

NEW!
COLORFUL!



"rope" in RICH 5-BALL PROFITS!

Williams
ACTION-PACKED
LAZY-Q
IS THE 5-BALL FOR YOU!

HIGH SCORES plus POINT SCORES
BIG BOLD
SCORE INDICATOR Lets Player See His Score at a glance!

Featuring:

- Numbers 1 to 8 good for 1 replay
 - 1 "Special when lit" rollover lane
 - 2 "Special when lit" bumpers
 - 1 "Special when lit" kickout hole
- The above features give player a variety of opportunities to score replays!*
- 2 scoring gates swing both ways
 - Total of 7 rollover lanes

4 THUMPER BUMPER
3 KICKOUT HOLES
2 FLIPPERS
2 AUTOMATIC
RUBBER REBOUND
KICKERS at bottom
Kick Ball All The
Way Up Field!

Available with 5c or 10c Coin Chutes...
We Recommend 10c PLAY!

New!
Williams SUPER Pennant BASEBALL
REPLAY OR NOVELTY PLUS
"DOUBLE MATCH FEATURE"

★ SUPER STAR BASEBALL
Novelty with Double Match Feature
SPECIAL DELUXE BASEBALL
For Straight Novelty Play
Licensed by the City of New York

HINGED FRONT DOOR
for easy SERVICING!

Order **WILLIAMS "LAZY-Q"** from your DISTRIBUTOR

Williams
ORIGINATORS OF:

- Interchangeable Front Door
- Hinged Front Door for S-Balls
- Drum Type Scoring Reels on S-Ball Games

Now!
Williams MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPARATUS
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WORLD'S FINEST... WORLD WIDE!

NEW GAMES

Williams LAZY Q
Gettlieb LOVELY LUCY
Bally ICE FROLICS
United HAVANA
United TEAM BOWLER

BINGOS IN STOCK

BALLY UNITED
Palm Springs Bolero
Dude Ranch Cabana
Beach Club Tropics
Beauty Rio

Genuine Deluxe Silk-Screened FORMICA TOPS

1...\$14.00 5...\$11.50 ea.
10...\$10 ea.

\$95 SPECIALS!

Twenty Grand Four Corners
Horse Shoes
Slug Fest
Long Beach

Keeney & Player
Keeney DeLuxe
United S Player
Paratrooper
Bright Lights

NEW—Williams SUPER PENNANT BASEBALL

Free Play Novelty with Star Match Feature. Tops for any location.
Immediate Delivery

ACE COIN COUNTER

New 1954 Model
Weighs 8 lbs.
Counts 1¢, 5¢, 10¢, 25¢. Only **\$149.50**

Terms, 1/3 Deposit. Balance Sight Draft.



Phone: Everglade 4-2300

Chicago 47
2330 N. Western Ave.

"THERE IS A DIFFERENCE"

Our Used Merchandise Is The Finest

UNITED BOWLERS

6 Pl. DeLuxe \$115.00
6 Pl. 19th Frame 225.00
Cascades 225.00
Olympics 225.00
Royals 425.00
Keeney, 4 Pl. 85.00
Keeney, 4 Pl. 100.00
Keeney High Score League Bowler, 6 Pl. 125.00

BINGOS

Atlantic City \$185.00
Beach Clubs 250.00
Beauty 300.00
Yacht Club 275.00
Frolics 185.00
Five Stars 85.00
3-4-5 85.00
Spot Lites 85.00

COUNTER GAMES

ABT Skill Gun \$25.00
ABT Challengers, new 6.00
Advance Elec. Shockers, new 24.50
Ship, Art Show & Film 45.00
Hit-a-Homer 20.90
Mer. Grippers 18.30
Three of a Kind 18.50

ARCADE EQUIPMENT

Edelco Pool Table \$75.00
Evans Ski Ball 95.00
Evans Ball-a-Score 145.00
Exhibit Jet Gun 225.00
Exhibit Silver Bullets 125.00
Keeney Submarine Gun 120.00

Life League \$100.00

Auto. Photo, Late 225.00
Auto. Photo, Early 195.00
Pokerino, Jr. 75.00
King Pin 125.00
Sci. Pokerino 85.00
Siro's Brush Up 50.00
Seabury Bear Gun 185.00
Supreme Baliscore 95.00
Texas Leaguer 50.00
Wms. Quarterback 50.00
Wms. Star Series 50.00
Wms. Super World Series 150.00
Wur. Skis Ball 150.00

DRINK & ICE CREAM VENDORS

Craig Ice Cream \$270.00
Hupp Cold Drinks 110.00
Hot Snak Bars 150.00
Super Vend, 3 sel. 225.00
Bradley, 2 sel. 275.00
Kalva, Bot. 2 sel. 125.00
Revee, Ice Cream 150.00

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Rowe Diplomat, Elec. 5 col. \$150.00
Keeney, Elec. 9 col. 125.00
Alix, 8 col. 125.00
Nat. Elec. 9 col. 75.00
C-S Electrics 150.00
Uneda 8, 4 col. 55.00
Rowe Royal, 9 col. 100.00
P-X, 8 or 18 col. 145.00
Uneda 508, 9 col. 110.00
Un. Challenges, 5 col. 110.00
DuGrenier W, 9 col. 95.00
All factory shipped and Painted, 25¢ operation

Nat. King Candy, single col., new 3.25
Shipman, 3 col. Candy, new 4.00
Pop-n-Hot Popcorn 55.00
Hawkeye Hot Popcorn 55.00
23 Pop Set Popcorn 45.00
12 Adv. 1¢ Stick Gum 2.00
15 Hershey 2 col. 14.00
100 Silver Kings, like new 4.00

RIDES

Bally Champion Horse \$525.00
Big Bronco 475.00
Ocean Liner 475.00
Miss America Boat 275.00
Choo-Choo Train 495.00
Merry-Go-Round with music, new 625.00
Rocket Ship 250.00
Space Ship 250.00
Super Jet 475.00
T.V. Ride, new 495.00

SPECIALS

SCIENTIFIC X-RAY POKERS, brand new, place your order now for early delivery. Write for prices.
SCIENTIFIC NEW T.V. KIDDIE RIDES - \$495.00 - trades accepted.
MERRY-GO-ROUND KIDDIE RIDES, brand new, \$495.00, trades accepted.
4 AUTO PHOTOS, completely shopped, guaranteed, \$1,475.00 each.
10 AUTOMATIC BOWLING BALL CLEANING MACHINES, special \$125.00.
Philadelphia Tobacco Skis Ball Alley, specially for Park, Arcades, New, Write.

New
MERRY-GO-ROUND
the REAL Kiddie KAROUSEL

- Best Construction.
- New Type Continuous Music
- Top Chain Store Locations Available
- A Few Distributorships Available

The Cadillac of the Kiddie Rides Business

TEXAS KIDDIE RIDES COMPANY
3500 S. JENNINGS FORT WORTH, TEXAS

CLEANED AND CHECKED READY FOR LOCATION

BRIGHT SPOTS \$130.00
SPOT LITES 80.00
FROLICS 215.00
PALM BEACHES 225.00
YACHT CLUBS 275.00
BEAUTYS 325.00
BEACH CLUBS 395.00
DUDE RANCH 435.00

1/3 Deposit
WM. R. GOLDBERG
656 MADISON AVE. YORK, PA.

GIVE TO DAMON RUNYON CANCER FUND

WANTED—Broadways

Terms: 1/3 deposit with all orders, balance C.O.D.

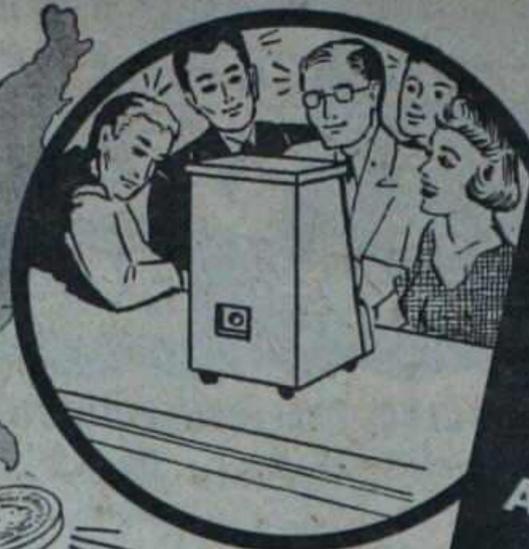
AMI Distributors for Northern Ohio
NOW DELIVERING MODEL E

M. S. GISSER Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.
20-21-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

SAY YOU SAW IT IN THE BILLBOARD!

Earn More Here



THE COUNTERS OF AMERICA ARE READY AND WAITING TO PAY YOU THE KIND OF PROFITS YOU CAN'T AFFORD TO PASS UP!

BINKS INDUSTRIES

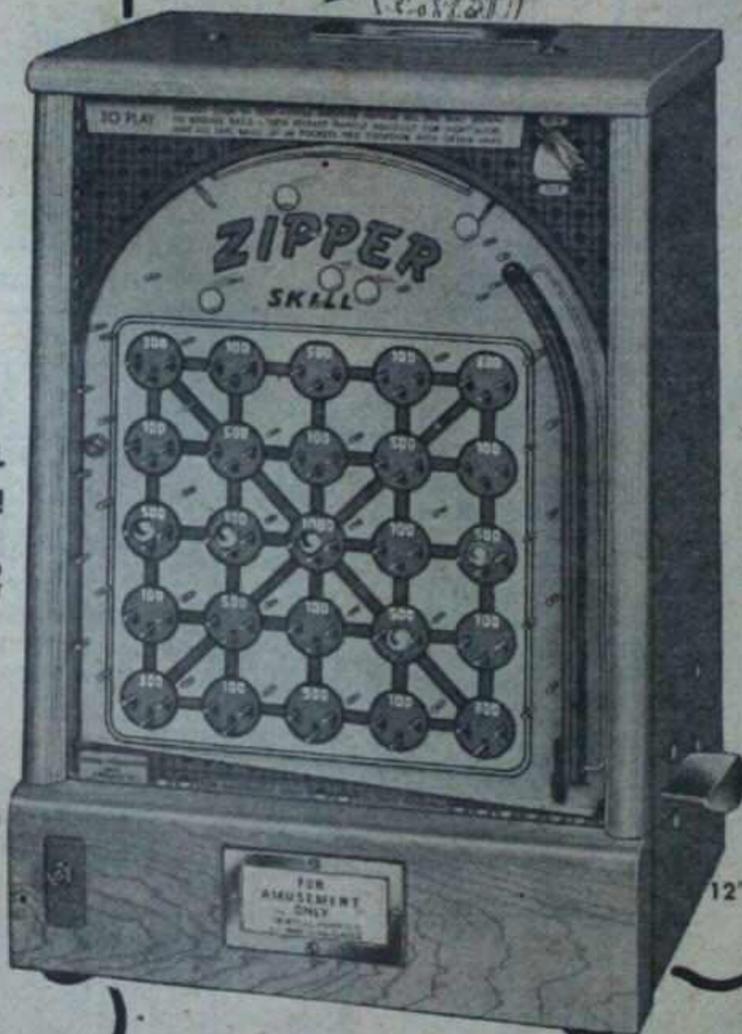
ZIPPER

5 BALL PLAY!

SCORE CARD ASSORTMENT INCLUDED FOR EVERY TYPE OF LOCATION

BALL GUM VENDER (optional)

LARGE CASH BOX



TREMENDOUSLY ANIMATED

TERRIFICALLY FAST

THRILLS AND SUSPENSE

BALL SHOOTER CHALLENGES PLAYERS SKILL

12" Wide By 17" High By 9" Deep Wt. 21 lbs.

WILL MATCH THE EARNINGS OF LARGE AND COSTLY EQUIPMENT WHEN PLACED ON ONE OF THE COUNTERS OR ANY OTHER SMALL SPACE IN YOUR PRESENT LOCATIONS.

NOT A "FILL-IN" ... IT'S A FILL UP GAME!

COMBINES THE GREATEST PLAY PRINCIPLES OF ALL TIME:

- 1. BINGO — You know it—3 in line—4 in line—5 in line!
- 2. HIGH SCORE for competitive play between players and onlookers!
- 3. STEEPLECHASE ZIG-ZAG BALL ACTION!

Universal Coin Insert HANDLES ANY COIN DENOMINATION!

ALL MECHANICAL. NO ELECTRICAL PARTS. EXTREMELY SIMPLE RUGGED MECHANISM.

BEAUTIFUL CABINET WITH MIRRORED SILVER GLASS. DELUXE IN EVERY DETAIL! WOOD FLOOR STANDS AVAILABLE.

Order BINKS ZIPPER for YOUR locations today!

IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU—WRITE—WIRE—OR PHONE THE FACTORY DIRECT FOR THE NAME OF THE NEAREST DISTRIBUTOR.



BINKS INDUSTRIES INC.

MANUFACTURERS OF PROFITABLE COIN-OPERATED EQUIPMENT!

4350 N. PULASKI ROAD • CHICAGO 41, ILLINOIS, U. S. A. • TELEPHONE MULberry 5-4100

chicago coin's Sensational CRISS CROSS BOWLER

*The Most Exciting!... The Most Wanted!...
The Most Talked About Bowling Game
from Coast to Coast!*



- NEW** Trouble Free Double Stacked Pin Reset Motor!
- NEW** "Complete the Bingo Card" Feature!
- NEW** Adjustable "Spot Number 5" Feature!
- NEW** "Mystery or Skill" Adjustment Play!
- NEW** Lights Numbers to be Matched at Start or End of Game!
- NEW** Simplified Adjustable REPLAY Feature!

PLUS Match A Number & Star — and Crown Feature!

Look 8 Ways To CRISS CROSS By Matching Numbers—Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

FEATURING PROGRESSIVE ADVANCE SCORING PLUS TRIPLE-MATCH SCORING

... and GOING STRONGER THAN EVER! ...

chicago coin's ADVANCE BOWLER

The Bowler with the Most Copied Features in the Industry!

- 1st - 2nd - 3rd FRAMES SINGLE SCORING
- 4th - 5th - 6th FRAMES DOUBLE SCORING
- 7th - 8th - 9th FRAMES TRIPLE SCORING
- 10th FRAME QUADRUPLE SCORING

★ New Scoring Thrill! Top Score of 900

★ Featuring ADVANCE SCORING

1725 West Diversey Chicago 14, Ill.

chicago coin

MACHINE COMPANY

BEAUTIFULLY RECONDITIONED KIDDIE RIDES

Special price reductions! ORDER NOW for Spring Delivery if you wish. A small deposit will hold all your machines until you are ready for them. Take advantage of SLASHED PRICES NOW! Take delivery anytime you want. Trades accepted. WRITE—WIRE—CALL TODAY for best selection.

BALLY CHAMPIONS (Western Champ)	\$485	ATOMIC JET SPACE SHIPS	\$195
EXHIBIT BIG BRONCOS (Prairie King)	395	BALLY SPACE SHIPS	465
LEE BEAUTY HORSES	225	DECO SPACE RANGERS	385
THUNDERBOLT HORSES	195	HOT ROD AUTOMOBILE	185
		BERT LANE MERRY-GO-ROUND	Write
		LEE MERRY-GO-ROUND	Write

IMPORTERS: NOW IN STOCK FOR QUICK SALE
10 SEEBURG 100-C's—like new
10 WURLITZER 1500's—like new

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI BALLY—UNITED**

ELECTRIC SCOREBOARDS
Overhead, 15-21 pts. Horsecollar. \$125 ea.
15-21-50 pts. \$125 ea.
Wall Model 15-21 pts. and 15-21-50 pts. \$95.00 ea.
3 Monarch and 2 Chicago Coin Overhead Scoreboards, recond. 15-21 \$75.00 ea.
500 ASS'T SALESBOARDS CLOSEOUT PRICES:
TICKETS
3200 7-11 . . . \$1.15 bag
2170 R.W.A.B. 1.00 bag

22' SHUFFLEBOARDS
Recond. Cabinet, New Maple Tops Access. \$169.50 ea. crated

Lite-a-Line	\$ 75.00
5-Star	75.00
Spot Light	125.00
Bright Spot	150.00
Coney Island	150.00
Keen, Holiday	125.00
Leader	125.00
Atlantic City	225.00
United Stars	145.00
Jumpin' Jacks	100.00
Golden Nugget	100.00
Circus	245.00
Frolics	245.00
Palm Beach	245.00
Bally Shuffle Line	225.00
Genco Shuf. Target	49.50

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
3249 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

FOREIGN BUYERS!

we carry the world's largest stock

In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

Our Service Is Quick, Efficient and Reliable

Cable Us for Our Special Price Lists

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET



SCOTT-CROSSE COMPANY

PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

We Need the Room OUT THEY GO

New and Used Shuffle Alleys all in No. 1 condition. Write for price on same and also on used Bingo Games.

Frank Swartz Sales Co.
515A Fourth Ave., South Nashville, Tenn.
Phone: 4-8571

SEEBURG HIDEAWAY	\$125
SEEBURG 1-46	135
SEEBURG 1-47	165
SEEBURG 1-48 BLOND	195
SEEBURG WOM (W-LS4)	35
WURLITZER 1015	150
WURLITZER 1000	125
WURLITZER 1100	225
WURLITZER 1350	315
WURLITZER 1500	575

RECONDITIONED—REFINISHED!
Terms: 1/3 Deposit, Balance C.O.D.
FOREIGN BUYERS
Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

MUSIC MONEY MAKERS!

WURLITZER 2140 WOM	\$ 25
WURLITZER 3020 WOM	25
A.M.I. MODEL A	195
A.M.I. MODEL B	200
A.M.I. MODEL C	225
A.M.I. MODEL D-48	400
A.M.I. MODEL D-80	495
MILLS CONSTELLATION	125
EVANS CONSTELLATION	325

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

TRIPLE VALUE for your

money when you operate *Bally*® games

1. Biggest earning power

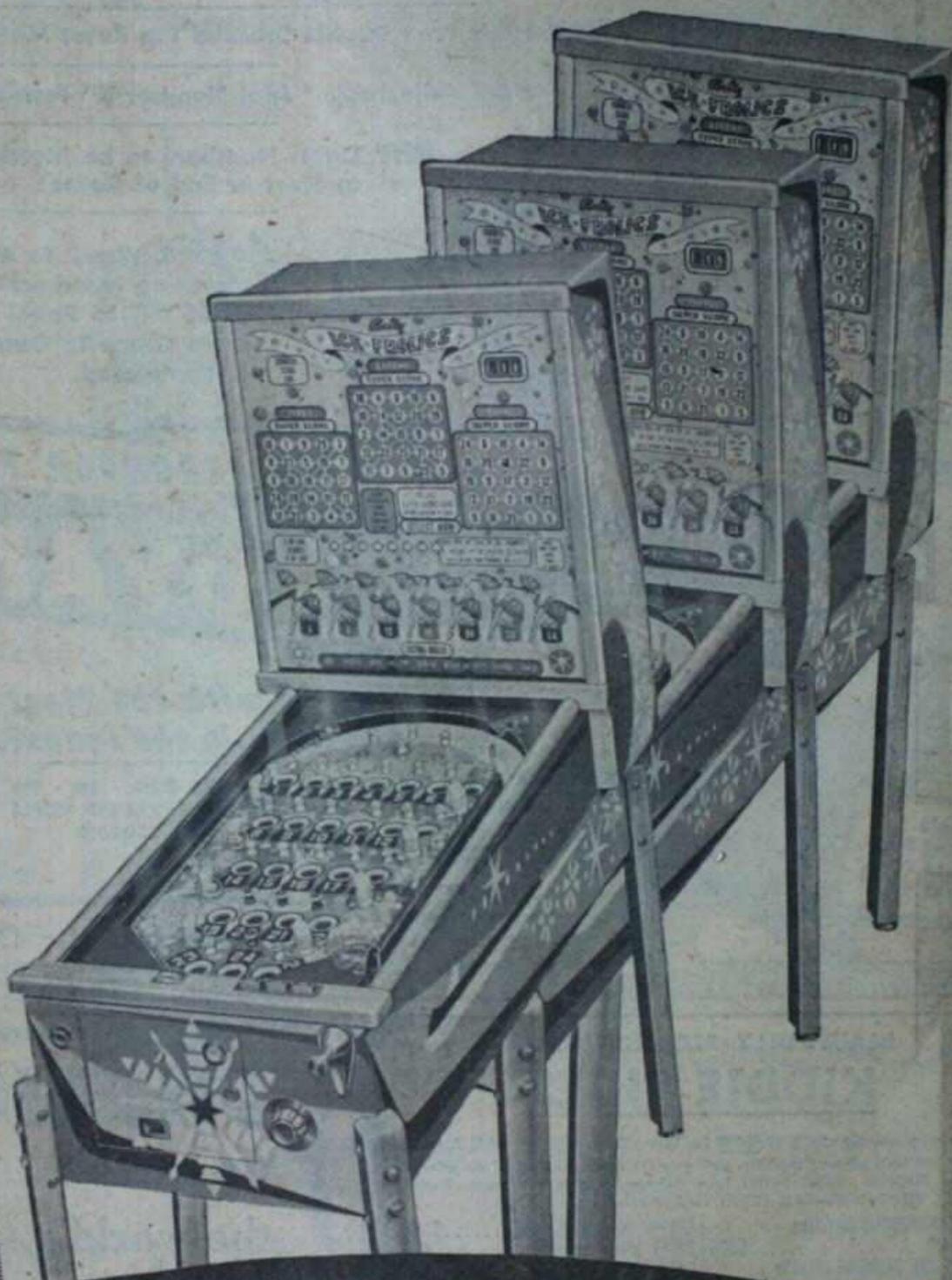
Ballygames are famous for eye-appeal plus play-appeal — the combination that results in top-earnings on location.

2. Biggest net profit

Bally-engineering cuts service-cost to the bone, saves you time, trouble and money, increases your net operating profit.

3. Biggest trade-in value

Market-listings, month after month, year after year, prove that, model for model, Ballygames consistently command highest used prices.



ICE FROLICS

Newest Ballygame, ICE-FROLICS combines the attraction of 3-cards play with profit-proved features of recent Ballygames, plus brand-new money-making features. See ICE-FROLICS at your Bally Distributor today. Get ICE-FROLICS on location to increase your in-line earnings in a hurry.

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UNITED'S

HAVANA

WITH FASCINATING NEW

return all balls feature

SCORELESS FIRST GAME ENTITLES PLAYER TO EXTRA FULL GAME by simply pressing button, holding all advantages gained in first game. Extra coins can also be played for extra advantages in second game.



SPELL **HA-VA-NA**

FOR EXTRA IN-LINE SCORES—CAN ALSO SPOT NUMBERS 2-5-8

TWO SPECIAL CARDS (FOR EXTRA IN-LINE SCORES)

5 SELECT-EM FEATURES { SPOT A NUMBER
EXTRA BALL
3 in Line Scores 4 in Line
BOTH SUPER CARDS
BOTH SPECIAL CARDS

- FOUR CORNERS SCORE
- EXTRA TIME FEATURE
- UP TO 3 EXTRA BALLS PER GAME
- NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:
 BACK GLASS SLIDES OUT EITHER SIDE
 BACK-BOX MECHANISM TILTS FORWARD FOR EASY ACCESS
 FRONT AND BACK DOOR HINGED

SEE YOUR DISTRIBUTOR

SEE UNITED'S LEADER AND CHIEF SHUFFLE ALLEYS
 Now at your Distributor



AVAILABLE IN 2 SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.



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ALL SIGNS POINT TO... **Select-o-matic**

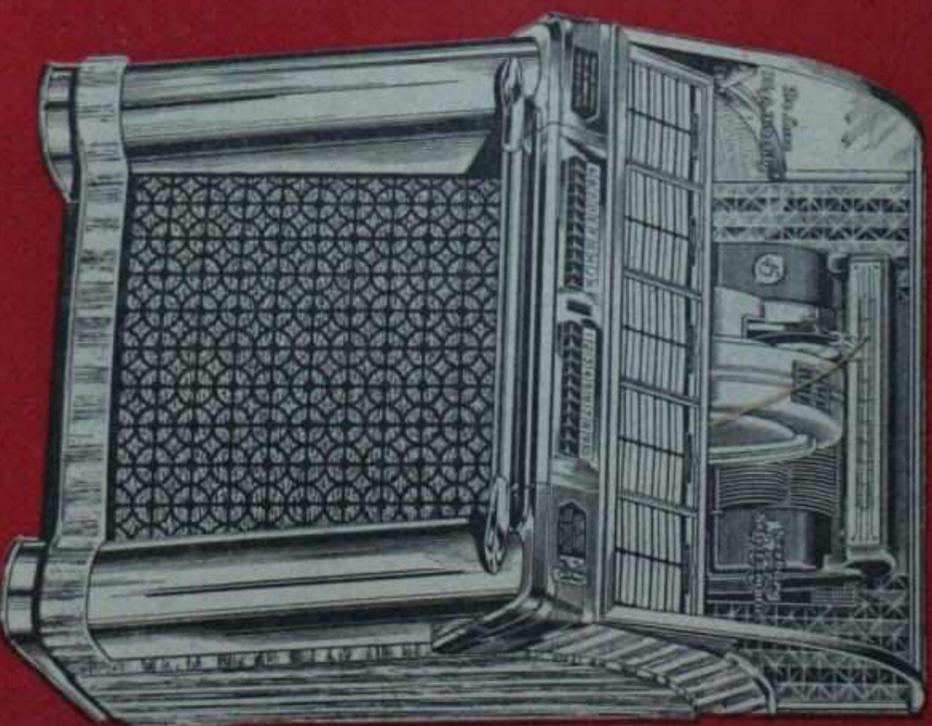
SPRING TENSION MAGNETIC PICKUP ▶

HIGH FIDELITY AMPLIFIER ▶

HIGH FIDELITY ▶

HIGH FIDELITY SPEAKERS IN PHONOGRAPH ▶

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