JANUARY 31, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

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

## Artist Rep Org Joins Variety **Guild Battle**

Supports Union's Boycott Request On Unfair Offices

NEW YORK, Jan 24.-Artists' Representatives' Association came after the release of the La Rosa the young singer has been going as an experiment into the battle between Chicago cutting, the first for the label as on for the past seven or eight store here in 1949, sales of some bookers and AGVA this week well as the singer, the diskery has months. Godfrey, of course, has 25 manufacturers to operators when the Association notified all shipped over 100,000 disks to dis- one of the heaviest radio and TV have already hit about \$6,970,000. with people marked unfair by the over 100,000 more, and has placed

ARA agents include the William Morris Agency, Music Cor-poration of America, General Artists Corporation and most of the larger independents. ARA members control most of the big-(Continued on page 12)

## Bigger Commie **Probes Slated**

WASHINGTON, Jan. 24.-Vastly expanded investigations of subversiveness in the entertainment Inaugural Viewing industry are shaping up in preparations by three different congressional committees. The House Committee on Un-American Ac-(Continued on page 4) had 4.6.

GODFREY'S DISK DRIVE

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

super salesman, a power which custom division here. the Columbia Broadcasting System star has proved for countless young chanter has stirred up sponsors, has been demonstrated more excitement with his Cadence again via the striking success of release than any other singer the first waxing of warbler Julius since Al Martino hit with his BBS La Rosa on the new Cadence waxing of "Here in My Heart."

This week, only fourteen days

NEW YORK, Jan. 24. - The | an order for the pressing of 400,power of Arthur Godfrey as a 000 disks with Capitol Records'

> Thru Godfrey's plugging the Heavy Schedule

Godfrey's radio and TV push of

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

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

By DICK SCHREIBER

CHICAGO, Jan. 24.—The relatively new and burgeoning coinoperated kiddle ride industry is well on its way toward being a \$20,000,000 a year enterprise and is still growing. Tho still in its infancy, having been first launched its members not to do business tributors, claims back orders of schedules in the business, and he Now on location are 8,200 assorted (Continued on page 13) rides, each ranging in price from

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

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

Entertain and Sell

The rides do two jobs, separately or simultaneously: They give the kiddies something

to do while mom is shopping. They help sell thousands of dollars of such merchandise as cow-(Continued on page 78)

## Copyright Storm Hovers Over Bulk of Cohan's Songs

By PAUL ACKERMAN

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

## Trendex Interprets

NEW YORK, Jan. 24. - Almost half the TV audience of the inautivities, under chairmanship of guration on Tuesday (20) caught Rep. Harold H. Velde (R., Ill.), the coverage provided by the Nawill continue the inquiry into tiona. Broadcasting Company, ac-Communism in the entertainment cording to a 10-city Trendex surworld, with particular emphasis vey. The average Trendex rating on the TV-radio industry, as soon of NBC-TV's six-hour coverage as a priority probe into educa- was 24.1. The Columbia Broadtional institutions is completed casting System pulled in a Trend-However, the entertainment in-dustry is earmarked for priority ex 6. 18.4 for its coverage, and the attention by a Senate Internal Se- American Broadcastin Company

"It's a Grand Old Flag." "Mary," etc. The Cohan estate's attorneys, O'Brien, Driscol & Raftery, late this week admitted that negotiastage. The firm of attorneys the rights I have had for 20 stated that a new corporation had years." Vogel said that the Cohan been formed, titled George W. estate "has all the renewals since Cohan Music Publishing Com- Cohan died . . . and I have all tion owned all of the Cohan copyrights. O'Brien, Driscoll & Raftery were loathe to give any details as to the nature of the negotiations being worked out with Vogel, but all reports were to the songs." Asked whether this the Chicago district. to the effect that they wished to assemble in the new Cohan publishing firm all of Cohan's compositions-estimated at between 300 and 350.

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

#### Vogel, relative to the disposition posers, Authors and Publishers, of the bulk of the Cohan copy- Music Publishers Protective Assorights. Vogel for years has been ciation and Songwriters Protective administering most of the impor- | Association, affirming that control tant Cohan copyrights, including of Cohan's songs were vested in the George M. Cohan Music Publishing Company, Inc.

Jerry (the old songs are the best songs) Vogel, when contions with Vogel were proceeding: tacted this week, stated, "I am that they were in an incomplete okay. I'll continue to administer pany, Inc., and that this corpora- the renewals which came up before he died." George M. Cohan died in 1942.

> included mechanicals, synchronizations and performances, Vogel a \$500,000 civil suit against the answered affirmatively. Ques- union charging damages and coer-

(Continued on page 13)

# Chicago Group

CHICAGO, Jan. 24.-The Chicago Cafe Owners' Association joined the newly named Entertainment Managers' Association of the Midwest, Inc., to bring pressure against the American Guild of Variety Artists and its officers by filing a complaint with the Queried as to just what rights National Labor Relations Board,

> In addition, CCOA plans to file (Continued on page 12)

## D. C. FAVORS TELE

## Major Moves Invite Heavy Medium Use

By BEN ATLAS

faces a larger role than ever im-

## PROFITS

Under Your Own Name!

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

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

> What Do You Want to Buy or Sell? Turn now to pages 38, 60, 94,

mediately ahead in government WASHINGTON, Jan. 24 .- TV and politics, punctuated by these latest major developments: (1) President Dwight D. Eisenhower's avowed willingness to let TV and radio for the first time in history cover his news conferences ever so often; (2) quiet preparations by several cabinet officials to use TV to get their ideas across to the people either by panel shows in which the cabinet officials will appear or in individual "fireside talks"; (3) introduction of a new resolution by Rep. Jacob K. Javits (R.-Lib., N. Y.) to open House proceedings as well as committee hearings to TV and radio coverage, and (4) TV's own increased impetus as the result of the stronger footing it gained from its unprecedent'y wide presidential in-(Continued on page 3)

## LUCY'S BABY **GIVES SPIKE** ROUGH NIGHT

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

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

## Sports Do About-Face; Seek TV to Stem Loss

By SAM CHASE

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

Perhaps the most interesting potential deal on the fire is that by which major league baseball would get daily national TV network coverage for the first time Gen Dutdoor ..... next season. At least two networks currently are engaged in egitimate ..... 2 deep discussions with the dia- Letter List ..... 59 Vandeville mond impresarios, seeking to iron Magic ..... 44

out the wrinkles before opening day, in mid-April. The plan is to lens day games only, blacking out cities in which major or minor league games are going on simul-(Continued on page 3)

Fairs & Expos.....

Copyright at mallerun

## Billboard Backstage

like Eddy Arnold and his manley Rose, Pee Wee King, Tennes- Montgomery populace. see Ernie and a handful of others, I have found to be warm, genuine people. I particularly regret that I never met Hank Williams. One surely did not have to meet or that you're thru and don't know know him to know that he was a it." person of vast and real talent. This was obvious from the songs he wrote.

And not having known him, I certainly would not presume to write anything of a personal nature about him. I hope the small tale I tell here will be interpreted and accepted in the spirit in which I write it. I mean no irreverence insofar as the memory of Hank Williams is concerned, and I intend no malice toward the other folk singer involved.

This other folk singer, a talented and high-ranking performer Montgomery, Ala., Williams' home town, not too long before

I have long regretted that I to a theater with a far greater tically researching and writing have not had the opportunity to capacity. A few weeks after the Hank Williams' biographies. meet many more folk artists, fiasco, this singer, Williams and a have no doubt that a number of songwriters and music men than small group of friends were visit- the creators of these present and I have met. For those few I know, ing. The singer who had done so future works, and the publishers poorly made some caustic remarks and producers of them, mean their ager Tom Parker, Fred and Wes- about the backwardness of the efforts to be a sincere tribute to a

"You got it all wrong, friend," chided Williams, good-naturedly, a part of American music as "There's nothin' wrong with the Stephen Foster's. folks in Montgomery. It's just

The other singer made an angry retort, and Williams ribbed him further:

"G'wan," he said, "I could draw more people in Montgomery dead, than you can alive."

Virtually every paper in the country, of course, carried the story that on Sunday, January 4, more than 20,000 people jammed the City Auditorium in Montgomery for Williams' funeral.

Williams' death was followed, as has been reported in the last lasting credit. They are demonseveral issues of The Billboard, strating, in the most dramatic by an avalanche of songs, records manner, that their affection for in his own right, played a date in and other items of merchandise Hank Williams is deep and true; concerning his life and early de- that their regard for his fabulous mise as has seldom occurred in talent is so great they refuse to Williams' death. He (this other this nation following the death of make an extra profit on the brutal singer) fared rather poorly, draw- its greatest men. And even now, fact that this talent has vanished ing a feeble thousand persons in-countless sudden authors are fran- from the earth.

young man, many of whose songs are destined to become as much

I have no doubt, either, that a substantial number of them are ghouls, trying to turn a fast dollar by trading on the respect and admiration which hundreds of thousands of grief-stricken people felt at Williams' passing.

The music business persons in the best position of all to clean up a fast bundle are, of course, Williams' publishers, Acuff-Rose.

The fact that they are almost the only people who are not issuing a single, extraordinary Hank Williams project is to their ever-

## Legit Line-Up

Dolly Sisters in "Oh Look." . . . Norman Corwin has agreed to Roberts" is now playing. Pirandello's "Naked," with Tyrone Guthrie directing. . . . Peter Glenn has acquired "To Charlie, With Love," by Peggy Phillips, for an April bow on Broadway.

Bruce ("20th Century") Millholland has turned out another comedy, "Absolute Bliss." . . . Hunter College, New York, will start a new course, "Writing for Musical Theater," on February 17. . . . Sally Benson's "Josephine" opens Monday (26) in St. Louis for a week, with Chicago on the books for two weeks before New York. . . . The Provincetown Repertory gro pened its eighth season Friday (23) at the Provincetown Playhouse, New York, with "The Second Mrs. Tan-queray."

Broadway Angels, Inc., sent out letters last week suggesting that the organization serve as a clearing house for any groups interested in investments in theaters. a coliseum, etc. The organization has made extensive studies of all problems theater-wise. . . .

The Vanderbilt Theater in New New York version of "My Three Traube is considering "Love York relighted as a legit house Angels," produced by the Saint Story," with Jane Wyatt, "His ing temperamental was knocked last Wednesday (21) with "Mid- Subber-Allen-Thomson organiza-Summer" after 14 years given tion. March 9 is pencilled in for over to radio. The theater first its Broadway bow, after a Februopened March 17, 1918, with the ary 23 showing in Philadelphia at stands at 400G.... Veronica Lake the Walnut Theater, where "Mr. Tandy and Hume Cronyn. . . . and March 9, "Fasten Your Belts," Roger Stevens plans a revival of for the Shubert; February 16, the Locust; March 2, "Camino named producer of the upcoming copy of his new song to the Pres-Real," at the Forrest.

LONG NYC BALLET RUN EARNS 500G ...

The New York City Center Ba! :t troupe wound up its longest winter season (12 weeks) Sunday (25) having earned \$500,000 and presented eight premieres and one ballet new to the company. The company's spring season will bow May 5 and run thru June 14, with July 6 set for opening in Los Angeles' Greek Theater ... In back of Herbert V. Gellendre and Everyman Associates, non-profit Broadway producing group which will present plays for charity benefits, is a citizens committee of churchmen, educators, welfare leaders and plain theater enthusiasts as sponsors.... On Walter P. Chrysler's production docket are "The Thracian Horses"; "On Earth as It Is in Heaven," with Margaret Webster directing, and Clemence Dane's dramatization of Walter Slezak has signed for the "Broome Stages." . . . Shepard ter production.

begins rehearsals mid-February Ossie Davis play for the New Playwrights.

#### ARENA GUILD GIVES TWO PREMIERES ...

The Arena 'Guild of America gave world premieres of two plays Tuesday (20). Baltimore saw "The Fourth Degree," and Memphis saw "The Finishing Touch." The purpose of the organization is to foster theater-inthe-round. Other arenas are now joining the circuit.... Toledo, O., will feature a professional stage show for its Ohio Sesquicentennial celebration this summer. Charles H. Blake Productions will stage to the tune of \$40,000. The Lake Shore (Darby, Pa.) Play house and the League of American Penwomen announce their Sixth Annual Playwrighting Contest for full-length plays never produced commercially. First prize is \$100 and a summer thea-

## Picture Business

By LEE ZHITO

past performance will show, hetti, who already has enjoyed Metro-Goldwyn-Mayer is one several screen appearances, and company that will not permit per- Lauritz Melchior), especially in a sonal prejudice to stand in the costly Technicolor musical. The way of good business. As it must climb is normally a little more to all studio men, the realization graduated. of TV's selling power came to the Metro-ites. The hard, fast and firm ban against TV appearances by its stars (with exception of Red Skelton) was lifted last week to permit Robert Taylor to personally plug the picture, "Above and Beyond" last Sunday on Ed Sullivan's "Toast of the Town." Metro also drops the veil and permits its stars to be exposed to the TV eye during the world permiere ceremonies of "The Naked Spur" in Denver February 6.

During the past few years, an interesting trend has been taking shape at the picture companies leaning decidedly in favor of recording artists. Latest example of this is Paramount Pictures' star build-up campaign for Rosemary Clooney. The lass who hit the record selling big-time with "Come On-A My House" is given top billing in Paramount's Technicolor "The Stars Are Singing" produc- There are a number of other tion. This marks her screen debut. examples of personalities taking It is unusual for a studio to give the disk door to the screen, in-

HOLLYWOOD, Jan. 24. - As credit (over Anna Maria Alberg- Lewis and Barbara Ruick a

Paramount, however, has leveled its top guns at the project and is out to make a screen star of the songstress. Its promotional wheels have been grinding at full speed. During recent weeks, for example, Miss Clooney prominently shared the limelight with Paramount Board Chairman Adolph Zukor during his 50th anniversary ceremonies.

Warner Bros. found box-office success in grooming diskdom's Doris Day into the top star category. Finding that record names pay off, the same studio picked on photogenic Peggy Lee and costarred her with Danny Thomas in "The Jazz Singer," one of its biggest musical productions of the year. Miss Lee is now under a long-term pact with the Burbank studio and seems destined to hit the top star level of moviedom.

a movie newcomer top billing cluding Billy Eckstine, Monica their support.

Metro. The late Hank Williams was signed to an M-G-M pic pact. He was set to appear in a film last summer, but conflicts in schedules forced a postponement which he did not live to fulfill.

With an eye on the box office, screendom's starmakers have a twofold purpose in selecting recording artists for pictures. In such names as Peggy Lee, Rosemary Clooney and Doris Day, among others, they are assured of a pre-sold personality. Millions of persons have purchased their records and it stands to reason that their record fans wil similarly express their devotion for their favorites at the box of fice, television or no. Secondly they are aware of the great promo tional power wielded by the nation's disk jockeys. A film starring a record favorite is sure to enjoy millions of dollars of free plugs on the air, thanks to deejays who most likely-will plug the film when they spin that art ist's disks, especially if it happens to be a tune from the picture. The studios today invite the deejays to their prevue screenings as a regular procedure in an effort to win

## Washington Once-Over

James C. Petrillo, president of the Yehudi Menuhin rescued the American Federation of Musi- show from boredom after Pidgeon cians, greeted President Dwight reluctantly abandoned the stage. D. Eisenhower at the inaugural Pidgeon's garrulousness raised ball with a puckish reference to the possibilty that maybe he has the white tie and tails he was a special language of his ownwearing. "I had to get all dressed up to get in here," said Petrillo. "So did I," said the President.

Pidgeon-English. A mong the night's prize Pidgeonisms: "Ladies and gen'lmun, you have just

FEW SCENES NOT YET CHRONICLED . . .

It was a week of trial as well as triumph for show business stars saluting President Eisenhower's inauguration. Here are some of

the weird vignettes: Lily Pons eloquently carolling

"The Bell Song" to inaugural ball throngs that virtually ignored her: The gossipy jampacked celebrants were busy staring up at an opposite balcony where President Eisenhower and his family beamed sedly induced rangy John Wayne in the spotlight.... Eugene Conly, another soloist at the twin inaugural balls, looked bewildered on the situation. She began her when he wound up one of his songs to find that President Eisenhower had unwittingly turned his back on the performer in order to greet some well-wishers who had entered the presidential box. Delayed applause came from the president after somebody in the box nudged the visibly apologetic executive. . . . Metropolitan Opera Star Maria Gamberelli, whose talent is at a premium, was crowded out of the inaugural act. The singer good-naturedly shrugged her shoulders when she was told there simply wasn't time left. . . . Fact is that the old chestnut about prima donnas beand Hers" and "The Girl in the awry. All of the stars took the Pink Tights." . . . Advance for mishaps cheerfully and grace-"The Love of Four Colonels" now fully. . . . Band Leader Meyer Davis, who had been scheduled to attack by critics on the type of introduce his new song, "Mr. gangster picture Hollywood turns on "Masquerade" for Ben Tom- President" at the inaugural ball out has sparked off another attack 23 in Miami Beach for a 10-week after the Eisenhower party left short of essential foodstuffs. Where Late the Sweet Birds season, with a Southern tour to the armory. Davis will get a Sang," and March 9, "Kathie," at follow.... Stanley Greene was chance, tho, to present a special will spend \$15,000,000 on Hollydent in a White House ceremony in the next couple of months. Meanwhile, the song was debuted at a cabinet reception this week. Davis' daughter, Virginia, sang the song, accompanied by her mother at the piano. . . . At one of the twin inaugural balls, W. C. Handy, "father of the blues," played his own "St. Louis Blues' version on the trumpet. No one told him that the President had left. . . . Screen Star Walter Pidgeon nearly ruined the Sunday night inaugural concert by staging

## BROADWAY SHOWLOG

Performances thru January 24, 1953

DRAMAS

(Playhouse)	110
Dial "M" for Murder10-29, '52	164
(Disconnectio)	
Mid-Summer 1-21, '53	5
C T GITGE GITLE	
The Bat 1-20, '53 (National)	7
(National) The Children's Hour12-18, '52 (Coronet)	44
(Coronet) The Crucible 1-22, '53 (Martin Beck)	4
The Deep Blue Sea11- 5. '52	93
(Morosco) The Fifth Season 1-23, '53 (Cort)	
The Fourposter10-25, '51 (Golden)	527
The Love of Four Colonels 1-15, '53	12
(Shubert) The Male Animal 1-17, '53	
(Music Box) The Moon Is Blue 3- 8, 51	779
(Henry Miller) The Seven-Year Itch11-20, '52	76
(Fulton) The Time of the Cuckoo10-15, '52	117
(Emples)	
Fime Out for Ginger11-26, '52 (Lyceum)	69
MUSICALS	
An Evening With Beatrice	
Lillie10- 2, '52 (Booth)	
Suys and Dolls12-15, '50 (46th Street)	980
law Exect of 1059 P 54 cm	292
(Royale) Pal Joey	445
South Pacific 4- 7, '49  (Majestic)	1,564
are reining minu 1	763
(St. James)	
wo's Company12-15, '52	48

CLOSED

Be Your Age..... 1-17, '53 (48th Street) (Opened 1-14, '53)

Wish You Were Here ..... 8-25, '52

(Imperial)

WASHINGTON, Jan. 24.- a one-man filibuster as emsee. and gen'lmun, you have just heard Jeanette McDonald sing two arias and an encore."

BALD-HEADED ROW BEDEVILS STARS . . .

Some of the hoopskirted lady stars in the inaugural festival show got the surprise of their lives when they promenaded onto the spotlighted stage in Uline Arena. They found the press gawking up at them from a location akin to bald-headed row in a burlesque house. Irene Dunne embarrasto flank her for protection.. But hillbilly Dorothy Shay capitalized skit with some ad-libbing to a patter of music: "If I'd known it was gonna be like this, I'd have worn a slip." Then addressing herself apparently to congressmen in the audience (there were plently of them), she said: "Couldn't you vote a law against

## London Dispatch

By LEIGH VANCE \_\_\_\_

LONDON, Jan. 24. - A recent

At a rough figure, this country wood films in the coming year. Converted into animal foodstuff this could become meat worth two or three times that amount. Whatever the backstage wrangling was about, on the surface the reason why Britain continues to spend this large amount on non-essential products is twofold. First - the Government knows that Hollywood makes its profit on British sales. Take away their profit and (Continued on page 46)

# **Paris**

By ANNE MICHAELS-

PARIS, Jan. 24. - Paris has come down, en masse, with an epidemic of the grippe, and a tremendous slump in business has resulted, with receipts fallen to a new low. At the latest count 40 per cent of the actors in town have succumbed, with many of the theaters closing for the duration of the epidemic.

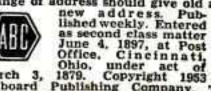
The Jewish Habinah theater, closed by the German occupation (Continued on page 4.)

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Communications to 1564 Broadway, New York 36, N. Y.

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

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

Included in the new group of CP's is Wyoming's first TV sta-Hampshire and Vermont, remain without TV grants.

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

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

## BULLSEYE

## One-Shot Buy Leads to Long Term Deal

NEW YORK, Jan. 24.-A oneshot buy on January 14 made a Belltone Hearing Aid firm. As a result, it just signed a long-term web contract with the American Broadcasting Company. Belltone scarce in this city. picked up the "Life Begins at Eighty" show for a single outing, from WNBT after th biggest exand results were so good that penditure yet made by "JZ-TV after another single on February for a local stanza, abo "\$2,500 4, it will return on the show for 49 weeks more beginning Febru- Pulse rating for the five week ary 18.

## COPYRIGHT

## Broadcasters, DJ's Plagued By New Law

NEW YORK, Jan. 24. - The new amendment to the U.S. copyright laws covering recording and performing rights of literary works, which was effective January 1, is already having an ulcerous effect on broadcasters in general and deejays in particular. The amendment in effect places the same performance restrictions on the airing of material taken in tion authorization, which went to whole or part from magazines, Frontier Broadcasting Company, newspapers, lectures, sermons, Cheyenne, to operate on VHF poems, books or any other non-Channel 5. Only two States, New dramatic literary work as now exists on the performance of musical and dramatic works on the

Since no central clearing house

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

Continued from page 1

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

#### No Conflict

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

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

The deal, if it is completed, is expected to bring a big piece of change to the diamond merchants which, when added to local TV revenue, will certainly mean the has ever been set up for the per- difference between profit and loss (Continued on page 18) for the year to several clubs.

National Basketball Association, name boxers, teeing off via altho no longer a fledgling loop, American Broadcasting Company nevertheless finds some of its top on a co-op basis Tuesdays, 9-10:30 teams in financial straits.

hiring name acts and bands to and the web then decided to pick entertain between halves as an it up on a co-op basis. attendance lure (see story in Music department this issue).

for coverage of Saturday after- other two 30-minute periods. Cost noon tilts for the remainder of in New York is \$2,000 per half the season, and is understood to have demanded a rights fee of \$7,500 per game. If the web is unable to sell the package to a single sponsor, it may seek to co-op the tilts.

#### Pug Picture

The boxing picture also is

Representative Javits' resolu-

tion for TV-radio coverage of Con-

On the pro basketball front, the Arena matches, featuring topp.m., starting February 17. The Thus, the Minneapolis Lakers deal was set originally for local and the Syracuse Chiefs, both TV for WJZ-TV, New York, by perennial powers, have turned to station manager Paul Mowrey.

Piel's Beer is bankrolling the middle half hour in New York, The league has entered into ne- with another bankroller reported gotiations with the Du Mont web on the verge of signing for the

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

## showing amplified coverage, what with the Ridgewood Grove Romm May Get MCA TV Spot

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

The move follows the resigna-MCA's TV Jepartment after about nine years with the agency. gress is broader than one which Sanford has not yet revealed his

## Lewin May Head H-G AM-TV Dept.

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

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

committees. Those rules borrow ready made by the committee on tions." Javits' bill provides for a the Bill of Rights of the Associacode of rules for witnesses at tion of the Bar of the City of New

## NEW HEFT FOR VIDEO

## Developments in DC Point Up Medium's Growing Role

Continued from page 1

# Signs 'Rootie'

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

"Rootie, which switched over weekly, turned in a snappy 7.9 days starting January 5. As a re-The program airs in the 8:30-9 sult, Station Manager Paul Mowp.m. Wednesday slot via ABC, rey now is considering adding a using 108 stations. The deal was strip titled "Magic Lady," featurset by Charles P. Ayres, vice- ing Skipper Dawes, a prominent president for radio for the net- name in Philadelphia. Show work, with the Olian & Bronner would get the 5:45-6 time around mid-February.

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

The new administration, appress-TV-radio secretary, James parently more TV-minded than contact that the President is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs the contact that the president is networks and whether the webs that the president is networks and whether the webs that the president is networks and whether the webs that the president is networks and whether the webs that the president is not the president is not the president in the president in the president is not the president in the pres any in history, is ready to give studying feasibility of putting the fullest encouragement to the new welcome mat out to TV and radio an arrangement. perhaps once monthly to one of the weekly news conference. White House thinking currently is that TV's once-a-month role may was scrapped in House Rules plans. be varied: It may be a straight Committee last session. In introlook-in on a news conference, or ducing his latest bill, he cited the it might be coverage of an indi- President's announced intention to vidual talk by President Eisen- allow TV and radio at news conhower from the White House, or ferences. Javits also cited "the it might be a panel discussion by beneficial experience of television the President with appropriate coverage of the presidential cam-cabinet members. The White paign" and "the already estab-House is uncommitted to a oncea-month program of this nature, age of United Nations Security nor is there any assurance that the practice would be continued if confirming "the need for modernstarted, inasmuch as there is no izing our congressional procedure certainty that a televised presidential news conference will definitely be practical. Questions already raised along the Potomac proceedings making them availare: Will there be too much offensive mugging by newsmen? United States and especially to Will the conferences take on an millions of school children over heavily from recommendations alinquisitional tone offensive to a nationwide hook-up of 118 sta-viewers? Will the President find tions." Javits' bill provides for a it impractical?

Whatever the answers may be, the administration is not expected hearings of committees and sub- York. to be swerved from its determination to make greater use of the new medium. That is reflected in the unchronicled plans of several of the calinet members to explore

## Jarvis Back As KFWB Jock

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

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

When Jarvis originally departed

WASHINGTON, Jan. 24 .- Jus- tributors. Justice claims that they tice Department's first major test combined to keep TV stations case under new Attorney General from using 16mm. feature films. Herbert Brownell Jr. will come The hearing has been set for into the spotlight Monday (26) June 16. when the anti-trust division's case against the National Football League is up for trial in Philadelphia. The action, initiated by the government in 1951, and lishers against Broadcast Music, charging the league and its members with restricting radio and TV coverage of its games, is considered one of the touchiest of some

The Philadelphia trial, which will be watched by the entire TVradio industry and the sports world, may have widespread recussions is the possibility that a

(Continued on page 18) and other film producers and dis- were involved in the probe.

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

Meanwhile, one of the last acts of James P. McGranery as attorney general was to drop on the eve of the inauguration a grand jury investigation of the TV-radio manufacturing industry. percussions. Among the reper- McGranery announced that the jury, sitting in New York, had complaint may be lodged against turned up nothing to warrant the National Collegiate Athletic criminal action, but that sub-Association, which recently voted poenaed documents were being overwhelmingly to continue its studied and the possibility of a practice of restricting televising of civil anti-trust suit remained. networking his wares. Both his radio and TV shows, however, remained local despite the sta-Century-Fox Films Corporation ing makers of radio and TV sets

Copyrighted mates

## 'Today' May Become Yesterday Tomorrow

NEW YORK, Jan. 24.-Recur- time as during its first month. ring rumors that the National Only a few weeks ago the web Broadcasting Company is getting brought out a special sales proready to drop its 7-9 a.m. TV motion film to plug the show to show "Today" were given partial substance this week, via a report that the web is conducting a hush-hush survey of it affiliates and owned-and-operated outlets drive isn't expected to have much show's demise would have on loca. tation evenue. If stations that the web's dissatisfaction with don't register too violent a protest, the network indicates it months ago when top brass would like to move up its first learned for the first time that eb offering to around 10 a.m.

program started off its second high that even if the show sold year of telecasting this month out, the web still would lose with 10 times as much sponsored money.

advertisers. The big push was also backed this week, via the assignment of a special three-man sales unit to the show.

However, the steppr -up sales stermine what effect the effect on the network's present thinking. Reliable sources report the program started a couple of "Today" can never pay off. Pro-Ironically, the Dave Garroway duction costs are supposedly so

## Gridders Gird for JD Joust on AM-TV

140 anti-trust cases which the in-Jarvis left KFWB seven years coming administration inherited

- F1 - - 11

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

15 5 4 1 met + 15 13 1

TELEVISION-RADIO

mission may possibly issue a final Resnick's findings in connection verdict in the American Broad-casting Company-United Para-mount Theaters, Inc., merger next week despite a bill introduced mount to divorce itself from film Thursday (22) by Sen. Charles W. distributors. The divorcement pro-Tobey (R., N. H.), chairman of the duced UPT.
Senate Interstate and Foreign The Tobey bill would authorize Commerce Committee, obviously the FCC to refuse a station li- hard time with the Press Union intended to hit the theater-film- cense to a person found guilty of network coalescence. The Tobey monopolizing or attempting to bill proposes to amend the commonopolize the production, dismunications act so as to deny litribution or exhibition of any form censing federal anti-trust offend-ers. Since neither UPT nor ABC be made by the FCC in those cases has ever been convicted of anti-where there has been no anti-trust statement that "Press Union cartrust violation, the bill does not apply directly. Whether FCC will come out next week or immediately later with its green light was uncertain at press time, but it was known that the majority ticed in connection with broadcast view was drafted. A separate operations, and where the appliopinion is expected from Commissioner Edward Webster, while Commissioner Frieda S. Hennock ability of such entertainment for is long known to have been ready- broadcast." ing a strong dissent.

to make the FCC sit up and take public interest to "permit enternotice before okaying the mer- tainment by radio and television ger, is not getting much enthu- broadcasting to be dominated by siasm from some of his commit- any persons who have violated the tee cohorts, but the bill may get anti-trust laws in connection with a hearing later this session in any other form of entertainment." connection with Tobey's avowed Agreement entered into by prodetermination to investigate the ducers, distributors and exhibitors field of film-theater TV-network of entertainment to monopolize relationships. The measure is di- and restrict the availability of rectly aimed at Paramount Pic- such entertainment for radio and

## Bigger Commie **Probes Slated**

Continued from page 1

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

munications Commission has been thoroly examined. A total appropriation of \$200,000 has been approved for the upper house's major investigating subcommittee to carry on its activities. The unit had \$100,000 to spend last year.

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

original plan outlined by subcommittee counsel Richard Arends,
calling for investigation of the council. An 18-month fight to Voice of America, the FCC, the get radio and TV facilities into SPOT SALES SWITCH . . . advertising industry and other council proceedings has been led fields related to TV-radio.

WASHINGTON, Jan. 24.—The party to the merger and which, Federal Communications Com- under FCC hearing examiner Leo

The senator emphasizes in the The Tobey bill, ostensibly timed legislation that it is against the

tures Corporation, which is not a TV broadcasts "necessarily deties," Tobey contends.

NO NEWS

## **UHF** Outlet Claims Bias By Papers

ATLANTIC CITY, Jan. 24. -In the January 17 issue of The Billboard it was reported that some of the new UHF stations were finding the local press reluctant to publicize the new channels, and that WFPG-TV here, in particular, was having a papers. Altho confirming the fact that Press Union refuses to carry any program listings for WFPGried many stories hailing the arrival of the station there last month."

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

Union's statement that they have jointly contend. only received five requests for listings of WFPG-TV. The news-"over 995 signed postal cards requesting WFPG-TV listings were WU. mailed by local residents to Press Union. There have also been prive the public of full enjoyment substantial phone calls to our staand the use of broadcast facili- tion and to the paper without

# AT&T, WU Square Off In Theater TV Hearing

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

If the FCC votes for common carrier transmisison, inter-connection of the facilities of common carriers engaged in furnishing theater TV and transmission services "would obviously expedite Weber also denies the Press service," MPAA and NETTC

AT&T undoubtedly will oppose the WU petition since it is now paper said they'd run listings if alone in the intercity video field there was "sufficient demand by subscribers." According to Weber, sion to withhold approval of a mer owner of WAAB, Worcester, WU-AT&T link-up, sought by Mass., and George Wilson, pres-

> lead-off witnesess as the theater allegedly "pirated" her copy-TV hearings resume. AT&T will righted radio program "Dialing follow. Then will come Radio for Dough."
> Corporation of America, WU and Miss Kell

executive assistant, Murray Ben-

son, promotion director; Edward

Jacobs in charge of sales and new

package development, and Phyllis

Adams as production supervisor

of "Author Meets the Critics."

Jerry Coopersmith has been

switched to the writing staff

Kagran has taken additional of

fice space in the Park Chambers

Hotel. Meanwhile, Kagran's

WASHINGTON, Jan. 24.—On the American Petroleum Institute. the eve of resumption Monday Cross-examination, rebuttal and (26) of Federal Communication other testimony to follow will ab-Commission hearings on theater sorb at least 28 days of hearings TV, battle lines tightened between stretched over a period of possibly

# Two Sponsors

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

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

## 50 'Dialing' Suit Is Filed

BRIDGEPORT, Conn., Jan. 24. -Denise Keller, radio producer ent owner of that station. She NETTC and MPAA will be charges that the two men have

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

## Studio 1 May Justin, office manager; with Noah Alternate

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

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

## Nescafe Buys Into CBS 'Power Plan'

NEW YORK, Jan. 24.—Nescafe this week became the third and final client to buy into the Colum-Lia Broadcasting System's "power plan" on its radio network. Procter & Gamble and Brylcream vision Broadcasters last week took are already sponsoring the first

cations Commission's proposed The three CBS shows which rules governing TV auxiliary comprise the "power plan" are The three CBS shows which

## NEWS CAPSULES—COAST TO COAST

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

gett & Myers Tobacco Company, approval of a \$150,000 appropria- heavy TV-radio advertiser, was challenged by the Federal Trade Sen. Joseph R. McCarthy (R., Commission today (26) for its ad-Wis.), who heads the Senate's per- vertised claims that Chesterfield manent investigating committee, cigarettes are "always milder," will direct an entertainment industry probe, but is expected to and leave no unpleasant afterdefer this until the Federal Com- taste." Case is scheduled to open March 24 in New York before FTC hearing examiner William L. Pack.

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

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

CHICAGO-WGN-TV has pe-

WASHINGTON, Jan. 26.-Lig- and Chuck Wiley, of WBBM. They ments this week. Milton Kayle is have had little success.

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

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

CINCINNATI. - James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation and vice-president, director and member of the executive committee of the Avco Manufacturing Corporation, was nati Chamber of Commerce at the organization's 114th annual meeting last week. Shouse is also a versity of Cincinnati, the Cincinnati College of Music and the Cincinnati College of Pharmacy. He is also chairman of the executive committee of the Cincinnati Summer Opera Association and a member of the board of The Cincinnati Enquirer, as well as a board member of the Central Trust Company, Cincinnati. Un-The Jenner subcommittee con- titioned the Chicago City Council board of the National Association til the past year he served on the templates no change from the for the same access and privileges of Radio & Television Broad-

CBS COMPLETES

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

> STAFF SHIFTS AT KAGRAN CORP . . .

NEW YORK-Kagran Corporation made five new staff appoint-

"Howdy Doody" radio version got a renewal from International Show, which is beginning its second year of sponsorship in the first 15 minutes of the NBC 9-10 a.m. Saturday show. **NEW SPONSOR FOR** DINNER DATE' . . . NEW YORK-United Cigar this week bought half sponsorship of "Dinner Date," hour program on WOR-TV Tuesday and Thursdays. Agency is Product Adver-

NARTH BUCKS FCC ON TV AUX. STATIONS . . . WASHINGTON—The National Association of Radio and Tele-

tising.

issue with the Federal Communi- two-thirds of the package. broadcast stations, and came up "The FBI in Peace and War," with three counter-proposals of "Meet Millie" and "Mr. Keen." its own. NARTB requested a hear- They are on Wednesdays, Thursing should the alternatives be in- days and Fridays, respectively, at

(Continued on page 46) 8 p.m.

Delaware TOPS all U. S. in 1951 Average Income TOPS all stations in this

Wilmington, Del.

richest market.

Let it sell your product effectively, economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIA San Francisco

New York Chicago Los Angeles \*Figures released August 1952 by U. S. Dept. of Commerce.



A STATE OF THE PARTY OF THE PAR

## THE BILLBOARD Radio-TV Show Charts For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

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

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

... According to Videodex Reports

KSD-TV	.St. Louis Post-Dispatch	.NBC
network report based on all 63 markets.	of 25 major markets, besides publishing a monthly In the 25 markets it has placed diaries in a total markets, taken the first seven days of each month,	of 7,700
the rating for every 15-minute segment	of every program from sign-on to sign-off. The	ating for
each day in any of the 25 markets are	ained by averaging the 15-minute ratings. The top determined by comparing the average ratings.	TO SHOWS

each day in any	of the 25 markets are determined by comparing the average ratings	5.
	DECEMBER, 1952	
July, '52	SUNDAY, SIGN-ON TO SIGN-OFF	Avg. Rtg.
Pos. Rtg	\$3480000 F0040 (07875 54000000)	-
(	)1. COMEDY HOUR NBC 7:00- 8:00	KSD59.6
()	)2. TV PLAYHOUSE NBC 8:00- 9:00	KSD 58.1
()	)3. THE DOCTORNBC 9:00- 9:30	KSD44 6
(	)4. RED SKELTONNBC 6:00- 6:30	KSD40.9
()	)5. MR. PEEPERSNBC 6:30- 7:00	KSD39.1
(	)6. LITTLE SYMPHONY Non-Net 9:30-10:00	KSD31.5
( 324.5)	)7. STU ERWIN	KSD28.2
()	)8. PRO FOOTBALL Non-Net 1:00- 2:45	KSD 22.9
	)9. MEET THE PRESS NBC 5:00- 5:30:	
	)10. THE LIVING BOOKNon-Net12:00-12:30	
	MONDAY, SIGN-ON TO SIGN-OFF	
(1 45 0)	)1. ROBERT MONTGOMERYNBC 8:30- 9:30	KSD 55.9
	)2. MAMA	
	)3. STUDIO ONECBS10:00-11:00	
	)4. WINCHELL-MAHONEY NBC 7:00- 7:30	
	)5. VOICE OF FIRESTONE NBC 7:30- 8:00	
	) 6. WHO SAID THAT? NBC 9:30-10:00	
	7. CAMEL NEWS CARAVAN NBC 6:45- 7:00	
	)8. HOWDY DOODY NBC 4:30- 5:00	
()	)9. KATE SMITHNBC 3:00- 4:00	KSD20.8
( 8 18.0)	)10 WRANGLER'S CLUB Non-Net 5:00- 5:15	KSD 19.1
	TUESDAY, SIGN-ON TO SIGN-OFF	16
()	)1. CIRCUS HOURNBC 7:00- 8:00	KSD 55.2
()	)2 FIRESIDE THEATERNBC 8:00- 8:30	KSD51.3
	)3. MARCH OF MEDICINENBC 8:30- 9:00	
	4. TWO FOR THE MONEYNBC 9:00- 9:30	
	5. CAMEL HEWS CARAVAN. NBC 6:45- 7:00	
	6. TOAST OF THE TOWNCBS10:00-11:00	
	7. KATE SMITHNBC 3:00- 4:00	
	8. DINAH SHORE	
	A UPSTERALUS UPUNEED	
newwww.neteseconia	(Film)Non-Net 9:45-10:00	. KSD 19.4

( ) 10. STRANGER THAN
FICTION (Film) Non-Net 9:30- 9:45 KSD 19.2
WEDNESDAY, SIGN-ON TO SIGN-OFF
()1. I MARRIED JOANNBC 7:00- 7:30KSD 62.0
( 142.5)2. KRAFT TV THEATERNBC 8:00- 9:00KSD55.9
( 2 37.5)
( 335.7)4. PABST BLUE RIBBON BOUTS
( 719.3)5. GODFREY & FRIENDSCBS10:00-11:00KSD36.7
( 420.0)6. SPORTS PARADE (Film)Non-Net., 9:30- 9:45KSD25.0
(519.5)7. HOWDY DOODYNBC 4.30- 5:00KSD23.0
() 8. KATE SMITH NBC 3:00- 4:00 KSD 22.1
() 9 FILM Non-Net 9:45-10:00KSD 20.8
()10. WRANGLER'S CLUBNon-Net 5:00- 5:15KSD17.5
THURSDAY SIGN-ON TO SIGN-OFF
() 1. I LOVE LUCY CBS 7:30- 8:00 KSD 65.2

() 2.	OZZIE & HARRIETABC8:00- 8:39KSD56 7
(— —)3.	YOU BET YOUR LIFENBC 7:00- 7:30 KSD54.2
() 4.	FORD THEATER NBC 8:30- 9:00 KSD 49.1
(8 25 0) 5.	CAMEL NEWS CARAVAN NBC 6:45- 7:00 KSD 38.9
(—, —)6.	MARCH OF MEDICINENBC 9:00- 9:30KSD37.4
( 57.	THE UNEXPECTED
	(Film)Non-Net10:00-10:30KSD28.8
( 8	DINAH SHORE NBC 6:30- 6:45 KSD 28.4
() 9.	MARCH OF TIME
	(Film)
(1020.0)10.	HOWDY DOODY NBC 4:30- 5:00KSD23.5

1020.0)10.	(Film) Non-Net	
	FRIDAY, SIGN-ON TO SIGN-OFF	
	BURNS & ALLEN CBS	
<b>→ — )2.</b>	GULF PLAYHOUSENBC	8:00- 9:00 KSD 48.3
<b>—</b> — ) 3.	BOXINGNon-Net	9:00- 9:45 KSD 44.3
) 4	ALDDICH FAMILY NRC	8.30. 0.00 VCD 41.7

<b>2.</b>	GULF PLAYHOUSE NBC	8:00- 9:00 KSD 48.3
<b>—</b> — ) 3.	BOXINGNon-Net	9:00- 9:45 KSD 44.3
<b>→ ←)4</b> .	ALDRICH FAMILY NBC	8:30- 9:00 KSD 41.7
<b>5</b> .	RCA CHOWNBC	7:00- 7:30 KSD 38.3
56.	CAMEL NEWS CARAVANNBC	6:45- 7:00KSD37.5
719.5)7.	HOWDY DOODY NBC	4:30- 5:00 KSD 26.2
<b>8</b>	CHINA SMITH (Film) Non-Net	9:45-10:15KSD25.0
— — ) 9.	THOSE TWONBC	6:30- 6:45KSD20.2
1018.3)10.	BIG TOWNCBS	10:30-11:00 KSD 20.1
	CATHERAL CICUAN TO CICUAT	<b>2</b> 0 10 11 11 11 11 11 11 11 11 11 11 11 11

SAT	TURDAY,	SIGN-ON	TO	SIGN-OFF	
					_

— —)1,	ALL STAR REVUE NBC	7:00- 8:00	KSD	.49
<b></b> )2.	YOUR SHOW OF SHOWSNBC	8:00- 9:30	.KSD	.40.
<b>— —)3</b> ,	WRESTLINGNon-Net	9:30-10:00	.KSD	.36.
— —)4.	MY HERONBC	6:30- 7:00	.KSD	.35
55.	GENE AUTRYCBS	5:30- 6:00	. KSD	.32.
36.	CISCO KID (Film)Non-Net	4:30- 5:00	.KSD	.29
429.5)7.	MY FRIEND IRMACBS	3:00- 3:30	.KSD	.28.
825.0)8.	BIG TOPCBS	11:00-12:00	.KSD	.25.
) 0	LONE DANGED ARC	4.00. 4.30	NZD.	24

#### ( 7.....26.5)....10. KIT CARSON (Film)...Non-Net..... 2:30- 3:00.....KSD.....24.3 \* NBC, estimate for November, 1952,

## NEXT WEEK

Videodex and Pulse Studies of BUFFALO

## Top 10 TV Shows Each Day

. . . According to Videodex

## Top 5 Radio Shows Each Day

. . . According to Pulse

## Share of Total Audience Radio Vs. TV

. . . According to Pulse

### FOR FULL INFORMATION

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

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

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

For the ARB service write to AMERICAN RESEARCH BU-REAU, National Press Building, Washington.

## Share of Total Audience Radio vs. TV

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

7 P.	M. to Mid	night	TOTAL
	TELEVISION % of Total Aud	Radio % of Total Aud	AUD. Sets in Use Radio
SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY	62.0 62.6 64.2 64.0	37.4 35.8 36.0	.42.9
MONFRI	A.M ta-6 I 26.5 .M to Mid 45.5	73.5 night	00-04544
Mark Property			(FEE)



read The Billboard classified columns each week. BUYERS

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1.5 1

## Top 5 Radio Shows Each Day of the Week in ST. LOUIS (502,448 Radio Families\*)

... According to Pulse Reports

KM0X	.50,000	watts	cas		KXLW	1,000	dayligh	tInd.
KSD	. 5,000	watts	NBC	1	KX0K			
KSTL	. 1,000	daylight			WEW			
KWK	. 5,000	watts	MBS		WIL			

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly

	—) 1. E. BERGEN-C. MICARTHYLOBS. 7:00-7:30 KMOX. 7.3  —) 2. DRAGNET NBC. 8:30-9:00 KSD 7.0  —) 3. ALICE FAYE-PHIL HARRIS. NBC. 7:00-7:30 KSD 6.8  —) 4. THEATER GUILD NBC. 7:30-8:30 KSD 6.5  —) 5. P. M. PLAYHOUSE.  MY LITTLE MARGIE. CBS. 7:30-8:00 KMOX. 6.0  —) 5. HALLMARK PLAYHOUSE. CBS. 8:00-8:30 KMOX. 6.0  MONDAY, 7 TO 12 P.M.  —) 1. LUX RADIO THEATER CBS. 8:00-9:00 KMOX. 7.8  —) 2. BOB HAWK SHOW CBS. 9:00-9:30 KMOX. 6.3  5.8) 3. THE RAILROAD HOUR. NBC. 7:30-8:00 KSD 6.0  6.0) 3. VOICE OF FIRESTONE. NBC. 7:30-8:00 KSD 6.0  —) 5. FUN FOR ALL NON-Net. 9:30-10:00 KMOX. 5.5  TUESDAY, 7 TO 12 P.M.  —) 1. RED SKELTON SHOW NBC. 7:30-8:00 KSD 7.0  6.3) 3. PEOPLE ARE FUNNY CBS. 7:30-8:00 KSD 7.0  6.3) 3. PEOPLE ARE FUNNY CBS. 7:30-8:00 KSD 6.3  —) 4. TWO FOR THE MONEY NBC. 7:30-8:00 KSD 7.0  6.8) 4. MR. AND MRS. NORTH. CBS. 7:30-8:00 KSD 6.3  —) 1. YOU BET YOUR LIFE. NBC. 8:30-9:00 KSD 6.3  **WEDNESDAY, 7 TO 12 P.M.  —) 1. YOU BET YOUR LIFE. NBC. 8:30-9:00 KSD 7.0  6.8) 3. THE GREAT  GILDERSLEEVE NBC. 7:30-8:30 KSD 7.0  6.8) 3. THE GREAT  GILDERSLEEVE NBC. 7:30-8:00 KSD 7.0  6.8) 3. THE GREAT  GILDERSLEEVE NBC. 7:30-8:00 KSD 7.5  6.8) 3. THE GREAT  GILDERSLEEVE NBC. 7:30-8:00 KSD 7.5  6.8) 3. THE GREAT  GILDERSLEEVE NBC. 7:30-8:00 KSD 7.5  6.8) 3. THE GREAT  GILDERSLEEVE NBC. 7:30-8:00 KSD 7.5  7.0  7.1 EDDIE CANTOR SHOW NBC. 9:00-9:30 KSD 6.8  6.3) 4. DR. CHRISTIAN CBS 7:30-8:00 KMOX. 6.5  —) 2. THE BIG STORY NBC. 8:30-9:00 KSD 7.5  6.8) 3. SING GROSBY SHOW NBC. 9:00-9:30 KSD 6.8  6.3) 4. DR. CHRISTIAN CBS 7:30-8:00 KMOX. 6.5  —) 3. BING CROSBY SHOW NBC. 9:00-9:30 KSD 6.8  —) 3. BING CROSBY SHOW NBC. 9:00-9:30 KSD 6.8  —) 3. SING CROSBY SHOW NBC. 8:30-9:00 KMOX. 6.5  —) 3. SING CROSBY SHOW NBC. 8:30-9:00 KMOX. 6.5  —) 3. SING CROSBY SHOW NBC. 8:30-9:00 KMOX. 6.5  —) 3. MECH MILLIE CBS 7:00-7:30 KMOX. 5.5  —) 3. SING CROSBY SHOW NBC. 9:00-9:30 KMOX. 5.5  —) 3. SING CROSBY SHOW NBC. 9:00-9:3
	—   S. P. M. PLAYHOUSE   MY LITTLE MARGIE . CBS   7:30 - 8:00   KMOX   6.0
MY LITTLE MARGIE (ESS 7:30 8:00 KMOX 6.	MY LITTLE MARGIE. CBS. 7:30-8:00. KMOX. 6.0  —) .5. HALLMARK PLAYHOUSE. CBS. 8:00-8:30. KMOX. 6.0  MONDAY, 7 TO 12 P.M.  —) .1. LUX RADIO THEATER. CBS. 8:00-9:00. KMOX. 7.8  —) .2. BOB HAWK SHOW. CBS. 9:00-9:30. KMOX. 6.3  5.8) .3. THE RAILROAD HOUR. NBC. 7:00-7:30. KSD. 6.0  6.0) .3. VOICE OF FIRESTONE. NBC. 7:30-8:00. KSD. 6.0  —) .5. FUN FOR ALL. Non-Net. 9:30-10:00. KMOX. 5.5  TUESDAY, 7 TO 12 P.M.  —) .1. RED SKELTON SHOW. NBC. 7:30-8:00. KSD. 7.0  6.3) .3. PEOPLE ARE FUNNY. CBS. 7:30-8:00. KSD. 7.0  6.3) .3. PEOPLE ARE FUNNY. CBS. 7:30-8:00. KMOX. 6.5  6.8) .4. MR. AND MRS. NORTH. CBS. 7:30-8:00. KMOX. 6.3  —) .4. TWO FOR THE MONEY. NBC. 2:00-9:30. KSD. 6.3  WEDNESDAY, 7 TO 12 P.M.  —) .1. YOU BET YOUR JIFE. NBC. 8:00-8:30. KSD. 7.5  —) .2. THE BIG STORY. NBC. 8:30-9:00. KSD. 7.0  6.8) .3. THE GREAT  GILDERSLEEVE. NBC. 7:30-8:00. KMOX. 6.5  —) .4. FBI IN PEACE AND WAR CBS. 7:30-8:00. KMOX. 6.5  —) .4. FBI IN PEACE AND WAR CBS. 7:30-8:00. KMOX. 6.5  —) .2. JUDY CANOVA SHOW. NBC. 9:00-9:30. KSD. 6.8  —) .3. BING CROSBY SHOW. CBS. 8:30-9:00. KSD. 7.5  —) .2. JUDY CANOVA SHOW. NBC. 8:30-9:00. KSD. 6.8  —) .3. BING CROSBY SHOW. CBS. 8:30-9:00. KMOX. 6.5  —) .4. TRUTH OR  CONSEQUENCES. NBC. 8:00-8:30. KSD. 6.8  —) .3. SHOR CROSBY SHOW. CBS. 8:30-9:00. KMOX. 6.5  —) .4. TRUTH OR  CONSEQUENCES. NBC. 8:00-8:30. KSD. 6.0  —) .5. FATHER KNOWS BEST. NBC. 7:30-8:00. KMOX. 5.8  FEIDAY, 7 TO 12 P.M.  —) .1. MR. KEEN. CBS. 7:30-8:00. KMOX. 5.5  —) .3. VISITIN' TIME. CBS. 7:30-8:00. KMOX. 5.5  —) .3. SATURDAY, 7 TO 12 P.M.  5.5. HORATIO HORNBLOWER. CBS. 8:30-9:00. KMOX. 5.5  —) .3. SATURDAY, 7 TO 12 P.M.  5.5. HORATIO HORNBLOWER. CBS. 8:30-9:00. KMOX. 5.5  —) .3. VISITIN' TIME. CBS. 7:30-8:00. KMOX. 5.5  —) .4. CANOW. SEC. 8:00-8:30. KMOX. 5.5  —) .5. GRAND OLE OPRY. NBC. 8:30-9:00. KMOX. 5.5  5.80. SATURDAY, 7 TO 12 P.M.  5.5. O.7:30. KMOX. 5.5  5.5. O.7:30. KMOX. 5.5  5.5. SANDO OLE OPRY. NBC. 8:30-9:00. KMOX. 5.5  5.6. SANDO OLE OPRY. NBC. 8:30-9:00. KMOX. 5.5  5.0 SATURDAY, 7 TO 12 P.M.  5.5. GRAND OLE OPRY. NBC. 8:30
	—   . 5. HALLMARK PLAYHOUSE CBS.
MONDAY, 7 TO 12 P.M.	MONDAY, 7 TO 12 P.M.
	—) 1. LUX RADIO THEATER CBS 8:00 9:00 KMOX 7.8  —) 2. BOB HAWK SHOW CBS 9:00 9:30 KMOX 6.3  5.8) 3. THE RAILROAD HOUR NBC 7:00 7:30 KSD 6.0  6.0) 3. VOICE OF FIRESTONE NBC 7:30 8:00 KSD 6.0  —) 5. FUN FOR ALL NOn-Net 9:30-10:00 KMOX 5.5  TUESDAY, 7 TO 12 P.M.  —) 1. RED SKELTON SHOW NBC 7:30 8:00 KSD 7.0  6.3) 3. PEOPLE ARE FUNNY CBS 7:00 7:30 KMOX 6.5  6.8) 4. MR. AND MRS. NORTH CBS 7:30 8:00 KSD 7.0  6.8) 4. MR. AND MRS. NORTH CBS 7:30 8:00 KMOX 6.3  —) 1. YOU BET YOUR LIFE NBC 8:30 9:00 KSD 7.0  6.8) 3. THE GREAT GILLER SHOW NBC 8:30 9:00 KSD 7.0  6.8) 3. THE GREAT GILLERSTORY NBC 8:30 9:00 KSD 7.0  6.8) 3. THE GREAT GILLERSTORY NBC 8:30 9:00 KSD 7.0  6.8) 3. THE GREAT GILLERSTORY NBC 8:30 9:00 KSD 7.0  6.3) 4. DR. CHRISTIAN CBS 7:30 8:00 KMOX 6.5  THURSDAY, 7 TO 12 P.M.  —) 1. EDDIE CANTOR SHOW NBC 9:00 9:30 KSD 6.8  6.3) 4. DR. CHRISTIAN CBS 7:30 8:00 KMOX 6.5  THURSDAY, 7 TO 12 P.M.  —) 1. EDDIE CANTOR SHOW NBC 9:00 9:30 KSD 7.5  —) 2. JUDY CANOVA SHOW NBC 9:00 9:30 KSD 7.5  —) 3. BING CROSBY SHOW CBS 8:30 9:00 KMOX 6.5  —) 4. TRUTH OR CONSCOURCES NBC 8:00 8:30 KSD 6.8  —) 5. MEET MILLIE CBS 7:00 7:30 KMOX 6.5  —) 5. MEET MILLIE CBS 7:00 7:30 KMOX 5.8  FRIDAY, 7 TO 12 P.M.  —) 1. MR. KEEN CBS 7:30 8:00 KSD 5.8  FRIDAY, 7 TO 12 P.M.  —) 3. VISITIN' TIME CBS 7:30 8:00 KSD 5.8  FRIDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00 8:30 KMOX 5.5  —) 3. SITURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00 8:30 KMOX 5.5  —) 3. SITURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00 8:30 KMOX 5.5  —) 3. GENE AUTRY SHOW CBS 7:30 8:00 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00 8:30 KMOX 5.5  —) 4. CAMEL CARAVAN CBS 7:30 8:00 KMOX 5.5  —) 4. CAMEL CARAVAN CBS 7:30 8:00 KMOX 5.5  —) 4. CAMEL CARAVAN CBS 7:30 8:00 KMOX 5.5  4.5) 5. GRAND OLE OPRY NBC 8:30 9:00 KSD 5.0
4. 5.8) 3. THE RAILROAD HOUR. NBC. 7:00-7:30. KSD 6.1. 6.0) 3. VOICE OF FIRESTONE. NBC. 7:30-8:00. KSD 6.1. 6.0) 3. VOICE OF FIRESTONE. NBC. 7:30-8:00. KSD 6.1. 6.0) 3. VOICE OF FIRESTONE. NBC. 7:30-8:00. KMOX 5. TUESDAY. 7 TO 12 P.M.	5.8) 3. THE RAILROAD HOUR. NBC. 7:00-7:30 KSD. 6.0 6.0) 3. VOICE OF FIRESTONE. NBC. 7:30-8:00 KSD. 6.0
1. 6 0) 3. VOICE OF FIRESTONE NBC. 7:30 8:00 KSD 6.6	
	TUESDAY, 7 TO 12 P.M.
TUESDAY, 7 TO 12 P.M.	TUESDAY, 7 TO 12 P.M.
2. 6.3) 3. PEOPLE ARE FUNNY. CBS. 7:00-7:30 KMOX. 6. 1. 6.8) 4. MR. AND MRS. NORTH. CBS. 7:30-8:00 KMOX. 6	6.3)3 PEOPLE ARE FUNNY CBS
1. 6.8) 4. MR. AND MRS. NORTH. CBS. 7:30-8:00 KMOX. 6.  — —) 4. TWO FOR THE MONEY. NBC. 2:00-9:30 KSD. 6.  WEDNESDAY, 7 TO 12 P.M.  — —) 1. YOU BET YOUR IFE. NBC. 8:00-8:30 KSD. 7.  — —) 2. THE BIG STORY. NBC. 8:30-9:00 KSD. 7.  2. 6.8) 3. THE GREAT GILDERSLEEVE NBC. 7:30-8:00 KSD. 6.  4. 6.3) 4. DR. CHRISTIAN CBS. 7:30-8:00 KMOX. 6.  — —) 4. FBI IN PEACE AND WAR CBS. 7:00-7:30 KMOX. 6.  — THURSDAY, 7 TO 12 P.M.  — —) 1. EDDIE CANTOR SHOW. NBC. 8:30-9:00 KSD. 7.  — —) 2. JUDY CANOVA SHOW. NBC. 8:30-9:00 KSD. 7.  — —) 3. BING CROSBY SHOW. NBC. 8:30-9:00 KMOX. 6.  — —) 4. TRUTH OR  — CONSEQUENCES NBC. 8:00-8:30 KSD. 6.  — —) 5. MEET MILLIE CBS. 7:00-7:30 KMOX. 5.  — —) 1. MR. KEEN CBS. 7:00-7:30 KMOX. 5.  — —) 1. MR. KEEN CBS. 7:00-7:30 KMOX. 5.  — —) 2. BEST PLAYS NBC. 8:00-8:30 KSD. 5.  — —) 3. MR. CHAMELEON, MISC. CBS. 8:00-8:30 KMOX. 5.  — —) 3. VISITIN' TIME CBS. 7:30-8:00 KMOX. 5.  — —) 3. VISITIN' TIME CBS. 7:30-8:00 KMOX. 5.  — —) 5. OZZIE AND HARRIET ABC. 8:00-8:30 KMOX. 5.  — —) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 1. MR CHAMELEON, MISC. CBS. 8:30-9:00 KMOX. 5.  — —) 1. HORATAN CBS. 7:00-7:30 KMOX. 5.  — —) 1. HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 1. HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 1. HORNBLOWER CBS. 8:30-9:00 KMOX. 5.  — —) 1. HORNBLOWER CBS. 9:00-10:30 KMOX. 9.  2. 9.77) 2. HELEN TRENT CBS. 11:45-1:200 KMOX. 9.  2. 9.79) 3. ARTHUR GODFRY CBS. 9:00-10:30 KMOX. 9.  2. 9.79) 3. ARTHUR GODFRY CBS. 9:00-10:30 KMOX. 9.  2. 9.79) 3. ARTHUR GODFRY CBS. 9:00-10:30 KMOX. 9.  3. STURDAY, 6 A.M. TO 7 P.M.  — —) 1. HOPALONG CASSIDY CBS. 6:30-7:00 KMOX. 5.  4. 5.3) 3. STARS OVER HOLLYWOOD. CBS.	6.8) . 4. MR. AND MRS. NORTH. CBS
— — — — — — — — — — — — — — — — — — —	—
WEDNESDAY, 7 TO 12 P.M	WEDNESDAY, 7 TO 12 P.M.
2. 6.8) 3. THE GREAT GILDERSLIEVE NBC. 7:30-8:00 KSD 6. 4. 6.3) 4. DR. CHRISTIAN CBS. 7:30-8:00 KMOX. 6	6.8    3. THE GREAT   GILDERSLEEVE   NBC   7:30-8:00   KSD   6.8
GILDERSLEEVE NBC. 7:30-8:00 KSD 6. 4 6.3) 4. DR. CHRISTIAN CBS 7:30-8:00 KMOX 6. — ) 4. FBI IN PEACE AND WAR CBS. 7:00-7:30 KMOX 6.  THURSDAY, 7 TO 12 P.M. — ) 1. EDDIE CANTOR SHOW NBC. 8:30-9:00 KSD 7. — ) 2. JUDY CANOVA SHOW NBC. 9:00-9:30 KSD 6. — ) 3. BING CROSBY SHOW CBS 8:30-9:00 KMOX 6. — ) 4 TRUTH OR CONSEQUENCES NBC. 8:00-8:30 KSD 6. — ) 5. MEET MILLIE CBS. 7:00-7:30 KMOX 5. — ) 5. FATHER KNOWS BEST NBC. 7:30-8:00 KSD 5.  FRIDAY, 7 TO 12 P.M. — ) 1. MR. KEEN CBS. 7:00-7:30 KMOX 6. — ) 2. BEST PLAYS NBC. 8:00-8:30 KSD 5. — ) 3. VISITIN' TIME CBS. 7:30-8:00 KSD 5. — ) 3. VISITIN' TIME CBS. 7:30-8:00 KMOX 5. — ) 5. DOZIE AND HARRIET ABC. 8:00-8:30 KMOX 5. — ) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX 5. — ) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX 5. — ) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL AND HARRIET ABC. 8:00-8:30 KMOX 5. — ) 5. HORATIO HORNBLOWER CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL CARAVAN CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL CARAVAN CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL CARAVAN CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL CARAVAN CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL CARAVAN CBS. 8:30-9:00 KMOX 5. — ) 4. CANGEL CARAVAN CBS. 8:30-9:00 KMOX 5. — ) 5. GRAND OLE OPRY NBC. 8:30-9:00 KMOX 5. — ) 1. NGNS-REX DAVIS NON-Net 12:00-12:15 KMOX 9.  SATURDAY, 6 A.M. TO 7 P.M. — ) 1. HOPALOR CASSIDY CBS. 6:30-7:00 KMOX 9.  SATURDAY, 6 A.M. TO 7 P.M. — ) 1. HOPALOR CASSIDY CBS. 6:30-7:00 KMOX 9.  SATURDAY, 6 A.M. TO 7 P.M. — ) 1. HOPALOR CASSIDY CBS. 6:30-7:00 KMOX 5. — ) 1. NEWS-REX DAVIS NON-Net 12:00-12:15 KMOX 9.  SATURDAY, 6 A.M. TO 7 P.M. — ) 1. HOPALOR CASSIDY CBS. 6:30-7:00 KMOX 5. — ) 1. NEWS-REX DAVIS NON-Net 12:00-12:15 KMOX 9.  SATURDAY, 6 A.M. TO 7 P.M. — ) 1. HOPALOR CASSIDY CBS. 6:30-7:00 KMOX 5. — ) 1. NEWS-REX DAVIS NON-Net 12:00-12:15 KMOX 9.  SATURDAY, 6 A.M. TO 7 P.M. — ) 1. HOPALOR CASSIDY CBS. 11:30-11:30 KMOX 5. — ) 1. NEWS-REX DAVIS NON-Net 12:00-12:15 KMOX 5.  A 5.33 3. STARS OVER HOLLYWOOD CBS. 11:30-11:30 KMOX 5.  A 5.33 3. STARS OVER HOLLYWOOD CBS. 11:30-11:30 KMOX 5.  A 5.3	GILDERSLEEVE NBC 7:30-8:00 KSD 6.8 6.3) 4. DR CHRISTIAN CBS 7:30-8:00 KMOX 6.5 THURSDAY, 7 TO 12 P.M.
4. 6.3) 4. DR. CHRISTIAN CBS. 7:30-8:00 KMOX. 6.	6.3) 4. DR CHRISTIAN CBS. 7:30-8:00 KMOX 6.5  THURSDAY, 7 TO 12 P.M.
THURSDAY, 7 TO 12 P.M.	THURSDAY, 7 TO 12 P.M.
	— ) 1. EDDIE CANTOR SHOW NBC. 8:30-9:00 KSD 7.5  — ) 2. JUDY CANOVA SHOW NBC. 9:00-9:30 KSD 6.8  — ) 3. BING CROSBY SHOW CBS 8:30-9:00 KMOX 6.5  — ) 4 TRUTH OR  CONSEQUENCES NBC 8:00-8:30 KSD 6.0  — ) 5. MEET MILLIE CBS 7:00-7:30 KMOX 5.8  FRIDAY, 7 TO 12 P.M.  — ) 1. MR. KEEN CBS 7:00-7:30 KMOX 6.0  — ) 2. BEST PLAYS NBC 8:00-9:00 KSD 5.8  FRIDAY, 7 TO 12 P.M.  — ) 3. MR. CHAMELEON, MISC CBS 8:00-9:00 KSD 5.8  — ) 3. VISITIN' TIME CBS 7:30-8:00 KMOX 5.5  — ) 5. OZZIE AND HARRIET ABC 8:00-8:30 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00-8:30 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00-8:30 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 3. GENE AUTRY SHOW CBS 7:30-8:00 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.8) 3. GENE AUTRY SHOW CBS 7:00-7:30 KMOX 5.8  — ) 4. CAMEL CARAVAN CBS 8:30-9:00 KMOX 5.5  — ) 5. GRAND OLE OPRY NBC 8:30-9:00 KMOX 5.5
	— ) 1. EDDIE CANTOR SHOW NBC. 8:30-9:00 KSD 7.5  — ) 2. JUDY CANOVA SHOW NBC. 9:00-9:30 KSD 6.8  — ) 3. BING CROSBY SHOW CBS 8:30-9:00 KMOX 6.5  — ) 4 TRUTH OR  CONSEQUENCES NBC 8:00-8:30 KSD 6.0  — ) 5. MEET MILLIE CBS 7:00-7:30 KMOX 5.8  FRIDAY, 7 TO 12 P.M.  — ) 1. MR. KEEN CBS 7:00-7:30 KMOX 6.0  — ) 2. BEST PLAYS NBC 8:00-9:00 KSD 5.8  FRIDAY, 7 TO 12 P.M.  — ) 3. MR. CHAMELEON, MISC CBS 8:00-9:00 KSD 5.8  — ) 3. VISITIN' TIME CBS 7:30-8:00 KMOX 5.5  — ) 5. OZZIE AND HARRIET ABC 8:00-8:30 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00-8:30 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00-8:30 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 3. GENE AUTRY SHOW CBS 7:30-8:00 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.8) 3. GENE AUTRY SHOW CBS 7:00-7:30 KMOX 5.8  — ) 4. CAMEL CARAVAN CBS 8:30-9:00 KMOX 5.5  — ) 5. GRAND OLE OPRY NBC 8:30-9:00 KMOX 5.5
	CONSEQUENCES NBC 8:00 8:30 KSD 6.0  CONSEQUENCES NBC 8:00 8:30 KSD 6.0  CONSEQUENCES NBC 7:00 7:30 KMOX 5.8  FRIDAY, 7 TO 12 P.M.  TRIDAY, 7 TO 12 P.M.  T
CONSEQUENCES NBC 8:00-8:30 KSD 6	CONSEQUENCES NBC 8:00-8:30 KSD 6.0 . —) 5. MEET MILLIE CBS 7:00-7:30 KMOX 5.8 . —) 5. FATHER KNOWS BEST NBC 7:30-8:00 KSD 5.8  FRIDAY, 7 TO 12 P.M —) 1. MR. KEEN CBS 7:00-7:30 KMOX 6.0 . —) 2. BEST PLAYS NBC 8:00-9:00 KSD 5.8 . —) 3. MR. CHAMELEON, MISC CBS 8:00-8:30 KMOX 5.5 . —) 3. VISITIN' TIME CBS 7:30-8:00 KMOX 5.5 . —) 5. OZZIE AND HARRIET ABC 8:00-8:30 KMOX 5.3 . —) 5. HORATIO HORNBLOWER CBS 8:30-9:00 KMOX 5.3  SATURDAY, 7 TO 12 P.M.  5.5) 1. GANGBUSTERS CBS 8:00-8:30 KMOX 6.5 6 0) 2. TARZAN CBS 7:30-8:00 KMOX 6.5 5.8) 3. GENE AUTRY SHOW CBS 7:00-7:30 KMOX 5.8 . —) 4. CAMEL CARAVAN CBS 7:00-7:30 KMOX 5.8 . —) 4. CAMEL CARAVAN CBS 8:30-9:00 KMOX 5.5 4.5) 5. GRAND OLE OPRY NBC 8:30-9:00 KSD 5.0
	FRIDAY, 7 TO 12 P.M.
	—)
	—) 3. VISITIN' TIME
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(-.... -)....4. MARTIN KANE ......NBC..... 3:30- 4:00.....KSD ...... 4.5 \* Based on U. S. Census Radio Ownership 1950 and Sales Management 1952 estimate of families in the St. Louis metropolitan area including Saint Charles, Saint Louis City, Saint Louis Co., Madison (III.), Saint Clair (III.).

(—.... —).....4. TRUE DETECTIVE

X CERTIFIE

— ).....3. OUR MISS BROOKS.....CBS..... 5:30- 6:00.....KMOX..... 5.0

MYSTERIES ..... MBS..... 4:30- 5:00.....KWK...... 4.5

## Sponsors Back Commercial **Producers in SAG Hassle**

ANA Letter Warns Against Yielding; First Time Bankroller Takes Stand

leading sponsors of the nation, avoided becoming a part. thru the Association of National | Actually, it is this stance by Advertisers, have thrown their ANA, in the form of a letter sent tisers who comprise ANA is that up a 15 rating during the first titled "Bigelow Theater") was Screen Actors' Guild, whose members currently are on strike. This
is the first time in memory that
is the first time in memory that the bankrollers, either individually or thru ANA, have taken an vertisers would not go along with open position in a broadcast industry dispute. Sponsors, of on film commercial production, course, have been deeply inter- because these plugs are vital to ested in other labor disputes in the past, especially those involv-

NEW YORK, Jan. 24. — The ing talent, but painstakingly in the industry caucus which is

support behind the producers of not only to every ANA member TV film commercials in the stale- but to every national advertiser. mated negotiations with the which has made the producer newas feared that the national adproducers on an unlimited delay continued video sponsorship, and the negotiators anticipated sponsor pressure to settle.

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

Maintain Position

Following the first letter, follow-up ANA memos are understood to have been prepared for circulation, to maintain the current hard position. Representatives of ANA as well as the he said, especially over a 13-week HOUSTON, Jan. 24.—Texans are American Association of Advertising Agencies sit in on negotiations as observers, and take part gressed no further this week.

held once or twice weekly.

The feeling of the big adverthe conditions of settlement of the week of its third Manhattan run, current strike will constitute a according to Pulse survey figures significant milestone in the TV for the week beginning January Thursdays from 10 to 10:30 p.m., labor relations, but in TV film in 1951. costs generally. Already, one major advertising topper said, the medium is becoming so expensive that costs are becoming prohibitive, and the small advertiser may be forced out altogether.

is nearly \$3,000. Production costs come to about another \$3,000, making the bill for a one-minute plug run from \$6,000 to \$7,000. This cannot easily 'e amortized, campaign.

Meanwhile, negotiations pro-

THIRD RE-RUN BEST

## Seg Triples Pulse Rate of First Two

NEW YORK, Jan. 24.—In a WABD's "Week In Review." striking example of the re-run Closest competitor wa: non-netpotential of old TV film series, work station WPIX with 11 for "Hollywood Half Hour," a con-solidated TV property, chalked "Holl;

The program, re-titled "Demi-Tasse Tales," started its third run here over WCBS-TV on Tuesday, January 6, from 10:30 to 11 p.m. under the sponsorship of Medaglia D'Oro Coffee, alternating with Kane," 12.8. The latest SAG demands were another TV film series, "Jeweler's cited by an ANA member as an Showcase." The series pulled 15 cited by an ANA member as an Showcase." The series pulled 15 example. These are said to be during its first quarter-hour and the company of t for \$700 per actor on a TV film | 14.3 during its second, as comcommercial, this fee to allow for unlimited use of the film. No SAG source would comment on these figures. With an average of 5.3 for Bob Considine (10:45-11) four actors used per film, said the p.m.), 3.3 for WJZ-TV's "The ANA source, the talent cost alone Name's the Same," and 1.3 for

> QUICK TAKES

New York

Harry K. McWilliams has been appointed Screen Gems' advertising and public relations director. For the past eight years, McWilliams has been exploitation manager of Columbia Pictures. New York based execs of MCA-TV were last week on the West Coast for conferences with Revue Productions personnel.... Bernie vignettes that will be integrated into the "Quick as a Flash" quizzer that goes on the American Broadcasting Company for Thor Washing Machine Company. . Leonard Feldman is latest addition to the sales staff of Official Films. . . . Richard de Rochemont

package of 100 miscellaneous subjects owned by Library Films.

Hollywood

University of Illinois. . . . Lake-

side Television Company is han-

dling the TV distribution of a

"Hollywood Half Hour" (then aired here in the fall of 1951 for the first time over WABD on in November, and 5.3 in December when it started its second run. November, 1951, Pulse ratings for opposition shows in the same time spot gave "Racket Squad," WCBS-TV, 18, and "Martin

NEW YORK, Jan. 24. - In a move to protect American TV rights of Italian movie producers, Italian Film Export, Spa., here is readying a plan whereby the organization will keep a close check on all TV screenings. The trade generally supervise distribution

In addition to providing better

Italian Film Export represents

association will make up special packages of Italian features and of films in this country. However, the actual distribition to TV stations will be handled thru U. S. TV film distributors here selected by the association's TV department head, Ralph Serpi.

Prockter went to the West Coast legal protection for Italian movie last week to start filming of the firms, the organization will also promote the Italian film industry in general, the aim being to popularize Italian movies with TV and movie audiences in the United States. At the same time Italian Film Export hopes to arrange co-producer deals between Italian and American film outfits was in Champaign, Ill., last week and promote the use of film profor a seminar on the use of film in duction facilities in Italy by educational TV, conducted by the American producers abroad.

all of the major Italian film companies, including Cinex, the Italian government outfit; Amat; Rizzoli (Dear Film); Panaria; Titanus; Ponti-de-Laurentis, and Lux Films. The last named is the Family Films Television has largest in Europe. Products been signed by the Lutheran which will be made available to Church-Missouri Synod to pro- TV stations here include such duce the second group of 26 half- prize-winning flickers as "Shoehour stanzas in "This Is the Life." shine" and "Paisan."

## Syndicate 'Showcase' In New Market Areas

Reynolds will syndicate the films local sponsorship in early March. produced for "Jeweler's Showcase" Reason for the delay is to enable in those markets where "Show- Reynolds' production firm to build case" is not shown. Hamilton up a sufficient backlog of product Watch sponsors "Showcase" on an to permit series to be sold on a alternate-week basis in 24 markets, weekly basis rather than follow leaving the remaining TV cities Hamilton's alternating week free to purchase the identical se- schedule. ries. Series will be known as "The Sovereign Theater" and will be

HOLLYWOOD, Jan. 24. - Stu | made available for regional and

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

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

Copyrighted material

LONE STAR

## Texas to Get 1st Crack at **Dobie Series**

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

Dobie, former University of Texas professor has turned over TV rights to all his published ey's current all-Texas film package, "Betsy and the Magic Key," is ready for release to sta-tions across the country. The is turning out three of the 15-minute films every week.

Menjou Film Markets Add 3, Total 60 NEW YORK, Jan. 24. - Ziv

Television this week sold its Adolphe Menjou TV film series, "Favorite Story," in three more markets, making 60 markets in World Scout' Pic New sales were made to WNBW-TV, Washington, for sponsorship Wright, World Scout," a new dra-by U. S. Metal Products Com-matic-adventure TV film series, pany; WPTZ-TV, Philadelphia, will be produced here shortly by for sponsorship by Montgomery Ed Leftwich in co-operation with Coffee and Land-O-Lakes Cream- the Boy and Girl Scouts of Amereries, and in the Nashville market, for General Electric Supply Company.

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

## **WOR-TV** Gets 35 TV Films

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

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

**NEW SERIES** 

## Screen Gems Launches Syndicate Operation

NEW YORK, Jan. 24 .- Screen | There are 13 in the series, proworks and will also appear in the Gems launched its syndication half-hour series. Robert Arch operation this week with com-Green, who wrote radio's "Lone Ranger" and "The Gabby Hayes Show," will adapt the Dobie material for TV. Shooting begins here shortly. Meanwhile Richproduced by Alan Trench for Tragborn Productions of Pittsburgh, Pa. It is based on a mailpull gimmick. There are 26 segments in the series. John Mitch-Jaimeson Film Company, Dallas, ell, who heads up Screen Gems' syndication end, hinted he was on the verge of signing up several more series.

> OFFICIAL ADDS NEW KID SHOW . . .

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

## Leftwich to Shoot

NEW YORK, Jan. 24 .- "Sandy the Boy and Girl Scouts of Amer-

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

duced by Telemount Productions headed by Henry Donovan.

TELENEWS MARKETS 'FOR WOMEN ONLY' . . .

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

## REID RAY CO. WAS OMITTED

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

The Deadline for Entries in

THE BILLBOARD'S FIFTEENTH ANNUAL

## RADIO & TELEVISION PROMOTION COMPETITION

has been extended to midnight Saturday, February 7, 1953

Send your entries to:

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

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

## EXPLOITATION TECHNIQUE

## **Expert Cites Value of** Song Plugs to TV Film

By LYLE ENGEL (Film Music Exploitation Consultant)

The recently announced release of Columbia Record No. 39937, on that the aggressive, progressive production unit which created America's number one TV show, is leading the way in another important facet of show business operations. I mean, of course, utilizing a song or songs as powfilmed TV program or series.

Certainly Desi's disk of the theme song from the "Lucy" series can do nothing but help partment now is strengthening maintain and enhance the incred- his future position. He will be ibly high ratings this show is able to pre-sell his properties. He presently getting.

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

## Consolidated Closes Deals

NEW YORK, Jan. 24.—Consoli-dated TV Sales here this week chalked up a flock of new TV film sales. "Front Page Detective" was picked up by WJTV, Jackson, Miss., and WHBF-TV, Rock Island, Ill., for sponsorship in latter market by Tri-City Radio Supply Company. "Crusader Tex., and WKAB-TV, Mobile, by several new increase.

Ala. "Public Prosecutor" was the reported decision of the William Fety firm to syndicate its Va., and KDUB, Lubbock.

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

## PLAN VIDPIX AS HOME MOVIES

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

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

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

The theatrical film producers, of course, have long been aware of, and have successfully utilized, music as exploitation. M-G-M, with its Robbins-Feist-Miller music publishing combine and its which Desi Arnaz sings "I Love M-G-M Record Company, has Lucy," would seem to indicate long since derived not only millions of dollars worth of exploitation for their pictures via songs series is "Preview Theater." and disks, but has actually earned substantial profits from these enterprises. In the same manner, Warner Brothers and Paramount have wisely utilized erful exploitation devices for a the tremendous exploitation values inherent in popular music.

The television producer who builds his music exploitation decan launch a new series with the It is rather amazing to me, as extra help of millions of people who have developed an "awareness" of the program thru its mumore "familiar" with it, can be developed. Producers of TV films for the sales post. can't overlook music exploitation. springboard for new hit songs. it. Why not TV?

SHOWCASING

## Plan Use of Pilot Pix As **Full Series**

NEW YORK, Jan. 24. - If it does not succeed in placing its pilots of "Impulse" and the Joe E. Brown show in network dramatic series. Official Films plans to include the two shows in a series of

Official believes it can come up lookout for half a dozen more.

## Goldwyn Gets PSI's Reiner

cessor has as yet been selected

Guild, UTP Contend For Snader Films

for the properties conducted by matically voided. 13 pilots, which it will endeavor Samuel Rosenbaum. -Latter is to sell, possibly as a summer serving as arbitrator in the entan- sent by Eli Landau, Inc., of New placement. Tentative title of the gled legal disputes between Lou York, who expressed willingness Snader and his partners in the to pay a \$50,000 advance plus a Snader Telescriptions firm, Al and \$100,000 yearly guarantee. Jack with about half the dramatic Henry Bisno, and Sam Markovich. Broder, of Hollywood, offered a stanzas required. It is on the Last week Rosenbaum awarded \$100,000 advance plus \$100,000 ownership rights to the 756 tele- guarantee annually. Robert Maxscriptions to Ben Frye's Studio well Associates was the sole firm Films and distribution rights to United Television Programs, ruling as valid the contract concluded earlier between Frye and the Bisnos.

Second phase of the proceedings NEW YORK, Jan. 24.-Manny remains Rosenbaum's decision as Reiner next week steps out of his to who should be awarded the ing revenue. post as sales veepee of PSI-TV, rights to the Korda films and the Inc. He will join Samuel Gold- "Tracy" series produced by the wyn Productions as foreign man- Snader firm. Rosenbaum opened sic exploitation. This tendency to ager. Reiner has been with PSI hearings on Thursday (22) with be more interested in watching for seven months. His departure Guild and UTP emerging as leadthe program, because they are is on an amicable basis. No suc- ing contenders for the properties.

Guild Prexy Reub Kaufman's bid offered a \$150,000 annual Before joining PSI-TV, Reiner guarantee for five years with It gives them the means of devel- was sales manager for Louis G. Guild Films distributing both the oping new music properties in ad- Cowan, Inc., for two years. He Korda and "Tracy" films for 271/2 dition to its obvious exploitation has over 17 years experience in per cent of the take. UTP offered values. Your show may be the the motion picture business with Rosenbaum a choice of two deals. Warner Brothers, M-G-M, Mono- Firm bid \$300,000 in cash for out-The movies have frequently done gram, Paramount and David O. right ownership of the properties, or \$150,000 annual guarantee at

HOLLYWOOD, Jan. 24. — At 30 per cent distribution fee. In week's end, Guild Films and both the UTP and Guild bids, in United Television Programs re- the event income from sales in mained the leading contenders for the sales-distribution rights to 14 Korda feature films and 39 "Dick" any given year does not reach the \$150,000 mark, the distribution firm must either make up the dif-Tracy" half hours in the bidding ference or the contract is auto-

> Other bids included an offer bidding for the foreign rights to the "Tracy" series, and therefore is expected to win the award for foreign sales. He offered to stand all dubbing costs and conversion of the products for foreign use and will then split 50-50 on all incom-

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

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

Rosenbaum said complications in ownership of these properties studio production crew on regular award them to any bidder. Tan-The new Esty syndication move salary as agency staffers. . It's gled rights to the properties is liam Esty firm to syndicate its apparently is geared for an early understood that Esty is planning clouding the issue. In conducting "Man Against Crime" series in start. The agency is understood also to shoot its own commercials this phase of the hearings, Rosenmarkets where it is not now to have invited major TV film there shortly. In addition, the baum is simultaneously accepting sponsored by Reynolds Tobacco. distribution outfits here to subsibilities of filming 16-mm. test ownership rights to the properties

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

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

> > Cobyrighted material.

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

and WKAB-TV, Mobile, by several new moves, headed by the Biow Agency. Simultaneously, Young & Rubicam is reported readying a move into production, with Benton & to range from straight percentage Bowles also taking a long look in deals to guarantees.

NEW YORK, Jan. 24.—Further | this direction. TV film activities | Esty has a lease on the old | will have to be settled first before dio Supply Company. "Crusader development of the expansion of previously had been undertaken Edison Studios in the Bronx, he can dispose of them. As it advertising agencies into the TV by other major ad agencies here, where "Man Against Crime" is stands now, he said, he does not Houston; KDUB - TV, Lubbock, film field was seen here this week including William Weintraub and shot. The firm carries the entire know whether he has the right to

## TV FILM PURCHASES

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

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

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

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

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

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

Official Films' three-minute library, "Music Hall Varieties," within the past two weeks has been sold into four more markets: Charleston and Columbia, S. C., Lynchburg, Va., and Cleveland.

Fort Pitt Brewery thru BBD&O has bought "Foreign Intrigue" from J. Walter Thompson Co. for placement on WDTV, Pittsburgh.

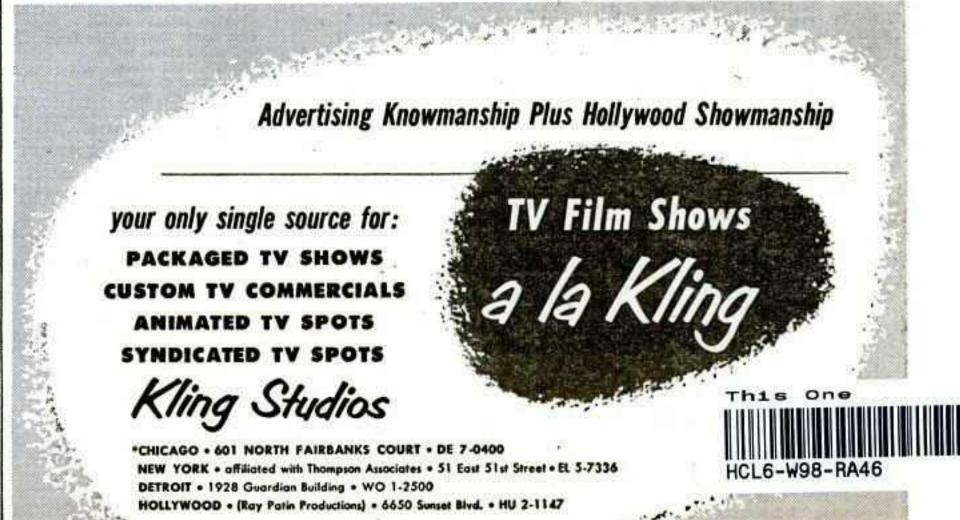
Noxema Chemical Company has bought 26 weeks co-sponsorship of Ziv Television Produc-tions "Boston Blackie" via WABD, New York. Other sponsor on WABD is Personal Products for Yes tissues.

Allen Funt's "Candid Camera" has been syndicated into four more markets: Portland, Ore.; Pueblo and Colorado Springs, Colo.; and Honolulu.

commercials for clients. Spots he is trying to sell. would be shot in the rough at prior to filming spots for actual telecasting. Plan is similar to film commercial test plan un-veiled here recently by the Schwerin research outfit.

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

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



## THE BILLBOARD TV Film Buying Guide

Series 'ame

## ARB Ratings of Non-Network TV Films

and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing, the show's ARB is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C. This chart does not include filmed programs that may reach the stations thru the facilities of one of the networks. For additional film series currently available, but for which ARB does not now have ratings, see separate chart in this department.

Series Name

Cisco Kid ....30...78...

Dist.: Ziv Television Productions.

(Previous Month's Rating....25,2)

(Previous Month's Rating....17.4)

Prec. Show: Wild Bill Hickok ...... 18.2

WBKB-Billy the Kid Theater .... 2.8

WGN-Mamel Theater ...... 1.3

WNBQ-Victory at Sea ..........11.6

Dec. ARB Rating ......31.2

Prec. Show: Super Circus ......24.0

WLWT-Meet the Press ..........11.4

WKRC-Man of the Week ...... 1.0

Dec. ARB Rating ......28.2

Prec. Show: WNBK Presents .....11.7

Dec. ARB Rating ................28.5

Prec. Show: Famous Playhouse ... 8.4

Christopher Series ...... 2.2

Prec. Show: Space Patrol .......16.3

KNBH-Operation Crossroads ....12.0

KTLA-Newsreel; Film Featurette. . 3.9

Movie Quick Quiz ..... 1.8

KTTV-Town Hall Varieties ..... 6.9

KLAC-Million \$ Movie ...... 7.0

Dec. ARB Rating ..... 6.7 (Previous Month's Ratnig....19.8)

Prec. Show: Esso News ...... 2.3

WCBS—The Early Show ......13.7

WABD-Captain Video ...... 6.9

WJZ-Mr. Lucky at Seven ...... .7

WOR-Want to Be a Star ...... 1.3

WPIX-News; Movie Quick Quiz. . . . 9

WATV-Premiere Theater ...... .7

Prec. Show: TV News ...... 1.9

Handy Man ..... 3.8

Newsreel ..... 4.6

Dec. ARB Rating .................26.7

Prec. Show: Shell News ..... 7.4

KPIX-Sports; It's a Good Idea... 1.3

KGO-Gene Autry ......16.2

Dec. ARB Rating ......16.4

Prec. Show: Painted Stallion ..... 6.6

WTTG-Bar 5 Roundup ..... 3.8

WTOP-Week-end Western ..... 1.2

ALSO CURRENTLY SHOWING IN:

Ames, Atlanta, Binghamton, Birmingham,

Bloomington, Buffalo, Charlotte, Colum-

bus, Dallas-Fort Worth, Dayton, Des

Moines, Erie, Grand Rapids, Houston,

Greensboro, Indianapolis, Jacksonville,

Jonnstown, Kalamazoo, Kansas City

Lancaster, Lansing, Memphis, Miami,

Milwaukee, Minneapolis-St. Paul, New

Haven, New Orleans, Norfolk, Phoenix,

Providence, Richmond, Pittsburgh, Ro-

Valley Forge News ..... 4.3

(Previous Month's Rating....18.7)

(Previous Month's Rating....31.7)

(Previous Month's Rating....28.2)

(Previous Month's Rating....22.9)

Time Out ...... 1.0

(Previous Month's Rating....32.8)

WXEL-Your Home and Garden;

(Previous Month's Rating...,29.2)

(Previous Month's Rating....26.2)

Dec. ARB Rating ......27.4

Prec. Show: Your News Reporter. . 10.3

Washington Spotlight ..... 4.2

BALTIMORE (3 stations)

Opposition Shows, 7-7:30:

WMAR-Sunpapers News;

WBAL, 7-7:30, Tues-

WAAM-Viewpoint;

WENR, 2-2:30, Sun.

Opposition Shows, 2-2:30:

CINCINNATI (3 stations)

Opposition Shows, 6-6:30:

Opposition Shows, 6-6:30:

CLEVELAND (3 stations)

WNBK, 6-6:30, Sat.

DETROIT (3 stations)

WXYZ, 7-7:30, Thurs.

Opposition Shows, 7-7:30:

WWJ-Michigan Outdoors;

LOS ANGELES (7 stations)

Opposition Shows, 7-7:30:

KHJ-Newspaper of the Air;

KECA, 7-7:30, Mon.

NEW YORK (7 stations)

WNBT, 7-7:30, Mon.

Opposition Shows, 7-7:30:

PHILADELPHIA (3 stations)

WPTZ-Herman Hickman;

SAN FRANCISCO (3 stations)

Opposition Shows, 7-7:30:

WASHINGTON (4 stations)

Opposition Shows, 6:30-7:

WMAL-Family Playhouse:

WNBW, 6:30-7, Sat.

KRON, 7-7:30, Thurs.

WFIL-George Walsh, News:

WCAU, 7-7:30, Frt.

WJBK-Headlines on Parade;

WCPO, 6-6:30, Sun.

CHICAGO (4 stations)

chester, San Diego, Schenectady, St. Louis, Seattle, Syracuse, Toledo, Utica.

Series Name

The Gene Autry Show . . 30 . . . 52 . . . . Dist.; CBS Television Film Sales COLUMBUS (3 stations) WBNS, 7-7:30, Sun. (Previous Month's Rating....15.0) Prec. Show: See It Now...... 9.3 Opposition Shows, 7-7:30: WLWC-Red Skelton ......28.4 WTVN-You Asked For It ......11.3 SAN FRANCISCO (3 stations) KGO, 7-7:30, Thurs. (Previous Month's Rating....21.1) Dec. ARB Rating.................18.5 Opposition Shows, 7-7:30:

Dec. ARB Rating ......16.2 Prec. Show: Hopalong Cassidy.....26.3 KRON-Cisco Kid ......26.7 KPIX-Sports; Good Idea ...... 1.3 ALSO CURRENTLY SHOWING IN: Amarillo, Baton Rouge, Birmingham, Dallas-Fort Worth, Denver, El Paso, Honolulu, Huntington, Indianapolis, Jackson, Kalamazoo, Lansing, Los Angeles, Lubbock, Memphis, Minneapolis-St. Paul. New Haven, Omaha, Peoria, Providence, Pueblo, Roanoke, Seattle, South Bend. ALSO CURRENTLY SHOWING VIA

CBS TELEVISION NETWORK.

Dr. Bruno Furst ..... 1.9 WXEL-Desert Deputy; Railroad Club ..... 4.7 COLUMBUS (3 stations) WBNS, 1-1:30, Sat. Dec. ARB Rating ......14.8 (Previous Month's Rating....15.0) Opposition Shows, 1-1:30: WLWC-Afternoon Hayride ..... 1.3 WTVN-Art and Mary ...... .4 DAYTON (2 stations) WLWD, 6-6:30, Mon. (Previous Month's Rating .... 11.4) Prec. Show: Howdy Doody ......33.1 Opposition Shows, 6-6:30: WHIO-Ernie Lee; Perry Como .. 3.8 DETROIT (3 stations)

WEWS-Dinner Platter;

WWJ, 5:30-6, Sun. (Previous Month's Rating....14.0) Prec. Show: Hallmark Hall of Fame 6.2 Opposition Shows, 5:30-6: WJBK — Omnibus ...... 5.3

WXYZ-Super Circus ..........21.6 LOS ANGELES (7 stations) KNBH, 5:30-6, Sal. (Previous Month's Rating....11.5) Prec. Show: Doubting Thomas .... 2.0 Opposition Shows, 5:30-6: KNXT-Saddle Tales ..... 2.3 KTLA — Film ...... 3.9

KTTV-Muntz Movies ........... 6 KLAC-Saturday Matinee ...... 2.6 NEW YORK (7 stations) WNBT, 6:30-7, Sat. (Previous Month's Rating....11.0)

Prec. Show: Bar 4 Ranch ...... 4.0 Opposition Shows, 6:30-7: WCBS-Early Show ...... 3.3 WABD-Dick Tracy ..... 4.3 WPIX-Kit Show; Weatherman; 

SAN FRANCISCO (3 stations) . KGO, 6:30-7, Thurs. (Previous Month's Rating....24.6) Prec. Show: Cartoon Club ...... 1.5 Opposition Shows, 6:30-7: KRON-Science Lab.; Shell News. . 8.4 KPIX-D. Edwards, News;

Heaven for Betsy ...... 2.4

#### WARNING . WARNING . WARNING

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

Cowboy

G-Men ....30...13.... Dist.: United Artists Television

CINCINNATI (3 stations) WCPO, 1:30-2, Sun. Dec. ARB Rating ..... 2.3 Prec. Show: Bride to Be ..... 2.3 Opposition Shows, 1:30-2: WLWT-Diamond Square Dance;

Pigskin Parade ...... 5.5 WKRC-Cerebral Palsy Telethon. 17.8 ALSO CURRENTLY SHOWING IN: Akron, Amarillo, Beaumont, Boston, Columbus. Dallas-Fort Worth, Decatur, Detroit, Duluth, Flint, Houston, Indianapolis, Louisville, Kansas City, Memphis, Minneapolis-St. Paul, Muskogee, Nashville, New York, St. Louis, Sedalia, Springfield, Toledo, Wichita.

Hopalong

Cassidy ....30...26.... Dist.: NBC TV Film Division BALTIMORE (3 stations) WBAL, 5:30-6, Sat.

(Previous Month's Rating....21.2) Prec. Show: Roy Rogers ..........15.3 Opposition Shows, 5:30-6: WMAR-Bailey Goss Show ...... 6.0 WAAM-Step Into Storyland; News and Sports Roundup ..... 3

**BOSTON** (2 stations) WBZ, 1-1:30, Sat. Dec. ARB Rating ......14.2 (Previous Month's Rating..., 15.5) Prec. Show: Circle W Playhouse...10.5 Opposition Show, 1-1:30: WNAC-Super Circus ..... 8.9 CHICAGO (4 stations) WENR, 3-3:30, Sun. 

(Previous Month's Rating....14.5) Proc. Show: Kit Karson ........16.9 Opposition Shows, 3-3:30: WBKB-Quiz Kids ..... 6.2 WNBQ-Kukla, Fran and Ollie ... 9.6 CINCINNATI (3 stations) WLW-T, 5:30-6, Sat. Dec. ARB Rating ......14.0 (Previous Month's Rating....14.4)

Prec. Show: Wrestling ......12.8 Opposition Shows, 5:30-6: WCPO-Coco's Circus ..... 6.4 WKRC-Film; Christophers Program ...... 1.0 CLEVELAND (3 stations) WNBK, 0-6:38, Fri. (Previous Month's Rating....19.5) Prec. Show: Howdy Doody ......18.6

Opposition Shows, 6-6:30:

WNBW, 1:30-2, Sup. Dec. ARB Rating ......17.1 (Previous Month's Rating....31.3) Prec. Show: Youth Wants to Know 7.6 Opposition Shows, 1:30-2: WITG-No Service WMAL-Film; Sports Roundup ... 1.1 WTOP-Letter of the Law ...... 3.4 ALSO CURRENTLY SHOWING IN:

WASHINGTON (4 stations)

Albuquerque, Binghamton, Buffalo, Erie, Johnstown, Philadelphia, Pittsburgh, Rochester, Schenectady, Syracuse, New Haven, Providence, Atlanta, Charlotte, Greensboro, Jacksonville, Louisville, Miami, Norfolk, Dallas, Houston, New Orlenas, Oklahoma City, Phoenix, San Antonio, Tulsa, Dayton, Grand Rapids, Kansas City, Milwaukee, Omaha, St. Louis, St. Paul, Toledo, Salt Lake City, Scattle.

Rider .....30...25....

The Range

Dist.: CBS Television Film Sales BOSTON (2 stations) WBZ-TV, 7-7:30, Sun. (Previous Month's Rating....36.2) Prec. Show: Modern Film Hour ...33.0 Opposition Show, 7-7:30: WNAC-Gene Autry .....18.0 CLEVELAND (3 stations) WEWS, 6-6:30, Sun. (Previous Month's Rating....27.9) Prec. Show: Omnibus ...... 5,7 Opposition Shows, 6-6:30: WNBK-Meet the Press ...... 7.3 WXEL-Ellery Queen ......10.6 LOS ANGELES (7 stations) KNBH, 7-7:30, Thurs. Dec. ARB Rating .....12.6 (Previous Month's Rating....12.8) Prec. Show: Komedy Klub ......10.0 Opposition Shows, 7-7:30: KNXT-Biff Baker, USA ...... 9.9 KTLA-Newsreel; Flicker Snickers ..... 5.2 KECA-The Ruggles .....19.5 KHJ-News; Movie Quick Quiz ... .9 KTTV-Have a Heart ..... 3.0 KLAC-News Review; PHILADELPHIA (3 stations)

WPTZ, 6-6:30, Sat. Dec. ARB Rating ......21.2

(Previous Month's Rating....21.6) Prec. Show: Roy Rogers ......12.4 WFIL-Supper Club ...... 2.2 WCAU-It's News to Me ..... 4.3 SAN FRANCISCO (3 stations) TIA, 1-1:30, 1201. Dec. ARB Rating .......33.7 land, Richmond. (Previous Month's Rating .... 27.8)

Prec. Show: Heaven for Betsy .... 4.1

Opposition Shows, 7-7:30:

Series Name

KRON-Science in Action .......15.5 KGO-Western Football ...... 6.7 ALSO CURRENTLY SHOWING IN: Amarillo, Beaumont, Colorado Springs, Davenport, Dallas-Fort Worth, Denvet, El Paso, Honolulu, Houston, Indianapolis, Lincoln, Lubbock, Minneapolis, New York, Providence, New Orleans, Omaha, Phoenix, Portland, San Diego, Seattle, Tucson, Washington.

Movie Quick

Quiz ..... 15... .... Dist.: United Television Programs, Inc. CLEVELAND (3 stations) WNBK, 6:45-7, Mon.-Frl. Dec. ARB Rating (Average) ...... 3.4 (Previous Month's Rating....4.9) Prec. Show: Sports: Today's News. 4.1 Opposition Shows, 6:45-7: WEWS-Pooch Parade; News; Diamond Lock; Weather ..... 4.8 WXEL-Around Home ..... 5.2 LOS ANGELES (7 stations) KHJ, 7:15-7:30, Mon.-Fri. Dec. ARB Rating (Average) ..... 1.1 (Previous Month's Rating....3.8) Prec. Show: Newspaper of the Air 2.0 Opposition Shows, 7:15-7:30: KNXT-Studio One: USA Canteen, Blue Ribbon Bouts; Biff Baker, USA; Hollywood Road to Fame 12.5

KNBH-Operation Crossroads; Short Drama; Dear Old Moola; Range Rider; Victory at Sea; Gillette Fights ......10.0 KTLA-Film Featurette; Roving Camera; It's Magic; Flicker Snickers; Your Town ....... 3.8 KECA-Cisco Kid, Name's the Same: Ruggles; All American Jubilce: This Is My Mclody .....13.3 KLAC-Million \$ Movie; Film Playhouse; Invitation Playhouse;

S. Ernest Roll, D.A.; Dinner Theater ...... 4.8
KTTV—Town Hall Varieties; Ramar of the Jungle; Premiere Theater; Have a Heart; Success Story ..... 7.9 NEW YORK (7 stations) WPIX, 7:15-7:30, Mon.-Fri. Dec. ARB Rating ..... 1.4

(Previous Month's Rating....1.1)

Prec. Show: News at Seven ...... 1.4 Opposition Shows, 7:15-7:30: WCBS-Early Show ......14.6 WNBT-Cisco Kid; Short Dramas; Game of the Week; Headlines on WJZ-Mr. Lucky at Seven; Tommy Henrich, Sports ...... 1.0 WOR-Want to Be a Star; TV Dinner Date ...... 1.3 WATV-Premiere Theater; Prairie Theater ...... 1.3 SAN FRANCISCO (3 stations) KRON, 10:15-10:30 a.m., Mon.-Fri. Dec. ARB Rating (Average)..... 1.0 (Previous Month's Rating .... .6)

Man on Mission ...... 1.3 Opposition Shows, 10:15-10:30:

Leave It to Larry ..... 1.4

Prec. Show: It's Easy;

KPIX-Arthur Godfrey;

KGO-No Service

Series Name

WASHINGTON (4 stations) WNBW, 7-7:15, Mon.-Thurs. Dec. ARB Rating ..... 6.5 Prec. Show: Footlight Theater; Hi Neighbor; News ..... 7.9 Opposition Shows, 7-7:15: WTTG-Captain Video ........16,3

WMAL-Mrs. R. Clapper; On Stage: What's New ...... .9 WTOP-Mark Evans Show ..... 7.5 ALSO CURRENTLY SHOWING IN: Boston, Charlotte, Chicago, Dallas-Fort Worth, El Paso, Erie, Greensboro, Houston, Minneapolis-St. Paul, New Orleans, Norfolk, Omaha, Philadelphia, Roanoke, Salt Lake City, San Francisco.

#### MISCELLANEOUS

Stranger Than

Fiction . . . . . 15 . . . 65 . . . . Dist.: United World Films, Inc. BOSTON (2 stations) WNAC, 7:30-7:45, Tues. Dec. ARB Rating ..... 8.9 (Previous Month's Rating....9.1) Prec. Show: Music Hall Varieties., 5.5 Opposition Show, 7:30-7:45: WBZ—Dinah Shore ......17.5 **DETROIT (3 stations)** WXYZ, 1:30-1:45, Sun. Dec. ARB Rating ..... 8.4 (Previous Month's Rating .... 8.8) Prec. Show: World Adventure ..... 13.8 Opposition Shows, 1:30-1:45: WJBK-This Is the Life ........ .9 WWJ-University of Michigan .... 1.8 PHILADELPHIA (3 stations) WPTZ, 6:30-6:45, Sun. Dec. ARB Rating ..... 8.3 (Previous Month's Rating....15.8) Prec. Show: Frontier Playhouse ...11.8 WFIL-Diamond Jubilee .......13.7 SAN FRANCISCO (3 stations) KRON, 5-5:15, Fri. Dec. ARB Rating ..... 2.6 (Previous Month's Rating.... .4) Prec. Show: Exclusively Yours .... 6.3 Opposition Shows, 5-5:15: KPIX-Time for Beany..........16.2 KGO-Les Malloy Show ...... 3.3 ALSO CURRENTLY SHOWING IN: Buffalo, Dallas-Fort Worth, Erie, Jacksonville, Oklahoma City, San Diego, Schenectady, Toledo.

## RELIGIOUS

Cathedral

Films ......26...26.... Dist.: Major TV Productions LOS ANGELES (7 stations) KLAC, 11:15-11:45 a.m., Sun. Prec. Show: No Service Opposition Shows, 11:15-11:45: KNXT-Morning Show ...... 1.4 KNBH-Mr. Wizzard; American Forum ..... KTLA-In God We Trust ...... 2.0 KECA-Church in the Home.... 1.4 KHJ-In Public Interest; Film .... .3 KTTV-Great Churches ...... 2.0 ALSO CURRENTLY SHOWING IN: Memphis, Norfolk, San Francisco, Wash-

## P Additional TV Film Series

and markets in which they are currently appearing

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

Series Name

WESTERN

.. WESTERN The Buster Crabbe Show .....30.......13 Dist.: Film Vision Corp. Chicago. 

Dist.: NBC Film Syndication Sales Amarillo, Denver, El Paso, Honolulu, Lubbock, Mobile, Portland, Reading, Roanoke, Spokane. Tales of Famous Outlaws ....15.......13

Dist.: Western Adventure Productions Los Angeles, New Orleans, Philadelphia, San Francisco.

QUIZ

Dist.: United World Films Oklahoma City, San Francisco, Toledo. Spin-A-Tune ......... 5........ 26 Dist.: Videopix, Inc. Dist.: 20th Century-Fox Ames, Indianapolis, Kansas City, Nashville, Oklahoma City, Pittsburgh, Port-

Dist.: United Artists Television San Francisco.

Series Name

Dist.: Videopix, Inc.

Viz Quiz .....500

MISCELLANEOUS

Adventures in Living ..... 15-30...... 26 Dist.: Sterling Television Company, Inc. Best Things in Life ......15-36.......7 Dist.: Consolidated TV Programs Fun With Felix ......13 Dist.: United Artists Television Handy Andy ......13 New Orleans. Hollywood on the Line ......15.......26 Dist.: CBS Television Film Sales Austin, Beaumont. Norman Brokenshire's Handy Man ......52 Dist.: United Artists Television

RELIGIOUS

Dist.: Du Mont Television Network National Televespers .........12.......26 Dist.: Official Films, Inc.

Phoenix.

99 /

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## Night Club-Vaude Reviews

## Bill Miller's Riviera, Miami Beach

(Tuesday, January 20)

Capacity, 750. Price policy, \$6 Booking non-exclusive. Publicity, Seth Babbits and Les Simmonds. Estimated talent cost, \$22,000.

Bill Miller's Miami Beach debut, to a packed house at ten bucks a head for the opening dinner show, was a howling success. If he can continue giving such shows in what used to be known with a good season.

from the beginning when he announced "I've got a unique actif my jokes lay an egg I can al-ways dance!" While they didn't quite reach the poultry department, the jokes didn't double up anybody with laughter. But once he started with the terps, it was

something to watch. His first was to the tune of "Tea for Two," full of humor and charm and Bolger's inimitable panto. When the applause died down he swung into a series of satires on popular steps, and followed with pantomimicry of Joe Louis boxing Maxie Baer. His next was an hilarious semi-strip which he titled "Lili St. Bolger." He came back with his "Sad Sack" bit from "Stage Door Ca:.teen" which had them howling, and finished with a medley of 'Once In Love With Aimee" and

By this time he was ready to drop, but continued dancing and singing and knocking out some cute gags, and finally brought exhoofer, Bill Miller, up on stage for a dance duet for a lot of fun and, naturally, large mitts. Miller, at the mike, described the night as a "momentous opening,"

"The Wizard of Oz."

The show - with production, music and lyrics by Benny Davis-opened with singer Doug Rogers fronting 12 well-tailored (June Taylor-ed, that is) chorines and a quartet of boys. Their second stint made more sense-and provided more entertainmentthan just about any similar production routine ever witnessed on this stage.

The Szonys followed, and copped the first big hands of the evening with their smooth ballroomology that was sheer beauty in rhythm. In their next - toclosing number—a ballet thing the applause started long before the finish and built up to a roar as they bowed off. When it seemed that only a Ray Bolger could top the Szonys, along came the Billy Williams Quartet.

Displaying a lot of showmanship, in addition to slick vocal harmonics, the Williams lads warbled "Dry Bones," "Jealous" and "After You've Gone" and got off to good hands. They came back with some pleasant chit-chat Red, Ride." They were a hot act and took bow after bow before giving way to Bolger.

Walter Nye's slick show-cutting is a joy in a town where—in many cases-rhumba bands are used as backgroundings. Herb Rau.

NOVELTIES

Also interested in seeing beauti-

ful show girls or dancers who

are interested in becoming exotic

## Cotillion Room, Hotel Pierre, New York

(Tuesday, January 20)

Capacity, 265. Price policy, food and beverage minimum. Two \$1.50-\$2 cover. Shows at 9:15 shows nightly, 8:30 and 12:30. and 12:15. Owners, Hotel Pierre. Operator - manager, Bill Miller. Booking, non-exclusive. Talent buyer and manager, Stanley Melba. Publicity, Kurt Hofman. Estimated talent budget this show, \$3,500.

This show's been in for a few weeks and steadily building at the door. Dinner business is big, tho supper can stand improvement. Doretta Morrow and Teddy as Copa City he should wind up and Phyllis Rodriguez, both acts in for quick repeats, do solid

> Doretta Morrow, in her second date here, has shown wonderful improvement. She has poise, delivery and a voice that is as strong and pleasant off as well as on mike. Using a combo of personality numbers (no specials), pops and tunes out of "King and I" (which she was ir.), the gal projects like an expert. On looks she is class personified. Whether she works stand-up at the mike or strolls, she sells just as easily. The Rodriguezes

Teddy and Phyllis Rodriguez have come back here with a teges, singly, doubly, and in couple of new numbers, plus groups, ran thru well-known some different music. The effect is an excitement in their new numbers, coming out from their numbers plus a charming change of pace in their old standbys. The addition of a Spanish folk dance, with the use of castanets (which promptu at a party. they use expertly), gives them added flexibility.

The Stanley Melba ork cut a great show. Chico Relli's rhumba outfit relieved. Bill Smith.

## Ciro's, Hollywood

(Tuesday, January 20)

Capacity: 460. Price policy. \$2 cover. Shows at 10:15 and 12 Owner-operator, Herman Hover. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$5,500. Estimated budget previous show, \$3,000.

Sophie Tucker's 1953 stop here is her strongest ever, based on rendition. the way she's punching and the new material she's using. She opens, as usual, with a terrific greeting bit, followed with "How packed house.

Miss Tucker has cooked up a hand.

and then sang, but well, "Fools piano backing. Shapiro is doing and put on a smooth, well-bal-Rush In," and finished with a more patter with Miss Tucker anced singing show that never mitt-provoking rendition of "Ride," and the injection of the pianist dragged or became boring. makes for excellent pacing. Johnny Sippel.

#### Chase Club, St. Louis (Thursday, December 31)

Capacity, 650. Price policy \$1.50 and \$2.50. Shows at 9:15-11:45 p.m. Booking, non-exclusive. Publicity, Jeannne Dunnaway. Musical director, Bobby Swain. Estimated budget this show, \$7,000.

The incomparable Hildegarde is back, making her first appearance in quite a number of years.

Charmingly gowned in a Chris-tian Dior job, Hildegarde radiates charm. Working in a very flattering spotlight, sometimes standing in front of the piano, other times at the keyboard, the gal represents the essence of sophisticated entertainment. She opens with "You Can't Have Every-thing," then does some special material numbers and a medley of songs she has helped to popularize, including "The Last Time I Saw Paris" and "I'll Be Seeing You." She displays good key-board technique with a knocked-out version of "Twelfth Street Hildegarde's music and also plays Rag," a la Pee Wee Hunt's hit for dance sets. The crew, billed waxing. After several encores, as "Hildegarde's Own Orchestra," she finally begged off.

Band backing is by a crew her routines. under direction of Bob Norris,

## Congo Room, Sahara Hotel, Las Vegas

(Monday, January 12)

Capacity 600. Price policy, no cover, no minimum. Operator, Milton Prell. Booking and publicity, Stan Irwin. Production, George Moro. Estimated talent budget, \$15,000.

Las Vegans, by now pretty well used to spectacular and lavish floorshows on the fabulous "Strip," stood up and cheered themselves hoarse at the final Lauritz Melchior show at the Sahara this week.

Good reason. More than 670 people, the largest number ever Ray Bolger, top man on a floor jobs for excellent audience to crowd into the huge Congo talent-packed bill, had 'em right reactions. number ever to see a show in Las Vegas, enjoyed this one and showed it. Stage was turned into huge living room with twin pianos and bandstand blending into furnishings. Opening with the Sa-harem dancers dressed for a cocktail party, show got off to Miami Beach audiences. good start with Boy Foy on a unicycle racing around pouring champagne, and then as the "guests" settled down in their easy chairs and divans on stage, the works began. In a well-rehearsed routine, Melchior's proplaces in the living room to the mike, as tho they were guests being called on to sing im-

Melchior was superb. With his warm, light-hearted manner, and a clever use of his accent, he won applause, number after number.

His treatment of "Because" and "Without a Song" brought out the biggest "bravos" heard in a Strip night club since Las Vegas hit its stride about four years ago. English.

Top click on the show, judging from applause, that almost matched Melchior's, was a goodlooking young tenor, Val Valente. His "O Sole Mio" matches, if not surpasses, Mario Lanza's famous

Distaff hits of the Melchior package were Shirlee Emmons, winner of the 1952 Marion Anderson Award, a strikingly pretty Can I Ever Grow Old?," a perti-nent and funny ditty. Her "Sophie Tucker's School for Mak-"Sophie Tucker's School for Makblonde with a lusty voice and gelene Collins, winner of the ing Love" is equally potent and Walter W. Naumberg Award, kept applause ringing in the who got socko applause with her "C'est La Vie" among others.

Michael Roberts, of the "Kiss solid medley of her old hits, which Me Kate" show, scored heavily she's sewn together on the basis with his "You Are the Promise of that these old tunes are now mak-ing comebacks. Each tune got an sighs with his looks. Alan Werner, ovation. As closer she used her second tenor, and one of Mel-"Sophie for President." After 35 chior's prize proteges, was boffo, minutes the last of the red-hot as was Edward Williams, basso. mamas walked off to a thunderous Altogether, the four lads and two lasses were professional and tal-Ted Shapiro did his usual great ented in all their performances,

> America's leading duo - piano team, winners of the 1952 Paderewski Foundation Award, Sadlowski and Roth, were solid with their "Fire Dance" and Chopin's "Minute Waltz," and clever lighting helped make an interesting effect. Their performance set the stage for Melchior's treatment of "Pagliacci." When he came out of the background dressed in a silk clown's outfit, the crowd ate it up. It was here they "bravo'd" for a full three minutes. Fine show ended with a full 12

> minutes of numbers and dances from "Merry Widow Waltz," hit of it being Melchior's mugging and "dancing" on his tune "Going to Maxime's." Perhaps the finest chorus girl production seen in Las Vegas yet was evident in this one, with the Sa-harem dancers, in beautiful gowns, doing the waltz, and then coming back to hit into a fine can-can number featuring the Dewey Sisters.

George Moro, who staged the show, and Stan Irwin, as top producer and booker, did great jobs. Al Freeman.

offers superb accompaniment for Abie L. Morris.

Ciro's, Miami Beach (Friday, January 16)

Capacity, 375. Price policy, \$3 beverage minimum. Shows nightly at 9:30 and 12. Manager, Murray Weinger. Booking nonexclusive. Publicity, Hal Pearl. Estimated talent budget, \$15,000.

Perennial winter season cafe headliner Danny Thomas has never been better here than in his current stint in this Miami Beach hot spot. He opened to a packed room, and was fresher, funnier and in better singing voice than he's ever been in a local nitery stint.

The singing came as he offered a medley of tunes from "The Jazz Singer," which is currently playing in Miami Beach. He described it as a "montage" of songs from the pic, and it provided a warm interlude to his routine of little stories and quick ad-libs.

Danny came on stage with his usual "oath of allegiance to the bosses" bit, and went off with his "Wailing Syrian" number. The latter was in respect to shouted requests from the customers. But, other than those two familiar routines, everything else was completely new - at least, to

The new bill here includes The Foursome, a sprightly quartet of two boys and two girls with clever song and dance material, and solo warbler Dolores Hawkins. Opening with "Hallelujah!" and "I'll Walk Alone," Miss Hawkins displayed a warm and rounded voice that pleased the customers to the extent of large hands. She followed with "Rockaby" without any trace of imitating Jolson, and finished with "Sing You Sinners."

Dave Tyler's ork cut the show in capable style. Herb Rau.

## Blue Angel, Chicago

(Thursday, January 22)

Capacity, 140. Price policy, \$2 He got the audience singing with minimum. Show policy, two, Viva La Companie," and settled week - nights: three, Saturdays. them back into their seats with Operator, Jean Fardulli. Exclu-"I Love You" in Danish and then sive booker, Jack Russell. Publicity, Bob Howe. Estimated talent cost, \$1,500.

> On their first try in a club, Bob Arbogast and Pete Robinson showed they can get ' reaction almost as good as they receive when they're on local station WMAQ. They even manage to transfer their comic confusion best known from their radio work. Arbogast has the looks to do comedy. Robinson is equally as good in the straight. The lads have a wealth of material and a lot of it is solid yock stuff. Their chief trouble, however, was that some of their material was over the audiences' heads. Also they showed a tendency to work too

The lads' digs at civic affairs was even sharper away from radio restrictions. Tho their frantic stuff is familiar to airwave listeners, it will have to catch on with

Also making her cafe preem was Marylyn Lovell who's on NBC's "Coffee And" show. The girl showed good potentials doing ballads, blues and novelties in acceptable fashion.

The Dick Marx Jazz Trio works both the lounge and the stage. The Jose Rosado Trio handles the show and dancing chores. Tom Parkinson.



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## Legitimate Reviews

#### THE BAT National Theater

National Theater

A mall by Mary Roberts Rinehart and
Avery Hopwood Staged by Jonathan
Seymour Settings by Ralph Alswang.
Costumes by Alice Gibson. General manager, Ben Boyar. Stages by Ralph
Alswang.
Costumes by Alice Gibson. General manager, Ben Boyar. Stage seentatives. Nat
and Irvin Dorfman. Presented by James
Withers Elliott.
Miss Cornelia Van Gorder. Lucile Watson
Miss Cornelia Van Gorder. Lucile Watson
Miss Cornelia Van Gorder. Lucile Watson
Lizzie

Assay Pitts
Assay Pit

dim-witted maid.

However, time has been anything but kind to "The Bat." The happy era when a customer titilated to secret rooms stuffed with stolen bank notes, disappearing bodies and bloody hands reaching thru darkened windows is buried in the dear, dead past. The 1953 edition retains all the melo's original fine hokum, but somewhere along the line its scariness has disappeared, and customer laughs are progressively at it, rather than with it. It has become more farcical than chilling.

#### Dire Doings

For the record, (altho it seems by this time that about every-body ought to be familiar with "The Bat's" last flight), the Rinehart-Hopwood conceit concerns a particularly turbulent night in the rented house of the above-mentioned spinster from which the particularly turbulent night in the rented house of the above-menioned spinster from which the Bat, a sinister fellow, indeed, is attempting to scare her, so that he can get his fingers on the ditto stolen loot in the ditto secret room. Of course, practically everybody else concerned in the proceedings, except the spinster, her maid, the ingenue and her innocent boy-friend, are equally and sinisterly suspect while a vast amount of happy mayhem plus a couple of murders ensue before the villain gets his comeuppance at the final curtain.

James Withers Elliott, back in the producing business after a 21-year absence, has given the revival a fine framing. The cast is good thruout, with Shepperd Strudwick giving a solid performance as the slippery villain, and Harry Bannister making the conspiring medico properly devious. Paula Houston and Peter Hanson play the necessary love interest to everybody's satisfaction, and there are other good assists from Charles Proctor and Harry Shaw Lowe. Ralph Alswang has designed a fine somber hall and (Continued on page 42)

#### SINGER

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120 West 42nd St. New York 36, N. Y.

#### MID-SUMMER Vanderbilt Theater

ma by Vina Delmar, Staged by Paul tree, Setting by Howard Bay, Cos-s by Motley, General manager, Nick e. Stage manager, Eddie Rissien, ir representative, Saul Richman, inted by Paul Crabtree and Frank fale.

his sight and hearing, is headed to become a great lady in the theater.

Warm Interlude

"Mid-Summer's" locale is a shabby New York hotel room (circa 1907). Its tenants are a young school teacher who has quit the classroom for a fling at writing for vaudeville; his inarticulate, but straight - thinking wife, who wants him back at a job calling for a home and stability, and their precocious, moppet daughter. Just when her hopes are about to be fulfilled, the ham in him really breaks loose and he wins a vaudeville tryout. He will turn it down in favor of teaching drudgery and security for her. But in the last analysis she refuses to accept the sacrifice, realizing that the family's happiness rests on following him along his reinhow in search of his personal izing that the family's happiness rests on following him along his rainbow in search of his personal pot of gold. Naturally, there is much more to the play than this, but essentially it is just a warm, happy interlude about the discovery by a woman that she is needed and wanted no matter what the circumstances—wherein a pew-sitter meets some nice people he's glad to know.

Excellent Cast
Geraldine Page is close to per-

Geraldine Page is close to perfection as the wife. In fact, it is hard to think of any of our current crop of actresses who could bring a similar conviction to the part. It is one of the most effortlessly magnetic performances in years, and a Broadway debut which is an absolute stand-out. Likewise bowing on the Stem for the first time, Mark Stevens is also fine as the young husband, and little Jenny Hecht is one of the most self-possessed and adroit stage moppets to turn up in and little Jenny Hecht is one of the most self-possessed and adroit stage moppets to turn up in a long time. Other excellent contributions are made by Vicki Cummings as a tart with a heart of gold, and Howard Smith as her elderly protector. Edgar Stehli makes a brief bit a top scorer, and Suzanne Caubaye, Marry James, Paul Andor and Robert Emmett add competently in lesser stints. Howard Bay has designed a wonderfully dingy 14th Street hotel bedroom for them to act in, and motley's period costuming is splendid. "Mid-Summer's" appeal will be primarily to women voters, but it should poll substantially with the male contingent. It adds up to a happy, rewarding evening of theater. Bob Francis.

#### THE CRUCIBLE

#### Martin Beck Theater

A drama by Arthur Miller. Stasswa Marine Stetings by Boris Aronson. Costumes by Edith Lutyens. Company manager, S. M. Handelsman. Stase manager, S. M. Handelsman. Stase manages, James. Proctor and Merle Dubuskey. Freested by Kermit Bloomgarden. Brity Parris Janet Alexander Jerich Presented by Kermit Bloomgarden. Brity Parris Janet Alexander Jerich Presented Samuel Parris Fred Stewart Abdgail Williams. Madeleine Sherwood Susanna Walloott. Barbara Stanton Mrs. Ann Putnam. Jane Hoffman Mrs. Ann Putnam. Jane Hoffman Mrs. Mary Warren. John Proch John Proctor. Arthur Kennedy Revered John Hale. E. G. Marshall Elizabeth Proctor. Beatrice Straight Ezekle Cheever. Don Marshall Elizabeth Proctor. Beatrie Straight Ezekle Cheever. Don Metchell Judge Hathorne. Philip Coolidge Bathorne. Philip Coolidge Sarah Good. Mary Mary and Marye The theme of Arthur Miller's The theme of Arthur Miller's and

ten another hit.
While "Crucible" focuses directly on the tragedy of a young farmer and his final acceptance of death in preference to loss of his personal integrity, Miller has managed a canvass to include the obscept cruelty which envelops a managed a canvass to include the obscene cruelty which envelops a whole community, touched off by the play-acting of a vindictive wench, who might have been an elder sister to the little monster of "The Children's Hour." Perhaps for this reason the new play lacks the starkly direct impact of "Death of a Salesman," but it is a monumentally blasting document of biased ignorance and superstition in Puritan New England, and Jed Harris has given it staging Jed Harris has given it staging treatment culminating in a trial scene which is a small triumph of horror. "Crucible" is rugged the-

#### Vicious Story

ater.

Vicious Story

Briefly, it is a tale of a prank
by rebellious children against the
current rigid moral code which
snowballs it into a holocaust of
persecution and hate. The children claim to be bewitched and
are only too readily believed by
superstitiously smug law and
clergy. Their charges of witchcraft fill the jails, and the noose
is the penalty for anyone who will
not admit his error. Caught in the
web is a farmer, whose wife is a
particular target of the ringleading, spiteful hellcat. His efforts to
extricate his wife from viciously
unfounded charges land him in
the toils himself, but he prefers
death to confessing to a lie. It is a
graphic but unhappy picture of
man's cruelty to man.
Arthur Kennedy turns in a bril-

man's cruelty to man.

Arthur Kennedy turns in a brilman's crueity to man.

Arthur Kennedy turns in a brilliantly restrained performance of the young farmer who refuses compromise altho he wants to live, and Walter Hampden, costarred with him, is harshly splendid as the overbearing governor who revels in his prosecuting duties. In support, E. G. Marshall creates a masterly portrait of a minister who comes to regret his early assistance in getting the hate ball rolling, and Fred Stewart is excellent as another reverend finding himself caught in meshes of his own making. The huge cast makes it impossible to mention all who deserve it, but there are particular meritorious there are particular meritorious contributions via Jenny Egan's there are particular meritorious contributions via Jenny Egan's tortured disciple of Madeleine Sherwood's young vixen, Beatrice Straight's inarticulate wife and Jean Adair's octogenarian of righteous good will.

#### ON BORROWED TIME Wilbur Theater, Boston

wilbur Theater, Boston

comedy by Paul Osborn. Directed by
Demetrios Vilan. General Manager. Paul
Vroom. Stage manager.
Vroom.
Vroom. William G. Coston Jr.
Pud Davis Julian Northrop Davis Julian Northrop Julian Northrop Mr. Brink Mr. Brink Marcia Giles Demetria Riffle A Boy A Workman Drawman Drawman Drawman Drawman Drawman Drawman Drawman Sheriff

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

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

fresh and beguiling as ever.

Demetrios Vilan has staged the work at a pace that works to its climaxes in a fluid manner. Most of the gestures are understated—but when there is a purely farcical piece of business he insinuates it across. The result is a poignant job in which laughter is always on the verge of tears. "Time" could be an appalling bit of whimsy without such a base. Tho it is skillfully written by Osborn, it requires a great deal from its performers. And it has it.

Victor Moore is remarkably ap-

Nom its performers. And it Victor Moore is remarkably appealing as Gramps. The timbre of his voice, his bumbling gestures, his projection of the atmosphere of innocent age are all integrated into a performance of pure delight. Leo G. Carroll as Mr. Brink, the supernatural courier, has the right blend of sophisticated worldliness and warmth to suggest his ghostly mission as a friendly visit. Beulah Bondi, in every small detail, matches the portrait of charming physical decline spirited in the role of Pud. Melinda Markey, Russell Hicks, Thayer Roberts and Kay Hammond are all first-rate too. Gus Schneider's setting is attractive and functional.

"Time" is of the essence of

and functional.

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

Bob Taylor.

#### THE FIFTH SEASON

Cort Theater

Cort Theater

A comedy by Sylvia Regan Staged by Gregory Ratoff. Settling by Sam Lee Costumes supervised by Edythe Gilfond. General manager, Jesse Long, Stage manager, Bendona Stander Prents representate Regard Stages of the S

The news about "The Fifth Season" is the Broadway debut of Menasha Skulnik. For a good many years, a lot of people, including this reporter who had no idea what Mr. Skulnik was talking about, have shared the opinion that he is a great comedian. That was down on Second Avenue in Yiddish musicals. Now on Broadway, in English, Mr. Skulnik is every inch the funny fellow he seemed when a translated libretto was necessary to explain what he was about. This is no surprise, since timing and an innate sense of comedy values know no language barriers.

Mr. Skulnik knows every trick of his trade to smack over a laugh line or situation. Also, he has the gift of pathos, so essential to all fine comedians. In short, Mr. Skulnik is immensely beguiling.

Ouite Palatable The news about "The Fifth Sea-

guiling.

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

#### TV FILM **REVIEW**

#### China Smith

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

A stout, middle-aged man, wearing a pith helmet and spec-tacles, and clutching a brief case, wearing a pith helmet and spectacles, and clutching a brief case, is seen sitting in a transport plane high in the sky. The man is obviously feeling very ill. The hostess asks if she can help him. The man waves her away. The camera pans the other passengers, including a Chinese woman with her baby, a sinister looking fellow in a Panama hat and a gorgeous blonde (Marion Carr). The stout gentleman wearing the pith helmet gets up and starts staggering toward the rear of the plane. The hostess asks him if she can get him a drink of water. He says no. A moment later the hostess screams. The escape hatch is gone. Cut to commercial.

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

Hero China Smith (Dan Duryea) is out to recover the map if he can and sell it back to the oil com-

Hero China Smith (Dan Duryea) is out to recover the map if he can and sell it back to the oil company. This puts him on the trail of the gorgeous blonde, who is as shapely a number as has ever graced the TV screen and a real credit to her sex. She is a White Russian, and no sooner does Smith make her acquaintance in the hotel lobby in Singapore than she is calling him "baby," with the accent on the second syllable.

#### Action-Stuffed

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

trouble comes easily.

The China Smith character originated in one of the segments of "Schlitz Playhouse of Stars." PSI-TV has already syndicated the adventure show in 25 markets.

Gene Plotnik.

#### The Inauguration

• Continued from page 9

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

The Ball

The Ball

The inauguration ball must have been an outstanding treat for female viewers. They were given comprehensive descriptions of the clothes worn by the female guests, both on radio and on TV. On video, the standard picture was of a stunningly-clothed dancing throng that later, because of the crush, couldn't even do that. But even in that exclusive crowd, there were a good number of TV gawks who waved into the cameras; so their relatives and friends might see them.

The newscasters and commentators did their usual thoro and rewarding job. Outstanding perhaps were NBC-TV's Ben Grauer, Merrill Muller and Dave Garroway; '3S-TV's Cronkite, Edward R. Murrow and Ron Cochran; ABC-TV's Martin Agronsky, Leo Cherne and Gunnar Back. On radio, the staccato-voiced Walter Winchell dominated the announcing for ABC, and Robert Trout did a like job for CBS.

Sponsor Line-Up

The radio and TV networks were well-represented by spon-

practical but sentimental half of a turbulently insecure dress manufacturing partnership, he injects an amazing warmth and reality into a script that is as obviously tailored as the dresses its models exhibit.

The "Fifth Season," on midtown Seventh Avenue is, of course, the "off season," and Miss Regan has concocted a little yarn about a dress firm continuously in the red. A younger partner, the go-getter, snares a solid customer, (Continued on page 42)

#### GODFREY DISK DRIVE

## Puts La Rosa Disk Into Hit Category

• Continued from page 1

has been featuring La Rosa constantly on all of his various AM and TV shows. Godfrey's line-up of CBS shows at present adds up to the following: A morning radio show from 10 to 11:30 daily, of which about one hour is televised; a Monday night simulcast, "Talent Scouts" from (8-8:30); a Wednesday night TV show, "Godfrey and His Friends" (8-9), and a Sunday night TV show, "Godfrey and His Friends" (8-9), and a Sunday night radio show, "Godfrey and His Friends" (8-9), and a Sunday night is much as a featured and well-spotlighted performer.

The tunes that La Rosa cut for Cadence Records, Archie Bleyer's label, were "Anywhere I Wander," one of the Frank Loesser tunes from "Hans Christian Andersen," and "This Is Heaven." The side that seems to be stirring up the most action is the one from the flick. The surprising part of this is that the tune had been cut by a number of artists a few months ago for the major diskeries, including Tony Bennett for Columbia, Fran Warren for Caption, Fran Warren for Roll-Marting Tony Bennett for Columbia, Fran Warren for Roll-Marting Tony Bennett for Columbia, Fran Warren for Caption, Fran Warren for Caption, Fran Warren for Roll-Marting Tony Bennett for Columbia, Fran Warren for Roll

When the first Cadence Record was released, Godfrey spelled out the name of the label and let his listeners and viewers know that the disk would be available in all record shops. That his plugging

## Winterhalter Renews Pact With Victor

NEW YORK, Jan. 24. — Hugo Winterhalter this week (27) will sign his new three-year pact with RCA Victor records for an annual total take which will make him one of the highest paid triple-threat artist and repertoire staffers in the industry. Operating as a a.g. musical director, an arranger-conductor and as a recording artist, Winterhalter is guaranteed between \$45,000 and \$50,000 as year minimum by the terms of the new deal.

This snjits roughly into \$15,000

This splits roughly into \$15,000 each for his (1) services as an (Continued on page 18)

## 802 to Crack Down on Vocal **Dubs to Tape**

NEW YORK, Jan. 24. — Local 802, American Federation of Musicians, is informing diskeries that it will stringently police cutting sessions in order to enforce the principle that vocalists must be cut simultaneously with the bands accompanying them.

#### **ECLIPSE PLUGS** 'MOON' DITTY

MOON' DILLY

NEW YORK, Jan. 24.—It so happens that the moon, earth and sun will line up perfectly the evening of January 29, and a good portion of the country will experience a lunar eclipse. And as if this ordering of the heavenly bodies were at the direction of Redd Evans, "he has designated the day, National No Moon at All Day." It is no mere coincidence that Evans, "Jefferson Music is the publisher of the ditty, "No Moon at All."

## Loudspeakers **Denied Stem** Record Shops

NEW YORK, Jan. 24.-Broadway record dealers are trying to cone up with new gimmicks to keep a flow of traffic streaming into their shops, now that there has been a crackdown on the use of outside loudspeakers playing records. Silencer was put on last week by the Broadway Association, a businessmen's group rep-resenting establishments along the Great White Way.

NEW YORK, Jan. 24. — Local 302, American Federation of Musicians, is informing diskeries that it will stringently police cutting sessions in order to enforce the principle that vocalists must be cut simultaneously with the bands accompanying them.

There is an increasing practice, Local excess stated, of recording the band alone, and dubbing in the singer at some future time. This practice, it is stated, permits the singer to practice with the tage. Result is that overtime for the band is thereby reduced, according to the Local.

The practice of dubbing the vocal at a date subsequent to the orchestral take is most prevalent among the smaller labels, it has been stated, but lately majors have, for various reasons, been stated, but lately majors have, for various reasons, seen using the technique increasingly,

. Thirtie . Second till it it it dans and ...

Davis (all but the question many tradesters ask is 'What would in either purchase of a catalog of a participation deal.

Justice Dept. to Delve Into C-S, Goody Hassle

Into C-S, Goody Hassle

Warring several propositions, involving either purchase of a catalog of a participation deal.

Justice Dept. to Delve Into C-S, Goody Hassle

Into C-S, Goody Hassle

New YORK, Jan. 24.— The large hashe between Cetar-Sora in the two conflict, may join the act that than a rew participant when the case lecord in the period out the United States Department that the United States Department of that the United States Department of the parts a larged plant into the controversy. Should the that the United States Department of the pages a larged field in the basis of his appeal to the court, is that his registered celling prices of Price Stabilization regulations or over a State fair trade prices, and the basis of his appeal to the court, is that his registered celling prices would be to uphold Office of Price Stabilization regulations or over a State fair trade also when the diskery. Thus, the Justice Department, whose purpose would be to uphold Office of Price Stabilization regulations or over a State fair trade also when the controvers of the pages after decling prices and the basis of this appeal to the court, is that his registered celling prices and the basis of the suppose would be to uphold Office of Price Stabilization regulations or over a State fair trade law when the diskery. Thus, the Justice Department, whose purpose would be to uphold Office of Price Stabilization regulations or over a State fair trade law when the case of Price Stabilization regulations or over a State fair trade law when the case of Price Stabilization regulations or over a State fair trade law when the case of Price Stabilization regulations or over a State fair trade law when the case of Price Stabilization regulations of Price Stabilization regulations or over a State fair trade law when the case of Price Stabilization regulations of Price Stabi

## Storm Brews Over Cohan Copyrights

Vogel Handles Some of Writer's Songs, But New Firm Would Take Over All

• Continued from pag: 1

nothing to say about the tract."

An upper echelon exec of ASCAP, with regard to Vogel's position in the Society, stated that ASCAP initially did not want to credit Vogel with performances, inasmuch as he could not produce contracts showing assignments on the Cohan tunes. This exec stated however, that the Society finally did credit Vogel, and turned over performance money to him, when performance money to him, when a letter was received from O'Brien, Driscoll & Raftery authorizing that this be done.

tioned as to whether he possessed a publisher-writer contract, Vogel opined anything was possible—refused to go into detail. "I have nothing to say about the contract."

An upper echelon exec of ASCAP, with regard to Vogel's regities in the Society stated that

tion.

Cohan Jr.

The president of the new firm is George M. Cohan Jr. The firm is George M. Cohan Jr. The firm is ASCAP-affiliated. For several years, Cohan Jr. had been trying to sell to television networks a series based upon material authored by the late Cohan.

More recently—about six months ago—Johnny O'Connor, as advisor to the Cohan estate, agented a deal whereby the Hollywood TV film packaging firm of Fowler-Towne bought the dramatic rights for AM. TV and films to the Cohan plays and sketches for a sum total reported at \$30,000.

The new Cohan Music Publishing firm, it is averred, was elected to membership in ASCAP recently. An ASCAP exce stated that in the event of dispute over control of copyrights, the Society's policy is to hold performance money in eserow until matters are settled.

## H. James Ork Back to Road For Full Year

HOLLYWOOD, Jan. 24.—The big band business, which has been plagued with a shortage of top caliber orks because of the number of bands which have broken up or have taken long TV jobs or location stints, gets a shot in the arm with the announcement this week that Harry James is putting his band in action for a full year. During the past five years, James (Continued on page 41)

#### Julie Stearns Off for Coast

of our audience is children in any of these mediums.

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

NEW YORK, Jan. 24.—Spike Jones, whose Victor disk parody of "I Went to Your Wedding" was recently banned over Boston indie WHDH on the ground that the lyrics were objectionable (The Billboard January 10), this week addressed an amusing rebuttal to George Perkins, station's program director.

Writing, from Dallas. Jones pens the following:
"The very sorry and extremely bewildered by an article I saw in The Billboard regarding your banning of "I Went to Your Wedding" because your station has listeners of all ages. The City Slickers and I, like WHDH, pridourselves in having an appeal also to people of all ages, whether it be the personal appearances of our Musical Depreciation Revue, our TV shows, or our phonograph records, and we are certainly very grateful that a large percentage of our audience is children in any of these mediums.

"I think this is one of the big-

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

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

The talent lineup for the TV.

#### Communications to 1564 Broadway, New York 36, N. Y.

## ARA JOINS AGVA, CHI BOOKER TIFF

Notifies Members Not to Do Business With Those Marked Unfair by Union

Continued from page 1

name performers, plus thousands of smaller acts.

ARA's action was based on the fact that it had a contract with AGVA, to which the Chicago agents were a party, and it had every intention of living up to it. In its letter to agent-members, ARA pointed out that it expected charges they cannot be admitted. all its people to comply with their AGVA franchise provisions and in accordance with the agreement with AGVA no members could book with unfair agents or bookers, including former ARA agents now members of the Entertainment Managers' Association.

## AGVA WHAMMY

## Union Knocks O'Malley Out Of Cincy Deal

CINCINNATI, Jan. 24. - Dave O'Malley, Chicago agent, placed on AGVA's unfair list last week together with 35 other Midwestern agents, lost the local Procter & Gamble show skedded for tonight at Cincinnati Gardens as a result of the difficulty with the actors' union. O'Malley had six acts set to show under P. & G. NEW YORK, Jan. 24.—Danny sponsorship here.

O'Malley's standing with the \$52,000 against a potential capac-AGVA by Bob Edwards, local ity of about \$55,000 for the 1,685-AGVA boss, and warned that the seat house. Chief reason for the acts would not be permitted to work if the Chicago agent han- paper the house gave out opening dled the show, P. & G. execs here night (18) to critics. phoned O'Malley in Chicago, nixing the arrangement.

lowed the suggestion that a Cincy including his share of the cost of agent be permitted to handle the the band and the advertising. But contract. Thus Julia Kelly, local if \$55,000 is the rated approxibooker, was called into the pic- mate Palace capacity (10 shows a ture. The acts originally booked for the show were re-signed by Miss Kelly, who in turn also paid the acts. If or how O'Malley finally cut in on the Kelly booking was not revealed.

## Ops Oppose A.C. **Curfew Plans**

ATLANTIC CITY, Jan. 24.-Any attempt on the part of Public Safety Director Thomas B. Wootton to impose a 2 a.m. curfew on the local night life will meet with stiff opposition from all quarters. As a result of some shootings and disturbances in the early morning hours, Wootton passed down the word that unless the hot spots can do a better job of controlling themselves, he would suggest a curfew hour.

Atlantic City is the only town in the State without closing or opening laws as far as selling liquor is concerned. If clubs want to, they can operate around the clock every day of the year.

The beachfront hotels are prepared to join with the nitery and tavern ops in fighting any projected curfew. All feel a curfew would have a bad effect on the resort's business, particularly with convention and summer visitors. They pointed out it might lead to the establishment of private drinking clubs and speak-easies, which would increase rather than ease police problems.

Wootton claimed that most of the trouble at drinking spots came after 2 a.m. He said many club owners would welcome a curfew hour. Wootton showed a letter from the State Alcoholic to adopt one.

That ARA meant business in adhering to its agreement was indicated by the fact that about 10 members of the newly-formed Chicago agents org have already requested to re-join ARA. They

have all been notified that until

they clear their skirts of AGVA

Tho Chicago bookers reached said they had a big talent pool in the area and didn't need outside talent, at least one former ARA member, now with EMA, lost a big show last week because he was on the unfair list.

ARA officials admit that unfair agents, hoping to beat the game may use other agents' names to close deals. But after they've split commissions a number of times they'll see things differently.

In the meantime, at a meeting of Chicago EMA where ill ties were severed with ARA and AGVA, Boyle Woolfolk and Jim Roberts were named to its board to fill vacancies created by resignation of Freddy Williamson and Wade Booth.

## CO-OP VENTURE RAISES PROBLEM

NEW YORK, Jan. 24.-A co-operative venture with all the actors in on the partnership has been started by the cast of the recently folded "Bagels and Yocks."

New show, to be tagged "Tumult-Time," is due to open February 7 in Miami Beach. The problem will be which of the bosses is to get Also, who'll top billing. open, who'll go on two, who'll follow, etc., etc.

Cast (and bosses will consist of the Barton Brothers, Larry Alpert, Marty Drake, Lou Saxon and Rickey Lane.

## Blue Note Is

NEW YORK, Jan. 24. - The Blue Note (ex-Habibi) will reopen Thursday (29) with a Blue Angel type policy, plus dancing.
Spot operated by Bill Faden, former op of Bop City and Royal Roost, will operate at \$2.50-\$3.50 minimums and will use varied

First show set will have Lucretia, Norman Wallace, Dorothy Greener, Nancy Steele, George Corey, Don Roscher and the Ronny Sedley Trio.

## PACKING THE PALACE

## Kaye Gross 52G 1st Week; Sunday Preem, PA Dream

By BILL SMITH

Kaye's first week at the Palace. When appraised Wednesday of ending tonight, will gross close to less-than-capacity take was the

Kaye's cut of the gross should be about \$25,000 after deductions P. & G. officials further fol- for the rest of the show, but not week) at going prices, it doesn't include the standees. For example, Wednesday (21), a miserable rainy day, the house had 7 S.R.O.'s at the matinee.

The rest of the show, Darvas and Julia, Fran Warren, the Dunhills, Marquis' monkey act and the Piero Brothers, cost Kaye about \$7,000, with Darvas and Julia getting the largest cut.

## PA's Dream

The Sunday (18) preem was a press agent's dream come true. Not only were the biggest showbiz and trade names present, but also royalty, the Duke of Windsor and his wife. Chauffeur-driven Cadillacs jammed the streets. Mink, ermine and fancy jewels were a dime a dozen. It looked like the first night of the season at the Met. It was a far cry for years ago to draw that kind of and in England. trade at a \$7.70 top.

## Copa Sets New 2-a-Night Plan

Copacabana's three - shows - a night policy will undergo a Amsterdam, Holland, and Dusselchange to a two-shows-a-night dorf, Germany. Thru an associabasis, starting with Danny Thomas early in March.

The chief reason for the dropping of the late show is the increased resistance the club has ing with the John S. Schlesinger met in getting names, plus the organization to set up shows for fact that they get the same dough the Schlesinger chain in South for doing two shows at Bill Mil- Africa. Various big name shows ler's Riviera.

others will do the two shows, performances.

Kaye's acceptance by British royalty drew the international set and still does, judging from the limousines lined up out front nightly and stretching around the corner to 47th Street down to Sixth Avenue.

The first-string critics from the metropolitan dailies had a field day when it came to describing Kaye. Every adjective, analogy and simile for "great" was trotted out. Whether Kaye's opening performance deserved all of these is open to question. He hoofed, chatted, chattered, sang; was pleasantly warm one moment, frenzied the next, and homey again. Kaye did about everything a performer could do. But the sympathetic pitch created by a Judy Garland or the electric (Continued on page 44)

# **Grade Booking Empire Adds**

NEW YORK, Jan. 24.-With the addition of the China Theater, Stockholm's top ranking vaude house, Lew and Leslie Grade have added another theater to their the tall, skinny lad who worked fast growing empire of houses the in the Catskills not too many firm books all over the Continent

> The Grades now book David Martin's Tivoli Circuit in Australia as exclusive bookers. In addition they are also exclusive for the Paris Cirque Medrano; the Belgian Anciene Belgique Brussels and Anvers; the Irish Hippodrome in Belfast, plus a string of theaters in London and the provinces.

In conjunction with other book-NEW YORK, Jan. 24.-The ers, the Grades also book in Copenhagen, Denmark; Milan, Italy; tion, they also book theaters in Berne, Switzerland; Finland, and

The Grades are currently workare now in the dickering stage But the the policy will be two for that area as part of the Gold-

## Names Pull SRO's In Miami Niteries

By HERB RAU

MIAMI BEACH, Jan. 24. - It took a long time getting started, but "the season" is here, and every night club that's going to open this year is already running full blast. This past week marked the peak when the last two niteries to unshutter-Bill Miller's Riviera (formerly Copa City) and Alan Gale's Celebrity Clubturned on the lights on Tuesday (20).

Gale is doing only a dinner show, which is doing turn-away

# CCOA Seeks Against AGVA

Continued from page 1

cion, according to I. Milton

Raynor, cafe ops' lawyer. All of the AGVA officers were named in the actions, including thing occurs-but for one night Bob Hope, president, three vicepresidents, Jackie Bright, Red Buttons and Jerry Wayne; Jack Irving, administrative secretary; Ernie Fast, Chicago AGVA head, and T. Kerman, acting head here prior to Fast's appointment.

Taft-Hartley

NLRB Wednesday (21), Raynor a \$2 cover-only spot in town and Stanford Clinton, representing the CCOA, and John Moser, attorney for EMA, claim that AGVA's refusal to bargain was a violation of the Taft-Hartley Act. They further claim that its introduction without negotiations is also a violation.

The criminal action charges placed before U. S. Federal Attorney Otto Kerner Jr., (23) claim AGVA and its officers committed an illegal act in not providing joint administration of its insurance and welfare fund.

NEW YORK, Jan. 24.—AGVA officials regarded the filing of charges by Chicago club owners and bookers with the NLRB and the federal government, with indifference. They claimed that all the charges made by the cafe men and the bookers "were distorted" and without basis.

Jack Irving, AGVA head, said, "Isn't it ironic how in one breath the bookers and club owners insist our members shall be independent contractors, then in the next breath go to the Labor Board which rules on conflicts between labor and management. I wonder what we are supposed to bemanagement or labor?"

The procedure in cases brought before the NLRB calls for the filing of charges; an investigator is assigned to see if NLRB has jurisdiction; if so, a complaint is filed and both sides are given time to answer. A hearing follows. Such action, say authorities, may take months.

## **Propose Piaf** For N. Y. Stage

NEW YORK, Jan. 24.-Edith Piaf may work a theater the next time she returns to New York. Deal was proposed to the Lew and Leslie Grade office by Tim Maxie Behman's Latimer Club, Gale and Cress Courtney.

hinge on the Versailles. Club has no option but the Grade office flatly said it has a moral obligation to Nick Prounis, of the Ver- chased the Big Bill's name as a sailles, and unless he gives his trademark. okay there won't be any deal.

cut was approximately \$10,000. Big Bill's site.

business. Gale, of course, continues as the top banana, aided and abetted by Larry Foster, the Haydocks, Chris Columbo, Teddy King's orchestra and waiters for ad libs.

One of the few spots that isn't doing business is the Beachcomber, which for the second successive year is experiencing difficulty lining up big names. They thought the ice was broken a fortnight ago when Harvey Stone topped the bill, but a big box office didn't materialize. He was followed on Wednesday (21) by Al Martino.

#### Money-Makers

The Latin Quarter continues with the consistently biggest business of any spot in town, althothe Vagabonds Club is right up there with the money-makers. Both, of course, now have serious competition from Bill Miller's Riviera. Johnnie Ray is doing okay at the Clover Club box office, which-for the second year -will probably be a sellout when Lena Horne opens on Febraury 3.

Also doing well-when it's open -is the Five o'Clock Club with Martha Raye and Henny Youngman. The club shuttters periodically when Martha treks to New York for TV stints. The same only-when the four Vagabonds make their almost-weekly appearance on Arthur Godfrey's TV

A box-office disappointment is the Saxony Hotel's Los Chavales de Espana. Altho a slick act, it's felt it has too much class for Mi-In the brief filed with the local ami Beach tourists. In addition, operating with such a price policy –doesn't help matters.

#### Elsewhere

Elsewhere, Betty Reilly is at the Sans Souci. Georgie Price follows Joey Adams into the Nautilus Hotel Sunday (25), Earl Wrightson takes over Rosalind Cortwright's spot at the Algiers Tuesday (27) and Jackie Miles replaces Billy Vine at the Casablanca Wednesday (28).

For the first time this season, niteries will have some box-office competition from legit offerings. Bernard Selevan brings in the Janet Blair road show of "South Pacific" on January 27 for 11 performances, St. John Terrell launched another season of Music Circus tent operettas and musicals Friday (23) and another tent show, with straight drama, is operating in near-by Hollywood,

## **BIG BILL SUIT**

## Former Owner Uses Like Tag At New Club

PHILADELPHIA, Jan. 24.— The feud between Ben Cossrow, owner of Big Bill's nitery, and Bill Rodstein, the former owner of Big Bill's, has flared into court action. Cossrow filed suit this week in Common Pleas Court here, seeking an injunction and damages for alleged violations of restrictive clauses in the cafe bill

Rodstein recently returned to the nitery field in purchasing and changing the name to Brother Any agreement, however, will Bill, with the "Big Bill" identification for patrons. Cossrow contends that when he purchsaed the Big Bill's nitery, he also pur-

Since selling the nitery, Rod-The Gale-Courtney proposal is stein has used the Big Bill's monia guaranty plus a percentage, the ker for a flier in the theatrical same basis as Miss Piaf worked booking business and in home Beverage Control Commission shows a night, with three on Sat-pointing out that other municipalities have a compulsory clos-ply to all acts that come in, Such ply to all acts that come in the companion in the com ing hour and urging Atlantic City names as Thomas, Durante and equipped for the showing of live the single week she was in. Her blocks away from the original

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**EXOTICS** 

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## Night Club-Vaude Reviews

Bill Miller's Riviera, Miami Beach (Tuesday, January 20

Capacity, 750. Price policy, \$8 food and beverage minimum. Two shows nightly, 8:30 and 12:30. Operator - manager, Bill Miller. Booking non-exclusive, Publicity, Seth Babbits and Les Simmonds. Estimated talent cost, \$22,000.

Seth Babbis and Les Simmonds. Estimated talent cost, \$22,000.

Bill Miller's Miami Beach debut, to a packed house at ten bucks a head for the opening diner show, was a howling success. If he can continue giving such shows in what used to be known as Copa City he should wind up with a good season.

Ray Bolger, top man on a talent-packed bill, had 'em right from the beginning when he announced 'Tve got a unique actif my jokes lay an egg I can always dance!' While they didn't quite reach the poultry department, the jokes didn't double up anybody with laughter. But once he started with the terps, it was something to watch.

His first was to the tune of 'Tea for Two,'' full of humor and charm and Bolger's inimitable panto. When the applause died down he swung into a series of satires on popular steps, and followed with pantomimiery of Joe Louis boxing Maxie Baer. His next was an hilarious semi-strip which he titled "Lili St. Bolger." He came back with his "Sad Sack" bit from "Stage Door Catten" which had them howling, and finished with a medley of "Once In Love With Aimee" and "The Wizard of Oz."

By this time he was ready to drop, but continued dancing and singing and knocking out some cute gags, and finally brought exhorter. Bill Miller, up on stage for a donce duet for a lot of fun and, naturally, large mitts. Miller, at the mike, described the night as a "momentous opening," and it was.

at the links, usering," and it was.

The show—with production, music and lyries by Benny Davis—opened with singer Doug Rogers fronting 12 well-tailored (June Taylor-ed, that is) chorines and a quartet of boys. Their second stint made more sense—and provided more entertainment—than just about any similar production routine ever witnessed on this stage.

than just about any similar production routine ever witnessed on this stage.

The Szonys followed, and copped the first big hands of the evening with their smooth ball-roomology that was sheer beauty in rhythm. In their next-to-closing number—a ballet thing—the applause started long before the finish and built up to a roar as they bowed off. When it seemed that only a Ray Bolger could top the Szonys, along came the Billy Williams Quartet.

Displaying a lot of showman-ship, in addition to slick vocal harmonics, the Williams lads warbled "Dry Bones," "Jealous" and "After You've Gone" and got off to good hands. They came back with some pleasant chit-chat and then sang, but well, "Foois Rush In," and finished with a mitt-provoking rendition of 'Ride, Red, Ride." They were a hot act and took bow after bow before giving way to Bolger.

Walter Nye's slick show-cutting is a joy in a town where—in many

Walter Nye's slick show-cutting is a joy in a town where—in many cases—rhumba bands are used as backgroundings. Herb Rau.

NOVELTIES

Also interested in seeing beauti-ful show girls or dancers who

are interested in becoming exotic

#### Cotillion Room, Hotel Pierre, New York (Tuesday, January 20)

Capacity, 2655. Price policy, \$1.50-52 cover. Shows at 9:15 and 12:15. Owners, Hotel Pierre. Booking, non-exclusive. Talent buyer and manager, Stanley Melba, Publicity, Kurt Hofman. Estimated talent budget this show, \$3,500.

This show's been in for a few weeks and steadily building at the door. Dinner business is big,

weeks and steadily building at the door. Dinner business is big, the supper can stand improvement. Doretta Morrow and Teddy and Phyllis Rodriguez, both acts in for quick repeats, do solid floor jobs for excellent audience reactions.

Doretta Morrow, in her second date here, has shown wonderful improvement. She has poise, delivery and a voice that is as strong and pleasant off as well as on mike. Using a combo of personality numbers (no specials), pops and tunes out of "King and I" (which she was ir.), the gal projects like an expert. On looks she is class personified. Whether she works stand-up at the mike or strolls, she sells just as easily.

The Rodriguezes
Teddy and Phyllis Rodriguez have come back here with a couple of new numbers, plus some different music. The effect is an excitement in their new numbers plus a charming change of pace in their old standbys. The addition of a Spanish folk dance, with the use of castanets (which the use of castanets (which the standby of the s

#### Ciro's, Hollywood

(Tuesday, January 20)

Capacity: 460. Price policy, \$2 cover. Shows at 10:15 and 12. Owner-operator. Horman Hover. Publicity. Jim Byron. Booking policy, non-exclusive. Estimated budget this show. \$5,500. Estimated budget previous show. \$3,000. mated \$3,000.

So,000.

Sophie Tucker's 1953 stop here is her strongest ever, based on the way she's punching and the new material she's using. She opens, as usual, with a terrific greeting bit, followed with "How Can I Ever Grow Old?." a pertinent and funny ditty. Her "Sophie Tucker's School for Making Love" is equally potent and kept applause ringing in the packed house.

Miss Tucker has cooked up a solid medley of her old hits, which she's sewn together on the basis that these old tunes are now making comebacks. Each tune got an ovation. As closer she used her "Sophie for President." After 35 minutes the last of the red-hot mamas walked off to a thunderous hand.

Ted Shoniro did his usual great

hand.
Ted Shapiro did his usual great piano backing. Shapiro is doing more patter with Miss Tucker and the injection of the pianist makes for excellent pacing.
Johnny Sippel.

Chase Club, St. Louis (Thursday, December 31)

Capacity, 650. Price policy, \$1.50 and \$2.50. Shows at 9:15-11:45 p.m. Booking, non-exclusive. Publicity, Jeannne Dunnaway. Musical director. Bobby Swain. Estimated budget this chark \$7.00. show, \$7,000.

show. \$7,000.

The incomparable Hildega.de is back, making her first appearance in quite a number of years. Charmingly gowned in a Christian Dior job, Hildegarde radiates charm. Working in a very flattering spotlight, sometimes standing in front of the piano, other times at the keyboard, the gal represents the essence of sophisticated entertainment. She opens with "You Can't Have Everything," then does some special material numbers and a medley of songs she has helped to popularize, including "The Last Time I Saw Paris" and "I'II Be Seeing You." She displays good keyboard technique with a knockedout version of "Twelfth Street Rag," a la Pee Wee Hunt's hit waxing. After several encores, she finally begged off.

Band backing is by a crew under direction of Bob Norris,

#### Congo Room, Sahara Hotel, Las Vegas (Monday, January 12)

Capacity 600. Price policy, no over, no minimum. Operator, capacity 800. Price policy, no cover, no minimum. Operator, Milton Prell. Booking and publicity, Stan Irwin. Production. George Moro. Estimated talent budget, \$15,000.

Las Vegans, by now pretty well used to spectacular and lav-ish floorshows on the fabulous "Strip," stood up and cheered themselves hoarse at the final Lauritz Melchior show at the Sa-

themselves hoarse at the final Lauritz Melchior show at the Sahara this week.

Good reason. More than 670 people, the largest number ever to crowd into the huge Congo Room, and certainly the largest number ever to see a show in Las Vegas, enjoyed this one and showed it. Stage was turned into huge living room with twin pipanos and bandstand blending into furnishings. Opening with the Sa-harem dancers dressed for a cocktail party, show got off to good start with Boy Foy on a unicycle racing around pouring champagne, and then as the "guests" settled down in their easy chairs and divans on stage, the works began. In a well-rehearsed routine, Melchior's proteges, singly, doubly, and in groups, ran thru well-known semi-classical, classical, and pop numbers, coming out from their places in the living room to the mike, as tho they were guests being called on to sing impromptu at a party.

Melchior was superb. With his warm, light-hearted manner, and a clever use of his accent, he won applause, number after number. His treatment of "Because" and

a clever use of his accent, he won applause, number after number. His treatment of "Because" and "Without a Song" brought out the biggest "bravos" heard in a Strip night club since Las Vegas hit its stride about four years ago. He got the audience singing with "Viva La Companie," and settled them back into their seats with "I Love You" in Danish and then English.

The cove You" in Danish and then English.

Top click on the show, judging from applause, that almost matched Melchior's, was a good-looking young tenor, Val Valente. His "O Sole Mio" matches, if not surpasses, Mario Lanza's famous rendition.

Distaff hits of the Melchior package were Shiriee Emmons, winper of the 1952 Marion Anderson Award, a strikingly pretty blonde with a lusty voice and figure to match, and petite Angelene Collins, winner of the Walter W. Naumberg Award, who got socko applause with her "Cest La Vie" among others.

Michael Roberts, of the "Kiss Me Kate" show, scored heavily with his "You Are the Promise of Springtime" and drew heavy sighs with his proleges, was boffo, as was Edward Williams, basso. Altogether, the four lads and two lasses were professional and talented in all their performances, and put on a smooth, well-balanced singing show that never dragged or became boring.

America's leading duo - piano team, winners of the 1952 Paderewski Foundation Award, Sadlowski and Roth, were solid with their "Fire Dance" and Clever lighting helped make an interesting effect. Their performance set the stage for Melchior's treatment of "Pagliacci." When he came 'out of the background dressed in a silk clown's outfit, the crowd ate it up. It was here they "bravo'd" for a full three minutes.

Fine show ended with a full 12 minutes of numbers and dances from "Merry Widow Waltz," hit of it being Melchior's mugging and "dancing" on his tune "Going to Maximes." Perhaps the finest chorus girl production seen in Las Vegas yet was evident in this one, with the Sa-harem dancers, in beautiful gowns, doing the waltz, and then coming back to hit into a fine can-can number featuring the Dewey Sisters.

George Moro, who staged the show, and Stan Irwin, as top producer and booker, did great jobs. Al Freeman.

which does an excellent job on Hildegarde's music and also plays for dance sets. The crew, billed as "Hildegarde's Own Orchestra," offers superb accompaniment for her routines.

Abje L. Morris.

Abie L. Morris.

#### Ciro's, Miami Beach (Friday, January 16)

Capacity, 375. Price policy, \$3 beverage minimum. Shows nightly at 9:30 and 12. Manager, Murray Weinger. Booking non-exclusive. Publicity. Hal Pearl, Estimated talent budget, \$15,000.

Perennial winter season cafe headliner Danny Thomas has never been better here than in his current stint in this Miami Beach hot spot. He opened to a packed room, and was fresher, funnier and in better singing voice than he's ever been in a local nitery stint.

The singing came as he offered a medley of tunes from "The Jazz Singer," which is currently playing in Miami Beach. He described it as a "montage" of songs from the pic, and it provided a warm interlude to his routine of little stories and quick ad-libs.

Danny came on stage with his

little stories and quick ad-libs.

Danny came on stage with his
usual "oath of allegiance to the
bosses" bit, and went off with
his "Wailing Syrian" number. The
latter was in respect to shouted
requests from the customers. But,
other than those two familiar
routines, everything else was
completely new—at least, to
Miami Beach audiences.

The new bill here includes The

Miami Beach audiences.

The new bill here includes The Foursome, a sprightly quartet of two boys and two girls with clever song and dance material, and solo warbler Dolores Hawkins. Opening with "Hallelujahl" and "I'll Walk Alone." Miss Hawkins displayed a warm and rounded voice that pleased the customers to the extent of large hands. She followed with "Rockaby" without any trace of imitating Jolson, and finished with "Sing You Sinners."

Dave Tyler's ork cut the show

Dave Tyler's ork cut the show in capable style. Herb Rau.

#### Blue Angel, Chicago

(Thursday, January 22)

Capacity, 140. Price policy, \$2 minimum. Show policy, two, week nights; three. Saturdays. Operator, Jean Fardulli. Exclusive booker, Jack Russell, Publicity, Bob Howe. Estimated talent cost, \$1,500.

On their first try in a club, Bob Arbogast and Pete Robinson showed they can get 'reaction almost as good as they receive when they're on local station WMAQ. They even manage to transfer their comic confusion best known from their radio work. Arbogast has the looks to do comedy. Robinson is equally as good in the straight. The lads have a wealth of material and a lot of it is solid yock stuff. Their chief trouble, however, was that some of their material was over the audiences' heads. Also they showed a tendency to work too fast.

The lads' digs at civic affairs was even sharper away from ratio or estrictions. The their frantic stuff is familiar to airwave listeners, it will have to catch on with others.

others.

Also making her cafe preem was Marylyn Lovell who's on NBC's "Coftee And" show. The girl showed good potentials doing ballads, blues and novelties in acceptable fashion.

The Dick Marx Jazz Trio works both the lounge and the stage. The Jose Rosado Trio handles the show and dancing chores.

Tom Parkinson.





Art Bassett Tele.: Kenmore 2352

STRIPPERS

WANTED AT ONCE

DAVE COHN AGENCY

BASSETT-ALLEN DANCERS Distinctive Lines for Fairs and Supper Clubs CURRENTLY HELD OVER CLUB ESQUIRE, DAYTON, OHIO OPENING KA-SEE'S, TOLEDO, OHIO, FEB. 2

Fort Wayne, Indiana

## ARA JOINS AGVA, CO-OP VENTURE CHI BOOKER TIFF

Notifies Members Not to Do Business With Those Marked Unfair by Union

· Continued from page 1

name performers, plus thousands of smaller acts.

of smaller acts.

ARA's action was based on the fact that it had a contract with AGVA, to which the Chicago agents were a party, and it had every intention of living up to it. In its letter to agent-members, ARA pointed out that it expected all its people to comply with their AGVA franchise provisions and in accordance with the agreement with AGVA no members could book with unfair agents or bookers, including former ARA agents now members of the Entertainment Managers' Association.

#### AGVA WHAMMY

## **Union Knocks** O'Malley Out Of Cincy Deal

## Ops Oppose A.C. **Curfew Plans**

ATLANTIC CITY, Jan. 24.—
Any attempt on the part of Public Safety Director Thomas B. Woot ton to impose a 2 a.m. curfew on the local night life will meet with stiff opposition from all quarters. As a result of some shootings and disturbances in the early morning hours, Wootton passed down the word that unless the hot spots can do a better job of controlling themselves, he would suggest a curfew hour. curfew hour

curfew hour.

Atlantic City is the only town in the State without closing or opening laws as far as selling liquor is concerned. If clubs want to, they can operate around the clock every day of the year.

The beachfront hotels are prepared to join with the nitery and tavern ops in fighting any projected curfew. All feel a curfew would have a bad effect on the resort's business, particularly with convention and summer visitors. They pointed out it might tors. They pointed out it might lead to the establishment of pri-vate drinking clubs and speak-easies, which would increase rather than ease police problems.

rather than ease police problems. Wootton claimed that most of the trouble at drinking spots came after 2 a.m. He said many club owners would welcome a curfew hour. Wootton showed a letter from the State Alcoholic Beverage Control Commission pointing out that other municipalities have a compulsory closing hour and urging Atlantic City to adopt one.

That ARA meant business in adhering to its agreement was indicated by the fact that about 10 members of the newly-formed Chicago agents org have already requested to re-join ARA. They have all been notified that until they clear their skirts of AGVA charges they cannot be admitted. Tho Chicago bookers reached said they had a big talent pool in the area and didn't need outside alent, at least one former ARA member, now with EMA, lost a big show last week because he was on the unfair list.

ARA officials admit that unfair agents, hoping to beat the game may use other agents' names to close deals. But after they've split commissions a number of times they'll see things differently.

In the meantime at a meeting

ently.

In the meantime, at a meeting of Chicago EMA where ill ties were severed with ARA and AGVA, Boyle Woolfolk and Jim Roberts were named to its board to fill vacancies created by resignation of Freedy Williamson and Wade Booth.

## RAISES PROBLEM

NEW YORK, Jan. 24.—A co-operative venture with all the actors in on the partnership has been started by the cast of the recently folded "Bagels and Yocks."

New show, to be tagged "Tumult-Time," is due to open February 7 in Miami Beach. The problem will be which of the bosses is to get top billing. Also, who'll open, who'll follow, etc. Cast (and bosses will consist of the Barton Brothers, Larry Alpert, Marty Drake, Lou Saxon and Rickey Lane.

#### Blue Note Is New NY Cafe

NEW YORK, Jan. 24. — The Blue Note (ex-Habibi) will re-open Thursday (29) with a Blue Angel type policy, plus dancing. Spot operated by Bill Faden, former op of Bop City and Royal Roost, will operate at \$2.50-\$3.50 minimums and will use varied

First show set will have Lu cretia, Norman Wallace, Dorothy Greener, Nancy Steele, George Corey, Don Roscher and the Ronny Sedley Trio.

#### PACKING THE PALACE

#### Kaye Gross 52G 1st Week; Sunday Preem, PA Dream

CINCINNATI, Jan. 24.— Dave O'Malley, Chicago agent, placed on AGVA's unfair list last week together with 35 other Midwestern agents, lost the local Procter & Gamble show skedded for tonight at Cincinnati Gardens as a result of the difficulty with the actors' union. O'Malley had six acts set to show under P. & G. sponsorship here.

When appraised Wednesday of O'Malley's standing with the AGVA boss, and warned that the acts would not be permitted to work if the Chicago agent handled the show, P. & G. exces here phoned O'Malley in Chicago, nixing the arrangement.

P. & G. officials further followed the suggestion that a Cincy agent be permitted to handle the contract. Thus Julia Kelly, local booker, was called into the picture. The acts originally booked for the show were resigned by Miss Kelly, who in turn also paid the acts. If or how O'Malley in the show were resigned by Miss Kelly, who in turn also paid the acts. If or how O'Malley finally cut in on the Kelly booking was not revealed.

PACKING THE PALACE

Kaye Gross 5

Sunday Preer

NEW YORK, Jan. 24.—Danny Kaye's first week at the Palace, ending tonight, will gross close to safe house. Chief reason for the less-than-capacity take was the paper the house gave out opening night (18) to critics. The rest of the show between the acts will be about \$25,000 after deductions of the rest of the show of the rest of the show of the rest of the show and the advertising. But if \$55,000 is the rated approximate Palace capacity (10 shows a work) at going prices, it doesn't include the standees. For exable rainy day, the house had 7 S.R.O.'s at the matinee.

The rest of the show, Darvas and Julia, Fran Warren, the Dun-hills Marguis' more protection.

The rest of the show, Darvas and Julia, Fran Warren, the Dunills, Marquis' monkey act and the Piero Brothers, cost Kaye about \$7,000, with Darvas and Julia getting the largest cut.

#### PA's Dream

PA's Dream

The Sunday (18) preem was a press agent's dream come true. Not only were the biggest showbiz and trade names present, but also royalty, the Duke of Windsor and his wife. Chauffeur-driven Cadillacs jammed the streets. Mink, ermine and fancy jewels were a dime a dozen. It looked like the first night of the season at the Met. It was a far cry for the tall, skinny lad who worked in the Catskills not too many years ago to draw that kind of trade at a \$7.70 top.

## Copa Sets New 2-a-Night Plan

Kaye's acceptance by British royalty drew the international set and still does, judging from the limousines lined up out front nightly and stretching around the corner to 47th Street down to Sixth Avenue.

The first-string critics from the metropolitan dailies had a field day when it came to describing Kaye. Every adjective, analogy and simile for "great" was trotted out. Whether Kaye's opening performance deserved all of these is open to question. He hoofed, chatted, chattered, sang; was pleasantly warm one moment, frenzied the next, and homey again. Kaye did about everything a performer could do. But the sympathetic pitch created by a Judy Garland or the electric (Continued on page 44).

## **Grade Booking Empire Adds** Swedish House

NEW YORK, Jan. 24.—With the addition of the China Theater, Stockholm's top ranking vaude house, Lew and Leslie Grade have added another theater to their fast growing empire of houses the firm books all over the Continent and in England.

The Grades now book David Martin's Tivoli Circuit in Australia as exclusive bookers. In addition they are also exclusive for the Paris Cirque Medrano; the Belgian Anciene Belgique Brussels and Anvers; the Irish Hippodrome in Belfast, plus a string of theaters in London and the provinces.

In conjunction with other book-

the provinces.

In conjunction with other bookers, the Grades also book in Copenhagen, Denmark; Milan, Italy; Amsterdam, Holland, and Dusseldorf, Germany. Thru an association, they also book theaters in Berne, Switzerland; Finland, and Spain.

NEW YORK, Jan. 24.—The Copacabana's three - shows - a night policy will undergo a change to a two-shows-a-night basis, starting with Danny Thomas early in March.

The chief reason for the dropping of the late show is the increased resistance the club has met in getting names, plus the fact that they get the same dough for doing two shows at Bill Miler's Riviera.

But tho the policy will be two shows a night, with three on Saturdays, it is not expected to apply to all acts that come in. Such hammes 35 Thomas, Durante and others will do the two shows.

## Names Pull SRO's In Miami Niteries

open this year is already running full blast. This past week marked the peak when the last two niteries to unshutter-Bill Miller's Riviera (formerly Copa City) and Alan Gale's Celebrity Club-turned on the lights on Tuesday

Gale is doing only a dinner show, which is doing turn-away

## CCOA Seeks NLRB Rule Against AGVA

· Continued from page 1

cion, according to I. Milton Raynor, cafe ops' lawyer. All of the AGVA officers were named in the actions, including Bob Hope, president, three vice-presidents, Jackie Bright, Red Buttons and Jerry Wayne; Jack Irving, administrative secretary; Ernie Fast, Chicago AGVA head, and T. Kerman, acting head here prior to Fast's appointment.

Taft-Hartley

Tati-Hariley

In the brief filed with the local NLRB Wednesday (21), Raynor and Stanford Clinton, representing the CCOA, and John Moser, attorney for EMA, claim that AGVA's refusal to bargain was a violation of the Taft-Hartley Act. They further claim that its introduction without negotiations is also a violation.

The criminal action charges placed before U. S. Federal Attorney Otto Kerner Jr., (23) claim AGVA and its officers committed an illegal act in not providing joint administration of its insurance and welfare fund.

NEW YORK, Jan. 24.—AGVA officials regarded the filing of charges by Chicago club owners and bookers with the NLRB and the federal government, with indifference. They claimed that all the charges made by the cafe men and the bookers "were distorted" and without basis.

Jack Irving, AGVA head, said. "Isn't it ironic how in one breath the bookers and club owners insist our members shall be independent contractors, then in the next breath go to the Labor Board which rules on conflicts between labor and management. I wonder what we are supposed to be—management or labor?"

The procedure in cases brought before the NLRB calls for the filing of charges; an investigator is assigned to see if NLRB has jurisdiction; if so, a complaint is filed and both sides are given time to answer. A hearing follows. Such action, say authorities, may take months.

## **Propose Piaf** For N. Y. Stage

NEW YORK, Jan. 24.—Edith Piaf may work a theater the next time she returns to New York. Deal was proposed to the Lew and Leslie Grade office by Tim Gale and Cress Courtney.

Any agreement, however, will hinge on the Versailles. Club has no option but the Grade office flatly said it has a moral obligation to Nick Prounis, of the Versailles, and unless he gives his okay there won't be any deal.

The Gale-Courtney proposal is a guaranty plus a percentage, the same basis as Miss Plaf worked at the Curran Theater, San Francisco. Her gross at the Curran cinco. Her gross at the Curran cinco. Her gross at the Curran cincounted to almost \$32,000 for the single week she was in Her cut was approximately \$10,000.

By HERB RAU

MIAMI BEACH, Jan. 24. — It took a long time getting started, but "the season" is here, and every night club that's going to open this year is elready wearing.

of libs.

One of the few spots that isn't doing business is the Beach-comber, which for the second successive year is experiencing difficulty lining up big names. They thought the ice was broken a fortnight ago when Harvey Stone topped the bill, but a big box office didn't materialize. He was followed on Wednesday (21) by Al Martino.

#### Money-Makers

Money-Makers

The Latin Quarter continues with the consistently biggest business of any spot in town, although the Vagabonds Club is right up there with the money-makers. Both, of course, now heve serious competition from Bill Miller's Riviera. Johnnie Ray is doing okay at the Clover Club box office which—for the se-ond year—will probably be a sellout when Lena Horne opens on Febraury 3.

Also doing well—when it's open—is the Five o'Clock Club with Martha Raye and Henny Youngman. The club shuttlers periodically when Martha treks to New York for TV stints. The same thing occurs—but for one night only—when the four Vagabonds make their almost-weekly appearance on Arthur Godfrey's TV stanzas.

A box-office disappointment is

stanzas.

A box-office disappointment is the Saxony Hotel's Los Chavales de Espana. Altho a slick act, it's felt it has too much class for Miami Beach tourists. In addition, a \$2 cover—only spot in town operating with such a price policy—doesn't help matters.

#### Elsewhere

Elsewhere Betty Reilly is at the Sans Souci. Georgic Price follows Joey Adams into the Nautius Hotel Sunday (25), Earl Wrightson takes over Rosalind Cortwright's spot at the Algiers Tuesday (27) and Jackie Miles replaces Billy Vine at the Casablanca Wednesday (28).

blanca Wednesday (28).

For the first time this season, niteries will have some box-office competition from legit offerings. Bernard Selevan brings in the Janet Blair road show of "South Pacific" on January 27 for 11 performances, St. John Terrell aunched another season of Music Circus tent operettas and musicals Friday (23) and another tent show, with straight drama, is operating in near-by Hollywood, Fla.

#### **BIG BILL SUIT**

## Former Owner Uses Like Tag At New Club

PHILADELPHIA, Jan. 24.—
The feud between Ben Cossrow, owner of Big Bill's nitery, and Bill Rodstein, the former owner of Big Bill's, has flared into court action. Cossrow filed suit this week in Common Pleas Court here, seeking an injunction and damages for alleged violations of restrictive clauses in the cafe bill of sale.

Rodstein recently returned to the nitery field in purchasing Maxie Behman's Latimer Club, and changing the name to Brother Bill, with the "Big Bill" identification for patrons. Cossrow contends that when he purchased the Big Bill's nitery, he also purchased the Big Bill's name as a trademark.

since selling the nitery, Rod-is stein has used the Big Bill's moni-tic for a flier in the theatrical booking business and in home construction business. However, Cossrow didn't do anything until for leads to book a way from the original Big Bill's site.

Materiale protetto da coovright

MUSIC

## GODFREY DISK DRIVE

## Puts La Rosa Disk Into Hit Category

Continued from page 1

has been featuring La Rosa con- is paying off is evidenced by the stantly on all of his various AM fact that the disk has already and TV shows. Godfrey's line-up showed up in two of The Billof CBS shows at present adds up board regional pop charts in Pittsto the following: A morning radio burgh and Boston, and is receiv-show from 10 to 11:30 daily, of ing strong action in many other which about one hour is televised; cities. The major job of the diska Monday night simulcast, "Talent ery now seems to be fulfilling Scouts" from (8-8:30); a Wednes- orders. day night TV show, "Godfrey and His Friends" (8-9), and a Sunday night radio show, "Godfrey's Round Table" (5-5:30), which wraps up all his weekly programs. from the success of "Too Fat On these many segs young La Rosa Polka," "Dance Me Loose" and "I has been a featured and well- Love the Wide Open Spaces" spotlighted performer.

The tunes that La Rosa cut for Cadence Records, Archie Bleyer's a big build-up on the Ken Murray label, were "Anywhere I Wan-der," one of the Frank Loesser tunes from "Hans Christian Andersen," and "This Is Heaven." The side that seems to be stirring up the most action is the one from the flick. The surprising part of this is that the tune had been cut by a number of artists a few months ago for the major diskeries, including Tony Bennett for Columbia, Fran Warren for M-G-M, Jan Peerce for RCA Victor and Mel Torme for Capitol, but nothing exciting happened to the tune or the records.

Yet when the youthful warbler chanted the ditty over Godfrey's various radio and TV stanzas, the warbler received more mail than on any other tune he has yet performed.

Strong Build-Up

## Winterhalter Renews Pact With Victor

NEW YORK, Jan. 24. - Hugo Winterhalter this week (27) will sign his new three-year pact with RCA Victor records for an annual total take which will make him one of the highest paid triplethreat artist and repertoire staffers in the industry. Operating as an a.&r. musical director, an arranger-conductor and as a recording artist, Winterhalter is guaranteed between \$45,000 and \$50,000 a year minimum by the terms of the new deal.

This splits roughly into \$15,000 each for his (1) services as an (Continued on page 18)

## 802 to Crack Down on Vocal **Dubs to Tape**

NEW YORK, Jan. 24. - Local 802. American Federation of Musicians, is informing diskeries that it will stringently police cutting sessions in order to enforce the principle that vocalists must be cut simultaneously with the bands accompanying them.

There is an increasing practice, Local execs stated, of recording the band alone, and dubbing in the singer at some future time. This practice, it is stated, permits the singer to practice with the tape. Result is that overtime for the band is thereby reduced, according to the Local.

The practice of dubbing the vo-cal at a date subsequent to the crackdown has resulted in a 25 down the aisle and fell flat on ords. He will demonstrate the have, for various reasons, been Meanwhile, he's keeping the idea don't know and I can only say recorded music in the home. using the technique increasingly, under wraps.

which he waxed for Columbia with Laurie Anders, who gave it

Godfrey has not acheived the same degree of success with plugging platters of the Mariners, the Rosa, but the question many happen if he really tried?"

## **ECLIPSE PLUGS** 'MOON' DITTY

NEW YORK, Jan. 24.-It so happens that the moon, earth and sun will line up perfectly the evening of January 29, and a good portion of the country will experience a lunar eclipse. And as if this ordering of the heavenly bodies were at the direction of Redd Evans, "he has designated the day, National No Moon at All Day." It is no mere coincidence that Evans' Jefferson Music is the publisher of the ditty, "No Moon at All."

## George Levy In Own Firm

NEW YORK, Jan. 24.—George Levy, until lately associated with his brother Lou in the management of Leeds Music, has formed Lowell Music as the initial step in executing plans of his own. Lowell Music is currently headquartered at the Brill Building, Chordettes or Janette Davis (all occupying part of the Louis Prima features of his shows) as with La suite. It's known Levy is considering several propositions, involvtradesters ask is "What would ing either purchase of a catalog or a participation deal.

## Justice Dept. to Delve Into C-S, Goody Hassle

NEW YORK, Jan. 24. - The the two conflict, may join the aclegal hassle between Cetra-Soria tion on the side of the cut-rater. Records and Sam Goody over the Meanwhile, tradesters noted fair trading of records may have with interest the granting of an a new participant when the case injunction by the Federal Court When the first Cadence Record finally comes to trial. It is known in New Orleans last week rewas released, Godfrey spelled out that the United States Depart- straining the Schwegmann Superthe name of the label and let his ment of Justice is now delving markets from cutting drug prices. listeners and viewers know that into the controversy. Should the the disk would be available in all department intervene after study record shops. That his plugging of the papers already filed in Federal Court here, it would do so on the basis of upholding the supremacy of Federal law over State law.

Goody's refu.al to adhere to Cetra's fair trade prices, and the basis of his appeal to the court, is that his registered ceiling prices (30 per cent off list) take precedence over fair trade lists set by the diskery. Thus, the Justice Department, whose purpose would be to uphold Office of Price Stabilization regulations over a State fair trade law where

## 'MOANIN' LOW'

## Loudspeakers **Denied Stem** Record Shops

NEW YORK, Jan. 24.-Broadway record dealers are trying to co he up with new gimmicks to keep a flow of traffic streaming into their shops, now that there has been a crackdown on the use of outside loudspeakers playing records. Silencer was put on last week by the Broadway Association, a businessmen's group representing establishments along the Great White Way.

The the association did not state the reason for the muffle to The Billboard, it is believed that and I would certainly not be very it is an attempt to eliminate the smart to do anything to destroy merchandise concessions that have hit record. sprung up recently. It's estimated that there are about 100 loudspeakers in use in the 25 block area controlled by the association. In the past, there were sporadic attempts to eliminate the speakers, which carried a dollar fine for "noise-making," but this is the Ann. They like music too, George, making them today. What is more first time that a real drive has

Schwegmann has become the fig- attorneys. urehead of the fight by cut-raters

## Storm Brews Over Cohan Copyrights

Vogel Handles Some of Writer's Songs, But New Firm Would Take Over All

Continued from pag: 1

An upper echelon exec of ASCAP, with regard to Vogel's tion. position in the Society, stated that ASCAP initially did not want to credit Vogel with performances, inasmuch as he could not produce contracts showing assignments on the Cohan tunes. This exec stated however, that the Society finally did credit Vogel, and turned over performance money to him, when a letter was received from O'Brien, Driscoll & Raftery authorizing that this be dine.

#### Hand-Shake

The situation has a number of aspects which are very interesting to the trade. It is known, for instance, that the late George M. Cohan often did business on the shake of a hand, there being merely a verbal commitment rather than any formal contract. In some instances, a letter might have been the vehicle whereby Cohan indicated that he was assigning a song to a publisher.

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

At this point, neither Vogel nor against fair trade. His case is O'Brien, Driscoll & Raftery are considered a test of the McGuire talkative. A bitter fight for the Act, which put teeth back into copyrights seems in progress, State fair trade laws by binding with "negotiations" still going fornon-signers to prices set by man- ward. The attorneys for the ufacturers. Schwegmann is ex- George M. Cohan Music Compected to appeal the decision all pany, Inc., stated they did not the way to the Supreme Court. | know whether the matter would

tioned as to whether he possessed end in litigation. Some tradesters a publisher-writer contract, Vogel opined anything was possible-refused to go into detail. "I have litigation, or possibly the worknothing to say about the con- ing out of a deal which would assign Vogel a place in the new firm, or give him some participa-

#### Cohan Jr.

The president of the new firm is George M. Cohan Jr. The firm is ASCAP-affiliated. For several years, Cohan Jr. had been trying to sell to television networks a series based upon material authored by the late Cohan.

More recently - about six months ago-Johnny O'Connor, as advisor to the Cohan estate, agented a deal whereby the Hollywood TV film packaging firm of Fowler-Towne bought the dramatic rights for AM, TV and films to the Cohan plays and sketches for a sum total reported at \$30,000.

The new Cohan Music Publishing firm, it is averred, was elected to membership in ASCAP re-cently. An ASCAP exec stated that in the event of dispute over control of copyrights, the Society's policy is to hold performance money in escrow until matters are settled.

# H. James Ork Back to Road

HOLLYWOOD, Jan. 24. - The big band business, which has been plagued with a shortage of top caliber orks because of the number of bands which have broken up or have taken long TV jobs or location stints, gets a shot in the arm with the announcement this week that Harry James is putting his band in action for a full year. During the past five years, James (Continued on page 41)

## Julie Stearns Off for Coast

NEW YORK, Jan. 24. - Julie Broadcast Music, which is a Broadcast Music, Inc. subsidiary, leaves for a three-week trip to the West Coast to huddle with inmusic deals.

Broadcast Music has recently been making some successful stabs at the music-in-movie business. One of the firm's top copy-

## SPIKE PENS REBUTTAL

## Amazed at WHDH Ban on 'Wedding'-Cites Record

of "I Went to Your Wedding" was course, George, if you smile with Stearns, professional manager of recently banned over Boston in- anything but your face, that's die WHDH on the ground that the your own business, this is a free lyrics were objectionable (The country. The reason for the pause Billboard, January 10), this week before 'smile' is completely my addressed an amusing rebuttal to fault because I instructed Sir dependent film execs regarding George Perkins, station's program | Fredric Gas that in order to make

Writing from Dallas, Jones pens the following:

"I'm very sorry and extremely listeners of all ages. The City Slickers and I, like WHDH, pride ourselves in having an appeal also to people of all ages, whether it be the personal appearances of our Musical Depreciation Revue, our TV shows, or our phonograph records, and we are certainly very grateful that a large percentage of our audience is children in any of these mediums.

"I think this is one of the biggest reasons that we have enjoyed what success we have attained in our 10 years in business, growing number of arcades and this following for the sake of one

## Cites Kiddies

"I would not ever intentionally make a risque record if for no other reason than that I happen to be the father of a three-and-ahalf-year-old boy, Spike Jr., and an 18-months-old daughter, Leslie even mine.

that the other 1,983 radio stations

NEW YORK, Jan. 24.—Spike in the United States see nothing Jones, whose Victor disk parody censorable about it either. Of a successful laughing record and to get the spontaneity desired in a record of this type, he should laugh whenever it felt natural. bewildered by an article I saw in Mr. Gas and I also agreed that in rights, "Because of You," was The Billboard regarding your ban- order to get a sincere laugh, the placed in a film and last week ning of "I Went to Your Wed- record should be made on the first Stearns acquired "Song From record should be made on the first Stearns acquired "Song From ding," because your station has take or we might as well forget Moulin Rouge (Where Is Your it because any takes done there- Heart)" from the new Jose Ferrer

(Continued on page 41) film.

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

NEV' YORK, Jan. 24. - Ed | seg has not been set, but a partial Sullivan will present an hourlong "Salute to the Disk Industry" on his TV "Toast of the Town" on Sunday, February 15. This TV stanza, first to present a comprehensive history of the disk industry, has been set by the Record Industry Association of America as part of a national institutional campaign.

The stanza will be a capsule chronicle of the disk business, presenting some of the old-timers who made the big hits 25 years ago and many of the stars who are "To quote The Billboard, you RIAA, is that the emsee will come

The talent lineup for the TV disk sales in TV areas.

listing includes Jimmy Boyd. Mollie Bee and Sugar Chile Robinson, representing the youngsters of the record business, a filmed scene from Bing Crosby's flick "Going My Way," Gene Autry, and a sequence from "Ahmahl and the Night Visitors." It is understood that a number of topselling warblers and thrushes will be on the show as well.

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

orchestral take is most prevalent among the smaller labels, it has been stated, but lately majors been stated, but lately majors been stated, but lately majors been stated.

Der cent drop in business, but your—smile.' How in anyone's ease of attaching an inexpensive three-speed player to a TV set, and will spiel about the value of will be carefully watched by the organization to see the effect on

## Music Catalog Project Moves Nearer Reality

NEW YORK, Jan. 24.—The ambitious Library of Congress proj- between the MPA committee and ect to list all music published in the Library of Congress began the United States in a comprehensive cumulated catalog has moved a step further toward actual launching. The tome, when published, would be made available that a complete music catalog to all in the industry.

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

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

## Ork Booking **New Fixture** Of Cage Tilts

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

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

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

## Canada Board Weighs Tariffs

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

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

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

## Only Board

He pointed out that no country in the world has such a tariff fixing body as the Copyright Appeal body.

(Continued on page 41) Grade office, here.

Since discussions on the project almost two years ago, other industry organizations have been informed of the plan.

All have expressed their feeling would be an invaluable reference The committee of publishers set | aid. Among these industry groups Composers, Authors and Publishers, Broadcast Music, Inc., the Songwriters' Protective Association, the Music Publishers' Protective Association and SESAC.

## **Lorry Raine** Exclusively On Okeh Now

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

Deal with Okeh was recommended by the waxery of Harry Bandwagon," conducted by Bob creased activity in the firms. Horn. One of singer's acetates

ordinary in view of the fact that ganized Ivy Music and later be-All her released records, on Coral, Decca and London, were from masters made for promotional activity via the disk jockeys. A number of her sides, including her best selling waxing, on London, "Strangers," were produced in Chicago at Universal Recording by Bill Putnam, under sponsorship of Tim Gayle, artist's publicity agent-manager.

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

## **Orient Jaunt** For Cugat Ork

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

The Cugat junket is the first Oriental big-band tour for a private promoter in many years. Cugat's show troupe includes the Twins, the Barrancos and Ora San Board. He said he understood that Juan, who replaces Abbe Lane ular performance. the United Kingdom was study- with Cugat. Miss Lane has inked Music was sh

BANG-UP IDEA

## **Battle Effects** Back Up New Cap Warbler

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

Capitol also inked waxing pacts ognition via her own diskings, is this week with Timmy Rogers, inking an exclusive pact with Negro comedian and songwriter, and Jimmy Work, ex-Decca coun-

## Valando and Laurel Firms Add Perrin

NEW YORK, Jan. 24.-Tommy Valando this week appointed vet musicman Jack Perrin as general professional manager of his Lau-Rosen, Philadelphia distributor rel and Valando music firms. The for the Columbia subsid, who appointment was made, accord-caught a Philly disk show, "WFIL ing to Valando, to help spark in-

Prior to this position, Perrin was previewed on show, "Love has been active in the music pub-Me Tonight," coupled with "Five lishing business for a number of A. M." and got a 90 rating by the years. At Hill & Range he helped kids who vote the verdict with organize the firm's first efforts at exploiting country tunes in the Career of the thrush is extra- pop field. More recently, he orto date Miss Raine has never had came affiliated with Chappell as an orthodox recording contract. half owner of Ivy and Sunflower

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

# Release Dates

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

The story is rather involved but this is what seems to have taken

Nelson 10G Verdict Is Upheld in Suit vs. Mills

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

## **Boston Pops in** Fast Start on **National Tour**

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

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

## Opry' Troupe Set for Korea

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

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

Troupe will be working gratis, with the Army furnishing transportation and meals. Tour was originally set by Connie B. Gay, M-G-M had originally Arlington, Va., d.j., and country skedded the Hank Williams slic-(Continued on page 41) the trip as emsee.

STOUT HAND FROM SHOWBIZ

## Trade Wins Plaudits for Part in Inaugural Whirl

WASHINGTON, Jan. 24.—Show festival shows running a couple

business emerged with major hon- of hours apart at auditoriums ors from this week's spectacular miles distant from each other, package wax in the field. The festivities celebrating President with 25 big-name acts starring sets will be made available in all literally hundreds of performers, three speeds. ration Almost around the clock shuttling from one auditorium to from last Sunday (18) into the other, props and all. Prob-Wednesday morning (21), the en- ably never anywhere was such a tertainment world was in the van- double-show performed against guard of the nation's salute here such heavy odds and in the presto the new administration which, ence of so vast and colorful an in turn, gave an official salute to assemblage (combined audience show business. Despite some tough estimated at around 11,000, includsnafues that sometimes crimped ing literally hundreds of congresstheir style but which might have men and other dignitaries such as wrecked the performance of less new cabinet members and their seasoned professionals, the galaxy families). No song ever rang more of 1,022 entertainment stars who true than Ethel Merman's brassy Step Brothers, the McQuaid paraded their talents before in- rendition of "There's No Business augural-celebrating audiences of Like Show Business" along toward Juan, sister of film star Olga San unprecedented size gave a spectac- the shank of the evening at jampacked Uline Arena more than Music was show business's four hours after the opening numing the board's operation with a a Universal pic pact and will be dominant note as name bands and ber had gotten under way. A view toward setting up a similar in Hollywood making her first soloists shuttled between two second show at which all of the

ALBANY, N. Y., Jan. 24.—The lar in title or content, and work

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

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

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

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

## AFM Board in Meet Wind-Up

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

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

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

## Decca Issues 5 New Jazz Sets

NEW YORK, Jan. 24.—Decca Records will release five new jazz albums next week in a major addition to its growing catalog of

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

Decca currently has more than film during the tour. Miss San widely separated inaugural balls acts were duplicated in Loew's 20 jazz albums in its active cata-Reviewing the decisions of the Juan was set with Cugat by Hal Tuesday far into the following Capitol Theater wound up so late log. Top sellers include three sets board, his Lordship said that in Gordon, of the Lew and Leslie morning. Most breathtaking feat, in the morning that a celebration by Louis Armstrong and one by tho, was Monday night's twin (Continued on page 41) Lionel Hampton.

## In-Pouring of Tributes To Williams Continues

NEW YORK, Jan. 24. — The the record and sheet music to the sudden surge in the public's de- Hank Williams Memorial Fund. mand for records, sheet music and Republic has issued "Tribute to pictures of Hank Williams, who died suddenly on New Year's Day continues unabated (The M-G-M plans two memorial al-Billboard, January 17). If anything, the action is even greater. The consumer demand for all of Williams' disks is still building to the point that practically all notes. The other album will be M-G-M distributors are backordered on the factory. Tho the

Drifter." All tunes in both of extent of the orders is not known, M-G-M has cut its next scheduled release from 12 to six records in order to try to catch up with the situation. It is also re-ported authoritatively that the orders for William's merchandise, coupled with heavy demand for several other M-G-M disks, are heavy enough to cover the normal production output of the label's Bloomfield, N. J., plant thru the month of April. Needless to say, the pressing plant is working around the clock.

In sheet music the story is the same, according to Fred and Wes Rose of Acuff-Rose, publishers of Williams' tunes. There are two new, as yet untitled, technicolor folios of Williams' songs available. The normal sales on each of these was about 700 copies a on the picture starts March 2. month. In the last three weeks, 5,000 of each have been sold.

#### Air Lanes Flooded

Disk jockeys, according to all reports, are, in many cases, increasing their play of the singer's disks. Many country jockeys are block-programing his records in as much as two-hour segments; wonderment over the phenomeothers are playing one of his records in each 15-minute period. Sic, a Chicago publishing firm headed by Lew Douglas and Roy WPTR, started a March of Dimes drive on Tuesday (20). Any one sending in a contribution of any You Believe Me" with King Laamount receives a picture of Wil- ney, the firm has had three sucliams. The first 100 who send in cessive hits. Two of them are contributions of \$25 or more will currently on the Honor Roll of receive a white label copy of Wil- Hits, "Why Don't You Believe liam's new release, "Kaw-Liga" Me" and "Have You Heard." The and "Your Cheatin' Heart." In former was the country's biggest the opinion of many, these are song for a number of weeks. Williams' greatest tunes. Den- Both of these tunes were diskney's first mail after the kick-off clicks via Joni James. totaled 500 contributions.

of Williams from M-G-M passed solid disk seller via the Ralph the 3,000 mark this week. This is Marterie and Dan Belloc instruin addition to quantity orders from distributors. The load was so heavy that the diskery has had to farm out the handling of requests to an outside concern.

## Tribute Records

Tributes to Hank Williams in one form or another are beginning to show up on the market. King was first with "The Death of Hank Williams," written and sung liams Will Live Forever (In People's Hearts)." The writers and the publisher, Hill & Range, of the board is scheduled for are contributing all royalties on April.

bums. One, "The Hank Williams Memorial Album" will carry the now-famous "I etter to Williams" from Frank Walker on the liner these albums have been previously released as singles.

## Mitchell Signs For Film Role

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

The Columbia recording artist will have a featured part in a production starring John Wayne and Rhonda Fleming. Shooting

## **Brandom Rise** Amazes Trade

NEW YORK, Jan. 24.-Tradesters are shaking their heads in nal success of little Brandom Mu-

Brandom also has "Pretend" Consumer requests for pictures which has been parlayed into a mental versions on Mercury and Dot, respectively. The tune now has a lyric, and vocal records, led by King Cole are now showing on the market.

## **ASCAP Meet Set** For Mar. 31 in NY

NEW YORK, Jan. 24. - The by Jack Cardwell, a childhood general annual membership meetchum of Williams. Checks made ing of the American Society of thruout the South and elsewhere Composers, Authors and Publishthis week have shown very strong ers has been scheduled for March immediate action on the record. 31. The West Coast contingent RCA Victor is releasing a Johnnie | will hold its meeting February 25 and Jack tune called "Hank Wil- in Hollywood. Meetings will hear

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

street really started swinging this work, tho his stint was rather week, in more ways than one, lengthy. In all, it's a good, solid with the intense competition for jazz show at the Bandbox, and the jazz trade between the the customers enjoyed every mo-Bandbox, the plush new bistro, ment of it. The crowd was a and Birdland, one of Broadway's good one, made up of many wellolder jazz spots. The first Band- dressed teen-agers and inbox show was a solid one, featur- their-twenties crowd, plus a good ing the driving rhythms of the sprinkling of trade folk.

"Jazz at the Philharmonic" Trio,

Prospects with Flip Phillips, Buddy Rich and Hank Jones; the Gene Krupa-Charlie Ventura-Teddy Napoleon Trio, and the Oscar Peterson group with Ray Brown and Barney Kessell. Charlie Shavers was featured with Peterson and Rafael Font's mambo ork.

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

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

NEW YORK, Jan. 24. - The way, impressed with his fine 88

## Prospects

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

Bob Rolontz.



His Latest and Greatest Written and Sung by ...

YOUR CHEATIN'

MGM 11416 (78 rpm) • K-11416 (45 rpm)



Continue to the continue to

Best Sellers

RECORDS

Popular

TANCO OF ROSES HOW MANY STARS HAVE

15208 and 45-15208

15208 and 45-15208

Folk/Western

THE DEATH OF HANK

SO FULL OF TEARS BABY, I'M LOST WITH-OUT YOU

TENNESSEE TANGO

HAWKSHAW HAWKINS

TANGLED HEART 1154 and 45-1154

SWEET ORCHARD VINE

RIVER OF TEARS

BETTY LORRAINE

BOB NEWMAN

STRANGE LOVE

CHARLEY GORE &

TINY BRADSHAW

TRAVLIN' MAN HURRY, HURRY, BABY

LET ME BUY YOUR LOVE 4578 and 45-4578

(THERE'LL BE NO ROCKIN' TONIGHT) 4593 and 45-4593

YOU GO TO MY HEAD THE HOUR OF PARTING

JILLY WARD AND HIS

PEDAL PUSHIN PAPA 12114 and 45-12114 D BE SATISFIED

DEEP SEA BLUES 12068 and 45-12068

LITTLE WILLIE LITTLEFIELD

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

PENTHOUSE SERENADE

12111 and 45-12111

DISTRIBUTED BY

BIG JAY MCNEELEY

EARTHQUAKE

RECORDS

HAVE MERCY, BABY

12105 and 45-12105

DOMINOES

HE BELLS

NO ROOM

4586 and 45-4586

WYNONIE HARRIS

BRING IT BACK

EARL BOSTIC

TRANCE

ROY BROWN

ULU REED

MY STORY

RUBY WRIGHT

TIL I WALTZ AGAIN

WHEN I CAVE YOU MY

1169 and 45-1169

4577 and 45-4577

4602 and 45-4602

Rhythm/Blues

1172 and 45-1172

1156 and 45-1156

1135 and 45-1135

STEVE LAWRENCE

TO SHINE

RUBY WRIGHT

HOT DOG RAG LEAVE IT ALONE

JACK CARDWELL

TO ARMS

YORK BROS.

S B ARITH DUT

## Petrillo As Info Bureau At Inaugural

WASHINGTON, Jan. 24.-James C. Petrillo, American Federation of Musicians' president, had his most enjoyable moments on the Presidential inaugural floor the other night when he decided to act as a one-man "information bureau" to inaugural guests who decided to adopt the role after he partment stores revealed. observed that folks kept approaching Paul J. Schwarz, local AFM president, for information, appar- augural committee, the players ing an official inaugural reception estimated at \$40,000 by union ofbadge. Petrillo hurriedly borrow- ficials. Besides providing the muinto the act.

ices of their units free to the in- Will."

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

WASHINGTON, Jan. 24.-Sheet while January thru November thru Jimmy Hilliard's office. sales were down 9 per cent from the previous year's level, the Federal Reserve System reported this

The trend was reflected also in radio, phonograph and TV set sales, which during November were 19 per cent under the November, 1951, mark, with sales for were continually losing things or the first 11 months of 1952 off 22 getting themselves lost. Petrillo per cent, a sampling of major de-

ently because Schwarz was wear- had to be paid. Total bill was ed an identical badge and went sic, the musicians' union entered a float in the parade at an estimated Incidentally, Petrillo's AFM cost of \$4,500. On the gold and picked up the tab for all musicians white float was a 20-piece band. playing in the festivities. Altho Theme was "Music, the Universal the band leaders offered the serv- Language of Peace and Good

## Music as Written

TUESDAY PUB DAY AT DECCA . . .

Publishers' day at Decca Recmusic, instrument and phono disk ords is now Tuesday. Publishers sales last November were 7 per submitting tunes for wax considcent below November, 1951, sales, eration are to set appointments

> ARTIST PHOTOS ON DECCA PKGS. . . .

platters by Ziggy Talent and Bob feature Eddie Haywood, in addi-Craig were sent out in two-color tion to other jazzters. . . . Roy envelopes carrying photos of the Wells, cleffer of "Lonely Wine," chanters and detailed biogra- has formed his own publishing phies. The diskery will use the firm, Ritewell Music. First tune medium from time to time to in- in the firm is "She Looked Down troduce newly-acquired talent to From Her Window," just recordplatter spinners.

VICTOR BUYS ARMEN DISK . . .

& Lewis.

NAMM CONFAB SET FOR CHI...

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

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

TAPE RECORDER . . .

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

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

New York

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

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

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

Blacksmith' Suit Kayoed

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

Watkins originally sought \$10. . . 000 damages and asked that he America are entertained by an be given all rights to the song, eight-piece ork, second class by "Blacksmith Blues." Watkins al- five pieces, with a mere four muleged that June 27, 1949, he had sicians catering to the terp needs signed an agreement with Holmes of third class voyagers. Davis for a song, "Happy Payday." He currently books about 50 orks of alleged that the song was later all sizes in dates around the given a different set of lyrics and country, in addition to playing

Buttons show. . . . The McGuire Sisters, new Coral artists, have been signed to appear three times weekly on the Arthur Godfrey show. . . . Betty Clooney, recent Coral pactee, goes on the road February 11, when her first disk on the label is released. . . . Brunswick Records is readying a follow - up to its "Jazztime, Deejay copies of Decca's new U.S.A." album. The new set will ed by Jack Smith on Coral.

Cincinnati

Kay Armen's disking of "Smokey Mountain Lullaby," cut "Al Morgan, acrobatic pianist, now on the staff at WLW and WLW-TV, spent the past week in by the thrush as an indie venture, St. Elizabeth Hospital, Covington, has been bought by RCA Victor Ky., after collapsing at the Greatand has been skedded for early er Cincinnati Airport Monday release. Tune is owned by the night (19) following his return publishing firm of Tobias from a week-end jaunt to Miami. Physicians blamed overexertion.
... Rosemary Clooney due here
Wednesday and Thursday (28-29)

in connection with the world premiere of her film, "The Stars Are Singing," to be held at nearby National Association of Music Maysville, Ky. She will make several appearances over WLW and WLW-T during her stay in town. . . . Dick Noel, former singer with Ray Anthony and for the last two years a feature at WLW and WLW-T here, resigned last week when he and Crosley officials failed to reach a salary agreement. He will continue indefinitely at Beverly Hills Country Club, Newport, Ky., where he has been serving as singing emsee the last several weeks.

Indianapolis

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

Ciro's, Books Anthony Band

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

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

teeing off April 8.

## Ship Books Davis Orks

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

First class passengers on the was published by Hill & Range. the classier engagements himself.

## record report AND FORECAST OF TOMORROW'S SONG HITS

\* HALF A HEART (Weiss & Barry) - Jane Pickens (Vic.) comes to the fore in a most unusual performance. Billboard calls it "a lovely waxing . . . shows off her warm, intimate style, with the four voices bringing back memories of the Pickens Sisters . . . could rack up attention with enough exposure." Variety the show and suggested a taped concurs.

EXCITING IMPORT

★ MADALENA (Rex)—A Brazilian import that's given an exciting instrumental treatment by Henri Rene (Vic.) Variety reports: "a tasteful side with a catchy theme. " Cash Box rates it "B" and ". . . fast moving instrumental . . . the results are outstanding."

"FINE

\* I'M CRYING FOR YOU (Pee Jay) -Cash Box credits Ziggy Lane (Jubilee) with "a fine side" and rates it "B. " Billboard reports: "Chanter hands the romantic weeper a strong reading to good backing."

"DISK OF THE WEEK"

★ AMOR (Peer)—"Dick of the Week" honors from Cash Box go to Vic Damone (Mer.) for "a sensational recording of a beautiful standard that looks like a natural for the best seller list . . . gonna be tremendous. " Billboard calls it "excellent."

"SLEEPERS"

★ SAD (Eastern)

★ DO I WORRY (Melody Lane) - "A polished job of chanting," is the Cash Box verdict of Bart Stewart's (Seger) first wax effort. Disk wins "Sleeper of the Week" designation.

"BEST

★ I'LL GO ALONE (Acuff-Rose)—Webb Pierce (Dec.) is living up to Billboard's earlier "record to watch" prediction. Now a "BEST BUY," in view of strong activity from Chicago, West Coast and Cincinnati.

CLASS ETCHING

★ UNTIL ETERNITY (Algonquin) -Billy Eckstine (MGM) turns out "one of his best etchings in recent months. " says Billboard. "Could be a biggie for Bill," reports Cash Box. Tune is a romantic ballad done with top class.

"FINE ITEM"

★ AFTER MIDNIGHT (Frederick) — Billboard considers Ralph Marterie's (Mer.) latest instrumental a "new record to watch. " Review calls it "a fine item reminiscent of the days of swing bands."

BROADCAST MUSIC, INC. 580 FIFTH AVENUE . NEW YORK 19. N. Y.

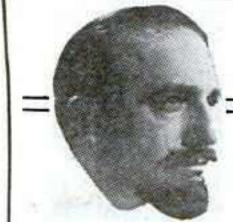
New York · Chicago Hollywood . Toronto Montreal

Copyrighted material

Brewster Ave.

Cincinnati 14.

# COLUMBIA COUNTER-POINTS



#### The Pitch From Mitch

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

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

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

New Folk Releases

GEORGE MORGAN A LOVER'S QUARREL MOST OF ALL

21070 • 4-21070

FRED KIRBY

WHEN THE DEVIL SENDS HIS CALLING CARD

THE CROSSROADS TO ETERNITY

21066-s • 4-21066-s



FRANKIE YANKOVIC and His Yanks SO LONG, DARLIN' FALL IN LOVE

10104 • 4-10104

New Pop Albums

## **SWEETHEARTS**

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

#### MARION MARLOWE and FRANK PARKER

Orchestra under the direction of Archie Bleyer

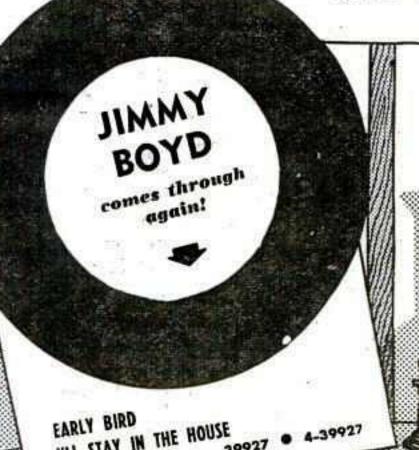
"Lp" CL 6241 • 45 Set B-311

#### SKATING TIME

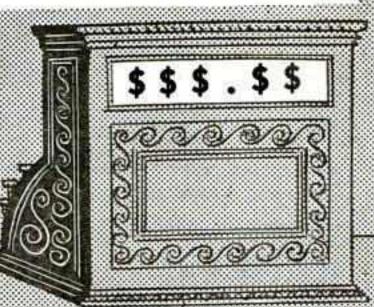
Jealous • The Lamplighter's Serenade • Shepherd Serenade • Twelfth Street Rag • St. Louis Blues • Sentimental Journey • Marie • Gimme a Little Kiss

KEN GRIFFIN at the organ

"Lp" CL 6237 • 45 Set B-327



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



New Pop Releases

DORIS DAY with PAUL WESTON YOU HAVE MY SYMPATHY THE SECOND STAR TO THE RIGHT

39913 • 4-39913

SARAH VAUGHAN with PERCY FAITH A LOVER'S QUARREL I CONFESS

39932 • 4-39932

DESI ARNAZ with PAUL WESTON THERE'S A BRAND NEW BABY I LOVE LUCY

39937 • 4-39937

LU ANN SIMMS with PERCY FAITH MOVING AWAY THE BEST TIME

39928 • 4-39928

TRIO LOS PANCHOS MARY CIELO YA ME VOY

39916 • 4-39916

## Best Sellers

Based on actual sales reports for week ending January 23

Mitch

ORIS DAY MISTER TAP TOE YOUR MOTHER AND MINE 39906 • 4-39906 O STAFFORD KEEP IT A SECRET ONCE TO EVERY HEART

39891 • 4-39891 GUY MITCHELL SHE WEARS RED **FEATHERS** PRETTY LITTLE BLACK-EYED SUSIE

39909 • 4-39909 OHNNIE RAY I'M GONNA WALK AND TALK WITH MY LORD THE TOUCH OF GOD'S

FRANKIE LAINE I'M JUST A POOR BACHELOR TONIGHT YOU

> BELONG TO ME 39903 • 4-39903 JO STAFFORD A FOOL SUCH AS I JUST BECAUSE YOU'RE YOU

39930 • 4-39930 TONY BENNETT CONGRATULATIONS TO SOMEONE

TAKE ME 39910 • 4-39910 ROSEMARY CLOONEY and HARRY JAMES YOU'LL NEVER KNOW THE CONTINENTAL

MY LONELY HEART" RUNNIN' WILD THAT'S THE KIND OF LOVE I'M LOOKING FOR 21051 • 4-21051 ROSEMARY CLOONEY and GEORGE MORGAN WITHERED ROSES YOU LOVE ME JUST ENOUGH TO HURT ME 21071 • 4-21071 JO STAFFORD JAMBALAYA EARLY AUTUMN 39838 • 4-39838

CARL SMITH

\*\*SARAH VAUGHAN A LOVER'S QUARREL I CONFESS

39932 • 4-39932

HAND39908 • 4-39908 39905 • 4-39905 \*\* 'way up on the chart the week it's announced—watch this one!

the the state of a

I DELLE THE STATE STATE

COLUMBIA OF RECORDS

"Columbia," "Masterworks," "Okeh" (p) and (d) Trade Marks Reg. U. S. Pat. Off. Marces Registrades

A TARK OF SE

# Deejays Must

Continued from page 3

formance of literary works in radio, many stations have already run afoul of the new law, with ad lib deejays and Mr.-Mrs. teams of the informal "the other day I was reading in a magazine" school heading the list of first offenders.

WCBS here reportedly was among those fined \$100 this month for "accidental infringement" of the law. Deliberate violation of literary copyrights of course will carry a much stiffer fee not to mention the threat of private lawsuits.

#### Dangers

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

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





## **Jarvis Back** As KFWB Jock

Continued from page 3

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

## **New Diskery** Is Rumored

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

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

## Winterhalter Pact

Continued from page 13

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

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

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

A GREAT RECORD

## SUE THOMPSON

singing

"THE THINGS MIGHT HAVE BEEN"

b/w "TAKE CARE MY LOVE"

MERCURY RECORD #70084

SHERM FELLER and BUD BREES (WPEN-Phila.) (WLAW-Boston)

PEGGY ANN ELLIS-Charles 7-11 PAT TERRY—Derby 813 HARTLEY MUSIC CO., INC. (ASCAP)

Music Publishers' Record Scoreboard

## Sides in Current Release

... Week Ending January 24

MARCHAEL MARCHEST STATE

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

PUBLISHERS	TUNE ARTIST AND LABEL
Acuff-Rose Group —Acuff-Rose	Your Flyin' Days Are ThroughJimmie Skinner, Cap (f)
Unientrosan	Help Me Find My Broken HeartJimmie Skinner, Cap (f) Hit and Run Lover
	No Help Wanted
—Milene Alton	Texarkana Baby
Artists Music Barton	On a Raft
Beacon	Big Wind
Jim Beck Bourne	Get Ready With Those Tears Lee Bell, RCA (f) Beatin' Out the Boogie Lee Bell, RCA (f) Dew-Dey-Dewy Day
Brandom	Pretend
Capri Central Songs	Tell Me You're Mine
Chappell Group —Chappell	My Last AffairFrances Faye, Cap (p) How Do You Speak to an AngelGordon MacRae, Cap (p)
—De Sylva, Brown	The Thrill Is GoneJerry Wald, Dec (p)
& Henderson Christopher Collins	The Best TimeLu Ann Simms, Col (p) Ain't It a ShameLightening Hopkins, Mer (r) Crazy 'Bout My BabyLightening Hopkins, Mer (r)
Disney Dreyer Group	The Second Star to the Right
Raleigh Four Star Sales	Silly Heart
Gale & GaylesUnited	Bummin' AroundBobby Williamson, RCA (f) Congratulations to SomeoneGordon MacRae Cap (p)
-United Halliburton Music Handy Bros.	Rachel
Harley Music Hill and Range	Roll-'Em Dice
Johnstone-Montel —Vanguard Songs	Ain't a Bump in the Road
Fred Kramer Laurel	Moving AwayLu Ann Simms, Col (p) One Lonely NightAl Martino, Cap (p) Deed I DoLynn Franklin, Mer (p)
Lois Melody Trails Mills	Bouncing Heart
E. H. Morris Group	Don't Worry 'Bout MeLynn Franklin, Mer (p)
—Meridian Music Publishers' I —Harms	
—Remick	Old-Fashioned Love
WEST TORSES TO	Now I Lay Me Down to DreamEddy Howard, Mer (p)
—Witmark	I Confess
Paul Music Paxton	A Fool
Peer Int. Group  —Peer International	Knockin' On the Door
—Southern	Why, My Darlin' Why
—Southern —	Who Walks in When I Walk Out
Regent Group —Harman	Small World
Ridgeway Robbins Group	You Belong to MeLuis Arcaraz, RCA (r. Take Care, My LoveSue Thompson, Mer (p)
—Feist	Linger Awhile
—Miller Shapiro-Bernstein	I Love Lucy
Shawnee Press	That's My Weakness Now
Shawnee Press George Simon	Wild Horses
Starlight Songs Sunbeam	Terremoto
Leo Talent	I'm Wired for Lovin'Ziggy Talent, Dec (p)

## Total Sides for Week Released by Each Label

(\*These totals do not include P D. Tunes) ... Week Ending January 24

LABEL	POPULAR	FOL	 RHYTHIA BLUE;
CAPITOL	10		 
COLUMBIA	6 .	1	 
DECCA			 
M-G-M	0 .		 1
RCA	8 .		 

## Total Number of Sides Released by Each Label

... January 1, 1953, to Date

	LABEL	POPULAR	FOLK	A BLUES
	CAPITOL		18	
	MERCURY		14	2
Į.	RCA		16	



Johnnie Ray Sings

BOURNE, INC.

N. Y. 19, N. Y

ABC MUSIC CORP.

799 7th Ave.

## The Touch of God's Hand"

Columbia Record #39908

AMERICAN MUSIC, INC 1576 Bway N. Y. . 9109 Sunset Blvd Hollywd CO 5-7880 CR 1-5254

Here Comes "PETER COTTONTAIL" and

> "EGGBERT, THE EASTER EGG" (with two "G's")

HILL and RANGE SONGS, INC.

Beverly Hills, Calif. 

The New PATTI PAGE RAGE (HOW MUCH IS)

"THAT DOGGIE THE WINDOW" Mercury #70070

SANTLY-JOY, Inc. 1619 Broadway, N. Y. 19, N. Y.

SENSATIONAL NEW RECORD!

**GUY MITCHELL** "SHE WEARS

**RED FEATHERS'** And a Huly-Huly Skirt

OXFORD MUSIC CORPORATION 1619 Broadway N. Y. 19, N. Y.





ADMEN of every kind ENDORSE THE BILLBOARD as a top selling force

Copyrighted material

# MPERIAL TECORDS

Presents



America's Javorite
Antist
FOLK Antist

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

WITH THE FIRST SMASH OF 1953

'All That I'm Asking Is Sympathy'

8180

45x8180

**Backed** with

HOW CAN I TELL'



. . . tauftffatt:

OVER 7,000 RECORDS SOLD IN 3 DAYS BY GRAMOPHONE ENTERPRISES, DALLAS, TEXAS



6425 Hollywood Blvd.

Hollywood 28, Calif.

SIC





BOB
CRAIG

One of the Great Spiritual Standards An all-time smash from

with GORDON JENKINS and His Orchestra

A . a best of a second like

"George White's Scandals"

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

- Thericas Tastest Delling Necords

the little time :



.leastellibeel.

## TOP SELLERS-POPULAR

. . . Based on Actual Capitol Sales Reports

1.	SIDE BY SIDE Record No.
	NOAH!
2.	IT'S IN THE BOOK, PART II
3.	MY BABY'S COMING HOME LADY OF SPAINL. Paul & M. Ford2265
4.	BYE BYE BLUES MAMMY'S BOOGIEL. Paul & M. Ford2316
5.	OH, HAPPY DAY A MILLION TEARSFour Knights2315
6.	HOW STRANGE
7.	THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECKY. Yorgesson2335
8.	MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD MEL. Paul & M. Ford2193
	DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG
	PRETEND DON'T LET YOUR EYES GO SHOPPINGN. Cole
11.	MY HEART BELONGS TO ONLY YOU I WAS A FOOL
12.	ON THE TRAIL STREET SCENE
13	I BELIEVE THE GHOST OF A ROSEJ. Froman2332
14.	STORMY WEATHER THE DAY ISN'T LONG ENOUGHFour Freshmen2286
15.	BUNNY HOP BLOW, MAN, BLOW!
16.	A CRAZY WALTZ G. MacKenzie & WATER CAN'T QUENCH THE FIRE OF LOVE H. O'Connell2266
17.	YOU CAN DO IT I JUST CAN'T REMEMBER THE WORDSH. O'Connell2324

## LATEST RELEASE

NO. 353

PRETEND	
DON'T LET YOUR EYES GO SHOPPING (For Your Heart). Nat "King" Cole	. 234
ON A RAFT	
MY LAST AFFAIRFrances Faye	
PIT LAST AFFAIR Frances Faye	. 234
TATTLE-TALE MOON	0.3
BOUNCING HEART	2348
VAULUE & HEADTRDEAKED	14
YOU'RE A HEARTBREAKER	
WILD HORSES	2349
AIN'T A BUMP IN THE ROAD	
ROLL-'EM DICE	. 2350
The control of the co	0.0000000000000000000000000000000000000
YOUR FLYIN' DAYS ARE THROUGH	
HELP ME FIND MY BROKEN HEARTJimmie Skinner	735
The state of the s	. 433

## Skeets McDonald Scores Again!

## "LET ME KNOW"

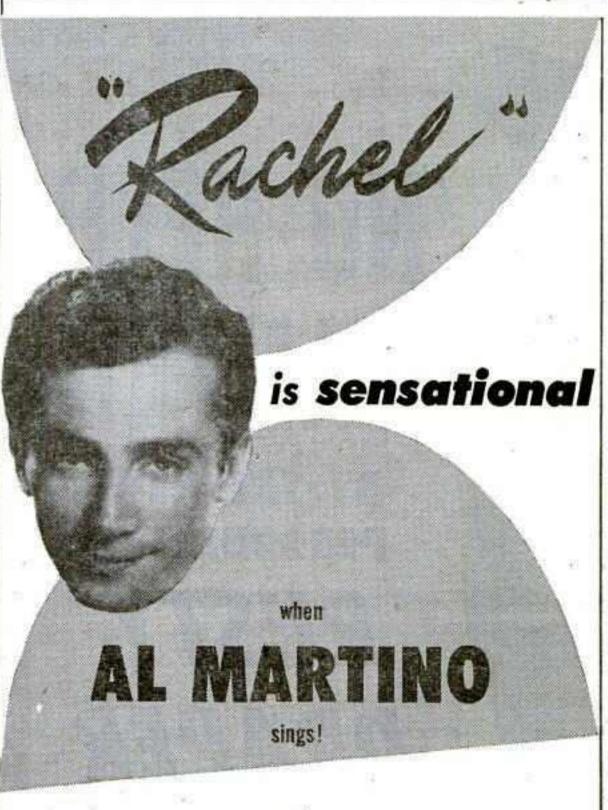
"I'M SORRY TO SAY I'M SORRY"

Capital Record No. 2326

## **TOP COUNTRY & HILLBILLY**

. . . Based on Actual Capitol Sales Reports

	Record No
1.	I DON'T KNOW SWEET TEMPTATION
2.	LET ME KNOW I'M SORRY TO SAY I'M SORRY
3.	DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE
4.	SATISFIED HIDE ME ROCK OF AGES
5.	GOIN' STEADY JUST OUT OF REACHF. Young2299
6.	THERE'S A HIGHER POWER INSPIRATION FROM ABOVE
7.	LITTLE OLD RAG DOLL PICKING SWEETHEARTS
8.	HIGH NOON GO ON! GET OUT!
9.	BLACKBERRY BOOGIE TENNESSEE LOCAL
10.	THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART
11.	BAYOU BABY KNEE DEEP IN TROUBLE
12.	GONE NOW AND THEN
13.	WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA
14.	FEAR NOT CRYIN' HOLY UNTO THE LORD
15.	THAT'S ME WITHOUT YOU COOL, COLD AND COLDER



coupled with

it's his BIGGEST capital record!

No. 2253

## BEST SELLING **POPULAR ALBUMS**

**Based on Actual Capitol Sales Reports** 

	Alb. No.
1.	THE KAY STARR STYLE
**	Kay Starr
	may similar section and sectio
2.	YOURS ALONE
50%	Jane Froman
3	BYE BYE BLUES
	Les Paul & Mary Ford356
4.	PROLOGUE
195/	Stan Kenton
5.	MUSIC FOR LOVERS ONLY
	Jackie Gleason
6.	WITH A SONG IN MY HEART
100	Jane Froman
7.	DEAN MARTIN SINGS
	Dean Martin
8.	THE DESERT SONG
	Gordon MacRae & Lucille Norman.351
9.	BIG BAND BASH!
	Billy May329
10.	CITY OF GLASS
	Stan Kenton
11.	8 TOP POPS
	Nat "King" Cole9110
12	UNFORCETTABLE
12.	UNFORGETTABLE Nat "King" Cole
	mai king cole
13.	PENTHOUSE SERENADE
	- 12 TALE BENEVARIA & BURELEWAY STATE

# GORDON

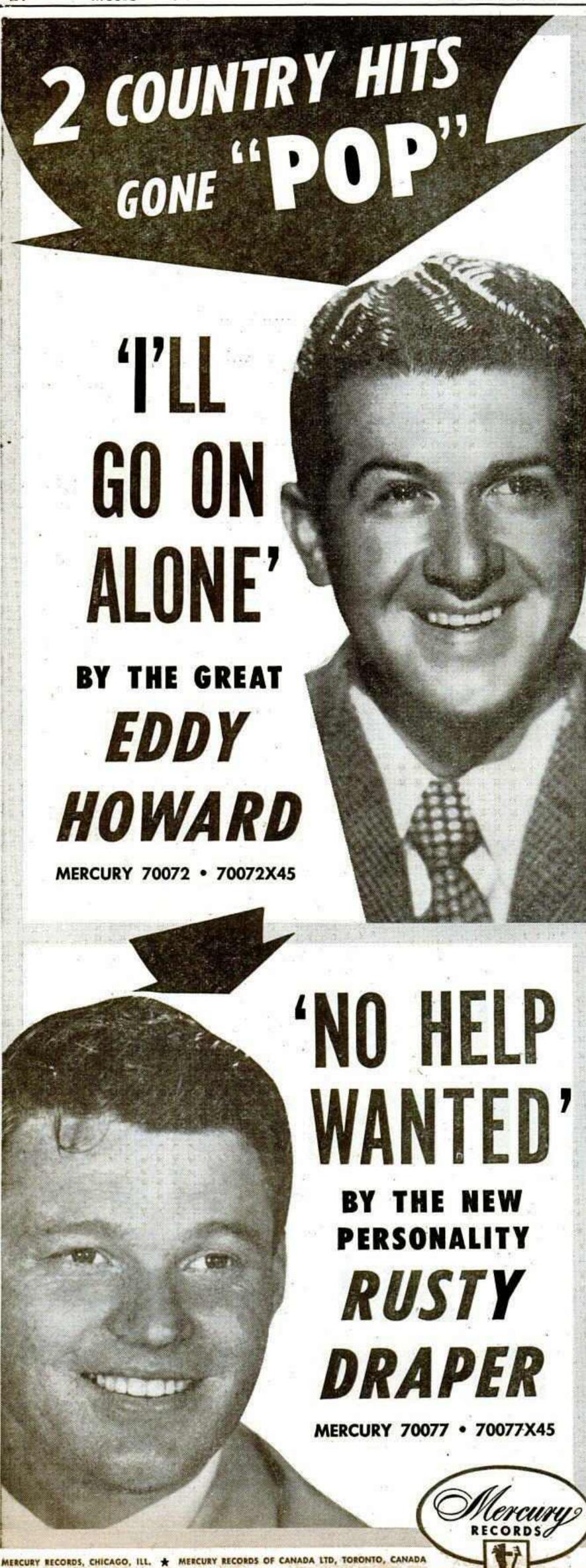


"HOW DO YOU SPEAK TO AN ANGEL"

Orchestra conducted by FRANK DE VOL

Copyrighted material

on Capitol Record No. 2352



The Billboard's Music Popularity Charts

## Favorite Tunes

. . . for Week Ending January 24

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

## Best Selling Sheet Music

on The Billboard's weekly survey of jobbers' orders from retailers thruout the country and we are weighted according to jobber Weeks importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical. 1. DON'T LET THE STARS GET IN YOUR EYES (R)-2. KEEP IT A SECRET (R)-Shapiro-Bernstein..... 3. TILL I WALTZ AGAIN WITH YOU (R)—Village...... 4. WHY DON'T YOU BELIEVE ME? (R)—Brandom..... 2 5. OH, HAPPY DAY (R)—Bregman, Vocco & Conn...... 6. GLOW WORM (R)—E. B. Marks..... 7. BECAUSE YOU'RE MINE (R) (F)—Feist...... 5 8. LADY OF SPAIN (R)—Sam Fox..... 9. YOU BELONG TO ME (R)—Ridgeway..... 11. I WENT TO YOUR WEDDING (R)-St. Louis...... 10 21 12. MY BABY'S COMING HOME (R)—Roxbury...... 14 13. HOLD ME, THRILL ME, KISS ME (R)-Mills........... 15 15. HEART AND SOUL (R)—Famous.....

## Tunes with Greatest Radio and Television Audiences

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

## Top 31 in Radio

A Fool Such As I (R)-Robbins-ASCAP Outside of Heaven (R)-Bregman, Vocco & April in Portugal (R)-Chappell-ASCAP Because You're Mine (R)-Feist-ASCAP Bye, Bye Blues (R)-Bourne-ASCAP Don't Let the Stars Get in Your Eyes

(R)—Four Star—BMI Glow Worm (R)-Marks-BMI Heart and Soul (R)-Famous-ASCAP

Hold Me, Thrill Me, Kiss Me (R)-Mills-ASCAP

How Do You Speak to an Angel? (R)-Chappell—ASCAP

Hush-a-Bye (R)—Remick—ASCAP I'm Never Satisfied (R)-Simon House-

Jambalaya (R)—Acuff-Rose—BMI Keep It a Secret (R)-Shapiro-Bernstein-

ASCAP Lady of Spain (R)-Sam Fox-ASCAP My Baby's Coming Home (R)-Roxbury-

Open Up Your Heart (R)-Longridge

Conn-ASCAP

Say It Isn't So (R)-Berlin-ASCAP Second Star to the Right (R) (F)-Disney-

Somewhere Along the Way (R)-United-ASCAP

Till I Waltz Again With You (R)-Village

To See You (R)—Burvan—ASCAP Veradero (R)-Meridian-ASCAP

Walkin' My Baby Back Home (R)-De Sylva, Brown & Henderson-ASCAP Why Don't You Believe Me? (R)-Brandom

-ASCAP Winter Wonderland (R)-Bregman, Vocco & Conn-ASCAP

Wish You Were Here (R)-Chappell-

You Belong to Me (R)-Ridgeway-BMI You'll Never Know (R)-Bregman, Vocco & Conn—ASCAP Yours (R)-Marks-BMI

## Top 10 in Television

Because Your Mine (R)-Feist-ASCAP Don't Let the Stars Get in Your Eyes (R)-Four Star-BM1

Glow Worm (R)-Marks-BMI

I Went to Your Wedding (R)-St. Louis-

I'm Never Satisfied (R)-Simon House-

Keep It a Secret (R)-Shapiro-Bernstein-

Eady of Spain (R)-Sam Fox-ASCAP No Two People (R)-Chappell-ASCAP Outside of Heaven (R)-Bregman, Vocco

& Conn—ASCAP Why Don't You Believe Me? (R)-Brandom

## England's Top Twenty

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

- 1. You Belong to Me-Chappell (Ridge- 10. Comes A-Long A-Love-Kassner
- 11. I Went to Your Wedding-Victoria (St. 2. Walkin' to Missouri-Dash (Hawthorne)
- 3. Here in My Heart-Robt. Mellin, Ltd. (Mellin)
- 4. Outside of Heaven-Bradbury Wood (Bregman, Vocco & Conn)
- 5. Feet Up (Pat Him on the Po-Po)-
- Cinephonic (Hawthorne)
- 6. Isle of Innisfree-Peter Maurice (Leeds) 17. That's-a Why-Connell (Santly-Joy)

Rose)

- 7. Forget Me Not-Reine (Chappell) 8. Faith Can Move Mountains-Dash (Hill
- & Range) 9. Half as Much-Robbins, Ltd. (Acuff-

Morris (Four Star)

(Shapiro-Bernstein)

16. Homing Waltz-Reine (Miller)

13. Zing a Little Zong-Maddox (Burvan)

15. Don't Let the Stars Get in Your Eyes-

14. Because Your Mine-Robbins (Feist)

12. Sugarbush-Chappell (G. Shirmer)

- 18. Wonderful Copenhagen-Morris (Frank) 19. Takes Two to Tango-Francis Day
- (Harman) 20. Walkin' My Baby Back Home-Victoria

(De Sylva, Brown & Henderson)



*DENOTES AVAILABLE ON 45 RPM
1. TELL ME YOU'RE MINE THE GAYLORDS MERCURY 70067
2. THE DOGGIE IN THE WINDOW PATTI PAGE MERCURY 70070*
3. PRETEND RALPH MARTERIE MERCURY 70045*
4. SUGAR * AMOR VIC DAMONE MERCURY 70054*
5. IT'S WORTH ANY PRICE DDY HOWARD MERCURY 70015*
6. NO HELP WANTED RUSTY DRAPER MERCURY 70077*
7. WHY DON'T YOU BELIEVE ME PATTI PAGE MERCURY 70025*
8. I'LL GO ON ALONE EDDY HOWARD MERCURY 70072*
9. GAMBLERS BLUES DINAH WASHINGTON MERCURY 70046*
10. ROCK ME ALL NIGHT LONG RAVENS MERCURY 70060*
11. LEAN BABY ILLINOIS JACQUET MERCURY 89021
12. PORT OF RICO ILLINOIS JACQUET MERCURY 89001*
13. ONCE IN A LIFETIME * CAN'T I
RICHARD HAYES MERCURY 70068*  14. NO HELP WANTED  THE CARLISLES MERCURY 70028*
15. GONE
BOBBY WAYNE MERCURY 70074*  16. DON'T FALL IN LOVE



MERCURY RECORDS

EP-1-3000

XAVIER CUGAT

HERE'S CUGAT GREEN EYES . WALTER WINCHELL RHUMBA BRAZIL . LINDA MUJER

FRANKIE LAINE EP-1-3001 MUSIC MAESTRO PLEASE

SEPTEMBER IN THE RAIN . MUSIC MAESTRO PLEASE SLEEPY OLD RIVER . AIN'T THAT JUST LIKE A WOMAN EP-1-3002 JERRY MURAD'S HARMONICATS

HARMONICA HITS PEG O' MY HEART . THE SARDAR MARCH HARMONICATS BOOGIE . THE PETITE WALTZ

EP-1-3003 JACK FINA

KEYBOARD CLASSICS NOW AND FOREVER . CHANGO . DREAM SONATA

KITTEN ON THE KEYS VIC DAMONE EP-1-3004

TAKE ME IN YOUR ARMS TAKE ME IN YOUR ARMS . IF . MAMA

MY TRULY, TRULY FAIR

EP-1-3005 JAN AUGUST PIANO POETRY

CZARDAS . WUNDERBAR DOWN BY THE OLD MILL STREAM . MA BELLE

JERRY MURAD'S HARMONICATS EP-1-3006 HARMONICA CLASSICS BEWITCHED . I'LL GET BY . LA PALOMA

AFTER YOU'VE GONE XAVIER CUGAT EP-1-3007

DANCE WITH CUGAT BLUE TANGO . SIBONEY . BABALU . CHIU CHIU PATTI PAGE EP-1-3008

THE TENNESSEE WALTZ THE TENNESSEE WALTZ . AND SO TO SLEEP AGAIN COME WHAT MAY . DOWN THE TRAIL OF ACHING HEARTS EP-1-3009 SOPHIE TUCKER

CABARET DAYS MARGIE . NOBODY LOVES A FAT GIRL . WAITING FOR THE ROBERT E. LEE . SOME OF THESE DAYS

FRANKIE LAINE EP-1-3010 PRESENTING FRANKIE LAINE TWO LOVES HAVE I . I MAY BE WRONG

ALL OF ME . OLD FASHIONED LOVE EP-1-3011 EDDY HOWARD PRESENTING EDDY HOWARD

RAGTIME COWBOY JOE . MY ADOBE HACIENDA BLUE TAIL FLY . JUST BECAUSE EP-1-3012 VIC DAMONE

PRESENTING VIC DAMONE I HAVE BUT ONE HEART . YOU'RE BREAKING MY HEART

WHY WAS I BORN . MY BOLERO TONY MARTIN EP-1-3013 PRESENTING TONY MARTIN

I DON'T KNOW WHY . AS YOU DESIRE ME IF I LOVE AGAIN . YEARS AND YEARS AGO

EP-1-3014 PATTI PAGE PRESENTING PATTI PAGE

CONFESS . WITH MY EYES WIDE OPEN

EP-1-3015 EDDY HOWARD PRESENTING EDDY HOWARD THE GIRL THAT I MARRY . CARELESS

ONCE IN A WHILE . MY LAST GOODBYE EP-1-3016

PRESENTING FRANKIE LAINE DON'T CRY LITTLE CHILDREN . LUCKY OLD SUN BY THE LIGHT OF THE STARS . MULE TRAIN

EP-1-3017

PRESENTING JAN AUGUST MISIRLOU . OYE NEGRA . MALAGUENA . JALOUSIE TONY MARTIN EP-1-3018

PRESENTING TONY MARTIN I'LL SEE YOU IN MY DREAMS . THAT OLD BLACK MAGIC TO EACH HIS OWN . AS TIME GOES BY EP-1-3019 JACK FINA

> PIANO DANCE CLASSICS GRIEG CONCERTO . BUMBLE GOOGIE INTERMEZZO . RAVEL'S PAVANE

EP-1-3020 EDDY HOWARD

SELECTED SONG FAVORITES

TO EACH HIS OWN . THE RICKETY RICKSHAW MAN MY BLUE HEAVEN . MISSOURI WALTZ

FRANKIE LAINE EP-1-3021 FRANKIE LAINE FAVORITES

BUT BEAUTIFUL . THAT'S MY DESIRE WE WILL BE TOGETHER AGAIN . SHINE

JAN AUGUST EP-1-3022

MORE JAN AUGUST FAVORITES DANCING IN THE DARK . SEPTEMBER SONG

NOLA . NIGHT AND DAY DINAH WASHINGTON EP-1-3023

PRESENTING DINAH WASHINGTON IT ISN'T FAIR . I WANNA BE LOVED I CAN'T GET STARTED WITH YOU . HOW DEEP IS THE OCEAN

JERRY BYRD . DANNY KUAANA EP-1-3024 NANI HAWAII

LITTLE LANI JO . BE MINE, SWEETHEART, BE MINE I REGRET TO SAY ALOHA . MAUI CHIMES EP-1-3026 ALFRED NEWMAN FAMOUS ARIAS FROM THE OPERAS

UN BEL DI VEDREMO ("MADAM BUTTERFLY")
CELESTE AIDA ("AIDA" . OVERTURE ("CARMEN") BARCAROLLE ("TALES OF HOFFMAN")

EP-1-3027 JAN AUGUST THE EXOTIC PIANO SOLOS OF JAN AUGUST BABALU . BESAME MUCHO

TANGO OF THE ROSES . MY SHAWL HERB JEFFRIES EP-1-3029

MAGENTA MOODS FLAMINGO . SOLITUDE ALL OF ME . BASIN STREET BLUES

ALFRED NEWMAN EP-1-3030 MUSIC TO REMEMBER NONE BUT THE LONELY HEART

HOW GREEN WAS MY VALLEY DRINK TO ME ONLY WITH THINE EYES . INTERMEZZO EP-1-3031 ALFRED NEWMAN

HIT MUSICAL FAVORITES YOUNGER THAN SPRINGTIME . SEPTEMBER IN THE RAIN A FOGGY DAY . I ONLY HAVE EYES FOR YOU

EP-1-3032

SHIMMERING WALTZES I WONDER WHO'S KISSING HER NOW . BEAUTIFUL OHIO ALICE BLUE GOWN . THREE O'CLOCK IN THE MORNING

RALPH MARTERIE EP-1-3033 MARTERIE MOODS CASTLE ROCK . SEPTEMBER SONG

BEAUTIFUL OHIO . ONCE IN A WHILE PATTI PAGE

EP-1-3034 FOLK SONG FAVORITES LEANIN' ON THE OLD TOP RAIL

## TUMBLING TUMBLEWEEDS . DETOUR WHO'S GONNA SHOE MY PRETTY LITTLE FEET

Canada and and and and the south of the same of the sa

# 12 Great LP Classics



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

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

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

Tchaikovsky. SYMPHONY No. 4 IN F MINOR. Rafael Kubelik conducting The Chicago Symphony Orchestra-

MG 50003. Borodin. SYMPHONY No. 2 IN B MINOR. Stravinsky. FIRE BIRD-BALLET SUITE. Antal Dorati conducting The Minneapolis Symphony Orchestra —

MG 50004.

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

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

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

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

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

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

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

## AMERICA'S FINEST CHILDREN'S RECORDS Cercury CHILDCRAFT

Old Mother Goose MCI MC2 Mother Goose Parade **Nursery Favorites** 

MC3 MC4 Songs For Singing

MC5 Songs For Playing

Merry Melodies MC6 MC7 Tunes For Tots

MC8 Tunes For Wee Folks

MC9 Folk Songs Of Our Land

Folk Songs Of Other Lands MC10

MC11 Hansel And Gretel

MC12

The Shoe Maker And The Elves

MC13 Peter And The Wolf

MC14 Billy Goats Gruff

MC15 Great Music For Young Folks

MC16

Songs For Sleepyheads

MC17 Soldier Songs

MC18 Songs Of Our Patriots

MC19 Hillbilly And Play Party Songs

Campfire Songs MC20

Old Father Gander MC21

MC22 New Mother Goose

MC23 When The Circus Comes To Town MC24 The Hare And The Tortoise

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LOLA AMECHE . . . . .

KIP HALE . . . .

17. THE KNOCKIN' SONG

MERCURY 70073\*

MERCURY 70059\*

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## The Billboard Music Popularity Chart

## . . . for Week Ending January 24

## REVIEWS OF THIS WEEK'S NEW RECORDS

## Popular

#### NAT (KING) COLE-NELSON RIDDLE ORK

CAPITOL 2346-Cole may have his biggest record since "Too Young" with this wonderful version of the lovely tune, the first with lyrics. Nat sings it beautifully and the ork backing is good. Tune has already created action with the instrumental releases, but this lyrical version should bust out immediately. A great disk by Cole.

#### Don't Let Your Eyes Go Shopping (For Your Heart)

Here's another smooth job by Cole on a pretty ballad, performed in medium tempo the first chorus, and then sung up-tempo on the second. Nat hands it a bright vocal and the ork support is sharp. Jocks should hand this side a bundle of spins.

#### JIMMMY BOYD

COLUMBIA 39927 - Jimmy Boyd, whose Christmas disking was the biggest record of 1952, opens the new year auspiciously with a bright performance of a cute new ditty, which he sells strongly in his own special style, backed prettily by the chorus and ork. Platter could be a big one in both the pop and country markets, and should receive heavy action with the jocks and jukes.

## Here's another cute disk by the kid-

I'll Stay in the House .... 83

singer. It's a lively novelty about a youngster who believes in eating, and the warbler sings it with spirit. Ork backing is striking. This one should grab loot.

#### VAUGHN MONROE

Lonely Eyes ......82 V 20-5145-It's been some time since Monroe had a big one, but he has an etching here that has a good chance of happening. He pipes the melodic ditty in his best manner and the ork supports him with an infectious rhythm. A slicing that should receive much juke and deejay attention.

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

#### PEGGY LEE-GORDON JENKINS ORK Hear the Music Now ......79

DECCA 28565-Sentimental ditty featured ir the upcoming flicks, "The Jazz Singer," is sung with nostalgic sweetness by Miss Lee. Fine-sounding wax that should win plenty of spins.

## This is a Very Special Day .... 74

Happy opus written by Miss Lee is showcased prettily by the thrush. Song is also in "The Jazz Singer."

#### GORDON MACRAE-FRANK DE VOL ORK

How Do You Speak to an Angel? ..... 79 CAPITOL 2352 -MacRae hands the ballad from the musical "Hazel Flagg" one of his best performances in a long time, giving it a big, forthright rendition. Tune has been waxed by Eddie Fisher and Bill Hayes and is headed for a big push. This version will grab off some of the action.

Congratulations to Someone....75 The warbler is not quite as effective here on this cover waxing of the new tune, now showing action via the Tony Bennett slicing on Columbia. If the tune breaks loose this cutting may cut in on a wee bit of the loot.

## RAY ANTHONY ORK-JO ANN GREER

CAPITOL 2349 — Folk-based melody many will recognize is reworked into a bubbling ditty about the irresistible forces of romance. Miss Greer sings it with energy and appeal and the Anthony ork comes across vibrantly. A likely juke platter.

#### You're a Heartbreaker ... . 76 Pretty ballad is warbled warmly by Miss Greer. Beat is a danceable fox-

trot. A good side many will enjoy.

#### TRUDY RICHARDS-ELLIOT AWRENCE ORK

Go 'Way From My Window .........77 DECCA 28564—Trudy Richards does a good job on the bluesy new ballad, selling the effort in r.&b. style, with special effects via "dub ins." The Lawrence ork backs the thrush slickly. Good jock wax,

#### A Fool .... 60 This effort had best be forgotten. Everyone tries hard but not much can be done with the material.

## BIBI JOHNS ORK

Could Never Be Ashamed of You....76 V 20-5146-Bibi Johns does a very warm job on the lovely Hank Williams oldie, selling the tune with a lot of feeling. Ork support is fine. Tune is more suited to a guy than a gal, but this platter should interest many jocks. It is one of the thrush's best waxings in a long time.

#### I Wish I Was a Puppet on a String....63 Thrush sings this unexciting effort carefully.

## FRANCES FAYE

CAPITAL 2347 — Admirers of Miss Faye, her special talents and her special material, will like this side, It's a smart evergreen number from a "New Faces" of a decade ago-with (Continued on page 41)

## NEW RECORDS TO WATCH

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

## Popular

#### FRANKIE LAINE

I Believe Your Cheatin' Heart—Columbia 39938—Two fine efforts by Laine that stack up strongly. "I Believe" is a "credo" tune with semireligious overtones. Flip is taken from Hank Williams' new disk.

#### EDDY HOWARD

I'll Go On Alone - Mercury 70072 - Pop cover of the hillbilly tune which Marty Robbins and, more recently, Webb Pierce have done so well with. It's a very strong reading by Howard in his relaxed style, which his many fans should welcome. Flip is "Now I Lay Me Down to Dream."

#### BING CROSBY-FRED WARING ORK

Hush-A-Bye-Decca 28581-A very warm reading by Bing, his best in recent months, that could re-kindle consumer interest. Waring ork and chorus add a lush background. Tune is from film "The Jazz Singer." Flip is "Mother Darlin'."

#### EILEEN BARTON

Pretend—Coral 60927—First female version of the tune which is already an instrumental hit. Nat (King) Cole version was selected as "Best Buy" last week. Flip is "Too Proud to Cry."

#### JONI JAMES

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

## Children's

Tweet and Toot-Capitol 3155-Another in the Mel Blanc series, this time about two different sounds, one high and one low. Looks good for kidisk market. Label is also going to pitch it to the pop trade.

## Rhythm & Blues

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

#### AMOS MILBURN

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

#### DANNY OVERBEA

Train, Train, Train-Checker 768-A medium-tempo blues with a powerful beat projected by the ork and a strong vocal by Overbea. Action has already been reported in the South and Chicago. Flip is "I'll Wait."

#### LINDA HAYES

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

## Country & Western

#### HANK WILLIAMS

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

#### SLIM WHITMAN

All That I'm Asking Is Sympathy-Imperial 412-Another solid performance by Whitman using his identifying style of the steel in an echo chamber. Some action has already started on this. Flip is "How Can I

## Rhythm & Blues

#### RUTH BROWN (Mama)

He Treats Your Daughter Mean .....84 ATLANTIC 986 - Ruth Brown may have another big one here with this infectious blues effort. She hands the ditty a sock performance, and the rhythm backing adds a bouncy beat. Side should be a potent one for the thrush, and a real coin-grabber.

## R. B. Blues .... 77

Ruth tells a sad story about her man on this bluesy waxing. Thrush does her usual fine job and the ork lends bright support. Flip side, however, has the excitement.

## RAY CHARLES ORK

Jumpin' in the Mornin' ......80 ATLANTIC 984-Ray Charles has a wild one here and he hands the driving opus a solid, uninhibited performance, while the ork stays with him with a pounding, free-swinging ararrangement that builds all the way. This one could catch coins.

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

#### enjoy this disking. A good platter. JIMMY WITHERSPOON

word of caution is shouted by Jimmy Witherspoon in this effective slicing. Blues is delivered strongly and should win active support in the market.

## Baby, Baby....77

The ork really swings out behind the chanter for another strong hunk of

## SMOKEY HOGG

River Hip Mama ......78 MODERN 896-Tune is a straight blues structurally; but it receives a most interesting treatment in the backing, with percussion instruments beating out a lively pattern. Hogg shouts the vocal in fine style. A good disk.

#### Too Late Old Man....75 This blues swings right along. Hogg

and the ork give a relaxed performance, full of mood, rhythm and good sound. Warbler hands it a good vocal, and the ork supplies a solid beat.

## ROSCOE GORDON

RPM 379 - Gordon sock across a solid reading of a joyful item with a penetrating hand-clap beat. Material is not the strongest, but interpretation lifts it into the likely category. Juke ops, especially, should audition.

#### I'm in Love .... 74 Conventional blues is shouted convincingly by Gordon, for okay con-

## THE BLUE BELLES

trast to flip.

ATLANTIC 987 - The Blue Belles, new group on the label, with a sound like a female Clovers, do an effective job with this blues bouncer, with the lead singer selling the tune strongly while the gals chant behind her. Ork beat is hefty. Side could grab a bundle of spins and pull some loot.

## Cancel the Call....73

The gals sound sweet and spirituallike on this pretty ballad, singing it pleasantly. Side may get jock spins.

#### BEN BURTON

MODERN 894 - Blues is given a strong ride in a big-city manner by the ork, with the chanter contributing a short but effective turn. Persuasive rhythm should help sell this side. Cherokee Boogie.....75

#### Slick orking by the Burton combo has been caught on wax here. Beat is strong thruout and soloists jam effectively. Jazz fans might like.

## LITTLE SON WILLIS

Operator Blues ...... 76 SWING TIME 304-Here's a good effort for the Southern market. Willis hands the down home blues a strong reading and the rhythm backing is hefty. Side could grab coins in Southern locations. Bad Luck and Trouble....73

(Continued on page 39)

## Sacred

## MARTHA CARSON

There's a Higher Power ......82 CAPITOL 2342 - Hand-clap opus is sung with great persuasion by Miss Carson with the assistance of a responsive "congregation." Disk gathers excitement as it spins and sales in the field should be plentiful.

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

## MADDOX BROS. & ROSE

I Just Steal Away and Pray......79 FOUR STAR 1626 - Tuneful opus about the healing power of prayer is harmonized effectively by the trio to strummy string backing. A strong entry in the market and due for healthy action.

## I'd Rather Have Jesus .... 78

The message here is that material riches is of secondary importance. Another fine job by the Maddox Brothers & Rose.

## Hot Jazz

## ANNIE ROSS-TEACHO WILTSHIRE ORK

PRESTIGE 794-Here is Annie Ross' bop vocal follow-up to "Moody Mood for Love" and it could be a big one in both the r.&b. and jazz fields. Lyrics are slick and clever, in spite of subject matter, and the tune is based on a Wardell Gray tenor solo. Thrush sings it smartly, as only she can. Backing by the Wiltshire crew is solid. A potent disk for the hip crowd.

## Anne's Lament ... . 78

Both the pop and jazz jocks should go for this side. Annie Ross chants and scat sings the melody of this rhythmic effort in fine style, over a bright, bouncy ork backing. It's a good job by the thrush and should

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

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

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

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

## Country & Western

#### JACK CARDWELL

The Death of Hank Williams ......... 36 KING 1172-Jack Cardwell, friend of the late Hank Williams, tells in song the story of the latter's death. A powerful side which should have a strong appeal. Cardwell chants the number-as a dirge.

#### Two Arms .... 65 Routine country ballad Cardwell gives it a perfunctory performance.

#### ERNEST TUBB

DECCA 28550-The divorce has been granted but the son appeals for his parents to make up. The poignant weeper is sung with great feeling by Tubb in a side whose emotional impact should win it many spins and

#### I Will Miss You When You Go .... 80 Tubb sings the sentimental ditty in his expected warm style for a waxing that should please his many fans. This side should also get attention.

#### SLIM WILLET

Let Me Know..... FOUR STAR 1625-Slim Willet, who authored "Don't Let the Stars Get in Your Eyes," has a tune of similar construction and flavor in "Let Me Know." He sings it brightly, and this platter should be a coin-grabber.

#### My Love Song to You....68 Slow-paced ballad tells of undying love. Routine tune sung adequately by the warbler.

TOMMY SOSEBEE Till I Waltz Again With You .......80 CORAL 60916-High-riding pop ditty gets a powerful intro to the country market. Sosebee sings it with great warmth to simple but appropriate

#### backing. Side could break. All Night Boogle....78 Coverage of the rhythm item by the

## chanter is pleasantly accomplished. A

#### CHARLIE GORE-RUBY WRIGHT Till I Waltz Again With You ......... 78

KING 1169 - The tune moving up steadily in the pop field receives a pleasant vocal from Gore and Wright. Side is done smoothly by the pair and should pick up a lot of spins from c.&w. decjays.

#### When I Gave You My Love.....72 A bouncy, reminiscent novelty is handed a good reading by the duo,

## MADDOX BROS. & ROSE

Hangover Blues ......76 DECCA 28551-These country swingsters bring a distinctive reading to this blues novelty. Disk has sound, pace and artful performance. Their fans should enjoy it.

#### Why Not Confess ..... 74 Rose and the Maddox Trio give this weeper a solid send-off. A touching

(Continued on page 38)

## Children's

## MEL BLANC

Tweet and Toot ......84 CAPITOL 3155 - Cute ditty about two kinds of sounds, high and low, bounces along merrily. Blanc's versatility again amazes and the many parents who go for super-cute material for their kids should buy the platter in wholesale amounts.

#### E.I.O Song. . . . 80 Novelty item with nonsense lyrics makes attractive kiddle fare and it's effectively projected on this platter

#### MEL BLANC-ARTHUR Q. BRYAN Daffy Duck's Feathered Friend (parts 1 & 2)......77

CAPITOL 3147-The familiar movie cartoon bird's feathered friend is of the stuffed variety. Daffy's adventure when he takes his friend's place on the mantelpiece of a hunter has its usual hilarious moments.

## RUFE DAVIS

Old McDonald Had a Farm .........76 CAPITOL 3141 - Appropriately hokey rendition of the rural classic should get a great reception from the kids. Animal sounds are funny and production is expert.

#### Swingin' On a Star....73 Oldie is pleasantly sung by Davis, with occasional animal sounds and ork gags thrown in to keep ears perked attentively.

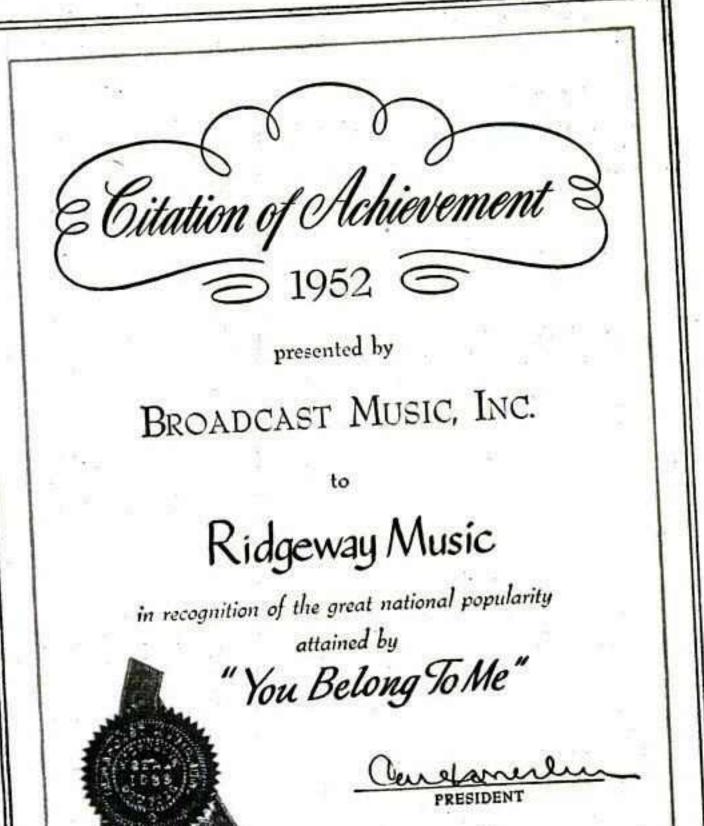
#### DON WILSON-DAVE CAVANAUGH ORK

Little Songs for Little People (Part 1 & 2) ......74

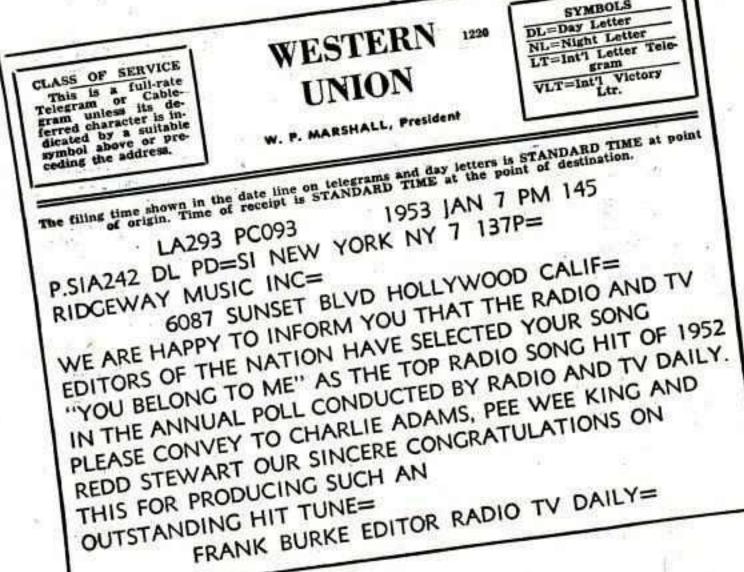
CAPITOL 3151 - Thirteen familiar nursery ditties are sung with warm simplicity by Wilson to smooth orking under the direction of Dave Cavanaugh. There's always a market for this kind of disk and sales should be good despite wholesale duplication on wax.

# RIDGEWAY MUSIC, INC.

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Our Sincere THANKS to Everyone who made all this possible.

> Pee Wee King Redd Stewart Charlie Adams

Our 1st For 1953

# 'TAKE CARE MY LOVE'

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

MARGARET WHITING

CAPITOL 2331

SUE THOMPSON

MERCURY 70084

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

## THIS WEEK'S BEST BUYS

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

## Popular

WILD HORSES-Perry Como-RCA Victor 20-5152

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

YOUR CHEATIN' HEART
I'LL BE WAITING FOR YOU—Joni James—M-G-M 11426

Disk is just now shipping, and thus no activity can be reported. The combination, however, stacks up as a natural for the thrush. She's riding her second consecutive big hit. "Your Cheatin' Heart" is a powerful ballad by the late Hank Williams, one of his best, which she projects with a real tear 'the her voice. Musically, it's her strongest offering to date, and sales could easily follow the same pattern.

DOWNHEARTED HOW DO YOU SPEAK TO AN ANGEL?—Eddie Fisher—

RCA Victor 20-5137

Delivery to all areas is just being completed. Here again, the activity on the disk has been fast in the East Coast points getting first crack at the disk. All reported action is on "Downhearted." It is already on the Philadelphia chart. Strong re-orders with the label. A previous "New Record to Watch."

ANYWHERE I WANDER
THIS IS HEAVEN—Julius La Rosa—Cadence 1230

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

MY DEVOTION
I'LL NEVER SMILE AGAIN—Four Aces—Decca 28391

This is the third disk out of the group's best-selling album Label is behind it solidly as a single now, and strong action is building retail-wise. Similar activity is found in most one-stop reports. A few one-stops reported some difficulty in starting action because it has been previously available as a single and their operators are not viewing it as a new item.

NEW JUKE BOX SATURDAY NIGHT RUNNIN' WILD-Modernaires-Coral 60899

On Cincinnati territorial. Action is good to strong in Philadelphia, Buffalo and Chicago. The demand is good operatorwise in Boston but there is a shortage of 45's so buying there is light. Looks like a good profitable item—for boxes particularly. A previous "New Record to Watch."

## Country & Western

KAW-LIGA

YOUR CHEATIN' HEART-Hank Williams-M-G-M 11416

Few records have ever been released with the tremendous sales potential of this one. With public interest in the writerartist at a new high, any new record by Hank would be a cinch for heavy action. This disk, however, couples two superlative tunes and performances. Tunes are, of course, penned by Williams. These factors could make this his biggest record ever.

LET ME KNOW—Skeets McDonald—Capitol 2326 -LET ME KNOW—Slim Willet—Four Star 1625

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

THE DEATH OF HANK WILLIAMS-Jack Cardwell-King 1172

Action during the week has been very strong in the Carolinas and around Nashville as well Buffalo.

## Rhythm & Blues

(MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown
—Atlantic 986

Practically all early reports point "Mama" up as a potentially big smash. Philadelphia and Chicago reported it took off immediately. New York and Buffalo reported good activity. The Carolina report stated much heavier initial action than on her last disk. A previous "New Record to Watch." Flip is "R. B. Blues."

YES I KNOW—Linda Hayes—Hollywood 244

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

LEAN BABY

COOL RAGE—Illinois Jacquet—Mercury 89021

A strong follow-up to "Port of Rico." Good to strong action in L. A., Chicago, Cincinnati and St. Louis. Most areas reporting favoring "Lean Baby." New York leaning to "Cool Rage."

## Coming Up in the Trade

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

## The Dealers Pick

## Popular

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

## Country & Western

- 1. CONDEMNED WITHOUT TRIAL Eddy Arnold—RCA Victor 20-5108
- 2. THAT'S ME VITHOUT YOU
  Webb Pierce—Decca 28534
- 3. LET ME KNOW

  Slim Willet—4 Star 1625
- 4. LET ME KNOW

  Skeets McDonald—Capitol 2326
- 5. I DON'T KNOW
- Tennessee Ernie—Capitol 2338
  6. I'LL GO ON ALONE
- Webb Pierce—Decca 28534
- 7. PLEASE, BELIEVE George Morgan—Columbia 21052
- 8. YOU'RE UNDER ARREST Ray Price—Columbia 21053

## Rhythm & Blues

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

## The Disk Jockeys Pick

## Popular

- 1. RACHEL Artie Wayne—Kem 2718
- 2. I DON'T KNOW
- Buddy Morrow Ork—RCA Victor 20-5117
- 3. SHE WEARS RED FEATHERS
  Guy Mitchell-Mitch Miller—Columbia 39909
- MY JEALOUS EYES
   Patti Page—Mercury 70070
- 5. PRETEND
- Nat (King) Cole—Capitol 2346
- 6. CONGRATULATIONS TO SOMEONE
  Tony Bennett—Columbia 39910
- NINA NEVER KNEW
   Sauter-Finegan Ork—RCA Victor 20-5065
- Sauter-Finegan Ork—RCA Victor 20-3063
- A FOOL SUCH AS I Jo Stafford—Columbia 39930
- 9. I'LL ALWAYS LOVE YOU SOME Buddy Greco—Coral 60904

## Country & Western

- THE THINGS I MIGHT HAVE BEEN Wade Ray—RCA Victor 20-5091
- 2. I DON'T KNOW Tennessee Ernie—Capitol 2338
- 3. CONDEMNED WITHOUT TRIAL Eddy Arnold—RCA Victor 20-5108
- 4. LET ME KNOW
  Skeets McDonald—Capitol 2326
- 5. WHAT WERE YOU DOING?

  Jim Reeves—Abbot 115
- 6. PLEASE, BELIEVE George Morgan—Columbia 21052

Jack Cardwell-King 1172

- 7. DEATH OF HANK WILLIAMS
- 8. LET ME KNOW Slim Willet—4 Star 1625

## The Operators Pick

## Popular

- 1. RACHEL Artie Wayne—Kem 2718
- A CHILL WASHE AND THE
- 2. STRANGE Nat (King) Cole—Capitol 2309
- 3. SAY IT WITH YOUR HEART
  Bob Carroll—Derby 814
- 4. SHE WEARS RED FEATHERS
  Guy Mitchell-Mitch Miller—Columbia 39909
- 5. FULL TIME JOB

  Doris Day-Johnnie Ray-Columbia 39898
- Doris Day-Johnnie Ray-Columbia 39898
- 6. CONGRATULATIONS TO SOMEONE
  Tony Bennett—Columbia 39916
- Perry Como—RCA Victor 20-5064
- 8. PRETEND Nat (King) Cole—Capitol 2346

## Country & Western

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

## Rhythm & Blues

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

## Late Reports on Recent "Best Buys"

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

## Popular

IN THE MOOD
Johnny Maddox-Dot 15045

On national juke box list for first time.

STOLEN WALTZ Sunny Gale—RCA Victor 20-5103

On national juke box list for first time. Flip "Teardrops on My Pillow" continues to move up the chart.

SIDE BY SIDE Kay Starr—Capitol 2334

On best-seller list for first time in 16th place. On a number of territorial charts with flip showing in Washington.

DOGGIE IN THE WINDOW Patti Page—Mercury 70070

Hit best-seller list for first time.

I WENT TO YOUR WEDDING Spike Jones—RCA Victor 20-5107

Sneaked into last place on best-seller chart this week.

Buddy Morrow Ork-RCA

I DON'T KNOW

Victor 20-5117

Coming up etail chart strongly, Number 16 on dee-jay list this week. On Pittsburgh and Detroit territorial charts. Picked by deejays and dealers this week.

(Continued on page 41)

## Country & Western

I DON'T KNOW
Tennessee Ernie—Captiol
2338

Picked by dealers, operators and deejays. On Nashville chart. Reported strong in Cincinnati and Philadelphia with some pop operator action. Chicago and Carolinas say good.

NO HELP WANTED
Carlisles—Mercury 70028

On best-seller chart this week for first time.

I'LL GO ON ALONE THAT'S ME WITHOUT YOU Webb Pierce—Decca 28534

On deejay chart for first time. Strong in Eastern Pennsylvania and the Carolinas. Good in Cincinnati, Chicago and St.

THAT'S THE KIND OF LOVE I'M LOOKING FOR Carl Smith—Columbia 21051

On national juke box chart for first time, Good to strong in Chicago area and good reports from other Midwest points.

## Rhythm & Blues

I BELIEVE Elmore James—Meteor 5000 Moving very well. On Cin-

New York charts.

CROSS MY HEART
Johnny Ace—Duke 107

A solid smash. Hit both on the best-seller and juke box charts this week. On six territorial charts.

cinnati. Chicago, St. Louis and

HEY, MRS. JONES
Jimmy Forrest—United 130
Moving extremely well now.
On both national charts for the week. On Charlotte, Phil-

adelphia and L. A. charts.

THE BEAT

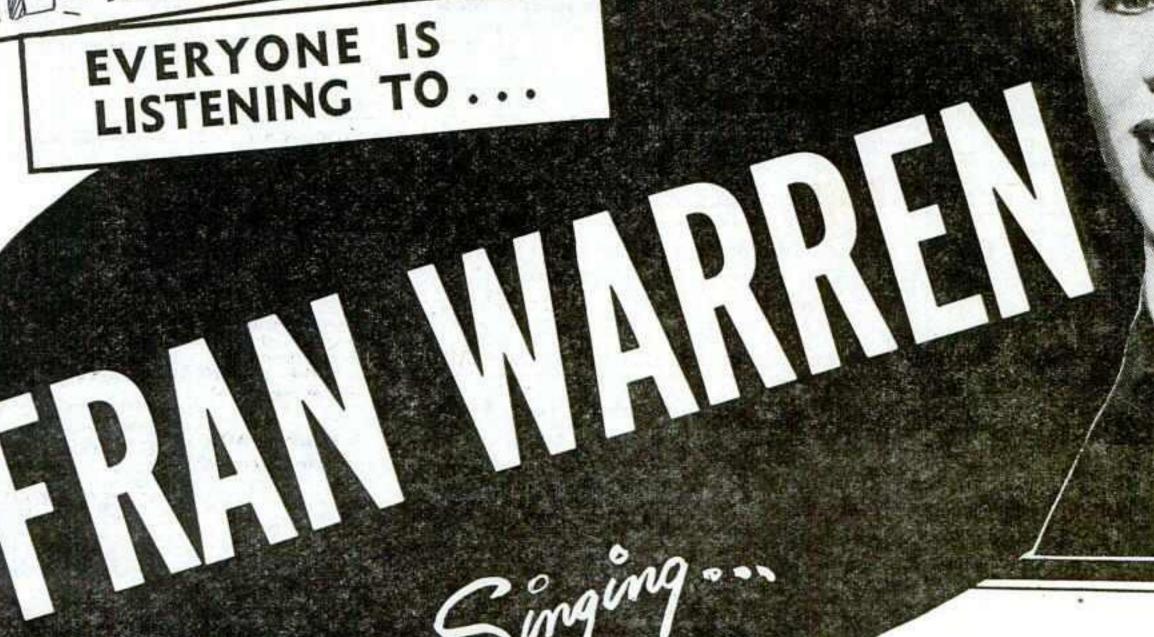
Gene Ammons—United 137
Reported as strong in Cincinnati, Chicago and St. Louis.
Good in L. A.

TELL ME PRETTY BABY Lloyd Price—Specialty 452

On juke box chart this week. Good reports from New York, Chicago, Cincinnati, St. Louis. Strong in L. A.







# ENERYOLE AND BUT

and

UNLESS YOU'RE NEAR ME

MGM 11412 (78 rpm) • K-11412 (45 rpm)

M-G-M RECORDS

Yes, MGM means Mighty Good Music

HE GREATEST NAME ( IN ENTERTAINMENT

The Billboard Music Popularity Charts

## . . for Week Ending January 24

## TOP POPULAR RECORDS

## Best Selling Singles

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

A STATE	ast	Weeks
Week	eek	Chart
1. DON'T LET THE STARS GET IN YOU EYES—P. Como	R . 1	10
2. TILL I WALTZ AGAIN WITH YOU— T. Brewer	. 3	8
J. James	2	16
4. TELL ME YOU'RE MINE—Gaylords  Cuban Love Song— Mercury(78)70030; (45)70030X45—BMI	. 6	7
5. GLOW WORM—Mills Brothers After All—Dec(78)28384; (45)9-28384—BMI	. 5	19
6. OH HAPPY DAY-D. Howard You Went Away-Essex 311-ASCAP	. 4	9
7. HAVE YOU HEARD—J. James  Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	. 9	5
8. KEEP IT A SECRET—J. Stafford  Once to Every Heart— Col(78)39891; (45)4-39891—ASCAP	. 7	. 12
9. HOLD ME, THRILL ME, KISS ME— K. Chandler  One Dream— Coral(78)60831; (45)9-60831—ASCAP	10	7
10. IT'S IN THE BOOK PARTS I and II J. Standley	. 8	18
11. OH HAPPY DAY—Four Knights  Million Tears— Cap(78)2315; (45)F-2315—ASCAP	•	10
12. EVEN NOW-E. Fisher-H. Winterhalter  If It Were Up to Me- V(78)20-5106; (45)47-5106-ASCAP	. 12	3
13. OH HAPPY DAY—L. Welk Your Mother and Mine— Coral(78)60893; (45)9-60893—ASCAP	.13	2
14. HOT TODDY—R. Flanagan Serenade—V(78)20-5095; (45)47-5095—ASCAP	.17	2
14. BYE-BYE BLUES-L. Paul-M. Ford  Mama Boogie- Cap(78)2316; (45)F-2316-ASCAP	. 19	5
16. SIDE BY SIDE—K. Starr		1
17. MISTER TAP TOE—Doris Day Your Mother and Mine— Col(78)39906; (45)4-39906—BMI	.15	3
18. MY BABY'S COMING HOME L. Paul-M. Ford Lady of Spain— Cap(78)2265; (45)F-2265—ASCAP	.15	5
19. DOGGIE IN THE WINDOW-P. Page.  My Jealous Eyes- Mercury(78)70070; (45)70070X45-ASCAP		1
20. I WENT TO YOUR WEDDING— S. Jones	.—	1

## Most Played in Juke Boxes

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

Weeks

	This Week	Last Week	on Chart
	<ol> <li>DON'T LET THE STARS GET IN Y EYES—P. Como</li></ol>	-	8
	2. WHY DON'T YOU BELIEVE ME? J. James		15
	3. TILL I WALTZ AGAIN WITH YOU T. Brewer		8
	4. GLOW WORM—Mills Brothers After All—Dec(78)28384; (45)9-28384—BMI	4	17
	<ul> <li>5. KEEP IT A SECRET—J. Stafford</li> <li>Once to Every Heart— Col(78)39891; (45)4-39891—ASCAP</li> </ul>	5	13
	6. HAVE YOU HEARD?—J. James Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	6	5
	7. TELL ME YOU'RE MINE—Gaylor Cuban Love Song— Mercury(78)70030; (45)70030X45—BMI	ds10	4
	8. OH HAPPY DAY-D. Howard You Went Away-Essex 311-ASCAP	8	4
	9. WHY DON'T YOU BELIEVE ME?— P. Page	7	10
	10. EVEN NOW—E. Fisher-H. Winterhall It Were Up to Me— V(78)20-5106; (45)47-5106—ASCAP	lter.12	2
	11. BYE-BYE BLUES—L. Paul-M. For Mama Boogie— Cap(78)2316; (45)F-2316—ASCAP	rd 9	5
	12. TEARDROPS ON MY PILLOW— S. Gale		2
200	13. HOLD ME, THRILL ME, KISS MI K. Chandler		3
	14. MY BABY'S COMING HOME— L. Paul-M. Ford Lady of Spain— Cap(78)2265; (45)F-2265—ASCAP	11	8
	15. MISTER TAP TOE—Doris Day Your Mother and Mine— Col(78)39906; (45)4-39906—BM1	19	2
	16. I'M JUST A POOR BACHELOR— F. Laine Tonight You Belong to Me— Col(78)39903; (45)4-39903—ASCAP		4
	17. IN THE MOOD—J. Maddox  By the Light of the Silvery Moon— Dot(78)15045; (45)45-15045—ASCAP		1
	18. DON'T LET THE STARS GET IN Y EYES—G. MacKenzie  My Favorite Song— Cap(78)2256; (45)F-2256—BM1		1
	18. MUST I CRY AGAIN—Hilltoppers  1 Keep Telling Myself— Dot(78)15034; (45)45-15034—BMI	5(75055)B	1
	18. STOLEN WALTZ-S. Gale		1

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throut 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.

Inc	reverse side of each record is also listed.	Weeks
Thi	is Last	on Chart
1.	DON'T LET THE STARS GET IN YOUR EYES—P. Como	9
2.	WHY DON'T YOU BELIEVE ME?— J. James	14
3.	TILL I WALTZ AGAIN WITH YOU— T. Brewer	7
4.	HAVE YOU HEARD?—J. James 4 Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	5
5.	KEEP IT A SECRET—J. Stafford 6 Once to Every Heart— Col(78)39891; (45)4-39891—ASCAP	11
6.	GLOW WORM—Mills Brothers5  After All— Dec(78)28384; (45)9-28384—BMI	19
7.	EVEN NOW-E. Fisher-H. Winterhalter 15 If It Were Up to Me- V(78)20-5106; (45)47-5106-ASCAP	3
8.	HOT TODDY-R. Flanagan	3
9.	OH HAPPY DAY-D. Howard13 You Went Away-Essex 311-ASCAP	7
10.	TELL ME YOU'RE MINE—Gaylords 7  Cuban Love Song— Mercury(78)70030; (45)70030X45—BMI	4
10.	MISTER TAP TOE—Doris Day11 Your Mother and Mine— Col(78)39906; (45)4-39906—BMI	3
12.	OH HAPPY DAY—L. Welk 9 Your Mother and Mine— Coral(78)60893; (45)9-60893—ASCAP	2
13.	OH HAPPY DAY—Four Knights10  A Million Tears— Cap(78)2315; (45)F-2315—ASCAP	2
14.	PRETEND—R. Marterie	4
15.	MY BABY'S COMING HOME L. Paul-M. Ford  Lady of Spain— Cap(78)2265; (45)F-2265—ASCAP	3
16.	WHY DON'T YOU BELIEVE ME?— P. Page	9
16.	I DON'T KNOW-B. Morrow  Hey, Mrs. Jones- V(78)20-5117; (45)47-5117-BMI	1
18.	BYE-BYE BLUES—L. Paul-M. Ford 8  Mama Boogie— Cap(78)2316; (45)F-2316—ASCAP	5
19 <b>.</b>	SHE WEARS RED FEATHERS G. Mitchell-M. Miller  Pretty Little Black Eyed Susie— Coi(78)39909; (45)4-39909—ASCAP	.1
20.	STRANGE—Nat (King) Cole— How—Cap(78)2309; (45)F-2309—ASCAP	1

## Best Selling Popular Albums

Week

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

s are listed for 33 1/3 r.p.m. and 45 r.p.m.

Last on Week Chart

33 1/3 R.P.M.

Teardrops on My Pillow-

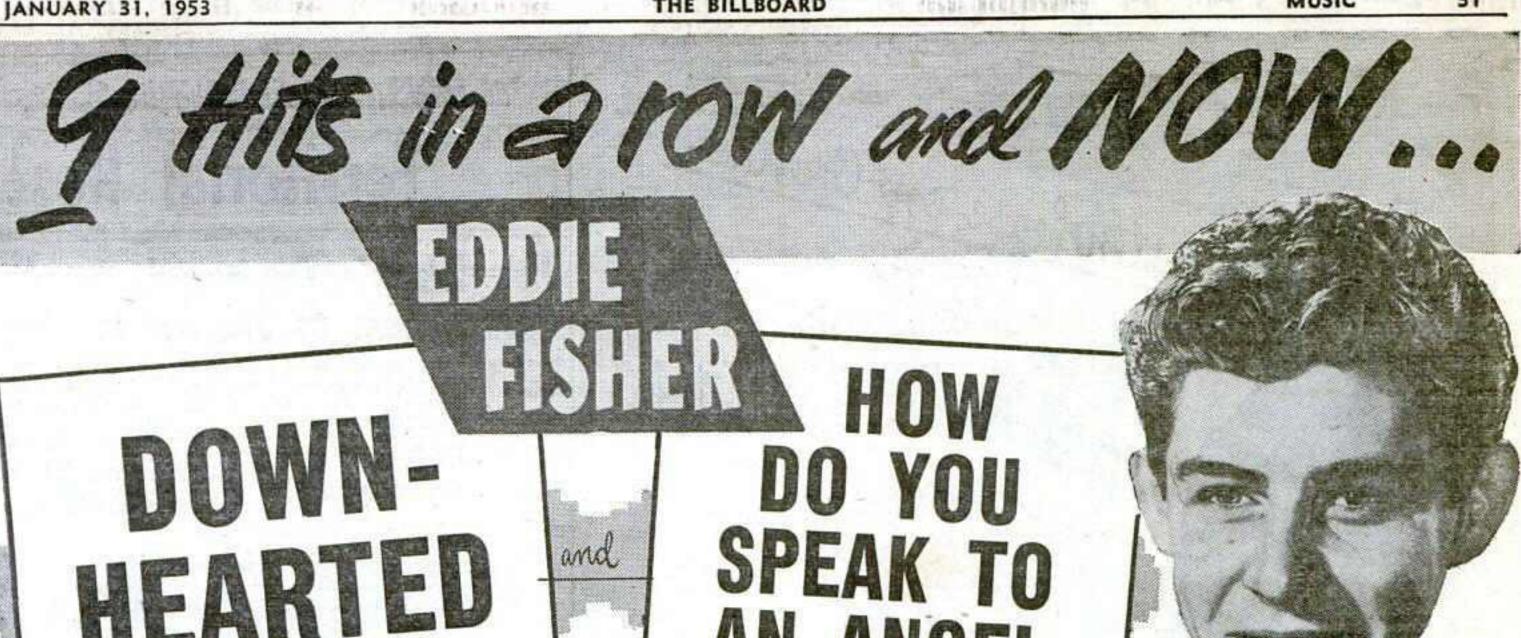
V(78)20-5103; (45)47-5103-BMI

1.	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2-B. Goodman-Col SL-180	10	
2.	STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176 4	3	
3.	BECAUSE YOU'RE MINE-M. Lanza-V LM-7015	14	
4.	BYE, BYE BLUES-L. Paul-M. Ford-Cap H-356 2	7	10
5.	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-5433 5	3	
6.	LIBERACE AT THE PIANO-Liberace-Col CL-6217 9	20	
7.	I'M IN THE MOOD FOR LOVE-E. Fisher-V LPM-3058	12	
8.	MUSIC FOR LOVERS ONLY-J. Gleason-Cap H-352 6	3	
9.	MERRY WIDOW-Original Cast-M-G-M E-15710	17	
10.	The same of the sa	4	
	45 R.P.M.		
1.	I'M IN THE MOOD FOR LOVE (4)-E. Fisher-V WP-358 1	15	
2.	STARS AND STRIPES FOREVER-A Newman and 20th Century-Fox Studio Ork-		
	M-G-M K-176 4	4	
3.	BYE, BYE BLUES (4)-L. Paul-M. Ford-Cap CBF-356 2	7	
4.	HANS CHRISTIAN ANDERSEN (4)-D. Kaye-G. Jenkins-Dec 9-364	1	
5.	BECAUSE YOU'RE MINE (4)—M. Lanza—V WDM-7015	13	
5.	FOUR ACES (4)-Four Aces-Dec 9-361 5	12	
7.	SHOW BOAT (4)-Original Cast-K. Grayson-A. Gardner-H. Keel-M-G-M K-84 7	23	
7.	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2 (2)-B. Goodman-Col A-1040 1	5	
1.66	THAT I THE ADDRESS OF THE PARTY		

## Best Selling Children's Records

Th	s records. No distinction is made between record speeds. Number after Last	Veeks ou Chart
1.	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)DBX-3138; CBXF-3138	21
2.	BOZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap(78)DBX-3133; (45)CBXF-3133 1	21
3.	TWEET, TWEET, TWEETY (1)-M. Blanc-B. May-Cap(78)CAS-3118; (45)CASF-3113 3	19
4.	LITTLE ENGINE THAT COULD (2)-P. Wing-V(78)Y-384; (45)WY-384 5	90
4.	BOZO AT THE CIRCUS (2)—A Livingston-Vance Pinto Colvig—Cap(78)BBX-34; (45)CBXF-303; (33)DBX-114	199
6.	LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)-G. Trendle-Dec(78)K-29; (45)1-152 7	15
7.	TRAIN TO THE ZOO (1)-N. Rose-Children's Guild(78)1001; (45)1001-45	12
7.	PETER AND THE WOLF (2)-Sterling Holloway-V(78)Y-386; (45)WY-386 7	84
9.	BOZO ON THE FARM (2)-P. Colvig-B. May-Cap(78)DBX-3076; (45)CBXF-3076 9	59
9.	CINDERELLA (2)-I. Woods and Others-V(78)Y-399; (45)WY-399	154
11.	SNOW WHITE AND THE SEVEN DWARFS (2)-Dennis Day-V(78)Y-33; (45)WY-33	60
12.	NOISY EATER (1)-J. Lewis-Cap(78)CAS-3120; (45)CASP-3120	18
12.	BOZO UNDER THE SEA (2)-Vance (Pinto) Colvig-Alan Livingston-Cap(78)DBX-99;	1000
14	(45)CBXF-3031; (33)HX-3065	
	LONE RANGER VOL. IV (He Helps the Colonel's Son) (1)—G. Trendle—Dec(78)K-32;	7
	(45)1-155	12
15.	NURSERY RHYMES (2)-Frank Luther-Dec CS-5	6

How-Cap(78)2309; (45)F-2309-ASCAP



RCA VICTOR 20/47-5137

Already RCA Victor's #2 Best Seller

GOING ST	THE TAX PROPERTY OF THE PARTY O	on actual sales s for week ending y 23.
DON'T LET THE STARS GET IN YOUR EYES/LIES Perry Como	BLUE VIOLINS/FANDANGO Hugo Winterhalter	78   45
DOWNHEARTED/HOW DO YOU SPEAK TO AN ANGEL Eddie Fisher	I WENT TO YOUR WEDDING/I'LL NEVER WORK THERE ANY MORE	19
WILD HORSES/I CONFESS Perry Como	Spike Jones	1
EVEN NOW/IF IT WERE UP TO ME Eddie Fisher20-5106 (47-5106)*	INVENTED KISSIN' Hank Snow	
HOT TODDY/SERENADE Ralph Flanagan	BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING	
Buddy Morrow20-5117 (47-5117)*  CONDEMNED WITHOUT TRIAL/EDDY'S	LONELY EYES/ISN'T IT A SMALL WORLD	
SONG Eddy Arnold20-5108 (47-5108)*	YOU'RE SO DANGEROUS/THE GHOST	-
TEARDROPS ON MY PILLOW/STOLEN WALTZ	OF A ROSE Tony Martin	

## TOO MUCH MONEY

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

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

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

WALTZ. Vaughn Monroe's recording of LONELY EYES will make mil—"
"I know all that," interrupted the A and R man. "But I think Eddie Pisher's of DOWNHEARTED and HOW DO YOU SPEAK TO AN ANGEL is going to be

his tenth consecutive hit on RCA Victor." "No doubt about that," we agreed, throwing a few old hundred dollar bills into the wastepaper basket to keep them from cluttering up the desk, "DOWN-HEARTED is a perfect song for Eddie, and HOW DO YOU SPEAK TO AN ANGEL is the best ballad we've heard in months. But there's that money problem. Where are we going to put all that dough when

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

"Gimme a drag on that before you throw

it away."

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

THIS	WEEK'S	NEW	RELEASES	Release #53-5 Ships Coast to Coast, Jan. 30
------	--------	-----	----------	---

78 I	45 78 4	15 45 33
POPULAR	COUNTRY-WESTERN	ALBUMS
WILD HORSES I CONFESS Perry Como with Hugo Winterhalter and His Orch 20-5152 (47-5152)*	GET READY WITH THOSE TEARS BEATIN' OUT THE BOOGIE (On the Mississippi Mud)	SONG HITS FROM "PETER PAN" Hugo Winterhalter and His Orch(EPA-407)* (LPM-3101)**
LONESOME AND SORRY LINGER AWHILE - Bernie Green and His Orch 20-4716 (47-4716)*	FIVE STAR PRESIDENT HIT AND RUN LOVER	SONG HITS FROM "HANS CHRISTIAN ANDERSEN" Hugo Winterhalter and His Orch(EPA-408)* (LPM-3101)**
MANY HAPPY RETURNS OF THE DAY I'M ALONE BECAUSE I LOVE YOU Dick Krueger with Orch 20-5153 (47-5153)*	LET ME KNOW BUMMIN' AROUND	AROUND THE WORLD IN JAZZ— Sweden Arne Domnerus and His Orch.
THE HAPPY DUTCHMAN POLKA	Bobby Williamson20-5158 (47-5158)*	(Recorded in Sweden)(EPBT-3032)* (LPT-3032)**
Six Fat Dutchmen under direction of H. Loeffelmacher	I WANT TO LIVE A LITTLE	Roman New Orleans Jazz Band
YOU BELONG TO ME	Hank Penny20-5150 (47-5150)*	(Recorded in Italy)(EPBT-3033)* (LPT-3033)**
Luis Arcaraz and His Orch20-5154 (47-5154)*	CHILDREN'S	AROUND THE WORLD IN JAZZ-
SACRED	YOU CAN FLY! YOU CAN FLY!	Buddy Featherstonhaugh and the Radio Rhythm Club Sextet
IT TOOK A MIRACLE IF YOU BELIEVE	YOU CAN FLY! (Both from Walt Disney's "Peter Pan")	(Recorded in England) (EPBT-3034)* (LPT-3034)** Harry Hayes and His Band (Recorded in England)
Ummy Cornell and End Weighten 20 5147 (47 5147)	Huma Winterhalter and His Orch V-463 WY-463*	***

# TIPS Perry Como ...20-5152 (47-5152)\*

KI RILE MI

BLOCK BUSTER

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

LIES

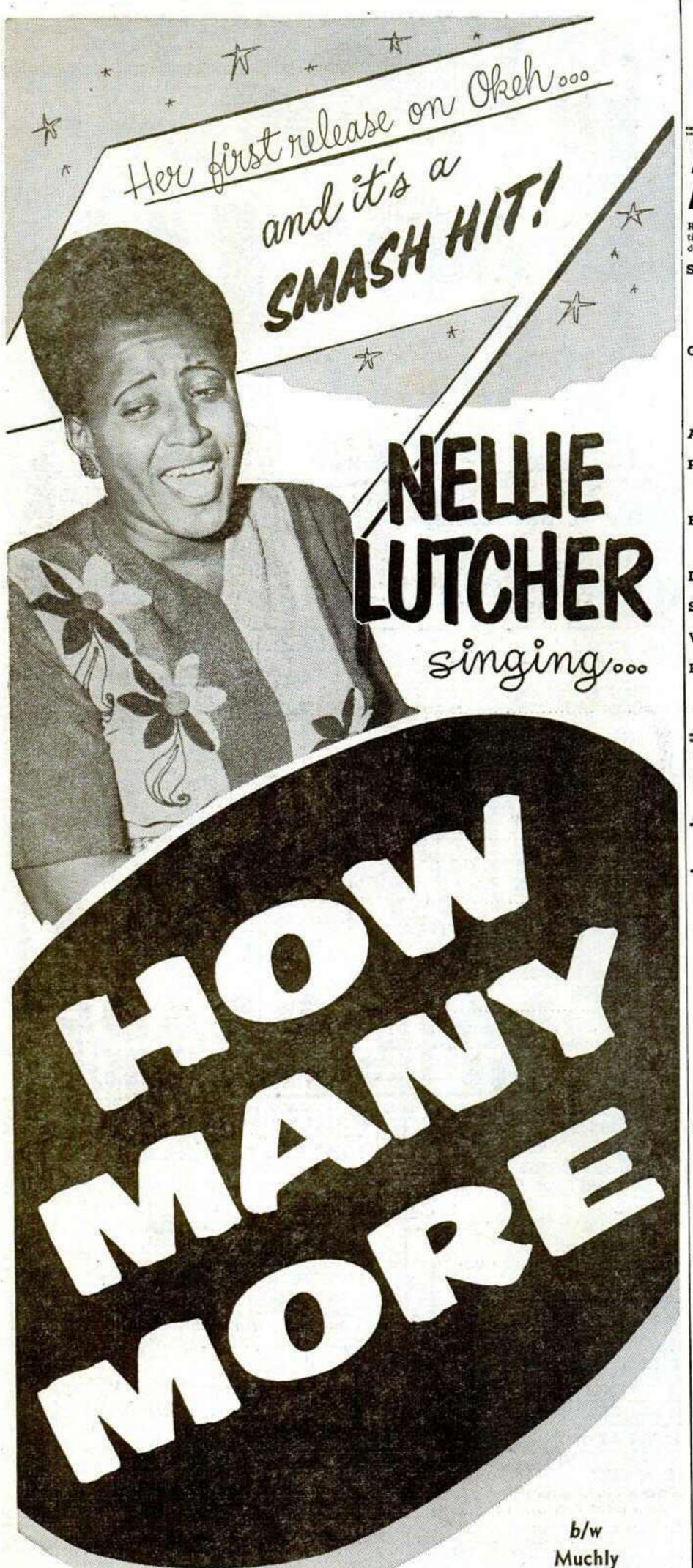
Boots Brown. . 20-5110 (47-5110)\* Best Buys, Billboard, January 24th.

## I DON'T KNOW

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



MUSIC



a product of Columbia (Records, Inc. frada Morts Columb s. Matterworks, OD Q. Reg. U. S. Pel Gif Morcal Regulados

Okeh 6935 4-6935

Verily

The Billboard's Music Popularity Charts

## Territorial Best

## This Week's Territorial Best Sellers to Watch

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

St. Louis....SIDE BY SIDE

....SAY YOU'LL WAIT FOR ME

A. Martino, Capitol 2185

....IN THE MOOD

Cincinnati....MUST I CRY AGAIN

....DOGGIE IN THE WINDOW

....NEW JUKE BOX SATURDAY NIGHT Modernaires, Coral 60899

Pittsburgh....ANYWHERE I WANDER

Atlanta....DOGGIE IN THE WINDOW

....SIDE BY SIDE Boston....DOGGIE IN THE WINDOW

....ANYWHERE I WANDER

Detroit....DOGGIE IN THE WINDOW

Seattle ... SIDE BY SIDE

P. Page, Mercury 70070

Washington, D. C....MY JEALOUS EYES

P. Page, Mercury 70070

K. Starr, Capitol 2334

K. Starr, Capitol 2334

J. Maddox, Dot 15045

Hilltoppers, Dot 15034

P. Page, Mercury 70070

P. Page, Mercury 70070

J. La Rosa, Cadence 1230

K. Starr, Capitol 2334

P. Page, Mercury 70070

J. LaRosa, Cadence 1230

Philadelphia....DOWNHEARTED

E. Fisher & H. Winterhalter, Victor 20-5137 ....SIDE BY SIDE

K. Starr, Capitol 2334

## Territorial Best Sellers

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

## New York

1. Don't Let the Stars Get in Your Eyes P. Como, Victor

2. Why Don't You Believe Me? J. James, M-G-M

3. Tell Me You're Mine Gaylords, Mercury

Till I Waltz Again With You T. Brewer, Coral

5. Glow Worm

Mills Brothers, Decca 6. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral

7. Keep It a Secret J. Stafford, Columbia

8. Oh, Happy Day D. Howard, Essex 9. It's in the Book

J. Standley, Capitol 10. My Baby's Coming Home L. Paul-M. Ford, Capitol

## Chicago

1. Don't Let the Stars Get in Your Eyes

P. Como, Victor

2. Till I Waltz Again With You

T. Brewer, Coral 3. Tell Me You're Mine

Gaylords, Mercury 4. Have You Heard

J. James, M-G-M
5. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral 6. Blue Violins

H. Winterhalter, Victor

7. Why Don't You Believe Me? J. James, M-G-M

8. It's in the Book J. Standley, Capitol 9. Keep It a Secret

J. Stafford, Columbia

10. Mister Tap Toe Doris Day, Columbia

## Los Angeles

1. Don't Let the Stars Ge! in Your Eyes

P. Como, Victor

2. Why Don't You Believe Me? J. James, M-G-M

Till I Waltz Again With You T. Brewer, Coral

4. Glow Worm Mills Brothers, Decca

Oh, Happy Day L. Welk, Coral 6. Oh. Happy Day

Four Knights, Capitol

7. Have You Heard J. James, M-G-M 8. Hot Toddy R. Flanagan, Victor

9. Lady of Spain E. Fisher-H. Winterhalter, Victor

10. Keep It a Secret J. Stafford, Columbia

## Washington, D. C.

1. Don't Let the Stars Get in Your Eyes P. Como, Victor

2. Even Now E. Fisher-H. Winterhalter,

3. Till I Waltz Again With You T. Brewer, Coral

4. Why Don't You Believe Me? J. James, M-G-M

5. Oh, Happy Day D. Howard, Essex

6. Have You Heard J. James, M-G-M 7. Keep It a Secret

J. Stafford, Columbia 8. Tell Me You're Mine

Gaylords, Mercury

9. My Jealous Eyes P. Page, Mercury

10. Fool Such As I T. Edwards, M-G-M

## Boston

1. Don't Let the Stars Get in Your Eyes P. Como, Victor

2. Tell Me You're Mine Gaylords, Victor

3. Why Don't You Believe Me? J. James, M-G-M

4. Till I Waltz Again With You

T. Brewer, Coral

5. It's in the Book J. Standley, Capitol

6. Have You Heard J. James, M-G-M

T. Bennett, Columbia

7. Congratulations to Someone

Copyrighted material

8. Doggie in the Window P. Page, Mercury

9. My Baby's Coming Home L. Paul-M. Ford, Capitol

10. Anywhere I Wander J. La Rosa, Cadence

. . . for Week Ending January 24

## Sellers (Popular)

## Pittsburgh

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

## Detroit

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

## St. Louis

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

## Dallas-Ft. Worth

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

## Seattle

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

## Atlanta

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

## Denver

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

## Cincinnati

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

## Philadelphia

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

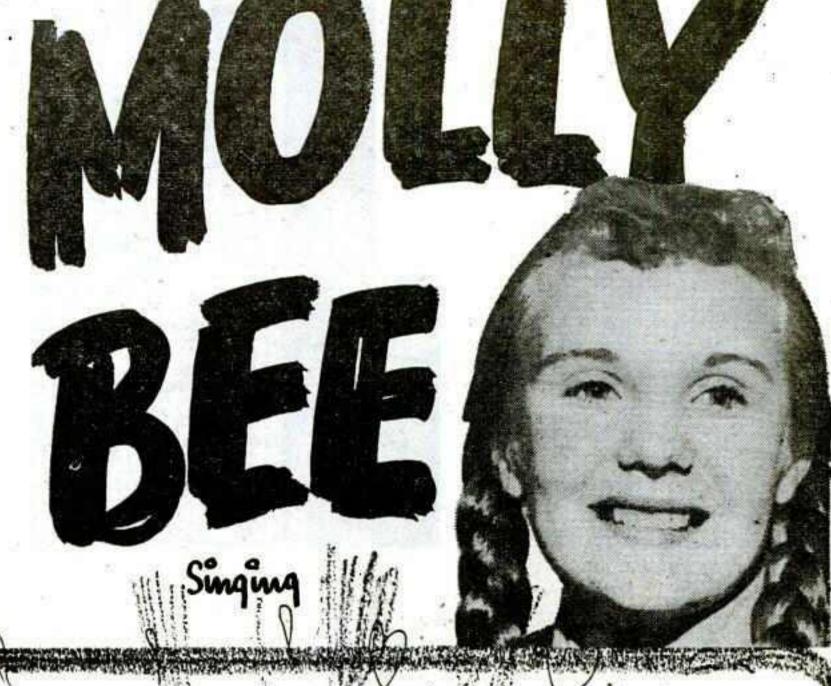
## New Orleans

- 1. Till I Waltz Again With You
- T. Brewer, Coral 2. Oh, Happy Day
- D. Howard, Essex 3. Have You Heard

Your Eyes

- J. James, M-G-M 4. Hold Me, Thrill Me, Kiss Me
- K. Chandler, Coral . Don't Let the Stars Get in
- G. MacKenzie, Capitol 6. Congratulations to Someone T. Bennett, Columbia



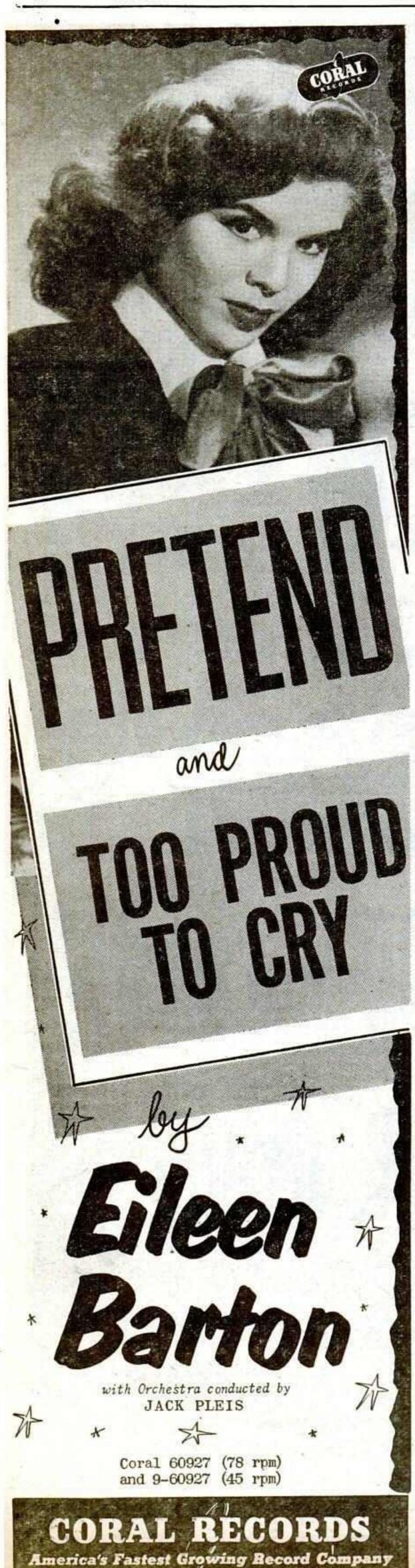


HONKY-TONK MOUNTAIN

Capitol #2339

Weeks

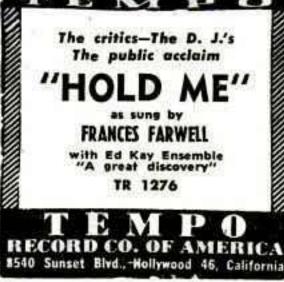
Week | Chart



(A removery of Deccy Ascends on)



Week



## USED RECORDS

78 R.P.M. — 45 R.P.M.

Contact Us Now.

JALEN AMUSEMENT CO.

1200 Bolton Street Baltimore 17 Md. Or phone Mr. Jones, LA 6360 The Billboard's Music Popularity Charts

## Classical Records

. . . for Week Ending January 24

## Best Selling Classicals

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

331/3 R.P.M.

ale; NBC Sym-	<ol> <li>BEETHOVEN SYMPHONY NO. 9—E. Farrell man, J. Peerce, N. Scott, R. Shaw Chorale; phony Ork, A. Toscanini, ConductorV(3)</li> </ol>
	2. SHAW: DON JUAN IN HELL—Sir Cedric Charles Laughton, Agnes Moorehead, Cha
CA Victor Ork	3. VERDI: IL TRAVATORE—Z. Milanov, J. Bj Barbieri, L. Warren, R. Shaw Chorale, RCA
.V(33)LM-6008 3	V(3
	4. ANNA RUSSELL SINGS—A. Russell, H. Dwo. Col(3
Philharmonic	5. BERLIOZ: HAROLD IN ITALY—W. Printed Thomas Beecham, Conductor, Royal Ph. Ork
	45 R.P.M.
	1. RACHMANINOFF: CONCERTO FOR PIANO A. Rubinstein, NBC Symphony OrkV(45)
	2. TCHAIKOVSKY: NUTCRACKER SUITE—E. Conductor, Philadelphia OrkV(45)
	2. OFFENBACH: GAITE PARISIENNE—Bost Ork, A. Fiedler, ConductorV(45)
ctor	2. TCHAIKOVSKY: SWAN LAKE BALLET— Symphony Ork, V. Golschmann, Conductor
(10)(11)1111111111111111111111111111111	

# JUBILE FOR '53 WITH SMASHES

Stealing the Nation's Plays

DICK THOMAS

5. ROSSINI: WILLIAM TELL OVERTURE-NBC Sym-

phony Ork, A. Toscanini, Conductor.. V(45)WDM-605 -

Original JUBILEE Record Smash

"RAINDROPS"

"STOLEN WALTZ"

Jubilee 6026; 45x6026

Will Tug at Your Heartstrings

GINNY GIBSON

IF THE END OF THE WORLD CANE TONIGHT"

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

b/w

"Ain't It Great To Be Crazy?"

Jubilee 6027; 45x6027

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

## VOX JOX

By GENE PLOTNIK

#### Chatter

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

#### YESTERYEAR'S TOPS-

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

JANUARY 31, 1948

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

#### JANUARY 30, 1943

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

9. Brazil

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

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

#### Comments

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

## DEALER DOINGS

By BOB FRANCIS

## Suggestions

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

## **Good Business**

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

platter business is rosy," says Adrian's Record Shop, Hutchinson, Kan. "Business in December was bigger in '52 than The Christmas rush showed an increase of 18 per cent over last holiday sales."

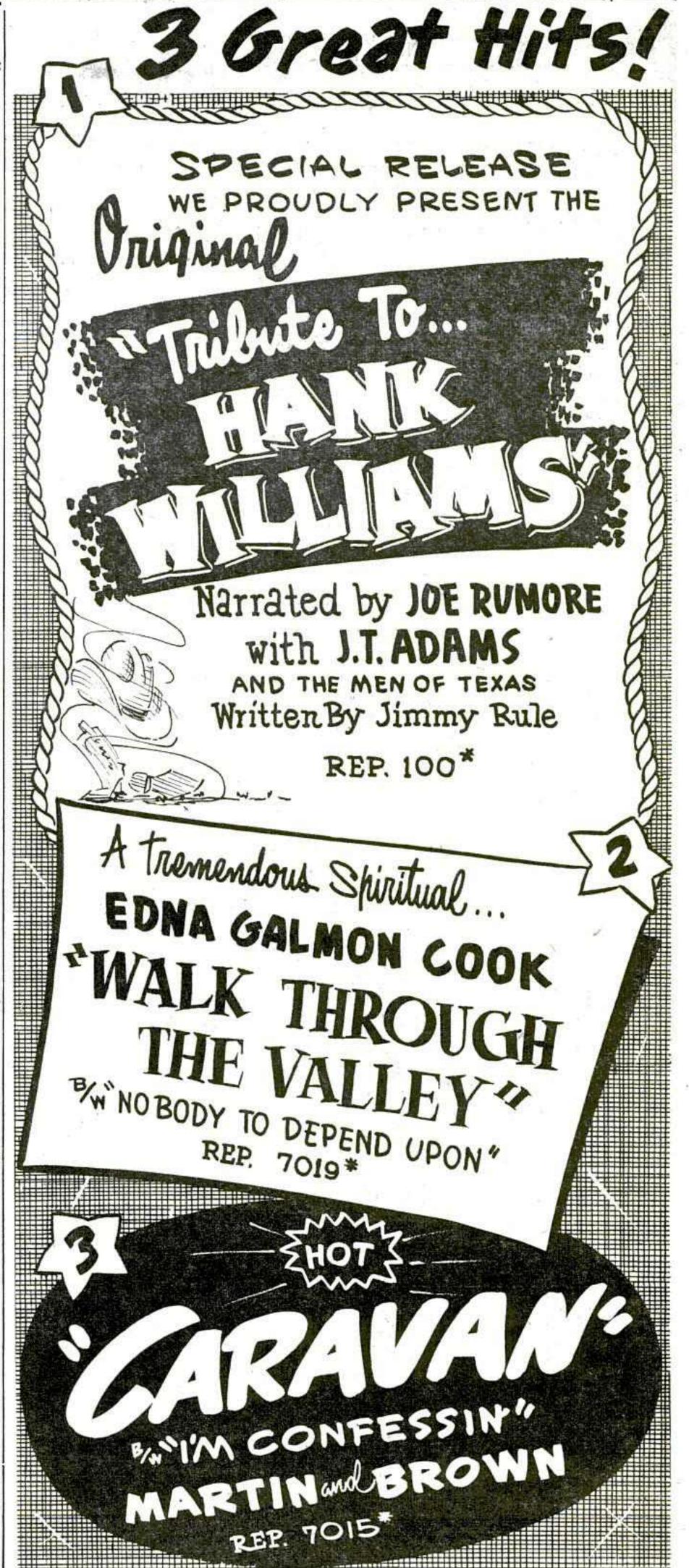
. . December pick-up started late for R. L. Ferguson, Memphis, but his holiday returns were 25 per cent ahead of previous December.

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

June" have "caught on fine

during the first few days of

the sale."



ALL REPUBLIC RECORDS AVAILABLE ON 45 R.P.M. ORDER TO-DAY FROM YOUR Republic DISTRIBUTOR RECORDING

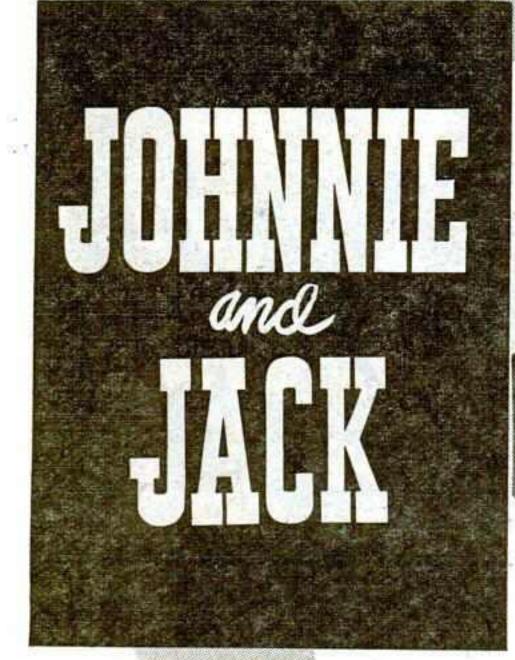
COMPANY 535 FOURTH AVE., S. NASHVILLE, TENN.

## A GREAT TRIBUTE TO A GREAT ARTIST ON A GREAT RECORD

(IN PEOPLE'S HEARTS) PLUS A TOP COUNTRY BALLAD

"JUST-FOR TONIGHT"

RCA #20/47 5164





and their TENNESSEE MOUNTAIN BOYS

FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

## TOP C&W RECORDS

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Bill-

. . . for Week Ending January 24

## National Best Sellers

	This Week	board's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.	Las	ut i	Weeks on Chart
	1. E	CONDENS SONG—E. Arnold	••	6	2
	2. J	AMBALAYA—Hank Williams	••	2	24
		'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams	*.*	1	5
		OON'T LET THE STARS GET IN YOUR EYES— Slim Willet	••	3	13
	5. F	My Heart Is Broken in Three—Imperial 8169—ASCAP	•••	5	6
	6. E	BACK STREET AFFAIR—W. Pierce	••	7	17
	6. C	Fool Such As I—V(78)20-5034; (45)47-5034—ASCAP	••	4	8
	8. N	That Heart Is Not for Sale-Mercury(78)70028; (45)70028X45-BM	Die.		1
	100000000000000000000000000000000000000	OON'T LET THE STARS GET IN YOUR EYES—  6. McDonald  Big Family Trouble—Cap(78)2216; (45)F-2216—BMI	1	0	13
	10. N	MIDNIGHT—Red Foley Deep Blues—Dec(78)28420; (45)9-28420—BMI	•••	8	11
Į	l				

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays

on country and western disk jockey radio shows thruout country. Results are based on The Billboard's weekly sur This among disk jockeys who specialize in country and west Week records.	vey ern Last	Weeks on Chart
1. NO HELP WANTED—Carlisles	9	4
2. GOIN' STEADY—F. Young	10	3
3. BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)9-28369—BMI	4	17
4. DON'T LET THE STARS GET IN YOUR EYES— S. Willet Four Star 1614—BMI		19
5. JAMBALAYA—Hank Williams	2	25
6. I'LL GO ON ALONE—M. Robbins	1	7
7. KEEP IT A SECRET—Slim Whitman Imperial(78)8169; (45)45X8169—ASCAP	2	19
8. I'LL GO OII ALONE—W. Pierce Dec(78)28534; (45)9-28534—BMI		1
9. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald		13
10. I'LL NEVER GET OUT OF THIS WORLD ALIVE H. Williams		1

	Most Played in Juke Boxes		
	Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country week using a high proportion of country and western ecords.	st	Weeks on Chart
	1. BACK STREET AFFAIR—W. Pierce	1	18
	2. I LET THE STARS GET IN MY EYES—G. Hill Dec(78)28473; (45)9-28473—BMI	6	4
	3. KEEP IT A SECRET—S. Whitman	4	9
	4. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald	2	13
	5. JAMBALAYA—Hank Williams	2	22
	6. MIDNIGHT—Red Foley	5	8
750	7. I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams	8	4
100	8. DON'T LET THE STARS GET IN YOUR EYES— S. Willet Four Star(78)1614; (45)45-1614—BMI	7	7
* SH55	9. THAT'S THE KIND OF LOVE I'M LOOKING FOR— Carl Smith. ————————————————————————————————————	-	1
	The state of the s		

10. GAL WHO INVENTED KISSING-H. Snow..... 10

10. DON'T LET THE STARS GET IN YOUR EYES-

V(78)20-5034; (45)47-5034—ASCAP

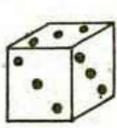
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Ratione Throws another

RICHTONE or the unknown

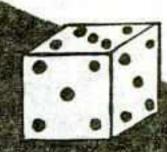


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**New Record Process for Juke Box Trade** 

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Once again the Great Southwest comes up with a new recording ARTIST in the person of Dallas' own RED COOK, a true buck-a-roo from the Lone Star State.

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RICHTONE has opened that door, not only for RED COOK, but also TEX WOOD, a heretofore unknown Fort Worth songwriter. Through the policy of RICHTONE FOR THE UNKNOWN, two more STARS HAVE BEEN BORN. LET'S get behind these two LADS and assure them of the success they so well deserve. You, too, can help the UNKNOWN!

WATCH RICHTONE FOR NEW STARS!!

RECORDING COMPANY

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

### TOP C&W RECORDS

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

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

Memphis....LET ME KNOW

Nashville....I DON'T KNOW

S. McDonald, Capitol 2326

Tennessee Ernie, Capitol 2338

### Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

#### Cincinnati

- 1. Jambalaya
- Hank Williams, M-G-M 2. I'll Never Get Out of This
- World Alive Hank Williams, M-G-M
- 3. Back Street Affair
- W. Pierce, Decca
- 4. Don't Let the Stars Get in Your Eyes
- S. McDonald, Capitol 5. Don't Let the Stars Get in Your Eyes
- S. Willet, Four Star 6. No Help Wanted
- Carlisles, Mercury
- 7. Keep It a Secret S. Whitman, Imperial
- 8. Eddy's Song E. Arnold, Victor
- 9. I'll Go on Alone
- M. Robbins, Columbia
- 10. Midnight Red Foley, Decca

#### **New Orleans**

- 1. Jambalaya
- Hank Williams, M-G-M 6. I'll Never Get Out of This
- World Alive Hank Williams, M-G-M
- 3. Let's Turn Back the Years H. Williams, M-G-M
- 4. I'm an Old, Old, Man
- Lefty Frizzell, Columbia
- 5. Deep Blues Red Foley, Decca
- 6. Back Street Affair
- W. Pierce, Decca 7. I Let the Stars Get in My Eyes
- G. Hill, Decca
- 8. Gal Who Invented Kissing
- Hank Snow, Victor
- 9. Keep It a Secret Slim Whitman, Imperial
- 10. Don't Let the Stars Get in
- Your Eyes S. Willet, Four Star

#### Dallas-Ft. Worth

- 1. No Help Wanted Carlisles, Mercury
- 2. Eddy's Song
- E. Arnold, Victor



**OUR SMASH HIT!** 

JEALOUS

With Ray Hall and

His Cohutta Mountain Boys FORTUNE RECORDS

11629 Linwood Detroit 6, Mich. .......

- 3. Don't Let the Stars Get in Your Eyes
- S. McDonald, Capitol 4. Jambalaya
- Hank Williams, M-G-M 5. I'll Go on Alone
- M. Robbins, Capitol 2. I'll Never Get Out of This
- World Alive Hank Williams, M-G-M
- 7. I Could Never Be Ashamed of You Hank Williams, M-G-M
- 8. Don't Let the Stars Get in Your Eyes
- S. Willet, Four Star 9. Keep It a Secret
- Slim Whitman, Imperial 10. Midnight Red Foley, Decca

#### Memphis

- 1. No Help Wanted Carlisles, Mercury
- 2. Goin' Steady
- F. Young, Capitol
- 3. You're Under Arrest R. Price, Columbia
- 4. Condemned Without Trial E. Arnold, Victor
- 5. Let Me Know
- S. McDonald, Capitol
- 6. Gal Who Invented Kissing
- Hank Snow, Victor
- 7. Eddy's Song E. Arnold, Victor
- 8. That's Me Without You
- W. Pierce, Decca 9. Fool Such as I
- Hank Snow, Victor
- 10. I'll Go On Alone M. Robbins, Columbia

#### Nashville

- 1. That's the Kind of Love I'm Looking For Carl Smith, Columbia
- 2. I'll Never Get Out of This World Alive Hank Williams, M-G-M
- 3. I Don't Know
- Tennessee Ernie, Capitol
- 4. You're Under Arrest R. Price, Columbia
- 5. Midnight
- Red Foley, Decca 6. Let Me Know
- S. McDonald, Capitol
- That's Me Without You
- W. Pierce, Decca 8. So Full of Tears
- York Brothers, King
- 9. Eddy's Song
- E. Arnold, Victor
- 10. Please Believe G. Morgan, Columbia

#### Houston

- 1. Don't Let the Stars Get in Your Eyes
- S. Willet, Four Star
- 2. No Help Wanted Carlisles, Mercury
- 3. I'll Never Get Out of This
- World Alive H. Williams, M-G-M
- 4. I'll Go on Alone M. Robbins, Columbia
- 5. I Could Never Be Ashamed
- of You Hank Williams, M-G-M
- 6. I'm an Old, Old, Man
- Lefty Frizzell, Columbia
- Jambalaya Hank Williams, M-G-M
- 8. Bumming Around J. Dean, Four Star
- 9. I Let the Stars Get in My Eyes G. Hill, Decca
- 10. Eddy's Song E. Arnold, Victor

#### **FOLK TALENT** AND TUNES

-By JOHNNY SIPPEL-

#### Artists' Activities

Bob Wills reportedly is getting ready to bring his band into Harmony Ranch Park, Anaheim, Calif., on a four-day week location job. Wills has long been seeking to find a spot to sit down permanently and book one or two one-nighters out of the spot weekly. . . . Stuart Hamblen is readying a big radio deal with Muntz GENE O'QUIN TV as the sponsor. Mike Shore, Muntz ad manager, is readying about 40 big stations which will carry "The Country Church," open-end radio e.t. show, starring Hemblen. Show will regularly feature Suzy Hamblen, Stewart's wife, who is making a name for herself on their own label, Voss, which specializes in religious records.

Roy and Dale Rogers may start making some more films for theater and religious audience consumption. For the past year, the famed motion pic duo have been concentrating on their weekly radio and TV shows for a cereal sponsor, but are now thinking of squeezing in some top motion pix which they'll make themselves and for other religious group sponsors. . . . Rex Allen and his wife, Bonnie, will journey to San Antonio February 20 for a twoweek headline spot for the Republic picture star at the Livestock Exposition, Bexar County Coliseum. Allen will head Everett Colborn's World Championship Rodeo. . . Dorothy Prussman, the Chicago country music promoter, now working with Bill Bailey, who helped produce and emseed the "Old American Barn Dance" TV film series for Kling Studios, reports that WGN-TV will start telecasting a new Bailey-produced TV live series January 21. Show will emanate from the Ashland Auditorium, which holds 2,200 people.

Bill McDaniel, WSM, Nashville, publicity chief, reports that Ray Price celebrated his 27th birthday January 12 with a party in a Nashville restaurant with other Grand Ole Opry talent. . . . The Duke of Paducah has started a sausage-making enterprise on his farm in South Nashville. . . . Earl Schoonover has taken over personal management of Bill Monroe. . . . Dub Albritton, who has been promoting auto racing thru Ohio, may return to promoting WSM artists soon. . . Peggy Potts, singer with Roy Acuff, married Dale Potter, WSM veteran fiddler, recently. . . . Inez Le-Croix, once of the LeCroix Sisters, who were on WSM, married Walt Haynes, a musician, recently.

Moon Mullican played several days recently at the Western nitery operated by Neva and Jack Starnes in Beaumont. He did overflow crowds while there. . . . Lee Bonds, the new Capitol warbler, did not marry Martha Carson, as was previously reported.

Steve Stebbins, American Booking prexy, reports that Lefty Frizzell's troupe will play Colorado dates, starting February 11, returning to El Monte, Calif., early in April, where they'll work the "Hometown Jamboree," replacing Tennessee Ernio, who plays the London Palladium for several weeks. . . . The Bob Aichers are parents of a daughter, Mary Christopher, born January 10. . . . Arkie the Arkansas Woodchopper celebrated his 25th anniversary at WLS, Chicago, with a big party from the Eighth Street Theater January 17. . . The Red Cross is promoting the playing of Elton Britt's Victor disking of "Korean Mud" on Victor to stimulate blood donations.

Gwennie Winters reports that Stoney Cooper and Wilma Lee and the Clinch Mountain Boys are set for a tour of Texas and then to the West Coast area for early spring. Miss Winters has formed her own all-girl band.

Tom Parker, Eddy Arnold's mentor, is in Houston setting up the Arnold location at the Houston Fat Stock Show February 4-15. Ed Thompson, promotion man from Parker's Nashville office, and Tom Diskin, Jamboree At-(Continued on page 40)

### Record Reviews

### Country & Western

· Continued from page 26

#### DON GIBSON

- Let Me Stay in Your Arms ...........75 COLUMBIA 21060 - Country Waltz, slow-paced and measured, and sung with charm by Gibson. Traditional piano backing is a nice addition to the usual strings.
- Sample Kisses....73 Lively novelty. Don Gibson's melodic chanting is backed by rhythmic, effective accompaniment.

#### THE LONESOME PINE FIDDLERS

- That's Why You Left Me So Blue .....75 V 20-5128 - Lyrics are sad enough, but rapid and rhythmic reading has a happy sound. A good waxing that should do right fine in rural areas.
- You Left Me to Cry .... 71 Same Comment.

- CAPITOL 2344 - Gene O'Quin's sincere delivery, plus a good lyric, adds up to a fair side. Tune is a weeper, with considerable sentimental appeal.
- I'm Gonna Take My Baby Dancing . . . 64 Country novelty. Jazz piano in the accompaniment adds a hybrid touch. Tune is not a strong one; and O'Quin's vocal does not impress with this material.

#### HANK LOCKLIN

- Alone at a Table for Two............68 FOUR STAR 1624 - Sentimental ballad. Locklin gives it a good vocal performance; but the ditty is not too
- Golden Wristwatch. . . . 65 Locklin gives a serious performance to a tune of much artificiality.

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CUSTOM RECORD PRESSINGS Specialists in Long Play Microgroove, 45 and 78 RPM pressings. Materials include pure black and red vinylite non-breakable extended vinyls and break resistant. Complete servicing and break resistant. price, 10-inch LP record, \$2.25; also master servicing — dubbing from tape or instan-taneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailing, art work, albums.

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Tico — King of the Mambo Records; also the finest in Rhumbas, Tangos, Sambas and Boleros; all top artists, many instrumentals; finest recording sounds; available on 78, 45 and beautiful long-playing albums; choice territories open for distribution. Write for new catalog. Tico Recording Co., Inc., 143 West 41st St., N.Y.C. LA 4-0457.

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To call on record distributors and dealers. Residents of Dallas, Atlanta, St. Louis, Chicago, Cincinnati, Detroit, Cleveland, New York.

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2060 First Ave., N. Y. C. 29 (Bet. 106 St. & 107 St.) SAcramento 2-9171

#### KEN MARVIN

- Ub-Huh Honey ......71 V 20-5141 — Cute ditty is sung smilingly to a rapid bounce in the string backing.
- Forbidden Love....65 A pleasant warble by Marvin for an okay weeper.



FLIP-PAYDAY SATURDAY NITE BLAZON music, inc music, inc music, inc music, inc

A GREAT PAIR OF COUNTRY HITS! 'LOVE ME NOW''

COWBOY COPAS King #1151

Nashville Music, Inc. 146 W. 54th St. N. Y. 19, N. Y.

#### The National Exchange for Music-Record Personnel, Products, Services and

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Recording Service—Highest quality disks cut

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Opportunities Record labels our specialty; LP covers printed, fast service. Progressive Label Co.,

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.......

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Minimum \$3

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- Per agate line ......\$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line .....
- 52 CONSECUTIVE insertions, per agate line ........
  - 1 inch equals 14 agate lines.

    - Copyrighted material

The Billboard's Music Popularity Charts

. . . for Week Ending January 24

### TOP RHYTHM & BLUES RECORDS

#### National Best Sellers Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with Weeks a high volume of sales in hythm and blues records. The Last | on Week | Chart reverse side of each record is also listed. 3. I'M GONE—Shirley & Lee...... Sweethearts—Aladdin(78)3153; (45)45-3153—BMI 5. CROSS MY HEART—J. Ace..... Angel-Duke 107-BMI 6. THE BELLS—Dominoes..... Pedal Pushing Papa—Federal 12114—BMI

### Most Played in Juke Boxes

7. SAD HOURS—Little Walter.....

9. I PLAYED THE FOOL—Clovers.....

10. DREAM GIRL—Jesse & Marvin.....

8. HEY, MRS. JONES-J. Forrest.....

Mean Old World-Checker 764-BMI

Blue Groove-United 130-BMI

M-300

**EARLY AUTUMN** 

(45-300) CELESTIAL BLUES

Hey, Miss Fannie-Atlantic 977-BMI

Daddy Loves Baby-Specialty 447-BMI

Thi		Last i	
1.	I DON'T KNOW—W. Mabon	. 1	
2.	DREAM GIRL—Jesse & Marvin	. 2	
3.	HEY, MRS. JONES-J. Forrest		1
4.	THE BELLS—Dominoes Federal(78)12114; (45)45-12114—BMI	. 6	
4.	I'M GONE—Shirley & Lee	. 6	8
	SOFT—Tiny Bradshaw		
7.	BABY, DON'T DO IT—Five Royals	. 9	
8.	TELL ME, PRETTY BACY-L. Price		
9.	GABBIN' BLUES—Big Maybelle Okeh(78)6931; (45)4-6931—BMI	. 3	
10.	CROSS MY HEART-J. Ace		1

### Record Reviews

#### Rhythm & Blues

· Continued from page 26

JOE MORRIS BLUES CAVALCADE
That's What Makes My Baby Fat .....75
ATLANTIC 985 — Fay Scruggs and
Joe Morris duet neatly on this nov-

Joe Morris duet neatly on this novelty platter, selling the melodic ditty brightly. Ork rocks smoothly behind the pair. Should garner spins. 'm Goin' to Leave You....72

I'm Goin' to Leave You....72

Thrush Fay Scruggs shows off a warm voice on this okay blues item, while the Morris ork spins out a listenable backing. Thrush has an attractive voice and bears watching.

#### LIGHTNING HOPKINS

RPM 378—Southern blues on a sad, theme is chanted convincingly to excellent piano support.

Another Fool in Town....74

Steel guitars provide the mournful background to a nother Southern weeper, as Hopkins laments his lack of education. Platter should be in for some regional attention.

#### JIMMY NELSON ORK

Okay chant by the ork leader on a routine blues effort, with smooth band support.

#### PAUL GAYTEN

Yes You Do—Yes You Do....63
Gayten shouts his way with spirit thru a hand-clapper but the material is only so-so. Ork gang vocal and beat is weak.

#### ANNIE LAURIE

BLUES IN ADVANCE

Stop Talkin' and Start Walkin'....55
Recorded in what sounds like a
double echo chamber, and surrounded
by too much brass, Annie Laurie has
a tough time even being heard on
this platter.

### RHYTHM AND BLUES NOTES

-By BOB ROLONTZ-

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

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

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

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

#### Hollywood

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

#### Hill & Range Gets 'Hot Toddy' Rights

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

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





### I'LL BE BACK

THE RAVENS

70060

GAMBLER'S BLUES

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FOR YOU
DINAH
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70046

CAN'T STAND NO MORE

ana

TEAR DOWN
THE SKY
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'Let Me Ride Your Little Automobile' ST 325

LLOYD GLENN 'IT MOVES ME'

> 'Night Time' ST 324

RAY CHARLES 'MISERY IN MY HEART'

'The Snow Is Falling' ST 326

Going Strong . . . THE EMANON TRIO MR. JOHNNIE LONG DONN IS DEAD'

'My Man Is Gone' ST 322

LOWELL FULSON GOOD TIME PARTY SHUFFLE'

'Ride Until the Sun Goes Down' ST 320

DEXTER GORDON 'MY KINDA LOVE'

'Citizen's Bop' ST 323 LITTLE SON WILLIS

OPERATOR BLUES' **'Bad Luck and Trouble'** 

ST 304

SWING-TIME RECORD CO.

3427 So. San Pedro St. Los Angeles 11, Calif. Phone: ADams 1-4189



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

### TOP R & B RECORDS

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

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

Los Angeles....YES, I KNOW

L. Hayes, Recorded in Hollywood 244

St. Louis....OO SHO BE DO BE

D. Gillespie, Deegee 3603

New York....BE TRUE

Vocaleers, Red Robin 113

### Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

#### New York

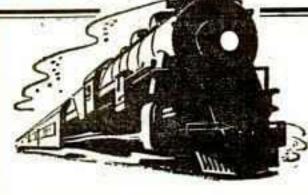
- 1. I Don't Know
- W. Mabon, Chess 2. Cross My Heart J. Ace, Duke
- 3. Soft
- T. Bradshaw, King 4. You Know I Love You
- B. B. King, RPM 5. Port of Rico
- I. Jacquet, Mercury
- 6. Baby Don't Do It
- Five Royals, Apollo
- 7. I'm Gone
- Shirley & Lee, Aladdin 8. Be True
- Vocaleers, Red Robin
- 9. I Believe
- E. James, Meteor 10. Lawdy, Miss Clawdy L. Price, Specialty

### Chicago

- l. I Don't Know
- W. Mabon, Chess 2. Baby Don't Do It
- Five Royals, Apollo 3. Sad Hours
- Little Walter, Checker
- Bells
- Dominoes, Federal 5. Port of Rico
- I. Jacquet, Mercury
- 6. Dream Girl Jesse & Marvin, Specialty
- 7. Gabbin' Blues
- Big Maybelle, Okeh
- T. Bradshaw, King
- 9. I Believe
- E. James, Meteor 10. Juke
- Little Walter, Checker

#### Los Angeles

- 1. I Don't Know
- W. Mabon, Chess 2. Cross My Heart
- J. Ace, Duke
- 3. Hey, Mrs. Jones
- J. Forrest, United 4. Baby Don't Do It
- Five Royals, Apollo 5. I Played the Fool
- Clovers, Atlantic



1151 E. 47th. St. Chicogo, Illinois

Phone: KEnwood 8-4813

HOP ABOARD ANOTHER CHECKER HIT ...

### "TRAIN, TRAIN, TRAIN" by DENNY OVERBEA

Checker #768

And Going Bigger By The Day

. . No. 3 ACROSS THE COUNTRY

"SAD HOURS"

LITTLE WALTER

Checker #764

CHECKER RECORD CO. 4858 Cottage Grove Chicago, Ill.

L. Hayes, Recorded in Hollywood 8. Soft T. Bradshaw, King

L. Price, Specialty 7. Yes, I Know

6. Tell Me Pretty Baby

9. Dream Girl Jesse & Marvin, Specialty

10. Juke Little Walter, Checker

#### Cincinnati

- 1. I Don't Know W. Mabon, Chess
- 2. Soft
- T. Bradshaw, King
- 3. Baby Don't Do It Five Royals, Apollo
- 4. Sad Hours
- Little Walter, Checker 5. I'm Gone
- Shirley & Lee, Aladdin
- 6. Bells Dominoes, Federal
- 7. Dream Girl Jesse & Marvin, Specialty
- Little Walter, Checker
- 9. Cross My Heart J. Ace, Duke
- 10. I Believe

### E. James, Meteor

### Washington—Baltimore

- 1. I Don't Know W. Mabon, Chess
- 2. Soft
- T. Bradshaw, King
- 3. Dream Girl Jesse & Marvin, Specialty
- I'm Gone Shirley & Lee, Aladdin 5. Wake Up, Fool
- O. Blackwell, Victor
- 6. Sad Hours
- Little Walter, Checker
- 7. I Played the Fool
- Clovers, Atlantic 8. Hey, Miss Fannie
- Clovers, Atlantic 9. Story From My Heart and
- Soul B. B. King, RPM
- 10. My Story C. Willis, Okeh

#### Philadelphia

- 1. I Don't Know W. Mabon, Chess
- I'm Gone
- Shirley & Lee, Aladdin
  3. Baby Don't Do It
- Five Royals, Apollo 4. Cross My Heart
- J. Ace, Duke 5. Soft
- T. Bradshaw, King 6. Hey, Mrs. Jones
- J. Forrest, United 7. So Tired
- R. Milton, Specialty 8. Bells
- Dominoes, Federal Dream Girl
- Jesse & Marvin, Specialty Oooh, Oooh, Oooh L. Price, Specialty

#### St. Louis

- Dream Girl
- Jesse & Marvin, Specialty 2. I Don't Know
- W. Mabon, Chess 3. I'm Gone
- Shirley & Lee, Aladdin 4. Cross My Heart
- J. Ace, Duke

- 5. Baby Don't Do It
- Five Royals, Apollo 6. Sad Hours
- Little Walter, Checker Tell Me, Pretty Baby
- L. Price, Specialty
- 8. I Believe E. James, Meteor
- 9. Oo Sho Be Do Be D. Gillespie, Deegee 10. I Played the Fool

Clovers, Atlantic

#### Charlotte

- 1. I Don't Know
- W. Mabon, Chess 2. Bells
- Dominoes, Federal 3. You Know I Love You B. B. King, RPM
- 4. Soft T. Bradshaw, King
- 5. Story From My Heart and Soul
- B. B. King, RPM 6. Port of Rico
- I, Jacquet, Mercury 7. I'm Gone
- Shirley & Lee, Aladdin 8. My Song J. Ace, Duke
- 9. My Story C. Willis, Okeh 10. Hey, Mrs. Jones

J. Forrest, United

#### Detroit

- 1. I Don't Know
- W. Mabon, Chess
- 2. Bells Dominoes, Federal
- 3. Soft T. Bradshaw, King 4. I'm Gone
- Shirley & Lee, Aladdin 5. You Know I Love You B. B. King, RPM
- 6. Gabbin' Blues
- Big Maybelle, Okeh
  7. Cross My Heart
- J. Ace, Duke 8. Baby Don't Do It
- Five Royals, Apollo
- 9. Port of Rico I. Jacquet, Mercury 10. I Played the Fool Clovers, Atlantic

### FOLK TALENT AND TUNES

Continued from page 38

traction, Chicago, are assisting him. Arnold has shipped four Shetland ponies from his Tennessee farm to be awarded as matinee door prizes during the show. . . . Sue Thompson will do some commercial ballads for Mercury soon in addition to her country waxing. . . . Dee Kilpatrick, Mercury's a.&r. chief, is also taking

bilities covering the South and Southwest for the Chicago firm. Bill Martin, Atlanta, reports that Lou Millet (Columbia), emseesinger with Lefty Frizzell, is father of a daughter, Carroll Ann, born January 8 in Baton Rouge.

on new sales manager responsi-

Disk Jockey Doings Dave Moss, WESC, Greenville, S. C., reports that Charles Spears, formerly at WMBG, Richmond, Va., has joined the station's mike staff. . . Hillbilly Mack, KTYL, Mesa, Ariz., did good with the Maddox Brothers and Rose January 7 and intends to promote more artists. . . . Maunay George, KENM, Portales, N. M., has added an hour-long Sunday sacred show.

. . Red Jones, KVET, Austin, Tex., has started promoting dances at Dessau Hall, Austin. . . Shel Horton, WVAM, Saxton, Pa., has added another station carrying his weekly "Billboard Hit Parade" for a total of four stations carrying

the show. Jim Flaherty, WHAY, New Britain, Conn., reports that Mac Wiseman (Dot) is getting big in his area. . . Ted Kirby, WZOB, Fort Payne, Ala., formerly with Blue Ribbon, has inked with Bullet. . . . Carl Shook, WKYW, Louisville, worked as intermediary between Wilma Lee and Stoney Cooper and Pee Wee King, whereby the Columbia disker will replace King on one of his TV shows and one NBC web show, while the King group is in Hous-ton at the Shamrock.



8508 Sunset Blvd. Hollywood 46, Calif.

A Billboard PICK: ME" b/w "CHEATIN" Imperial 5220

ANOTHER GREAT RUTH BROWN SMASH! 'MAMA, HE TREATS YOUR DAUGHTER MEAN" Atlantic 986

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Breaking in All Territories! THE ORIOLES singing HOLD ME, THRILL ME, KISS ME and TEARDROPS ON MY PILLOW

Jubilee 5108 "A Double Barrelled SMASH!" JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.

AMERICA'S HOTTEST SPIRITUAL!

Since Jesus Came Into My Heart

Record G 723

By ANGELIC GOSPEL SINGERS

IT'S A HIT! PICKED BY CASHBOX Savoy #878 "FORGIVE ME, BABY" 'OVER HERE, PRETTY BABY"

Elinore Nixon, Vocalist RECORD CO, INC. 58 Market St., Newark, N. J.

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Henry Hayes Orchestra with

SAVE MORE MONEY— MAKE MORE MONEY

Subscribe to The Billboard TODAY! . . . see page 3 for rates

### Communications to 188 W. Randolph St., Chicago 1, Ill. ARENAS & AUDITORIUMS

Its Financial Outlook Cincy Garden Betters

.86,8\$ bas 787,8\$ ,18 690, and payroll, December 15 and \$2,500 and \$5,000; Cincinnati Mofunds to payroll, \$6,000, \$2,500, December disbursements total-

are attempting to work out a plan the Chicago Stadium. Officials also expects to inspect the plant at study, now being made, has not port to the court in May. This tioning at the Garden in its requestion of installing air condithat trustees will deal with the eliminated. It also was learned plagued Garden visitors, has been the traffic problem, which has president of the Garden, said that Tom Grace, executive vicesands of persons to the Garden. Show, are expected to bring thouanother ice show and the Home tournaments, Shrine Circus, tions, such as regional basketball March and April. These attracattractions booked for February Cash on hand totaled \$52,434 ance, Hogan said that this figure In commenting on the cash bal-

### Ronies Dramafic & Musical

whereby the company's tax load

would be reduced.

Bell, Book and Candie: (Parson) Hartlord, Conn., 26-28; (Shubert) New Haven 29-Affairs of State: (Geary) San Francisco.
Ballet Theater: Mobile, Ala., 27; Jaconson.
Miss., 29; Shreveport, La., 30; Fort Worth
31; Oklahoma City, Okla., 1; Dallas 2-4;

(National) Washington. Fourposter; (Ford's) Baltimore, Emlyn Williams: (Plymouth) Boston. Country Girl: (Cass) Detroit, Dial "M" for Murder: (Harris) Chicago 12-06 ,.dsM ,adamO (Innemata9) ;85 Des Moines 28; (Orpheum) Sioux City (Orpheum) Davenport, Is., 26; (Iowa) Cedar Rapids 27; (KRNT Radio Thester) Constant Wife, with Katharine Cornell. Call Me Madam: (Shubert) Chleago. Betty Hutton: (Curran) San Francisco

(Aud ) St. Paul 26-27; (Davidson, Mil-Am a Camera: (Lyceum) Minneapolis 25; Hazel Flagg: (Shubert) Philadelphia 26-28; (Parsons) Hartford 29-31. Greco, Jose: (Shubert) New Haven, Conn., Good Night, Ladies: (Hartman)

Mrs. McThing, with Helen Hayes: (Wil-Mr. Roberts: (Shubert) Washington. Maid of the Ozarks: (Malestic) Boston Maggie: (Porrest) Philadelphia, Josephine: (American) St. Louis. wankee 28-31.

Fig., 25; (Aud.) Miami Beach 27-31, South Pacific: (Aud.) Fort Lauderdale, Ore., 28-31. Berkeley, Calif., 25; (Mayfair) Portland, Sprike: (Lyceum) Minneapolis, Point of No Return: (Erlanger) Chicago. Picnic: (Hanna) Cleveland, Paint Your Wagon; (Blackstone) Chicago Oklahoma: (Biltmore) Los Angeles. On Bottowed Time: (Wilbur) Boston. pnt) Boston.

Top Banana: (Great Northern) Chicago. Touchstone: (Locust Street) Philadelphia. Wonderful Town: (Shubert) Boston. (Tower) Atlanta 29-31. (Aud.) Memphis 27; (Aud.) Mashville 28; strike a Match: (Civic) New Orleans 25; Stalag 17: (Walnut) Philadelphia.

#### Skating Shows

Skabing Vanities: (Atmory) Springifeld, Ill, 27-Feb. 1; (Ice Arena) Dallas 3-8 ice Follies: Cleveland 37-Feb. 1; Toronto

Miscellaneous

Jones, Spike, Musical Depreciation Revue: Rocky Mount 31; (Center) Noriolk Feb. 1-3; (Mosque) Richmond, Va., 4-5; (Acsdemy) Lynchburg 6; (Aud.) Roanoke Bailey, Bill, All Star Minatrels: Releigh, N. C. 27; Danville, Va., 28; Statesville, N. C., 29; (Aud.) Charlotte 30; (Aud.)

(Booker) Galveston 30-31; (Hollywood) Fort Arthur Feb. 2; (Temple) Baton Rouge, La., 3; (McKinley) Baton Rouge (Lincoln) Houston 29; :82 notsuoH (Cameo) San Antonio 27; (Rainbow) Miller's, Irvin C., Brown-Skin Models: Aberdeen 4 Peb. 1; (Orpheum) Sloux City, 1a., 2; (Corn Palace) Mitchell, S. D., 3; (Aud.) Arkansas Clty, Kan., 28; (Aud.) Enid., Okla., 29; (Aud.) Pittsburg, Kan., 30; (Aud.) Salina 31; (Stuart) Lincoln, Neb., (Music Hall) Kansas City, Mo., 27; (Aud.)

#### Anditorium Managers:

4; (Palace) New Orleans 5; (Ritz) Pensa-

names of the promoters in your territory. Write Arena-Auditorium Department, The Willboard, 188 W. Randolph St., Chicago L. sponsor-promoters in your area. Send us the capable of properly promoters who are capable of properly promoting and under writing attractions in your building. The increased availability of large attractions and package shows hinger upon the number and quality of local promoters. That is why it will be to your advantage to sid in the compilation of as compilete a list of local promoters.

look for the Garden, which openreveals a brighter financial outbeen operating since last July, collector of internal revenue, \$41,ship under which the arena has ments, \$2,391, \$2,293 and \$1,857; Broeman, attorneys for a trustee- hawk Hockey Club, game settleby Thomas J. Hogan and C. W. H. Druffel, U. S. District Court, Wednesday (21) with Judge John est to bank, \$20,297; transfer of Cincinnati Gardens, Inc., filed ing; payment of note and interof the third interim report for ed \$132,575, including the follow-CINCINNATI, Jan. 24.-Study

BRIGHTER HORIZON

which could not be considered, \$10,000 of which was in advances, report showed \$20,000 on hand, the end of the second 60 days the step was to borrow \$20,000. At Hogan said. The trustees' first erating capital was on deposit, a reorganization program, no optrustees took over operation under and December revealed. When for the month of November posits by attractions, the report \$400 representing advance deat the end of December, including is expected to improve because of ed five years ago.

.179,88\$ saw dinom Cash on hand at the end of the improvement. Grace said he for the month totaled \$197,152, gone far enough to determine cost count of \$21,500. Disbursements \$296,124, including a payroll ac-Receipts for November totaled .negoH bies

343; "Ice Follies," reimbursement for expense, \$1,343, and Boys Town Choir, \$238. supplies, \$1,310; concessions, \$2, cession, \$2,733; sale of skating tractions, \$2,340; parking lot conceipts included, advance by atbrought in \$239,092, Other re-Tickets sold during November

funds to payroll, \$6,000, and payand \$449; another transfer of game settlements, \$2,809, \$1,291 cinnati Mohav. Hockey Club, of funds to payrell, \$5,500; pay-Follies" orchestra, \$6,420; transfer hands, \$1,107; George Smith, "Ice "Ice Follies," musicians and stageshare of gate receipts, \$114,597; the month were: "Ice Follies," In the disbursement column for

and concessions, \$7,533. ing, \$1,023; advertising, \$1,360, sale of skates, \$335; public skated to \$50,361; concessions, \$7,533; roll account. Tickets sold amount-Mary Hunter, New York, will \$185,009, including a \$16,000 pay-Receipts for December totaled roll, November 30, \$8,266.

### The Fifth Season

· Continued from page 10

assist from a pretty bookkeeper, of Mr. Skulnik, and an efficient to be overcome, but with the help nisunderstandings and what not dles of bouncing checks, domestic There are the customary hurin some extra-marital didoes, but likewise becomes enmeshed

Mr. S. even wins the pretty astorily by the third act curtain. everything is ironed out satisfac-

#### Mot the Type

essignment of a bumptuous ty-Griggs is satisfactory in a stock designer fleetingly amusing. John and Norman Rose makes a dress terested in Mr. S. than his ledgers refugee who comes to be more inis really excellent as the young nally forgives him. Lois Wheeler into the role of the wife who filand gets considerable projection ital defection and Augusta Roethe handsome object of his margarment district. Phyllis Hill is tion seems hardly to belong in the actor, but his current impersonapursuits. Whorf is always a good than in more seemingly profitable more time at changing his clothes go-getting partner, who spends Co-star Richard Whorf is the

laugh luster. matters take on a wonderful ingly replying "so, drown a little," above water!" and Mr. S. engag-2 per cent I can't keep my head an opponent is squalling that "at for a generally low I.Q. But when ously devised charade with appeal In sum, "Season" is an obvi-

Bob Francis. stick around. so. Mr. S. has taken a long time At any rate, this reporter hopes Theater to keep him saying them. his admirers will trek to the Cort evening, it may be that enough of ing things like that most of the Since Mr. S. is around and say-

including both indoor and icers will play summer dates, revealed this week that his day on Ice" and "Ice Vogues," D. Tyson, producer of "Holi-MIAMI, Jan. 24.-George

played on percentage terms. said that the dates will be others may be added. Tyson have been lined up and that He said some fairs already

# Biggest' Set Cycles' Early;

in advance. Only some seats for all but one performance sold out under Rotary-PME auspices with Monday (19) for a week's run National Exhibition's Forum here "Ice Cycles" opened at the Pacific

and Anna Russell. entertainment events have been tival, Rubinstein, Piano Quartet include Lily Pons, Gershwin Fesbookings by Famous Artists, Inc., ist, plays on February 6. Other ruary 3. Nathan Milstein, violintor Georgia Auditorium here Feb-George Kirby, the Conines and Allen and DeWood, are booked Tympany Five, June Hutton, orchestra, Louis Jordan and His Nat (King) Cole, Stan Kenton's

be setsed from the States and of "King's Rhapsody." Leads will Button Shoes" and a premiere boat," "Where's Charlie," "High "Annie Get Your Gun," "Show-Shows will include "Oklahoma!" tions will start a 12-week season

# Plans Package

CANTON, O., Jan. 24.-Alan

HOUSTON, Jan. 24. - The dog" programs on radio and TV

. Continued from page 10

#### tniauO ylnO

But it takes more today to

### FOR IAM MEET JULY DATES SET

KANSAS CITY, Mo., Jan. 24.- of IAAM and director of Munici-Chosen for Chicago Convention Hoff Announces Congress Hotel

Dates of the International Associ- pal Auditorium here.

week by Clarence Hoff, president the site for the 1953 convention. Chicago, it was announced this cago was selected last August as convention will be July 5-8, at held in the Congress Hotel. Chierion of Auditorium Managers'

SPAT RESUMES

### Denied Arena S-J Date; Sonja Seattle Guards

opens there in May. stads and Johnson's "Ice Follies" Hen'e icer in April because Shipconvention will be Merton E. Civic Ice Arena to the Sonja council here denied use of the at that time. SEVILLE, Jan. 24. - City entertainment will be worked out

weeks before. a strong competitor only a few tions with that show by booking didn't want to jeopardize relaabout a dozen years. We felt we ing to Seattle annually for said: " 'Ice Follies' has been com-A spokesman for the council

providing fine entertainment for alienate a show that has been show may be, we don't want to However fine the Sonja Henie valuable tenant in the arena. Follies,' which has been our most attendance and income to 'Ice show would seriously reduce "Undoubtedly, the Sonja Henie

invited to speak before the in April. He said he was no decided to repair ice machinery bailding because the council had torium had declined use of the management of the Civic Audisought the Henie date said Hugh Beckett, promoter, who so many years."

#### By Houston Mayor Director of Auds Deering Appointed

sic Hall and City Auditorium. Coliseum, Coliseum Annex, Muwill be in charge of Sam Houston tor of city properties here and R. Deering has been named direc-HOUSTON, Jan. 24. - Francis

Henie ice show at Sam Houston January 6-18 run at Sam Housfor the first week of the Sonja thru January II to be on hand for six years. Johnson remained H. O. Johnson, who had the post the city's new mayor to succeed He was appointed January 3 by

State Theater here. War II, he was manager of Loew's because of heavy advance sale. of this run was ahead of 1952 service in the Navy during World public relations firm. Prior to less than last year's. First week Deering was part owner of a of \$180,000. That's about \$32,000

### Sports, Boat Show Plan Big Buffalo

annual, is set for March 24-29. Sickle, captain of skating. floors. The exhibition, the ninth to Miss Henie; and Janet Van torium, where it will occupy both press; Dorothy Howes, secretary year, this time to Memorial Audistage manager; Kay Norton, turns here after an absence of a musical director; George Ford, Sportsmen's and Boat Show re-BUFFALO, Jan. 24. - The busniess manager; Jack Pfeiffer,

last year. curtailed in 1951 and was not held restrictions, the exhibition was year. Because of manufacturing a record number of exhibitors this by Donald L. Guerin, who expects original Buffalo sponsors, headed This year's show is under its

Toronto's sports show. pe the tank show coming from Feature of the exhibition will

#### PROMOTERS

financially responsible or secured responsi-ole underwriting. Write Arana-Auditorium Department, The Billboard, 168 W. Randolph 51., Chicego 1, III. -Get on our Mailing List.

-Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer in quiries from your territory to you, —Please state the date and type of event or present one event which you have promoted in the past. Specify whether or not you were the past. Specify whether or not you were and Detroit, Mich.

Sisters.

In the troupe of 30 are Autry,

er, Toronto and Kingston, Ont.

play Chatham, Windsor, Kitchen-

Grand Rapids, Saginaw, Jackson

Ind.; Indianapolis; Battle Creek,

Detroit; Dayton, O.; Richmond

Evansville, and Vincennes, Ind.

dates include those at St. Louis,

trek, will play the State Armory

the second week of a 49-stand

SPRINGFIELD, III., Jan. 24.—

Staff includes Ken Stevens,

of this year's attendance was

days, An estimated 30 per cent

weather on January 16 hurt final

away crowd, Sudden freezing

Saturday (10) drew a turn-

ton Auditorium here with a gross

Dips for Sonia

Houston Gross

The attraction was part of a

Monday (19), Van Lopik reported.

drew 4,000 to the Temple on

ets and a chance to meet Autry.

which youngsters will win tick-

show, is conducting a contest in

producer of a WJR juvenile

WIR press agent. Jim DeLand,

is working with James Quello,

15. Boston Pops Orchestra is

Waring Show follows on March

in for March I, and the Fred

Gene Autry plays the building February 7-8, Spike Jones comes

here. These are in addition to

manager, for the Masonic Temple

booked by William Van Lopik,

Radio Contest

Sets 4 Shows,

Detroit Temple

Harry E. Radix, the Chicago

of the Chicago Stadium, and

Amphitheater; Arthur M. Wirtz,

Thayer, of the International

Host members for the Chicago

Hoff. Details of meetings and

sometime in March, according to

committee will be scheduled for

forward to having its largest

stated. He said IAAM is looking

tion of the association, Hoff

meeting than any recent conven-

cated plans to attend the Chicago

vey, more members have indi-

revealed a preference for the

a survey of members and this

retary of IAAM, has completed

Charles McElravy, Memphis, sec-

He said the sessions would be

July dates, Hoff announced.

According to results of the sur-

A meeting of the planning

DETROIT, Jan. 24. - Four

commercial and private shows.

booked for March 24.

For the Autry show, Van Lopik

Concert by Robert Merrill

Temple series,

Canadian Stands

Autry Schedules

10 per cent last year.

### INDOOK SOWWER SET OUTDOOR, 2 TYSON ICERS

entdoor stands.

Vancouver Sells fairs last summer, His shows also made some

## a matinee remained by opening VANCOUVER, B. C., Jan. 24.-

"Biggest Show of 1953," with

at Georgia Auditorium in June roll, November 15, \$13,740; Cin-Arngrim and Baker Produc-

# .L.a 'pobnooM'

Sonja Henie ice show closed its Freed is known for his "Moon-Midwest and in Southern Canada. auditoriums and arenas in the blues and rhythm artists to play ton, are planning a package of and his manager, Lew Platt, Can-Freed, Cleveland disk jockey,

drew a police-estimated crowd of year ago, a "Moondog" dance crowds. At Cleveland Arena a town, Lorain and Canton to big such spots as Akron, Youngsni seonsb "gobnooM" gaigets and in recent months has been

it was reported. home station, comes from Canada, of the mail at WJW, "Moondog's" from out of town, compared with in the plans because 35 per cent Dates in Ontario were included broduce and book the show with an agent in New York to Platt and Freed are dickering

#### The Bat

here Saturday (24). Upcoming to be. wise seem about what they used in the secret room. Matters bat-The Gene Autry Show, now in cabre background for the didoes nands, and a second happily mapeeping faces and clutching dedicated to the appearance of doors and concealed cuppoards gallery, replete with casement

Johnny Bond and the Winters about time the Bat hung up his to come to Broadway. He should rate it more than quaint. It's sible that a new generation will stone cops. It hardly seems pos-Show swings into Canada to something like a chase by Keyand melo high-points resembling der-storms and flickering candles make a chiller-diller than thun-

Bob Francis. wings.

# "The finest sound on record" NOUNOT

ORBERERRERRER.

GUY MITCHELL A TERRIFIC MOVELTY RECORD!

SOMEONE fallen off in the last week.

other reports have definitely ceiving good re-order, but York distributors are still regood and Newark and New down. Buffalo reported it as Disk appears to have slowed

Guy Mitchell-Columbia CONGRATULATIONS TO

Operator buying has slowed and Chicago, Good in L. A. time. Very good in Buffalo On disk jockey chart for first

down in Boston and Philadel-

• Continued from page 14 Canada Board

age tariff to CAPAC in its case board's decision giving a percentsis," he said, referring to the time, last year, we used this bafor fixing tariffs. For the first moving right to the revenue base recent years the board "has been

before the Exchequer Court of Asked about the test case now against the Canadian radio sta-

ruled in that decision, would have Lordship said whatever the court centage tariffs is ultra vires, his the board's action in setting per-Canada which seeks to rule that Slickers and I built our reputa-"Remember, George, the City

Coast.

no bearing on the board's de-"Spike Jones." ords, not pornograph records. tion on making phonograph rec-

Showbiz Spotlight

• Continued from page 14

anyone, I'm terribly sorry.

tionally done anything to offend

to achieve this we have uninten-

good hearty laugh and if in trying

of ours needs right now, it's a

anything this wonderful country

think you will agree that if there's

"All kidding aside, George, I

think we'll make a record of this

which reminds me, George,

men songsters off on a spree,"

fenpool Song, the lyric 'gentle-

-lidW' suomst and mort stoup I

your liquor better than I can. May

and not get loaded you can hold

George, if you can have 12 drinks

wonderful composition, Now,

(musical bars, that is), in this

'drink' appears 12 times in 32 bars

the 'Student Prince,' The word

Romberg's 'Drinking Song' from

to call your attention to Sigmund

being in bad taste. I would like

Your father was loaded too' as

tails, 'Pray tell me what else

about the lambs wagging their

'It's in the Book,' with the lyric

Don't You Take All of Me,' and

a Dame, 'I Get Ideas, 'Why

Mustard, 'There Is Nothing Like

Naturally, 'Too Old to Cut the

lyric, 'When you gotta glow you gotta glow,' 'Doin' What Comes

Popo,' 'Glov, Worm,' with the

of 'Feet Up, Pat Him on the

teners of hearing any recordings

already have deprived your lis-

icy, in order to be consistent, must

matter with this record, your pol-"I'm sure if you see anything the

Other Disks

conid they wag?

"You also criticize the line,

"Sincerely,

Mayflower Hotel, attended by afterwards for the stars at the

gene Coca (act No. 20 on the prothree stages, limelighting Hoagy Carmichael, Sid Caesar and Imo-Acts at Uline rotated among was practically at the breakfast scores of government dignitaries,

cus balancer Unis, the bands of Brothers, Abbot and Costello, cir-De Marco, Allen Jones, Nicholas Jarmila Novotna, Tony and Sally Dorothy Shay, Edgar Bergen, Tony Martin and Delores Gray, New York City Center Ballet, gram), Jan Peerce, Bert Lahr,

lighted the inaugural balls). have the Frankie Laine slicing Wayne King, Noble Sissle high-Butler record. The diskery will Emil Coleman, Meyer Davis, go shead and play the Champ Lionel Hampton (the bands of sent another wire to the jocks to Fred Waring, Guy Lombardo and not to play the platter until Jantelegram to the jocks asking them

to disregard the release date and called the publisher, got an okay to the jocks. Columbia then Bill Farrell cuttings of the tunes liams, the Joni James and the had shipped out the Hank Wil-M-D-M that two bruot sidmul A few days later, however, Couary 30.

discovering their error sent out a

some jocks early this week, and

of the Champ Butler waxings to

cidently, Columbia shipped a few

recorded it with Joni James. Ac-

"My Cheatin' Heart," and M-G-M

lumbia had Frankie Laine wax

and M-G-M had Bill Farrell; Co-

'Kaw-Liga" with Champ Butler,

date. Columbia Records had cut

them on a January 30 release

lishes both songs, then placed

release. Acuff-Rose, which pub-

ing of the tunes for January 30

smailliW gmul

opening three nights, it is planned

swing be as successful as the

tour is made up of one-nighters.

night performances, the entire

March 28. Except for three two-

tour closes in Syracuse, N. Y., on

Michigan, Indiana and Ohio. The

kansas, Oklahoma, Iowa, Illinois,

Mississippi, Louisiana, Texas, Ar-

South Carolina, Georgia, Florida,

tucky, West Virginia, North and

ton, Western Pennsylvania, Ken-

concerts in Baltimore, Washing-

Pa., last night, the ork headed for

same, however, and Fiedler, of

trip; hence the appellation "tour ork." The arrangements are the

cians were chosen for the road-

of its regular season, other musi-

Since the latter is in the middle

bers of the Boston Symphony.

ment consists of selected mem-

members. The regular comple-

made up of the normal "Pops"

classical disk property any label

and constitute the most profitable

been tremendous for RCA Victor,

albums by the Boston group have

from the start. Sales of disks and

which has recorded the "Pops"

record dealers by RCA Victor,

Actually the touring ork is not

course, is conducting.

Following a date in Scranton,

Should the remainder of the

• Continued from page 14

to make this an annual thing.

out next week,

LOS ANCELES 26, CALIF TE SYCAMORE ST (Balbnof 184) NOV. STILL BLIEK Originators of the New York 19, N. Y Yawbaard 02af SONGCHAFT, INC.

Research Craft Co. BECORD BRESSIZE

status Consessing Aladed

Test Pressings Free

BECORD PRESSINGS

the material is not for the thrush or

but it isn't an impressive one. Either

debut on the label with this release,

CORAL 60906—The thrush makes her

doing a pleasant job on the vocal,

novelty, with warbler Paul O'Connor

no less, turns in an okay job on the

The Spivak ork, with a shuffle beat-

Rodgers hands the ditty a warm

fromper stylings, Thrush Eileen

the ork leader showing off his pretty

forming the tune smooothly, and with

like its old self on the ballad, per-

Whiting 15219—The Spivak ork sounds

the late Al Jolson, Might interest

how Thomas occasionally sounds like

here. Only noteworthy comment is

tunes from the "Jazz Singer" movie

Danny Thomas sings another of the

09 Moon 40

ture, Ditty is a pleasant fullaby and

Danny Thomas, who stars in the pic-

Singer," is sung nicely by comic

Mush-A-Bye .... Xul and "Hick "The Juxx Xul arlT" Abili wan after more Juxx

nice harmony on this new ditty but

The Maguire Sisters show off some

Team is a good one and the platter

Side could grab a lot of jock spins,

femme group, over a tasteful backing,

an effective interpretation by the

waxed in the country field is handed

yong the gal's capabilities. An okay

some sales confusion can be antici-

style, Ork backing is pop, tho, and

matter-of-fact reading in hillbilly

a vilib emailliW AnaH odt ebned

Kange of the oatune is somewhat be-

MINUALINE MINUS

Side isn't very exciting.

Blooodshot Eyes ... . 69

CHARLIE SPIVAK ORK

those who see the flick.

is handled tastefully.

FRANK DE VOL ORK

the side doesn't have it.

One, Two, Three, Four. .. 62

THREE MCCURE SISTERS

66. .. nistauolf JaoT-rJaoH

SVINOHL ANNVO

is listenable,

80.5% of America's Disk Jockeys

use The Billboard's Annual Music-Record Programing Guide for a period ranging from

"several months to a full year"

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anssi FEBRUARY 28 INT INDUSTRY'S LEADING NEWSWEEKLY @ PRICE: 25 CENTS ANNUAL MUSIC-RECORD PROGRAMING GUIDE

8E (CH) (C Flip to "Market Place" RCA VICTOR HTIW ZIB OU INDIE TABELS **OVER 100** 

agan, Carl Sands, Seger Ellis, Al

Cabot, Ray Anthony, Ralph Flanfor include Henry King, Chuck

bands which are being negotiated spot thru the summer. Other line-up scheduled to play at the ork as the first "name band" in a

Saturday with Ted Weems and his Pier here is scheduled to open on - The million - dollar Pleasure PORT ARTHUR, Tex., Jan. 24.

Hiring Name Bands

nut Grove in October for eight tember 5, returning to the Cocoa-

five weeks thru the Midwest Sepnighters and recordings. He starts

he returns to the Coast for one-

one-nighters until August 1, when

York, after which he does more four-weeker at Astor Hotel, New

East May 25, when he tees off a one-nighters thru the South and

He winds up a four-week tour of

dium, March 24 for four weeks.

one-nighters, he opens the Palla-

March 13-15. After a couple Coast

Cabin, Englewood Cliffs, N. J.

after which they play the Rustic

York, February 27 for two weeks,

They open the new Band Box, New

and one-nighters in California.

he does three weeks of recordings

national February 9, after which

does a short for Universal-Inter-

closed the Cocoanut Grove here,

tours and infrequent gigs on the

has only done spasmodic road

• Continued from page 13

H. James Ork

The James crew, which just

Port Arthur 'Pier'

Pliner and Tony Martin.

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falo and L. A. say good. strong and Philadelphia, Bufcharts. New York reports it On New Orleans and Boston

"Best Buys"

on Recent

Late Reports

Tony Bennett-Columbia SOMEONE

Johnnie Ray-Columbia

TALK WITH MY LORD

I.W CONNY MYFK YND

CONGRATULATIONS TO

Popular

· Continued from page 28

this gal was pretty clumsy! with aisle. Don't forget, George, cept something that would rhyme was going to fall on anything exyour listeners think that the bride no intention of making any of completely lost. We certainly had laugh that we sought would be phony sound, and the contagious after would have a definitely

• Continued from page 13 Spike Rebuttal

much in the pop or r.&b. field. releases on Derby, Side won't do the platter is not up to her previous the recording is so-so, but either way

Same comment, Do You Know Why .... 65

Continued from page 14 **Boston Pops** 

Nobody's Lonesome for Me ......74 CAPITOL 2339 — Young Miss Bee MOLLY BEE Deejays will spin, please her many night club tans.

of this type is excellent, and should Miss Faye's style with special material matched by smart, rhythmic backing, Here's a cute novelty. Clever lyric is

er....nan a no Cavanaugh's ork, tasteful, ingenious backing by Dave

· Continued from page 26

Popular Record Reviews

JANUARY 31, 1953

### Here's News You've Waited For!



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1953 EDITION



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### Hocus-Pocus

NIGHT CLUBS-VAUDE

By BILL SACHS

bourne Christopher in New York. Hilton here. Haven't met a single local magician as yet. Wish I "I have an American playbill of could find one to show me Andrew Macallister," typewrites around." Mil, "dated February 17, 1854, featuring his Infernal Teapot. Brandy, ink, etc., was poured in it, stirred together, and then he his heavily loaded truck, en route poured out hot tea, coffee, milk, from Eria, Pa., to Akron, swerved etc. In Will Goldston's Latest off the road to miss a car which Conjuring, published in 1905, he had crashed into a bridge. After describes, on page 88, a magic hasty repairs, the Neff truck was kettle from which various drinks able to make it to Akron in time any strike possibility. "We are are poured. There is also a dia- for the scheduled opening at the negotiating in good faith," he said. gram of the kettle. Chris Charlton was performing the magic "Madhouse of Mystery," now playing Shea theaters, is set for the Palace, Rockford, Ill., Feb-December, 1951, issue of Sphinx." Reporting on his own activity, Christopher says that the March issue of Man's Day, on the newsstands January 26, carries his own story on the history of magic bullet-catching trick, the result of long years of research. On January 23, Christopher repeated for the umteenth time on the Garry Moore CBS-TV show. Last weekend he did his tricks in some advertising tie-ins to promote Amazo pudding. Logical, eh? . . . Jean Hugard will be given the International Brotherhood of Magicians' Star of Magic Award late this month. . . . Dominique, French pickpocket magician, is in his seventh month at the French Casino, New York. . . . Lucille and Eddie Roberts, who hold the long-run record (10 weeks) at the Mount Royal Hotel, Montreal, are back in the Canadian metropolis for a three-week stand at Ruby Foo's. . The Amazing Dr. Maurice (Morris Cohen) is displaying his nifties in the Aladdin Room of the plush new Hotel Algiers, Miami Beach, Fla. . . . Mad Mogie has switched from his mental act to a new magic turn using a live lion. Betty, have been held a second dated with George and Marie The Johnstones, George and week at the Chez Paree, Chicago. Crotser, veterans in the magic . . . Russell T. Warner, known business, who are playing schools. professionally as Jack Russell, We cut up jackpots until 4:30 a.m. magician and manufacturer of magic tricks and novelties, died their house trailer. George bills acquired considerable poise since recently at his home in Allegan, himself as the one-armed magician first caught at Leon and Eddie's Mich. He was a member of the

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MORE dope on drink magic Puerto Rico: "Am at the Caribe

BILL NEFF suffered some anxious moments recently when Colonial Theater there. Neff's He also said relations between the ruary 6-8. . . . Mandrake and Company are current at the Mayflower Hotel, Akron. . . . Lyle and Company are regaling 'em were going on but in "an exwith their nifties at the Veterans' tremely sketchy manner." Union Club, Erie Pa. . . . Fabian the officials said they have found it Magician, after many years on the difficult to get Roxy people to sit road as a performer, has settled down and talk. permanently in Chicago, where he is operating a magic repair and covering the skaters expires Febmanufacturing business known as ruary 1. Fabian Enterprises, Inc. His decision to settle in the Windy City was brought about largely by the illness of his daughter, who recently underwent heart surgery at Children's Memorial Hospital there. Another influence was his personal manager, Phil Lampkin, who recently joined the William Morris Agency in Chi and who caused estimated \$7,500 damage urged Fabian to make his headquarters there. His initial effort housed Colisimo's theater restauin the magic sales line is being rant here. put on a British novelty, a selfsmoking cigarette, which Fabian was to reopen soon under new says he has improved upon. . . . Dell O'Dell's television stanza been upped from 15 minutes a many name artists. week to a half an hour. . . . Ray Amy, still touring the Southland with his five-people mystery unit, writes from New Orleans: "In and I was invited to dinner at first class New York spot, has and what he does with one arm some months ago. The gal had a Society of American Magicians is amazing. His levitation is the promising voice at that time. Her and toured for a number of years best I have ever seen, and that's record rep with M-G-M Records with dramatic stock and rep for sure." The Crotsers, incident- has since put her in the big troupes before settling in Al- ally, also enjoyed a visit with Mal money, with her "Why Don't You leghan. . . . Bill Baird postals and Maxine Lippincott recently Believe Me?" being chiefly rewhile passing thru Shreveport, sponsible.
La. . . The Randolphs conclude But if an S.O.S from San Juan, port, Ky.

### Extra Added

New York

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

slugged his personal manager, 20th Century player, next May. forced back for a beg-off.

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

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

### Roxy Skaters Strike Looms

NEW YORK, Jan. 24. - The possibility of a strike among the came into possession of the La ice skaters at the Roxy loomed Conga Club in the International this week. Skaters claimed they Settlement of San Francisco. The rehearsals before the first show claimed, was "inhuman" and two campaigns under way to causing illness.

Dick Dickson, Charles Skouras' representative at the Roxy, denied West Coast division of the Amercouldn't be the same here.

Roxy's contract with AGVA

### 7G Fire Loss At Colisimo's

CHICAGO, Jan. 24.-Fire of undetermined origin Thursday (22) to the building which formerly

The bistro, which reportedly management, has been shuttered since the '30's. During its 20-year over KTLA, Los Angeles, has operation, the nitery featured

### Caught Again

LA VIE EN ROSE, NEW YORK: Joni James, working her

But if the girl can sing (and a two-weeker Thursday (29) at she can) her chatter at the show Beverly Hills Country Club, New- caught doesn't bode her any good. When Miss James sticks to straight singing, her appeal is genuine and undeniable. But when she goes into talk, whatever spell she cast thru straight singing is dispelled. She has a patronizing air that frequently verges on the insulting. Until she learns how to handle an audience graciously (even hecklers pay tabs), she'll find her climb in the personal appearance field hampered. Bill Smith.

BLUE ANGEL, NEW YORK: Harry Belafonte, who missed last week when he was out with a bad throat, is back again and doslim lad's progress is amazing. As Herb Kenney, ex-Ink Spots, a sight song-seller of folk items, there are few around that have who promptly swore out a war- that intensity and the fire that he rant charging assault and battery. now projects so well. His routine Jonas Silverstone, American consists of folk songs (oddly Guild of Variety Artists national enough even the chi-chi crowd counsel, planes to London with here is familiar with his RCA Peter Lorre to set up a picture Victor recordings) and amusing deal. . . . Doretta Morrow is get- calypso items. When he finished ting married to Byron Palmer, on the night caught, he was Bill Smith.

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

Chicago George Bond, formerly with the Len Fisher office, has been named head of the act department of the Eddie Slight Agency. Bond will handle all theater, cafe and club date act bookings . . . Filling in while Deejay Jack Eigan vacations from his Chez show, which is aired from the Chez Paree, are Fran Allison, Dorsey Connors, Mr. and Mrs. Herbie Mintz, Russ

www.americanradiohistory.com

### Burlesque Bits

signed a bill of sale whereby she do club dates while taking up job will take another 10. . . . hypo biz. One for the week of February 8 will be an International Feature Parade, flashing three top foreign - born strip names, Amy Fong, Naomi and Vi Vickers. The other, for the week of February 22, labeled "Interadded attraction will be Peaches. Flaig, producer and stage manager at the Gayety, Baltimore, has signed a contract to furnish April. . . . Helen Barry, wife of Ben Hamilton, house singer at the Hudson, Union City, N. J., extends thanks to the entire personnel of the Empire, Newark, N. J., for the large floral piece sent to her at the Lutheran Hospital, New York, where she is recuperating from illness. . . . Tamara, who is Connie O'Meara in private life, a resident of Kiegsville, Tex., and whose nationality is Irish-English, is a first time strip-talker on the Hirst Circuit, just six months in the biz, a graduate from the parade girl ranks at the President - Follies, San Francisco. . . . Delilah Wilde re-

### Packed Palace

Continued from page 12

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

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

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

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

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

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

The music couldn't have been and Sylvia Davis, Chet Roble, improved upon, Sammy Prager's Jeri Southern, Tony and Dorothy piano backing of Danny Kaye Weitzel, Franklin McCormack, was masterful. Jo Lombardi's ork Mr. and Mrs. Irv Kupcinet, was equally good; particularly Johnny Desmond, Janet Kern, outstanding was the lad on the Barbara Moro and Mary Hartline, drums.

Arabella Andre on January 19 turned to New York last week to vocals and dramatics.

Jessica Rogers and Sally Sweet opened on the Kane Circuit Janwere doing four shows a day plus price was 10G, and a remodeling uary 30 thru Dave Cohn, whose other bookings include Gloria Marlowe, the Casino, Boston, and rehearsals after the last show. Manager Harry Oakene of the Marlowe, the Casino, Boston, The extra hours they put in, they Hudson, Union City, N. J., has February 2 and the Gayety, Baltimore, February 8; Naomi, Hudson, Union City, N. J., February 8, and Ann Arbor, Empire, Newark, N. J., February 13. January 26 openings include Tina Christine, El Morocco, Johnston, R. I.; Melba, B&B Cafe, Johnston, R. I.; Cris Jergens, Chanticleer Club, ican Guild of Variety Artists and Skouras have always been pleasant and saw no reason why they city Chorus Contest," will bring Baltimore; Naomi, Old Town in chorine champ strips from Hall, Hartford, Conn.; Jackie Pittsburgh and Philadelphia to Whelan and Gaby DeLys, Wayne compete with the Hudson's ace, Room, Washington; Sheila Lind, AGVA admitted negotiations Ora May. For March 8 an extra Club 14, Wilmington, Del., and Vicki Guy, Waldrops Club, Brent-For January 18 it was Francine. wood, Md. January 27 openings . . . Jack Hayes, former comic, is are Jerrina, Belli's Club, Springnow operating a small nitery, the field, Mass., and Huntress, Hi-Prop Room, three miles out of Way Casino, Northwestport, Columbus, O., where he will wel- Mass. . . . Ti-Zoune Sr., former come all performers. . . . Gus comic, doubles with his act at the Casa-Loma cabaret, Montreal, and a half-hour radio show over the local CKVL station. . . . Miles scripts for a comedy program Murphy replaced Lou Lewis at with a local TV station starting in the Clover, Baltimore, as Lewis joins a Hirst unit. . . . Patti Barnell, former chorine protegee of Arabella Andre is top feature at the Club 150, San Francisco. "A terrific buy for the circuits,' writes Miss Andre. . . Suey Welch, co-owner with Bob Biggs of the New Follies, Los Angeles, threw a testimonial dinner for Lili St. Cyr at the local Sportsmen's Club after show time on December 29. Among those present were Ginger DuVal, Johnny Maloney, Harry Clexx, Harry Meyers, Melodie Lane, Nona Carver, Sylvia (Sugar) Kane, Bon Bonne, Leon DeVoe, Louisa, Ginger O'Dare, Bob Winkler and the Dancing DuPonts. . . . The new producer at the Empire, Newark, N. J., is Elna Laun who succeeded Paul Brandeaux, still laid up at the local St. Michaels Hospital with both legs in a cast as the result of a fall backstage. Chorus captain Dotty Lewis is back after three days' treatment for torn leg ligaments. Featured dancer in the line-up is Sandra Day. . . . Jack Coyle, straight man, was transferred to the Mickey (Go-Go) Jones-Herbie Barris-Lifty Lewis unit during the week in St. Louis. . . Blaze Fury (Lucia Parks), now in Herman Kiefer Hospital. Detroit, is expected to be able to return home for convalescence by summer, her husband, Tommy Timlin, reports.

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#### 5-YEAR REVIEW

### **RSROA** Rise Parallels **Progress in Skating**

A. Martin, RSROA president.

locations which have special adverse local conditions.

Emphasis on Family ily" is the slogan of skating being dens. given nationwide promotion by the RSROA this year-empha-portant factors in establishing the sizing the widespread participa- present position of RSROA was tion of adults in skating, as well early recognition of the needs as the youngsters who once had for standards in skating. Leading the field largely to themselves. figures in he sport were called This shift toward family enjoy- upon to contribute their experiment of skating has typified the ence toward the establishment of career of the organization. Im- standards, and a large series of proved quality of rink operation, better physical accommodations, and increased enjoyment for resulted. These standards are imskaters and spectators alike have proved and modernized regularly, been characteristic of rink busi- keeping pace with skating deness since 1937—evidenced by the newer rinks built in recent years, small as well as large units, and by the improvement program's in older buildings.

recreation for the younger age sport-and is a very precise one, groups, as any sport necessarily as those unfamilar with the field must, and has been widely recog- commonly fail to realize. Standnized for its substantial contribu- ards established for granting tion toward diminishing prob- awards for proficiency in skating lems of juvenile delinquency. In are now recognized as among the for rinks. Essentially, the RSROA contrast, skating two or three most difficult and exacting in decades ago was a neglected field, sports. This has meant, also, the with individual rinks often en- development of a field of qualijoying unenviable community re- fied judges meeting rigid qualilations. But rinks today are com- fications themselves. monly co-operating closely in many enterprises with schools, organ, is a well-edited publicachurches and similar organiza- tion for skaters which serves its tions. The wider participation by field admirably. Coming out 10 the whole family in skating, the times a year on coated paper, it objective of the present cam- is liberal in the use of art work, paign, is expected to enchance and regularly lists all member further the standing and contri- rinks. bution of skating rinks in their own communities.

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

#### 17 Start Association

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

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DETROIT, Jan. 24.—The 15- Brown, New Dreamland Arena, year history of the Roller Skating Newark, N. J., and an honorary Rink Operators' Association has member of the Board of Control been paralleled by the steady pro- Rodney R. Peters, also honorary gress of roller skating in both member of the board; Fred A. quality and quantity of public ac- Martin, president; Alfred W. Kish, ceptance. The best barometer is operating several Ohio rinks; Earl the steady advance of skating J. Dunn, operator of Mount Clefrom a rank of 37th among partic-ipant sports in 1937 to a present Shuman, Sandusky, O., now an ranking of first, based upon ad- inactive member. Martin served mission figures, according to Fred as secretary-treasurer of the organization, in direct charge of the The present likewise appears central office until a couple of to be a period of healthy growth, years ago when he "retired," to be not merely a peak, with most recalled to service last year as rinks across the country enjoying president. His post as secretarygood business, aside from a few treasurer was, meanwhile, taken over by his son, Robert D. Martin, who had served a long apprenticeship in the organization and "Recreation for the Whole Fam- in the operation of Arena Gar-

> Perhaps one of the most impublications in the field, covering every phase of roller skating, has velopments.

Rules, Tests, Awards The elaborate system of rules, tests and awards developed by RSROA is recognized today as Skating remains primarily a one of the finest in any field of

Skating News, official RSROA

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

The 1952 championships drew 579 competing skaters out of a ards of modern skating. possible eligibility field of 765 regional winners-a high percentage of actual participation for the 63 titles awarded. These skaters represented the leaders in a national field of 25,000 registered competitors. Spectator attendance at the meet was estimated at 38,-900, one of the largest attendance figures for an American meet recorded by any organized ama-

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

### Drivin' Round The Drive-Ins

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

tion with the American Championships, usually in June or July. Not Only Trade Group

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

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

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

#### Technical Developments

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

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

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

### Roadshow Rep

car No. 1, writes that he attended of the old days of rep and road-Bailey's All-Star Minstrels pre- shows in recent issues," pens mier in Fort Myers, Fla., January 5. "The traditional '11:45' parade olis. "I was with Lincoln Carand two performances drew big crowds, with many of the patrons seeing a genuine minstrel offering for the first time," Jackson says. "The show, under management of was with several 10-20-30 shows Happy Kellems, who also is producer, boasts ace minstrel talent, lavish costuming and streamlined equipment. It clicks from its opening to its finale, 'Showboat Time in Dixie.' Featured end men inhas moved the offices of the clude Kellems, Slim (Deacon) Williams, Danny Evans, Claude West, Terry McCusker and Colonel Caspar, diminutive blackface comic. Band and orchestra is under direction of Gus Schultz. Among the musicians is Tony Ramirez, who has spent 25 years with the Merle efforts are all to the good." Evans band. Vocals are directed by Ernest McLain, with the dancing contingent under direction of Billy Armond. Mr. and Mrs. Si Rubens own the show, with Marshall Green as company manager. Showfolk on hand for the opening included Hi Brown, Bobby Burns, members of Rogers Bros. Circus and Amy DeGraff, former aerialist, who is living in retirement in Fort Myers." . . . Diamond Tooth Billy Arnte, veteran minstrel, and rep-roadshow performer, is wintering at his home in Columbia, S. C., and organizing a minstrel show to play Carolina spots. Opening is slated for the spring. Unit will be known as Carolina Follies No. 3. Billy says that his recently completed book, an autobiography titled "From the Log Cabin to the Mansion," will be published about the middle of

Ding all right in the Parkerssee how much they could do to burg, W. Va., area. He plays make skating enjoyable for their sponsor dates for the most part

### Rollercade of Akron Awarded **ARSA National**

NEW YORK, Jan. 24.—George F. Apdale, president of the United States Amateur Roller Skating Association, and Russell Golden, proprietor of the Arkon Rollerof the sports, as a major one in its | cade, came to an agreement at a January 14 meeting under which 1953 USARSA national championships will be held at the Rollercade, July 6-11.

The Mayflower Hotel has been selected as national headquarters during the championships.

The contests will be sponsored by the Arkon Chamber of Commerce. Along with the rink management, it will conduct an allout promotion deal with Arkon papers and many large commercial groups in the city, headed by the Goodrich Rubber Company.

Apdale said that the Rollercade is the best rink he has ever seen for the holding of a national championship. It has seating capacity of 5,000 and a plastic skating surface measuring 100 by 200 feet. The building has enormous dressing rooms and showers plus suitable space for booths and refreshment stands. Apdale estimates that with the fine promotional set-up, spectator attendance of 30,000 may be expected. Approximately 600 skaters will take part in the contests.

Friday night of competitions week will be the "Night of Champions," for which operators Golden has guaranteed a sell-out.

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

#### Non-Pro Competish For Philly Rollery

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

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

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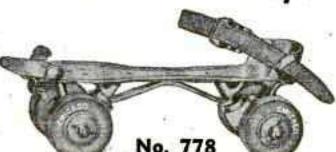
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### There is BIG Money in a ROLLER RINK =



Property Managed and Equipped With the BEST RINK SKATES. ASK US

Write us for Booklet No. 6 on Successful Rink Management. Recent improvement in our Skates make them stronger and better than ever.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St., CHICAGO, ILL. Manufacturers of All Kinds of Roller Skates

Will start casting in Fabruary for the 1953 season . . . 41st annual tour.

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

RABBITFOOT MINSTRELS

The Greatest Colored Show on Earth

Copyrighted material

### The Final Curtain

COULTER-Douglas.

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

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

DENNERT-Mrs. Anna,

\$1, mother of the late Arthur Dennert, who operated the Club Alexandria, Newport, Ky., January 20 at her home in Newport. Survived by a son, three daughters, a sister and five brothers. Requiem high mass January 24 at Corpus Christi Church, Newport, and burial in St. Stephens Cemetery, Port Thomas, Ky.

De SEGUROLA-Andreas,

79, opera singer, voice teacher and film actor, January 22 in Barcelona, Spain. Born in Valencia of an ancient noble family, Count De Segurola made his operatic debut with the Metropolitan Opera Company in 1901, following a successful singing career in Europe. From 1909 to 1920, he sang basso roles regularly in the company which included Enrico Caruso. In the late 1920's he went to Hollywood and appeared in a number of films with such stars as Gloria Swanson, John Barrymore and Orace Moore. His major credits included "One Night of Love" and "One Hundred Men and a Girl." In the latter, he appeared with Deanna Durbin, whose voice Count De Segurola was credited with developing. For some years he was under contract to Universal Studios as the young singer's coach. In the spring of 1951, he left Beverly Hills, after some 20 years, to return to his native Spain.

ENGLISH-William A.,

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

GLASER-Charles W.,

83, former producer of radio, automobile, trailer and outdoor sports shows, Janu-ar 22 in his Berwyn, Ill., home. He is survived by his widow, Edith.

> GONE TO HER JUST REWARD

### **IRENE** McDONALD

Beloved Wife, Sweetheart

and Partner of Elmer McDonald III

Theatrical Producer

ST. LOUIS, MO.

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

Thanks To All Performers And Friends For Their

Efforts To Comfort Me

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

Who passed away Feb. 1, 1950
A shadow rests upon our home,
We miss your smiling face.
Where'er we look, where'er we roam
We see your vacant place.
You always followed friendliness
In overy step you'd take
And did some worthy deed each day
For someone's else's sake.
You made this world so colorful
As the BEST PARTNER we ever knew.
We shall forever more be grateful

We shall forever more be grateful For the friend we had in you. Your Pals—Etta, Tom, Juanita, Grabo and Hedda Henderson.

In loving memory of the grandest little trouper in the world

#### TERRY KING

Born Nov. 12, 1918. Passed away Jan. 29, 1949. FAY MARCOTTI

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

MACK-Nila.

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

MANNERING-Mary, 76, one of the bright stars of the Broadway stage around the turn of the century, January 21 in Los Angeles. She was the former wife of James K. Hackett, a matinee idol of the same period. A native of England, she made her London stage debut at 16, under her own name, Florence Friend. After a succession of starring roles, she was seen by Daniel Froman who, in 1896, engaged her for his Lyceum Theater in New York. Using the name Mary Mannering, she became an important star, with many roles on Broadway and on the road, including "Trelawney of the Wells." She became Mrs. Hackett in 1901, and they toured together in several Shakespearean works and in "The Prisoner of Zenda" and "Rupert of Hentzau." Her final appearance was as Dominie in "The Garden of Aliah," in 1910, at New York's Century Theater. She was divorced from Mr. Hackett the same year. The following year she was wed to Frederick Wadsworth, head of the Detroit Motor Boat Company, who died in 1927, Sur-viving are a daughter, granddaughter and three grandsons.

MATAUSCH-Frank (Otari),

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

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

MYERS-George,

61, circus equestrian director, in York, Pa., January 17. He had been with Sells-Floto, Gentry, 101 Ranch and other shows. (Details in Circus section.)

ORTON-Mamie,

wife of Miles Orton, former owner of Orton Bros.' Circus, January 17 in a Dexter, Ia., hospital after an illness of 18 months. Survived by her husband; six daughters, one of whom is Gracie, of the high act of Ricardo and Gracie

RANDOLPH-William,

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

RUTHERFORD-Bert,

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

SHANKLAND-Richard.

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

### **Marriages**

CONNOR-CARR-

Joe Connor, night club singer, and Emily Carr, dancer, January 1 in Philadelphia

DALTON-PORTER-

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

DEVENNEY-LETTERIELLO-

Edward J. Devenney, merchandising di-rector of WFIL and WFIL-TV, Philadelphia, and Mary C. Letteriello, January 24 in Upper Darby, Pa.

DEXTER-LEE-

Actor Bradford Dexter and Peggy Lee, singer, January 4 in Los Angeles.

DUNLAP-BUNDY-

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

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

HARRIS-WHEATLEY-

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

JEFFRIES-DUNN-Allan Jeffries and Elaine Dunn, January

15 in New York, Bride is a featured dancer in "Pal Joey." MAUTNER-GOLDBERG-

Norman W. Mautner, head of the Mautner advertising agency, and Helen Goldberg, who does television commercial spiels under the monicker of Helen Gilbert, in Milwaukee.

MURRAY-DONNELLY-

Edward G. Murray, television film buyer for WPTZ, Philadelphia, and Merrie Roberta Donnelly, January 24 in Phil-

PAXTON-BELL-

Charles E. Paxton, son of Pat W. Paxton, candy butcher the past season with Louisville, December 4.

ROGER-JOHNSON-

Ted Roger, orchestra leader, to Annett Johnson at Corpus Christi, Tex., Jan-

SHARAR-Homer A.,

87, father of Homer R. Sharar, formerly a female inpersonator known as Roberts Roberts on the Dodson World's Fair Shows and now a restaurant operator in San Antonio, recently in Trenton, Pa.

SKELTON-H .B.,

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

THOMAS-Earl B.,

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

THRASHER-Allen W.,

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

TOY-Benjamin,

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

WARE-Charles B.,

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

WOOD-Arthur,

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

### Births

ARNEZ-

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

HARTLEY-

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

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

CHOUINARD-To Mr. and Mrs. Vincent J. Chouinard, a daughter, Cheryl Irene, January 8 in Detroit. Father is proprietor of the

Advance Novelty Company, and former partner in the Chouinard Bros.' Shows. A son, Ronald Jay, January 20 in Baptist

Hospital, Pensacola, Fla., to Mr. and Mrs. Bob Sugar, carnival people. GRAHAM-

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

REVLING-

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

### London Dispatch

Continued from page 2

you strike a mortal blow at an non and Claude Dauphin in the industry already reeling under the onslaught of TV. Which leads to the second reason—cinema inter- Director General Touchard has ests in this country claim they de- scheduled Armand Salacrou's pend on Hollywood's products.

Leigh announced a few weeks ago plays. One is for Madeline Rethat they planned to act in a re- nault and Jean Louis Barrault, vival of Sir James Barrie's "The the other, a lyric comedy titled TV, and Maurice MacMurray for Irvin C. Miller's Brown-Skin Models on Admirable Crichton" for the Corthe Gooding Shows, and Dottle Bell, of Constitution on Scripting his 127th play, "Pale lumbia Pacific Network. . . . Two Lesley Storm's "Favonia," which tion, the tale about a blood transthey say they are considering in fusion in a family of "noble evening "Mono-Drama Theater" its place.

**NEWS CAPULE** 

### Contest Chester Ads; Como for 'All-Star'

• Continued from page 4

curring with the commission that cial arrangement with Miss there is a great need for additional Mack's estate. channels for the use of TV booster stations, NARTB argued that FCC's, proposal to obtain the ad-ditional channels by narrowing present widths in the 7000mc. and the 2000 mc. bands is "neither desirable nor feasible at this time."

GENERAL BRONZE IN VIDEO BUY . . .

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

**CBS TO CONTINUE** 

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

### **Paris** Peek

· Continued from page 2

forces, returns to Paris with three plays, to be presented at the Theenthusiasm over a recent new law which has reduced the variety houses tax to 25 per cent. Up until now they paid an astronomical figure of 47 per cent. The outcome of such a high tariff was smaller music halls-from 23 in 1936 to seven at present. One of the most visible signs of the recent detaxation is the planned reopenings of the Theater Moncey, the Petit Casino and the Follies Jr. (D., Ga.) and Robert L. F. Belleville, at the moment being Sikes (D., Fla.). used for film houses.

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

Pierre Brasseur, on tour with a Sartre play, has set up one of the busiest schedules for anyone in Paris. He will direct the new Marcel Pagnol play, "Judas," at the Theater Sarah Bernhardt; play Rasputin in a pic by Jean Delanoy, possibly opposite Marlene Dietrich; direct and write a film in which Simone Signoret and Yves Montand are set to star, and play in as well as direct Shakespeare's "Henry V." . . . Jacques Duval's hit, "Tonight at Samar-cande," is scheduled for a Broadway presentation with Anne Verprincipal roles. . . . For his farewell to the Comedie Francaise, end on Hollywood's products. "Story of a Laugh." . . . Marcel
Sir Laurence Olivier and Vivien Archard is busy writing two blood."

acceptable to the FCC. While con- | The network is making a finan-

GREGORY T. LINCOLN

ON CROSLEY N. Y. SALES . . . CINCINNATI-Gregory T. Lincoln has been appointed to the Crosley Broadcasting Corporation's New York sales office handling television accounts. Lincoln has been affiliated with WPIX, New York, and prior to that was NEW YORK-General Bronze business representative in Copenmade its entry into broadcast hagen for the Danish TV Com-

> WESTINGHOUSE SETS TV OFFENSIVE ...

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

PHILLIPS HEADS GROUP HOLDING FCC PURSE . . .

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

The newly organized House Subcommittee on State, Justice ater Lancry. . . . French music and Commerce Department, which halls are going thru a tempest of has jurisdiction over the State Department's Voice of America, is headed by Rep. Cliff Clevenger (R., O.), who has sharply criticized waste and inefficiency of the Voice. Also on the subcommittee are Reps. John J. Rooney (D., the continual closing of the N. Y.), who was chairman of the subcommittee when the House was under Democratic control; Frederick R. Coudert Jr. (R., N. Y.), Paul Brown (D., Ga.), Sam Coon (R., Ore.), Prince H. Preston

EDUCATORS WARNED

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

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

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

Copyrighted material

Eleven persons closely connect-

Enos Blair and John F. White,

mer, State fair publicity director;

and grounds superintendent John

now before the Legislature for

changing the State Fair opera-tional set-up. These include re-

moval of the fair from politics

and enlargement of the present

Several recommendations are

#### INAUGURATION

### Ike, GOP See Circus Bulls, Unus, Roper

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

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

#### **Burma Brings Cheers**

since last summer, brought heavy cheers along the line of march.
An enthusiastic ovation came from the dignitary-packed White House reviewing stand. Hugo Schmitt, Mills' elephant superintendent, was in charge of the superintendent, was in charge of the superintendent of the superintendent in the Fort Garry Hotel.

The Barnes-Carruthers Theatrical Bob Lonmar, Royal American Shows; Paul Olson, Amusement Company of America; Patty Casey and W. H. Sorrell, E. J. Casey Shows; Jimmie Sullivan, Wallace Bros.' Shows of Canada; Wallace Bros.' Shows of Canada; tendent, was in charge of the in the Fort Garry Hotel. bull, and Jack Mills, co-owner of entry from Ohio. Title of the show was omitted.

Burma's buddies, Lena and Jenny, brought up the rear of the parade. They passed the White House at 7 p.m., four Sons; Ernie Young of the (Ted) Webb, frozen custard; hours and 39 minutes after the (Continued on page 52)

### **Texas Fairs** Move to Alter **Meeting Dates**

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

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

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

#### Popcorn Mfrs. Set Feb. 5 Meet

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

### MILLS BULL ACT

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

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

### POWERS SALUTES Huron Fair Probe Starts; 1953 Contracts Get Okays

tentatively awarded for the 1953 South Dakota State Fair were given formal approval here Monday and Tuesday (20-21) at the fair board's annual reorganization meeting.

OUTDOOR

Communications to 188 W. Randolph St., Chicago 1, Ill.

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

February 10.

Contracts confirmed were: Attraction contracts previously Grandstand to Barnes-Carruthers ed with the fair have been sub-Theatrical Enterprises; thrill poenaed to appear before the show to Aut Swenson's Thrill- committee. They are Ramey, cade; auto racing to Frank Wink-ley, and midway to the 20th Fair Treasurer L. H. Cornell; Century Shows.

James Ramey, of Wanblee, and board members who were dis-Adophy Nelson, Canton, were the missed by the new governor in two members who acted. Both the State fair ruckus: Bill Plumare appointees of Gov. Sigburd Anderson. The third member, Helen Cleland, acting secretary; Luther Johnson, whose term was former Secretary Frank Hafner, Luther Johnson, whose term was due to expire December 31, did and ground attend following Governor Evans. Anderson's failure to clarify his status. Early in January the new governor said Johnson was "still a board member" and promised further clarification but none has been forthcoming.

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

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

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

ing the '53 season. W. E. (Bill) Preston, manager of the American Royal Livestock Show, who has been named trustee and general manager of the stadium by the courts, closed with the auto race organization.

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

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

### Edgar Bergen To Headline Winnipeg Fair

three-member board.

**Red River Exhibition** Expands Facilities; **Eye Permanent Site** 

WINNIPEG, Jan. 24.—Edgar Bergen and Charlie McCarthy will be the headliners at the Red River Exhibition here June 6-13, exhibition officials announced this week.

The early announcement, reflecting the generally moved-up preparations for the annual event, was seen as another indication that the exhibition would be expanded considerably over last year, when the event was held for the first time.

The Granite Curling Rink will be pressed into use as an added exhibition building. Osborne Stadium and the Amphitheatre again will be used and a street between the stadium and a curling rink will be closed off to provide more space.

Key execs said that the expansion of the downtown site would lead, according to their plans, to a new site with permanent buildings in 1954, the site to be adjacent to a 15,000-capacity stadium now under construction.

The Kinsmen Club, sponsor of the exhibition, has enlisted the aid of other Winnipeg service clubs and is generally withdrawing its members as sole directors.

### Crafts to Host PCSA at Fair

LOS ANGELES, Jan. 24. -Orville N. Crafts, owner-operator of Crafts 20 Big Exposition and Fiesta shows, will again be host to the Pacific Coast Showmen's Association and Ladies Auxiliary at the National Orange Show in San Bernardino. Crafts' shows will be featured on the midway there. The showman has entertained the club on this date for the past several years.

Altho no date has been set for the event, it likely will be Tuesday, March 24. The Orang? Show Reilly was in charge of special A Century of Progress, the New opens Thursday, March 18, for 11

Sam Dolman, chairman of the PCSA committee, said there would be no caravan as in past years. Two members of the committee will be placed at one of the entrances to pass out ribbons to the visiting members. Entrance by pass will be from 1! a.m. until 2 p.m.

Crafts will host the group at lunch. That night a "Show within a Show" will be staged with the publicity director of the State funds being earmarked for the Fair of Texas, Dallas, and Ray sick and relief and cemetery

The two-day workshop for fair Billboard, 188 West Randolph publicity directors will cover Street, Chicago, at their earliest

There will be no charge for publicity men of the country and In addition to his work in the enrollment. Publicity directors Canada have indicated that they field of special event promotion planning to attend are asked to will attend and participate in and management of outdoor spec- advise the Outdoor Editor, The the discussions.

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

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

Burma Brings Cheers

Burma, official GOP mascot nce last summer, brought heavy

WINNIPEG, Jan. 24. — The concessionaires present included Carl Sedlmayr, C. J. Sedlmayr, the Barnes-Carruthers Theatrical Bob Lohmar, Royal American

the show, walked alongside. The was provided by J. C. McCaffery Dowis Sky Wheels and J. G. elephant carried banners identi- of the Amusement Company of Greenway, Gayland Shows. fying it as mascot and as an America. Those who made pres-entry from Ohio. Title of the entations for the grandstand con-Miske, Hand Fireworks; O. J. entations for the grandstand con-Flint, Boyle Woolfolk Agency; Chicago agency bearing his name; Charlie Zemater, Charles Zemater Theatrical Agency; Irving Grossman of the Irving Grossman-Gus Sun Agency, and L. N. Fleckles, Fleckles Agency.

a marathon meeting Tuesday (20) early in the morning and terminated a few minutes past midnight, during which time the committee members listened to seven presentations.

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

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

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

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

Other carnival reps, exhibition suppliers, attraction agents, and

#### **BUY FIREWORKS** ON CIRK BASIS, INK INTERSTATE

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

Competition for the midway R. D. Dowis and A. G. Osborn,

tract were Fred H. Kressman, Godin, Interstate Fireworks Com-Barnes-Carruthers rep; George pany; Frank Duffield, Thearle-Duffield Fireworks Company; M. W. Townsend, Townsend Concessions, and Pat and Bill Marks of F. L. Marks Caterers.

George Ross, Lloydminster, was elected president of the B circuit at the conclusion of that group's The attractions committe held meeting. Other officers named were Lorne Small, Prince Albert, before awarding the grandstand first vice-president; Clarence contract. The session started Hyde, Portage La Prairie, second vice-president; Edward P. Rae, Estevan, third vice-president; Keith Stewart, Portage La Prairie, are to add bleachers to up the secretary-treasurer.

### Col. Jack Reilly an associate member of the circuit which embraces Calgary, Brandon, Edmonton, Saskatoon On Clinic Program

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

outdoor festivals will be one publicity director. of the discussion leaders at Monday and Tuesday, February under the sponsorship of The Billboard.

events at the New York World's Fair, Chicago's A Century of Progress, Chicagos Railroad fairs and the Centennial of Engineering

Managed Big Spec

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

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

Headed Major Drives

CHICAGO, Jan. 24.—Col. Jack | tacles, Reilly has directed many Reilly, outstanding authority on major drives. Most recent of these special events at world's fairs and was the Illinois Civilian Defense other large-scaled expositions and Program, for which he was the

Reilly for the past few years the Publicity-Advertising-Promo- has been serving as administration Clinics for Fairs to be held tive assistant of Chicago's Museum of Science and Industry, the 23-24, at the Hotel Sherman here director of which is Maj. Lennox Lohr, internationally renowned for his management of Chicago's York World's Fair and Chicago's days. Railroad fairs as well as for his management of the museum.

Reilly will be the discussion leader on special events the Publicity-Advertising-Promotion Clinic for Fairs. His subject will be, "Special Events Breathe New Life into Fairs and Build Their Attendance.'

Ricks, Speer to Lead

Included among other discussion leaders will be Thad Ricks, Speer, publicity director of the funds. Minnesota State Fair, St. Paul.

every phase of advertising, pub- possible convenience. licizing and promoting fairs. Already many of the top

### PEANUTS - POPCORN - SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

corn Machines - Cotton Candy CATALOGUE!

Five Sizes Boxes - Complete Cones - Candy Apples Equip-Line of Supplies - Midway ment & Supplies - Fresh Marvel Candy Floss Machine— Roasted Peanuts — Attractive Snowflake Snow Cones — All Circus Bags — Candy Floss Makes Ice Shavers—Star Pop- Supplies. SEND FOR FREE

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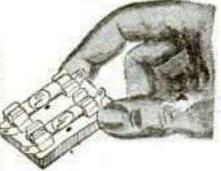


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Watch Concession's Weekly Ad WE'LL PROVE IT! Reason ONE of a DOZEN!

This fuse box (illustrated) means SAFETY with Concession Model 120 Candy Floss Machines. A 5 amp, fuse protects the motor and a 12 amp, fuse protects the ribbons, or heating elements. This easy-to-get-at fuse set-up protects the Model 120 at all times from power line overloads. A 120 is cheaper from the start, since you don't need a voltage booster for regulation and you don't get the burn-outs with this fuse arrangement. When you want a winner . don't get a beginner . . . buy from Concession



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Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machine headaches are eliminated with the Whirlwind—there is no other machine even close to it when it comes to production, ease of operation and freedom from breakdowns. You will buy the Whirlwind some day, so why not buy it first and save money. Remember—it is guaranteed to please you or you get your money back

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### Located on three acres of land bounded by two trout streams. Theatre is fully equipped, of concrete construction, includes projection room, 35 mm. machines, 16 mm., stage, etc. Seats 450. Eight (8) new concrete cabins, each containing large sitting room, with wood-burning fireplaces, 2 or 3 bedrooms, bath, kitchen, etc. All attractively situated in the Pocono Mountains, 5 miles from Camp Taniment and Camp Unity. Within an area of 10 miles there are 100 resort hotels which are open from May until the end of September. For further description, prices and terms write, wire or phone: SUMMER THEATRE AND CABINS FOR SALE

HAROLD AUTEN BUSHKILL, PIKE COUNTY, PENNA.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

### Brisk Contracting, Optimism at Detroit

over the 1953 outlook for Michi- two decades. gan fairs was voiced at the 68th annual convention of the Michi- secretary of the Ionia Free Fair gan Association of Fairs here and a past president of the asso-Sunday-Tuesday (18-20) at the ciation, describe the success of Hotel Fort Shelby. This feeling a parade at her fair. She stressed was reflected in the brisk con- a parade's value in advertising tracting reported by carnival the fair and building attendance. reps, attraction bookers and A variety of entries are necessuppliers.

stepped-up public relations moved the association to push floats. Advance planning is ways of obtaining home-town coverage of fair meetings and of association committee activities. Dick Frederick, public relations director of the Michigan State Fair, was pressed into service to assist in this program.

To Draft New Bylaws

Incorporation of the association during the next year was voted. A committee headed by Clarence Harnden, of Saginaw, was authorized to draft a set of proposed bylaws. In line with up-dating the organizational set-up, delegates voted that only persons active as officers of member fairs for at least three years be eligible for office.

Shifting of the annual Fair School, hitherto held at Lansing, to an unselected Northern Michigan town was approved. Proposals to divide the school into two units, one to meet in the Southern and one in the Northern part of the State, were voted down. Retiring President Irving L. Pratt pointed out that the up-State fairs are, in a form of reciprocity, agreeing to the long-standing tradition of holding the annual convention at Detroit, despite its location in a corner of the State.

Acts to Avoid Conflicts

Liaison work to schedule the annual convention in the future to avoid conflicting dates with States was approved in another resolution.

Aid of the Michigan Department of Agriculture in securing publicity for the State association as well as for the activities of member fairs was requested in another resolution.

#### Elect Parish Prexy

of the Midland County Fair, Mid-Elected as vice-presidents, in or-der, were: Joy O. Davis, Mason; Roy H. Brigham, Marshall; John Reed, Kalamazoo.

re-elected secretary- reach the grounds.

DETROIT, Jan. 24.—Optimism | treasurer, a post he has held for

Delegates heard Rose Sarlow, sary, she insisted, suggesting the Awareness of the need for use of farm machinery, antique cars and bicycles, bands, and necessary for the band participation, since schools are closed in fair time, she counseled.

#### Reports on Gate Tax

Clarence Harnden, a past president of the International Association of Fairs and Expositions (IAFE), reported on the activity of that body, and presented his analysis and interpretation of the admission tax applications at

The necessity of leadership was stressed by Clarence Bolander, in charge of fairs for the Michigan (Continued on page 54)

### **Extra Events** Aid Danville **Build Income**

DANVILLE, Va., Jan. 24.— Events staged apart from the actual operation of the Danville Fair have become increasingly important to that operation, Curtis L. Finch, president, reported here this week.

The 1952 event got an extra other fair conventions in other rain washing out the earning caheavy dose of bad weather with pacity on several occasions. With heavy operating expenses fixed and no opportunity to recoup possible losses for at least another year, Finch said extra curricular activities had virtually become a necessity.

The grounds are used for a weekly stock sale which he runs. H. D. (Dee) Parish, secretary Altho there is no connection here with show business, the other land, was elected president to events staged fit the crowd-atsucceed Pratt, interrupting the tracting pattern. They include usual advancement of officers barn dances and some athletic thru the five vice-presidencies. events. A roller skating rink was recently added and this, Finch says, is doing well.

The multiple events make the Minnema, Traverse City; Moxey plant well known to potential pa-Mulroney, Saginaw; and Sherman trons for miles around with the result that when fair week comes Harry B. Kelley of Hillsdale everyone knows exactly how to

No 1 Cards, heavy white, black back, 5½x7½ No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as \$1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5½x14½, 10¢ ea.

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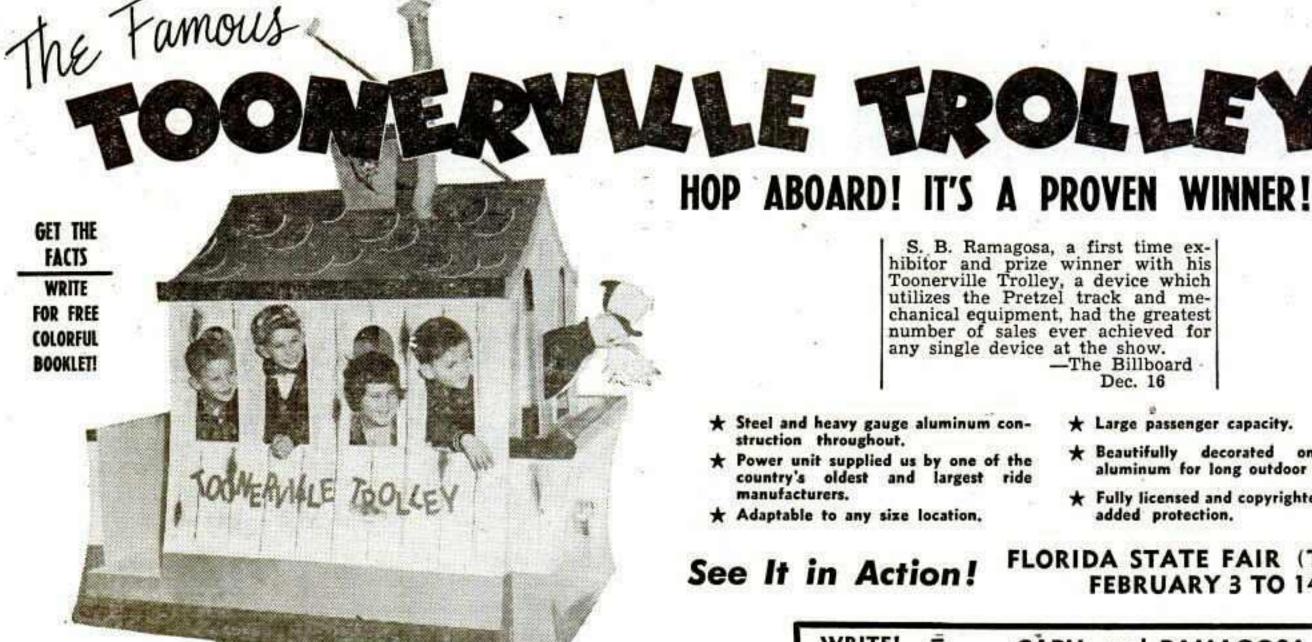
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MOST MERITORIOUS NEW DEVICE, N.A.A.P.P.B., CHICAGO CONVENTION 1952 FIRST PRIZE WINNER,



S. B. Ramagosa, a first time exhibitor and prize winner with his Toonerville Trolley, a device which utilizes the Pretzel track and mechanical equipment, had the greatest number of sales ever achieved for any single device at the show.

LE TROLLEY

-The Billboard Dec. 16

\* Steel and heavy gauge aluminum construction throughout.

\* Power unit supplied us by one of the country's oldest and largest ride manufacturers.

\* Adaptable to any sixe location.

\* Large passenger capacity.

\* Beautifully decorated on treated aluminum for long outdoor durability.

\* Fully licensed and copyrighted for your added protection.

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FLORIDA STATE FAIR (TAMPA) **FEBRUARY 3 TO 14** 

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Complete: Ready to go! PRICE INCLUDES:

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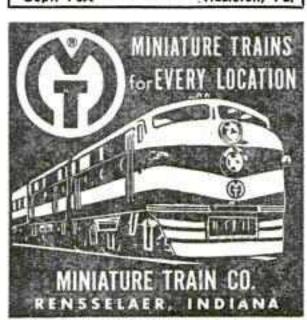
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Horses come equipped with a full depth hole in front of saddle for rod suspension mounting. Also equipped with a pocket in underside for underneath mounting. PRIMED ... \$31.50 EACH) Sent Via PAINTED ... \$37.00 EACH) Collect Four Color Styles Available, Also may be had in larger and smaller sizes. Send for FREE BULLETIN NO. S-3. (°Copyright)

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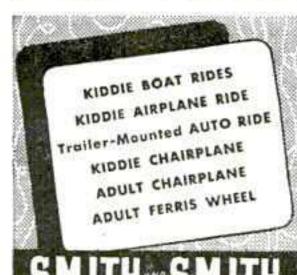






The most complete machine shop in the South building SUNSHINE RIDES. Quick-est set-up. Operated by anyone. SUN-SHINE RIDES are ready for spring or immediate delivery. Complete sets of rides for any amusement place, Sunshine Electric Choo Choo, Whirler, Electric Boat, Kiddie Wheel, Bucking Horses, commutators for all rides. We buy and sell used rides. Send for literature today. Repairing and building for others LOST — Black, woolly Monkey, does a roll-over for food, \$25 reward.

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BUY a Carbrick Wheel for 1953. Ford industrial power equipped. Also one Wheel used one season. We also manufacture Chair Swings and Kiddie Merry-Go - Round with

jumping horses.

GARBRICK ENGINEERING Centre Hall, Pa.

#### RUBBER CHICKEN CIRCUIT

### Eastern Fair Fetes Score Big Success

Banquets staged at many of the booked solid. Eastern fair meetings this year were a big success. The North Carolina fun session was particularly notable. Revived only last year after a long lapse, it had a bookers who presented them, paid attendance of 308, plus 40 were the Marie Shaw Dancers, the or more non-paying guests made Chordsmen, the O'Connor Twins, up largely of State officials. Chairman Norman Y. Chambliss and Dr. A. H. Fleming were applauded for their efforts.

Dr. Fleming was also applauded, and "ragged a bit," to use his own words, as news of his recent fatherhood was announced. Believed by many to be an octogenarian, altho he is non-committal on this point, the Louisburg father of a son, Arthur H. III. The doctor, who very much enjoyed the homage paid him, said he didn't think he rated all of the acclaim. "After all, there is only 34 years difference between the ges of the new baby and my last son. And if you say it real fast it doesn't sound like much."

The doctor stayed thru the meeting and then left Saturday (17) to bring his wife, Mary, home from the hospital. Mary has a long acquaintance with all of the fair people and most of the showmen who played North Carolina.

#### Travel Tough

Highway travel from Raleigh to Richmond, normally easy, was a bit of a nightmare Saturday (17) as showfolks headed for the Virginia meeting. No one got away early enough to beat a 600vehicle army convoy that was spread out over 75 miles of highway. The enforced delays added hours to the trip. Agent Bob Conto, driving an Irish Horan Hell Driver automobile containing a sound system, kept soldiers entertained (?) for many miles reciting a recruiting spiel designed to spur enlistments for the Marines.

A number o. showfolks attended the annual dinner of the Circus Saitns and Sinners in Richmond Saturday night (17). Among them were Mr. and Mrs. Frank Bergen, of the World of Mirth Shows; James E. Strates, of the James E. Strates Shows, and Mr. and Mrs. John Marks and Art Lewis, of the Marks Shows. L. T. (Pete) Christian, who has a wide acquaintance among the traveling brethren and whose Richmond funeral home is the clearing house for many hundreds of pieces of mail addressed to showpeople, and Mrs. Christian were also on hand.

The Ernie Young booking agency, Chicago, was represented at the Eastern meetings for the first time by Lenny Smith, of New York. Besides the Hamid forces, other bookers represented included Harry Cooke, of Cooke & Rose, and Frank Mellville. Harry Cooke, with his novelty giveaway gimmicks, found acquiring an audience comparatively easy.

#### Load of Paper

Louis Rosenberg, of Triangle Poster Printing Company, was traveling with a truckload of paper to advertise his fair and show clients and indeed everyone else who needed lobby recognition. At each spot where lobby displays were allowed, it was an all-night job to get things in shape.

Norman Y. Chambliss, operator of three North Carolina fairs, offered Frank Bergen, general manager of the World of Mirth Shows, \$1,000 in cash if he would agree 2011. Broadway Long Beach, L. .. N.Y. to play his fairs. Bergen had to Phones: LOng Beach 6-7361 and 6-5594

RICHMOND, Va., Jan. 24.- | decline, however, since he was

The Pennsylvania banquet, as usual, was the biggest on the Eastern circuit. The acts which worked the lengthy show, and the Ray Parker, ventriloquist, and Ming Sing Troupe, George A. Hamid & Son; George Larch, wire and juggling; International Rollos, skating; Paul Acosta, according to Claric French cordionist; Gloria French, vocalist, and Jean Jannis, acrobatic balancing, Cooke & Rose; Arabella, folk, Gus Sun; Oley Valley Hoedowners, Nunnemarker Artist Bureau, and Mabelle Seiger and the fair operator last week became the Sons of the Plains, Mel Sober. Bill Behney filled in as company man-

> Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, and Howard M. Singmaster, president of the Allentown Fair, headed for Florida after concluding contract negotiations in Allentown. Frank Bergen, WOM general manager, at-tended the Pennsylvania meeting for the first time in several years.

#### ON THE RISE

### Commercial **Exhibits Cited** At Neb. Meet

LINCOLN, Neb. Jan. 24. -Commercial exhibits are assuming an ever-increasing importance both to fairs and exhibitors, delegates to the annual convention of the Nebraska Association of County Fair Managers here this week were told by H. C. McClellan, association secretary.

Several delegates, speaking from the convention floor, supported McClellan in his views. They cited their own experience, reporting that their commercial exhibit buildings had proved a sound investment as well as a source of strong interest to fair patrons and a powerful salesroom for exhibitors.

#### Mossbank, Sask., Elects

MOSSBANK, Sask., Jan. 24.-George Connor was re-elected president of the Lake Johnson-Sutton Agricultural Society here. T. A. B. Waddell is vice-president and Mrs. F. N. McKinnon secretary-treasurer.



\* WHIRL-A-ROUND \* FERRIS WHEEL

\* LOCOMOTIVE TRAIL \* ROCKET FIGHTER . CIRCUS RIDE

ON PARADE \* JET AEROPLANE \* CHAIR-O-PLANE \* ELEPHANT RIDE All our rides are complete including fences, electric signs ready to operate with no extra expense. Rides built to last a lifetime and all parts are standard, Illustrated circular free.

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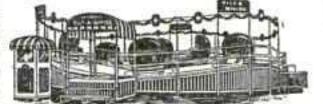
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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color. STOCK TREET'S

WELDON, WILLIAMS & LICK 1 ROLL .......\$1.50 EACH ADDITIONAL ROLL SAME ORDER AT GOC PER ROLL FORT SMITH, ARKANSAS Tickets Subject to Fed. Tax Must Show Name of Place. Established price, Tax and Total. Must be Consecutively Sumbered from 1 up or from your Last Number

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"Best Buy in Rides Today" \* Yery Popular and Profitable



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# "Big-Ride" Performance! ALLAN HERSCHELL KIDDIE RIDES



SKY FIGHTER A sensational aerial ride! Combination of hydraulic lift and fluid drive simulates natural air flight. Electrically operated guns.



KIDDIE AUTO RIDE Trim roadsters and colorful fire trucks bring the kids back again and again! Cars are cast alum-inum. Fluid Drive mechanism.



KIDDIE MERRY-GO-ROUND Always a money-maker. Built like famous AH "'Ideal" Carrousel. Has 20 jumping, all-aluminum horses, 2 chariots. Fluid Drive.



LITTLE DIPPER

KIDDIE BUGGY RIDE Eccentric wheel under ponies gives this "flat" ride plenty of action. Buggies and ponies are brilliantly decorated. Fluid Drive.



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KIDDIE JEEP RIDE Familiar to all children as the famous Jeep of World War III Here It is in another money-making Kiddie Ride by Allan Herschell.



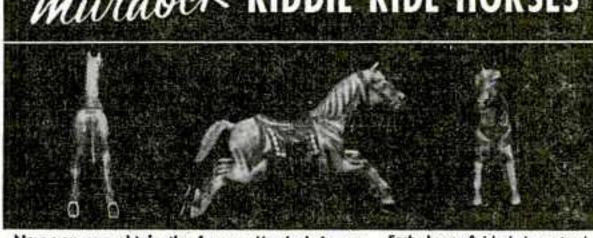
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Made by the makers of CARROUSELS, WHIZ BANG CATERPILLAR, MOON ROCKET, LOOPER, HURRI-CANE, WATER SCOOTER and other famous riding devices.

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Now you can obtain the famous Murdock horses for your own rides and other uses. These attractive, durable, cast aluminum horses are the most realistic, well proportioned horses ever offered. Overall dimensions: 38" long, 25" high (141/2" to saddle), 8½" wide, Individually boxed-approx. 30 lbs.

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We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN AGER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at \$5,750.00. For particulars phone,

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FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit Capture volume business and profits with Multiplex.

Draws any size drink con-tinuously without turning lever off-10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also 17, 45 and 60 Cal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE.
GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA, VERNORS and Root Beer for HIRES, RICHARDSON ROCHESTER, BUCKEYE, DAD'S, LYONS, CANADADRY, TRIPLE AAA, MENLO, BOWLEYS, HUNTER, NESBITTS.

Manufacturers: MULTIPLEX FAUCET CO.



### B&B Wire Rope FOR YOUR RIDES Prompt Shipment for: Midway Mike Says:

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RIDEE-O-RIDE

Broderick & Bascom Rope Co.

Replace worn ropes

will cost you dough;

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Airport Way at Edmunds St.

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An idle ride

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SEND A 2c POSTCARD! RECEIVE \$1.20 SAMPLE! (New Exclusive Money Maker for Concessionaires!

NOVEL DEEP FRY OPERATION (Two seconds' time-POP!-It's ready to sell!

ATTRACTS, FASCINATES THE CROWD! (Non-perishable! No waste! No loss!

PROFITABLE! A PROVEN REPEAT SELLER!

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H. J. Kuhns 1825 Linden Street

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HOW TO WIN AT ANY KIND OF SPECULATION, 24-p Well bound, 8½x11.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc.

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Signs Cards, Illustrated, Pack of 36 . . . . 154
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MENTAL TELEPATHY Booklet of 21 p. 25c
Shipments Made to Your Customers Under
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Deposit. Our name or ads do not appear
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If you are looking for an outstanding container, try POPCORN CONES. They are easy to fill and handle and best of all are made from brightly colored glassine paper that gives them a certain "try me" appeal which means more sales for you.

are sold coast to coast and made by BRITZIUS MFG. CO. Dover, Minnesota -Not just a box or a bag-

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Distributors of Gold Medal Products—
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prices. Top quality merchandise. L. D. HARRIS POPCORN CORP. 314 West 44th St. JUdson 6-0527 New York

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### **Bookers Busy** At Illinois Fair Meeting

SPRINGFIELD, Ill., Jan. 24.-Good attendance of fair men at the meeting of the Illinois Association of Agricultural Fairs here this week made for good busniess for attraction reps and show supply firms.

Barnes-Carruthers Theatrical Enterprises kept busy signing much old business as well as adding a number of new accounts during the confab. Billy Senior and Stu McClelland were on hand for the office and reported inking variety shows into the Pecatonica and Knoxville annuals and also signed the Soldiers and Sailors Reunion in Salem. Hoaglan's Hippodrome was inked into the Peoria, Marshall and Melvin fairs with a variety show also set for the latter spot.

#### Swenson Inks

Aut Swenson, head of the auto thrill show bearing his name, closed with four Illinois annuals new to his route. These were Jerseyville, Brownstown, Farmer City and Lincoln. He also announced signing recently with Missouri fairs at Bethany, Springfield, Cape Girardeau, Mexico and Memphis.

Boyle Woolfolk and Cal Razor, of the Boyle Woolfolk Agency, signed the South of the Border Fiesta show to play the Fairbury fair. Office also closed to provide variety shows at Farmer City, Fairbury, Newton and Warren. Other attraction and carnival

(Continued on page 53)

#### Morris Mandell Dies in Baltimore

NEW YORK, Jan. 24.-Morris Mandell, for 15 years head of the Morris Mandell Company in New York, manufacturer of bingo equipment and merchandise supplier, died in Baltimore Friday (16). He was 64 years old. Mandell, who had been on a business trip, suffered a heart attack and died en route to a hospital.

His son, Louis M., and his sonin-law, Jack Manger, will conduct the business.

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### Thayer Named Head of Mass. Fair Group

SPRINGFIELD, Mass., Jan. 24.— Charles P. Thayer, president of Hillside Agricultural Society, was elected president of the Massachusetts Agricultural Fairs' Association as the group held its 33d annual meeting here Tuesday and Wednesday (20 and 21). He succeeds Edward J. Carroll, president of Great Barrington Fair As-

Other newly elected officers are Jack Reynolds, West Springfield, first vice-president; Richard H. Campbell, second vice-president, and Edwin M. Dwyer, Topsfield, third vice-president. Paul Corson, Topsfield, was re-elected secretary-treasurer. The nominating committee was composed of Al Lombard, chairman; Willard Pease and Horace Keene.

On the executive committee are Carroll, chairman; John L. Banner, Northampton; Fred B. Dole, Shelburne; Frank H. Kingman, Brockton; Milton Danziger, Wey-(Continued on page 52)

### Talent Topics

Hank and Thelma Craig, of the Craig's Chimpanzees act, are working at the Rare Bird Farm, Kendall, Fla. They have also played some club dates and TV programs, one of which was an appearance on a cerebral palsy telethon in Miami, From Kendall they go to Cincinnati for a sixday stand for Barnes-Carruthers in April, then to an indoor circus in Chicago for the same office.

Loretta LaPearl, wife of Vernon Colbert, magician and producing clown, recently appeared on the "You Asked for It" TV network (Continued on page 53)

### Carnival Routes

Send to 2160 Patterson St Cincinnati 22. O.

Routes are for current week when no dates are given. In some instances, possible mailing points are

Big State: Del Rio, Tex. Prell's Broadway: Mulberry, Fla.

Glades Am. Co.: Immokalee, Fla.; Miamt, Peppers All States: Mobile, Ala., Feb. 4-17. Stephens, C. A.: (Fair) Inverness, Fla.

### Circus Routes

Send to 2160 Patterson St Cincinnati 22. O.

Circus Enterprises, Inc.: Vero Beach, Fla., 26; Melbourne 27; New Smyrna Beach 28; Casselberry 29; Sanford 30; Bartow 31; Auburndale Feb. 2. Harris & Rowe: Cookeville, Tenn.; Somer-

set, Ky., Feb. 2-7. Polack Bros.' Western: (Aud.) Hammond, Ind., 26-Feb. 1; (Coliseum) Fort Wayne

#### Miscellaneous

Scott, Tommy: Greensboro, N. C., 27; Reidsville 28; High Point 29; Morganton 30; Salisbury 31.

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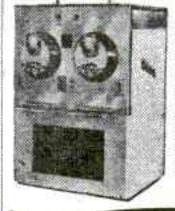
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### Early Start Expected On Chi Kiddytown

been requested for construction for using strip tickets, priced at of Kiddytown at the proposed 10 for 98 cents. Harlem-Irving Shopping Center in suburban Norridge and construction is expected to get underway about February 1, Morton Fink, manager of the kid Construction of the shopping censpot, said this week. Layout will cost an estimated \$250,000 and completed until early 1954, but Park-O-Matic, Inc., organized will be part of the multi-million dollar center.

Fink said eight rides had been bought and other deals were pending. Line-up will include Allan Herschell Kiddie Tanks, Eyerly Midge-O-Racer and a Miniature Train twin Diesel kiddie train, each of which will be the first of its type in the Chicago area, according to Fink. The train is equipped with two power units and may be operated as one or two trains.

#### Consider 3 Devices

Other rides already purchased include a Philadelphia Toboggan Little Dipper, Mangels Whip and Herschell Merry-Go-Round, Boats, and Sky Fighter. Tilt-a-Whirl, Handcar and Ferris Wheel for violations will be not over are being considered An Arcade will include several coinoperated rides as well as other equipment. Live ponies also will be used on the 5-acre tract.

A 150-foot curved tunnel, bridge and elaborate depot will highlight the 2,000-foot miniature railroad. A 35-foot electric sign will include an animated clown

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#### **Houston's Finest Small** KIDDIE \* LAND FOR SALE

Live Ponies and 8 Mechanical Rides— well established in nice section on S. HWY. 75. WALTER H. SEMEYN

CHICAGO, Jan. 24.—Bids have and the spot's title. Plans call

Parking space for more than 1,600 cars will be included in the shopping area and 450 spaces will be especially for the Kiddieland. ter itself probably will not be ation by spring. A target date of May 1 has been set, Fink said.

### Wildwood to Have Curfew

Wildwood beach from May thru measure prohibits bathing, swimming, walking, driving or other activity on the beach from 10 p.m. to 6 a.m. daily for the five-month \$200 in fines or not more than 30

westerly side of the Boardwalk, quired for departure from the lot. and all Boardwalk approaches. by summer visitors.

#### Sheaks to Manage New N. C. Funspot

ST. MARYS, O., Jan. 24.—Floyd Sheaks, concessionaire and ride rick Company, Berkley, for comowner with various carnivals for pletion of the wiring and control this season. Sunapee State Park a number of years, this week ac- mechanisms. The Warrick firm said that 3,100 skiers spent \$5,769 cepted the managerial post at the has been in the vending machine over the four-day New Year's new beach location to be set up field as a supplier for years, week-end, while Cannon Mounby Sea Shores, Inc., Camp Le-June, North Carolina Marine trols for automatic beverage dis-

on the new plot will be started early next month and that rides will be installed as soon as the spot is put in shape. Sheaks said the ride line-up will include Merry-Go-Round, Ferris Wheel, Rolloplane, Ridee-O, Chairplane and Kiddie Train and Chairplane, all of which will be companycessions will be booked to supplement those which are owned by the operating company.
Picnics and outings are planned

and free attractions are under consideration, Sheaks said.

Moore, press agent for Pontcharand other events.

#### COIN PARK LOT

### **Detroit Debut** For First Unit; Set Production

DETROIT, Jan. 24. — A coinoperated parking lot was given its first public workout last week. Kiddytown expects to be in oper- here about a year ago, placed its first unit in a test operation in a leased parking lot at Jefferson and Adair Streets, two miles from the downtown district, and is planning to market the device.

The unit consists essentially of a single gate across the entrance roadway of the parking lot. When a dime is inserted, the arm rises, WILDWOOD, N. J., Jan. 24.— permitting the driver to park. A curfew will be imposed on the Then the gate descends. A similar procedure is required of those September following passage of leaving the lot, making a total an ordinance this week by the charge of 20 cents for parking. Wildwood City Commission. The This is flexible, however, the mechanism being adaptable to any desired coin combination up to a 50-cent piece.

A dual coin box is used in the period. Penalties to be imposed installation, assuring a double for violations will be not over protection in case of mechanical difficulty. It can also be adjusted days in jail for default of fine. to work with a single coin, where The ordinance covers to the a separate payment is not re-

Developers of the device are It was introduced to curb bad Dr. Richard E. Straith and Harry conduct on the beach after dark Tennyson, who is president of Auto Truck Rentals and associated with a large parking garage organization.

The Park-O-Matic idea, following its conception by Dr. Straith, was turned over to Woodrow Warreck, of the Charles F. Warmanufacturing liquid level conpensers, and is expected to manu-Sheaks said that ground work facture the device.

#### Sarasota Kiddie Funspot Opens

owned. He added that some con- their parents were on hand to E. Bierley said the blaze started view the enterprise, which is managed by H. J. Lynch.

Rides include the Seminole Chief, a replica of a Diesel train which is powered by a fourcylinder gasoline engine; a Kiddie Merry-Go-Round; Boat Ride, NEW ORLEANS, Jan. 24.—Gar and Sky Fighter, a plane ride.

Coupons appearing in The Sara-Grounds race track in New Or-leans. He has been handling pub-ing week-end. Budget books for licity for the track. Moore also children under 12 (50 rides for has handled appearances here of \$4.50) were sold at the opening. Gene Autry, Sadler's Wells Ballet The park is open from 1 p.m. to 10 p.m. each day.

### Rockaways' Lounge Set For Opening in March

NEW YORK, Jan. 24.—The Cir- | will contribute "Atom Juice" and cus Cocktail Lounge and Restau- the "Flying Saucer," a foot-long rant at Rockaways' Playland, frankfurter, curled to resemble a Queens, is scheduled for a March disk, and served on a round roll. opening, A. Joseph Geist, Play- Under the supervision of M. W. land president, announced this Martin, food concession operator, with three-dimensional animated of 20, capable of accommodating displays.

Menus will be cut in the shape of circus tents and the lack ceiling will feature illuminated stars. trapeze act and a Roller Coaster in motion.

the emblem of Playland, a laughing clown's head against a red and white striped background. Walls will be lined with multicolored murals depicting circus scenes.

Carnival Theme

drink counter will carry out the funspot. theme. Such cocktails as "Hell'n' land rides. The soft drink counter | Elizabeth Toomey.

week. The motif will be circus, the restaurant will have a staff 155 persons.

Meanwhile, Geist said that plans for the 1953 Mardi Gras, to run for seven days starting Labor Display niches will be cut in the Day, are under way, and that the walls to accommodate miniature local American Legion Post will moving Carousels, an animated act as co-sponsor of the event.

Geist appeared in . viden program over WPIX Monday (19), Tablecloths will be woven with while Dick Geist, Playland vicepresident, appeared over WPIX Wednesday (21).

Scenes from the park appear in Cinerama, now playing in New York, while another three-dimensional film, slated for showing here the end of February, will Both a 30-foot bar and soft also include shots taken at the

The park's year-round operation

### **Jeff Beach Shines** For Early Opening

Rides, Stands, Paint Added; Picnic, Beach Pitches Framed

opening scheduled for Easter Sunday (April 5), Manager Harry Stahl said this week.

The funspot has been repainted and has undergone the most extensive renovation since its acquisition by the present man- last year, has receded 27 inches. agement. Two new rides, Pretzel and Rollo-Plane, are being added. Another innovation will be a short range shooting gallery equipped with pistols only.

Four new concession stands for soft drinks are being erected by Sam Kutzen, concessionaire. These are being placed to complete the screening off of the parking lot from the amusement area, giving the effect of a closed circular midway. This is designed to keep cars out of sight of

### Ski Resort Spots Report Big Takes

CONCORD, N. H., Jan. 24.—Ski resorts have done record business in New Hampshire so far this

Belknap Recreation Area reported 1,800 skiers spent \$2,100 on January 4. Previously, a \$1,000 day was considered excellent. The Cranmore Mountain Skimobile has been used by from 3,000 to 4,000 persons daily tain grossed \$8,414 from 3,200 persons in the same period.

#### Fire Causes \$500 Damage to AC Pier

ATLANTIC CITY, Jan. 24.-A fire of undetermined origin SARASOTA, Fla., Jan. 24.-The broke out late Saturday (17) on Sarasota Kiddieland held its the darkened Million Dollar Pier grand opening here Saturday (3) here and left damage estimated as a hefty crowd of moppets and at \$500. Deputy Chief William in storage space underneath the Hippodrome Theater. Firemen ran lines from high pressure mains nearby, across the Boardwalk and onto the pier.

Bierley said it was necessary to cut away a large section of the pier decking to get into the stortrain Beach here, is to be named sota Herald-Tribune were good age space, which contains amusegeneral manager of the Fair for one free admission on a ride ment devices and display materials used during the summer.

DETROIT, Jan. 24.—Jefferson midway patrons, thus eliminating Beach Park will get off to an any suggestion for an early early start again this year, with departure.

#### High Water Recedes

Bath house is being rebuilt and about 500 new locker rooms are being added, while the beach is being rehabilitated. High water, which made the beach unusable

Picnic promotion will come in for top attention this season, Stahl said. Earl Urquhart has returned as picnic promotion manager after an absence of two years. Emphasis will be on commercial, school and church picnics. About 500 picnic tables are being added in the grove.

Norman Bakman, manager of the boat concession company, will have a new 40-foot cruiser for charter service on the lake. Bakman also has been appointed harbor master by the city of St. Clair Shores, in which the park is located.

Reg. U. S. Pat. Off.

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#### ELEPHANTS, ACTS

### Wash. Inaugural Takes Circus Twist

Continued from page 4.

past the stands long after darkness, President Eisenhower was still there and he stayed a moment after the rear guard of police passed. The elephants carried banners which omitted the the 1949 parade. A high point the blizzards that have rapped name of the show but carried greetings from the show's home town, Greenville, O.

#### Ike Stands Still

Montana's rope spinning was the feature of a mounted cowboy unit. At the reviewing stand he first threw his rope over the shoulders of a spectator in the diplomatic stands. Retrieving his lariat, he rolled it over his head in an invitation to the President, who co-operatively stood forward. Montana missed once but made it neatly on the second try.

The parade, longest in history of inaugural celebrations, was probably as much circus-like as

### Wilson Plans Puerto Rico **Bow in March**

NEW ORLEANS, Jan. 24.—The Gran Circo Americano, owned and managed by Jerome Wilson, will be shipped from here to San Juan, Puerto Rico, for opening in Munz Park there on March 5.

Acts booked already include four years ago. Buddy Watkins Chimps, Speedy Babbs, the Smethonia Troupe and Mell Henry. Others are to be added soon. Henry recently completed work on a new light plant and new ring curbs here. Work now is underway on the seats. A calliope is being readied. The show's big top has been shipped to Puerto Rico.

### George Myers Dies in York

YORK, Pa., Jan. 24.-George Myers, 61, equestrian director dead in his home here Saturday (17). He had been ill with a heart ailment since December.

Myers was to have been with Bailey Bros.' Circus this year. He was with Sells-Floto Circus in 1911 and 1912. After spending the seasons of 1914-1916 with Gentry Bros., he returned to Sells-Floto, remaining there until 1924. He joined 101 Ranch Wild West Show in 1925. Later he went with the Walter L. Main and Russell Bros.' circuses.

Myers was with Bailey Bros., starting in 1943 and for the past two years was with the Ben Davenport shows.

### **Grotto Circus** Opens Feb. 1

TOLEDO, J: . 24.—The seventh annual Grotto Circus will be presented at the Sports Arena here, February 1-7.

Featured acts will include Terrel Jacobs' cats, Sensational Kays, high wire cyclists; Novellos, aerialists; Toni, the monkey girl; Tom Packs' midget elephants; Johnson and Owen, horizontal bar comics, and the Zavata Family, comedy riders.

#### Circus Enterprises

For the past week, lots have been in town and jumps have been short. Many of the women on the show have adopted Mamie Eisenhower hair-dos. Del Ray, Fla., gave a full matinee and Etten.—BUCK LEAHY.

start. As the elephants waddled martial. There were 73 bands, 330 horsemen, an Alaskan dog a local record for the show for team, a tribe of Indians, Western the first four days here, starting riding girls and the cowboys and with two capacity shows on Sunelephants. Only thing lacking day (18). Big factor was the was the calliope, such as made favorable weather, in contrast to was a 10-float section depicting the show here in previous years. the new President's life story. The entire parade had 27,381 participants.

#### Novelty Sales Up

There were concessionaires aplenty all along the line of Henry, Izzy Cervone and Tommy march and in adjacent areas. Comstock, all with virus infec-Venders doing much business tions, but none missed a show. were those selling periscopes. Hot Otto Griebling, the Antaleks and dogs, souvenirs, "I Like Ike" Hubert Castle joined the show buttons and peanuts did not sell here. Edna Curtis vistied here. nearly so well as anticipated, according to several venders. Business, however, was brisker than at the 1949 inaugural.

Maury L. Nee, chairman of the inaugural concessions subcommittee, said that 150 concessionaires paid the required \$25 fee for the privilege of working the event. Main souvenirs were the by Washington small-fry as the inaugural program and the Eisenhower medal. Bonds of \$20 were required by venders to guarantee payment of District of a party given in her honor. The Columbia sales tax.

prior to the event, was the pitch Capitol Hill Southeast Citizens' by the U. S. Seating Company, Association at a local firehouse New York, to sell the thousands after considerable difficulty was of bleacher seats erected for the experienced in unloading the star show. It was recalled that and her two pachyderm ladies-in-Ringling - Barnum seat wagons waiting, Miss Lena and Miss

#### Circus Clown Club Officers Listed

LOS ANGELES, Jan. 24. -Marge V. Kelly, secretary, announced the following list of officers of the Circus Clown Club: Richard Arcand, president; Willard T. Northrop, general chairman; Raymond L. Bickford, Eskine C. York, John W. Swann and C. Tod Colvin, advisers.

Directors include the Rev. Arthur V. Isenberg, Clyde Beatty, Dr. C. S. Karland, W. B. Thompson, Dr. Robert Hallie, Dr. H. and spec producer, was found Powers, the Rev. Edward S. Sullivan and the Rev. H. Chester Hoyt. Officers include Bill Kasiska, Capt. W. F. Ogden, Walt T. Brobson, Guy E. Leopold, Bette Leonard, Matthew Brazell, Leo Lefebvre, Jack LaPearl, Dana W. Stevens and Geri

International consuls include Stan Bult, England; B. Motiwala, India; William E. Keanys, Australia; Mrs. I. Gladue, Canada; Otto F. Teschinsky, West Gerand Arturo Mareno, Mexico.

'53 Action to Start Soon

At Ringling-Barnum WQ

# Sunny Saginaw Flint Starts Strong For Davenport

SAGINAW, Mich., Jan. 24.— Orrin Davenport's circus ran up

The date followed a week of big houses in Grand Rapids. Coming next is Detroit, opening Monday (26).

On the sick list were Otto Berosini, Malani Antalek, Boots

### **Burma Greeted** With Goobers

WASHINGTON, Jan. 24.-Mills Bros. Circus's Burma, acclaimed outstanding performer of the inaugural parade, kept 2,000 guests waiting more than two hours at 4-ton lady elephant, mascot of "Aftermath" of the parade, the Republicans, arrived at a which actually got underway "Peanut Party" thrown by the were included among seats used Jenny, from their special freight

> Unruffled by the delay, Burma obligingly put the show on the road by standing on her hind legs to pose with Ohio's Lt. Gov. John Brown, one of 90 persons who accompanied her from Greenville, O., Mills Bros.' winter quarters. She then proceeded with dignity to the party, led by Boy Scouts, an Elk's Boys band and majorettes and a motor caravan of Ohioans.

For more than three hours she entertained guests while munching apples sent to her with the compliments of a Democrat, Sen. Harry Byrd, of Virginia. Burma's inaugural "gown" was knit by citizens of Greenville. She wore a corsage of American Beauty

#### Capell Bros. Stirs In Louisiana Barn

RUSTON, La., Jan. 24.—Capell Bros.' Circus, in quarters at the fairgrounds here, has lost a lion, baboon and monkey this winter but recently received a bear and kangaroo. The show's two leased elephants and its horses have many; Ricardo Aguado, Cuba; been used on some winter dates

### Sets New Mark For Polack Western FLINT, Mich., Jan. 24.— on the Western unit and Ed Western unit of Polack Bros. Wideman's Elephants will play Circus opened its 1953 season to Eastern unit dates until Polack's a turnaway matinee and capacity new elephant act has been

night house here Sunday (18). trained. Business has held up strongly since for the run which ends Saturday (24).

Program ran smoothly opening day, despite some handicaps. Breakdowns and icy roads delayed the arrival of the Alberto Zoppe bareback riding troupe until morning of opening day. Klauser's Bears were delayed until that night, causing them to miss the first two performances.

#### Wideman to Eastern

Jack Joyce's camel act, scheduled to be with the Eastern unit this season, was in the Western line-up for Flint only. They will await opening of the Eastern unit at Lansing on Tuesday (27). They to Saginaw and Detroit. were shipped here in the same Elephants. These bulls will be a week's run.

Arthur Springer was out of action for three days because of illness and Ross Paul filled in as equestrian director on the Western unit. Mrs. I. J. Polack was in Flint most of the week before going to Lansing. Other Polack staffers at Flint included Mickey Blue and Viola MacLeod, of the Chicago office, accompa-nied by Nellie Vaughn, and Mr. and Mrs. Clyde Harrison, Kris Krenkel and others of the Eastern unit. Visitors included Francis Brunn, en route to Chicago for a date at the Chicago Theater, and performers from Orrin Davenport's circus who were en route

Polack Western opens at car that brought the Whitbeck Hammond, Ind., Monday (26) for

### **Dressing Room Gossip**

#### Orrin Davenport

show in Grand Rapids, painting and lettering trunks. He says he will be with one of the big ones this summer. George Hanneford Gregory, Herbert Knapp, Terrell Sr. says that Bobby Nelson and Jacobs, Mrs. H. T. Maddox, Sue

for a news photog when he saw AL MADDOX. the 4-month-old infant asleep in JoAnn Day and the Valeries got Polack Western the tray of his dad's trunk. good newspaper breaks when a The season was launched at camera man made trick shots of Flint, Mich., on Sunday (18). The the building.

playing nearby, visits were ex- wards, our tub-thumper, had Bill Lewis, who narrowly escaped injury in the recent Sarasota hurricane, will join in Detroit, as Harry Jr., from Macon. The Eldon Days have a new rigging truck, and the Irv Romigs and George Hannefords Jr., have new house trailers.

Mrs. Jimmy Troy, who sprained a wrist in Grand Rapids, is back in the act. Corrine Dearo and Grace McIntosh are putting on a muscle grind endurance Sally and Happy. Mayme Ward marathon.

Flo Ceiling is a new addition to Paul Lemery's Hawthorn Bear act. Paul and Barbara Jones and John Seims gave a special work the Cole elephants. The Glen Henrys are new with this show.-HARRY THOMAS.

#### Bill Bailey's Minstrel

Going into the third week of our premier tour, the show looks like a hit. We began rehearsals December 26 in Fort Myers, Fla., show's home base, and opened there to good business January At Fort Lauderdale we played the auditorium to a 75 per cent matinee and about the same for the night show. We played Hollywood, then moved into Miami for a two-nighter at the Dade County Auditorium to good business. We played the municipal auditorium in Miami Beach to a fair matinee and good night show.

The show zig-zagged thru Florida, working its way north. We are now playing the City Hall Auditorium in Dothan, Ala.,

### NY Safety Law Copies Available

ALBANY, N. Y., Jan. 24.-Copies of New York State's Industrial Code Rule No. 41 (the controversial aerial safety law) at a 500-mile stock car race to be may be obtained by sending 10 cents to the Department of Labor. Room 913, State Office Building, Albany, N. Y., or in person at that underway in quarters to conform office, or at the Department of

to a near-capacity house.

A flu epidemic hit the show Blinky Hoffman was on the last week with a couple of serious cases. But the gang held together and didn't skip a show or parade.

Recent visitors included Wilfred his pig act "hog the whole show." Dennison, Jimmy Overland and Irv Romig Jr., was a natural George and Phoebe Robinson.—

them thru a hole in the roof of week before, Barbette and Loretta Jefferson directed rehearsals for With the Polack Western unit production numbers. Justus Edchanged all week. Eva Mae Gallager, local photographer, take pictures of the entire show.

Bee Carsey and his band have new musical arrangements. It will Mrs. Harry Thomas and takes two hours for the clown magician, John Seims, to peopmble props for his number. Walter Long literally kicks the gong around in the Chinese number that precedes the Jim Wong troupe.

> Pink and June Madison, with Frenchie Durant, present "three girls from Hollywood"-Queenie, helps everyone with wardrobe. Andre Fox is our quick-change artist. Joe Sherman, Ed Raymond hospital show.

> Recent visitors were Mrs. Bessie Polack, Mickey Blue, Viola Mc-Leod, Nellie Vaughn, Kris Krinkle, George Da Deppo, Paul Toepp, Raymond Miles, Eddy and Herta Kohl, Clayton and Felicia Behee, Harold Conn, Elly Ardelty, Kenneth Waite, Arden and Norbert Kreisch, Joe Seitz, Tommy Hanneford, Hubert Castle, Francis Brunn and Mary Tahmin. —HARRY DANN.

### Thayer Named

Continued from page 50

mouth; Lombard, Pease and Keene.

Leo F. Doherty, director of the

Massachusetts Division of Fairs, said that 1952 Bay State fair attendance was 1,164,650, which is 26,611 more than in 1951. He added that \$52,044 was distributed in State premiums, and he requested all associations to apply for 1953 allotments by April 1.

The meet closed with the annual banquet at the Hotel Kimball. Head table guests included Allan McLoed, new State Racing Commission chairman; Commissioner of Agriculture Henry T. Broderick; Doherty; Lawrence Lane, State Racing Commission secretary; Capt. Daniel Murphy, Department of Public Safety, and Thayer. Carroll acted as toastmaster.

Following the banquet, a floorshow of Al Martin and George A. Hamid acts was presented. The acts included Cal Claude, balancruling applies to all railroads and that each aerial act have a safety musical, and the Three Bouncing the music.

Copyrighted material

#### and Roy Bible, Pauline and bareback and slack wire acts, which Ringling must convert, 30 The law, which became effective December 15, 1952, provides Burgess, magic; Charles Rozella, Joseph Lord, Henry J. Hutchin- irregularly. son, Oscar Decker and Bill Van Acts also are appearing week- no extension beyond the present supervisor, and that certain safety Bodos. Karl Rhodes' ork provided ly at the John Ringling Hotel. June 30 deadline is anticipated. measures be taken.

start in a few days. Floats for the next edition are Cuban unit recently. being constructed by the Circus Hardware & Equipment Com- will take Ringling-Barnum seat pany here. New costumes are wagons to McDill Air Force Base, scheduled to arrive soon from near Tampa, for use there Febru-Paris. Training of the new ele- ary 21. The seats are being phants continues under Lewis rented to the Air Force for use Reed. Date has not been an-

nounced for starting rehearsals. staged at the base. Crowds for Sunday performances at quarters continue large, three-quarter night. Willie Clark with the average topping last and Eddie Doucett were on the year's good turnouts. Programs with an Interstate Commerce Labor, 80 Centre Street, New sick list. Visitors included Sue include dog, Liberty, animal, Commission ruling. Of 41 cars, York.

SARASOTA, Fla., Jan. 24. — First bill of the season was Activity at winter quarters of staged Saturday (17) and includ-Ringling Bros. and Barnum & ed the Bokara Troupe, Miss Bailey Circus will shift into high Mara, Helmuth Gunther, Senor gear soon, with the return of the | Tonito and Lilly Kohler. Sched-Cuban unit putting the final uled to appear soon is Baby touch on last season and delivery Mistin, 5-year-old xylophone of 1953 paraphernalia expected to player who attracted attention start in a few days.

A train of 15 circus flat cars

Conversion of air brakes on Ringling-Barnum railroad cars is

### ACTS WANTED for **1953 FAIRS**

Boyle Woolfolk Agency

203 N. Wabash Avenue

Chicago 1, Illinois

### **PHONEMEN**

racing on the world's most famous beach—encyclopedia of speed—a year book dedicated to national stock car racing and international championship motor-cycles—Beach Raves, 1903-1953. Citywide celebration from Jan. 24 thru Mar. 15. Mayor of city committee chairman. Approved by Chamber of Commerce, Better Business Bureau, Retail Merchants' Assn. If you can't sell \$200 a day, stay away. Must stay sober. Sorry, no financing... no collects. All automanufacturers participating with special days. This date will be followed by Dixie Frolics, an annual crowning queen of Frolics, an annual crowning queen of south official year book. Irish Farrell, contact again. Twenty-five per cent daily. JACK CLARK

Sherwood Hotel Daytona Beach, Fla. Phone: 2-2515 or 7744

#### WANT IMMEDIATELY for the New Enlarged **Hagen-Wallace Circus**

One more Feature Act or Family Act for Big Show. Capable Circus Mechanic. Working Men in all departments. Cookhouse now open. Show opens March 13. Have good financial proposition for capable Contracting Agent that knows how to contract good auspices solid. Phone Crews and Phone Managers, good towns and solid sponsors waiting for capable crews. We pay Phone Mendaily, 25%; Phone Managers, 10% additional override. Address all communications to

HAGAN-WALLACE CIRCUS

#### WANTED FOR SEASON 1953

2 or 3-People Acts doing aerial and ground, own transportation, wardrobe and rigging. CLOWNS with own props, GOOD MUD SHOW BILLPOSTER WITH OR WITHOUT TRANSPORTATION. Single Girls doing webb and ladder. Sleepers furnished. Good Cookhouse, Send photos, state age and salary. Frankie Lou Woods, Lash LaRue, contact. Pay every night. Opening early in Florida. Long season, NOTE: If you have fairs contracted or intend making any fair dates, please do not answer this ad. All answers:

FRANCO RICHARDS CIRCUS WINTER QUARTERS Route 2, Box 1, Pensacola, Florida Phone 8-3409—No Collects,

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Sell special editions year round, plenty of reloads, 25% commission paid on the line. Free room in first-class hotel if you qualify. No collect calls! Write or

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#### CIRCUS ACTS—VAUDEVILLE ACTS We can break your jumps-Acts, Versatile Performers, Novelties, Clowns, Stage Units. State open time with photos, transportation and all details, etc., to

AUDITORIUM & FAIR BOOKING CO.

(Byron Gosh)
P. O. Box 1270, Knoxville, Tenn.
Advertising Agents, Phone Men for small

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For outstanding Flying Act, long season. Reply BOX D-274 Cincinnati 22, Ohio The Billboard

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(EXPERIENCED)

Renewals on Catholic Year Book. Good Veterans' Deal to Follow.

### WANT 3 PHONEMEN

CALL LUDLOW 6223 COLUMBUS, OHIO

Program and U.P.C. Strong auspices. 2 months' work, all year work to follow if ability warrants. No drunks need

COMMITTEEMAN 108 East 8th St. Ft. Worth, Tex.

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### PHONEMEN

Sell Advertising - Plenty Calls -Plenty Taps. Plenty deals for year's work. If you can sell you can make \$200.00 week. Charleston, W. Va. Phone 6-2403-9 to 5.

Elks' Benefit Show. Spastic and exippled children. Tickets, banners, books. 25 per cent daily. Three months' work.

Promotional Director Box 5937, Homewood, Ala, Phone: Birmingham 2-3159.

### Under the Marquee

Dr. J. Y. Henderson has returned to Ringling-Barnum as veterinarian after resigning during the past season to go with a cattle farm in the Carolinas. Both he and the vet who took his place, Dr. William Y. Higgins, are to be with the show next

Father Ed Sullivan, of Boston, has been in Sarasota for a couple of weeks and has shown circus movies dating back to 1933. He also spent a week in Miami as the guest of Bob Morton, of Hamid-Morton Circus.... John Ringling North and W. E. Lawson, of the Ringling show, are in Rochester, Minn., for check-ups. . . Bill Antes, Ringling radio-TV agent who has been seriously ill since October, is being treated with an entirely new drug and reportedly is showing improvement at his Evansville, Wis., home.

Nick Cristiani is at Rochester, Minn., for a routine check-up. . . . Dr. C. S. Karland Frischkorn, of Norfolk, confirms that he is having a new steam calliope built.... Jake (Clown Cop) Disch is back at his Cudahy, Wis., home after undergoing surgery in a Milwaukee hospital. He expects to be active again in about two weeks.

Frank Braden, Ringling press staffer now ahead of an MGM movie, is roadshowing biographical gags and reminiscences with success. Close on the heels of a Dallas Times-Herald yarn about him comes a spread in the St. Louis Post-Dispatch. He was to Milwaukee on the schedule.

Dave Malcom, clown juggler, recently concluded a number of engagements in and around New York. . . . Arthur Cantor, former aters next fall and winter by Ringling press agent, is back in the outdoor field handling promotion-publicity for "Dancing Waters," a newly imported spectacle utilizing water, lights and music, which will be made available for outdoor bookings after its initial showing at Radio City Music Hall.

Herbert and Chatita Weber caught the four shows which played Havana, Cuba, during the holidays and also flew to Mexico City to see the Atayde show. At Miami they saw the Bill Bailey Minstrels. The Webers play "Super Circus" on February 1 in Chicago. They'll go to New York first and planned to see Circus Enterprises' show on the way.

L. C. Langhart, assisted by Ben Supowit, will again have charge and Frank Wirth dates. Hip Rayof advance advertising for the mond will be with Al Martin Polack Bros.' Kosair Shrine Circus in Louisville, the 14th season he has handled the job. Langhart, who has trouped on circus bill cars for 25 years, said that the show will be billed in a 40-mile radius of Louisville. . . . Wyatt Darrie, clown, will be back in New Orleans for the Mardi Gras.

Jim McSorley, veteran expert on chimps and monks and for many years on the Ringling circus

### **Talent Topics**

Continued from page 50

show with her boxing dogs. The following two days she appeared on Ina Rae Hutton's TV show and the Peanuts Circus, KTLA, Los Angeles features, with her other act, the "Impersonators." All dates were booked by the Bert Levy Circuit. The Colberts are slated to start March 15 with Bailey Bros.' Circus. Colbert will be producing clown and his wife will work her dogs.

Linda of the high act, Lynn-Linda, is recuperating at her home in Venice, Calif., from a strained neck she sustained during the filming of "Here Come the Girls" at Paramount Pictures in Hollywood. She was confined to the hospital by the injury for several days before being taken to her home. Linda is also set to play a part in "Carnival," to be produced by King Bros. in Hollywood. The movie crew leaves soon for shots in Europe. Upon returning to Hollywood, Linda will be called for her part.

with the Clyde Ingalls' Side Show, Chi and Somay and the Roland has been forced by illness to re- Tiebors are expected at Riversign his position as house officer view soon. at the Gayety, Cincinnati bur-lesque house. After a second trip to the hospital in three months, due to a heart ailment, McSorley is mending at his home, Parkway Apartments, 1678 Central Parkway, Cincinnati.

Richard O. Scatterday, national ad rep for Kelly-Miller, is wintering again at Louisville, Ky.

Mrs. Jack (Betty) Downes, wife of the Wallace Bros.' Shows' general agent, who fractured her ankle last August, is up and around again in Mobile but is using a cane.

Oscar Haas, Sedalia, Mo., was recently given a surprise party by his wife. Many friends attended, including Walter Kant, an old partner of 40 years ago.

Gene Whitmore, circus fan, came up from his Lockhart, Tex., home for a few days in Chicago this week ... Walter Scholl, Chicago fan, was interviewed by the Daily News this week on white elephant history. Story was used in connection with a white elephant sale by merchants....Orville Speer, Clinton, Ind., is wondering who remembers when Yankee Robinson Circus was caught in a flash flood at Flandreau, S. D.

James Walters, of Neal Walter's Eureka Springs, Ark., poster plant, has been on a trip thru the South and visited quarters of the Franco Richards, Haganmake Kansas City next, with Wallace, Terrell Jacobs and King Bros. Cristiani and the Sugar Foot Green Minstrels.... J. C. Admire, of the Harris & Rowe School show, reports the outfit will be booked for auditoriums and thethe Bentley agency of New York.

> Recent visitors at the winter home of the Ernie Wiswells on the Alafia River, Riverview, Fla., were Eva and Joe Lewis, Dime and Connie Wilson, Mr. and Mrs. Jack Cervone, Mr. and Mrs. Gene Hamid, Chester Plunkett and Claude West of Bill Bailey's All Star Minstrels, Izry Cervone, Buster and Helen Hayes, Hattie and Earl Shipley, Hip Raymond, Ralph and Stella Duval, Nellie Kitchie, Mr. and Mrs. Emil Pallenberg Sr., Mr. and Mrs. Jack Chaffer, Henry Keyes, Francis Hogan, Harold and Millie Ward, Alex Breck, Charles, Helen and Betty Ague: Mr. and Mrs. Pat Reithoffer and Ira Watkins. The Wiswells leave soon for Erie, Pa., to prepare for Orrin Davenport

#### AVAILABLE Prince El Kigordo Lion Act

Additions to act now ready for surprise presentation. '52 season-Hamid-Morton Circus, Zemater's Fairs, Big-Top TV.

1936 W. 4th St., Williamsport, Pa. Phone 2-5161

## WANTED

Opening in Fla. "Jimmy James," Lucky Wiggins, Advance Agents, Poster Men, wire

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#### PHONEMEN

Now starting our 4th annual special anti-communist issue. We have the deal set-up Every advertiser is given a poster which is the right gimmik for this. These are South Jersey's only Labor and Republican newspapers, 18,000 cards ready to be called, 30% paid daily.

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Producing Tramp Clown Exclusive, walk-arounds, work come-ins, my own numbers, Washwomen, Bill Posters, Baker Shop, etc.; your top salary, good meals, good sleeping quarters, transportation. No Sundays, no parades, good contract, don't drive, sober, reliable and a performer. Just finished season producing Clown TV Big Top Circus. Write 416 Columbia St., Brooklyn 31, N. Y.

Herb (Pop) Fursier is out of the hospital and now located at Wingham,, Ont. He reports he received Christma: and New Year cards from many friends in the business while hospitaltzed. He hopes to catch on with a circus this year.

Grover O'Day, comedy cyclist, recently celebrated his 50th year in show business, 40 of which were spent in vaudeville. In the past 10 years he has appeared with circuses under auspices, including Tom Packs shows.

#### **Bookers Busy**

· Continued from page 50.

reps as well as supply firms on hand included: .

Jack Duffield, Thearis-Duffield Pire-works, Inc.; Al Sweeney, National Speed-ways, Inc.; Fred Pulkerson, Ernie Young Agency; Mr. and Mrs. William Gullette, Mr. and Mrs. E. L. Winrod, and Hub and Junior Lehr, Imperial Shows; Oscar Bloom, former show owner; Euby Cobb; Henry Wodetski, Danville Tent & Awaing Company; Charles May, Mike Riaff Entertainment Bureau; Walter Peller, Terre Haute Tent & Awning Company; Mr. and Mrs. Earl H. Bunting, Bunting Enterprises; Carl Burkhart, Burkhart Shows; Bill Blasek and Phil Hennessey, Peoria Tent & Awning Company; Tom Hickey and Sam and Don Greco, Gem City Shows; Johnny Allen and George Ferguson, WLS Artists' Bureau; Bill Reed, Jimmie Lynch Death Dodgers; M. H. Lines, E. G. Staats & Company; Emil Guldenzopf and Edgar Hunter, Regalia Manufacturing Company; John Dailey and Joe Porcheddu, Illinois

Fireworks Company, Jimmie Downey, Jimmie Downey Enter-prises; Jack Kochman and Art Hoard, Kochman thrill show; John Lempart, show supplies; Earl Newberry, Tournament of Thrills; Phil Levant, McConkey Music Corporation; B. Ward Beam, Beam thrill show; Sidney Belmont, Belmont Agency; John Peters, Pabick Tractor Company; Mrs. Orla Lashbrook and Orla Lashbrook Jr., Orla Lashbrook & Son; Lee Lott, Lucky Lott thrill show; Eddie Gromacki, Ted Tillman Theatrical Agency; W. E. Ma-haffey, Mahaffey Bros. Tent & Awning Company; C. A. (Curly) Vernon, United Exposition Shows; Mr. and Mrs. Ray Wilson, Wilson Famous Shows; Charles Zemater Sr. and Jack Zemater, Charles Zemater Theatrical Agency; Gus Sun Jr., Gus Sun office; Mickey Stark and Ray Swanner, Gold Bond Shows; Berni Miller; Elmer McDonald, McDonald Theatrical Produc-

Mr. and Mrs. H. V. Peterson, Tivoli Exposition Shows; Roy Jones, Pepsi-Cola Company: John Francis, Schaffer's Just for Fun Shows; Al Kaufman, novelties; Louie Berger, Amusement Company of America; Billy Torti, Wisconsin DeLuxe Company; Bobby Kline, Cavalcade of Amusements; Joe J. Smith, Joe J. Smith Agency; Bob Parker, Royal Crown Shows: E. W. (Slim) Wells, William T. Collins Shows; John Bundy, Young-Bundy Motors, Inc.; John Gallagan, concessions; Ralph Wilkerson, Haas-Wilkerson Agency; Johnny Denton and Art Frazier, Gold Medal Shows; Jack Kaplan; E. E. (Ernie) Parrow and Jack Downes, Wallace Bros.' Shows: Buff Hottle and Jack Plynn, Buff Hottle Shows; Mr. and Mrs. H. B. Rosen, Interstate Shows; Tommy Sacco, Tommy Sacco Entertainment Service.

FOR SALE

### 43 WHISTLE **TANGLEY CALLIOPE**

In A-1 condition, new engine. Mounted on rubber casters, all on one base. Write.

MR. LYMAN SPRINKLE 407 Christian College Ave. Columbia, Mo.



On Account of Enlarging Show THE TOMMY SCOTT SHOW

Can place for a season of 40 weeks Circus Act (preferably a family of from 3 to 5 persons) doing at least 3 dis-tinctively different acts. Must have own transportation. Must be ground acts to work on stage. Answer by wire c/o Western Union, JAMES ALLEN WIN-TERS, Mgr., Greensboro, 27; Reidsville, bury, 31; all North Carolina.

#### FOR SALE

My trained and educated horses, Pat and Tony, Pat the pick-out, I have used him the last five years on age and it is fast and they will work for you.

> EARL POUNDS R-2, Biggs, Okla.

#### -PHONEMEN-4 UPC and adult tickets. Good auspices— pay every day.

JACK SCHENCK Belvedere Hotel

W. 48th St. & 8th Ave., N. Y. C. Circle 6-9100 after 6 p.m. Or in West New York, New Jersey Union 5-1330 from 9 a.m. to 5 p.m.

#### WANTED

Promotional Directors, only capable men need apply. Drunks, save your stamps. Best auspices, year around work. Want one more Agent capable of booking good auspices. Billposters. Elephant Men. Wire. Want for Big Show, Acts of all kinds. Also Clowns, Mechanic, Carpenter and Working Men. Cookhouse open. Show opens March 13.

**KELLY-MORRIS CIRCUS** 

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(Phone: 148)

WANT

WANTED

#### WANTED CIRCUS ENTERPRISES, INC.

U. P. C.—PHONEMEN—BANNERS Show now open. Long season. You must be capable, sober and able to Can place a few more Clowns. Must have good props and wardrobe.

ADDRESS LEONARD R. SIMONS, GEN. MGR. PER ROUTE OR FT. MYERS, FLA.

WANT

#### ALL STAR CIRCUS

Capable Phonemen who are sober and producers. Offices now open ALBUQUERQUE, Amarillo and Santa Fe, following with others ready to open. Want Circus Acts: Smetona, Reo and Irma, Mel Hall, contact please.

TOM or PAT BUCHANAN-ALL STAR CIRCUS, Box 1576, Albuquerque, N. M.

PHONEMEN . . . NOW

ERIE, PA. ..... PHONE 2-6144 

LOUISVILLE ..... OTHERS COMING UP Terrell & Terrell **Promotion Projects** 

TOP DEALS OF THE NATION 40-WEEKS

Attention! PHONE MEN & PROMOTIONAL MANAGERS

GEORGE E. FOSTER Is Now General Promotional Manager of THE TOMMY SCOTT SHOW

"America's Largest Hillbilly & Circus Revue"

Can place immediately 20 capable Phonemen and Managers with large or small crews.

This Show booked solid until September, 1953, under Civic, Fraternal, Fire and Police Auspices. Drunks and timbsters, stay away—others WIRE
GEORGE E. FOSTER, c/o Western Union, High Point, N. C., for immediate placement. (Pay your own wires-I'll pay mine!)

Communications to 188 W. Randolph St., Chicago 1, III.

### Pa. Fairmen Seek Pari-Mutuel Vote

Little Hope Seen in Action Tho; Name Singmaster President; 400 Attend Fete

sembly to set up a referendum on sented. legalized pari-mutuel wagering at Frank H. Kingman, secretaryhorse race tracks was adopted by treasurer of the International Asthe Pennsylvania State Associa- sociation of Fairs and Expositions tion of County Fairs here Thurs- and manager of Brockton (Mass.) day (22). This is a continuation of the long fight waged by the association to secure legalized betassociation to secure ting for the purposes of stimulat- California fairs. He said that ing interest in harness racing and many fairmen really didn't know securing additional operating rev- much about their customers and enues for fairs.

little hope for the success of the Kingman advocated a written effort, despite the fact that the six States surrounding Pennsylvania permit legalized betting. Charles W. Swoyer, Reading, as-management, he said. He warned sociation secretary-treasurer, pre- fairs that they could not achieve dicted that the people would sup-port the referendum if given the chance at the polls.

president, succeeding Walter B.
Parker, Stoneboro. Named as
vice-presidents were Paul D. Jacobs, Blooms burg; John B.
Blooms, Ebensburg, and Edward
C. Clark, Clearfield.

#### Good Attendance

The three-day session was well attended. Closing event was a banquet Thursday night attended by an overflow crowd of about 400. A two-hour-and-45 minute stageshow made up of 18 acts and

### See Chance of Wagering Aid To Me. Annuals

PORTLAND, Me., Jan. 24.-High point of the annual meeting of the Maine Association of Agriproposals which would affect Maine fairs, if passed.

One of the most important of the bills provides for an increase in pari-mutuel commissions at both harness and running tracks in Maine, from 15 per cent to 15½ per cent. Under this proposal, 10 per cent would go to the track, 5 per cent to the State and .05 per cent to a fund to be shared by all fairs, regardless of whether they stage racing of any kind.

Passage of the bill, delegates were told, would insure a substantial increase in stipend payments, which most of the State's fairs need. Fair men voted to adopt the Quiniela system of wagering for one daily race during the 1953

Parker F. Adams, Topsham, was elected 1953 president of the association. He is flanked by Donald J. Andrews, Norway, first vicepresident; John W. Weston, Fryeburg, second vice-president; Roy E. Symons, Skowhegan, executive secrtary, and Earle R. Hayes, Windsor, treasurer.

The important role Maine fairs play in the State's agricultural development was stressed by Fred J. Nutter, State commissioner of agriculture, in an address before the 19th annual session. Twentythree fairs were represented by large delegations at sessions, which attracted more than attractionists.

Climax of the confab was a banquet which filled the hotel ballroom to capacity. A floorshow was presented by George A. Ham-id & Son, New York, and the Al Martin and Eleanor Leonard Hefty Advance agencies, Boston.

METROPOLIS, Ill., Jan. 24.-Massac County Fair here has Stampede's dates are not until signed Al Wagner's Cavalcade of July, ticket requests from all Amusements to provide the mid- over Canada and most of the way attractions this year, Paul United States were bulging ex-Miller, president, announced hibition office files by mid-Other shows skedded to play January. Grandstand reserve here are Jack Kochman's thrill seat sales were to start the first unit, and McKinley's Rodeo. week of February. Fair also will hold two horse One business firm offered to shows and day and night harness send a check for nearly 400

HARRISBURG, Pa., Jan. 24.—A a band, sponsored by the various resolution urging the General As- attractions agencies, was pre-

used the findings of the California Many observers, however, hold events to substantiate his claims.

(Continued on page 63)



H. FRANK FELLOWS, veteran president of Ozark Empire Fair, Springfield, Mo., has resigned and been named honorary chairman of the board. In addition to 50 years of service in the fair movement, Fellows formerly was an important builder of show wagons.

### Howard M. Singmaster, Allentown, was elected association president, succeeding Walter B. Va. Execs Launch Reorganization Plan N. D. Confab

Ralston Out as Secretary After 36 Years; West Virginia Annual May Join Up

dications were that a new life and State were about ready to merge spirit would be injected into the with the Virginia Association pro-Virginia Association of Fairs as voked no special show of enthat organization concluded its thusiasm. 36th annual meeting at the Hotel John Marshall here Tuesday (20). Charles B. Ralston, Staunton, aging and ill secretary-treasurer of the group since its organization in 1918 was not re-elected to his 4- I own Elects executive post. A co-operative movement in the form of a joint State-wide sponsorship of a beauty contest by member groups pointed to eventual gains thru mutual effort.

fairs were represented at the meeting. The program lacked spark this year. cultural Fairs in the Falmouth and even the announcement by

### **Eastern States Picks Bottomley** Concession Mgr.

WEST SPRINGFIELD, Mass., secretary, and Horace R. Mc-Jan. 24.—James W. Bottomley, for Knight, renamed treasurer. several years director of industrial development for the Vermont Development Commission, this week intendent. was named by General Manager Jack Reynolds of Eastern States

A graduate of the University of Connecticut, where he served on the faculty, Bottomley moved to Vermont in 1942 as enforcement section chief for the Office of Price Administration, where he soon became associated with the Vermont Development Commis-

In that capacity he became associated wit'. Eastern States Exposition in planning, directing ex-Association here.

### Calgary Racks

CALGARY, Alta., Jan. 24.-Altho the Calgary Exhibition and

tickets.

RICHMOND, Va., Jan. 24.-In- the 15 agricultural fairs in his

William E. Finch, Danville, was elected to succeed Ralston who (Continued on page 64)

# Sargent Prexy

HARTFORD, Conn., Jan. 24.— One of Connecticut's oldest fairs, Only a few of the 31 member the 115th Annual Four Town Fair. will be held September 29 and 30

Thomas R. Sargent, Broad Hotel here, Jnauary 14-15, was C. T. Sydenstricker, of West Vir-Brook, was elected president of discussion of several legislative ginia State Fair, Ronceverte, that Union Agricultural Society, which comprises the Connecticut Valley towns of Enfield, Somers, Ellington and East Windsor, at its annual meeting Tuesday (20). Sargent succeeds Albert Starr, Somers, who was named to the board Jamestown, was re-elected secreof directors for a four-year term.

> four towns each year, usually rotating from town to town with Felson, Cavalier. the presidency. This year, the fair will be held in Broad Brook.

### Brisk Contracting, Optimism at Detroit

Michigan Assn. Moves to Incorporate; Plans to Improve Public Relations

Continued from page 48

Department of Agriculture | reports of all 120 events so far leaders.'

#### Cites Peak Attendance

Reporting on Michigan fairs, Bolander said 124 have been scheduled during the present fiscal year ending June 30, with 70 of these regular fairs, the remainder being special shows, fall festi-vals and other special events. He noted the increased attention to special attractions reporting that 52 fairs had horse pulling, 23 had tractor pulling, and 28 harness racing.

The State's fairs are in good financial condition, Bolander indicated from his experience of personal attendance at 37 fairs this past year, and study of the

# Draws Strong **Attendance**

Wright Elected New President; Carnivals Scarce

FARGO, N. D., Jan. 24.-A good turnout of fair executives and attraction reps marked the annual meeting of the North Dakota Association of Fairs here Thursday and Friday (21-22) in the Graver Hotel. Altho carnival representation at the two-day confab was comparatively light, most fairs went home with midway contracts. Some celebrations, however, went away without midway contracts.

R. R. Wright, Jamestown, was elected president of the association, succeeding Robert G. (Bob) Finke, this city. Vernon Nichols, Crosby, was named vicepresident and G. A. Ottinger, tary. Finke was named to the The fair is held in one of the board of directors along with our towns each year, usually ro- Tony Lill, Fessendon, and W. W.

Gaylord Lewis, Findlay, O., architect and planner of fair-Other officers named: David Col- grounds was the key speaker at lins, vice-president; D. Everett the business sessions, talking on Neelans, Hazardville, re-elected plant layouts and the construction of grandstands. The association voted unanimously to Thomas Butler, Broad Brook, support the International Assowill serve as 1953 grounds super- ciation of Fairs and Expositions (Continued on page 63)

"Much of the success of the fair completed. He cited especially organizations that have continued that, for the first time, no fairs to grow can be attributed to the have indicated worry about the fortitude of a small group of additional premium aid which they may receive from the State following final closing of the books for the year, that attendance is rising. He said Michigan fair attendance for 1952 was the highest on record-3,500,000, or half the population of the State, based upon totals from all fairs reporting.

#### Blasts Duck Joints

Duck concessions were blasted by Charles Figy, Michigan Director of Agriculture, who warned delegates that such concessions may lead to State legislation. Complaints, he said, have been widespread because of the treatment given the small ducks, sometimes by youngsters carry-ing them around for hours in a sack after they won one, and from sanitary conditions created by the careless disposal of dead ducks and their relatively high mortality.

Attraction bookers, carnival reps, concessionaries, suppliers, etc., in attendance included the following:

Mr. and Mrs. Joseph Caccavello, Columbus Pireworks Company; Mr. and Mrs. Clarence Davis, Davis Concessions; Bert Thomas, Detroit Sound Engineering Company; Mr. and Mrs. A. Hart Sutton, R. B. Power Comany; C. E. Dodge, Gold Star Pony Ranch; Dr. L. H. Pirestone, Louis Rosenthal, Jack Dickstein, Edward Horwitz, Charles Westerman, Charles Rafal, and Bob Morrison, Michigan Showmen's Association.

Association.

Sam (Pork Chops) Ginsburg; Mr. and Mrs. T. P. Eichelsdoerfer, E. T. Eichelsdoerfer, Mr. and Mrs. Kurt Kuehn, Regalia Manufacturing Company; Lott, Bert Thomas, and Robert Vovel, Lucky Lee Lott Thrill Show; Leona Bennett, Peggy Cohen, and Margie Mansell, Michigan Showmen's Auxuiliary; Art Wibel, A. C. Pickens, Jim Saunders, Ray Stecker, Prank Colby, and John Rudden, Alteas Brewing Company; W. H. Rohrer, Standard Steel and Supply Company; James M. MacKenzie and James Ogle, Pinkerton National De-tective Agency; Leon Slevin, Peter Miller, Roy Hatt, Don Elliott, and Carl Pike. Roy Hatt, Don Elliott, and Carl Pike, Jackson Raceway; Dick and Jane Frederick, John Carlo, Northville Downs. Mr. and Mrs. Ray Williams, Mr. and

Mrs. Joseph Crognale, Eary Kelly, Ray Williams Shows; W. G. Wade, Jr., Wade Exposition Shows: George Gray and David Rosenberg, Triangle Poster Company; Jack Lindahl, Boyle Woolfolk Agency; Curley Coldiron, Paul Aubrey, WLS Artists Bureau; Harold Spinks, Jack Duffield, Thearle-Duffield Fireworks Company; Robert Templeton, Walled Lake Amusement Company; Ned Torti, Wisconsin DeLuxe Company; Sam J. Levy, Randolph Avery, Jack Beck, Barnes Carruthers Theatrical Enterprises; Frank Prystas, Pair Publishing House; Vincent Chouinard, Advance Novelty Com-

Elmer P. Cote, Cote Amusement Company; W. G. Wade, D. Wade, Mildred Miller, Mrs. Hazel Liddon, Mr. and Mrs. Cameron Murray, Mr. and Mrs. Charles Hodges, W. G. Wade Shows; A. D. Michele, A. D. Michele, Jr., Frank Ruttman, Hudson Fire-works Display Company; Colonel Cliff Gatewood, Richard Garvit, Flying X Rodeo; W. O. King, William Postelwaite, World of Pleasure Shows; Captain R. V. Ritz, Motordrome operator; Art Peets, Charles Zemater Agency; Floyd E. Gooding, W. J. Goutermout, J. F. Enright, and Hal F. Eifort, Gooding Amusement Company. Ken Smith, WLW Promotions; Mrs.

Margaret Klein, Josef Smiley, Robert Kaltenbach, C. A. Klein's Attractions; Joe De Ritis, Spencer Fireworks Company; E. J. Kiessel, G. V. Fox, Fox Tent and Awning Company; Douglas Pongratz, Richard Lehman, Wolf Tent and Awning Company; Mr. and Mrs. Earl J. Coburn, John Anderson, Enquirer Printing Company; Mr. and Mrs. Henry Luders, Mr. and Mrs. Arthur Bruckman, United Booking Association; Mrs. Ernie Young, Ermie Young Agency; Sam Goldstein, Leonard Gould, Frank Cook, Majestic Greater Shows; James A. Sorgi, John A. Cuticchia, American Fire-

works Company.

Charles H. Lee, Robert Lewis, Lee's
United Shows; Mr. and Mrs. Glenn W. Jacobs, Val Campbell, Jerry Carman, Gus Sun Agency; Severin Hilo, Victor Ferguson, Roy Mathis, George and Nellie Schimberg, Earl, Inex, and Larry Wright, Roger and Lee Margodt, Mr. and Mrs. Ken Reis, George Ries, Down River Amusement Com-pany; Mrs. Leo Lippa, Lippa Supplies; Hugh R. Mosher, Mosher Amusement Company; Glenn Sullivan, Sullivan Productions; Isadore (Tommy Paddles) Reisner; Joseph Mrs. Roscoe T. Wade, Wade Joyland Mid-way; Herbert Pence; Harry and Bernice Stahl, Jefferson Beach Park; Fred Silber,

Silber Company; Mr. and Mrs. John C. Pollie, Fred Randall, Pollie Concessions.

### Edmonton, Alta., Renames Rye Prez

EDMONTON, Alta., Jan. 24.-C. Bissell was re-elected viceorary life member.

### exposition here as superintendent of concessions and outdoor ma-

### **Building Plans Set** For Winston Arena

The building, of ultra-modern construction, has been approved in the model stage. It will have a seating capacity of about 6,500 for arena events. It is designed to house every known kind of arena attraction, including ice shows.

Norfleet and Jim Graham, fair director, studied a number of arenas thruout the country before putting an okay on the final plans. Their studies resulted in several important changes in the original plans.

Better Visibility

of too much length which results said.

WINSTON-SALEM, N. C., Jan. in many seats offering poor visi-24.—Charles Norfleet, trust officer bility of the arena, the over-all of the multi-million dollar Reyn- length was shortened with the savhibits and general maintenance of olds Foundation, operators of Win- ings in materials making it pos-the Vermont State Building on ston-Salem Fair, this week an- sible to plan on expanded seating the grounds. He also served as nounced that actual construction at the sides. As a result, every chairman of the Avenue of States of a \$1,250,000 Coliseum will get seat is expected to be perfect for Crandall, Motor State Shows; Mr. and under way on the fairgrounds the viewing of all coliseum attractions, ranging from basketball to ice shows.

Deep excavation will make it possible to have many seats below ground level. As a result, entrances will be placed about midway in the grandstands, making for the easiest possible entry to all

During fair week the arena floor will be used for exhibit purposes Lawrence Rye was re-elected by the fair. Many sporting events also will be staged there thruout hibition Association at a recent the year and thus help make the organizational meeting of the Winston Fair, which moved to its fair's board of directors. Walter new location only two years ago, even better known in the 19-coun- president and E. I. Clarke Sr., To eliminate the common fault ty area which it serves, Norfleet was unanimously elected an hon-

### Mineola Moves to Raceway; Meeting Boosted to Nine Days

eola Fair, Charles Bochert, fair run nine days, October 10-18. manager, announced today. The Bochert said that the Long fair had been held on Nassau land event, ratified this week by County Fairgrounds.

The 275-acre grounds will be available for the fair at the con-

60% GONE

### Space Sales Begin Early At Richmond

RICHMOND, Va., Jan. 24.—Altho the staging of the Atlantic Rural Exposition here is about nine months away, J. A. Mitchell, secretary-manager, this week reported that approximately 60 per cent of the commercial exhibit space has been sold.

are annual participants, Mitchell pointed out that the sales stemmed mostly from an early selling campaign. He regards the business outlook in general encouraging since little sales resistance has been encountered.

His reasons for inaugurating the early sale are twofold, he said. First there is satisfaction in knowing that a large and necessary revenue is assured well in advance of the opening so that more time could be allotted to other fair departments and, secondly, selling is twice as difficult in June and July when much of the sales effort would normally be concentrated.

Mitchell said that off-season events at the fair coliseum had been going well this winter. The Saturday night barn dances continue popular and the Friday night wrestling shows, staged by promoter Bill Lewis, are drawing crowds of 4,000 and more

#### ATTENTION MR.

#### FAIR SECRETARY!

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MINEOLA, N. Y., Jan. 24.— clusion of the harness racing season. Tho the 110-year-old event has never before run more than five days, the 1953 version will

Bochert said that the Long Isthe Agricultural Society of Nassau and Queens Counties, will hereafter be known as the Mineola Fair and Industrial Exposition.

In anticipation of increased income for 1953, fair directors have authorize l establishment of a foundation to distribute any surplus funds to local charities and civic organizations.

### Roy Rupard Resigns as Mesquite Prez

MESQUITE, Tex., Jan. 24.-R. Dallas County Fair here, succeeding Roy Rupard who resigned boards instead of the county due to the press of business. Rupard, who for 34 years was manager of the State Fair of Texas, Dallas, was elected to a newly created post as chairman of '53. Al Bahle, Wayne, was elect-the executive committee of the ed president and H. C. McClellan While many of the exhibitors the executive committee of the fair here.

E. G. Cogburn was renamed fair manager and dates were set for September 15-19. Other officers include L. E. Gross, E. H. Hanby and W. L. Wilkinson, vicepresidents; Walter S. Robinson, secretary, and B. W. Cruce, treasurer.

Expansion of exhibit buildings for poultry and livestock were authorized by the directors. Formerly the Mesquite Fair, the organization last year changed its name to the Dallas County Fair. The organization now owns six acres with permanent exhibition buildings.

### Syracuse Sets 1953 Dates

ALBANY, N. Y., Jan. 24.-The 107th edition of New York State Fair will run September 5-12 at Syracuse, according to Commis-sioner C. Chester DuMond, of the Department of Agriculture and Markets. DuMond said the dates were chosen so the eight-day exposition would include Labor Day.

The 1952 fair set an all-time record attendance of 417,365 for its eight-day run. Harold L. Creel, director of the event, said that fair officials predict a new attendance mark in 1953, given a good break by the weather.

#### **Gresham Event** Sets Floral Show

GRESHAM, Ore., Jan. 24. -Duane Hennessy, manager of Multnomah County Fair, this week announced formulation of a new policy designed to utilize facilities at the fairgrounds during non-fair periods. First such event will be a Spring Garden Show April 9-12.

The County Commission, in voting approval of the project, noted that the Garden Show would help develop the county's nursery industry. Exploitation of interest in this field was credtied to the 1952 County Fair which established a new attendance

record. Hennessy will manage the show, which will utilize more than 60,000 square feet of space in fair buildings and lawns.

### Nebraska Assn. Picks Thompson 953 Pesident

Backs 400G Bond Issue for State Fair Coliseum

LINCOLN, Neb., Jan. 24.—The Nebraska Association of County Fair Managers at its annual convention here this week voiced support of a bill which would authorize the State Board of Agriculture to sell \$400,000 of bonds to construct a new coliseum on the State fairgrounds.

The association went on record as opposed to a bill which would tax pari-mutuel betting 5 per cent and, in effect, would cut into revenue to county fairs. The legislative committee countered with a proposal to amend the has been elected president of the turn the pari-mutuel money to the chairmen of the county fair treasurers.

Re-elect Mc Clellan Dan Thompson, McCook, was elected association president for was renamed secretary.

Booking offices, carnivals, and suppliers represented at the meeting included the following:

Truex & Drake Agency, Williams & Lee Agency, Wilbur Agency, J. C. Michaels & Sons, Paul Morehead Agency, Mario Production Shows, De Waldo Attractions. Wheeler & Pitman Agency, Irving Grossman-Gus Sun Agency, Barnes-Carruthers Theatrical Agency, Boyle Woolfolk Agency, Johnny Gunnier's Agency, KRVN Radio Station, Paul Long Rodeo, Aut Swenson's Thrillcade and Arrowhead Amusements.

Veterans' United Shows, Strong Amusement, Merriam Midway Shows, Paramount

Fireworks, Rich Bros.' Fireworks, County Fair Shows, Hollywood Thrill Show, Kirk & Sons Attractions, Hale's Shows of To-morrow, Sonny Schultz Shows, Johnny Rivers Thrill Show, Art B. Thomas Show, Starlight Shows.

C. W. Darling Amusements, W. A. Thomas Shows, Central Amusement Shows, ockwell Shows, Ashley Conger (trophies). George Stricker Rodeo, Corky's Coral Cang. Floyd Kile Shows, Ed O. Boyle Promotions, Curl Amusements, Regalia Manufacturing Company, Joie Chitwood Shows, E. G. Staats Company.

### Winter Fairs

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#### Arizona

Mesa-Maricopa Co Fair, Feb. 21-March L. Marcel Delporte 5111 N 10tb St.

California mperial-California Mid-Winter Fair. Peo 28-March 8. D V Stewart ndio-Riverside Co Fair & Nat'! Date

Festivai Feb 18-23 R M C Fullen-Florida Daytona Beach-Hallfax Fair Second week in March Turner Scott. Eustis-Lake Co Pair March 16-21 Kar

Lehmann Courthouse, Tavares, Pla Fort Lauderdale-Broward Co Fair March 3-7 B E. Lawton ort Myers—Scuthwest Fla Fair, Feb 2-7 Jack D Hughes Largo-Pinellas C Fair Feb. 17-31 J H Logan

Orlando-Centra. Fla Expo Feb 23-28 Crawford T Bickford. Feb 23-28 G R Patten Sanford-Seminole Co. Pair. March 9-14. l'ampa-Florida State Patr & Gasparilla Assn Feb 3-14 P T Strieder litusville-Brevard Co. Fair. Feb. 2-7 West Palm Beach-Palm Beach Co Expo March 6-14 Lamar Allen. Winter Haven-Florida Citrus Exposition

Feb 16-21 Phil E Lucey Louisiana Lafayette-South 'a Mid-Winter Pair Montana sozeman-Montans Winter Patr March

21-27 George T Sime Texas ort Vorth Southwest Expo & Fat Stock Show Jan. '0-Feb. 8 W R. Watt douston-Houston Pat Stock Show Feb 4-15 Herman Engel

Laredo-Washington Birthday Celebration. Feb 18-March 1, J. George Loos, Box 455 Mercedes-Rio Grande Valley Livestock Show March 5-9. Carl A Blasig San Antonio-San Antonic Livestock Expo Feb 20-March 1 W L Jones

### **URGES NEW PLANS** FOR ILL. EVENTS

Mrs. Fay Stumpe Elected Assn. Veepee; E. J. Hayes Takes Over Two Offices

By CHARLIE BYRNES

SPRINGFIELD, Ill., Jan. 24.-Illinois fairs this week were urged to prepare a legislative program to protect their State aid and also to eliminate deficits that have existed for several years. This advice was given by Stillman Stanard, new director of agriculture, at the 43rd annual meeting of the Illinois Association of Agricultural Fairs, held Sunday thru Tuesday (18-20) in the St. Nicholas Hotel.

Stanard told the meeting that the State's fairs are at a critical point in their growth and said the new administration was not in favor of okaying bills that have heretofore been passed to make up deficits. He said that in recent years, these deficits have amounted to from \$68,000 up to H. Waggoner, local businessman, State racing law which would \$228,000. The new ag chief also congratulated the fairs on their program and pledged the aid of his office in any undertaking.

#### Good Attendance

confab, presided over by Clyde Jimmy O'Neil, Three Bendette drew good turnouts. A general discussion on fair problems opened the Monday morning session. That afternoon Mayor John E. MacWherter, this city, welcomed the fair men. Clifford C. Hunter, association secretarytreasurer, reported on the annual meeting of the International Association of Fairs and Expositions in Chicago, and Fay Stumpe reported on pulling contests during Others on the program includ-

ed Boyd Kimmel, Morrison, on "Our System of Ticket Collection"; Hilding L. Johnson, Galesburg, "Judge's Sheets and Bookkeeping Entries"; William C. Cochran, Jacksonville, "Selection of Fair Officials and Duties"; Robert Pfeffer, New Berlin, "Successful Junior Fair," and Beryl White, Caseyville, was on hand for the Illinois Cutting Horse Association.

Burch Lee, Hartsburg, led off the Tuesday morning session with an address on his fair's calf scramble, and L. D. Ioder, Bradford, discussed the pros and cons of steer shows. Ray Swanson, Galesburg, spoke on barrow shows. Following the key address by Stanard, George Iftner, assistant director of agriculture, and James Tay, new general manager of the Illinois State Fair, were introduced. A discussion on running races was then held with Dean Bartle, Pinckneyville, and H. (Red) Meade, Mc-

#### Fem Speaks

Leansboro, leading the panel.

Speakers at the Tuesday afternoon meeting included Carl H. Preihs, Pana, who discussed the Illinois Colt Stakes; Mrs. James Walsh Jr., Carmi, "Women's Activities in County Fairs"; Wilbur Layman, Lincoln, "Uniformity in Commercial Exhibits," and Tay, who summarized the 1952 fair

The only new association officer elected was Mrs. Fay Stumpe, Pinckneyville, who was named vice-president to succeed her late husband, Jack. Clyde Lee, Mount Vernon, was again elected president and Hunter was renamed secretary-treasurer.

Renamed to the board of directors were Paul Powell, Vienna; Burch Lee, Hartsburg; Dewey Wheeler, Kansas; J. Fred Raker, Princeton; T. T. Dewey, Greenville, and Hilding L. Johnson, Galesburg.

#### Elect Hayes

Most of Sunday was given over to harness race meetings. E. J. (Gene) Hayes, DuQuoin, was reelected director of District 5 of

the United States Trotting Association and Hayes was also elected president of the Illinois Breeders Futurity. Other officers of the latter group are Harry Schmoeger, vice-president, and A. J. (June) VanGundy, secretary. Illinois Trotting and Pacing Colt Association re-elected all its officers, including E. L. Garrison, president; Harlen Bennett, Martinsville, vice-president; A. G. Ward, secretary, and Lander Van-Gundy, treasurer.

Social events of the week included the horsemen's banquet on Sunday night, the Monday luncheon of fair men, and the annual banquet and floor show held in the State Armory Tuesday evening. President Lee served as toastmaster at the latter event and introduced Lieut. Gov. John Chapman, acting governor, who gave the main address.

Following supper, a floor show was given with Bill Roth as emsee and Willie Shore in a guest The business sessions at the cut the show which included Lee, president of the association, Sisters, Al Mack, Betty Gaynelle, Magnolia Boys, Harry Bieler and his mule, Mufler Sisters, and Valentino Sisters.



#### Current Bookings

CANTON, OHIO, March 2 thru 7 Harry LaBreque, Director P. O. Box No. 931 YOUNGSTOWN, OHIO, April 7 thru 14, Harry LaBreque, Director P. O. Box No. 931, Canton, Ohio EL PASO, TEX., March 25 thru March 29, George Colouris, Director

204 Chamber of C. Bldg. SAN ANTONIO, TEX., May 10 thru 17, Carl Olson, Director 819 Gunter Building KNOXVILLE, TENN., May 25 thru 31

Paul Waters, Director
c/o Home Builders Association
MONTGOMERY, ALA., May 5 thru 10
E. H. Auerbach, Chairman
First National Bank Bldg.
JACKSONVILLE, FLA., April 22 thru
27, Edgar V. Smith, Director
317 W. Forsyth St.
CHARLESTON, S. C., May 19 thru 24
J. Walker Owens, Chairman

J. Walker Owens, Chairman c/o Chamber of Commerce DALLAS, TEX., May 2 thru 10 H. F. VanHorn, Director M. F. VanHorn, Director Penthbuse, Stoneleigh Hotel WACO, TEX., May 19 thru 24 M. D. Corbin, Manager P. O. Box No. 3005 NASHVILLE, TENN., April 28 thru May 3, Paul Waters, Director C/O M. F. Thomas, Union Nat.

Bk. Bldg.
CHATTANOOGA, TENN., June 8
thru 15, C. B. Osborne, Chairman
c/o Electric Power Company
NORFOLK, VA., April 27 thru May 2
Jack T. Craig, Director
c/o Exchange Club
64 West 38th St.
SOUTH BEND, Sept. 22 thru 27
Dorothy Godfrey, Director
P. O. Box 5041, Dallas, Tex.
DENVER, COLO., Sept. 22 thru 27
Carl Olson, Director Carl Olson, Director c/o Rocky Mountain News

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### FAIR ASSN. MEETINGS

Texas Association of Fairs & E. Byrd. 2601 Howard Street, Expositions, Baker Hotel, Dallas, Little Rock, secretary. January 29-31. Ted Overbey, Texas-Oklahoma Fair. Iowa Park, Tex., secretary.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, January 30. J. A. Theobald, Utah State Fair, Salt Lake City.

Western Nev. York State Fairs Association, Hotel Lafayette, Bufamusement family is a member, | falo, January 31. Carlton J. Larson, P. O. Box 170, Dunkirk, sec-

retary. Arkansas Fair Managers' Association, Hotel Marion, Little Mrs. Joseph Bartlett, North Rock, February 2-3. Sen. Clyde Haven, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Middle West Fair Circuit, Town House, Kansas City, Mo., February 20. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Association of Connecticut Fairs, Mount Carmel Parish

Communications to 188 W. Randolph St., Chicago 1, III.

### Eastern Units Divvy Up Dixie Dates With Few Fireworks

#### **Buck Fashions Route in First Try;** Metropolitan Bags Ronceverte

By JIM McHUGH

RICHMOND, Va., Jan. 24.-Pieces in the jigsaw booking pic- R. C. McCarter have signed West ning of a string of nine Florida face of stiff competition at the 41st ture fitted snugly thruout the Virginia State Fair, Ronceverte, winter dates. Southern circuit of fair meetings. as the big one. In addition they The element of surprise was lacking in almost every instance and the battle tactics, for the most part, led to mediation with a minimum of heavy artillery action eviments. Bedford, Pa.; Huntington, W. Va.; Alexandria, Va., a new event; Hagerstown, Md.; Petersburg, Va., and New Bern, N. C. The last-

To begin with the big ones had their dates safely tucked away. The threatened invasion of Eastern territory by Western units, which has highlighted the Dixie meetings for the past several years, was lacking. However, in its stead there was the advent of two new railroad outfits, O. C. Buck Model Shows and Metropolitan Shows.

The immediate threat was to the larger truck units which found themselves competing with railroad organizations for their better spots. The Buck organization, with Oscar Buck and Manager Dave Endy spearheading the drive, and with the able assistance of James E. Strates and their combination agent Allan A. Travers available at all times, fashioned a full-length route with little apparent difficulty.

Faced with many of the same booking problems, the new Metro-

### **Bowling Green** Festival Okay For RC Shows

BOWLING GREEN, Fla., Jan. 24.-Altho spending was reportedly light at the opening of the Hardee County Strawberry Festival here Monday (19), Dolly Young's Royal Crown Shows chalked up satisfactory business on the midway thru Thursday night (22). Good weather and fair crowds prevailed early in the event's run.

Highlighting the opening night of the festival was the nomination of the Hardee County Strawberry Festival Queen and her court. ham, Lexington, and Henderson, Coronation of the queen was held N. C.; Chase City, Va.; Laurin-bursday night. Nomination meet burg and Edenton, N. C. Lloyd elicited much local interest, with reported four additional spots tied of the banquet committee. seven surrounding counties represented at Monday nig. t's voting.

Halfway thru the engagement, the rides out-grossed the shows on the midway, which had a lineup of 12 rides, 10 shows and about 40 concessions. All were provided by Royal Crown.

### **Detroit Clubs** Install Execs

DETROIT, Jan. 24.—Close to 150 showfolk were on hand for the joint installation of officers of the Michigan Showmen's Association and the club's Ladies' Auxiliary in the Hotel Fort Wayne here Thursday (15).

Jack Dickstein, outgoing MSA president, and Margie Mansell, night club canary, served as emsee and femsee at the doings. Mrs. Bernice Stahl, past president of the auxiliary, served as installing officer.

An award was presented Mrs. Marion Dickstein as "Lady of the Year" with Mrs. Leonna Bennett receiving a second Terrence, at their home here Sataward. Charles W. Snyder, retired police censor spoke briefly.

board, were also introduced.

route. Shirley and Sam Levy and day (19) at Sarasota, the beginhold contracts with annuals at named, as of now, winds up the season the week of October 12.

McCarter announced that Robert Mack, former general agent of Royal Crown Shows, had been engaged in a similar capacity. The shows can still use a number of spots and it is apparent that they vania events.

Buck will jump into the South from the Westchester County Fair, Peekskill, N. Y. The first spot, Norfolk, is a new event. After James E. Strates; Union, S. C., ry, handled the booking chores. played by Vivona Bros.; Laurens, S. C., also played by Prell and a invaded Dixie territory only a few date at Charleston, S. C.

World of Mirth Dates Columbia, S. C.; Augusta and Sa- the booking chores. vannah, Ga. Bernard (Bucky) Alhome, fighting a series of colds.

A route of seven Dixie annuals are credited to the James E. Strates organization beginning with the event at Shelby, N. C. Other events will be played at Danville, Va.; Charlotte, N. C. Greenville, S. C.; Raleigh, N. C.

Orangeburg and Charleston, S. C. Cetlin & Wilson Shows also are in solid shape in the South. Their (12) at the Beachcomber here. dates include fairs at Richmond, Va.; Anderson, S. C., new to their route this year; Spartanburg S. C. and Macon, Ga.

Penn Premier Line-Up Lloyd Serfass announced the following dates for his Penn Premier Shows. Meyersdale, Huntingdon, Loch Haven and Port Robert H. George, Circus Saints Royal, Pa.; Emporia, Va.; Durup by verbal agreement but withheld announcing them until con-

tracts have been signed. Art Lewis, who this season is taking over the long-time success- vice-president; Mel Dodson, treasful John H. Marks Shows, also urer; Oscar Buck, secretary; Carl has a highly creditable route. Hanson, assistant secretary; Wil-Dates include Lynchburg, Coving- liam C. Bryant, chaplain; Philip ton, Roanoke and Galax, Va.; Bur- L. Cook, executive secretary, and lington, Statesville, Fayetteville, Clif Wilson, secretary. Albemarle, Wilson and Monroe, N. C. Retiring owner John Marks joined with Lewis in entertaining fairmen at the North Carolina and Virginia meetings.

The Southern route of Prell's Broadway Shows reportedly will get under way at Fredericksburg, Va., and be followed by fairs at Washington, Goldsboro, Mount Airey and Rocky Mount, N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va., the colored fair at Columbia, S. C., and Brunswick, Ga. Joe Prell represented the shows around the circuit while

#### Showfolk Attend Party For Light Christening

NEW YORK, Jan. 24. - Louis and Dolly Light, carnival concessionaires the last 25 years, celebrated a christening of their son, urday (17).

At a party later at the Latin Bob Reynolds, WJR sportscaster, Quarter, guests included Ike Wein-and H. F. Reves, of The Bill- berg, Mr. and Mrs. Jack Stern, berg, Mr. and Mrs. Jack Stern, the cemetery funds of both George Rector, Louis Dada King, Western Ramblers (4) provided Stanley Stern, Harry Rosen, Jules music for the dancing. Margie Roth, John Weissman, Morris Ba- has donated a bottle of imported Mansell sang several numbers. talsky, Charles Wertheimer and perfume as the first prize. Dr. Louis H. Firestone was in- Mickey Wynn. Entire arrange- Serving with Dolman stalled as men's prexy and Dotty ments for the food and entertain- committee are Hunter Farmer, Lawrenceburg, Jackson and Co- Nessler and son, James, left from Miller as secretary of the fem ment were under the supervision Charles Walpert, Sam Steffins, lumbia, the last of which is new here for a two-week vacation in of Frank (Shrimpy) Rappaport.

politan Shows also are doing a his dad, Sam E., and his brothers, pretty good job of fashioning a were busy opening the unit Mon-

#### Ferris Is Set

Carl Ferris and his general agent, Marty Smith, reported a string of seven events in the Carolinas for the Carl Ferris Shows. The dates are Warrenton, Reidsville, Roxboro and Louisburg, N. C.; Manning, Andrews and Moncks Corner, S. C.

Added back-end strength is Life and Monkey Show units. In will bring all of their big guns addition, Jimmie Frenzi and Jack fee paid by Reid a year ago. to bear in shooting for Pennsyl- Chicarelli have built a new girl trailer unit.

Ross Manning, still a relative that will come Clinton, N. C.; held newcomer to the South, has a full last year by Prell's Broadway route with fairs at Manasses, Lu-York, the World of Mirth, Allen-Shows; Hickory, N. C., former ray and Woodstock, Va.; Leaks-town, and the Cetlin & Wilson John H. Marks date; Greenwood, ville, Madison, Salisbury and Shows, Reading. The O. C. Buck-N. C., which was also held by Hamlet, N. C., and Lancaster, S. C. Marks; Rock Hill, S. C., played by Manning and his agent, Jack Per-

Vivona Bros.' Shows, which also semesters ago, reportedly hold will play the Bridgeton (N. J.) contracts for Christiansburg and Fair and the Hagerstown (Md.) World of Mirth Shows will be Martinsville, Va.; Lumberton, San- Fair. at their usual stands, at Greens- ford and Carthage, N. C. John boro and Winston-Salem, N. C.; and Morris Vivona looked after Broadway Shows holds contracts

### King Reid Awarded Bloomsburg for '53

Strates Gets Clearfield, York; WOM to Play Allentown; C&W Garners Reading

The King Reid Shows were Pa. awarded the midway contract for the 1953 Bloomsburg Fair in the annual convention of the Pennsylvania State Association of Bros.' Shows hold contract for the County Fairs here, Wednesday-Friday (21-23).

Reid, a truck organization, took over the midway at Bloomsburg two years ago when Eastern railroad organizations were booked solid. A repeat date was awarded last year, even the competition was keen, and this year he held on to the spot despite the fact that promised for this season, with Bull unconfirmed reports had it that Martin adding a Snake Show, Wild rival bids were some \$5,000 more than the estimated \$7,000-\$8,000

The James E. Strates Shows show front. They also have con- were awarded the Clearfield constructed a big sit-down cook house tract and Prell's Broadway Shows with the kitchen contained in a the Harrington (Del.) Fair, both contested spots.

Bookings Strates will play Clearfield and

The Metropolitan Shows failed to score, altho reported interested non, Benton, Eldorado and in the Bloomsburg and Harrington Georgetown. Mrs. Posen accomdates. It was reported that they

Besides Harrington, Prell's for fairs at Cumberland, Md., and

HARRISBURG, Pa., Jan. 24.- Bedford, Carlisle and Nazareth,

Penn Premier will play Port Royal, Huntingdon, Myersdale and Dayton. Morris Hannum added Indiana and Ebensburg. Vivona Scranton Fair.

Ben Herman joined the Morris Hannum Shows as business man-

# Rosen Signs 5 III. Fairs;

SPRINGFIELD, Ill., Jan. 24.— Interstate Shows, owned and operated by H. B. Rosen, moved into the Illinois picture here this week and signed to provide the midway at five fairs in the State. Model Shows sought no dates here. Fairs inked here at the fair meeting included Olney, Mount Verpanied her husband to the confab.

> Buff Hottle, owner of the shows bearing his name, was also active with the pen, and added one fair new to his route, the Danville annual. He also re-signed Lincoln, Ill., and announced that he recently closed with the Jackson, Mo., and Terre Haute, Ind., fairs. Jack Flynn also repped the show.

#### Parker Signs

Bob Parker was on hand for Royal Crown Shows and signed the Kankakee fair. Wallace Bros.' Shows were represented by Owner Ernie Farrow and General Agent Jack Downes and reported closing with the Newton fair and the Centralia July 4 Celebration.

K. H. Garman, of Sunset Val DeVal, dancer; Ann Dedon, Amusement Company, completed dancer; Grisha and Brona, dance his route here by the addition of team, and the Wally Wanger the Palmyra, Ill., Fair. He also signed to play the Morrison Fair Extra added attraction, who for the 19th year and the Oregon brought the house down, was Tony annual for the 14th time. Garman Bari, the Champagne Caruso said the show would open April Sammy Walch emseed, and two 30 at Excelsior Springs, Mo., and bands were on hand to provide close September 26 at the National Soybean Festival, Portageville, Mo. Mrs. Garman attended the Retiring President Leo Bistany meeting with her husband and presented gold cards to Claude both left for their Coral Gables, Sechrest, Patrick J. Finnerty and Fla., home following the confab.

#### Gold Medal Pacts

Gold Medal Shows, repped here by Owner Johnny Denton and Agent Art Frazier, announced they had closed to play two fairs formerly served by railroad shows. These are the Kingsport, Tenn., and Hendersonville, N. C.,

Al Wagner's Cavalcade of Amusements, with Bobby Kline on hand for the show, signed to provide the midway attractions at the Massac County Fair. Metropolis, Ill.

Bill Tatham, owner of the shows bearing his name, came up with a contract for the Sullivan. Ill., July 4 celebration and signed several repeat dates including fairs at Melford and Bloomington and celebrations at Toluca and Lacon.

### B. V. Nessler To Leave Road

SPRINGFIELD, III., Jan. 24 .--B. V. Nessler, owner-operator of staged at Dade Park, is being Nessler Greater Shows, ansponsored by The Evansville nounced here this week that his org would not go on the road during the '53 season. He added that he may go into the Kiddieland business this spring.

Nessler still has his Merry-Go-Round and Ferris Wheel but recently sold his Tilt-a-Whirl to Boone Valley Shows and disposed of his Spitfire to a Houston ride operator. Nessler was Other recent Gooding bookings here this week for the Illinois Mexico.

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### len, concession manager, represented the shows at all of the meetings. Manager Frank Bergen remained at his Richmond, Va., Of Miami Showmen

MIAMI BEACH, Fla., Jan. 24 .--Some 500 showmen, their families, hours and included such acts as their friends attended the ninth Harvey Stone, comic; Dana Leslie, annual banquet of the Miami singer; Gilrone and Starr, dancers; Showmen's Association Monday Maxine Furman and Alma, comics;

Seated on the dias and speakers' table were Mayor D. Lee Powell, Miami Beach; Mayor Chelsie J. Senerchia, Miami; Sheriff Thomas J. Kelly, Dade County; State Rep. Robert L. Floyd; Sig · Eisenberg, president of the 29er's; William R. DeCostas, counsel, and President and Sinners; David B. Endy, past president of the MSA; Robert K. Parker, past president of the MSA, and Patrick J. Finnerty, chairman

Also, President Leo Bistany; William Cowan, first vice-president; Samuel E. Prell, second vicepresident; William Moore, third

#### Club Reps

Club representatives included Ep Glosser, Showmen's League of America; Phil Isser, National Showmen's Association; Lloyd Serfass, Greater Tampa Showmen's Association; Marvin Keyes, Michigan Showmen's Association, and Max Goodman, Hot Springs Showmen's Association.

#### Los Angeles Club **Sets Party Date**

LOS ANGELES, Jan. 24.—The Pacific Coast Showmen's Association has set February 9 for its annual combination Going Away Party and Box Lunch, Sam Dolman, chairman of the committee,

The event is being held under the joint sponsorship of the PSCA for the prettiest boxes. Dan Dix

and Joe Archer.

The show ran for almost three

dancing until early morning. Gold Cards

Ep Glosser. Incoming President William Cowan presented a gold life membership card to Bistany. Gifts were presented members who raised money on behalf of the club during the year.

Finnerty was chairman and Lew Lange co-chairman of the committee in charge of the affair.

### 15 Ind. Fairs Set By Gooding; Add 3 in Tenn.

COLUMBUS, O., Jan. 24.— Fifteen Indiana fairs and one Hoosier festival—the Mermaid Festival at North Webster-already have been contracted by the Gooding Amusement Company, which has its home base here.

New to the Gooding bookings is a new fair, the Tri State Fair at Evansville. This event, to be Courier and is expected to lure a big attendance in its first run.

Besides Evansville, other fairs and the Ladies' Auxiliary. The in Indiana signed by the Gooding box lunches will be auctioned organization are those at Logansoff with the proceeds going into port, Centerville, North Vernon, Connersville, Shelbyville, Frankgroups. Prizes will be awarded lin, Columbus, Decatur, Bluffton, Auburn, Rushville, Rockville, Bloomington and Marion.

Serving with Dolman on the include three Tennessee fairs, fair meeting and with Mrs. to the Gooding route.

### Midway Confab

Before leaving for Florida fairs, Jack Kellow, Palmerton, Pa., pur- two-reel short for Warner Bros. chased two Chevrolet trucks from on the Royal American Shows the Hamm Chevrolet Company, several seasons back, is working Lehighton, Pa., one to be used on a TV series using that show for a frozen custard unit and one as a background. for a Girl Show front. Assisting him with preparations were Steve Russell, Manuel Muniz and Bill Art Lewis Shows, is ill at her Eumuchs.

Victor Ferguson, of the Down River Shows, trekked to the Michigan Association of Fairs meet at Detroit by train returning Wednesday (21) to his home in Poplarville, where his wife was a victim of the flu. Ferguson has a tung oil plantation and is also a cattle raiser near Poplarville.

Mrs. Bud Birchman recently took delivery on a 36-foot house trailer, a Christmas gift from her husband, the superintendent of rides and trucks on the Royal Midwest Shows.

C. A. (Curly) Vernon, owner of United Exposition Shows, reports he has completed a new home for his elephant, Cross-Country Babe, at his Bryan, Tex. ranch. The structure is a concrete block building, 24 by 24 feet, with a 10-foot high ceiling. It also contains a hay loft and living quarters for the bull's trainer, Jimmy Odell.

E. B. (Ted) Dunlap, electrician and concessions op on F. O. Poole's Gladstone Shows, and his Betty Christy, Betty and Edna bride, the former Eloise Bundy, are honeymooning in Gulfport, Miss. Marriage took place Tuesday (20) in Pascagoula, Miss.

Fred Meyers, for the past nine years general agent with Jack Hardin, Nolan and Letha Stuckey. B. Moore's Modern Shows, has Jack and Van Lampion, Tommy resigned and plans on joining Knapp, Donald Pense, Mr. and another show in that same ca- Mrs. Frank Montague, Johnny pacity in the near future. . . . Harold Eutah, concession manager on the American Beauty Show, Frank Gilbert, Jim and Mary is currently enjoying a long vaca- Griner, Georgia Kilpatrick, Glenn tion trip thru Mexico. He plans Williams, Roger Duncan, Mary on returning to the show's Louise Brown, Max K. Smith, winter quarters in Perryville, Mo., Roger and Irenda Work, Eddie J. about February 1.

Mr. and Mrs. Ray Oakes, Lyons, Ill., games manufacturer, will celebrate their wedding anniversary in Florida January 30. The Oakes will also take in the Florida State Fair, Tampa, during their trip.

Mrs. Mildred Miller, of the W. G. Wade Shows, returned to Tampa following the recent Michigan fair convention to rejoin her husband, Fred, at the City Trailer Parker where they will remain thru the winter months

Bob & Ida Amusement Company will open May 2 in the vicinity of Bridgeport, Conn., and play the New England States and New York State, carrying 7 rides, 4 shows and about 40 concessions. page of pictures of show women Mr. and Mrs. Benge, operators, wintering in Tampa, have been members of the Ladies' Auxiliary, daily visitors at the M & M Grill Hot Springs Showmen's Associain Sulphur Springs, gathering tion. Pictured were Mrs. Billie place of many showfolks. Work Burnett Owens, Mrs. Marion Shuin quarters starts April 1. All ford, Mrs. J. W. (Patty) Conklin, trucks will be painted orange and Mrs. Caroline Holt, Mrs. Vivian red. Mr. and Mrs. Benge leave Zimdars, Mrs. Pearl Weydt, Mrs. for Connecticut soon to arrange the spring opening.



## HANKY PANKS

WILL BE AT THE TAMPA FAIR

FEBRUARY 3RD TO 12TH

Would like to renew old acquaint-ances and show some of our new games. Catalog will be available at Tampa, just ask any of the boys. If you can't be there . . . write for our catalog.

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Nite Phone: Brookfield 8860

Saul Elkins, who directed the

Nina Uttrup, formerly with the home, 142 East 33d Street, New York City, and would like to read letters from friends. . . . Carlton Coe is en route to San Antonio following a vacation in Mexico City. . . . Vernon and Mae Barnes are at their home in Barry, Ill., recovering from a recent bout with the flu.

Jack Lampton, circus and carnival showman, is now operator of the Caravan Trailer Park on Jackson Pike, just outside of Columbus, O. . . Gettus and Garnet Pugh, Lancaster, O., and Clare and Li Pearce, La Grange, O., well-known concession folk, tossed their annual shindig for fair managers and show friends at the Deshler-Wallick Hotel, Columbus, O., during the recent Ohio Fair Managers' Associatio convention. Among those who participated of their hospitality were Herbie and Aletha Arnold, Joe Gaskill, Doris and Jimmy Chickarello, Tommy Thomas, Jimmy Murray, Foster Archer, Jim Curtis, Jake and Doris Goutermout, Buck and Mary Saunders, Chloe Gooding, Ray and Kathleen Gooding, Ray and Eva Riffle, Alvin and Hollahan, Garland Flowers, Guy and Stella Van Zille, Henry Miller, Pete Kohli, Dean Manor, Marion Myers, Don and Carrie Stewart, Mr. and Mrs. Russell Mopps, Sam Generallo, Marjorie Hardin, Iva Cochran, Maurice Murray, Dick and Dot Richards, Lloyd Holt, Engle and Jack Sweetman.

Rebi Del Mar, Latin singer of the Tropicana Revue, has followed Sally Rand into the Mounds Club, East St. Louis, Ill., for a month's engagement. . . Mr. and Mrs. Bill Smith, cookhouse operators, are wintering at their home in Burkburnett, Tex. Visitors have included Benny Allen, the Fat Smiths, Sam and Alma McCurstion and Joe Star, of the Oklahome Exposition Shows. . . Pauline LaPage gave a birthday party for Billy Logsdon January 16 in Beaumont, Tex. Guests included Zora Blaire, Billy Bell, Helen and Jiggs Prencheck, Linda Lopez, Jenny Farmer, Gee Gee Pepper and Maude Vaughn. . . . The Hot Springs Sentinel-Record of January 18 contained a full wintering in that city who are

### Tatham Plans New Operation

Vivian Wilcox and Mrs. Mildred

SPRINGFIELD, Ill., Jan. 24.— Bill Tatham, owner of the show bearing his name, announced the org will go out this year with a combination carnival-circus operation and play on streets under auspices. Tatham, who was here this week for the fair meetings, said he had already signed several towns where he will operate the

The show will be on a stage and include around 10 acts, he said. In addition, org will carry 7 rides and 4 back-end units thru Illinois, Wisconsin, Tennessee, and Missouri and Mississippi.

Dates set include the Melford, Bloomington and Moline, Ill., fairs and the Sullivan, Ill., July 4 celebration. Show will also play the Toluca, Ill., Italian Celebration and the Lacon, Ill., Old Settler's

In addition to his show, Tatham announced plans to go into the TV film producing business. He has already purchased camera equipment and expects to set up business in either Plant City or Winter Haven, Fla.



WANT FOR FLORIDA FAIRS: FT. MEYERS, WEEK FEB. 2; WINTER HAVEN, WEEK FEB. 16; PLANT CITY, WEEK FEB. 23; EUSTIS, WEEK MAR. 9.

CONCESSIONS

BALL GAMES, STRING GAMES, BALLOON DARTS, PHOTOS. Will sell EXCLUSIVE on CUSTARD. Any kind of prize-every-time Con-

RIDES SHOWS

ALL REPLIES:

ROLLOPLANE, CATERPILLAR. Any other new major rides. WILL BOOK LITTLE DIPPER and any new KIDDIE RIDES. MOTORDROME with own equipment. Any well framed GRIND SHOW in keeping with our high standards.

DOLLY YOUNG, MANAGER, ROYAL CROWN SHOWS TARPON SPRINGS, FLA., UNTIL JANUARY 30; THEN FORT MEYERS, FLA.



#### WANT FOR 1953 SEASON

CONCESSIONS

RIDES

Legitimate Concessions of all kinds. Will sell exclusive on Custard, French Fries, Photos, Age and Scales, Novelties, High Striker, Long and Short Range Galleries.

Will book, buy or lease Octopus or others

who can furnish girls and wardrobe. Will

not conflicting. Have beautiful Panel Wagon Fronts for Minstrel and Girl Revue. Want Managers

Foremen for Merry-Go-Round, Twin Wheels, Tilt - A - Whirl, Chairplane, Spitfire, Kiddie Rides, Caterpillar, etc. Must be experienced and drive semis, top salaries and bonus.

Want Secretary who understands all tax forms (Bill Whitmore, contact).

FOR SALE

Bingo, 24x36 ft. Complete. Will book same on show. (Lew Weinstein,

book Monkey or Animal Show or others not conflicting. WINTER QUARTERS NOW OPEN-TRAVIS FIELD AIRPORT, SAVANNAH, GA. SHOW OPENS FIRST WEEK IN MARCH-SAVANNAH, GA., DOWNTOWN LOCATION.

All replies: BROWN AND WALLACE SHOWS, BOX 315, SAVANNAH, GA.

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12-RIDES-12

### 8—SHOWS—8

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Custard, Ball Games, Long Range, Short Range, Photos, Pitch Till You Win, Cork Gallery, Balloon Darts, High Striker, French Fry, Mitt Camp, Hoop-La, Glass Pitch, Duck Pond. Will give P.C. with Hankies.

SHOWS

RIDE HELP

Wild Life, Jig Show, Unborn, Crime, Operator for new Funhouse (must drive semi). Le-Ola can place for Side Show Working Acts. Ticket Sellers, Coneral Help.

Foreman for Ferris Wheels, Chairoplane, Octopus, Spitfire, Dipper, also Second Men for all Rides. Must drive semi. Arthur McBroom, contact; W. R. Fritts, write at once; McGary. write; Buster Morgan, write.

WRITE OR WIRE

ROSS MANNING, 3020 S. W. 23 St., Miami, Fla.

WANTED

Concessionaires and Entertainers for

#### St. Patrick's Day Celebration

Shamrock, Texas, March 17

Write:

Bob Roach or Clayton Sanders Shamrock, Texas

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And Best Winter Spots to Follow. Count Store and Skillo Agents. Lucky boys, don't waste my time.

ANDY CUSTER

Big State Shows, Del Rio, Texas

Information wanted concerning Walter Napieralla, formerly of Elmira, N. Y., who disappeared about 1907 at age 17. He is believed to have joined a circus, carnival or road show. Anyone having knowledge of the whereabouts at any time of Walter Napieralla, or of his death, please contact the undersigned. If Walter Napieralla is living and reads or hears of this notice, he is requested to communicate with the undersigned. He has an interest in the estates of a He has an interest in the estates of a deceased brother and sister. (Signed) Attorney Thomas J. Flynn, 415 East Water Street, Elmira, New York.

MUST SELL FREAK BABY SHOW COMPLETE

First \$750.00 cash takes it all. WIRE, WRITE. Barry's Attractions 7520 N.W. 27th Ave. Miami, Fla. 8 RIDES

8 RIDES

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Not the biggest but one of the best

Can place Concessions of all kinds that work for stock, Want Shows, Tenin-One, Wildlife, Unborn, Pit Shows and Girl Shows with nice fronts. Will book any Show of merit with own transportation for one of the best routes of still dates, celebrations and fairs in the East. Can place good Ride Help on all rides. Those that drive given preference. Wanted Bingo Caller and Counter Men.

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Willie Lewis and Jack Perry Want For

CARL FERRIS SHOWS

Agents for Razzle, Clothes Pins, Six Cats, Pea Pool, Over 7, Buckets, Lucky, answer. Wheel Agent. Sam Glickman, answer. Will book Pan Game, Rat Game, Swinger. All replies:

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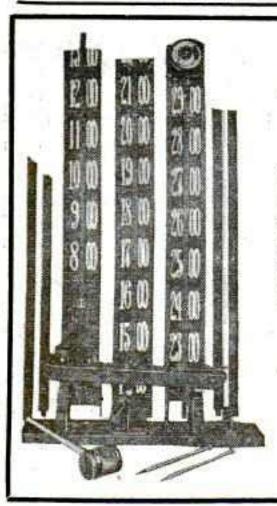
COMPLETE OUTFIT. Strong banners, new last season. Front 113 ft., top 20x80 ft. 9 acts with sound and animation. GREATEST MONEY GETTER OF ALL GRIND SHOWS. PRICE—\$3,800.00 COMPLETE. First time ever offered for sale. Reason—Am building a new and different attraction. READ THE TOP LINES AGAIN.

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A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals, Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickelplated chaser, 2x4 braces.

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Big Auction Sale of Show Equipment, Wed., Feb. 4th, at ED'S PLACE, Located on Highway 90, East of Lake Charles, La.

Two Abreast Merry-Go-Round, #5 Big Eli Wheel, 24-seat Smith & Smith Chairplane, seven-car Tilt-a-Whirl; ten-car Kiddie Auto Ride, Sunshine Choo-Choo Electric Train. four Int. Trucks, two C.M.C., one Ford, two Chev., one Dedge, one Winch Truck. All late models and in good shape. All rides in first class shape and will be up and in operation. One Transformer Wagon with 3 pots banked together, one 371/2 kw., two 25 kw. Good ground cable and junction boxes. Seven closed steel Vans, two open top Trailers. Sale starts at 2 p.m. Come early, plenty of bargains. Terms can be arranged. For full information contact

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WANT FOR LARGO (FLA.) FAIR, FEB. 16-21

Roll-o-Plane, Loop-o-Plane, Scooter, Chairplane, Caterpillar, Kiddie Rides except Train and Kiddie Whip. Legitimate Concessions that can and will work for stock. Shows that don't conflict. For Central Florida Expo., Orlando, Feb. 23-28. Shows that don't conflict and legitimate Concessions.

For 1953 season-Train Porters, Train Crew Help, Ride Help and Foremen for following Rides: Merry-Co-Round, Spitfire, Looper and Rello-Plane. Will book and furnish wagons for Major and Kiddie Rides that don't conflict. Will book and furnish wagons for Shows of merit that don't conflict. Fourteen of the East's argest rairs already booked.

JAMES E. STRATES SHOWS Winter Quarters, De Land, Fla. JAMES E. STRATES, Pres. & Gen. Mgr. DICK O'BRIEN, Manager

Mardi Gras Week—Feb. 4 to 17, Mobile, Ala.—Mardi Gras Week
Can place Hanky Pank Concessions for 1953—42 weeks. Want neat Grab Joint.
One of each kind—Photos, Scales, Jewelry, Novelties. Can use Popcorn, Cotton Candy
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All Address: F. W. PEPPERS, Peppers All States Shows

P. O. BOX 337 OR c/o WESTERN UNION, MOBILE, ALA. (Phone: 6-2052 from 10:00 to 12:00 p.m. only) Please, No Collect Calls or Wires.

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WANT Small Indoor Circus (complete), Walkthrus, high-class Shows, Stock Concessions, Hanky Panks, etc. Pitchmen, this is it.
Write, wire or phone (no collects) LA 4542.

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### GLADES AMUSEMENT COMPANY

Immokalee, Florida, all this week

Can use for Miami, Florida, two weeks commencing February 2, with Florida City to follow. You all know this one. Snake Show, Illusion, Funhouse, Hanky Panks of all kinds. Positively no flats. Contact John Keller, Miami 6-42867 or Jerry Saddlemire, La Belle, Florida.

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WANT

SIDE SHOW: Freaks, Talkers, Novelty Acts GIRL SHOW: Dancers, Talkers GRIND SHOW: Unborn, Midget Horse, Midget Cow, Octopus, etc.

Closing middle October) Show moves by rail, We fur-nish transportation and re-turn and arrange for Canadi-an entry. Send photos and state lowest salary,

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Line Joints, Center Joints, Hoods, Bingo Tops, Flys, Ballys, Sidewalls. Best materials and workmanship. Send sizes and specifications for prices. Show and Ride Tops, Ferris Wheel Seat Covers. We have a good stock of used Show Tops from 10'x10' hip roof to 80'x160' round end tops. Write for prices.

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GIVE TO DAMON RUNYON CANCER FUND

### PSCA Policy Revived; Name Reps on Shows

LOS ANGELES, Jan. 24.-Moe Levine, president of the Pacific Coast Showmen's Association, started the ball rolling for his administration by naming club representatives on the various shows. He also announced his committees for the year.

Levine revived an old policy of having representatives on the various carnivals. Called stewards, the list includes Frank Warren, Crafts 20 Big Shows; Sam Dolman, West Coast Shows: Ray Holding, Douglas Greater; Arthur Andersen, Meeker Shows: Danny Ferguson, Cavalcade of the West; M. M. Buckley, Monty Young Shows; Joe Steinberg, Siebrand Shows; Tony Masseth, Redwood Empire; John Cardwell, Liberty Shows; Earl Stolze, Ocean Park; Mark Herman, Mission Beach; Eddie Hellwig, West Coast Exposition; Ben Martin, Martin's Greater; Harry Golub, Clyde Beatty Circus, and Matt Herman, Royal American.

#### Elected Officers

Officers of the association for 1953 include Hunter G. Farmer. vice-president; Al Weber, treasurer; Dave Friedenheim, secretary; Ted LeFors, board of cemetery trustees for five years, and Jerry Mackey, board of trustees for three years.

Members of the board of governors are Sam Abbott, C. H. Allton, Arthur E. Andersen, Joe Archer, John T. Backman, Sam Brown, M. M. Buckley, Dan Callahan, Al Cohn, Sam Coomas, Dan Dix, Sam Dolman, Bob Downie, M. H. Ellison, Dan Ferguson, Eddie Harris, Matt Her-Jacobi, George H. Lauerman, Contract Reid Matthew Lantz, John L. Lorman, Louis Manly, Bob Matthews, Joe T. Mead, Harry Merkel, C. E. Moore, Harry Myers, Harry Phillips, Ray Rosard, Bob Schoonover, Norman Schue, Jack Shaffer, Joe Steinberg, Eddie Tait, Elmer Velare, Frank Warren, Roger Warren, and Frank Zam-

Building: Joe Steinberg, chairman; Eddie Tait, Mike Doolan, 22 rides were presented. No shows Harry Hargrave, Mike Krekos. or game concessions are included. Finance: Eddie Tait, chairman; Jerry Mackey, M. J. Doolan, Joe bellishments will be added to Steinberg, George Lauerman, those installed last year, Reid Hunter Farmer, Joe Glacy. said. Fairyland characters cut out Legislative: Joe Glacy, chairman; of plywood and attractively S. L. Cronin, E. V. Coe, E. O. Douglas, Harry Fink, O. N. Crafts, Harry Hargrave. House: Landsman, Arthur Thompson, Earl Stolze.

#### Seber Heads Group

Entertainment: Harry Seber, chairman; Harry Golub, Charles Royal Midwest Key, Walpert, Walter Trask, Harry Phillips, Lou Manly, Sam Dolman, Dan Dix, Frank Redmond. Year Book: George Lauerman, chairman; Moe Eisenman, Raymond Douglas, Al Freedman, Roger Warren, M. J. Doolan, Bob Schoonover, Dan Dix, Eddie Barnett, John Cardwell, Al Moxie Owner-Manager Roxie Harris Miller, Frank Fay, Arthur Hockwald, M. H. Ellison, Max Hillman, Mike Herman, Al Rodin, Sam Steffin. Public Relations: Harry Phillips, chairman; Matt Herman, Harry Baron, Bobby Cohn, Dave Shepro, Harry Merkel, Bob Banard. Ways and Means: Joe Archer, chairman; Eddie Harris, Art Andersen, M. M. Buckley, Al Cohn, Frank Warren, Dan Ferguson.

chairman; Irving Seiff, Max Kaplan, C. E. Moore, Frank Warren, Snobar. Custodian: Ben Beno. Tiler: Joe T. Mead. Greeter: Harry LeMack. Chaplains: Ted LeFors, Harry Seber. Sergeant at arms: Ernest McCarthy. Counselors: Kenneth Beatson, William A. Sherwin, Norman Silver. Physician: Dr. Ralph Smith.

Welfare; J. J. Dunn, chairman; Al Weber, Ben Beno, Ray Rosard, Ernest McCarthy, San Dolman, E. J. Kennedy. Publicity: Sam Abbott, Al Flint, Harry Chipman, Sam Dolman. Good Will Ambassador: Dan Dix.

Levine announced the winners of the Hi Jinks awards were Glen Porter, Jerry Mackey, Dan Callahan, and Glen Whittaker.

### Blue Grass Sets Route; Adds 2 Spots

SPRINGFIELD, Ill., Jan. 24 .-Blue Grass Shows will play two new dates in Illinois this year, the fair at Greenup and the Olney July 4 Celebration, C. C. (Specks) Groscurth, ownermanager, announced here at the Illinois fair meeting this week.

The Olney celebration will run seven days this year and a grandstand attraction program is planned for both July 4 and 5.

Plans for '53 are pretty well under way, according to Groscurth. Show will open at its Owensboro, Ky., base about mid-April. Org will play the Paducah, Ky., fair after a year's absence and will then trek to the Paris and Charleston, Ill., annuals. Princeton, Ind., Carmi, Ill., and the Greenup dates follow. The shows will then move into the DuQuoin, Ill., annual for their third consecutive year.

Groscurth recently purchased two wagon-type show fronts from O. C. Buck and will use them for his minstrel and girl revue. Show will concentrate on showowned back-end units this year and they now own equipment for eight shows. In addition to 14 major and kid rides, a new combination Fun-Glass House was added.

Groscurth, accompanied by Mrs. Groscurth, will spend February in Florida, making the rounds of the various fairs.

# Skowhegan, **ESE Annuals**

HARRISBURG, Pa., Jan. 24 .-King Reid, operator of the shows bearing his name, announced this week that he had again been awarded the midway contract at the Eastern States "xposition, Springfield, Mass., September 20-

Reid said that the midway area Committee members are: at Springfield would be enlarged. Last year, in his first appearance,

A number of permanent empainted are used to decorate the

Reid announced that his organ-C. E. Moore, Jack Beames, Sam ization had also been awarded the midway contract for the Skowhegan (Me.) State Fair

### Staffers Announced

FINDLAY, O., Jan. 24.-Bill Harris, general manager of the Royal Midwest Shows, this week announced the shows' staff for the coming season. Besides and himself, the staff will include Patrick Brady, advance and public relations; Nip Harris. special agent; Dottie Case, secretary; Mrs. B. Birchman, The Billboard sales agent; Bud Birchman, superintendent of rides and trucks; Bob Harris, electrician and assistant superintendent of rides and trucks.

The show will hit the road in April and will be routed thru Membership: Sam Dolman, Ohio, Indiana, Illinois, Kentucky, Arkansas and Mississippi Arkansas and Mississippi.

Full scale activity is now under way in winter quarters, with Harry Martin, Sam Brown, John skedded work including the construction of several new light towers and the rebuilding and repainting of all equipment.

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NEW AND REBUILT KIDDLE RIDES

8-car circular type, automatic. 12-pas-senger Ferris Wheel, 12-passenger Swan Ride, 12-passenger Chair Ride, 24-pas-senger Smith & Smith Chairplane, portable 12-horse Merry-Go-Round, Cros-ley 18-passenger Fire Truck, Crosley 16-passenger Fire Truck. All rides portable. Will erect complete anywhere. Rides demonstrated by appointment. Come to Youngstown, Ohio, and see what you buy. Lowest prices anywhere for you buy. Lowest prices anywhere for guaranteed moneymakers.

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Sideshow People of all kinds. Go to work now Charro Days next week, Brownsville, Texas. Continuous work following. Fire Eater, Mitt Reader, Tattoo Artist, Bally Giris, Blade Box Girl, Ticket Sellers and all useful Sideshow People. American Midway Shows, Harlingen, Texas, this week. Contact:

Linda Lopez Box 1471 Harlingen, Texas

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THE "The Amusement Industry's **BILLBOARD** Leading Newsweekly"



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Harrison, Jack

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Brooks, Mrs. Robt.
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(Curley)
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Johnson, Truman D.
Johnson, Truman D.
Jones, Franklin
Jones, Hascal (Blue)
(Train Hand)
(Pee Wee)
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Keaton, Alfred Lee
Keller, Herman
Kelly, William
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Cooper, Richard
Cooper, Roy W
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Cross, Paul
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Darso, Danny
Daugherty, Patrick
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Davis, Jimmie &

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Renee, Judy
Franner
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Wyman, J. F.
Yakita, George
Yancy, Geo. Beaman
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A. (Tommy Faye)
Filley, William Edgar
Roberts, Bill &
Czeidenstein, Bernard
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Francis
Francis
Renee, Judy
Francis
Renee, Judy
France, Nivain
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Dempsey, John
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Lambert, Wm. (Bill)
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Lorenz, Slim
Lovel, Jack
Lovell, Doc
Lovett, Sid
Lunsford, Geo. S.
McAllister, Norman
Francis Durham, Red
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Evans, Max
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Fetta, Tex (Burkhart
Shows) McBride, G. W. McCarthy, Leo McCormick, H. G. McCoy, Emmett A. McDowell, Ruth McGee, Jim McGee, Patrick

Fecteau, Leo W.
Fennessy, Elias J.
Fetta, Tex (Burkhart Shows)
Fisher, Durwood
Flake, Mrs. James
Folk Celebration
Show
McKenney, Red

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Forkum, Chas. T.
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d Fowler, Wm. Henry
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Milligan, William J.
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Mitchell, Joe
Mitchell, Joe
Mitchell, Stanley
Modele, Harry
Modele, Harry
Modele, Harry
Moore, Mrs. Anna
Moore, Mrs. Anna
Moore, Mrs. Anna
Moore, Mrs. Anna
Moore, Harry Z.
Moore, Harry Z.
Moore, Clyde Wilson
Michael
Sparks, Ray Eugene
Miller, C. M. (Red)
Mi Snow, Chas, Kenneth Soler, Clyde Wilson Sovan, Michael Sparks, Ray Eugene Sparks, William Lee Delaney, Paul Del Mar, Miss Lisa DeWinter, Bud & Lyne Dennis, Prince
Dickens, Thores E.
Doersam, Hattie
Dopson, Charles
Edson, Brad John
Edwards, Albert
Edwards, G. E.
Engle, Charles Engle, Charles Finley, Merlin Forster, Gus Geary, Family Show Stephens, Chas, A. Sterling, Howard & Stewart, Mrs. Agnes Stewart, Curley
Stewart, Jim
Stoke, Mrs. Delores K.
Stoltz, L. Z. P.
(Gilham) Stone, James W.

Geary, Family Show Schoen, Robert Gilham, Thomas F. Schoen, Robert Duane Gowdy, Pamela Silcox, Mr. & Mrs. Joe Exposition Exposition Skeene, Lloyd Smith, Charles W. Sourgeon, Orin Hamilton, Raymond Haney, Harry Irwin
Harris, Edward R.
Hazen, Bennie
Heath, Talmadge
Hinds Heath, Talmadge Hinds, Mr. & Mrs. Hodge, Welbro A.

Hoskins, Ken Hunt, Albert Jr.

Keller, Herman
Kelley, Mrs. Alice
Kirkhart, James F.
Jluss, Mrs. Gertrude
Kropp, Mrs. Edith
LeBlanc, Jack
LaLoge, Polly Willis
Lamont, Frank
LaStall, Jenee
LaVell, Frank X.
LaVore, M. J. Travis, Jimmy Tressel, George D. Tucker, Alfred Charles

Potter. Henry Powers, Patricia Babe Ramblers, Texas Ramp, Bobby Rampolla, S. Raynell Riley, Art Rubertino, Frank Schoettka, Franz Gallup, Theodore T Groll, Bob Hackett, Edward J.

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Calkins, Bob Ceylon, Joe

Cooper, Tex Cordes, Henry R.

Kennedy, Charles King, Zorita

Pallenburg, Emil

Davis, Smokey Durand, Jack

Ceylon,

Hopkins, R.
LaFlew, Al
Lipko, Jerry
McLoughney, John
Pelley, Mrs. B.
Petress, Dale
Tavarock, Jack
Tucker, Gladys

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Lee, Robert E. Ligon, Jean T. Ackley, J. W. Baker, A. C. Baker, Mr. & Mrs. Baker, Mr. & Mrs.
Charles

Baker, D. C.
Bales, Dorothy
Bales, Pete J.
Black, Jimmy and
Black, Jimmy and
Black, Mr. & Mrs. Joe
& Pauline
Banister, Paul
Bean, Jesse P. Jr.
Becker, Lawrence J.
Becker, Lawrence J.
Becker, Lawrence J.
Boudreau, Adrian
Bratton, O. T.

Linn, James
Logsdon, David
Logsdon, Walter
Lopez, Linda
McCabe, Mrs. Ruth
McGuire, Arthur Ray
McLean, Clarence R.
Morenal, Robert
Martin, Sammy
Moorehead, Mr. &
Mrs. Merle
Moreno, Geraldine
Moreno, Tito M.
Morris, Dorothy
Morris, Dorothy
Morrision, Kokomo
Jimmie Linn, James

Boudreau, Adrian Bratton, O. T. Bryant, Macon Brauda, Frank J. Byers, Carl Bryson, Margaret Eud Bratton, O. T.
Bryant, Macon
Brauda, Frank J.
Byers, Carl
Bryson, Margaret
Eudine
Bunch, Mr. & Mrs.
Sam
Burger, Janet

Mortenson, Kokomo
Jimmie
Mortenson, Arthur
Nelson, L. M.
Newbold, George W.
Norwood, Wm. H.
Pierce, Carl
Pink, William
Perry, Robert
Petrie, Nins Petrie, Nina
Petty, Bill
Pichard, Charles
Pierson, O. L.
Pinkerton, James E.
Ramseyer, Earl Dean Burger, Janet
Burto, Leon
Canipe, Alma Lee
Canster, L. C.
Carlsen, Jimmy

Rawlings, Jack & Billy Redwing, Chief Reeves, Charles E. Reynolds, L. C. Riley, Tex Roher, Homer Eugene Rose, Louis Rosenfeld, Jimmie Ross, Mr. & Mrs. C. E.

Ross, Jack R.
Rowe, Terry
Ruscitto, Emil B.
Russell, Jack
Sanford, James K. Sargraves, Virgil Schmidt, Stanley Schoer, Robert D. Schoen, Robert

Spurgeon, Orin Sorent, Joe Stanley, Robt. B.
Stearns, Edward F.
Stokes, Van
Swan, Mrs. W. L.
Chamses, Mr. & Mrs.
Clarence Thurman, Brad W. Timberlake, Miss

Hunt, Albert Jr.
Hurley, Joe
Hurt, Violet Rose
Jacobs, Charles
Calhoun
Jones, William E.
Johnson, Mary
Jurcich, S. G.
Kalen, James B.
Keller, Herman
Kelley, Mrs. Alice
Kirkhart, James F.
Jluss, Mrs. Gertrude
Kropp, Mrs. Edith
Kropp, Mrs. Edith
LaBlanc, Jack

Hunt, Albert Jr.

Turner, Albert
Vaughn, Mrs. J. C.
Walsh, Raymond J.
Walter, Darrell E.
Wanis, Mike
Wells, Richard E.
Whalen, Betty
Whalen, Thomas F.
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For sale Scooter round end, 40x70 foot building, 14 Lusse Cars with or without transportation. Good condition. Jet Ride, 20 passengers, used as demonstrator eight weeks. Late model Chairplane, Smith & Smith; used Trailers and Trac-

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17 JEWEL, WAFER THIN, Men's Modern-istic Watch #1750 with sweep second hand and black suede strap, very smart, non-tarnish metal case in yellow

Unboxed \$10.25 Send \$11.50 For Postpaid

Sample No. 1751--Same as shown but with small second hand. Send \$11.00 Postpaid

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STRIKINGLY BEAUTIFUL YELLOW FINISH!

Postpaid Sample Rich appearing dome-shaped box with guarantee slip, \$71.50 price tag—\$1.00 extra per watch.

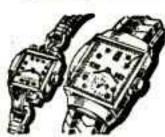
LADIES' No. 67R NEW RHINESTONE CASE WATCH 7 JEWEL-Very Feminine, Lovely Black Cord Band SEND \$11.00 For Postpaid

Beautiful dome-shaped box with guarantee slip, \$49.50 price tag-\$1.00 extra per watch.

WRITE FOR CATALOG. Terms: 1/3 deposit, balance C.O.D. Include postage if cash in full sent.

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21-JEWEL at a \$15.95

Wholesale only - \$1 additional for samples. 25% with order, for samples. 25% with order, JOS balance C.O.D. 5-day money- JOS back guarantee if not satisfied.

MEN'S & LADIES' RINGS set with 1/2 Ct. TITANIA GEMS Ladies' 14k \$14.95 mounting set with 1/2 ct. More Brilliant Than Diamonds.

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MEN'S NEW IMPORTED JEWELED WATCHES Special Price

in gross lots.. 2-button chronograph or Chrome case service watches with radium dial and removable lugs. Complete with leather strap. Dozen lots ....\$3,55 each Lots of 6 ..... 3,95 each New Big 1953 Whole- 25¢ sale Catalog ...... 25¢

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Agents and Distributors
Animals, Birds, Pets ☐ Business Opportunities
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☐ Food and Drink Concession Supplies

Formulas For Sale—Secondhand Goods
For Sale—Secondhand Show

Property
Help Wanted

Instructions, Books, Cartoons Magical Apparatus
Miscellaneous Musical Instruments, Accessories Partners Wanted Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners

☐ Tattooing Supplies ☐ Wanted to Buy

Indicate below the type of ad you wish: RECULAR CLASSIFIED AD-15¢ a word DISPLAY-CLASSIFIED AD-\$1 per agate line (14 agate lines to the inch)

Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be

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Please ins	ert the above ad in
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CLOSEOUTS-SPECIALS-FOUNTAIN PENS, Bobby Pins. Hair Nets, Greeting Cards, give away items. Send for list. Sam Meshberg, 826 N. 4th St., Philadelphia 23,

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MAKE BIG PROFITS SELLING OUR brand new line of wallet-sized Comic Cartoon Cards! 15 different cards to each set, 3 different sets; one dollar brings sample set or \$3 for all 3 sets, and our low wholesale price lists. Lovan Products, Box 694-BB, Canton, Ohio.

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NEW COIN A DAY CALENDAR BANK— Precision built, beautiful colored picture panel; sample, \$2; no c.o.d.'s; \$15 doz. f.o.b. Majatrix, 67 Lincoln St., Seekonk, Mass. fe7

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\$45.00

Gross

Full of Life!

Fire!

Bril-

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Gold finish. White brilliant center. Red sides. Deposit with all C.O.D. orders. Please state your business.

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.



VALENTINE ASSORTMENT, \$7.20 Consists of 2 gross 2 for 1¢ Valentines, 1 gross 1¢, 1 gross comics, 1 gross 3 for 5¢, 100 5¢ mechanical, 1 doz. 10¢ Valentine packages.

8"x11" Comic Sheets ...........Gr. \$ 

 1¢ Valentines
 Gr. .90

 3 for 5¢ Valentines
 Gr. 1.35

 2 for 5¢ Valentines
 Per 100

 5¢ Mechanical Valentines
 Per 100

 2.50

 Asst. of 10 Valentines .. Doz. Pkgs. 25# "Make Your Own" Valentines ... 5¢ Kiddies' Relation Valentines ...... Box of 100 1.00 Se For Teacher Greeting 

(Minimum order \$5.00) Include postage with order. 25% deposit with C.O.D. orders.

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Available in either the "Dancers" or the "Embroidered" Styles. In all sizes and colors. Dancers, sizes 34 to 40—\$7.75 ea. Embroidered, sizes 34 to 40—\$6.75 ea. White, colors or sizes over 40—50¢ extra. (Also available for children at different sizes and prices.) Special prices for quantity lots to jobberg. Accounts opened for well-rated firms. We also manufacture Mexican Brass Rings, \$3.50 doz.; \$4.50 doz. with side ornaments. Hand-tooled Ladies' Leather Purses and Men's Leather Belts and Wallets. We don't prepay





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MEN'S 14K GOLD PLATED SHOCK-RESISTANT WATCH SE.00

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Back of Case Rhinestone Dial
Facceptional Value
Fancy Matching Expansion Band
Sweep Second Hand

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Engravers Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 107

Containing complete selection of jewelry . . especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 57

Contains most everything in merchandise for the jeweler.

All Orders Shipped Same Day Received

STATE YOUR BUSINESS

BIELER-LEVINE

5 No. Wabash Avenue Chicago Z, Illinois ALL PHONES: CEntral 6-7966

NEW-FAST SELLERS for Men & Women-BIG Profit Everyone wants these beautiful copies Set your own HUGE Profits. WRITE TODAY



CATALOG and details. Mdse

Unimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up Copies of expensive Diamond

TITANIA GEM We sell only best quality stones 10K & 14K mtd. DES MOINES RING CO. 1155 26th St. Des Moines 11, Iowa

SPECIALS-NOVELTIES-SLUM #324 Serpentine Balloons . . Per Gr. \$ .90 Knife on Key Chain ...... Per Gr. 7.80 Large Needle Books ...... Per Gr. 7.20 Large Needle Books ..... Per Gr. 7.20 Pocket Combs (blk. or col.) Per Gr. 1.75 Plastic Space Men (10 in box) Per Bx. .50 Deposit with order—Bal, C.O.D. Send for Addit, List. SAM MESHBERG, 826 N. 4th St., Philadelphia 23, Pa.

#### BUSINESS OPPORTUNITIES

ARE YOU LOOKING FOR A GOOD LOCA-tion for drive-in theater, cabins and service station? I have it. 15 acres of land with new house, 5 rooms and bath, electric heat. On Cordell Hull Highway. Cheap T. V. A. electricity; \$21,000 or swap for Florida property. Grover Railey, Tomkins-ville, Ky.

EARN \$15,000-\$30,000 ANNUALLY, FRANchise protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 504 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. fel4

FOR SALE—AMUSEMENT SPOT, LAKE, Beach, Park, Race Track, Restaurant and Roller Rink. Owner Walter Clem, R. 3,

HAVE IDEAL LOCATION FOR PORTABLE Rink. No competition. Percentage basis with option of purchase. C. O. Richardson, Falls City, Neb.

MONEY MAKING HOME BUSINESS!
Packaging ready mixed typewriter ribbon reviver, under your name. Distribute
locally or mail order. National demand.
Free details. Neetso Necessities, Dept.
3-B. Asheville, N. C.

#### YOUR OFFER

will be seen by more readers if your advertisement is given the advantages of display type and white space. Use the

CONVENIENT ORDER FORM ON PAGE 60

SALES MANAGERS FOR SELF-OWNED branches in Florida and Georgia. \$3,000 to \$10,000 investment protected by merchandise essential. Opportunity available for branch owner-operator to become stockholder in our carded merchandise warehouse and headquarters for Florida and Georgia for Laymon's World's Products Co. beautifully displayed line of over 400 essential and repeating items available to wholesale trade thru branches. Good profits. AAZZ Agencies, Inc., Dept. BO, 670 West Fairbanks Ave., Winter Park, Fla.

START VENETIAN BLIND LAUNDRY—
Profitable lifetime business, New machine. Free booklet L B Co.. 442 N.
Seneca, Wichita 12, Kan Seneca, Wichita 12. Kan

WHERE TO BUY WHOLESALE ELECTRIcal Appliances, Novelties, Costume Jew-elry, Cookware Sets; other essential mer-chandise. Write Distributors, 1130 Broad-way, N. Y. tf

\$25,000 POSSIBLE IN 99 DAYS—NO INvestment. Free details. Wilmington Sales, Box 485-B, Wilmington, Calif.

#### FOOD AND DRINK CONCESSION SUPPLIES

FOR SALE—10c POPCORN BOXES \$4.00 per thousand, clean, never been used. Sample on request. We must use larger box for theater use.

W. B. J. SHOWS Swanton, Ohio

TWO MODEL 25 ELECTRO FREEZE UNITS, TWO MODEL 25 ELECTRO FREEZE UNITS, standard water cooled, 3 phase motors AC; two model 25 Electro Freeze units, standard air cooled, 3 phase motors AC. Tip top condition. Ready for some enterprising person to cash in on '53 summer time ice cream and frozen custard biz. Priced \$1000 ea., f.o.b. Bakersfield. Write or wire Curran Enterprises, 1400 Q St., Bakersfield, Calif.

Bakersfield, Calif.

for sample and price list. P. O. Box 8132. Ocean View Station, Norfolk, Va. fe?

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio.

VENTRILOQUIAL (\$65 UP); PUNCH FIGures, \$15 each, dressed, America's finest hand carved figures. Books, wire, acts, etc.

#### COSTUMES, UNIFORMS. WARDROBES

RHINESTONE FASTENER SET — AT-taches genuine Rhinestones to Costumes, Dresses, etc. "Deluxe" Rhinestone Fast-ener, complete with 200 size 16, and 100 size 20. Super-Brilliant Rhinestones and Settings, \$3.95 postpaid. Rhinestones, Set-tings, size 16, \$1.75 gross. Amo-Lite Com-pany, 21 Parsons, Columbus, O.

#### FORMULAS & PLANS

ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10r. Jo-seph H. Belfort, 216 W. Jackson Blvd., Chi-cago 6.

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. COMPLETELY EQUIPPED 14x16 COOKhouse with 1940 Chevrolet truck; nearly new Canvas, Deep Freeze, Urn, Cash Reg-ister; all necessary equipment. Real bar-gain for quick sale, \$1,250. D. R. Gowin, Route 3, Bellefontaine, O.

DOUGHNUT MACHINE — COMPLETE equipment including Electric Sign. All stainless steel, 30 doz. per hour. Sell or trade. W. M. Crowding, Chestertown, Md. Phone 517-J-2.

FOR SALE
MILLS ICE CREAM MAKER
5 Gal., finish almost like new, used two
summers. Write:

Write: ANTHONY MAKOS Dracut, Mass. Lakeview Park 300, 4 PARTY BOOTHS FOR COCKTAIL lounge, ballroom, park, etc.; heavy plywood, chartreuse, chrome steel legs; boited, easily installed. A steal at \$3,000. Johnny Apt, Prom Terrace Ballroom, Ft. Wayne, Ind.

#### FOR SALE—SECONDHAND SHOW PROPERTY

ALL SIZES NEW AND USED PUSH POLE Tents, poles, stakes, sidewall; priced right. George's Tents, 103 North Street. Auburn, N. Y. fe?

ALL 16MM. SOUND—3,000 REELS; FEA-tures, \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

ALLAN HERSCHELL FLUID DRIVE KID-dle Auto Ride, used 5 months, like new, \$2500; 16 unit Metro Derby in 28' trailer with 1949 Chevrolet truck, \$3000. Ken Davis, 216 Trautman Ave., Long Beach, Miss. ja31

ALLAN HERSCHELL KIDDIE MERRY-GO-Round, 20 Jumping Horses, music, fluid drive; guaranteed "like new," \$3,500 cash. L. Sherman, 6437 S. Washtenaw, Chicago, fe7

BLEACHERS OVER 7000 FOLDING Chairs, Theater Chairs, Tents, Sidewall, Projectors, Folding Tables, Lone Star Seat-ing Co., Box 1734, Dallas, Tex. ja31

BRILL'S TESTED RIDE BUILDING PLANS
—Kiddie Auto, Boat, Chairplane, Airplane, Swan Swings, Hand Car, Rocket,
Carrousel, Flying Horses, Hoppie (like
Bulgy), \$5 each. Free circular. Brill, Box
875, Peoria, Ill.

DOUBLE HEAD CANDY FLOSS MACHINE, bargain; 41 Cretors Popper. James Ro-setter, Albany, Ohio.

FOR SALE — SPITFIRE, LOOP-O-PLANE, Rolloplane, 3 Aeroplanes and equipment. In operation, 400 W. Washington St., Ven-ice, Calif. Make offer. Write 1281 Chau-laugua, Pacific Pallisades, Calif. Exbrook 3-3676. ja31

FOR SALE — ONE STAINLESS STEEL Long-Eakins Caramel Corn Popper, complete with kettle, paddle and shaker, good as new, \$75; one Manley "Jumbo" Popper, gas and electric equipped, perfect condition, \$25; one Candy Floss outfit with 6x6 top—5t. awning spread, good, all cypress frame with light stringers, \$50 for both. Robert Hansen, Box 371, Phenix City, Ala.

FOR SALE—7 CAR TILT-A-WHIRL IN good condition; now operating. Virginia Laughlin, 3014 W. Holcombe Blvd., Hous-

KID MERRY-GO-ROUND, HANDCAR RIDE, Jeep Ride, Fire Truck. Will trade for Bulgy, Kid Whip, Train, Dipper, Dodgem, Looper, Spltfire. F. Shafer, Washington, Ind. PLAY-PARK OR DRIVE-IN THEATER— Special custom built de luxe all steel electric Street Car, Track, Motors com-plete, like new, \$1,500. Full details. Au-dien Distributing Co., 2025 Jackson Street, Dallas, Tex.

YOUR PRODUCTS and advertising message included in a space

#### like this will SELL SELL

DISPLAY-CLASSIFIED style of advertising

3 ABREAST KIDDIE MERRY-GO-ROUND, electric; four way French Fry, complete; 12x12 Dart; 8x10-10x14 Tops. Equipment new. Miller. 4118 Birney Avc., Scranton, Pa. Phone 48241.

4 KIDDIE RIDES, NON-CONFLICTING, 10 capacity; \$400 each, ½ down, balance c.o.d. Order now. Rides, 8 Aspen St., Passaic, N. J.

5KW. HOBART LIGHT PLANT, 110VAC: 3KW. Onan, 110VAC; 16MM. Universal Sound Projector with Screen, Turntable, Mike; Webster Wire Recorder. Tent Show, Jeffersonville, Ga.

1938 CHEVROLET-115 TON VAN BODY, pole racks, \$300; 20x55 Flame Proof Top, poles, stakes, \$100. Fitzpatrick, 74 Ravine, Caldwell, N. J.

2800 OUTDOOR SEATS, FOLDING CHAIRS, Theater Chairs, Bleachers, Projectors, Screen, Sidewall Tents. Lone Star Seating Co., Box 1734, Dallas, Texas.

#### INSTRUCTIONS, BOOKS & CARTOONS

YOU CAN ENTERTAIN FOR ALL OC-casions with our Trick Drawings and Rag Pictures. Catalog 10e. Balda Art Service. Oshkosh, Wis. fel4

#### MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B S. High, Columbus, Ohio.

CUSTOM MADE LAYDOWN BLADE BOX.
Upright Cane Box, Burning Alive, complete with instructions, lecture. Deposit
secures order. Show painters, Box 236,
Tempe, Ariz.

MAGIC, SOMETHING NEW, MAKE MONEY and have fun. Legal in any State. 50¢ for sample and price list. P. O. Box 8132. Ocean View Station, Norfolk, Va. fe7

ures, \$15 each, dressed. America's finest hand carved figures. Books, wigs, acts, etc.

Spencer, 3240 Columbus, Minneapolis, Minn. WANTED—MAGICIAN WANTS ILLUSIONS and all types of magic equipment for stage use. Joe Lieberman, 50 Manhattan Ave., New York City. Ac 2-4149.

#### MISCELLANEOUS

GIANT "GRAB BAG," 30 ARTICLES, over 1,000 pieces, containing regular \$1 booklet, 81/2×11, "How to Make Transparent Mirrors From Any Ordinary Glass" is sent for only \$1.00 (plus 15¢ postage). List free, Doc Dougherty, Box 12, Phillipsburg, N. J.

MANIKINS — HUMAN BODY, FINEST made, new. Medicine men, health lecturers, closing estate. United Specialty Co., 300 Nevada, W. Detroit 3, Mich. WALLET SIZE PICTURES-100, \$3. FOR job applications; graduating seniors; at liberty performers. (Send photograph.) Johnson's, 12-B Estill, Berea, Ky.

WANT CONTACT MANUFACTURER high-grade simulated Pearl Necklaces, matching Earrings. We box under our own name. Box 5913, Cleveland, O.

#### PERSONALS

JOE FLOYD SMITH, TRAVELS WITH A carnival, Mother dead, father ill. Write sister Myrtle, Mrs. Clyde Vanderpool, 316 No. 32, Council Huffs, Iowa.

#### PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS.
Direct Positive Cameras, Paper, Chemicals Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis, Mo. mh7 St. Louis, Mo.

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.. free information and prices; we are old and reliable since 1903 PDQ Camera Co. 1161 N Cleveland Ave., Chicago Ill

#### INCREASED RESULTS FROM ADVERTISEMENTS

by using display type and white space to attract attention. Convenient order form on PAGE 60.

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N Cleveland Ave., Chicago, Ill. If

#### Simulated PEARLS

1 STRAND ......\$1.50 2 STRAND 3 STRAND ..... 4.50 DROP EARRINGS (Asst.) .... 2.00

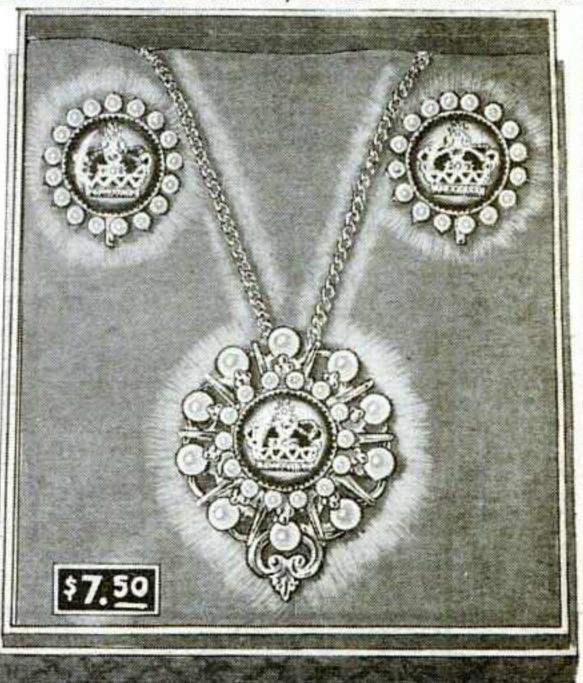
25% Deposit, Balance C.O.D. Request Catalog. ELVEE MANUFACTURING CO. 866 SIXTH AVE. NEW YORK I

MUrray Hill 6-4177-8

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### ROYAL FLUSH

IN PROFITS FOR YOU \$\$\$\$ Coronation NECKLACE, BROOCH & EARRING SET



#### GET IN ON THE CORONATION RAGE SWEEPING THE WORLD!

PEARLS (Sim.) and Gold Finish EACH ONE GIFT BOXED

First with the greatest value of all. . . . Women are demanding this royal rage. In 3 assorted colored centers with exquisite crown design. Order fast and cash in on the ROYAL CORONA-TION FEVER that will put dollars in your pocket. Neck. Cluster Coronation may also be worn as a 10.80

Individually boxed. 4 samples Postpaid \$5.00

COLUMBUS, OHIO

Also available counter display tray of 1 dozen sets (two in a gift box, 24 jewelry items) Coronation Scatter Pins. \$6 per dozen sets complete.

### STERLING JEWELER

44 E. Long Street

PHONE: ADams 4621—Send for Catalogue

All Orders Shipped Within 24 HOURS

For Any of These

### NAME BRANDS

NEW! 1953 CATALOGUE NOW AVAILABLE

More than 500 NAME BRAND items beautifully illustrated. Cover has blank space for dealer to im-

print his own name and address. Send for your copy of catalog and confidential dealer's price list NOW! Enclose 25¢ in stamps.

> CONTINUOUS SUPPLY WHOLESALE ONLY

Wm. Rogers e National Silver American Limoges Oneida e Ekco e Flint Wearever e Buckeye e Arvin Dormeyer e Silex e Casco West Bend e Fryryte e Proctor Juice King . Effanbee Sessions • Telechron Detecto • DeWald Swing-A-Way Met-L-Top • Ocean City Pepperell • Oster Hickok • Sivad • Elgin American Remington Rand Eversharp • Parker Richelieu . Zippo ASR o Jacques Kreisler Volupte • Benrus

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324 West 26th Street

New York 1, N. Y.

AL 5-6666

Free Parking

#### HUNDREDS or NEW IMPORTED NO DOMESTIC NOVELTIES



"Hot as a Fire Cracker for Pitchmen, Etc.!"

LOVING CUP SALT & PEPPER SHAKER SET, chrome plated, gift boxed! Sample Set postpaid 75¢. Doz. Sets \$4.00. Gross \$9.00.

FLICKO THE CLOWN LIGHT SWITCH
PLATE. His nose glows in the dark!
Push his nose up or down to operate
light! Sample Postpaid \$1.00. Doz. \$7.80. MINNIE THE MERMAID LIGHT SWITCH PLATE. Move Minnie's tail up or down to operate light! Boxed! Sample post-paid \$1. Dox. \$9.50.

Samples of all above 4 items shipped postpaid for \$3.00, 25% deposit with order, balance shipped C.O.D. Over 6000 items from which to choose. Let us know your needs. UNIVERSAL PREMIUM JOBBERS

1508-16 BROADWAY, MACON, GA.

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ANYONE CAN SELL HOOVER DUPONT Nylon Uniforms for beauty shops, wait-

ALL ROADSHOWS, BANDS AND

ORCHESTRAS, PERFORMERS

OF ALL TYPES

Contact me for engagements in the South and Southwest. I cover it like the morning dew. Send photo and all info to:
FRED ENNIS ENTERPRISE
203 Hernando Memphis, Tenn.

AERIALIST, MALE, HIGH SWAY POLE. Long season, top salary. Box C-236, c/o Billboard, Cincinnati 22, Ohio. fe7

HILLBILLY AND WESTERN MUSICIANS wanted. Steel guitarist, fiddle, others; union, appearance, sober, important. To join established radio-stage unit. Salary, write all. Box C-237, c/o Billboard, Cincinnati 22, O.

PIANIST-SINGER FOR ORGANIZED GIRL traveling trio. Write Bobble Taliaferro, 13 East Blackford, Evansville, Ind.

#### OUR NAME BRAND LINES INCLUDE:

Dormeyer A. C. Gilbert Oster Ansco Cameras Remington Rand

Sessions Elgin-American International Silver

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### Grand New Sellers! **GOLDEN TREASURE** BRACELETS



These wonderful new novelty bracelets are selling by the thousands. Stunning designs, jeweled stones, mother-of-pearl and dazzling rhinestones. 18k gold-plated chain and working charms , . . heart and jug perfume bottles, piggy and real penny, lock and key, date book, treasure chest and many more appealing numbers.

For quick action order today! Minimum order \$20. Federal Tax additional if not for resale.

25% deposit, balance C.O.D., F.O.B. Philadelphia.

Send TODAY for your FREE Copy of TEMPLE'S CATALOG Visit our showroom when in Philadelphia

#### Per Doz. Assorted

### resses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free, Write fully. Hoover, Dept. H-109, New York 11, N. Y. mh28 WANTED—TRAILER FOR OCTOPUS RIDE. Must be in good condition. Wm. Baker, 1724 Avenue Rd., Toronto, Ont. fe7 HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want ad style, one paragraph, no display, First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADVERTISEMENTS

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

Forms close Thursday for following week's issue

### TEMPLE COMPANY, INC.

Philadelphia 6, Pa. MArket 7-8242

708 Sansom Street

Only

Retails \$5.00 Ea.

and Worth It.

#### TV Special! TV Special! Sweetheart Ensemble

Famous heart-shaped necklace you've seen so often on television! Beautifully cut, flashing stones in a gleaming silver-finish setting. A real MONEY-MAKER! Available with matching earrings and

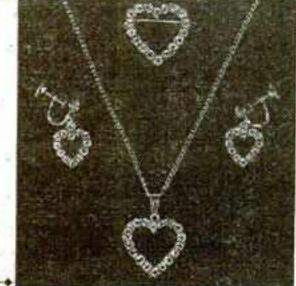
455FN \$6.75 Dozen

457FE \$6.75 Doz. 457FP \$6.75 doz. RUSH your order today for delivery for Valentine's Day sales

SUPERIOR JEWELRY CO. 740 Sansom St. \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

MAGNIFICENT WATCH

BRACELET



Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Slying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready-Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



### RETRACTABLE POINT BALL PEN



and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order-balance C. O. D.

in lots of three. \$13.95 for sample.

NATIONAL DIST. CO. 222 Calumet Bldg.

Miami, Fla.



Originators of the All-Aluminum Idents.

DAY & NIGHT SERVICE

MILLER CREATIONS



WITH ANY \$1.69 RETAILER Your 40¢ ea. Minimum Order One Dozen Send \$1.00 for Postpaid Sample! Permanent-no smear-long writing replaceable cartridge. Miracle dry ink, can't transfer.

SELLS ON SIGHT!!! COMPLETE WITH COUNTER DISPLAY RACK AND WINDOW STREAMER

Terms: 1/3 deposit, balance C.O.D. Include postage if cash in full sent.

Meath Distributing Co. Manufacturers and Distributors 3253 Vineville Ave. Macon, Ca.

Write for free illus, catalog.



512 Deaderick St.

water pressure. Order gang display deal 6 doz.—3 ea. boys and girls. Special only \$9.00. Jobbers, Distributors Write, wire or phone for quantity prices, GES Mfg. Co.

Nashville, Tenn.

ALTO SAX-CLARINET-DOUBLE FLUTE. Good tone; draft exempt, cooperative, personable, single; available immediately; age 29; experienced. Box C-238, c/o Billboard, Cincinnati, O. AT LIBERTY-TENOR SAX AND CLAR.

Charles and the second second

MALE BALLAD VOCALIST WANTED IMmediately. Guaranteed weekly salary. No lay offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS— The best, not the cheapest; no disappoint-ments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. ja31

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - DESIGNS,

colors, needles, outfits; genuine German Pelican ink, free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe28

WANTED TO BUY

source strip tease series photo packets. Wilson, 1425 Roscoe St., Chicago 13, Ill.

RIDES-MAJOR KIDDIE, STATE PRESENT condition; cash deal; photos returned. Moe Cohen, Edison Hotel, Baltimore, Md. ja31

USED HORROR SHOW AND WAX MUSE-um pieces, Torture Instruments, Magician and Spiritualist Props, Illusions, etc. Art Cooper, 22 Grand, Mount Clemens, Mich.

USED 16MM. FILMS, TV AND PANORAM machine type. State all. Goff, Prosper-

WANT TO BUY — KIDS' RIDES. GIVE make, age, condition, price and picture. Write Thompson Bros., 2906 4th Ave., Al-toons, Pa. fe21

WANTED TO BUY

12 Car Whip, Carousel or Ferris Wheel. 804 Jamaica Ave., Brooklyn, New York

WANTED-ROLLER RINK, COLLAPSIBLE,

used, approx. 100x50 ft., equipment op-tional. Joseph E. Harris, General De-livery, Montgomery, Ala.

WANT TO LOCATE WHOLESALE

REPLACEMENTS-ALL CHAIRS, 2 BEAT Mickey; sleeper-bus. Guaranteed weekly salary. Bob Calame, 2197 N. 18th St., Omaha, Neb.

SLUM STORE AGENTS WANTED—STORES open here at Stock Show, February 4; San Antonio Stock Show follows. A, Litvin. Earle Hotel, Houston, Texas

DANCE ORCHESTRAS—ORGANIZED AT-tractions or leaders to organize and op-erate orchestra. Traveling and location. Also have opening for combos and singles. Prominent agency. Write Box C-232, c/o Billboard, Cincinnati 22, Ohio. ja31 STRING BASS, FEATURED VOCALIST; drums, play typical Latin, cut shows; tenor, doubling lead alto; trombone; trum-pet vocalist. Tenor band. Salary \$85. Box Ch-153, c/o Billboard, Chicago I.

GIRL PIANO PLAYERS, PIANO AND SONG entertainers, Hammond organists with their own Hammond organ, duos and trios. Send two 8x10 photos and publicity, recordings if any. Only female musicians that entertain. Phillip Bernard, Phillip Bernard Agency, 2306 Westfall Rd., Rochester, N. Y. WANTED—PEOPLE IN ALL LINES FOR Tent season showing in Ohio, two-week stands doing short script bills, vaudeville; also canvasman; state salary. Bartone's Ideal Comedy Co., 2728 N.E. 2d Aye., Miami, Fla.

WANTED—PIANO MAN WHO SINGS TO work with outfit as trio, to start approximately Feb. 15th. Steady deal, must play commercial cocktall style. Two years this location. Leader, 675 Emerson Dr., Lexington, Ky.

WANTED—FOR HAGAN WALLACE CIR-cus: two cornets, also trombone. Must be union, and sober. Write. Jack Kofron, Bandmaster, De Land, Fla.

### AT LIBERTY—ADVERTISEMENTS

5c a Word

Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts.

Forms Close Thursday for the Following Week's Issue

#### CIRCUS & CARNIVAL

CARNIVAL SECRETARY AVAILABLE— Handle all routine office details any size show. Reliable-sober. Address Box C-233. c/o Billboard, Cincinnati 22, Ohio. fe7

MASTER OF THE STRATOSPHERE — THE Great Telesco, highest pole act in show business today; 150 ft. high; fire works finish. Michael Telesco, 56 Potter Ave., Trenton 9, N. J. Phone 37006. fe7

TWO CLOWNS—AL ROSS & CO. AVAILable after February 8 for indoor circuses, harvester shows, etc. Plenty to offer. Two completely different acts pluj clown boxing, come in and general clowning. For particulars write 3260 S. High St., Columbus, Ohio.

#### MISCELLANEOUS

AT LIBERTY! COMEDY MAGIC ACT-FOR stage, television, screen, theaters, fairs, night clubs, children's parties, civic clubs, celebrations, circus added attraction, kid matinees. Great appeal to the kiddies. Agents, take notice. "Pop-Eye" Thomas the Terrific Magician, c/o Gen. Del., Fort Lauderdale, Fla. Lauderdale, Fla.

YOU'LL MAKE THE FRONT PAGE BY using a stunt built around "the eighth wonder of the world." New pictures ready. Contact: Harry Albacker, 1728 East 32d St., Lorain, Ohio.

#### MUSICIANS

A-1 RINK ORGANIST AVAILABLE FOR any location. Top flight dance and all skate music. Address Box C-223, c/o Bill-board, Cincinnati 22, Ohio.

ALTO SAX, DOUBLING CLARINET-EX-perienced, jazz or commercial; married, family; prefer location. Read, fake. Fenno Roverato, 409 Cedar St., Ironwood, Mich.

tone, read; union; go anywhere; available at once. Don Despard, Le Roy, Minn.

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PHIL CULLIVAN . . . the Fudge King, is spending the threader layout for the road. winter working out of his home

town, Lynn, Mass.

ANYONE WORK . . . the Eisenhower-Nixon inauguration ceremonies in Washington?

HENRY H. VARNER . . pipes that he enjoys reading the writings of Tom Kennedy. He says, however, that he'd also like to see more pipes in this corner from Dave Rose.

BOB SMITH . . the old globe trotter, is in Kingsland, Ga., preparing to take the road again in the spring. He rolled into the Georgia city last week following a vacation in Florida.

BIG AL WILSON . . . blasts from Miami that Jack Anthony recently returned from Cuba with a shipment of monkeys, which Wilson will work in West Palm Beach, Fla.

BEN (HORSEBACK)

MEYERS . . . cards from West Palm Beach, Fla., that he's located at the Farmers' Market there with tripes and keister. He's working slow-motion style featuring flukem, gummy and transferine.

J. T. RICKETTS . . .



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friends at the recent Ohio Fair continues to work glass cutters Managers' Association meeting in

> P. J. MANNING . . is in Detroit, mulling the prospects of launching a needle

#### Pennsy Fairmen

Continued from page 54

good results by constantly changing managers.

#### Raps Free Gate

There is no justification for a free gate, Kingman said. Many fairs charge too low a price on their outside gate, he added. All events should charge enough to command respect since something for nothing is usually deemed to be valueless, he concluded.

Miles Horst, commissioner of agriculture, said that city people would be attracted to events which were doing a job of pleasing the rural folks. A pageant made up of hundreds of children from thruout the State formed one of the best features at the annual Pennsylvania Farm Show sponsored by his department, and cost nothing, he said. Altho the Farm Show has never spent a dollar on publicity, it is one of the best publicized events in the State. Horst said.

An open forum, conducted by George H. Hamid in the absence of Stanley Giles, Reading, who was ill; Paul Esterley, Reading, still doing his Doctor Weather- and Kingman, was given over spoon med-man comedy turn at largely to the problems associated company meetings and clubs out with passes and the securing of of his native Akron to good re- farm machinery displays. As exturns, took a day off to visit pected, no ready solution to the pass problem was forthcoming, altho the story of the elimination of free ducats this past year at the Allentown Fair was listened to with much interest. Considerable animosity was engendered at Allentown thru the move, but it is hoped that this will be overcome

A number of fairs admitted to allowing farm machinery suppliers to stage their exhibits without charge. Several others charge, and of these a few told of being boycotted when they first exacted a fee, but said that after a year or so the exhibitors were back in.

Other speakers included Claude R. Robins, mayor; Al Ahrens, of the United States Trotting Association; Art Lewis, manager of the John H. Marks Shows; Dr. H. S. Brunner, Mrs. Elsie Traver and W. F. Johnson, representing agricultural interests.

#### Continued from page 54

### N. D. Contab

in its fight to abolish the Federal amusement tax on grandstand admissions.

Representatives from carnivals, attractions and show supply firms on hand included:

Don Ackerman, Don Ackerman Sound Service; Fred H. Kressmann, Rube Liebman and Sam L. Levy Jr., Barnes-Carruthers Theatrical Enterprises; Ernie Young, Ernie Young Agency; Sunny Ber-net, Boyle Woolfolk Agency; Carl Marlo Show Productions; Gladys Williams, Williams and Lee; Irving Grossman and Mr. and Mrs. Buck Steele, Irving Grossman Agency; Leo Overland, Tournament of Thrills; Aut Swenson, Swenson Thrillcade; E. L. Smith, Stars of Dakotas; Al Martin and Art Signor, 20th Century Shows; Mr. and Mrs. William T. Collins, William T. Collins Shows; Mr. and Mrs. Charles Carroll, Veterans' United Shows; Ben Brune, Black Hills Rodeo; Art Briese, Thearle-Duffield Fireworks, Inc.; Bill Linderman, Regalia Manufacturing Company; Bob Rich, Rich Bros.' Fireworks; Hal Garvin, Hal E. Garvin Entertainment Serv-ice; Frank Winkley, Auto Racing, Inc.; Bill Ehr, Northwest Booking Agency; B. Nelson, Arrowhead Fireworks, and reps from the Tri-State Harness Association and the Wirth Shows.



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### Virginia Plans Reorganization

Continued from page 54

was named a director at large. | ginia" it is the natural place at Curtis C. Finch, Danville, was reelected president.

Name 4 Veepees

Four vice-presidents were named. J. A. Mitchell, general manager of the Atlantic Rural Exare John H. Fallwell, Roanoke, for the Southwest circuit; Garland E. Moss, Chase City, for the Piedmont, and Harry O. Swan, Nokesville, for the Northern circuit. Mitchell represents the Eastern

The apparent complete reorganization of the group had been engineered quietly. President Finch appointed a committee to rewrite the bylaws with a report nate the common complaint that due in the spring. The four vicepresidents have been entrusted with engineering the over-all plan of reorganization. If a sufficient number of West Virginia fairs should join the Virginia group, it is possible that a change in the name of the association may be considered.

George A. Hamid Sr., New York booking agent who has been attending meetings of the group virtually from its inception, told those in attendance that interest in the association was both lacking and lost. He placed the blame squarely on the fair men and urged that they inject new life into the organization before it was too late.

Beauty Contest Outlined J. L. Rice, publicity director, Atlantic Rural Exposition, proposed that a number of county events stage a beauty contest with the finals slated to be held at the Richmond event. A Florida vacation for the winner and her escort was tentatively set as the grand prize.

the publicity while the costs of staging the contests would be very it is believed.

the "Official State Fair of Vir- agencies.

which to stage finals.

Hamid also urged member groups to join the International Association of Fairs and Expositions. He reminded those present that many fairs had benefited position, Richmond, was the only from the elimination of federal one to be re-elected. The others taxes on gate admissions secured thru the efforts of the IAFE. He said fairs could show their appreciation and aid the association in its fight to secure additional benefits by contributing financial assistance thru membership.

President Finch, operator of the Danville Fair, said that he had improved the entrance to his event by grouping kiddie rides in that area. This also served to elimithe moppet units were often sandwiched in between major rides, a location that resulted in considerable loss of patronage.

Norman Y. Chambliss, a leading member of the North Carolina Association of Agricultural Fairs, urged the Virginia group to seek State supervision as an initial step toward improving their enterprises. He outlined the gains that had been made in his home State.

Mitchell Speaks

J. A. Mitchell warned that an annual either had to get better or get worse. He said many operators had made the mistake of building up a solid reputation and then laying down on the job, allowing their reputation to carry them. Operating in this manner meant losing ground, he said, pointing out that attempting to regain a lost reputation added up to the toughest job of all. You have to stick with the policy of making fairs bigger and better or "go bust," Mitchell said.

James E. Strates, operator of the Each participating fair, it was shows bearing his name, said that pointed out, would benefit from carnivals had kept pace with the progress made by fairs. Curtis Finch labeled the traveling shows low. Representatives of eight a necessity to fair operations. A fais present agreed to participate lot of young folks would not atin the plan. Others will join in, tend if it weren't for the lure of the carnival attractions, he said.

Other fair men present suggested | The banquet was well attended that the general plan be extended Bentley F. Barr, Danville secreto include other events that could tary, was toastmaster. Talent was be set up in contest form. Since furnished by George A. Hamid & the Richmond event is known as Son, Cook & Rose and the Hetzer

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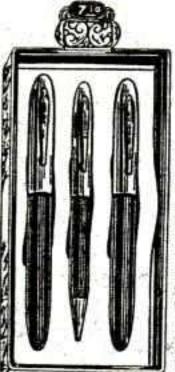
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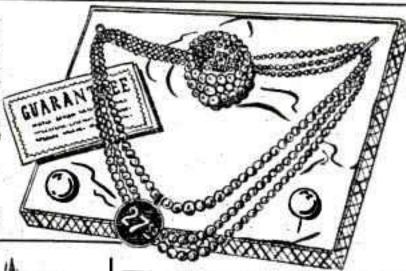
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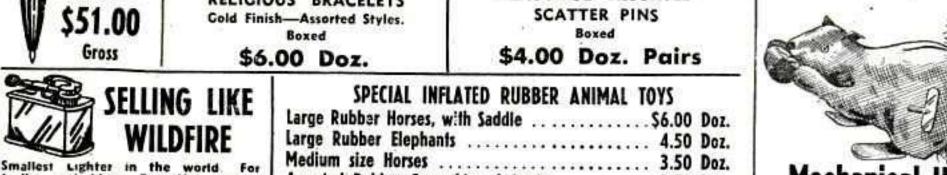
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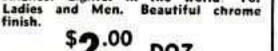
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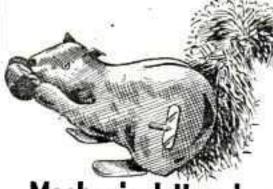
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16" Paddle Mottle Balloons .....\$7.00 Gr. Dart Balloons (Minimum order 6 

ELL



PICKING CHICK \$2.25 doz.

\$24.00 gr.

L'AMOUR JEWELRY SETS 5-piece Jewelry Sets by L'Amour of Fifth Ave. in Plush Gift Boxes. Beautiful cut stones consisting of earrings, necklace, brooch pin and bracelet. Complete with price tags, guaranteed, gold

Minimum order 4 Sets. \$24.00 Per

styles to the dozen.



PLASTIC BALL POINT PEN With Clip \$7.50 Gr.

# Billboard

Presents

A Special Section Devoted to

# COIN-OPERATED KIDDIE RIDES

#### TRY SUBURBAN SHOPPING CENTERS

New suburbs are springing up around every major city, with well-planned shopping centers which are natural outlets for all types of kiddie ride equipment.

See Page 67

#### WHERE THE KIDDIES RIDE

A picture spread showing typical kiddie ride outlets and installations, from supermarkets to some of the major department

See Page 69

#### KIDDIE RIDES REPLACE FOUNTAIN AT BROOKLYN NEWBERRY STORE

When a big dime store tosses out its soda fountain in favor of a kiddie ride installation, you know it must be good business. See Page 71

#### TRIGGER PROVES MERCHANDISING TIE-INS PAY OFF

The inside story of how Roy Rogers, Enterprises found plus business with coin horses.

See Page 75

#### HOW TO OPERATE A KIDDIE RIDE BUSINESS

The managers of a national operating company give tips from practical experience. See Page 76

#### DIRECTORY OF KIDDIE RIDE MANUFACTURERS

A "who's who" of the kiddle ride manufacturing trade, complete with details of the products each makes.

See Page 79

#### HOW TO BUILD KIDDIE RIDE GROSS

Smart merchandising tips which show how an operator can boost kiddie ride gross with the right props.

See Page 80

#### HOW KIDDIE RIDES BECAME BIG BUSINESS

From Missouri to Macy's in 22 years. That's the history of the kiddie ride business.

See Page 81

### A BUSINESS IS BORN

TWENTY-TWO years ago, a small-town Missourian put a coin chute on a mechanical horse he had built for his youngsters. He didn't know it then, but he was laying the groundwork for 1953's fastestgrowing business-a rare combination of wholesome fun and clever merchandising.

Rocket ships, cows, flying saucers, boats, cars and many other types of coin-sperated kiddie rides have followed the horse. And with the horse they delight millions of kiddies in department stores, variety stores, supermarkets, suburban shopping centers and countless other outlets.

In addition to entertaining the youngsters, these rides are spurring the sales of a wide variety of merchandise from cowboy suits and hats to the kind of paraphernalia designers imagine "spacemen" use.

The horse the Missourian built has since become big business.





EXHIBIT SUPPLY

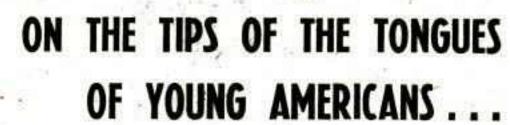
# QUALITY EQUIPMENT MEANS MORE PROFITS

The Only COMPLETE Line . . .

Engineered To Fit ALL Locations!

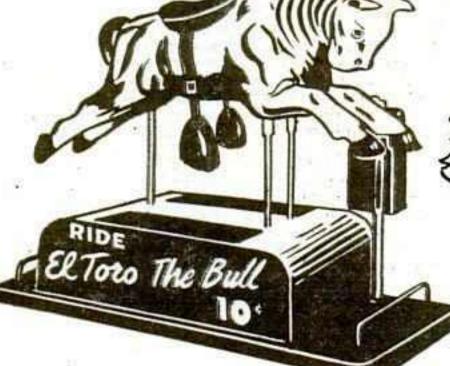


"When I'm a good boy, Mom lets me ride EL TORO THE





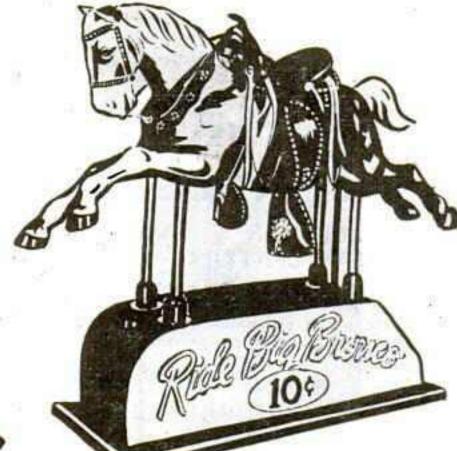
"It's just like being a real cowboy when I ride BIG BRONCO..."

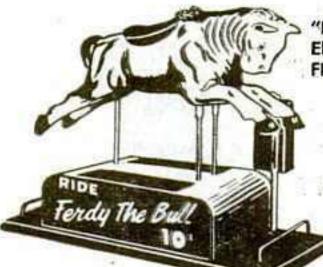


"I LIKE RAWHIDE . . . it's just the right size for me. . . . "



ize





"I'm too small to ride El Toro, so I ride on FERDY THE BULL..."



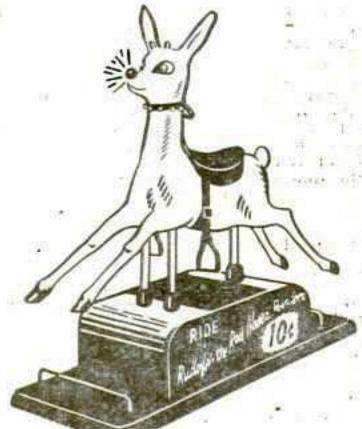




"I'm a real space man when I ride in SPACE PATROL..."



Gopy fighted material:





"I love to watch his red nose blink when I'm riding on RU-DOLPH THE RED-NOSED REINDEER."



"I shot 10 space men today with SPACE GUN . . . it's real keen!"

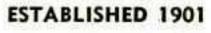
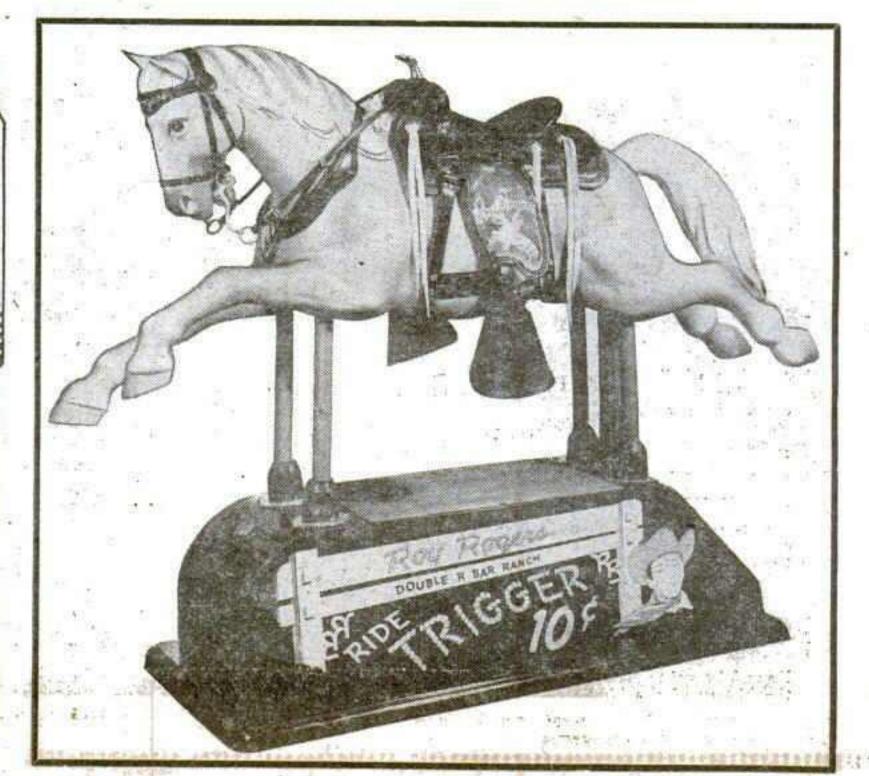


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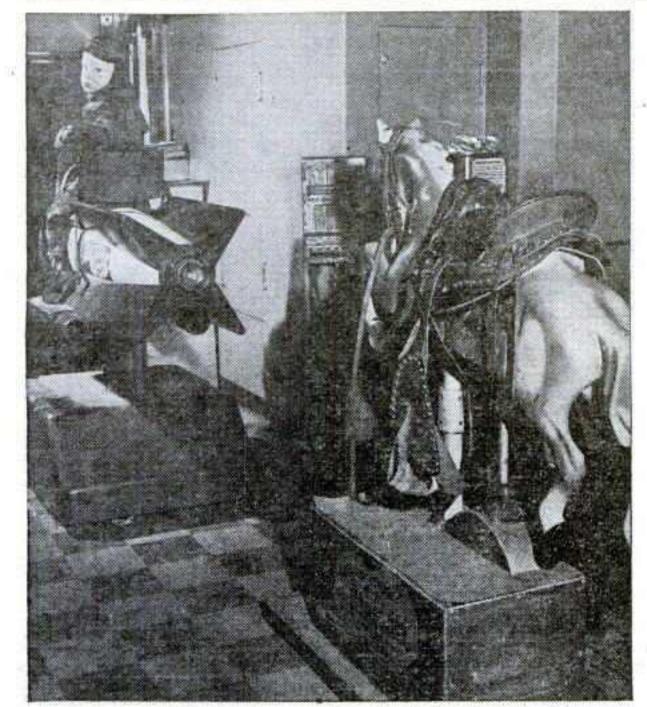
Chicago 24, III.



### Looking to the Kiddie Market?

# Try Suburban **Shopping Centers**

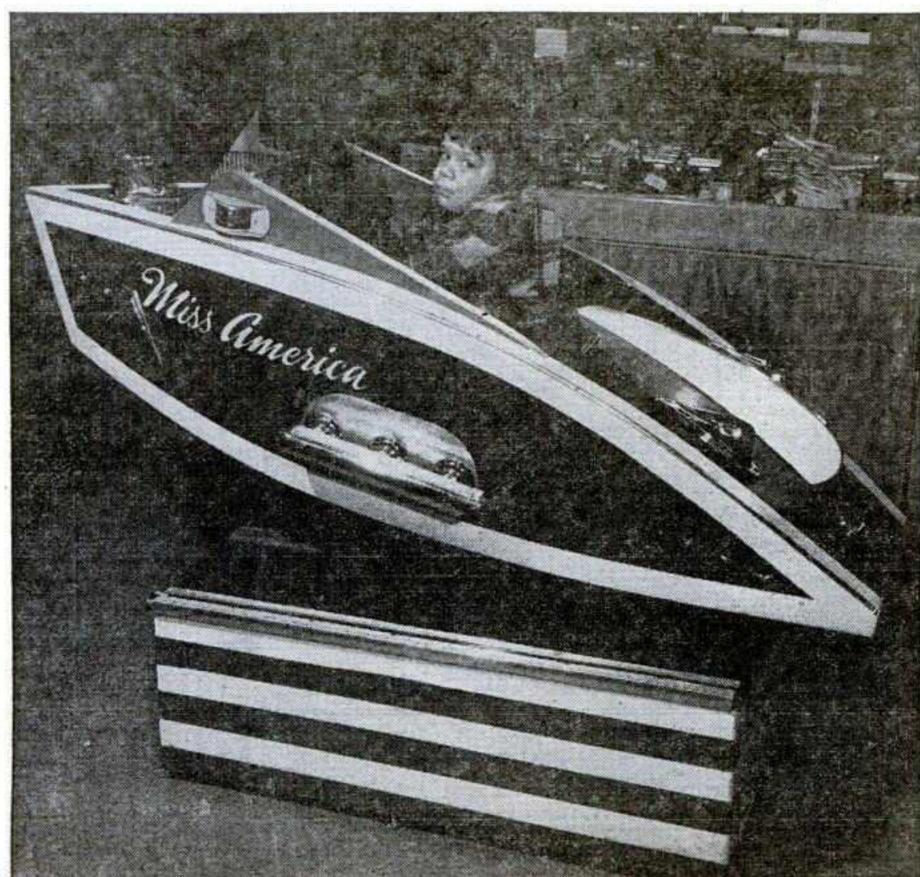
By Fred Amann



A feature of the shopping center location is that it can handle several types of rides. The variety seems to stimulate business on each of the rides.



World famous Park Forest, a new suburb 30 miles from Chicago, is proving a ride operator's dream. Almost every dwelling is owned or rented by young couples with growing



Shopping centers are tailor-made for the new rides. Thus far the bigger ones have been able to accommodate

the wares of more than one operator,

business scene in one of America's weeks on the rocket ride alone. newest communities where 40 per cent of the population consists of A bench with room for four

Illinois, the only a little over 21/2 to relax after shopping, to sit years old already has more than comfortably while their young-19,500 citizens of which approxi- sters enjoy one or both of the mately 7,800 are moppets and 27 rides. per cent are pre-school age.

Park Forest's ultra-modern shop- enter the store more frequently ping center is but one example to satisfy their children's desire which is a part of the great trend they could shop by themselves. toward decentralization that has

retail shop ride installations mer- The ride, as indicated by manreducing dollars and cents re- coin kiddie rides are a long-range

New Location Fields

With similar multi-million up over the country from Flush- another coin-ride is drawing top Francisco and Palo Alto, Calif., drawn over 100 youngsters daily operators are offered new location since its installation January 10.

fields never before tapped. Drugstore manager, Omar But for the Park Forest story Stone, admitted the ride caused designed, coin-operated horses sults were worth it, he indicated. kiddie rides thru their 700 stores, thru the self-service department. instructed the architect to allow ager, Frank Harvey, ordered a tions from the main office, third ride installed—an auto The question: Do kiddie next week.

"The horse was the first ride swered by this typical incident: placed, and proved to be so pop- An excited little girl, after rid-

OIN-OPERATED kiddie rides quired to complete each ride cyare establishing themselves cle. Upwards of \$125 was grossed as a permanent part of the during each of several succeeding

Kids, Ride, Parents Rest youngsters 14 years of age and or five adults runs along the under. window behind the rides. This The community, Park Forest, encourages parents, who may like

Harvey emphasized that the The installation of horse, presence of the rides encourgaged rocket, boat and auto rides in mothers to shop longer, and to of the successful use of such to ride the equipment. It was equipment in what is the coun- not uncommon, he observed, for try's newest development: the parents to give their youngsters growth of the shopping center several dimes for the rides so

When the third ride is installed, been sweeping the nation in re- Harvey stated, a dress display cent years. rack will be moved to another In Park Forest, as in other part of the store to make room. chants benefit from the added agement, is considered a better traffic and longer stays in their window item because it will draw stores by parents and youngsters more children, consistently, and as a result of the kiddie rides, thru them their parents. Both Commissions, too, add up to im- as a direct and an indirect means portant bill-paying and overhead- of realizing greater dollar grosses, answer, Harvey believes.

Boat in Drugstore In the near-by Park Forest dollar shopping centers springing Drugstore, one of the Rexall chain, ing, N. Y., and Seattle, to San honors. A-speed boat ride, it has

itself. When the big air-con- some serious problems in reposi-ditioned dime-to-dollar S. S. tioning self-service sundry Kresge Company store was being counters, but the effort and rewere beginning their gallop to Located in about the center of popularity. Kresge officials, who the store, the boat ride is credited encourage the installation of coin with increasing traffic (and sales)

Rexall, like the Kresge Comspecial space for coin ride place- pany, has adopted a company ment in the main front show policy which encourages coinwindows. The result: Two rides, operated kiddle rides in their a horse and a rocket, are pres- various stores. Placement of the ently drawing such a high weekly ride in the Park Forest store, average business that the man- Stone revealed, followed instruc-

The question: Do kiddie rides racer—scheduled for placement actually draw more patronage to next week.

a particular location? is best an-

ular we requested the rocket ing the horse and rocket in Kres-addition," Harvey said. During ge's, was heard eagerly "instruct-the first week following its in- ing" her mother upon leaving the stallation, the number of riders store, "Let's go to the drugstore was limited only by the time re- now where I can ride the boat."

Copyrighted materia

### MAJOR SHOPPING CENTERS

Center	Town (In or Near)	Date Opened	Estimated Annual Sales Volume	No. of Stores	Parking Space
Park Forest	Chicago	1951	\$62,000,000	85	3,000
Fresh Meadows	Flushing, N. Y.	1948	N.A.	31	1,000
Northgate	Seattle	1950	N.A.	80	4,000
Lakewood	Los Angeles	1951	80,000,000	40	12,000
Shoppers' World	Framingham, Mass.	1951	N.A.	53	6,000
Westlake	San Francisco	1951	34,000,000	75	3,200
Broadway	San Francisco	1951	15,000,000	38	1,800
Lincoln Village	Chicago	1951	12,000,000	29	1,349
Stonestown	San Francisco	1952	50,000,000	48	4,000
Evergreen Park	Chicago	1952	40,000,000	75	3,000
Metropolitan	Wilmington, Del.	1952	N.A.	48	3,000
Lincoln Plaza	Shrewsbury, Mass.	1953	N.A.	53	6,000
(Unnamed)	Philadelphia	1953	N.A.	N.A.	1,000
Hillsdale	San Mateo, Calif.	195?	N.A.	75	3,000
Old Orchard	Skokie, III	195?	'N.A.	N.A.	6,000
(Unnamed)	Detroit	1957	N.A.	70	6,000
(Unnamed)	Minneapolis	1957	N.A.	75	5,000
(Unnamed)	Minneapolis	1957	N.A.	75	5,000
(Unnamed)	St. Louis	1957	N.A	60	3,000
Southdale	Minneapolis	1957	N.A.	75	3,000
E Stanford Univ.	Palo Alto, Calif.	1957	N.A.	N.A.	6,000

# they're Money-making Twins-

### DON'T MISS THE BOAT!

Get aboard the most profitable tried, tested and proven kiddie ride made!

The new AQUA JET Has a magical attraction for the younger set! Sensational reproduction of a PT-Boat-precision moulded of 1-piece seamless fiberglass that insures a lifetime economy! Advance orders show another winner for Conat!

AQUA IET'S first cost is its last! A superb value - the kind of kiddie ride that has your profits in mind!

AQUA JET IS THE PRIDE OF OUR FLEET!

- Realistic swift boat-ride sensation
- Designed for absolute safety and com-
- Exciting STREAM-STYLED hull is of glistening multi-colored plastic with mar-proof finish and has continuous flare lines for real rakish look
- Roomy midship cockpit has upholstered vinyl plastic seat with foam rubber cushion and is large enough to seat an adult
- Polished speed-steerer has cast-off and fog-horn button which child operates.
- · 1/4" Plexi windshield supported by polished chrome brackets that function as boarding handles
- Boarding step plates on deck
- Jet lights in stern—harbor and running lights adorn deck
- Low slung so child can get in and out
- Metal base cabinet—with colorfully screened ocean scenes
- Handsome realistic electronic marine instrument panel with dials and gauges that actually work
- Motor and gear box UNCONDITION-ALLY GUARANTEED FOR A FULL YEAR-electrical parts for 90 days
- National coin rejector

Length 69"-Width 29"-300 lbs. (Appx.) Standard 110 V AC Current

The new AOUA JET PT BOAT is built to the wellknown Conat-Nasco standards of sound engineering that assure superb service-free performance, under all location conditions! The entire electrical mechanism is on Jones Plugs.

ana

FLY HIGH into the big money with

ATOMIC JET

Drawing more play-earning more money than any ride ever developed-an operator's dream!

ATOMIC JET produces more profits because it has the greatest collection of special features ever assembled in a single ride!

- · Full flight sensation created by jetpowered air blast
- · Lights in tail and nose, crystal lights in
- dash, flicker and flash

darscope scanner on dash

- Atomic ray guns flash red rays Twin "enemy" planes revealed in Ra-
- Appropriate sound effects-rat-tat-tat of guns and air whistle
- Cushion built cockpit is scuff and abrasion proof
- All mechanical parts accessible through two doors and hatch-
- way in base All doors hinged and open with keys
- Hull has a genuine Hammer tone Finish that won't mar, scratch or dent
- Motor and gear box UNCONDITIONALLY CUAR-ANTEED FOR A FULL YEAR—electrical parts for 90 days
- Entire mechanism is on Jones Plugs and thumb screws
- money maker, that's a proven National Coin Rejector traffic stopper on any location!

Ask any ATOMIC JET Operator!

Manufactured by NASCO exclusively for

Base 24"x48" — Overall length 72" — Height 45". 350 lbs. (Appx.) Standard

One look at ATOMIC JET and

you know why it's a real practical

IMMEDIATE DELIVERY!

110 V. AC Current.

Sales and Manufacturing Co., Inc.

Another Nat Cohn Enterprise

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DISTRIBUTORS! SOME ADDITIONAL TERRITORIES WRITE -- WIRE -- PHONE

ATOMIC JET AND AQUA JET ARE RECOMMENDED BY LEADING DEPARTMENT AND CHAIN STORE BUYING OFFICES, SUCH AS KIRBY, BLOCK & FISCHER; ARKWRIGHT, INC., AND INDEPENDENT RETAILERS SYNDICATE, INC., AS PROVEN MONEY-MAKING THRILLERS ON TOP CHAIN AND DEPARTMENT STORE LOCATIONS. SEE YOUR NEAREST DISTRIBUTOR FOR COMPLETE INFORMATION!

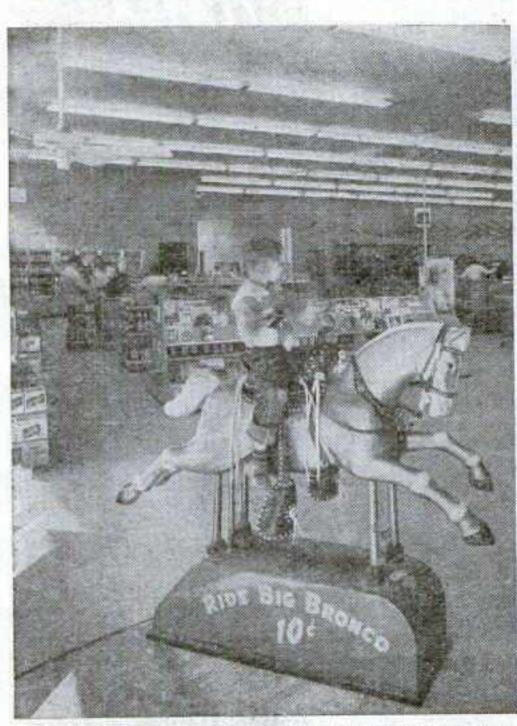
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So far operators have found kiddies will ride wherever the units are in operation. This kiddie area is in the rear of a drugstore and is equipped with several comforts for moppets' parents.

# Where The Kiddies Ride

A pictorial roundup of some of the top outlets for kiddie rides, plus ideas for installing the equipment.



Supermarket locations are proving steady play builders, Management personnel finds they please youngsters, give parents time to shop.



Operators found them coin ride natural from beginning.



Department stores turned out to be the sleeper locations. Variety stores always have been a favorite with moppets. Many owners felt the rides did not belong at first but changed their minds quickly.



Many locations could not find space for rides a year ago, but now will move counters if necessary. Operators like to place rides near phones, steps.



Space is where you find it for the kiddle rides. This location made a special indoor corral of its gift merchandise for a horse.



SKY-HIGH
PROFITS

SPACERANGER

by leading chains and retailers!

Its new, exclusive and revolutionary PNEUMATIC PRIN-CIPLE makes ATOMIC SPACE RANGER the big moneymaking sensation! Here's the only space ride that actually rises on a column of air to give the most breath-taking and realistic "Zoom Jet" flight sensation in the world!

Fabrilously successful in mony
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FRESCE, W. T. GRANT,
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Gentlemen: Please send mc full information about ATOMIC SPACE RANGER.

Name

Address

Zone State

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ATOMIC SPACE RANGER
is operated by national organizations completely equipped
to service you throughout the
country. Write today for
full information.



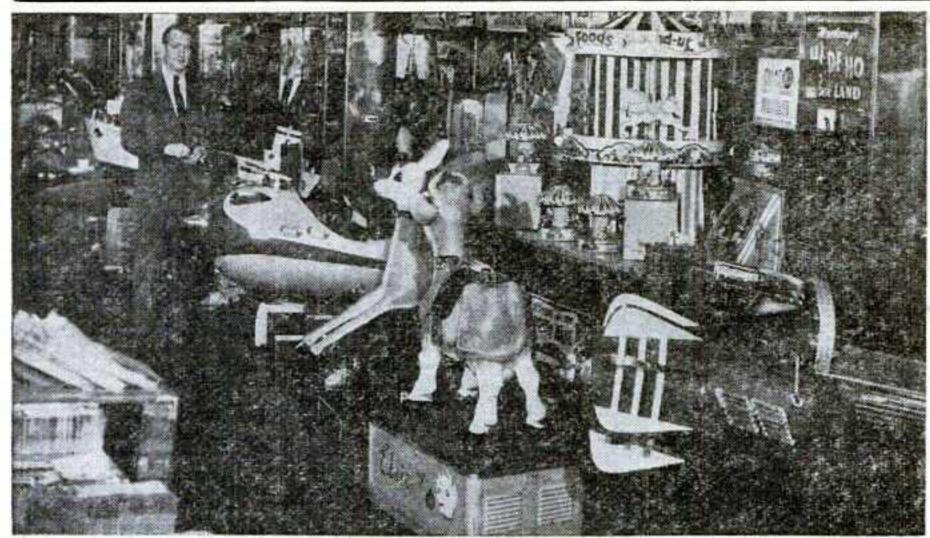
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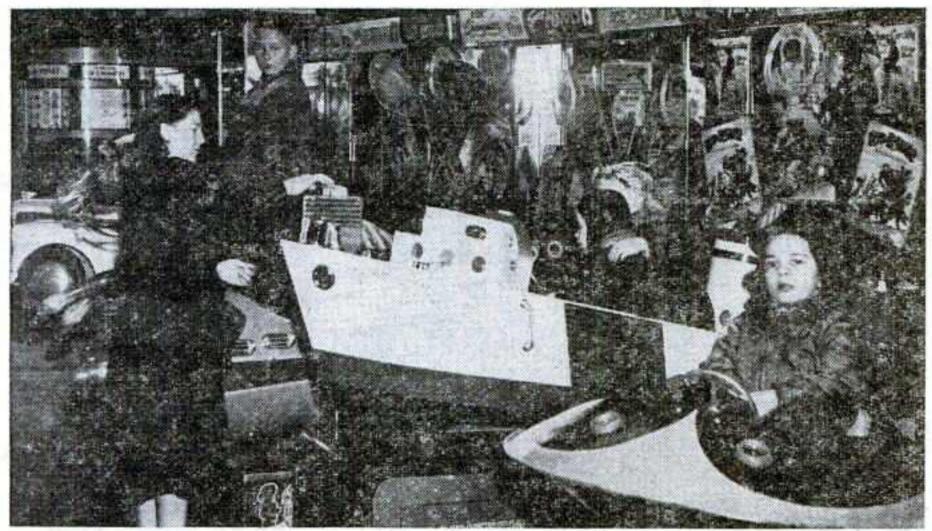


DIVISION OF DRUM EQUIPMENT CORP.





How much will the rides earn? These statistics are just coming of age. But when a key unit of a large national variety chain replaces its fountain with a kiddie area it's time to revise the ride earning potential upwards.



Currently the belief is that the horse will always be the backbone of the coin ride industry. But initial use of there are Midget Movies, a Pho-lights and a "Hi-De-Ho Playland" boat, plane and other animal rides shows all are good dime grabbers. A likely solution appears to be use of horse plus tomat, identification tab machine sign are the location's contribu-

### Kiddie Rides Replace Fountain at Brooklyn Newberry Store

By Aaron Sternfield

ODA fountains usually have told, nearly \$12,000 worth of Kid-little to do with Kiddielands, dieland equipment is represented.

Manager Mike Ryman had a cation. couple of horse rides, operated by Lane Marvey from nearby Mineola, on location, and the gross was

amazingly high.

E. A. Newberry, one of the chain's executives, was in the Greenpoint store making the inspection rounds and listening to Manager Ryman's enthusiastic report of the progress of the coin-operated rides. The books showed the gross at the soda fountain was off, while the rides, foot for foot of floor space, were the biggest money-makers in the store.

That afternoon Ryman got a phone call fron. Newberry. His instructions were to rip out the soda fountain equipment - all \$16,000 worth of it-and put in kiddie rides.

Ryman got in touch with a Long Island manufacturing firm, Reyes Cerenuda, a mold-making con-cern, and asked the partners to build a Rocket Ride for installation on the location. Reyes and Cerenuda would operate the

equipment and the location would take a commission.

in two weeks, four rides were on jectors and Robco. location. Now there are 14. The and a card vending machine. All tion.

but one of the largest Kiddie- Ryman believes he can get the land operations in the New best service and the latest equip-York area came about because a ment by having a half dozen comsoda fountain wasn't doing too peting firms place equipment in the Kiddieland. Hence such operators as Al Simon, Runyon J. Newberry 5-and-10-cent store in Brooklyn's Greenpoint section.

Sales, Capitol Projector, Carousel and ABC Vending service the lo-

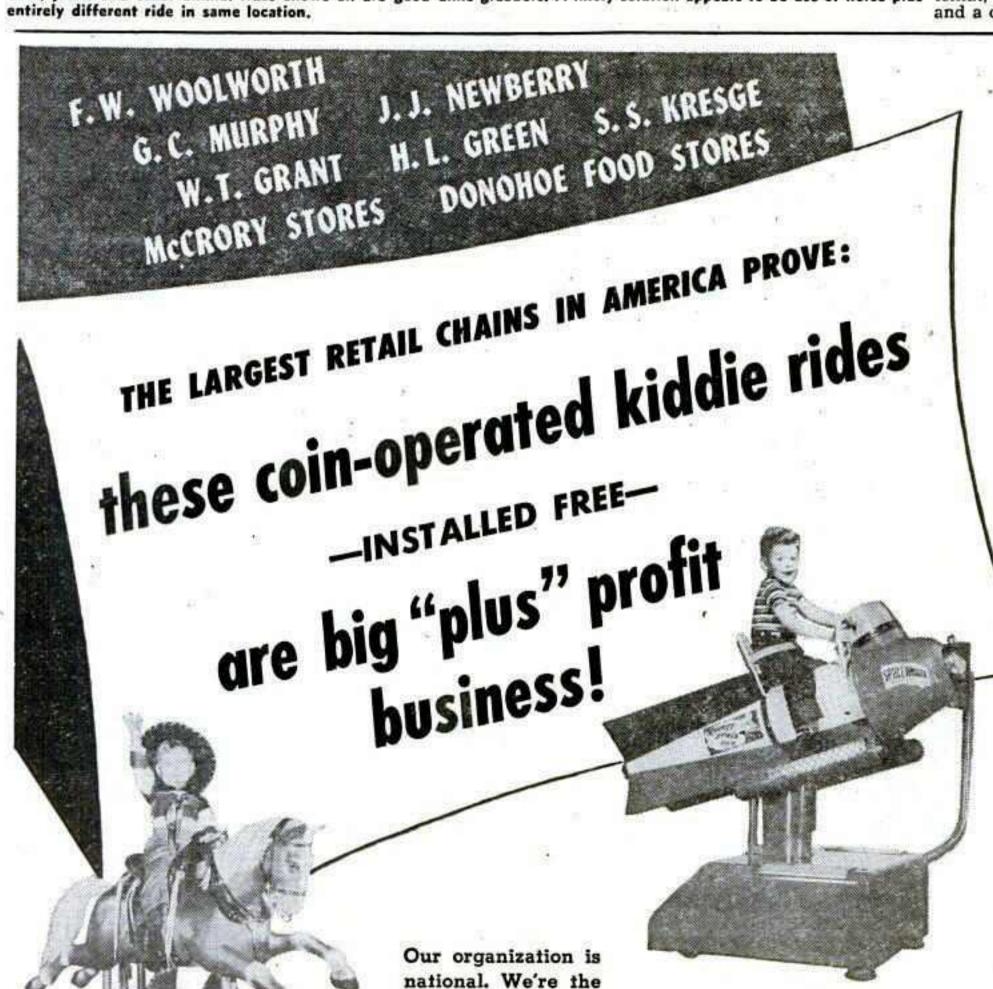
> Average weekly gross runs about \$375, but during December the weekly grosses ranged be-tween \$800 and \$900. Friday afternoons and all day Saturdays are the best times.

> The ride doing the greatest volume is the Flying Saucer, which did \$58 its first week of operation, jumped to \$101 its second week and has come close every week thereafter.

> A strong second is Scientific's Boat Ride, while the Reindeer and the Cow are tied for third. Most of the customers are toddlers in the 3 to 7-year range, and most of the rides have gentle motions and are low, affording easy access.

Service doesn't present much of problem-with service calls averaging less than one a week. Ryman is somewhat of a mechanic, and he insists that operators explain the functioning of each machine thoroly before it is installed. He maintains that when a location has to wait for a serviceman to put a ride in order, A ride was constructed from everyone loses. He is now somethe belly tank of an airplane-it what of an expert on coin mechgrossed \$146 the first week. With- anisms, particularly National Re-

The battery of rides occupies battery includes four Rockets, about a 60-foot frontage near the four Horses, one Elsie the Cow, store's entrance. An awning, proone Flying Saucer, one Rudolph vided by the operators who the Red-Nosed Reindeer, one Boat chipped in at Ryman's behest, Ride and two Autos. In addition, covers the battery. Fluorescent



oldest, most efficient operating concessionaires in the country. Contact the

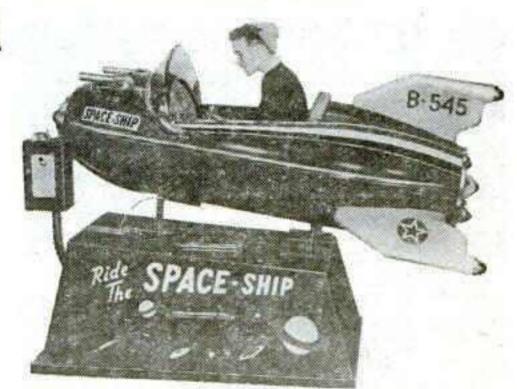
office nearest you

for complete information at no obliga-

tion. (Licensed in the State of Virginia.)



We install, service and maintain these fully automatic kiedie rides at NO COST TO YOU. They're a thrilling action attraction—they pull more traffic earn a greater net-per-foot than most merchandise in your store-without investment, risk or personnel. We carry complete liability insurance.



STANDARD ROCKETS, INC.

2217 Fifth Ave., Pittsburgh 19, Pa.

Phone: Atlantic 1-4296

THE HARRY PEARL CO.

241 Hillside Road, Elizabeth, N. J.

Phone: Elizabeth 5-2474



CREATEST MONEY-MAKER

ENTIRE AMUSEMENT INDUSTRY!

- · REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
  PULL REINS TO TROT OR GALLOP
- · LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- . SMOOTH, QUIET OPERATION

A RIDE

### RETRACTABLE CASTERS

FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster keyhole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

AMPION

REQUIRES ONLY 24 IN. BY 49 IN. FLOOR SPACE

> 110 VOLT A. C.





THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cowgirls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY

BIVISION OF LION MANUFACTURING CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS SPACE-SHIP opposite page

## FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS



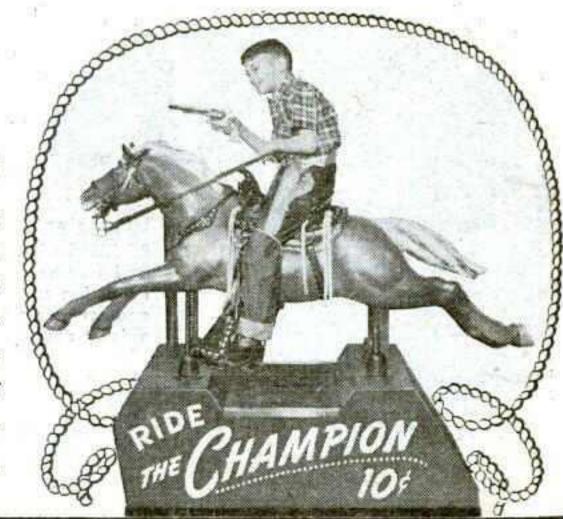
- \* Exclusive new Thrill-Action . . . ship dives, dips, rolls and swings
- ★ Variable speed controlled by pilot ★ Colorful Eye-Appeal attracts attention on location
- \* Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
- \* Airblast blows from concealed blower
- \* Twin Ray-Guns with exciting sound-effects

- \* Positively Safe
- \* Sturdy Construction
- \* Simple Mechanism
- \* National Rejector

## FINANCE PLAN

NOW AVAILABLE

See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter in battle . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# GET METEOR! Get the Best----METEOR PT-BOAT

Get the LATEST ORIGINAL

## METEOR FLYING SAUCER

The first and only one of its kind! The eyes of youngsters really pop when they see this ride!

### SENSATIONAL 3-WAY RIDE MOVEMENT

-Simultaneously moves smoothly back and forth-up and down-and around in counter-clockwise direction!

**RUGGED**—The Flying Saucer is built of auto-body steel, with steel base.

ATTRACTIVE—Startling "futuristic" shape attracts immediate attention! Colorful and dramatically designed. Constant flashing lights attract play.

**SAFE**—Roomy cockpit seat richly and heavily upholstered. A safe and comfortable ride. Hull low slung, any child can get in and out unaided.

There's nothing like a boat ride for steady consistent revenue!

### SPEEDBOAT MOVEMENT

-Exciting sensation of scooting over and through waves at top speed—combined with bucking motion. Realistic sound of high-power marine engine.

**RUGGED**—Practically indestructible! Entire hull is of one-piece Fibreglass reinforced plastic—has impact strength of 20,000 lbs.! Heavy gauge steel base. Abrasion and scuff-proof Hammertone finish. Trouble-free famous Meteor mechanism.

ATTRACTIVE \_Authentic replica of a U. S.

PT-Boat, built to scale! Chrome trim-elaborate superstructure-full complement of marine lights constantly flashing to attract play. Large spotlight. Machine gun on bow. Steering wheel that turns. Fog horn and marine whistle. Finished in simulated mahagany planking on hull—handsome yellow topsides—contrast waterline and green bottom.

SAFE \_Roomy upholstered cockpit—low slung—child can easily get in and out without assistance.

### SPECIFICATIONS

Length 67"—Width 29"—Height 42"— Weight approx, 240 lbs. 10c National Rejector,

### SPECIFICATIONS

Overall length 52"— Width 42"—Height 38"—Weight approx. 272 lbs, 10c National Rejector.

ARE YOUR BEST BUY-

All have terrific Eye, Player and Location appeal. They pull extra business into any location. All are thoroughly location tested. Simple, rugged, well designed mechanisms and bodies guarantee trouble-free operation at absolute minimum cost. Heavy motors integrated with gear boxes—no belts. Completely equipped with ball and roller bearing. Simple electrical systems for Motors, Sound Effects and Lights.

For multiple unit locations—a popular trend—add METEOR RIDES for Added Profits!

METEOR ROCKET
The Original—Still the Best.

METEOR PT BOAT, PONY BOY and ROCKET bodies are interchangeable and may be purchased separately. Removing one body and mounting another on steel base is easily and quickly accomplished.



PONY BOY Small Palomino Horse—Low Price —Big Profits.

METEOR

### METEOR MACHINE CORP.

319 Hinsdale St., Brooklyn 7, N. Y. Gentlemen: Please send me full particulars about Meteor's FLYING SAUCER, PT-BOAT, and other outstanding kiddle rides.

Address \_\_\_\_

Zone\_\_\_State\_

For full
particulars
fill out and
MAIL
TODAY!

Meteor Kiddie Rides Lead the Field!

IMMEDIATE DELIVERY! -- FINANCE PLAN!

METEOR MACHINE CORP.

Manufacturers of Amusement Equipment

319 Hinsdale Street Brooklyn 7, N. Y. Phone: HYacinth 5-2756

## Trigger Proves Merchandise Tie-Ins Pay Off In Extra Volume, More Sales

By SAM ABBOTT

manager of Roy Rogers Enter- harder on the reins. prises in Hollywood.

Licensed only several months ago, the coin-operated namesake of the famous film horse has increased character products sales in department stores, opened new doors and upped grosses for operators.

It was only last June that the Enterprise licensed Exhibit to turn out Trigger horse rides. Tabulations on sales for 1952 will not be available until the end of this month. Naturally, Kent cannot trace a definite part of the year's income, estimated to be the highest in the history of the company, to the horses.

"Altho I cannot lay a special part of that increase to the horse, we do know the stores that have used the horse have found it stimulated interest in the Roy Rogers sellout by December 24. corral. And, of course, if the parents were along, it made it easier Sears stores in Chicago ran a test.

### Location Most Important

Kent believes the mechanical horse has to be properly located for high gross and to sell Roy Rogers and/or Dale Evans merchandise. He recommends that Trigger be placed in the Western section, which is often a Roy Rogers or Double R Bar Ranch department. The items to be sold are offered by 58 licensees with an average of three numbers per manufacturer. The lines include wearing apparel and the toy and novelty products. One company, gest year for holsters and guns.

mood of wanting the merchandise The Hollywood office was called and wanting to be a cowboy," to see if the figure was in error, Kent said. "Like all kids, he has thinking all the time that some-ridden a broomstick in his imita- one had added an extra zero.

ECHANICAL horse operation battle with Indians. The tors who are "riding" Trig- Trigger mechanical horse comes ger, Exhibit Supply Com- as close to the real thing as pospany's product, are in for a long- sible. According to Roy, who range merchandise program with should know, the horse has an Roy Rogers and Dale Evans items, authentic trot and gallop. And according to Lary Kent, general the kid is able to gallop by pulling

### Safety Angle

"We tested a number of horses before we would consider a license. We took into consideration the safety angle and the durability of the item as well as its low maintenance. We did not want a lot of broken down or poor looking Triggers around the country. We also were careful and conservative about going into the licensing of the Trigger ride."

The Trigger mechanical horse has opened the door for many operators. Roy Rogers Enterprises has a number of the top department stores handling the line. One such store on the West Coast was so successful this past Christmas in promoting the items with the horse that it had a complete

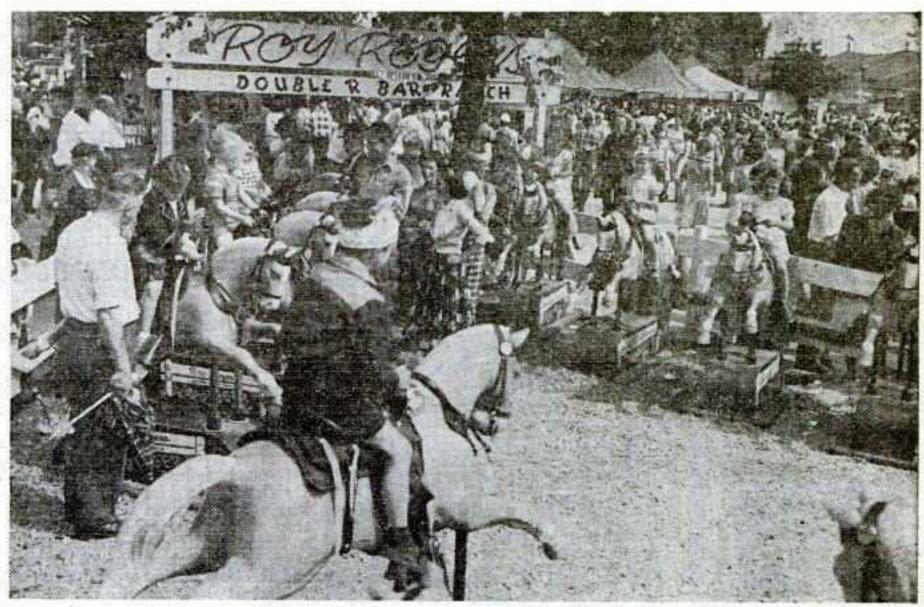
Kent points out, too, that four to sell the parents the Rogers' using the horse as part of the merchandise," Kent explained. promotion. Until this time, the policy had been against coin-op-erated devices. While no figures are available on this experiment, it is understood that it was most successful. It was only in connection with the merchandise promotion that Sears would let down the bars to mechanical horses. Sears as well as the store on the West Coast accepted the ride only as a merchandising tool and not because of its entertainment or money-making values.

### Personal Appearances Help

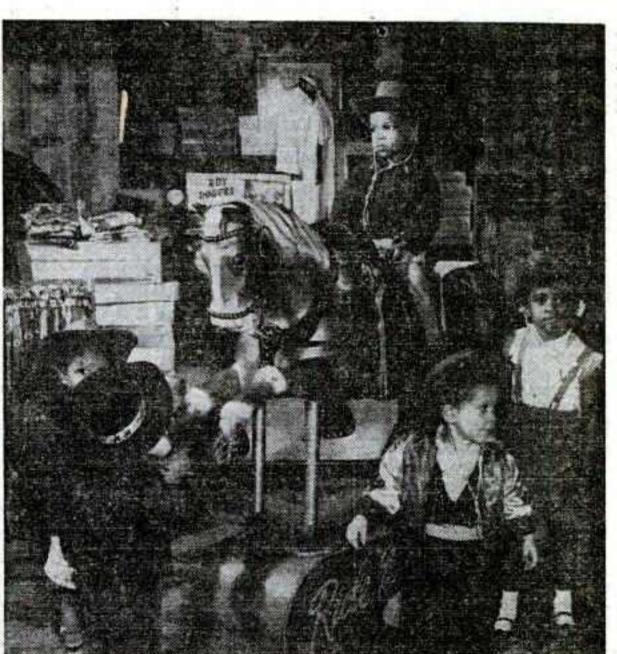
The sale of Roy Rogers' items, Kent declared, has seven items like the gross on the mechanical which are manufactured under horses, has been increased by apthe Roy Rogers name. These are pearances of "The King of the ranch sets, rodeo sets. He added Cowboys" both personally and in that two important items were films. From the personal appearguns and holsters. In addition to ance angle, the items were in inthese there are blue jeans, cow- creased demand in New York durboy suits, hats and accessories that ing Rogers' stay at Madison go with the Western garb. From Square Garden. As the star has a a money value point, clothing 20-city tour starting in April, the produces the biggest revenue, chances are good that horse oper-Last year, however, was the big- ators in those spots can expect to gest year for holsters and guns. see filled coin boxes. Last year The mechanical horses have when Rogers played the Houston gone far in producing this rev- Fat Stock Show in Texas, a licensee would not believe an order "The horse puts the kid in the that was received for 8,000 hats.



The merchandising value of the horse and other rides has several ramifications. A key one is his traffic building ability.



The simulated ranch style corrals at carnivals and related outdoor locations have offered operators good opportunity to use multiple units. Even in conventional installations two horses will each earn more than a single unit.



Not only has the horse proven a good bread winner on his own but stores have found he aids the sale of children's clothes, especially with a Western

next fall, Kent is working out a comics with a sale of 149,000, "Back to School" program in which indicates that Trigger is which the mechanical horse will pretty strong on his own.' ifying as a top Roy Rogers ranch hand will receive a gold statuette of Trigger. It is also contemplated to give, in some of the larger markets, one of Bullet's pups. Bullet, in the event one is dog in the films. The puppy will be pedigreed with American Kennel Club papers. Where the contest is used, it is expected that the operators will also come in for increased grosses.

In the years Rogers has played in films, Trigger has come into his own as a star. And Kent considers that manufacture and operation of the Trigger horses beneficial to his firm.

### "Promotional Medium"

"It is certainly an excellent promotional medium for us for it keeps the youngsters cognizant of, naturally, Roy Rogers. Al-tho the horse gets the break, it has proved out well. I think the great role that Trigger had in "Son of Pale Face" substantiates my stand. He actually stole the

In connection with promotion sold several of the top cowboy

play an important part. Prizes The merchandising of Roy of long-term thinking built will be awarded and the kid qual- Rogers items started about 12 around the desire to create confiyears ago when a company issued dence with the department store comic books on the life of the fa- buyer and the consumer. The remous cowboy star. Later some tail buyer is not taking a chance of the manufacturers issued cloth- on the character promotion as ing items, including sweat shirts, such but is rather buying a real T-shirts, and cowboy and playsuits. not up on Roy Rogers lore, is the Roy Rogers Enterprises launched a full-grown merchandising program in 1947 and has been big business since that time. In 1950, total sales of Roy Rogers and/or Dale Evans items totaled over \$21,000,000. In 1951 there was about a 9 per cent decrease in volume caused, Kent believes, by business conditions and the temporary over-saturation at this point on Western merchandise. Stores had over-bought and ended up overstocked. Altho figures for 1952 are not yet tabulated, Kent is confident that it will exceed 1950, the biggest year in the firm's

Kent added that during 1952 an unprecedented amount was spent on promotion. Enterprises plans to continue to spend large sums.

Long-Term Program

picture from Roy, Bob Hope and "We believe that character mer-which is the thing we want to do.

Jane Russell. And the last issue chandising," declared Kent, "can When this is accomplished, we of Trigger's own comic book out- no longer have a free ride for the get our share of the business."

stars and has to be actively merchandised like any other item in any field. We are plowing back into the program a very big percentage of our royalties because we're shooting for a long-term set-up. We hope to establish the fact that any item bearing Roy Rogers' name is the best in value in standard and authentic Western merchandise rather than being a character promotion. To that extent we have reduced the amount of character identification. For example, our soft lines carry only the label of Roy Rogers Double R Bar Ranch, authentic Western wear.

"We have insisted and succeeded in making our merchandise a competitive value and in many cases better merchandise. In other words, the customer does not pay a premium for the names of Roy Rogers and Dale Evans. We are trying to give them the best and to actually guarantee the product rather than ask a premium for the name. This makes the name, the guarantor of the value. And that's what we've done for example in the toy and novelty lines as well as others."

Kent emphasizes the fact that items bearing the Roy Rogers or Dale Evans label are new designs, made especially to bear the names of these two stars. He pointed out that no item is listed to which a label or decal has been attached to make it a product of this kind. Roy Rogers Enterprises has tried to develop new, original items.

"We have a hobby horse, for example, that bears Trigger's name and is produced as Trigger," he said. All this business is one Western line. With this accomplished, the consumer comes back because he has bought a good product in buying the Roy Rogers

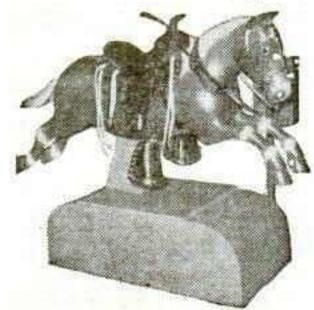
### Traffic Builder

Kent believes that the mechanical horses are proving the answer to many department managers and divisions in stores. It is his contention that these men are looking for something with which to flag down the customer-and attract him or her to their section. Once in that department, the problem is to keep up their interest.

When a youngster sees Trigger in the boys' wear section, it's going to make the parent cognizant of these items," Kent said. "Actually it not only sells Roy Rogers merchandise but it helps the whole boys' wear department,

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KIDDIE RIDES



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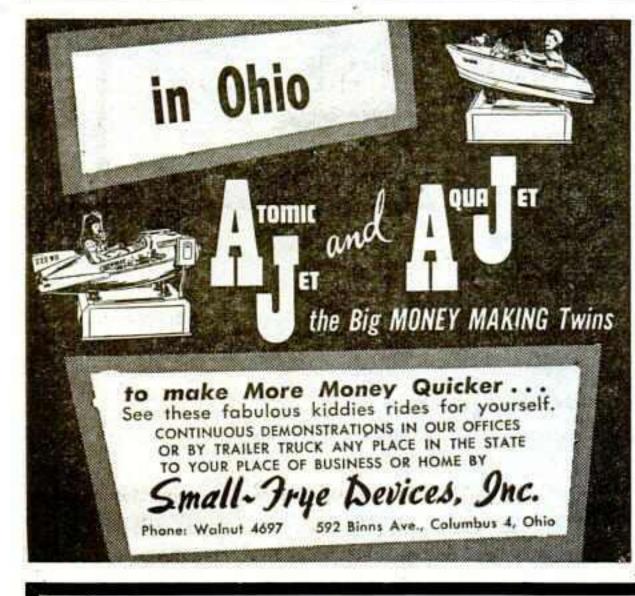
COLCHESTER, ILLINOIS

## How To Operate A Kiddie Ride Business

By TOM McDONOUGH



Carousel likes to do business with supermarkets. This youngster attended chain-store opening in Chicago, met TV's Claude Kirchner.



seems to have stymied some ex- strong competitor to the major reputation of Brodsky and Gold perienced coinmen, proved no chains in some neighborhoods. for forthright negotiating with lodrawback to an organization Tho there was little doubt that cation or chain officials, prompt which has been in the ride field the Brodsky-Gold chain was go- service and their knowledge of only a year and a half. The firm ing places on its own, the part-department and varety store pracis Carousel Industries, Inc., Chiners were not content to be in tices. Each of these four assets cago, with locations in 46 States, this business alone, and 18 months has been a key factor in the rapid and the key to this amazing route ago, having already witnessed the growth of Carousel, but the servis that it was formulated along earning power of the horse in ice and understanding of chainchain-store lines by two men their own and other variety store store psychology, Brodsky and whose entire background has been locations, decided to operate some Gold feel, have been the biggest in the chain-store business.

The Carousel partners are Irvin M. Brodsky and Arthur Gold. Until comparatively few years ago both men were affiliated with the When Brodsky and Gold pur- in its inherent trouble-free pernationally known variety chain, chased their first 10 horses in formance. For if service calls Neisner Brothers, Inc. With this the fall of 1951 they had no loca- were to come in on a regular far-flung organization, Brodsky tions, tho they were convinced basis, there could be little if any and Gold traveled extensively, that placing them would not be profit from such wide-flung operthus becoming well acquainted a problem. Their enthusiasm fol- ation. Carousel handles its servwith business people in small and lowing the placement of six of ice in a variety of ways, depend-large cities in all sections of the the 10 units was so great that ing on the situation—remoteness

of the mechanical steeds. When factors. Brodsky and Gold mutually agree on a new venture there apparently convinced from the outset that is little to deter them.

Start With Horses for the newcomers to have their tion, Carousel generally has in order filled, but they finally permind how to handle the service suaded a manufacturer that they call in advance. had to have the second order right

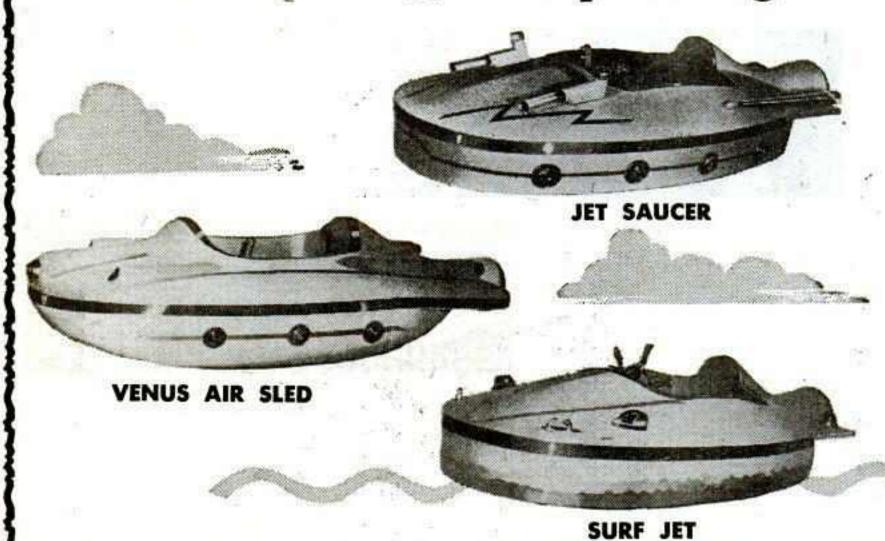
THE problem of how to handle established their own variety Carousel has expanded by a the kiddle ride operating chain in Chicago and soon built combination of sound chain busi-business, which thus far it up to a point where it was a ness tactics, the quickly gained

The Carousel principals were the soundness of the horse ride as a logical national operation was country. Some years ago the pair they immediately were in the of location, distance from its regumarket for another 20 horses. lar serviceman, type of malfunc-Since this was a time when pro- tion and other factors. Since the duction of horses was compara- firm thoroly checks all these factively small it was no mean feat tors prior to making an installa-

> On a typical call 1,500 miles from Carousel's Chicago head-

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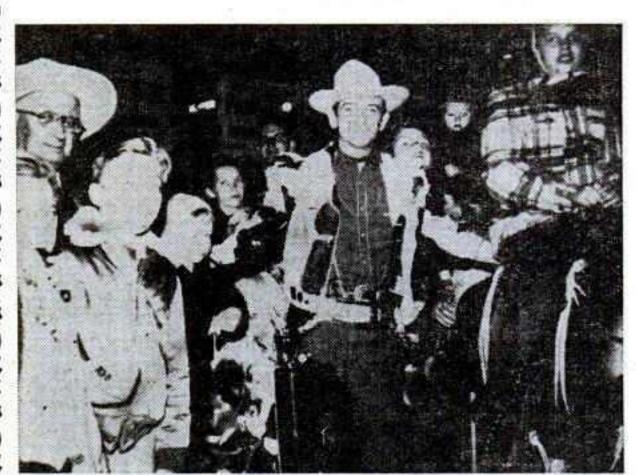
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quarters in a major city there contract indicates a respect for is a better than even chance the store toward their equipment. the service will be handled by a Carousel has locations in de-

of their units-in the past several months they have added rockettype planes, speed boats and most new type coin-operated kiddie rides-they study the potential of the location. The yardsticks they now use were determined only after an intense trial and error

period. For one thing, the location must have a fairly constant number of youngsters dropping in with their parents. In most variety stores such as Woolworth, Kresge, Grant and Neisner this problem is practically solved in advance and the large toy sections in most of them indicate moppet attendance. However, it is possible that a chain store could be exceptionally busy and still have little traffic from the younger set. This would be a location to avoid since it takes thousands of rides to get back the initial investment plus location

Two Big Problems Two of the biggest problems in the ride business, Carousel has found, are turning down a location which has asked for equipment and pulling a unit from an unprofitable location. In both instances it takes an honest approach to the situation and the listing of logical reasons why the ride unit should not be placed or should be withdrawn. Brodsky pointed out that in every case so far the situation has ended to do plenty of spade work, in get-amicably but he personally never ting accross the story of profits liked the experience.

commission and service expenses.

recommend a reliable operating the store over the long run. firm. Since Carousel has built its

is virtually set. In their opinion respect for the of youngsters.

local operating firm. If the unit partment stores, supermarkets has to be taken off location to (both independent and chain), await shipment of a key part or drugstores and variety stores. In several hours of work, another virtually every instance they have horse is put on location in the made it a point to promote the interim. But one thing is a must location's rides even the early inwith Brodsky and Gold. All calls vestigation indicated that the loare handled with dispatch and cation was a natural. Despite the there are no instances where steady success of the company, it equipment stands inoperative on has never stopped experimenting location, not only losing revenue with new ride possibilities and as for the firm and the location but its reputation has grown, many also disappointing the youngsters manufacturers have been proud who make the business what it is. to have Carousel try out its new Before Carousel will install one rides and offer suggestions for improvement and even the feasibility of a new product.

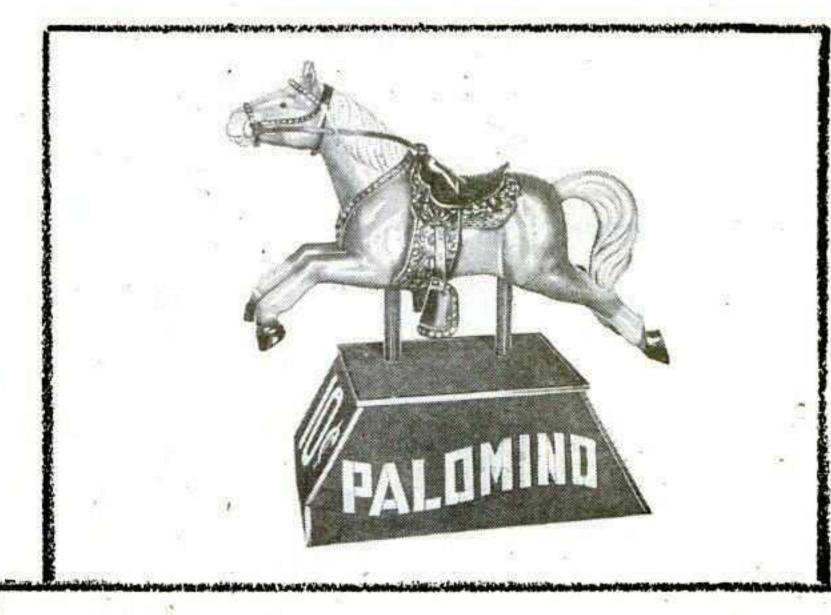
Carousel's owners are naturally partial to the horse as the key ride both now and in the years to come. They reason that almost any child would rather ride a horse than any other animal or boat or plane ride. But they can see possibilities of some of the other rides and wish to set up their own estimates of these newer units only after a long test period.

As things now stand, Brodsky and Gold feel there will be times when a switching of rides in locations where there is but a single unit might spur business. They have also had good reports in places which have added a new ride and kept the horse too. Still another fact gained from their statistics shows that in locations which can accommodate two horses will register better average receipts on each unit than if a single horse were in the loca-

Big Job Ahead

Both believe the ride business is just coming into its real ex-pansion period. They feel that locations with kiddle units are a compartively small percentage of those which could handle them. Tho time will take care of some of these problems, Brodsky and Gold feel that it will be necessary to be made by the chain or the have come about by inquiry from independent location thru rides. one chain to another on how it They also feel strongly that the was making out in the ride busi- rides are traffic builders and ness and could the second chain therefore bring extra business to

Probably the best example of routes on a good reputation, the the progress made by Carousel old customer usually puts in a in 18 months of existence is that plug for the ride operators. When Brodsky and Gold have gradually an inquiry of this type reaches sold units of the variety chain Carousel and Brodsky and Gold they formed since leaving Neisner indicate their wide background in to go on their own. The ride busithe variety-store business, the deal ness they stepped into as a sideline to their variety chain has One thing which Carousel has reached proportions large enough followed from its origin is a lo- to warrant their full time in the cation contract. The Carousel ride field. It may appear an odd owners feel that the ride invest- twist, but Brodsky and Gold look ment is large enough to warrant upon their new business as a some guarantees to them. Their chain operation. Not only do they contracts are simple and fair, they feel they are bringing a valuable feel, and therefore if the location service to the chain and indeowner or the chain executive is pendent stores thruout the counnot willing to sign a contract there try but adding a wholesome fun is little reason to risk their rides. to the lines of many thousands



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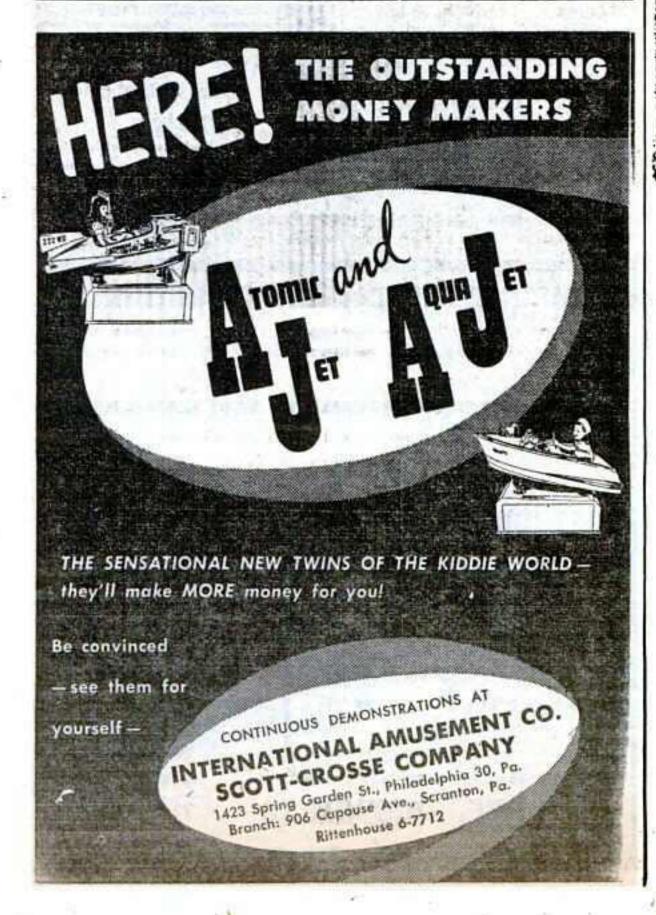
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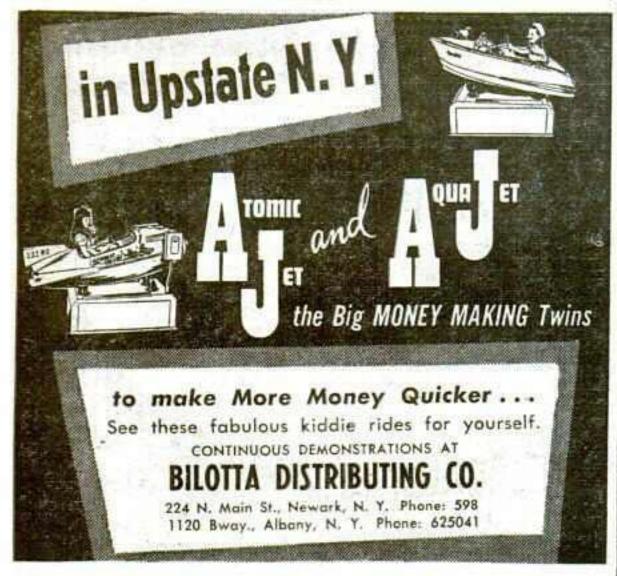
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2 Exciting Rides

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

Continued from page 1

ment a youngster imagines he's likely to need on a trip to outer

Coin-operated kiddie ridesthat is the name manufacturers have generally agreed upon-are not new except as big business and as a merchandising tool dear to the hearts of store managers.

The horse, forerunner of the Rocket Ship and the rest, dates back to 1931 and a Missouri inof Hahs Machine Works in Sikeston, Mo., built a mechanical horse for his own youngsters. It quickly became such a favorite with the town's moppets that he decided to put a coin chute and timer on it and build a commercial model

Big Break in '49

Hahs was successful in selling the horse to traveling arcades and to some of the nation's top amusement parks. It was on the grounds of both the Chicago and New York world's fairs. But Hahs' big break came when Exhibit Supply Company, Chicago, approached him in 1949 to build experimental models.

Exhibit's experiments, all of them in amusement parks and arcades, were successful enough to encourage the firm to begin production. Exhibit's early promotion of the horse suggested department stores might be outlets for the ride, but no one came for-ward quickly with a departmentstore contract.

management. For many years de- ing dime) stores, and the total is partment store toy sections used trains, ferris wheels, boats and other coin and non-coin-operated

for the first horse installation in to 13,956,000.

boy suits, hats, holsters or equip- | Chicago's Goldblatt and Weiboldt | of mechanical Triggers in departdepartment stores. He sold children's wear managers the idea of using horses to bring in the youngsters (and their parents) and the idea proved the horse's tremendous ability as a traffic builder.

7.000 Horses Out Now

Grosses in the first horse installations were often in excess of \$100 per horse weekly. From 25 to 40 per cent of this amount was paid as commission rental to the ventor-builder. Otto Hahs, owner store in which the ride was located. Not only do the horses and other rides build traffic for the store, they pay weekly dividends in cash.

> Some indication of the promise this new business holds is the fact that Walter E. Heller Company, conservative, experienced financing institution with years of background in coin-operated equipment, has undertaken to finance purchases of horses built by Exhibit and by the Bally Manufacturing Company, Chicago.

> Heller spokesmen shy away from public quotes, but executives of the organization privately believe the kiddie ride business has barely scratched the surface.

Facts Show Potential

Statistics bear out the contention that the market is still largely unexplored. The industry has yet to produce its 10,000th coinoperated kiddie ride, but there are 14,119 supermarkets alone which do a business in excess of \$300,000 annually. Add on 55,796 Kiddie rides, of course, were drugstores, 2,580 department no strangers to department-store stores and 20,210 variety (includimpressive without beginning to exhaust the list of potential sites.

Potental riders present no prorides to attract youngsters to the lem either. U. S. Census Bureau toy section and keep them there reports show there are 13,199,686 by amusing them. But the rides youngsters between the ages of 5 were seasonal. They came in beand 9, and 11,119,266 aged 10 to fore Christmas and left before 14. The bureau predicts the num-New Year's.

A 22-year-old Chicagoan named
Matty Carbone was responsible

> Many of the present and potential outlets for the kiddie rides

will support a battery of rockets, boats, horses and other animals.

Typical of what can be done is the J. J. Newberry store in Brooklyn's Greenpoint section. The store manager tore out a losing soda fountain to make way for a \$12,-000 battery of kiddie rides installed by several different operating companies. The set-up proved so successful, Manager Mike Ryman plans enlarging the section from its present 14 rides. The department grosses approxi-mately \$400 weekly.

No small factor in the future of

the kiddie ride business is the growth of suburban shopping centers. These centers are surrounded by home owners who have larger-than-average families, and when most of the families go shopping they take the children.

Merchandising Impact

The merchandising impact of kiddie rides is obvious. First to recognize its value was Roy Rogers Enterprises which licensed Exhibit to build a replica of Rogers' horse, Trigger. Larry Kent, gen-eral manager of Enterprises, attributes increased sale of Rogers' cowboy equipment to the presence pages for RESULTS!

ment stores across the nation.

Similar promotions are coming along involving the TV show Space Patrol and at least one large food company-which sponsors another prominent cowboyis investigating the impact on cereal sales of horses located in supermarts.

News of the boom in kiddie rides brought investors running from such diverse occupations as variety store management to coal dealers, all of them eager to set up companies to own, operate and service kiddie rides. Several of these companies, like Carousel, Inc., Chicago, now are installing kiddie rides on a national basis.

The boom likewise attracted a bumper crop of manufacturers, most of them solid and substantial, but a few obviously not in the running for long. This influx of would-be manufacturers naturally worries the substantial companies, not only for the obvious competitive reasons but for fear that cheaply constructed rides might slow down the expansion they feel certain is coming.

Rides Safe, Made Well

By and large, however, the rides are made well, built to last and to give the kids a thrilling experience without the risk of falls

At first manufacturers were concerned that their creations had more novelty than lasting value. But continuing high grosses from horses which haven't moved out of a six-square-foot space in two years indicate these fears were groundless.

Right now the companies who build the rides are experimenting to determine the best operating cycle for the equipment. Every test thus far favors a cycle of from 1 to 1½ minutes-long enough to satisfy and perhaps encourage an additional ride or two, but not long enough to bore.

One manufacturer of kiddie rides summed up the outlook this way: "Our business depends on the kid's imagination. Do you think the little ones will ever run out of it?"

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## Directory

## Kiddie Ride Manufacturers

AMUSEMENTS, INC. 530 Main St., Clinton, Mass.

Founded: 1952 Personnel

W. T. Snyder, president and treasurer; R. C. Graham, vicepresident and sales manager; J. T. Regan, secretary.

Manufacturing Facilities Company leases its manufacturing plant.

Equipment in Production Rocket

Trade name: The Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Glass reinforced plastic. Material and construction of the base: Metal. List price: Manufacturer failed to answer.

B & R NOVELTY CORP. 1805 First Ave., New York 28, N. Y.

Founded: 1947 Predecessor Company: Harlem Chromium Plating Co. Personnel

Fred Rafanello, president and treasurer; Katherine Rafanello. vice-president.

Manufacturing Facilities Company leases its manufacturing plant.

Equipment in Production Steer

Trade name: Small Steer. Price at which ride operates: Manufacturer failed to answer. Material and construction of the body: Plastic fiber. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Steer Trade name: Big Steer. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base; Plywood trimmed with stainless steel and rubber matting. List price: Manufac-turer failed to answer.

Racing car
Trade name: Racing Car. Price
at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufac-turer failed to answer.

Horse (big) Trade name: Galloping Beauty. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Piate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufac-turer failed to answer.

Horse (small) Trade name: Palomino. Price at' which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed

with stainless steel and rubber matting. List price: Manufacturer failed answer.

at which ride operates: 10 cents. ager. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate turing plant. Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufac-turer failed to answer. Rabbit

Trade name: Rabbit. Price at which ride operates: 10 cents. Material and construction of the body: Plastic fiber selection product of Pittsburgh Plate Glass. Material and construction of the base: Plywood trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer.

Trade name: Duck. Price at which ride operates: 10 cents. Material and construction of the tion of the base: Plywood kiddle rides. trimmed with stainless steel and rubber matting. List price: Manufacturer failed to answer. N. Y. BALLY MANUFACTURING CO.

2640 Belmont Ave., Chicago; Ill.

Founded: 1932

Personnel

Ray T. Moloney, president; H. B. Jones, vice-president; A. J. Renn, treasurer; J. D. Yates, sec-Trade name: Rocket Ship. Price retary; Jack Nelson, sales man-

Manufacturing Facilities Company owns it own manufac-

Equipment in Production

Horse Trade name: The Champion. Price at which ride operates: 10 cents. Material and construction of the body: Polyester plastic. Material and construction of the base: Laminated wood. List price: \$1,195.

Rocket Trade name: Space-Ship. Price at which ride operates: 10 cents. Material and construction of the body: Laminated wood. Material and construction of the base: Laminated wood. List price: \$1,165.

BEAUTY HORSE SALES CO. River Edge, N. J.

body: Plastic fiber selection Manufacturer failed to respond product of Pittsburgh Plate to questionnaire. Billboard files Glass. Material and construc- show the company manufactures

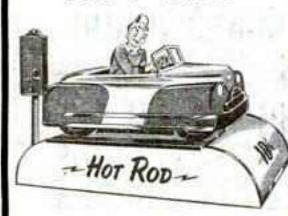
CAPITOL PROJECTOR CORP. 556 W. 52d St., New York,

Manufacturer failed to respond to questionnaire. Billboard files (Continued on pae 82)

THE OUTSTANDING MONEY MAKERS TOMIC ON THE SENSATIONAL NEW TWINS OF THE KIDDIE WORLD they'll make MORE money for you! Be convinced CONTINUOUS DEMONSTRATIONS AT - see them for CULP DISTRIBUTING CO. yourself -1405 E. First St., Tulso, Okla. 614 W. Grand, Oklahoma City, Okla.







### SENSATIONAL MONEY MAKER

- \* The perfect companion piece to the Mechanical Horse . . . at HALF THE PRICE.
- Manufactured by world famous builders of amusement riding devices. Made of MOLDED FIBERGLAS. Has IMPACT STRENGTH OF STEEL. 1/3 H.P., 60 cycle, A.C. MOTOR. 34" WIDE, 68" LONG, 38" DEEP.
- Designed so that even the youngest child is safe.
- \* In action "HOT ROD" has a motion that simulates actual road conditions —Accelerated Speed.

OPERATORS - Write for complete details and new reduced price.

KING-PIN EQUIPMENT CO. Kalamazoo, Mich. 826 Mills St. Phone 5-1151

You get all the 3 ESSENTIALS immediately for a prosperous going business . . .

- FINEST, MOST SUCCESSFUL CHAIN-APPROVED RIDES!
- TOP LOCATIONS IN YOUR TERRITORY! Secured for you by our men at no cost!
- SERVICE ARRANGEMENTS

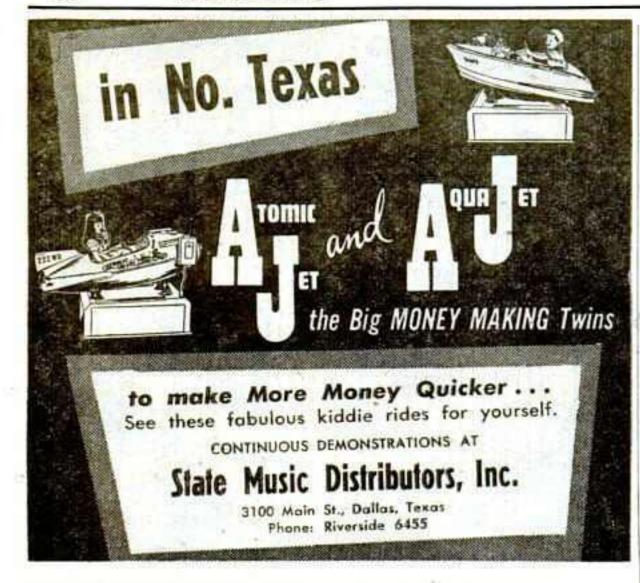
We arrange for complete servicing of your rides—anywhere in the U.S.A.-by a NATIONAL SERVICE SYSTEM ON A CONTRACT BASIS! All you do is collect the profits!

**OUR RIDES ARE NOW** IN THESE TOP CHAINS

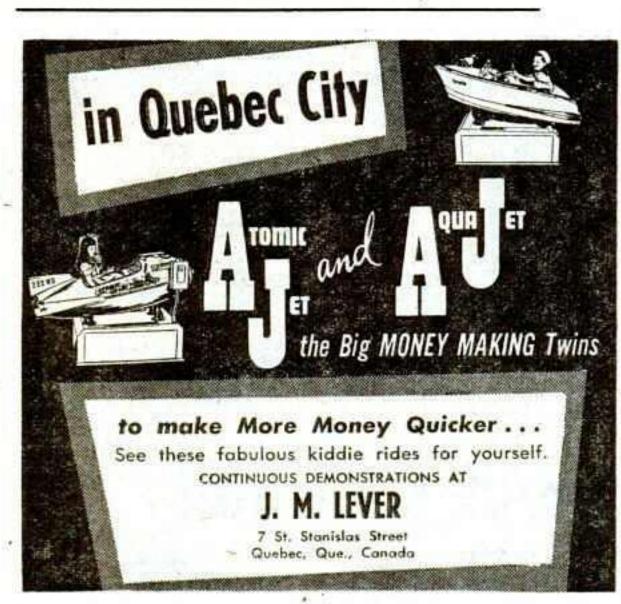
F. W. Woolworth - W. T. Grant -S. S. Kresge - G. C. Murphy -H. L. Green - J. J. Newberry -McCrory - McClellen and other leading department stores, super markets, and chains.

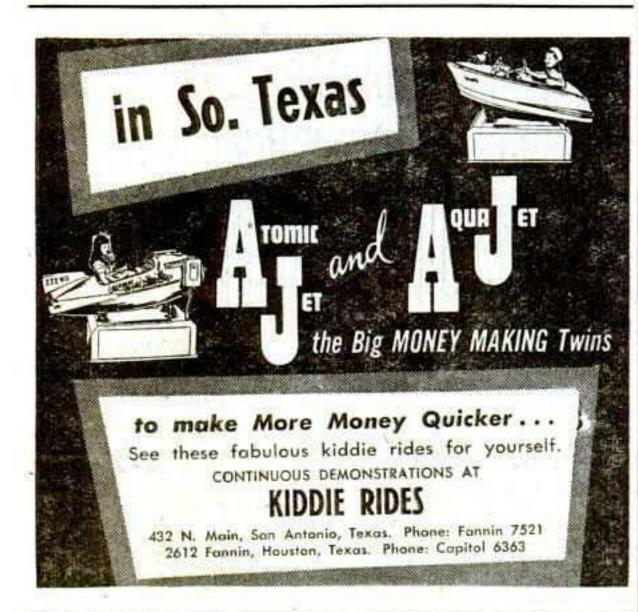
Manufactured by the BERT LANE COMPANY, INC. 372 N. E. 61st Street, Miami, Florida

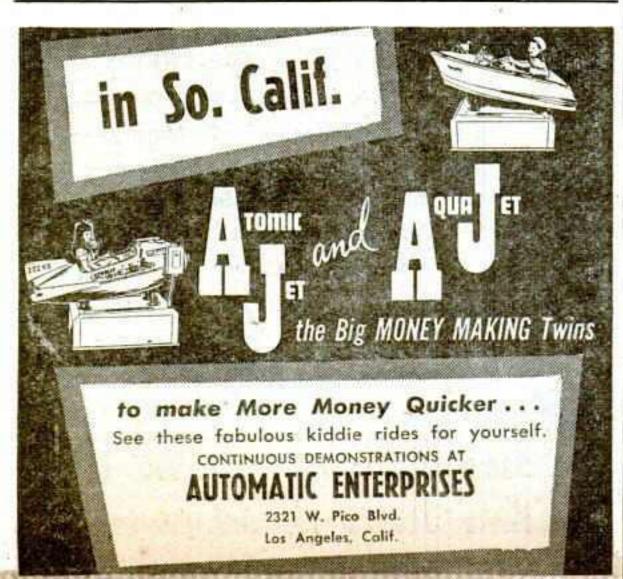
Start making REAL MONEY now! Write TODAY for full particulars!

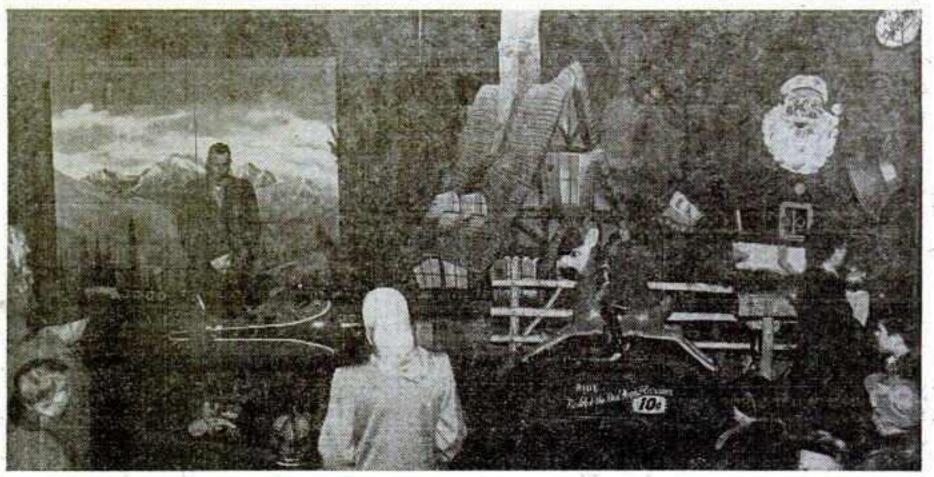


KIDDIE RIDES









Northgate Kiddieland, Seaftle, Wash., flashes its line-up of coin-operated rides with background props and scenery to heighten the illusions for youngsters. Ranch house and corral sets the scene for the horse rides.

## How to Build Kiddie Ride Gross With Good Background and Props

By Tom Parkinson

nation has developed mer- other organizations as a ride op- 10 months of the year, closing chandising of coin-operated kid- erator. The kid spot in general after Christmas. This spring he parks a big business.

He is Vernon L. Spalinger, own-businesses. er of the Kiddieland at Northgate, past Christmas shopping season type." for him to credit these devices scored by his lay-out.

win column.

For decades, ride men have ground sells the ride. spotted amusement devices on vapened until they began flashing their layouts with lights, scenery, kid-sized props and such trimmings as tunnels for the trains and corrals for the ponies.

Spalinger has added the same type of refinements and sales inducements to his coin-operated rides.

### Central Location

His Kiddieland is in a central building of the shopping center. While roofed, the structure is open on three sides. It contains a full complement of standard kiddie devices such as a Miniature Train, Merry-Go-Round, Mix-Up, Rocket, Auto and Boat rides, all in kiddie scale. A kiddie fire truck works on the shopping center sidewalks. The operation-with accent on promotion - is tied closely to that of the entire shopping area and the merchandising plans of stores there.

Spalinger added coin-operated kiddie rides shortly after they began appearing on the market. Now he has a half dozen and he's Now he has a half dozen and he's tervals. However, Spalinger planning to increase the number, warns that over-use of these can Counting himself as a pioneer in the field, he states he learned quickly that two coin rides will more than double the gross of a single installation.

at one of the largest subur- Evergreen carnival and Jantzen rides. ban shopping centers in the Beach amusement park as well as Spa die rides to the same high level and coin rides in particular reflect plans to open with an assemblage which has made non-coin kiddie showmanship, which might be of 10 coin rides. More will be called merchandising in other added, he states, as they are de-

"Background and props have a shopping center in suburban Seat- lot to do with profitable operation tle. His bank of coin-operated of rides," he relates. "In every rides did well enough during the instance we use something of this will be perfected in the next year

with much of the over-all increase merely parked besides a wall and left to draw as best they can. he believes, leaves room for im-Active in the carnival and Spalinger has surrounded the provement. Spalinger knows the amusement park field before horses with a rustic corral, added performance demanded of ride swinging to the relatively new bales of hay and the front of a equipment. He not only uses fac-Kiddieland branch, this operator ranch barn. Saddles, bridles and tory-built kiddie rides but also has taken the same step with coin other props are included, and over is among the few operators who rides that put Kiddielands into the the gate is a sign bearing the have been able to build their own name of the "ranch." The back- rides with success. Familiar with

cant lots and pitched to juvenile installed a large Santa Claus fig- that while some of the present trade. Nothing spectacular hap- ure, a number of Christmas trees, coin-operated rides are well built, Santa Claus' house and a rural mail box for letters to Saint Nick. tirely." Youngsters find plenty to hype their imagination and augment gree of standardization of parts be

the illusion.

His jet rocket layout is backed by a painting of mountains and clouds, both suggesting altitude to young pilots, who quickly take the hint and see themselves soaring repeat rides.

Completing the assortment is a had to be eliminated during the device.

Visual aids are augmented by sound effects. Some of these are designed for use in connection with a particular ride, but more often they are intended to create a sense of excitement thruout the Kiddieland. Locomotive bells, thunder sheets, sleigh bells and large triangles are sounded at in-

nullify the benefits.

This application to coin rides is an extension of the principles followed in connection with his other rides, and principles found bene-Upon adding coin-controlled de- ficial by Kiddieland operators in vices, he determined their use in general. Many of the same ideas

PERATOR of the Kiddieland experience. He was with the chine locations of coin-operated

Spalinger's Kiddieland operates veloped and placed on the market.

Development, in his view, is a wide-open field. Spalinger predicts that new and clever ideas or two. He is convinced that coin-Thus his horse rides are not box rides are here to stay.

The current structural picture, the engineering and design re-For his reindeer ride, Spalinger quirements, Spalinger believes "others should be eliminated en-

He recommends a greater deestablished. A lack of greasing facilities is highly apparent on all machines, he states. And he complains that electrical parts on some models are of the "cheapest grade." Spalinger calls for better high-high enough to insist on quality upholstering and painting on coin-operated rides. To succeed with Kiddieland operators battery of mirrors placed so that in the outdoor field, coin rides children may see themselves must be built to the same standaboard the ride. These, however, ards as first class carnival and park rides, he believes. Wear and busy Christmas season because of tear resulting from long hours of the size of the crowd around each capacity business require top materials, he points out.

### Points Up Trend

Spalinger's operation represents not only a pioneer coin ride location under management trained in show business but also one of the earliest combination of a Kiddieland with a shopping center. Trend toward such combinations is nationwide.

Metropolitan merchants already are familair with kiddie rides thru use of them in their stores, particularly in holiday periods. Now, as they move to super shopping areas in the suburbs, many are counting full-scale Kiddielands in their basic plans. Spalinger is showing that coin-operated rides can play a profitable part in this development.

NON COIN-OPERATED

Requiring a space of only 30'x30'. For Store, Drive-In, Kiddieland and other

Kiddie Auto Ride

Kiddie Boat Ride

 Kiddie Buggy Ride Kiddie Jeep Ride

Middle Merry-Go-Round

Kiddie Tank Ride Sky Fighter

 Liffle Dipper (requires 50' x 100' See these rides illustrated on Page 49. Write for Complete Details

ALLAN HERSCHELL COMPANY, Inc. N. Tonawanda, N. Y. World's largest manufacturer of amusement rides



Background for a jet rocket ride shows clouds and mountains. Reindeer device is backed by Santa Claus and Christmas trees. Vernon L. Spalinger, operator of the Kiddieland, advocates props and scenery to increase appeal of coin-operated rides.

## How Kiddie Rides Became Big Business

MANY individuals and firms in the coin-operated kiddie ride industry look upon it as a newly created field. While it is only now coming into its own as a profitable business for thousands, its origin goes back to 1931 the for all purposes it was on a small scale until 20 years

In 1931, Otto Hahs, head of the then but locally known Hahs Machine Works, in Sikeston, Mo., built a mechanical horse for his youngsters and their playmates. Hahs immediately saw the possibilities of the horse as a commercial venture and he soon was working on a unit adaptable for coin-operation. Ready for public location, the commercial horse proved an instant hit in the area around Sikeston and the Missourian was ready for added tests following the completion of several units thru the end of 1931 and early 1932.

About the time Hahs was building his horse for the free play of the Sikeston moppets, the Link Aviation Trainer Sales Corporation, New York, was introducing a plane ride called the Pilot Maker to the nation's loment park and carnival type spots. This was a comparatively complicated ride for a youngster and most of the patrons turned out to be adults. While the success of the Link coin-operated trainer for Army, Navy and Main the schooling of combat pilots.

Currently, Link has its factory in Binghamton, N. Y., and is headed by Ed Link.

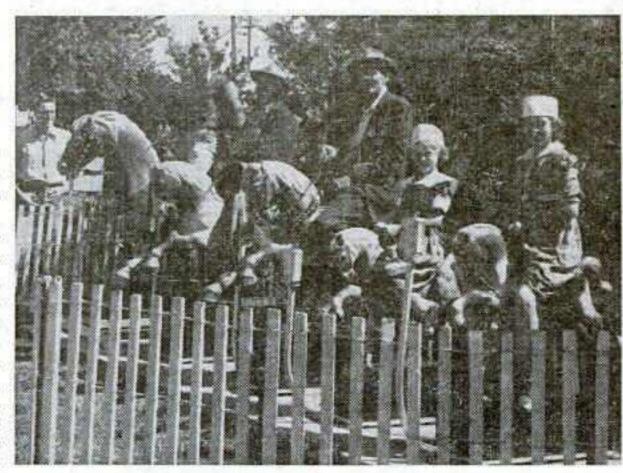
Description provides and the photos and the provides and the provides and the photos and the photos

When Hahs took his cointion of Amusement Parks (in later years the trade group expanded and is now known as the National Association Of Amusement Parks, Pools and Beaches) it was more of an experimental showing but the results were more successful than he had dreamed. His horses won an award as the best new piece of equipment. National publicity resulting from the 1932 convention brought him several orders and some were sold to Playland, the well known amusement park at Rye, N. Y. At the 1933-34 Chicago sponsored World's Fair and later the 1939-40 New York World's Fair, Hahs had horse concessions that proved a success.

Despite this run of artistic and financial success, the horse ride developments of the ride's future business appeared to go into a and convinced most ride manuperiod of oblivion for the follow- facturers that the horse could be ing decade. Several, who remem- useful in chain stores, super-ber the early horses, have offered markets, drug stores and other logical reasons such as World retail outlets. The potential for War II and difficulty in procuring operators, too, was obvious. It materials, but the facts indicate was then that the much needed that no one seemed willing to promotion of the rides was carry the promotional ball. The horse ride was an inexpensive operating proposition in its early days and like today never seemed to wear out. The best proof of this is that Hahs' original horses are still on location and some are even in the original place.

The next big step in the kiddie ride development came in 1949 when Harry Julius, of the Tampa Amusement Company and who for many years has been affiliated with Royal American Shows, collared Frank Mencuri, sales manager of Exhibit Supply, and showed him a cast iron mechanical horse made by Hahs. Mencuri immediately became enthusiastic and had visions of the horse becoming a key unit in the modern Arcades and amusement parks. Mencuri visited Hahs in Sikeston and commissioned him to build some experimental horses and a master model. The model made was Pony Express and went on to open new horizons for the coin horses. Following the success of the initial experiments, Hahs came to Chicago and signed a royalty agreement with Exhibit Supply.

In the early part of 1950, the horse ride was still considered an Arcade piece and no one seemed ready to consider its basic mer-



Otto Hahs (center) is credited with building the first coin-operated horse rides 22 years ago. His four companions are testing early Exhibit models.

chandising appeal. As might be supposed, this phase was hit upon by accident. A new Kresge dime store was opening up in Sioux City, Ia., and the store's manager noticed a reference to coin-operated horses in a special issue of The Billboard. He decations-tho strictly for amuse-cided to contact a horse manufacturer advertising in that issue, Exhibit Supply, and have one placed on location in the store for the opening week. Naturally, this promotion was handled on a free ride basis but an enterprisride was modest because of its ing photographer in Sioux City basic appeal to grown ups, it started taking pictures of the kids went on to become a historical with the store's permission and began selling the snapshots. Aprine Corps pilots in the late '30s proximately, half of the parents and still plays an important part requested the photos and the ex-

Later when the store placed the horse on coin-operation, the ride receipts were so high and the lines so long that another operated horses to the 1932 con- concession was set up near the vention of the National Associa- ride and included guns, cowboy outfits and related items which were sold readily. Tho this was an isolated instance, the experience proved to Exhibit Supply that a whole new era for the coin horse was getting under way. Not long after, Matty Car-bone with a lot of enthusiasm influenced the Goldblatt and Weiboldt department stores, Chicago, that horse units were solid items to attract youngsters to their children's departments. Prior to Carbone's move others, including some experienced operators, had toyed with this idea but never went thru with a

> The department stores' acceptance of the horse as a trade puller proved one of the key

launched and led to tie-ins with | cowboy, movie, radio and TV stars such as the Lone Ranger, Gene Autry and Roy Rogers.

While most operators still feel the horse will remain the big cars, a wide variety of animals building a substantial following.

such as Elsie the Cow, Rudolph the Red-Nosed Reindeer, etc., will always have a profitable place on location.

The first ride, other than the animal type, to prove a big draw draw down thru the years, the was the space or rocket ride. rides coming out now featuring These have been in production jet planes, speed boats, hot rod for almost a year and are just



## CLOSE-OUT THERE ARE NO MORE!

### **Brand New!**

34 Single Speed \$495.00 EA.

9 2-Speed \$545.00 Rocket Patrols .....

DISTRIBUTORS!

WRITE FOR SPECIAL PRICES!

### USED EQUIPMENT—EXTRA FINE CONDITION!

4 Single Speed Rocket Patrols.....\$395.00 Ea. 

1 Luna Ride ..... 350.00

1/3 dep., bal, c.o.d., f.o.b. N. Y. WRITE-WIRE-PHONE

### KIDDIE RIDES AMUSEMENT CO.

612 10TH AVENUE, NEW YORK 36, N. Y.

PHONE: CIRCLE 6-8464



SCIENTIFIC MACHINE CORP.

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## Ride Manufacturers

Continued from page 79

show the company manufactures kiddie rides.

CONAT SALES CO., INC. Manufacturer failed to respond to questionnaire. Billboard files show the company manufactures kiddie rides.

"DECO" DIVISION OF DRUM EQUIPMENT CORP. 947 Lehigh Ave., Union, N. J. Founded: 1945

Personnel Robert Lee Kaye, president; Harry E. Pearl, sales manager. Manufacturing Facilities

manufacturing plants. Equipment in Production

Trade name: Atomic Space Ranger. Price at which ride operates: 10 cents. Material and construction of the body: Metal.

Material and construction of the base: Metal. List price: Horse (small) EXHIBIT SUPPLY CO. 4218-30 W. Lake St., Chicago

24, Ill. Founded: 1901

Personnel Ford SeBastian, executive vicepresident; A. A. Ehlert, treasurer; C. B. Palmer, secretary; Frank J. Reindeer (small) Mencuri, sales manager.

Manufacturing Facilities Company owns its own manufacturing plant. Equipment in Production

Trade name: Big Bronco. Price

at which ride operates: 10 cents.

VARIETY CHAINS

★ LOCAL SERVICEMAN ARRANGEMENTS

\* ALL TAX AND LICENSE CHARGES PAID

735 SO. BROOK ST., LOUISVILLE, KY.

\* HIGH EARNING PERCENTAGE

\* FULL LIABILITY COVERAGE

SUPER MARKETS

Material and construction of the body: Reinforced fiber glass. Material and construction of the Bull (small) base: Wood base, steel cover; retractable casters. List price: \$997.50.

Horse Trade name: Roy Rogers' Trigger. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and Bull construction of the base: Wood base, steel cover; retractable casters. List price: \$1,047.50. Company owns and leases its Rocket ship

Trade name: Space Patrol Scout Ship. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$997.50.

which ride operates: 10 cents. kiddie rides. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover, retractable casters. List price: \$725.

Trade name: Rudolph the Red-Nosed Reindeer. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters.

Rabbit (small) Trade name: Pete the Rabbit. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. Boat List price: \$725.

Trade name: Ferdy the Bull. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$725.

Trade name: El Toro the Bull. Price at which ride operates: 10 cents. Material and construction of the body: Reinforced fiber glass. Material and construction of the base: Wood base, steel cover; retractable casters. List price: \$997.50.

FADCO MANUFACTURING CO., INC.

Manufacturer failed to respond to questionnaire. Billboard files Trade name: Rawhide. Price at show the company manufactures Automobile

KIDDIE-RIDE SALES CO. 612 10th Ave., New York, N. Y. Founded: 1952 Personnel

Harry Berger, president. Manufacturing Facilities Company leases its manufacturing plant; also has equipment built

on contract. Equipment in Production

Trade name: Palomino. Price M. Savitt, vice-president and sales at which ride operates: 10 cents, manager. Material and construction of the body: Aluminum. Material and construction of the base: Steel. ing plant. List price: \$695. Rocket

Trade name: Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Steel. List price: \$695.

KING AMUSEMENT CO. 82 Orchard St., Mount Clemens, Mich.

Founded: 1936 Personnel

W. O. King, president, treasurer and sales manager. Manufacturing Facilities

Company owns its manufactur-

Equipment in Production Horse

Trade name: Ridem Cowboy. Price at which ride operates: 10c. Material and construction of the body: Fiber glass. Material and construction of the base: Steel. List price: \$675.

Automobile Trade name: Leaping Lena. Price at which ride operates: 10 N. Y. cents. Material and construction of the body: Fiber glass. Material and construction of the base: Steel. List price: \$675.

Trade name: Little Chug Chug. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Material and construction of the ing plant, base: Steel. List price: \$675.

Trade name: Little Choo Choo. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Material and construction of the

base: Steel. List price: \$675. KING-PIN EQUIPMENT CO. 826 Mills St., Kalamazoo, Mich. Flying Saucer Founded: 1931

Personnel J. R. Pieters, owner; Joe T. Auton, sales manager:

Manufacturing Facilities Company has its equipment 7309 State Rd., Philadelphia, Pa. built on contract by King Amusement.

> Equipment in Production Car

Trade name: Hot-Rod. Price at which ride operates: 10 cents. Material and construction of the body: Molded fiber glass. Material and construction of the Horse base: Wood. List price \$565.

KINGSLEY CORP. 160 John St., Brooklyn 1, N. Y. Founded 1950

Personnel Harold Levy, president; Michael

Manufacturing Facilities Company owns its manufactur-

Equipment in Production

Trade name: Lightning. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Water- Horse proof plywood. List price: \$695.

Trade name: "Elsie" the Borden Cow. Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Waterproof plywood. List price: \$695.

Company presently tooling to manufacture a Speed Boat and a Rocket Ship. Delivery on new units will be approximately 30 days. Further details were not

THE BERT LANE CO., INC. 372 N. E. 61st St., Miami, Fla. Founded: 1952 Personnel

Bert Lane, president; Justin J. Goldsmith, vice-president and sales manager; Charles Temple, secretary.

Manufacturing Facilities Company owns its manufacturing plant.

Equipment in Production

Speed boat Trade name: Miss America M. Fishbein, president and sa Speed Boat. Price at which ride manager; J. Datsko, secretary. operates: 10 cents. Material and construction of the body: Marine plywood over ash frames, ing plant. waterproof. Material and construction of the base: Marine Hobby horse plywood over ash frames, waterproof. List price: \$895. Rocket

Trade name: Star-Flight Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass. Space ship Material and construction of the base Marine plywood over ash frames, waterproof. List price:

MARS MANUFACTURING CO. 1111 E. Elizabeth Ave., Linden, N. J.

Manufacturer failed to respond to questionnaire. Billboard files phia 22, Pa. show the company manufactures kiddie rides. MEMPHIS METAL MANUFAC- Schneller Co.

TURING CO., INC. Tanglewood, Memphis, Tenn. Founded: 1945

Personenl R. S. Mason, president; W. B. Mason, vice-president and treas-

Manufacturing Facilities Company owns its manufactur- Rocket ing plant.

Equipment in Production Horse

Trade name: Crusader the Mechanical Wonder Horse, Price at which ride operates: 10 cents. Material and construction of the Boat body: Aluminum, 1/4-inch casting. Material and construction of the base: 2-inch plyboard. List price: \$965.

MERRY-GO-ROUND SALES, INC.

1507 N. 33d St., Philadelphia,

show the company manufactures kiddie rides.

METEOR MACHINE CORP. 319 Hinsdale St., Brooklyn 7,

Founded: 1948

Personnel John Hess, president; Charles Reyes, chairman of the board of directors; Max Himmelbaum, treasurer and secretary; Al Blendow, sales manager.

Manufacturing Facilities Company owns its manufactur-

**Equipment in Production** Rocket

Trade name: Meteor Rocket. Price at which ride operates: 10 cents. Material and construction of the body: Automobile body steel. Material and construction

of the base: Steel. List price: \$795. Trade name: Meteor Flying Saucer. Price at which ride operates: 10 cents. Material and construction of the body: Auto-

mobile body steel. Material and construction of the base: Steel. List price: \$840. Boat Trade name: Meteor PT-Boat. Price at which ride operates: 10 cents. Material and construction

of the body: Fiber glass reinforced plastic. Material and construction of the base: Steel. List price: \$795.

Trade name: Meteor Pony Boy. Price at which ride operates: 10 cents. Material and construction of the body: Cast aluminum. Material and construction of the

base: Steel. List price: \$575. RANGE RIDER CO. 419 E. 14th Terrace, Kansas City, Mo. Founded: 1952

Personnel E. B. White, president and sales manager. Manufacturing Facilities

Company owns its manufacturing plant.

Equipment in Production Trade name: Range Rider. Price

at which ride operates: 10 cents. Material and construction of the body: Non-ferrous metal. Material and construction of the base: Plywood. List price: \$775. pace ship (rocket)

Trade name: Space Rider. Price at which ride operates: 10 cents. Material and construction of the body: Plywood. Material and construction of the base: Plywood. List price: \$895.

RICHMOND PRODUCTS 1776 Broadway, New York, Manufacturer failed to respond

to questionnaire. Billboard files show the company manufactures kiddie rides. ROYAL ENGINEERING CO.

550 W. Beach Ave., Inglewood 3, Calif. Founded: 1948

Predecessor Company: Royal Shuffleboard Co. Personnel

M. Fishbein, president and sales Manufacturing Facilities Company leases its manufactur-

Equipment in Production

Trade name: Royal Mustang. Price at which ride operates: 10

cents. Material and construc-tion of the body: Wood. Material and construction of the base: Wood. List price: \$729.50. Trade name: Royal Rocket.

Price at which ride operates: 10 cents. Material and construction of the body: Aluminum. Material and construction of the base: Wood. List price: \$729.50. NATE SCHNELLER, INC.

222 W. Diamond St., Philadel-Founded: 1949

Predecessor Company: Nate Personnel

Nathan Schneller, president; Leonard Schneller, treasurer and sales manager; Joseph Belsky, sec-

Manufacturing Facilities Company leases its manufacturing plant.

Equipment in Production

Trade name: Atomic Jet. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$995.

Trade name: Aqua Jet. Price at which ride operates: 10 cents. Material and construction of the body: Fiber glass, with mar-resistant finish. Material and construction of the base: Metal. List price: \$1,095.

SCIENTIFIC MACHINE CORP. Manufacturer failed to respond 79 Clifton Place, Brooklyn 38, to questionnaire. Billboard files N. Y.

Founded: 1931 (Continued on page 95)

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## KIDDIE RIDE USERS!

WABASH 5839

We represent the top manufacturers and stock the finest kiddie rides in the nation, including . . .

NATIONWIDE OPERATION OF KIDDLE RIDES

Presently on Location With Rockets, Boats, Horses, Choo-Choo Trains and

Other Devices in Leading:

SHOPPING CENTERS

SOUTHERN KIDDIE RIDES, INC.

DRUG STORE CHAINS

DEPARTMENT STORES

Bally Champion Horse Bally Space Ship

and many, many more.

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PHILADELPHIA 30, PA.

## INTERNATIONAL

AMUSEMENT CO.



Rittenhouse 6-7712

COMPANY

1423 SPRING GARDEN STREET Branch: 906 Capouse Avenue, Scranton, Pa.

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TOPS IN PERFORMANCE - TOP MONEY MAKER THE ARISTOCRAT OF THE MECHANICAL HORSES

OUTSTANDING FEATURES.

Life-Like Western Pony Real All-Leather Western Saddle True-to-Life Action
Smooth, Quiet Operation
Precision-Built Throughout
All Metal Construction
Solid Cast Aluminum Horse

National Coin Rejector

No Beits or Pulleys Sealed in Bronze Worm Gear Operating Mechanism Retractable Casters Overall height from floor to saddle seat 38" All electrical parts and wire UL approved

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H. E. EWART CO.

NEW 1-0808; NEV 6-1976



Manufacturer 707 E. Greenleaf

Compton, Calif.

Communications to 188 W. Randolph St., Chicago 1, III,

## R-M Bows Four New Models at Confab

Mallmann, Burke, Banking and Business Notables Speak at General Sessions

PHILADELPHIA, Jan. 24.—The introduction of four new drink of dispensers were given by Dr. (15-16).

of the new machines One of the policy. units is a juice dispenser which serves a choice of three fresh to sell and service installations juices, another is a dual unit which are dealer-operated and serving Kwik - Kafe coffee and those owned by the location. a choice of any three carbonated beverages. A third model, for Maid Corporation, spoke on the institutional use, is not coin- juice. operated, it is a push-buttonoperated coffee dispensing counter unit. The fourth machine, soon to go into production, is a soon to go into production, is a three-flavor dispenser of cold drinks.

. Session Subjects

The meeting sessions were chairmaned by K. Cyrus Melikian. The welcoming address, on behalf of the Philadelphia Chamber of Commerce, was given by Gen. Hugh B. Hester. "The Busi-ness Outlook for 1953" was the subject of a talk by John H. Bunting, research associate of the Federal Reserve Bank.

## J & M Vending Buys Modern Vendrinks Co.

program by buying out Modern on each bus. Vendrinks Company of Miami, active in the cup drink field here since 1935.

and general manager, announced the windows, vend 50 pieces of that the purchase involved 57 cup penny gum or chocolate. They drink venders, one coffee ma- are serviced in the bus company's chine, inventory, and all of the garage where each bus may be firm's equipment except office (Continued on page 87)

## See New Record

CHICAGO, Jan. 24.—John Pero III, Pero Associates, New York, exhibit sales committee chairman of the 1953 National Automatic Merchandising Association conrecord.

(Continued on page 87) against the charge and take the

machines was the highlight of the fifth annual national convention of Rudd - Melikian, Inc. lege. A special representative of the Connecticut General Life In-Over 300 persons attended the surance Company gave details sessions and saw the unveiling on a group health and accident

Other speakers described how William Burke, of the Minute

## Set for Bus **Gum Venders**

**Extend Test Use** In Public Vehicles; Mull Sale Program

NEWARK, 7. J., Jan. 24.-Mass production of penny tab gum and candy vending machines for in-stallation on busses, will get underway within two weeks, Ben Golob, head of Transportation Vendors, Inc., announced this

The venders were tested on two busses of the Yonkers Railroad Company (The Billboard, January 24). Golob said that results were satisfactory and that MIAMI, Jan. 24. - J & M eventually the venders would be Vending Company took another installed on all 55 busses of the step this week in its expansion fleet. Ten venders were installed

Meanwhile, Golob said the venders are also being tested on busses in a New England city. Mort Simon, J & M partner The machines, installed next to handled in less than 10 minutes.

> Deal Pending Golob said that a deal was the candy industry, OPS left the suance of price relief. pending with one of the nation's door open for such action in the major bus lines for a test installation on 67 busses, with 10 The advisory committee, made (Continued on page 87) up of leading candy manufactur-

## Philip Morris King-Size Entry Poses New Operator Questions

Higher Price No Problem for Pennied Packs; See Profit Hassle on Others

By AARON STERNFIELD NEW YORK, Jan. 24. -Cigarette operators weren't too certain this week how the new king-size Philip Morris cigarette would affect the vending picture. The jumbo PM's, announced Wednesday (21) by Alfred E. Lyon, chairman of the board, will sell for a cent or possibly two more than the standard-size PM pack at the retail level, and this penny or two will pose problems for the operators.

Most machines in the New York area vend at 25 cents a pack. This means that either the operator or the location makes a cent a pack less on king-size PM's than they do on other brands, or they may split the

In machines which dispense pennied packs, the problem is lessened. By inserting a cent less change in king-size PM's, the price differential is taken care of. This procedure has worked out well with the long Chesterfields, which hit the market last

No Problem The actual conversion of a regular-size to a king-size column isn't considered a major problem. Most vending machines can be converted on location in a matter of minutes.

The consensus among operators is that if the new PM's catch on, and if carrying them means doing

CANDY CEILINGS TO STAY

**OPS Rules Price Relief** 

Unjustified at Present

WASHINGTON, Jan. 24.-The ers, nad originally submitted its

advertising drive is now getting Wednesday. underway. It will include 501 By Wednesday. newspapers covering every U. S. market, trade papers, magazines, radio and TV, to achieve fast national distribution of the new product.

Public Announcement

The first public announcement will be made Monday night (26) on the "I Love Lucy" video show to an estimated audience of more than 40,000,000, Lyon said. He added that this would be followed by a heavy barrage of newspaper advertisements.

Packaging changes mark the addition of the king-size PM to the firm's line. A red pull-tab will facilitate the removal of the top of the cellophane around the package. The package itself has also been revised to make the front and rear panels identical, each featuring only the company name and crest.

A series of regional meetings with the company's entire sales force, with briefing on the plans for the introduction of the kingsize cigarette, was concluded by Lyon Tuesday (20).

Secret Move

Under strict secrecy, special labor forces, assigned to the project, are isolated in sections of Philip Marris' Louisville factory so at a profit, they will do so. and are working overtime to build But they aren't going to "load up the inventory. Shipments were

up" until they see how the public | made to the 50 Philip Morris takes to the latest entry in the warehouses under code designaking-size field. tions until the company was Meanwhile, Lyon said that an ready to announce the move

> By Wednesday morning, every PM dealer in the nation had a supply of king-size PM's in

Lyon said that no test campaigns had preceded the national distribution and that efforts to boost the new pack would de-pend on the results of a survey now in progress.

## **Heyman Patents New Instant** Coffee Process

### Liquid Concentrate May Be Canned; to License Production

NEW YORK, Jan. 24. - Dr. Wilbert A. Heyman, coffee chemist and president of Heyman Processes Corporation, announced a new patented instant coffee process this week. It consists of brewing the coffee within a sealed container designed for sale to the consumer. Coffee is placed in the container, oxygen free water added and the oxygen above the coffee is removed; the container is then sealed and subjected to a sterlization processing so that the coffee retains its natural aroma and flavor. Refrigeration is not required.

Heyman stated the patents cover 21 claims, including variations in the processess and products. One variation uses whole roasted beans; another uses concentrate. In others, the product is a ready-to-drink beverage which may be heated or chilled. Carbonated coffee is possible by adding carbonated instead of plain water when the product is manufactured.

While coffee cannot be canned in ordinary tin cans, Heyman pointed out that the American Can Company had developed a new coating which enables the use of cans for packing the new concentrate. He said the addition of one to two teaspoons of the canned coffee concentrate is sufficient for a single average size cup of boiling water.

Heyman stated that licenses to use the new processes will be made available to reputable firms thruout the world.

## For NAMA Meet FTC Files Anti-Trust Violation Against FCM

meet will feature the largest mission charges last week that it attendance during the August 23- Citrus Mutual took immediate as an agricultural co-operative 26 meeting at the Conrad-Hilton action to file a formal answer to by the Capper-Volstead Act. A Hotel is expected to set a new the complaint. Robert W. Rut-The 1952 NAMA convention stated that the organization's attracted attendance over 500 per 6,771 grower members are precent greater than the association's pared to back an all-out fight

LAKELAND, Fla., Jan. 24. - case to the U. S. Supreme Court vention, stated this week that the Following Federal Trade Com- if necessary. In its answer, Mutual contends display of venders and allied had engaged in activities violat- that all its practices have been products under one roof. He said ing anti-trust laws, the Florida within the exemptions granted it

hearing is scheduled to start here February 18. Essentially, FCM has striven

to raise the floor prices of citrus fruit of its members and, following economic studies, advises what crops are worth when balanced against supply and demand factors. Also, it has under-(Continued on page 87)

## **Evaders in Chi** Hit Cig License

CHICAGO, Jan. 24.—The City Council's crime committee crackdown last week on 2,000 taverns He predicted that the decal, without cigarette licenses extended this week to 10,000 places of

> tailers selling cigarettes without licenses. Food stores, restaurants, and other places moving large quantities of smokes will be in-

Office of Price Stabilization last recommendation for price relief week turned down a request June 20. After a survey of the made last June by the Confec- pricing situation in the confectionery Industry Advisory Com- tionery industry, OPS ruled that mittee to suspend price ceiling the relationship between price regulations. However, while re- ceilings and actual manufacturjecting immediate decontrol of ers' prices did not justify is-In refusing to grant new ceil-

ings, OPS declared: "Data submitted by the (candy) industry revealed a difference of only 4.7 per cent between the selling prices and Ceiling Price Regulation 22 ceiling prices for all categories of candy. In one category, 63.5 per cent of the sales volume was reported at less than 2 per cent below ceiling, and the over-all weighted average percentage of selling prices to ceiling prices was 97.6 per cent.

"Under our suspension standards, a commmodity must be selling materially below ceilings and we must have a clear-cut technique for reimposing controls if the need arises.

"It is clear from this data that the difference between selling and ceiling prices of confectionery products is small. There is practically no margin between the present level of confectionery prices and the level at which the agency would be forced to reimpose ceilings.

"If confectionery ceilings were suspended now, the liklihood of reimposition within a very short time would be great."

## Lyon Readies A. Branch

LOS ANGELES, Jan. 24.— Lyon Industries, Inc., will open a factory branch here about February 1 to serve the West. William Keener will be in charge. A complete line of Lyon machines and parts will be carried. Keener has been in vending

machine field for 14 years and served four years with Davidson Bros., one of the city's largest vending machine operators.

## Danish Cig Vender Thieves Rounded Up

COPENHAGEN, Denmark, Jan. 24.-Police last week completed a round-up of a band of 42 thieves, ranging in age from 16 to 22 years, who were implicated in at least 154 robberies, the majority of which consisted of the looting of cigarette vending machines.

Since the round-up, there has been an almost complete let-up in pilfering from coin-operated machines in this city. A recent increase in the price of cigarettes was responsible for the big upswing in the robbery of smoke venders, but the temptation has been lessened since many machines have been adjusted to handle only the 10-cigarette size packs, which means there is only about half the merchandise value and cash in each machine.

Principal reason for the large A check of the Loop area by Associated with Keener will be number of cigarette vending ma-As the purchaser leaves the Hotel Shelburne at Atlantic City, police alone revealed that 96 of Bernard Roach, who will handle chines on sidewalk locations is the location, he sees the reverse side | March 16-20, when the National 400 taverns and restaurants were | floor sales and the parts depart- fact that all stores selling smokes (Continued on page 87) secretary. (Continued on page 87)

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## 'Vending Machine Inside' **New Lorillard Promotion**

NEW YORK, Jan. 24. - The latest effort of the P. Lorillard smoker in quest of a cigarette Company to boost sales of Old Golds and Embassy cigarettes thru vending machines may prove a stimulus to the cigarette a cigar counter visible from the vending industry as a whole.

Lorillard's plan, as outlined by Ed Primus, sales promotion executive, is to distribute decals to would stimulate vending sales. business of all types, locations for placement on doors | Lorillard will also continue its and windows where they may be point-of-sale policy of having there are about that many reseen by the passer-by. The buff decals with Old Gold and Emand red decals, 71/2 by 10 inches, bassy packs on vending machines read "Vending Machine Inside." The message is flanked by pictures of Old Gold and Embassy packs.

You, Call Again."

Primus said that the average usually doesn't know which stores carry vending machinesand hence will hold off his purchase until he passes a store with

which will be ready in February, and will have its own personnel place the decals on locations.

entire penthouse floor of the of the decal which reads, "Thank Association of Tobacco Distribu- unlicensed. It was estimated that ment, and Mrs. Roach as close at 6 p.m. and are closed tors holds its annual convention. 200

According to the committee,

Lorillard will take over the vestigated.

## COMPLETE CONVERSION UNITS

## KING SIZE

Matches will operate with all our models except the National 9-50

**DuGRENIER "S" DuGRENIER** "V" **DuGRENIER "W"** NATIONAL 9-30 NATIONAL 9-50 U-NEED-A-PAK"A"\* U-NEED-A-PAK "E"\*

> \*King Size Conversions for the U-Need-A-Pak "A" and "E" models are available for either half or all of the

### WRITE-WIRE-PHONE FOR DETAILS

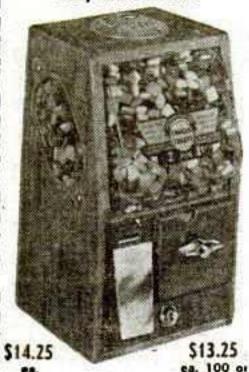
## **Central Vending Machine**

SERVICE 3967 Parrish Street

COMPANY Philadelphia, Pa. Phone: Evergreen 6-4244 or Baring 2-87.10

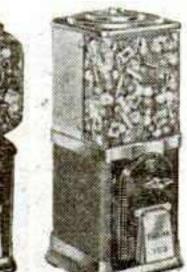
VICTOR . . . The Operator's Choice for Better Vending . . .

VICTOR'S Baby Grand DeLuxe



VICTOR'S Topper DeLuxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style



14,00 Ea 13.75 Ea

All Machines packed and sold 4 to the

ARTHUR GRAEFF

3121 Strathmoor Toledo 14, Ohio

### Precision-Built for PROTECTION & PROFITS! ACORN ALL-PURPOSE VENDOR Vends CHLOROPHYLL GUM — all bulk mdse. mechanism slides into Polished, easy-to-clean merchandise chute. place- Tamperproof! Held by top lock, body clamp only. Guaranteed mechanically — weighs less MPROVED! East & Midwest: J. Abelson, Gen. Sales Mgr. 2033 Fifth Ave., Pittsburgh Phone; AT 1-6478 SHLVER-STREAK Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY BRUSH HOUSING & BALL GUM WHEEL 1023 S. Grand Ave., Los Angeles MANUFACTURING CO., INC.

### VEND-PUBLISHED BY THE BILLBOARD HUNDREDS OF MONEY-MAKING FEATURES **VENDING IDEAS** Candy Cum & Beverages Tobacco Cost you a fraction of a cent a Trends piece-when you subscribe to VEND-the Industry News Market Place magazine of automatic merchandising! Fill in-tear out-mail today! VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio Yes-Please sign me up for Vend for ☐ 1 year at \$4. ☐ 2 years at \$6. ☐ 3 years at \$7.50 Foreign rate, one year, \$6.00. Name ....... Address ...... City..... State..... Zone.... State..... Occupation .....

### Letter to The Editor

With regard to Mr. Sternfield's article in the January 10 issue of The Billboard, titled "Operator of 600-Machine Route May Expect Profit of \$14,000." I have some comments. Dear Sir:

First, gross income per machine established at \$14.50 every time it empties; \$1.75 for ball gum, \$3 for charms and \$3 for commission gives a cost figure of \$7.75 or a gross profit of \$6.75.

Quote from article: "If each machine were to empty between two and three times a year, the take would be about \$40 per machine per year. This would give the operator an annual gross income of \$24,000. Figuring an operating cost of \$200 a week, total annual expenses would be \$10,000, leaving a net profit of \$14,000."

times \$6.75 equal to \$40?

Let's say the machine empties pany in the area. four times a year-four times your figure of \$10,000 a year broke thru the roof. operating costs and this leaves a net profit of \$6,200 a year.

wrong, let's print a correction Joe Amato, purchased it for a before every Tom, Dick and reported \$340,000, part of pay-Harry goes out and buys 600 ment which consisted of their ball gum machines.

net \$14,000 on a \$12,000 investment, please let me know where to buy 600 machines-quick.

Sincerely, Gene Meek

Reader Meek has a point; the annual net profit quoted in the article does not reckon with maintenance, depreciation, insurance and auto costs. While the existence of such additional overhead was mentioned in the story. it should have been emphasized and an average deduction covering such costs subtracted from the \$14,000 "net income."

Actually, this would amount to an additional \$1,100 to \$1,500 per year, depending upon the operation.

Quoted first year net income also should have stressed that it did not include the \$12,000 investment among operating expenses; Meek assumed it did.

Meek uses \$6.75 net profit per empty-out as the basis for arriving at the gross sales per machine per year. The article stated the take (gross sales) would be \$40 annually.

Citing \$27 as the gross profit (sales) per machine per year Meeks states \$16,700 is the gross profit (sales) from which he subtracts the \$10,000 operating expenses again after they were first taken from the over-all gross profit.

### Lunch-O-Mat Gross

NEW YORK, Jan. 24.-Lawrence Reiss, Statler Lunch-O-Mat exec. this week said-that the latest weekly average gross for the 10 Lunch-O-Mats in the New York area is \$205 per machine.

## We are the Canadian distributors for

OAK'S VENDOR The finest in the

vending industry We are now manufacturing a complete line of charms, in-cluding the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list,

INTERNATIONAL 940 Gerrard St

VENDING CO., LTD. 501 Gladstone Ottawa, Ont. Ottawa 3-5782

### EXPERIENCED VENDING MACHINE REPRESENTATIVES

To sell nationally advertised Candy, Cigarette and Gum Machines. Ter-ritory available: Kansas, Missouri, Nebraska. Potential earnings un-limited. Must have car. Sell to established operators. Give full details on past experience in first letter. Replies held confidential.

Our men know of this ad

BOX 598

c/o The Billboard Pub. Co. Chicago I, III.

### Canteen 1st Quarter Gross \$101/2 Million

CHICAGO, Jan. 24.—Automatic Canteen Company of America sales for the 12 weeks ended December 20, comprising the first quarter of the current fiscal year, totaled \$10,688,900. For the like period in 1951, sales were \$9,537,149.

Net income after federal taxes for the first quarter of the current fiscal year was \$197,993, compared with \$171,527 a year earlier.

Canteen declared a 25-cent dividend on common stock and a 221/2-cent dividend on preferred shares payable March 2 to stockholders of record February 16.

### Cigarette Service Robbed of \$6,000

MIAMI, Jan. 24. - Burglars stole \$6,000 from a safe Wednes-Since when is two-and-a-half day (14) at Cigarette Service Inc., second largest vending com-

Manager Howard C. Martin \$6.75 is \$27 gross profit per told detectives he discovered the machine per year. With 600 robbery when he opened the machines, the gross profit figure plant at 8 a.m. The safe was would be \$16,200. Now subtract pried open by the burglars who

The company changed hands only two weeks ago when two If the writer of the article was New Yorkers, Joe Spinelli and Liberty Cigarette Service opera-If I'm wrong, please explain tion in New York (The Billboard, it to me. If 6000 machines will January 10).

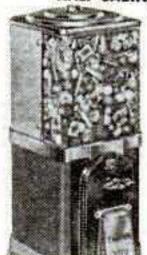
### **Eppy Sets Policy** On Charms Mixes

NEW YORK, Jan. 24.-Samuel Eppy & Company, Inc., Jamaica, N. Y., charm manufacturer, announced the firm's new policy on the sales of charm mixes. All new metal-plated charms manufactured by the Long Island firm will be added to the mixes.

The current metal-plated mix includes loving cups, horseshoes, lucky stars, four-leaf clovers, heart charms, boxing gloves, footballs. baseballs, bowling pins, skulls, funny faces, comic strips, series No. 2, series No. 70 and rings.

Cost is \$5 per thousand copperplated; \$5.50 per thousand silverplated, and \$5.25 per thousand. half copper-half silver.

### VICTOR'S TOPPER DELUXE HALF-CABINET STYLE



Also Available VICTOR'S Topper DeLuxe Globe Style VICTOR'S Baby Grand DeLuxe

Immediate De livery on all Victor Models. Time Payment Plan Available Trade-ins Ac-\$14.25 Ea

\$13.25 Ea 100 or more All machines packed and sold

Write for our complete charm and mer-chandise list, Price subject to change without notice.

Pioneer Vending Service 190 Albany Avenue Brooklyn 3, N. Y. Phone: PResident 4-5358

## **NEWER** CHARMS

from the World's LARGEST **MANUFACTURER of CHARMS** 

Compasses Cards Photo
Silver Tipped Lockets
Bullets Photo and
New Cameos Jewel Rings

Ours is the firest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low

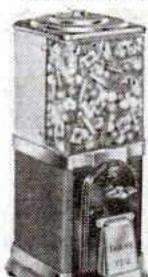
PENNY KING CO. 2538 Mission Street Pittsburgh 3. Penna



NORTHWESTERN SALES & SERVICE 1194 TREMONT ST., BOSTON, MASS.

### VICTOR'S

Topper DeLuxe Half-Cabinet Style



Machines will but themselves with my time payment plan

terms on the number of machines you can use Roy Torr

price and

Lansdowne, Pa. Giving friendly

ervice and liberal terms since 1910.

### FOR SALE

ESTABLISHED VENDING ROUTE

160 Stoner Candy Machines, 150 on location

70 1¢ Tab Gum Vend Machines 42 1¢ Ball Gum Machines 60 1¢ Peanut Machines

40 5¢ Cashew Machines 8 Hot Popcorn Machines Contact

Ralph A. Wanee Wanee Food Products 2104 Fairgrove Ave. Hamilton, Ohio



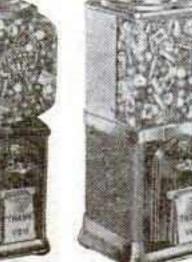
VICTOR'S

Baby Grand DeLuxe

### VICTOR . . . For Profitable Trouble-Free Operation . .

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style



\$14.25 \$13.25 ea. ea. 100 or more machines packed and sold 4 to the case.

Le BLANC VENDING CO.

P. O. Box 324 Breaux Bridge, La.

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### VICTOR . . . For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style



1	to	23 .	 @	\$14.20 Ea.
24	to	47 .	 @	14.00 Ea.
48	to	99	 @	13.75 Ea.
100		-	 6	13 20 Fa

VICTOR'S Baby Grand DeLuxe



\$14.25 EA.

\$13.25 ea.

All machines packed and sold 4 to

On either cash or liberal terms by

### ROY TORR

Lansdowne, Pa.

### PERFECTLY RECONDITIONED!

LEHIGH



Jewel King, 5¢ Bulk, 2 Comp. 56.95
N.W. Model 39, 1¢ Bulk ...... 8.50
N.W. Model 33 Ball Gum ..... 7.50
N.W. DeLuxe 1¢ & 5¢ Comb. ... 15.00 Master 1¢ Bulk B.50
Columbus 1¢ Bulk B.50
Columbus 1¢ Bulk B.50
Columbus 5¢ Bulk B.50
Model V 1¢ Globe B.95
Model V 1¢ Cabinet 9.50
Asco Hot Nut 5¢ Bulk 15.00
Silver King Hot Nut 5¢ Bulk 15.00
Aiax Hot Nut 5¢ Bulk, 3 Comp.
& Stand 39.50 Shipman Stamp, 1¢ & 3¢ ..... 22.50 N. Y. Stamp, 1¢ & 3¢ ..... 22.50 Advance Stamp, 5¢ (New) .... 10.00

COUNTER AMUSE. MACHINES 

· PARTS, SUPPLIES, ACCESSORIES \* BALL GUM, CHARMS, NUTS · EVERYTHING FOR THE

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

The word to the

### "wise" is . . . GUGGENHEIM

**CHARMS** 

SEND FOR PRICE LIST

uggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. . AL. 5-8393

## THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue of Jan. 3
Advance Model D Ball Gum	204200000000000000000000000000000000000	\$7.45	- AMERICAN IN	\$7.45
Ajax Hot Nut, Sc	\$39.50	39.50		
Almond Vendors, 5c	4.95	4.95		
Asco Hot Nut, Sc Bantam, Sc	15.00	15.00		
Columbus, 1c	10.00	10.00		
Columbus, 5c	8.50	8.50		
DuGrenier Candyman DuGrenier Challenger, 5c	62.50	62.50	\$62.50	62.50
(3 col.)	22.50		22.50	
DuGrenier Challenger (7 col.)	125.00	125.00	125.00	125.00
DuGrenier, Model S (7 col.) DuGrenier Model W	85.00	85.00	79.50 85.00	79.50 85.00
DuGrenier (11 cal.) 25c			125.00	7.
Eastern Electric C-8	150.00	150.00	150.00	250 00
Exhibit Card Vendor, 1c	15.00	15.00	000000000	250 00
Esquire 1c	6.95	25.00	6.95	
oot Ease (Exhibit)	85.00	85.00	85.00	85.00
Humpty Dumpty Scale	90.000	WATER	125.00	1
lewel King Sc	6.95	6.95		
Jolly Ice Cream Vendor	625.00	DOMESTIC NOT THE REAL PROPERTY.	all the second	9997203451
Keeney (9 col./ Elec.	185.00	185.00	185.00	185 00
Kwik Shor Shine Machine Lehigh PX 25c	54.50	54.50	54.50	10.00
Warion Scale	149.50	90.50	89.50	90.51
Master, 1c	89.50 8.50	89.50 8.50	37.50	89.50
Master Sc	7.45	7.45	7.45	7.45
Model V 1c Cabinet	9.50	9.50		-
Model V 1c Globe	8.95	8.95	7 790	
National Candy 618	90.00	90.00	90.00	90.00
Vational 750	95.00	85.00 95.00	85.00 95.00	95.00
National 930	95.00 130.00	89.50 95.00	89.50 95.00	95.00 130.00
National 950	92000000	130.00	130.00	1992/2018
National Gandy 918 N. Y. Stamp	145.00 22.50	89.50 145 00	89.50 145.00 110.00	· 145.00
Northwestern 33 Ball Gum	7.50(2)	7.45 7.50(2)	7.50	7.45 7.50
Northwestern Deluxe 1c and 5c	13.95 15.00	13.95 15.00	13.95	13.95
Northwestern Model 39, 1c	8.50	8.50		550
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.50	69.50	69.50	69.50
Popperette	125.00	(945/14772094)	19000000	191091999
Rowe Imperial (8 col.)	185.00	185.00	185.00	185.00
Rowe President (10 col.)	85.00 100.00 155.00	85.00	85.00	85.00
Rowe Royal (8 col.)	130.00	100.00 155.00	100.00 155.00	£28.00 155.00
Rowe Royal (10 col.)	140.00	130.00 140.00	130.00 140.00	130.00
Sanitary Napkins 10c	22.50	22.50	22.50	22.50
Shipman Stamp, 1c & 3c Shipman 3-Way Stamp	22.50	22.50	22.30	ADVIAGE (
Vendor	39.50	39.50	39.50	
Silver King. 1c or 5c	7.45	967 (347.50)	7.45	8.50
Silver King Hot Nut. 5c	15.00	15.00	.,,,,,,	11250000
Silver King Hunter	19.50 22.50	22.50	22.50	22.50
Siros Brush-Up Stewart-McGuire 25c	50.00	50.00	50.00	50.00
Conversion	10.50		99.50	
Uneeda Model E (6 col.).	10.50			50.00
Uneeda Model E (8 col.)	80.00	80.00		
Uneeda Model E (9 col.)	80.00	80.00	80.00	30.08
Uneeda, Model E (12 col.).	80.00	80.00		80.00
Uneeda Model, 500 (7 :ol.)	95.00	95.00		
Unceda Model, 500 (9 col.) Unceda (15 col.) Model 500	135.00	95.00 135.00	135.00	135.00
Uneeda Monarch (6 col.)	115.00	115.00	115.00	115.00
Uneeda Monarch (8 col.)	75.00 90.00 95.00	75.00 90.00 95.00	75.00 90.00 95.00	75.00 95.00
Uneeda Monarch (10 col.)	110.00	110.00	110.00	110.00
Unceud monarch till con t			195.00	195.00
U-Pop-It	195.00	195.00	145 00	17710

### VICTOR'S VICTOR'S VICTOR'S Topper Deluxe Baby Grand Deluxe Topper DeLuxe Half-Cabinet Style Globe Style

For Trouble-Free Operation

1 to 23 ..... @ \$14.20 Ea. 24 to 47 ..... @ 14.00 Ea. 48 to 99 ..... @ 13.75 Ea.

VICTOR . . .

All machines packed and sold 4 to the

\$14.25 EA \$13.25 EA. 100 or more

Louisville, Ky.

5115 E. 14th

2611 Hale Avenue

GARDNER & LOSE, INC.

GENUINE DUGRENIER

KING-SIZE CONVERSIONS 7 Column 'S' Machine ......... 7 Column 'V'-'VD'-'K' Machine ........ 17.50 9 Column 'W' Machine . . . . . . . . . . . . . . . 19.50 11 Column Champion Machine ...... 25.50

F.O.B. Haverhill, Mass. Write, Wire or Call

JAMES H. MARTIN 2614 W. North Ave., Chicago 47, III.

5¢ Chlorophyll Tray Vendor . . .

ATLAS BANTAM

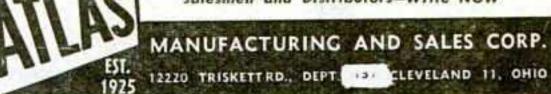
\*(Vends chlorophyll ball gum or chlorophyll chicle tabs, that new magic green stuff) ... green as a new dollar bill . . . with just about as much customer-appeal! The Bantam is a gleaming, chrome-like vendor that will not only catch the customer's eye, but will make a hit with the location owner when you approach him on placement. With tray it can be slid along bar tops . . . placed next to a cash register, it gets the odd coins. It's small enough to fit into any nook where there's traf-

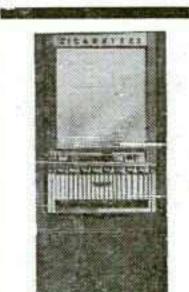
. and for profits, you can't beat the Bantam. ★(Vends two chlorophyll

balls of gum or four chlorophyll chicle tabs for a nickel! Just figure that are . . . and when you do, you'll know you're sure with Atlas' Bantam!

Also vends almonds, pistachios and nuts

Salesmen and Distributors-Write NOW





SILVER QUARTER OPERATION KING SIZE INCLUDED!

Uneeda Model 500, 7 col., 250 cap., or 9 col., 350 cap......\$95.00 National Model 930-9 col., 270 cap... 95.00 DuGrenier Model W-9 col., 308 cap... 85.00 Rowe Imperial—8 col., 240 cap...... 85.00 Uneeda Model E-8 or 9 or 12 col., 



CANDY VENDORS

U-SELECT-IT, LATE WALL MODEL-74 CAP.S 45.00 DuGrenier Candyman with Base—72 cap. 62.50 National Model 618 with Base—108 cap. 90.00

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guar-anteed Trade Prices. 1/3 Dep., Bal. C.O.D.

## UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" - NEW ... RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. . EVergreen 7-4568





STANDARD SPECIALTY CO.

Oakland 1, Calif. 

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all the news of your industry every week in The Billboard ... SUBSCRIBE TODAY

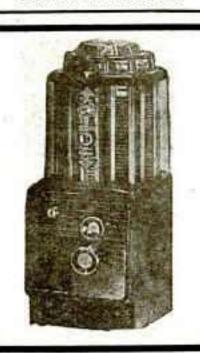
see page 3 for rates

### BRAND NEW BOY VENDORS



For 140-178-210 Gum and Charms, Nuts and Chicle chews. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO. VALLEY STATION, KY.



### IF YOU ARE LOOKING FOR THE BIG MONEY THIS IS IT!

Today's hottest money maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity . . . holds over 500 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location.

### THE NORTHWESTERN CORPORATION

899 S. ARMSTRONG STREET MORRIS, ILLINOIS

30 DAY MONEY BACK

## 2 Wyo. Cities Set New Vender And Tax Laws

CHEYENNE, Wyo., Jan. 24.-A new vending machine licensing ordinance to go into effect here is believed by city officials to provide "more equitable distri-bution of taxes" than the law it replaces.

The new ordinance sets up the following schedule of annual fees per unit: Penny machines \$1; all units vending at a nickel, \$5; over a nickel and up to a quarter, \$10; all equipment over a quarter, \$25. All venders handling more than three types of merchandise, any vending price, \$25. Soft drink venders, nickel and dime, \$5.

Operators must supply the city clerk with descriptions of venders to be licensed and the location of each installation. A license stamp must be affixed to each machine. Venders may not be moved or installed at any other location without city council approval.

In Rock City, Wyo., the city council recently voted out a per machine tax for vender operators. A straight occupational tax of \$37.50 per operator replaces the former ordinance.

The Rock City move follows palities. The over-all route or operator by the National Auto- period in 1952 were 1 per cent less matic Merchandising Association, which advocates it as a more realistic tax solution on the operational level.

### Szold General Director

NEW YORK, Jan. 24,-Harold J. Szold this week was elected to the board of directors of the General Cigar Company. He is a partner of Lehman Brothers, which has been represented on the board of General Cigar since its organization in 1906.

## Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

### Tobacco Growing

The Agriculture Department last week jacked up the announced 1953 1,234,000,000 pound national marketing quota for flue-cured tobacco to 1,294,000,000 pounds to offset the amount by which last year's crop fell below production goals and to meet domestic and export demand.

Prospective demand for the tobacco was described as "good" by Agriculture, which anticipated that domestic demand would approach 900,000,000 pounds while foreign demand would be around 425,000,000 pounds. The yield, based on the supposition that farmers will plant 98 per cent of the allotted acreage as usual, will "total 1,300,000,000 to 1,325,000,000 pounds," according to the govern-

### Candy Bar \$ Value Off

Dollar value of candy bars sold by 400 large manufacturers in the first 11 months of 1952 dropped 5 per cent below sales the coroccupational levy is considered week. Total confectionery and a fairer form of taxation for the chocolate sales for the 11-month

You HAVE to

**ALL-INCLUSIVE** 

METAL-PLATED CHARM MIX

EVERYTHING WE MAKE, which is

Metal-Plated in Copper and Silver, comprises our ALL-INCLUSIVE MIX.

"PLUS"-Plus EVERY NEW METAL-

ufacture in the future. THOSE, TOO, WILL GO RIGHT INTO this mix. We

shall never stop enriching, enlarging, expanding this mix. Our purpose is to make it truly up-to-the-last-minute ALL-INCLUSIVE, everything current

As of TODAY, the following CHARMS

Loving Cups, Horseshoe-Lucky Stars, Four-Leaf Clovers, Heart Charms, Crosses, Boxing Gloves, Footballs, Baseballs, Bowling Pins, Skulls, Fun-ny Faces, Comic Strip Charms, Series #2, Series #70, Rings.

Copper-Plated . . . . \$5.00 per 1,000

Silver-Plated . . . . 5.50 per 1,000

f.o.b. Jamaica, N. Y. Or: At Your Distributor.

You have to SEE THIS to know it. Words do not do it Justice. It's GOT EVERYTHING and the VALUE is remarkable.

Nothing would please us more than

to receive your order, just so you can see what is being offered. Money back if not 100% fully satisfied.

& Co., Inc. 91-15 144th Place & Co., Inc. Jamaica 2, N. Y.

DUT.

More vending men in all phases of the

industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake

vending operators, manufacturers and distributors

SIGN UP NOW - MAIL THIS COUPON

TODAY

2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for

1 year \$4 2 years \$6 3 years \$7.50 Payment enclosed Please bill me

Foreign rate, one year, \$6.00.

Address ......

Occupation ......

Half Silver . . . 5.25 per 1,000

ATED CHARM that v

"plus" everything new.

are included:

Half Copper;

HELP YOURSELF

VENDING 3

PROFITS =

Get VEND

**Every Month** 

Thru o

Money-Saving

Subscription

SEE THIS . . .

APPRECIATE if

### Puerto Rican Sugar

Puerto Rican sugar production quota from the 1952-'53 crop has been increased 900,000 tons from the determination set last July, the taxing trend in many munici- responding period in 1951, the to a total 1,190,000 tons, the Ag-Census Bureau announced last riculture Department announced last week. The total production will be 5.7 per cent less than the average of the last five crops, and 13.3 per cent less than 1951-'52's record crop of 1,372,000 tons, ac-

cording to the department.

than the January-November, 1951

of all types of candy last Novem-

ber was \$101,012, 9 per cent be-

low sales the previous November.

The candy manufacturers report-

ing to the Census Bureau account-

ed for 87 per cent of the total dol-

lar value of confectionery and

Puerto Rican and Cuban beet

sugar import quotas have been

increased 40,000 short tons, raw

value, because the 1,560,000 ton

marketing of U. S. domestic beet

sugar failed to equal the quota

for 1952, the Agriculture Depart-

ment announced last week. Cuba

was granted 30,191 tons of the to-

tal increase, which must be sent

to the U.S. from sugar already in

port, according to the department.

chocolate sales in 1950.

Sugar Quotas Rise

Dollar value of wholesalers sales

### Suchard Markets New Vender Item

LITITZ, Pa., Jan. 24.-John Wood, vice-president and sales manager of the Wilbur-Suchard Chocolate Company, Inc., announced this week production of a new 10-cent item for the vending trade.

The package consists of eight squares of Suchard's Milk Chocolate. Other Suchard products sold thru vending machines are the 1-cent Tabs and the 10-cent

### Tenn. Bill Seeks Cig Tax Reduction

NASHVILLE, Jan. 24. - Rep. James N. Hardin has introduced a bill in the State Legislature to reduce Tennessee's cigarette tax from 5 cents to 3 cents a pack.

Hardin declared that the "present high rate is encouraging bootlegging of cigarettes from neighboring States and is causing a heavy loss in State revenues."

### Dissolve Pennbrook

PHILADELPHIA, Jan. 24.—The Pennbrook Vending Company, Inc., following a vote by shareholders, is being dissolved.

The vending operation, set up as a subsidiary, will be absorbed by the parent firm, Penn Brook Milk Company. Latter will continue to place and service the milk machines. Pennbrook operated more than 40 machines.

VICTOR'S

Topper Deluxe

I to 23 ....\$14.20

48 to 99 .... 13.75 \$14.25

24 to 47 .... 14.00

100 or more .. 13.20

2841 W. Davis Street

### VICTOR . . . Tops in **Bulk Vending**

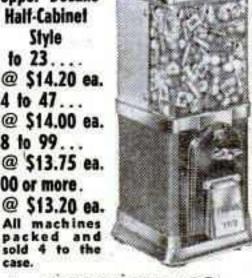


VICTOR'S Baby Grand DeLuxe



\$14.25 \$13.25

VICTOR'S Topper DeLuxe Half-Cabinet Style l to 23.... @ \$14.20 ea. 24 to 47 ... @ \$14.00 ea. 48 to 99 ... @ \$13.75 ea. 100 or more. @ \$13.20 ea. All machines



J. ROSENFELD 3218 Olive St., St. Louis 3, Missouri

## WHAT ARE VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume. Combs, Sanitary Products or other Merchandise?

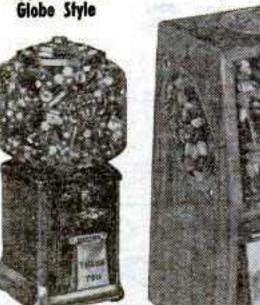
ADVANCE Is the Vendor for You Want more information! Write today

SCHOENBACH 3 Factory Distributor Of Advance Vending Machines

1645 Bedford Ave., B'klyn, 25, N.Y.

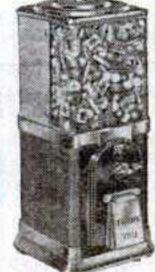
PResident 2 2900

## Buy VICTOR for Better Bulk Vending



VICTOR'S Baby Grand Deluxe

VICTOR'S Topper Deluxe Half-Cabinet Style

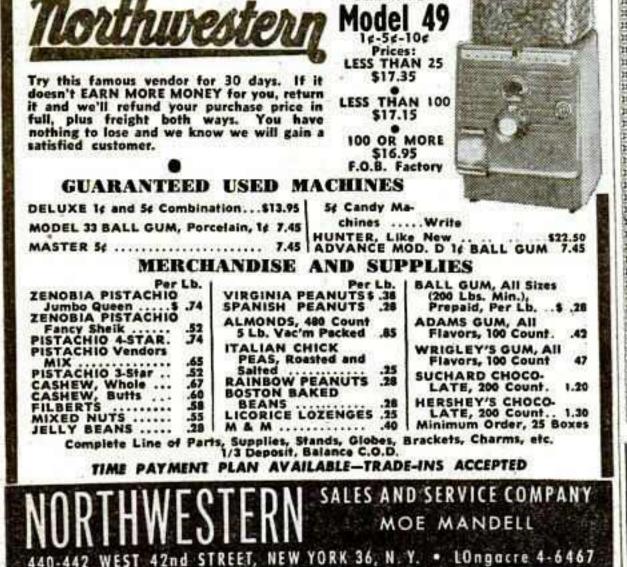


100 or more @ 13.20 Each 1 to 23 . .@ \$14.20 24 to 47 . .@ 14.00 48 to 99 . .@ 13.75

Copyrighted material

\$13.25

All machines packed and sold 4 to the case. GRAFF VENDING MACHINE & SUPPLY CO. Dallas, Texas





of the special state of the Book is a second or the second

**New JET SERIES** 120 ASSORTED CHARMS Includes crosses, skulls, animals, etc. This is the largest assortment in the

charm field! Plastic ......\$2.15 M Copper ...... 3.60 M Silver ..... 3.70 M



 WHISTLES
 SIRENS, ETC. COMPLETE LINE OF CHARMS FOR FREE PRICE LIST!

PAUL A. PRICE CO. 220 Broadway, New York 7

### **GOING LIKE WILDFIRE!**

### COMIC STRIPS

SERIES No. 1

The nation's famous comic strips in full color. Eye-catching, appealing—the children \$10.50 per M \$10.50 per M love 'em!

SERIES No. 2

Individual comic characters in full color designed as an "Old Maid" card \$10.00 per M game.

SERIES No. 3

Movie, Western and Television stars in full color - 200 different person- \$10.00 per M

All above strips delivered folded and banded ready for vending.

Unfolded and Unbanded Strips at \$1.50 Less per M.

2033 FIFTH AVENUE PHONE: ATlantic 1-6478

### VICTOR

\$13.00 each 4 to case \$12.00 each 100 or more 15.95 each Sample filled with gum



Chloro Chicle Chlore Treets. WRITE owest Ball Gum. Vendors dise for vending

Now Stocked in Kansas City

Bernard K. Bitterman 4709 E. 27, Kansas City I, Mo. THE REPORT

### BIG PROFITS!"

From the Complete

### CHEWING GUM LINE!

- \* Cellophane Wrapped
- \* Fresh from the Factory
- All Flavors and Types-PLUS Bubble Gumslc, 2c, 5c Items!

Half of Standard Brand Prices All sizes Ball and Vending Gum,

Chlorophyll Gum, Chicle & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes -520, 300 & 240 pieces per lb. Priced 36c lb. Chicle type 31c lb. Bub-L type.

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N. J.



### J & M Vending

Continued from page 83

Modern Vendrinks' machines. owner Leon Hersh will be associated with J & M.

Established four years ago, J & M made steady progress in the vending field, operating from Florida southward to Puerto Rico and including Cuba, Haiti and, recently, the Dominican Republic.

In Florida the company operates cup d. n.k., ice cream, candy, and coffee "enders; in the Caribbean area, gum and charms. In the past couple of years J & M has taken over a number of vending operations in Greater Miami, including Vending Corporation of America and Coffeematic Service.

Partners in J & M, besides Simon, include Joe Cotton, Jacksonville branch manager; Fred Nagel, office manager, and George Gordon, collector.

### **New Record**

Continued from page 83

first combination conventionexhibit in 1947, Pero declared.

He stated that every prospec-tive exhibitor of record thruout the country will receive an application for exhibit space on a single day, January 26. For potential exhibitors who do not receive such an application, information may be obtained from NAMA's headquarters at 7 South Dearborn Street, Pero said.





Write for lowest prices on gum and charms

H. B. HUTCHINSON JR. 860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

### IN STOCK VICTOR'S



Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY

VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

### Anfi-Trust

Continued from page 83

taken to finance the purchase and operation of citrus juice concentrate venders and dispensers, earmarking \$9,000,000 for such backing over a three-year period. The first \$1,000,000 has already promotion (The Billboard, Janu- of the Hotel Roosevelt. ary 10).

City Industry Aid In its answer to the FTC charge, Mutual declared: activities of FCM since its creation . . . have been lawful and legitimate efforts . . . to aid in relieving a depressed industry by mitigating recognized evils in marketing conditions and promoting and fostering fair and unimpaired competitive opportunities for citrus fruit growers and

handlers alike." FCM was organized in 1948 to help an industry rapidly going bankrupt, Rutledge declared. Oranges and grapefruit were sellseason, by comparison, the Florida orange grower sold his product for an average of 76 cents a box on the tree, while it cost

him 57 cents a box to grow it. FCM officials stated that the orange grower is faring reasonably well at present. His crop is smaller than is needed to supply the fresh fruit and cannery outlets, plus the tremendous demands by makers of frozen concentrate. Latter, FCM noted, has had the "most phenomenal acceptance by the public of any food item in history."

### Mass Production

Continued from page 83

to 12 venders on each vehicle. The line has more than 3,000 busses in its fleet.

An operator for 25 years in the Northern New Jersey, St. Louis and Minneapolis-St. Paul areas, Golob branched into the manufacturing end about 18 months ago. Initially, he turned out hand models of penny tab venders for test operation.

Current plans call for Transportation Vendors to operate all its units thru the firm's subsidiary, Vendex, which is headed by Paul Berkley. The operating firm leases the locations from the transportation companies.

No definite policy has been set as to whether the firm will sell the units outright, either to operators or to the transportation companies, or will operate the units on a commission basis.

## Hit Cig License

Continued from page 83

at least 2,300 of the city's 8,000 taverns sold cigarettes "under the counter" to evade the \$120 yearly city license fee.

Čity Collector William Prendergast, moving to eliminate the evasions, ordered police and license inspectors to "clean up" the situation. It was pointed out that merchants have had over three weeks since December 31 in which to obtain current licenses.

An amendment to the Agriculture Act of 1949 to provide for a minimum price support for the 1953 crop of peanuts at 90 per cent of parity was proposed by Rep. Victor Wickersham (D., Okla.).

## VICTOR . . . The Choice of Operators . . .

VICTOR'S Topper Deluxe Half-Cabinet Style

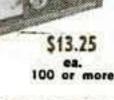
VICTOR'S Baby Grand DeLuxe

VICTOR'S Topper Deluxe Globe Style











MILLER-NEWMARK DIST. CO.

42 Fairbanks St., N. W. Grand Rapids 3, Mich. 

### NY Sales Execs to Have Vending Day

NEW YORK, Jan. 24.—"Auto-matic Merchandising — America's Fourth Salesman," will be the theme of the luncheon meeting of the New York Sales Executives Club, February 17. The luncheon been made available for such will be in the Rough Rider Room

> Principal speaker will be Robert Z. Greene, president of the Rowe Manufacturing Company. Plans call for four other automatic merchandising executives to talk. Models of various manufacturers' vending machines will be on display.

### Cig Vender

· Continued from page 8:

over the week-end and holidays. A limited choice of cigarettes and cigars are handled in restaurants and cafes, but sold, at normal price, to customers only. As a ing far below growing cost. Last service to travelers, the tobacco booth in the city's central railway station operates every day until midnight, as do booths in Tivoli Park during the summer. The station also has cigarette vending machines.



AUTOMATIC PRODUCTS CO 250.W. 57th St., New York 19, N. Y Plaza 7-3123

### PEARL KNIVES

For Vending Machines 2.98 per gross — freight prepaid. Write for free samples and quantity price discounts. OHIO GUM CO. Cleveland 19, Ohio





DEVICES NOVELTY SALES CO.

100 or more .... @ 13.20 Ea.



1624 N. California

### MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

\$13.25 EA.

Chicago 47, Illinois

100 or more

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant

Enter a Money-Saving Subscription Now! Fill out this coupon and mail today. Saves you more than 20% on newsstand price.



...... The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10 Foreign rate, one year, \$20. Namo ......

### Communications to 188 W. Randolph St., Chicago 1, Ill.

## Major Eastern Markets Mull Dime Play; Wash. 1/3 Converted

N. J. Music Guild May Switch, But Nickel Play to Continue Indefinitely in N. Y.

By IS HOROWITZ

NEW YORK, Jan. 24. - Major juke box markets in the East, which have left dime-play experimentation to operators in other territories, are showing the first significant signs of abandoning their traditional conservatism.

Washington already is one-third converted to 10 cents and has mapped a switch-over program that will see all phonographs in the nation's capital operating at the new price standard in another 10 weeks. At a meeting Thursday (22) of the board of directors of the Music Guild of New Jersey, serious consideration was given

## N. J. Guild Sets **Election Date**

NEWARK, N. J., Jan. 24.-At rade. the annual election meeting of the Music Guild of New Jersey Thursday (29) at the Essex House here, above nickel-play averages, acthe names of all present office cording to De La Viez. The estiholders are expected to be put up mated drop in per disk play is Jersey was viewed favorably by for re-election. However, the as- somewhat over 25 per cent, but the board. It is expected that sociation will by-pass previous many juke patrons seem to be buypractice and ask for all nomina- ing their music at the "bargain" tions from the floor. For the first three-for-a-quarter rate. time there will be no nominating committee to offer a prepared slate for consideration.

retary; Harold Chasen, treasurer, square area for attention at a of vice-president, formerly occu- to tackle the job. pied by Humbert Betti, has been | The mechanical problems exvacant for most of the past year. perienced by Washington opera-Betti, a veteran operator, has re- tors switching to the new rate are tired from active route manage- more severe than would be en-

members in that Stater

structure that has returned route Viez. incomes well above the national averages.

Spearheads Move

the move was Hirsh De La Viez, dime treatment. head of the 750-machine route, Hirsh Coin Machine Corporation, ton Music Guild.

association operators also are re-

has jumped about 38 per cent

Definite Play

Conversion is being accomplished according to a definite Incumbents include Sam Wal-dor, president; Jules Rusoff, secand board members Frank Alge, time, inform operators of com-Harry Goldman, B. J. McFarland peting locations of his intentions. and Herman Halperin. The post He then sends his servicemen in

countered in many other areas.

for the first time to converting The city is known in the trade as equipment operated by MGNJ a "remote town" and most every location boasts a healthy crop of In New York, on the other hand, wall boxes, each of which must maintenance of the nickel price be converted individually. Conpeg seems assured for an indefi- version cost per wall box is estinite period. Operators in this city, mated at \$2.50, with most phonowho cumulatively control more graphs capable of being switched than 10,000 phonographs, are still over at negligible cost, about 75 reluctant to tamper with a price cents a unit, according to De La

Patrons are said to be accepting the new price structure gracefully and few beefs have reached the Conversion to 10 cents began in attention of operators. Location Washington about six weeks ago, owners, however, have shown shortly after the Office of Price some resistance, that disappears Stabilization removed price ceil- only when they are assured that ings on juke play. Spearheading competing spots will also get the

Steinberg Report

At Thursday's meeting of the and an executive of the Washing- MGNJ, Dick Steinberg, executive director, delivered a report on Association members operate the situation in dime play areas to about 75 per cent of the city's the association's board members. 2,800 coin phonographs. But non- The report, which indicated successful conversion to the new price ported joining the conversion pa- had taken place in several other territories, was made at the re-Income on converted machines quest of MGNJ President Sam Waldor.

> A proposal to survey the situation as it affects Northern New the association will designate one town within its jurisdiction as a test area and conduct a thoro trial at the higher price.

AUSTIN, Tex., Jan. 24. — The Central Texas Music Operators' Association, Inc., held a New Year's party January 6 to celebrate its first anniversary. Guests of honor were Bud Nikols and A. C. Schwartz, both of Seeburg. Nikols made a speech on the

Officers were elected and an operator's creed was adopted. The new officers are Joe Daywood, president; Pete Martinez, secretary; and Eddie Schatz, vicepresident.

Schatz, spokesman for the association, explained the motivation back of the group: "The association is dedicated to better relationship between operators and location owners, distributors, and allied concerns. We are endeav-"Can any 5-cent operator show oring to bring the music trade to

Unfair Practices

"By eliminating unfair trade practices here in Austin, we have "Some operators say, 'Oh, enabled operators to sleep peacethey won't pay a dime in our fully for the first time in ages. territory.' I say, 'People are the Without the association here same all over the country, and there wouldn't be any music at if they will pay a dime in our all. Our buying practices are territory, they will pay it any changed now and we are enjoywhere.' Other operators say, ing a better prosperity than we

night club decor.

### TV SHOW GETS JUKE AS PROP

CHICAGO, Jan. 24. -James E. McNulty, of Rock-Ola Manufacturing Company, announced the installation of a Fireball 120 as a prop on the set of "Hawkins Falls" on NBC's WNBQ-TV.

"Hawkins Falls" is an outstanding example of Chicago's style of television. It is one of the few shows which originated here. The Fireball is displayed in a drug store set on the daily show.

### Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

NAMM CONFAB SET. The 1953 convention and trade show of the National Association of Music Merchants will be held at the Palmer House, Chicago, July 13-16 (Music depart-

RCA SIGNS WINTERHALTER. Hugo Winterhalter will sign a three-year pact with RCA Victor Records (Music depart-

JUSTICE DEPARTMENT DELVES IN C-S, GOODY CASE. The issue in the fair trade case may be the supremacy of federal over State law (Music department).

WILLIAMS DISKS RIDE HIGH. The public's demand for disks of the singer and composer who died recently continues unabated (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Demand for Better Service Increases

**Operators With Good Facilities** And Trained Men Sure to Prosper

CHICAGO, Jan. 24.-Good reason he will not exert himself service and proper service facilities are fast becoming one of the prime factors in the success of a music machine operator. Machines taken off location for repairs lose money for both the operator and the location owner.

maintenance will alleviate the stands a better chance of keeping moving of machines off locations the location. except during off-days. machine that has received the proper care and service will seldom need prolonged repairs or be taken off location.

Preventive Maintenance

There are many general rules which may be remembered to prolong the life of the machine and the quality of its output. An important one is regular preventive maintenance. All route- ments should be done as unobmen should be familiar with the trusively as possible. If it is few simple points in the machine necessary to repair the box while which require slight adjustments a group of customers might be and all routemen should take in the immediate area, it might ponents of the machine. A clean to utilize his truck or car to glass adds to the amount of keep out of the way. Of course attention paid to the box and he should never discomfort himmakes it more attractive. If a self to the extent that it might title strip has been in the box impair his work. He should for some time and is becoming always do a complete and thoro discolored, it should be removed job. Machines should be cleaned and replaced with a new one. thoroly and any mess incurred If a patron has to strain his eyes should be removed. to read the title, it stands to

to play the record.

Promptness is another vital factor. When a location reports damage or malfunction it serves the operator well to move quickly in effecting repairs. The location owner will think better of A careful planning of routine the operator, and the operator

The routeman should always carry a supply of replacement globes in order to keep the box well lighted. Other items that can be replaced with a minimum of effort should also be available. Operators should not go overboard on inventory of replacement items unless they have the storage facilities.

On-location repairs and adjusttime to clean the necessary com- be advisable for the routeman

(Continued on page 91)

## Central Texas Org Adopts New Creed

AUSTIN, Tex., Jan. 24.—Here | 5. To make a study of my is the creed adopted by the business to know my profession Central Texas Music Operators' in every detail from the ground Association, Inc., at its first an- up; to mix brains with effort

with praise, and act always as edge or healthful recreation. a trustworthy custodian of its good name. To be a man whose trip on the joy of life; to play word carries weight in my the game like a gentleman; to chosen field; to be a booster, fight against nothing so hard as not a knocker; a pusher, not a my own weakness, and to enkicker; a motor, not a clog.

reward on a solid foundation of every day of time. THIS IS service rendered; to be willing to pay the price of success in honest efforts. To look upon my work as opportunity, to be seized with joy and make the most of it, and not as painful drudgery to be reluctantly endured.

3. To remember that success lies within myself, in my own brain, my own ambition, my own courage and determination. To expect difficulties and force my way thru them; to turn hard experience into capital for future struggles.

4. To believe in the Central Texas Music Operators' Association, Inc., and my fellow operators, heart and soul; to carry an air of optimism into the presence of my location owners; to dispel ill temper with cheerfulness, kill doubts with strong convictions and reduce active friction with an agreeable personality.

niversary gathering January 6: and use system and method in 1. To respect my profession, my operating. To find time to my own business and myself. do everything needful by never To be honest and fair with my letting time find me doing business associates as I expect nothing. To hoard days as a them to be honest and fair miser hoards dollars; make with me. To think of my busi- every hour bring me dividends ness with loyalty, speak of it in earnings, increased knowl-

6. Finally, to take a good deavor to grow as an operator 2. To base my expectations of and as a man with passage of MY CREED.

### NO MORE TIME ON HIS HANDS

CHICAGO, Jan. 24.-President David C. Rockola, of the Rock-Ola Manufacturing Corporation, recently presented Mildred Jenkins and Andrew Kraig with gold wrist watches in recognition of their 15 years of loyal service with his organization.

Miss Jenkins is employed as a clerk in the payroll accounting department and Kraig is a mechanical assembler in the phonograph division.

Unfortunately, Kraig was held up and robbed of his watch three days later.

## ILLINOIS OP HITS 5-CENT JUKE PLAY

### Claims Operators on Nickel Plan Can't Match His Take

Casola, Mid-West Distributing on over 300 boxes, \$12.23 this lenged backers of nickel play to let any qualified operator see a comparison of weekly net my books. profits in an open letter to Illinois operators. The letter, he said, was a means of explaining his stand on dime play and also his contention that the operator say they can't. Also our service one year we have been in operais better off under the hiked play price.

His letter follows: Gentlemen:

"This is an open letter to

all operators. "We have been operating 10-

cent juke boxes and amusement machines for two years this month, and I want to make a challenge to the 5-cent operators to compare their net share per

### MIAMI'S OPS DONATE JUKE TO SCHOOL

MIAMI, Jan. 24. - The Amusement Machine Operators Association recently received a request from the principal of Auburndale Elementary School for a reconditioned juke box. The association has been donating machines to worthwhile organizations.

The principal's letter was read at the regular AMOA monthly meeting, January 15 and as usual, there was no lack of offers.

President Ted Bush of Bush Distributing Company offered to supply the machine, and Jack Lipsiner, local operator, agreed to service it.

CHICAGO, Jan. 24.-Louis week with mine. We averaged, Company, of Rockford, Ill., chal- last week, and I am willing to

### Real Advantages

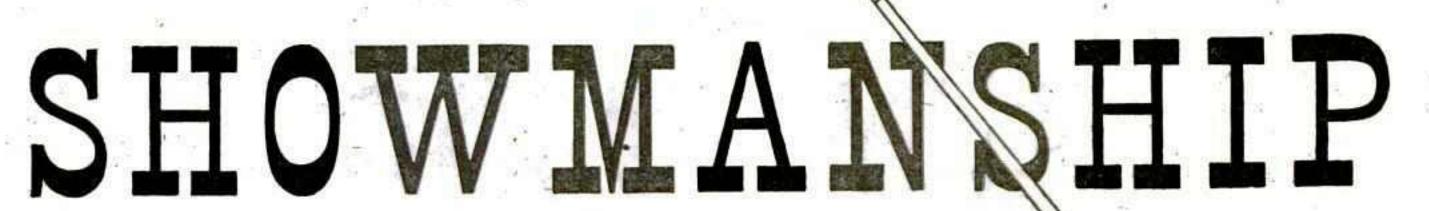
a profit any where near this? I a higher plane in Austin. In the calls are way down from what tion, great strides have been they were when we operated on made to erase some of the stigma 5 cents, and our hit tunes are which was associated with the lasting longer. We no longer music trade. have to check wall box spots as often, due to certain boxes filling

'I'd like to change to 10-cent have previously known." play, but the other operators The party was held at Lung's would steal my spots.' Sure, Chinese Kitchen and the memthey will if you don't go to bers and their guests were served each operator and get an agree- in a specially prepared Chinese ment not to change locations or bother the other operators for a six-month trial period. It's just like securing 40 per cent more locations without spending extra money to buy more equipment, extra records, accessories, and man power to service them.

### Change or Fail

"Think it over and either change to 10-cent play or stay on a short profit, and eventually have to sell out to a more aggressive and better business man.

"Yours for better profit, "Louis Casola." Casola has long been a proponent of 10-cent play. In recent months he has made several speeches explaining his stand before operator groups in Milwaukee and Madison, Wisconsin.





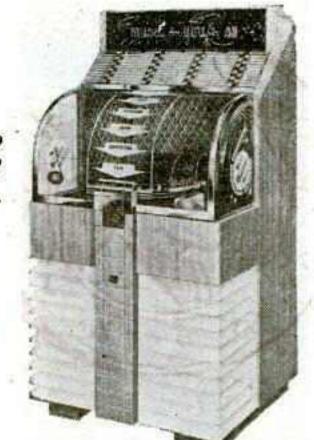
An alert operator caters to the preferences of patrons and locations with the music they prefer. He builds business with seasonal tunes. His title strips are neat, clean and legible. He uses posters, table cards and other promotion novelties to keep everyone in the location music-conscious.

Sure sign of a successful merchant is the showmanship with which he sells his goods and services. Operators rely on the dramatic flair, the color and motion, the eye and ear appeal of the Model "D" to capture attention and sell more music. What's more, they hold the patronage their showmanship develops with AMI equipment that can be relied upon to give continuous dependable performance.

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



1500 UNION AVENUE, S. E., GEAND RAPIDS 2, MICHIGAN



## Here's How Wurlitzer's Low Pressure Tone Arm Plus the 2 Mil Zenith Cobra Stylus

# 



MORE PLAYS PER RECORD THAN FROM ANY OTHER STYLUS OR NEEDLE

YOU GET

MORE PLAYS PER STYLUS THAN FROM ANY OTHER TYPE OF PICK-UP

2 MIL STYLUS RIDES FREELY ON SHOULDER OF 45 RPM FINE GROOVE RECORD

SUPPORTED BY



## FINER TONE-GREATER FIDELITY

Actual tests prove that with Wurlitzer's 12 gram pressure tone arms, the Zenith Cobra Stylus has the finest compliance and the freest action of any pick-up made. Correct compliance means freedom from binding and skidding. No distortion. Minimum surface noise. At least 1000 more plays per record than is possible from any other stylus or needle without audibly impaired fidelity...plus...many thousand more plays per stylus.

You gain in tone and fidelity—you save money through this exclusive Wurlitzer Fifteen Hundred feature.

Fifteen Hundreds

North Tonawanda, N. Y. The Rudolph Wurlitzer Company

## THE BILLBOARD Index of Advertised Used Machine Prices

### Music Machines

Equipment and prices listed below are taken from advertisements in The Biliboaru Issues a-Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred to Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related tactors.

AIREON	Issue of Jan. 24	Issue of Jan. 17	Issue of Jan. 10	Issue o
Coronet		\$35.00		
Fiesta	2010000000	40.00		
400	\$65.00			
AMI				
Hideaway	295.00			
Model A	260.00 295.00	249.50 260.00	\$239.00 260.00	\$239.00 360.0
CALCADO COMO COMO COMO COMO COMO COMO COMO CO	325.00 350.00	269.50 295.00	350.00	350.0
Model B	360.00 395.00	349.50 360.00	360.00 450.00	360.00 450.0
	425.00 450.00(2)	450.00		
Model C	445.00(2)	399.50 449.00	460.00 475.00	360.00 475.0
	449.00 460.00	460.00 469.50	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	SERVICE AND SER
	475.00(2)	475.00(2)		
CHICAGO COIN				
Band Box			125.00	125.0
			- 15-20 VI	AMAGONA
EVANS				
Constellation	379.50-395.00			
52	CONTRACTOR OF STATE	395.00		
MILLS				
Constellation	149.50 150.00			
NAME OF THE PARTY	200.00			
PACKARD	-			
Manhattan 76	79.50 89.00	79.50 89.00	79.50 89.00	79.50 89.0
	109.50	135.00	1,1,00	13.30 03.1
Model 7	49.00 79.00	49.00 99.00	49.00	49.0
OCK-OLA				
Rocket 50-51	395.00			2
39-40	39.50	39.50		
1422	89.00 94.00	85.00 89.00	89.00 150.00	89.00 150.
	94.50 99.50 150.00	94.00 145.00		
1426	129.50 175.00		175.00	175.
1428 Blende	127.30 173.00		295.00	295.0
1434	529.00		L CONSTI	1750000
1932	395.00 439.00	419.00 439.00	419.00 445.00	419.00 445.
	445.00			
FEBURG	~			
NO RESTAURA		40.00	40.00	49.0
lassic		49.00 69.00	49.00	49.0
Commander		49.00	49.00	49.0
H 146 Hideaway	89.00	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
H-146 M Hideaway	75.00	75.00	94.50	94.5
H-148 M Hideaway	199.00	199.00	229.00	229.0
lightone		49.00	49.00	49.0
low Boy	775.00	35.00 850.00		
W-100 B 45 RPM W-100-A 78 RPM	649.00 649.50	649.50 650.00	669.00 695.00	695.0
M-100-A 70 RFM	650.00 695.00	669.00	007.00 073.00	
Major	CHI HOLANI GIZAGLA MARANA	49.00 59.50	49.00	49.0
46	129.50 150.00	119.50 129.50	150.00	150.0
222-042-250-000C	350.00	145.00	10 2000	VIII 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
46 Hideaway	150.00 125.00 129.00	125 00 120 00	150.00	150.0
146 M	125.00 129.00	125.00 129.00 125.00 129.00	129.00 129.00 140.00	129.00 140.0
47	175.00	139.50	175.00	149.00 175.0
47 M	140.00 149.00	140.00 149.00	140.00 149.00	140.0
47 S	140.00	140.00	HOWATE AND	All DARWINGTON
48 M	195.00	195.00	195.00	195.0
48 Blonde	275.00		275.00	275.0
48 Hideaway	195.00 240.00	240.00	195.00	195.00(2
48 ML	239.50	240.00	240.00	240.0
48 ML Blonde	219.00	219.00	219.00	219.0
1941 Hideaway	49.00			0.000
1946	149.50	Diespeaka lingua entre		
946 Hideaway	89.50	89.5: 149.50		
947 M	169.50	169.50	175 20 20 20 20 20 20	
948 Hideaway		49.00	195.00	49.0
		BW (8)	44.00	77.0
950 Hideaway		65.00	43.00	ARTONA

## onlidentially... they're TOPS! because they're from

Clean Equipment—Ready for Location wire. phone. 1/3 deposit, balance C.O.D. 1485L .00

BEST BUYS OF THE MONTH

SEEBURG 147M .	149.00
Hideaways H148M\$199.00 H146M 75.00	Wall Boxes 3W7-L56 (5-10-25¢ 3 wire) \$34.50
ROCK-OLA 1432 (50 Selections)\$419.00 AMI Model C 449.00	3W2-L56
WURLITZER 1015 139.00 WURLITZER 1100 289.00 WURLITZER 1250 369.00	W6-L56 29.50 (5-10-25¢ wireless) Packard Chrome Wall
PACKARD Manhattan 89.00 ROCK-OLA 1422 89.00	Boxes 5.00 Export Inquiries Invited

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER

### Gnarro Named 'Mr. 45'

CHICAGO, Jan. 24. - Bob Gnarro, ABC Music Service Corporation, was dubbed "Mr. 45" by his friends at the first annual Sponsor Night held by

Bowling League. still prefers being called Bob.

WILLIAMS

## **Up Demand for Better Service**

· Continued from page 88

a location until he has tested "Mr. 45" received the distinc- have their ideas as to what is tion with slight apprehension causing the malfunction, replace due to the popularity of the it and leave, only to find out disks and their availability. He that something else was wrong. Coming back a second time to

the machine. Many repairmen the Automatic Phonograph have gotten to the point where his men. they think they know it all. They

Tribums .	125			
Music Mite	79.50	35.00	99.50	99.50
WURLITZER	Ser			. 8
500 K	0.000	59.00	100 E	S 5 10
700	39.50	39.50		
750	49.50 95.00	49.50	95.00	95.00
750 E	- SSVV0	79.00	100	
800	39.50	39.50		
1015	139.00 169.00	125.00(2)	139.00 175.00	139.00 175.00
	175.00(2)	139.00 149.50	Chine Service	
	September 1	150.00 175.00		
1017 Hideaway	99.50 115.00	99.50	150.00	150.00
ROM NUSSUANT METAPPERATE	150.00	15.500.5()	100000	PARACONAGO.
1080	119.50 125.00	125.00 129.50	125.00 150.00	125.00 150.00
	150.00 179.50	AND SHOKES OF THE SE	100	
1100	269.00 289.00	275.00 289.00	289.00 300.00	300.00 315.00
	325.00(2)	299.00 329.50	315.00	300.00 323.00
	349.50	1304120000000000000000000000000000000000	Service and Control	
1200	5.,,,50		395.00	395.00
1250	369.00 399.00	369.00 399.00	399.00 475.00	399.00 475.0L
	399.50 429.50	445.00 450.00	217.00	
	450.00 475.00	113.00 130.00		
	130,00 473.00			

Operator should never leave fix a machine leaves doubt in the-location owner's mind as to the caliber of the operator and

> Many operators hire men who specialize in amplifier repairs and sound system wiring. Never allow them to revise the amlifier circuits unless the revision is authorized by the manufacturer. Many of these amplifier men change a circuit completely and later when the man leaves the operator's employ, the new man can't figure out what was done to the machine and consequently many amplifiers must be junked. If the machines are kept the way they were originally put together, any man following the manu-facturer's wiring diagrams will be able to do a good job of repair.

> A caution to be heeded by all repair men is never try to bridge a fuse holder with tin foil, a piece of wire, or anything except a fuse. A machine can be made to work that way. But the next time the mechanic makes his rounds he may find anything from a burned out coil to a burned out location.

## Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Smart, modern cabinetry ranks high among the many reasons why locations take to Evans' Phonographs. Created to attract, rather than overwhelm, Evans' Phonographs present an artful, working blend of design factors -trim, compact lines-beautyretaining materials-appealing color-smoothly "actionized" lighting. Impressive without bulk, an Evans' Phonograph enlivens a drab location interior or fits naturally into any

### ON DISPLAY AT YOUR **EVANS DISTRIBUTORS**

"plus" decor!

100-SELECTION CENTURY

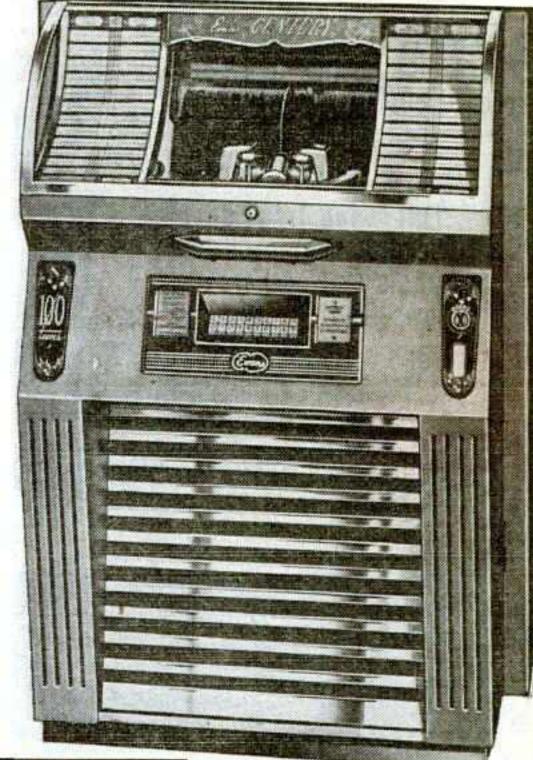
50 RECORDS

and

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

OPERATORS! Ask your distributor for the new Full-Color Brochure on Evans' Century or write Factory direct.



H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois

How Was Your Timing on . . .

## "IN THE MOOD"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save fime and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

JANUARY 6

Yermie Stern, 2 E. 45th St., New York 17

I'm interested in timing my record buying with Billboard's BEST BUYS. Please send—without charge or obligation—a sample of your title strips which are supplied day and date with publication of BEST BUYS in Billboard

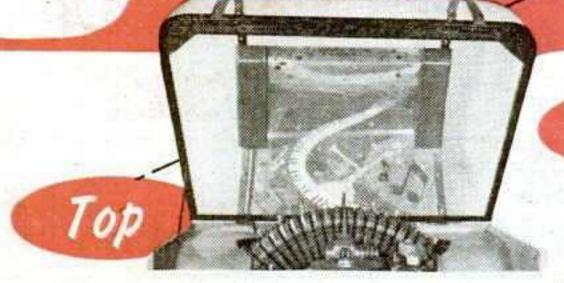
Title Strips Ready for Top **Juke Profits** 

JANUARY 6

Copyrighted materix



Mail This Coupon Today for FREE Sample and Information!

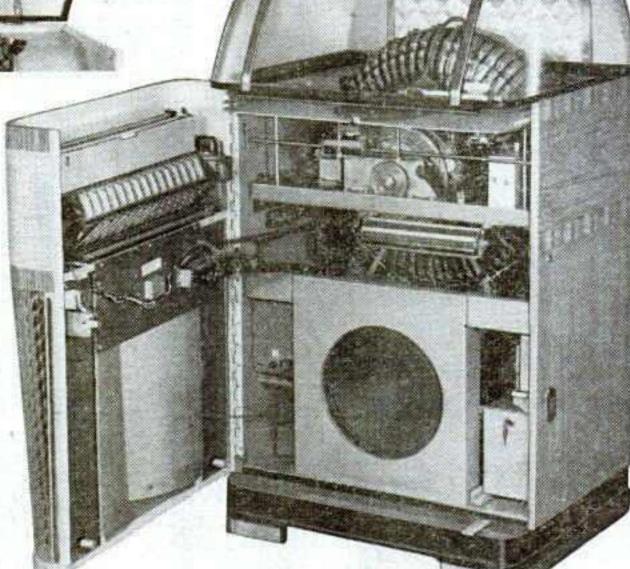


MUSIC MACHINES

Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.

Full-swing front door eliminates groping around panels and corners . . . allows front or back access.

Available in 2 models for either 78 RPM or 45 RPM records



Front



Large removable rear panel gives quick access to mechanism at back of machine.

The Only Phonograph with 120 SELECTIONS

### See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

### EASTERN

647 South West St., Syracuse, N.-Y.

EASTERN VENDING SALES CO., INC. 940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP. 265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY 1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP.

Boston 15, Massachusetts

5 & K DISTRIBUTING CO. 2014 Fairmount Avenue Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

### MIDWEST

BADGER NOVELTY COMPANY 2546 North 30th Street, Milwaukee, Wis.

BINCO MUSIC DISTRIBUTING CO.

BRILLIANT MUSIC COMPANY 19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind

### CENTRAL COIN MACHINE EXCHANGE

525 S. High St., Columbus, Ohio

B15 St. Paul Ave., Dayton 10, Ohio

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO. 208 E. Dewey Ave., Buchanan, Michigan

IDEAL NOVELTY COMPANY 2823 Locust Street, St. Louis 3, Missouri

LA BEAU NOVELTY SALES CO. 1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO. 4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY 628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY 1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE 814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO. 3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC. 2330 N. Western Ave., Chicago 47, III.

### NORTHWEST

PUGET SOUND NOVELTY CO.

### SOUTHERN

A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO. 811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY
135 E. Amite Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO. 241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E., Atlanta, Ga.

S & M SALES COMPANY, INC.

SOUTHERN MUSIC CORPORATION 2828 Sa. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO. 418 Margaret St., Jacksonville 6, Florida

503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY 515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO. 1013 E. Cary St., Richmond 19, Virginia

### SOUTHWEST

AUTOMATIC MUSIC CO. 1214 W. Archer, Tulsa, Oklahoma

800 North Kedzie Avenue

### BORDER SUNSHINE NOVELTY

2919 N. Fourth Street Albuquerque, New Mexico

### BOYLE AMUSEMENT COMPANY 522 North West Third

Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY

1210 S. Main Street, Ft. Worth, Texas

## FRONTIER AMUSEMENT 2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

### RUTHERFORD ENTERPRISES

608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

### WESTERN

H. B. BRINCK

825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.

140 E. Second, South, Salt Lake City, Utah MODERN DISTRIBUTING CO.

3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY 2647 Thirty-Eighth Avenue San Francisco, California

Chicago 51, Illinois

"The Industry's Greatest Phonograph Achievement" ROCK-OLA MANUFACTURING CORPORATION

Copyrighted materi

### CANDY SALES PUNCHED OUT

MILES CITY, Mont., Jan. 24.—The ruling last year by the State Supreme Court that the operation of punchboards constitutes a lottery and were therefore illegal has had a marked effect on candy sales by many jobbers in Montana.

Emil Knutson, head of A. E. Flager Company, Miles City, jobber, said his sales of candy to recreation parlors, drugstores, bars, cigar stores and related locations went down immediately and are far below a year ago.

BASEBALL A LA COIN

## Chain, Dept. Store Biz **Boosts Riteway Volume**

NEW YORK, Jan. 24. - Chain Among the chain and departand department store operations ment stores which have Riteway

chain and department stores thrustore operation.

Dipping Diamond Gate May

on the game."

ball club.

chines, Ltd.

Machines, Ltd.

seizure under the act.

account for a large share of the rides on location are Macy's (four volume of Riteway Pales here in stores in the New York area), the its Atomic Jet at A Squa Jet, ac- Wanamaker chain, Gimbel's in cording to Nat Conn, Riteway top- Philadelphia; Pomeroy's in Reading, Pittsville and Pottstown, Pa.; New York buying offices for Sears, Roebuck and the People's Drug chain in Washington, the out the nation, including Kirby, Owl Drug chain in Los Angeles, Block & Fischer; Arkwright, Inc., Hess in Allentown, Pa.; Harvey's and Industrial Retailers Syndicate, in Nashville, Pfeifer's in Little Inc., have placed the rides on their Rock, Leonard's in Fort Worth, recommended lists, and are buy- Lazarus in Columbus, O.; the Neising them for chain and department ner chain thruout the nation, and Goldblatt's, Weiboldt's and the Fair in Chicago.

Canadian Location

Canadian locations include the Simpson stores thruout the dominion, Woodward's in Vancouver. B. C., and Pollack's, Quebec City Other Riteway rides are on location in Belgium, Holland and South America.

Cohn said that Riteway will soon come out with a small horse ride, Trixie, which will sell for less than \$300.

### PLANE SERVICE

## Fla. Op Firm Finds Wings Aid Receipts

MIAMI, Jan. 24.-Bill Turner, Florida Amusement Company, The plan could conceivably be Homestead, believes there's nothinterest to operators who ing like an airplane to expedite handle restaurant and tavern the handling of service calls and locations if the club would work at the same time improve collecout a three-way deal between tions.

> Since 1933 he has operated music, shuffleboards and alleys in an area extending from South Miami to the Florida keys, and frequently finds it necessary to travel long distances in response to out-of-order calls.

> To solve this problem, Turner recently acquired a two-seater Cub plane. Since he and his route manager, Frank Deershay, both hold pilot licenses it's a simple matter to hop into the plane and service a balky machine in a matter of minutes.

> Part of the Florida Amusement route lies in the lush Redland farming section. Already, says Turner, large numbers of migra-tory workers from Puerto Rico and the Bahamas are being imported to harvest the bumper crop of tomaties and beans. As a result, he looks for stepped-up collections in the coming months.

### The appeal was upheld by the court and Justice Egbert's decision was reversed. The court held that any coin machine, even **Exhibit Hikes** if a game of skill, was liable to **Gun Production** The case arose out of the seizure of bell machines by the police. Regent Machines sought in

CHICAGO, Jan. 24.—Exhibit Supply has increased its output the purchase price of the machines from Alberta Vending of Space Gun, Frank Mencuri, sales manager, announced.

If the machines were legal, it Space Gun features a wing type, ball and socket pistol. Obwas set forth, then the firm was capable of ownership and Alberta ject of the game is to make Vending Machines should pay hits on three-dimensional simufor them. If illegal, the com- lated space men. It is 56 inches pany was not capable of owner- high, 31% inches long and 201/2 shi, and hence not responsible inches wide. On location it requires 41/2 square feet. The shipping weight is 160 pounds.

chines were not slot machines Among the operator features of under the act, and ordered the the gun unit are its adjustable Alberta Vending Machines com- motor and black lighted targets pany to make payment. Alberta Space Gun was introduced at the Vending Machines appealed on annual convention of the National the grounds the machines were Association of Amusement Parks, covered by the slot machine act. Pools and Beaches.

### Prove Boon to Coin Trade NEW YORK, Jan. 24.-The privilege of having the games

Stoneham favors "something

like a juke box or a coin machine

attachment which would be a

direct deal with the club putting

Stoneham Plan

home viewer would get an at-

tachment on his present set which

would enable him to select

certain programs. For a stipu-

lated fee he would have access to the channel on which the

event was being transmitted. A similar plan has been advanced

by the National Collegiate Ath-

letic Association as the answer

the location, operator and the

to college football television.

Alta. Court

Rules Gaming

Seizure Okay

CALGARY, Alta., Jan. 24.-All

gaming machines with a coin

chute are slot machines under

the Alberta Slot Machine Act and

can be seized on a magistrate's

order, the Court of Appeals has

The judgment was handed down here in an action in which

Alberta Vending Machines, Ltd.,

appealed a decision of Justice

W. G. Egbert which awarded \$1,734 to Regent Vending Ma-

for payment for the machines.

Justice Egbert ruled the ma-

Under Stoneham's plan, the

declining attendances at major brought into their living rooms league ball parks may open a or to places of entertainment. new avenue for the coin machine industry if Horace Stoneham, president of the New York Giants, has his way.

In an interview this week, Stoneham said TV was creating a lot of new baseball fans, and that these probably wouldn't object "to pay something for the

### NO INSURANCE

## Canadian Firm Loses \$25,000 In Night Fire

SYDNEY, N. S., Jan. 24.-A fire of undetermined origin in the middle of the night gutted the building housing the C. B. Novelty Company, destroying coin machines and related sup-plies. The firm is headed by Hugh Monaghan, who estimated the loss at \$25,000. There was no insurance on the building or its contents.

When the firefighters reached the scene the building was virtually filled with flames. They concentrated on keeping the fire from spreading to other buildings near by.

Monaghan's company specializes in juke box and pinball distribution and caters to Cape Breton Island operators.

### Columbia Play Outlook Improves

COLUMBIA, S. C., Jan. 24.— Rumors that nearby Fort Jackson will soon be training another infantry division has improved the coin machine play outlook in this area. Official sources, however, still have refused any information altho talk has been rampant the court action the recovery of for some time.

Coin operators who run the city's five Arcades and music and vending machines, depend heavily upon Jackson for business. Several have found the fort itself to be the best routes for their venders.

> We Have Them All on Display

HORSES—ROCKETS and all other Coin Operated Rides

including . . . Exhibit BIG BRONCO Roy Rogers TRIGGER

Fortune Telling and Card Vending Machines and Supplies Included in Our Catalog FREE Upon Request.

577 Tenth Ave. (at 42nd St.) New York 18, N.Y. BRyant 9-6677 40 YEARS SERVICE . EST. 1912

\$380?? See Market Place, Page 94

## DISTRIB ASSN. HOLDS FLORIDA WINTER MEET

MIAMI, Jan. 24.-The National Coin Machine Distributors' Association held its mid-winter meeting here this week. This marked beginning of the second year in office of group's executives, re-elected at the annual session held in Chicago, December 8.

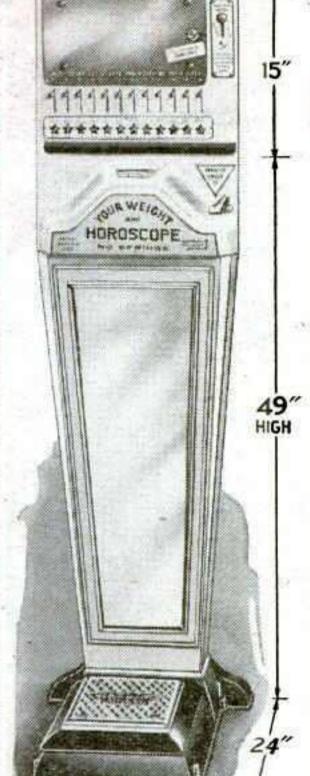
Among the key topics discussed at a series of closed meetings were association progress in the past year, legislative problems which have developed in recent months in various areas, new equipment, and tentative plans for the

year. Officers of NCMDA are Joe Ash, Philadelphia, president; Harold Leiberman, Minneapolis, vice-president; Irv Blumenfield, Baltimore, secretary, and J. D. Lazar, Pittsburgh, treasurer.

## Calendar for Coinmen

January 26-Milwaukee County Phonograph Operators' Association, special meeting, Eagles Club, Milwaukee. January 27-Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.

February 9-Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced. February 12-Music Operators of Northern Illinois, monthly meeting, Pjacks Restaurant, Chicago.



# **HOROSCOPE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. CHICAGO 44, ILLINOIS

## REDD'S KIDDIE RIDES ARE ALL GUARANTEED!

LATE EXHIBIT BIG BRONCOS

ATOMIC JET SPACE SHIPS LATE MIDGET MOVIES

-13" WIDE

METEOR SPACE SHIPS . BOAT RIDES, HORSES **AUTOMOBILE RIDES** 

WRITE, WIRE OR CALL TODAY!

DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for

BALLY—UNITED

### IMPORTERS, ATTENTION . . .

WE HAVE JUST PURCHASED THE COMPLETE INVENTORY FROM ONE OF AMERICA'S LEADING DISTRIBUTORS

WE HAVE AVAILABLE-NOW . . . OVER 500 VERY DESIRABLE PIN GAMES MORE THAN 200 LATE MODEL PHONOGRAPHS PLUS ARCADE EQUIPMENT, ALLEYS, ETC.

WRITE FOR COMPLETE LISTS

EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG and CHICAGO COIN DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET **BOSTON 18. MASS** Tet Library 2- Stag

### You Know Coinmen

Chicago

Cole Products Corporation, re- tivities. Andy Oomens cheered Michaels were getting ready for ported the firm's prize trophy his team to a three-game loss. some new nationally known lines won at the recent convention of the National Association of Gnarro, Julius Mohill, Jerry Amusement Parks, Pools and Beaches was received this week engraved with the Cole name. The plaque was a first prize for Chicago Condensor Corporation, ing a lot of new operator friends the most meritorious exhibit of equipment on the display floor. Cole stated his company plans to unveil some new automatic merchandising products in the near future, supplementing its soft drink and coffee equipment.

Postage Stamp Service, is con- hectic evening. Carroll is the new tinuing to expand his stamp ma- singing sensation currently makchine and combination scale- ing a hit- with his Derby label vender operation... Ball-Gum, of "Say It With Your Heart." Inc., reports activity in its Cana- Among those present were Earl dian subsidiary is keeping well Kies, Apex Cigarette Service; up on top. Sterling Douglas, Rudy Kitt, Suburban Music Servsales manager, feels the Canadi- ice; Phil Holdman and Henry an move was appreciated by Maple Leaf operators.

Messrs. Gechtman and Pressner, of Knickerbocker Industries. New York, export sales repre-Rock-Ola plant last week. They the dj's. were pleased with the enthusiastic reception given the Fireball 120 phonograph in their territory, and are anticipating a substantial increase in sales during 1953.

Operators' bowling league held be made entirely by plane, is to a Sponsor Night at its Monday look up some of his newer export (19) bowling session. The affair customers and establish additionwas a howling success, with the al contacts. sponsors and spectators making more noise than the bowlers.

. . . Also on hand were Bob purchased following visits to the Schumann, Bert Bondioli, Nate in mid-January. Feinstein and Mr. 45 (see separate story). Tony Genovese, of was among the spectators and in-

formed his friends he was leav-

ing for New York on business

for a few days. Coinmen present at the cocktail party given by Derby Records and Jimmy Martin, local distrib-Bob Alexander, Alexander utor, for Bob Carroll, had a Oakes, of the Martin district, and the brothers, Ted, Fred and Joe.

Herb Perkins, Purveyor Shuffleboard, plans to leave on arate story.) his South American business trip February 10. His first stop will be in Rio during the Mardi Gras. The Automatic Phonograph Purpose of the trip, which will

At First Distributors, painters wound up their work on the re-J. Schultz and his girl Friday, modeled staff offices. Glass en-Margaret Kraft, had a whale of closures will complete the job. prize of \$5 to any man on his moving items has been Exhibit lieves Queen of Hearts and Coroteam who would come thru Supply's Space Gun. Joe Kline (Continued on page 95)

with a score of 200 or better, was enthused over used game Richard Cole, vice-president of tors, was on hand for the fes- department, Mal Finke and Ben housewares and furniture shows

> United Manufacturing is makwith its Show Boat in-line game, according to Billy DeSelm, sales manager. Among visitors were Dave Simon, New York, and his assistant, Bob Black. Johnny Casola made a quick trip to Birmingham to visit with his dad who was stricken recently but now is on the road to recovery. Mel Binks was the proudest man in town last week following the birth of his first grand child, a daughter. The new pappy, Don, is on the United engineering staff.

### Miami

The Amusement Machine Opof Singer Radio. Martin and the erators' Association has received Singers reported good action on a request from the principal of Carroll's new disk, Larry Newton, Auburndale Elementary School owner of Derby Records, greeted for a reconditioned juke box. The sentatives, were visitors at the many old friends here, especially principal's letter was read at the regular AMOA monthly meeting January 15 and, as usual, there was no lack of offers. (See sep-

At the AMOA meeting held in the El Comodoro Hotel in downtown Miami, Dave Engel and Hyman Cohen were admitted as members. Actually, Engel is a former member of the AMOA, having owned a music route some time ago. His purchase of a juke box route from Pat Walleser, Pat's Music Company, returned him to the fold. Cohen acquired a time as their team, Decca Meanwhile, business was going a portion of the G & G opera-Records, walked away with along at a steady pace, Wally tion at Miami Beach...Sam three wins. Schultz offered a Finke reported. One of the best Horowitz, A & T Vending, be-

## 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

			aled fact					4
71		ssue of	100	ssue of		Issue of	121	Issue of
ABC (United)	\$139.50	2000	5	Jan. 17 3135.00	\$15	Jan. 10 0.00(2)		Jan. 3 0.00(2)
	145.00	150.00 165.00	13	9.50(2)	165.00	175.00 225.00	175.00	200.00
		5.00(2)	15 155.00	0.00(2)				
4			175.00					
Across-the-Board (United) Advance Roll (Genco)	30.00	225.00 35.00	30.00	35.00	30.00	35.00		
All Baba (Gottlieb)	34.50	49.50 49.50	34.50 19.00	49.50 49.50	34.50	49.50 49.50	34.50	49.50
Alice in Wonderland (Gottlieb) All Star Basketball		49.50	19.00	0011100		47.50		55
(Gottlieb)		24.50		160.00				
Aquacade (United)	37.50	39.00	22.00 39.50	39.00	20.00	39.50	39.50	79.50
Arcadia (Williams)	39.50	79.50		79.50		79.50 115.00	ė.	
Arizona (United)	425	99.50	50.00	99.50 415.00	42	99.50 5.00(2)	425.00	99.50
Committee (419) (419)		450.00	435.00	5.00(4)	435.00	445.00 450.00	* 11 = 1100	
Baby Face (United)		39.50	133.00	39.00		150.00		
Banjo (Exhibit) Bank-a-Ball (Gottlieb)		29.50	4	0.00(2)				
Barnacle Bill (Gottlieb)		34.50	24.50	29.50 34.50		34.50		34.50
Basketball (Gottlieb)	95.00	120.00	70.00	95.00		95.00		95.00
Basketball Champ (Chicago Coin)	195.00	225 00	195.00	225.00	185.00	195.00	225.00	250.00
AVIORANT SECRETARIST HE NOOSES		250.00-		250.00	225.00	250.00		08855790m
Batting Practice		89.50 24.50	S. mar	89.50		89.50		89.50
Re Bop (Exhibit)		94.50	39.00	-94.50		94.50		94.50
Bee Hop Bermuda (Chicago Coin)		49.50 24.50						
Big Hit (Exhibit)	49.50	169.50 59.00	49.50	59.00		64.50		64.50
3-3 (1) Vicinities (1) (2016-25-25)		64.50		64.50				
Bingo (Robbins)		22.50 125.00			55	125.00		125.00
Bingo Rolls		65.00 59.50		65.00 59.50		65.00 59.50		59.50
Blue Skies (United)	1	24.50		195.00	25	20.00	25	REPORTED S
Bolero (United)		215.00 ).00(3)	25	0.00(3)		2000/10/2002	45	0.00(2) 275.00
Boston (Williams) Bowling Champ (Gottlieb)	50.00(2)	89.50	75.00 44.50	89.50 50.00	50.00	89.50 74.50	50.00	89.50 74.50
to the Book of the second		74.50	65.00	74.50	175.00	210.00	ALM HATCHES	
Bright Lights (Bally)	219.50		215.00		219.50	220.00	215.00	250.00 265.00
	9	315.00	220.00	3.470	245.00 31	265.00	125 00	350.00
Bright Spot (Bally)	325	5.00(2)		310.00 5.00(2)	321.00	349.50	223.00	350.00
	349.50	350.00	325.00	349.50 350.00		350.00		
Broadway (Bally)	150300	Hideli	000000	175.00	34.50	64.50	34.50	
Buccaneer (Gottlieb)	34.50	59.50	19.00 44.50	34.50 59.50	34.50	32/9/2003	34.30	64.50
Bufralo Bill (Gottlieb)	49.50	79.50	40.00	74.50 65.00		74.50 69.50	55.00	74.50 69.50
Buttons & Bows (Gottlieb)	65.00	69.50	589985040	69.50			33.00	COMO UNA S
Campus (Exhibit)	49.50	94.50 89.50	55.00 30.00	94.50 39.50		94.50 89.50		94.50 89.50
THE STATE OF THE S				89.50		195.00		
Caravan	925	24.50		2122222	704	acadaneren.	172	
Carnival (Bally)	49	9.50(3) 24.50	39.00 4	9.50(2)	9	9.50(2)		9.50(2)
Champion (Bally)		89.50	49.00	49.50 89.50	65.00	89.50	65.00	89.50
Champion (Chicago Coin)		69,50		64.00				79.50
Chico (Chicago Coin)				27.00		195.00		
Cinderella (Gottlieb)	70.00	29.50	19.50	29.50	30.00	29.50 79.50	25.00	29.50 35.00
Citation (Bally)	30.00	75.00	29.50	30.00 79.50	20.00		2.00	79.50
Cleopatra (Marvel)	59.50	24.50 79.50	59.50	15.00 64.50	59.50	89.50	59.50	75.00
College Daze (Gottlieb)	85.00	89.50	85.00	89.50		325.00	530000	89.50
Coney Island (Bally)	335.00	2000 A 742 CT	300.00	5.00(3) 315.00		5.00(2)	20.00	350.00
		350.00		335.00 350.00	349.50	350.00		
Control Tower (Williams)	110.00		3,30	100.00		95.00 5.00(2)		110.00
County Fair (United) Crazy Ball (Chicago Coin)		165.00 49.50		165.00	10	- Adversive		249.50
Cross Roads		W তথ্য ব		195.00 20.00		160.00		
Crossfire (Exhibit) Cyclone (Gottlieb)		139.50		SECONDATES.	Opposy	24.00	2000	150.00
Dallas (Williams) De-Icer (Williams)	44.50	74.50 99.50	44.50 59.50	74.50 65.00	44.50	74.50 99.50	44.50	74.50 99.50
TOTAL TOTAL CONTROL OF THE STATE OF THE STAT		636550 <i>L</i> /	SPISION I	99.50		5000000		1177.5555
DeLuxe World Series (Williams)		50/953			granes of	175.00		175.00
Dew-Wa-Ditty (Williams) Domino (Williams)		34.50	20.00	34.50 185.00	20.00	34.50		34.50
Double Action	75.00	79.50	42.00	45.00				70.00
Double Feature	89.50			59.50 95.00				120.00
Double Shuffle (Gottlieb)	49.50 75.00	72.50 95.00	49.50	72.50 75.00	49.50	50.00 72.50	49.50	
Dreamy (Williams)		99.50		99.50		99.50	85.00	99.50
El Paso (Williams) Fighting Irish (Chicago Coin).		39.50	35.00	39.50 50.00		39.50		39.50
Fighting Phils		39.50	00.00	50500000	95.00	99.50	05.00	125.00
Five Star (Universal)	99.50		80.00 125.00	99.50 145.00		145.00	15.00	125.00 145.00
Floating Power (Genco)	145.00		n engelstelle	44.50	W1.000	44.50		44.50
Football (Chicago Coin)		49.50		35.00		1-39		.0038/03/70
400 (Genco)	255.00 275.00		29	265.00	29	265.00 5.00(2)	250.00	265.00
Four Horsemen (Gottlieb)	110.00		75.00		3	139.50	110.00	139.50
Form Place (Catality)		005 44		139.50		_,	110.00	134.50
Four Stars (Gottlieb)		225.00 69.50	49.00	69.50				94.50
Liesuie Zivillimustrices				79.00				

400.00 445.00

465.00(2)

275.00(2)

475.00

295.00

Frolics (Bally).....

Futurity (Bally).....

445.00

450.00(2)

465.00(2)

475.00(2)

495.00(2)

275.00(3)

249.50

295.00

425.00

450.00(2)

465.00 475.00

450.00 495.00

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## THE MARKET PLACE COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

### **Business Opportunities**

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Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

### Help Wanted

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.......

Mechanic and Route Man for Seeburg Phonos, Pins and Bowlers; between 25 and 40 yrs of age; no drinkers; good starting salary with chance for advancement to right party; small populated territory; answer by mail and give references and qualifications. Chief Amusement Co., 100 S. Main, Lamar,

### Parts, Supplies & Services

.......

........

Attention, Stamp Machine Operators-Now available, direct from manufacturer, Paraffin Waxed Stamp Folders; write for free samples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla.

For Sale—Aluminum tops and targets for ABT Challengers, practically new, \$5 each. Starnes Music Machine Co., Hickory, N. C.

Packard Selector Conversion Kits for dime play, instruction, glass included; \$1.50 each, complete; thousands already in use. Alpha Co., 1025 N. Highland, Hollywood 38; Calif.

Plastics—Any pre-war Wurlitzer or Seeburg Plastic, \$3, PPD. Music Parts Co., 2929 Main St., Ocean Park, Calif.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; burg 146 M's, Du Grenier Cigarette; priced write for prices. Veedco Sales Co., 2124 low, may trade. Box 597, The Billboard, Market St., Philadelphia 3. Pa. LOcust Chicago 1, III.

### Used Coin-Operated Equipment

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\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, III.

ABT Challengers, \$19.50; Astrology Scales, \$25. 1/2 with order, balance C.O.D. A. W. Love, Box 3265, Knoxville, Tenn.

Aireon Coronets, \$125; A.M.I. Model A \$295; Watling Scales, like new, \$95; Exhibit Jet Gun, \$175; Bally Heavy Hitter, \$59.50. Miller Newmark Distributing Co., \$743 Grand River Ave., Detroit 8. Mich.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation: Uneeda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman candy bar machines, \$22.50 — cost \$69.50, Harris Vending, 2717 N. Park Ave., Philadel-

### \$380??

No, it won't cost you \$380 (the price of 19,000 2¢ Post Cards) to reach the more than 19,000 prospective coin machine buyers thru The Billboard's Coin Machine Market Place. This service can be yours for as little as \$3 per week; and if you really want FAST results, try a Display Classified Advertisement.

Close Outs — Arcade equipment; Bally Undersea Raider, \$75; Quizzer, with film, \$45; United Team Hockey, \$49.50; Goalee, \$45; Dale Gun, \$35; Total Roll, \$25; Pikes Peak, \$25; Mills Moderne "Lo Boy" Scale, \$35; all good condition. 1/2 deposit, balance C.O.D. Ace Music Co., Waukon, Iowa.

Coin Radios - RCA Tradio Merit, bargain prices; some on location; wire, write or come get them. F. L. Brown, 134 W. Olney Rd., Norfolk, Va.

Masters Lucky Boys Grips, Shockers, See-burg 146 M's, Du Grenier Cigarette; priced

### **SEE...?**

how display style advertising draws your eyes toward this space? . . . This same "Reader Compelling" style can be yours for only a little more, and often for less, than regular classified style. See the order form below for complete

details.

Phonographs — Guaranteed A-1; Seeburg 78-100A's, \$575; Evans Constellations, \$375. Stapleton Music Co., 1740 South Ave. Springfield, Mo.

Silver Kings, clean and in good condition for Ball Gum and Charms, \$7 each; for Ball Gum or Peanuts, \$6 each. Gardner & Lose. 2611 Hale Ave., Louisville, Ky.

12 Kunkel Popcorn Vendors for \$200; also free reconditioned Gum Vendors, purchase contents only; come and get them. 114 Cates Ave., Jackson, Tenn.

38 Atlas Bantam Country Tray 5¢ Nut Vendors, spotless, chrome finish, like new, lot \$5 each; 10 Atlas Ace 1¢ Nut Vendors, like new, \$5 each; also 100 Counter Display Racks for packaged nuts and other specialty foods or candy, price \$100 lot. Heat-Sealit unit for sealing cellophane bags, paper cutter, punches, staplers, etc., complete out-fit, \$100. Frontier Novelty Co., 256 W. Roger Rd., Tucson, Ariz.

### Wanted to Buy

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Trade 16 Checks signed personally by President Coolidge for Ball Gum Vendors or? Longbrake, 5976 Gifford, Cleveland 9, O.

Wanted-Chicago Coin Band Box Miniature Mechanical Orchestra; write particulars. Baldridge, 6678 Academy, Brighton, Mich.

Wanted—Chicago Coin Bowling Alleys, blue cabinets; will pay \$20 each. Write or call Streamliner Coin, 663 N. Wells, Chicago 10, RAndolph 6-0879.

Wanted—Decals and Parts for Daval's Best Hands. 810 Hemphill St., Ft. Worth 4, Tex.

Want Wurlitzer 1400, 1450; AMI Model D, Victor Toppers, Metal Typers; state condition. Ace Music Co., Waukon, Iowa.

### WATCH THIS SPACE EVERY WEEK

(This heading 8 pt. Metro Bold)

for samples of different size type available to users of display-style advertising.

Put your message across with an attention - getting display ad. See order blank for complete details.

JANUARY 31,	195	Issue o		Issue o	,	Issue o	of	Issue (
Georgia (Williams)		Jan. 24 \$110.00	English of the Control of the Contro	Jan. 17 75.00(2)	}-	Jan. 10 \$84.50	)	Jan \$84.5
Gin Rummy (Gottlieb) Gizmo (Williams) Glamor (Gottlieb)		W 55,		35.00				49.5
Globe Trotter		59.50		59.50(2)	<u> </u>	165.00 59.50		59.50
Golden Gloves (Chicago Coin) Grand Award (Chicago Coin)		0 95.00	65.0	79.50 45.00	1	69.50		£
Handicap				29.50	1			
Happy Go Lucky (Gottlieb) Harvest Time (Genco)	149.5 85.0	0 165.00 0 109.50		120.00	ř.	109.50	É	135.00
Hayburner (Williams)	0 }	149.50		109.50 0 165.00	(S	0 160.00 165.00		160.00
Hit-a-Homer	19.5	169.50 0 22.50	19.5			MINNESON		65.00(2 229.5( 24.5(
Hits and Runs (Genco) Hit 'N' Run (Gottlieb)	The second	24.50 0 79.50		24.50 40.00 175.00(2)	Ğ	180.00	. S	65.00
Hit Parade (Gottlieb) Holiday (Keeney)	j.	29.50 325.00		29.50 325.00		29.50 325.00	6	175.00 29.50
Hong Kong (Williams) Horseshoes (Williams) Hot Rod (Bally)		225.00 169.50 0 99.50	Š	169.50		169.50		225.00 169.50
Humpty Dumpty (Gottlieb) Hy-Roll (Bally)		45.00		0 99.50 19.50 45.00	j 1928	0 99.50 45.00	S. CATALORS	99.50
Jalopy (Williams)		0 195.00		0 160.00 0 195.00		195.00		
Jockey Special (Bally) Joker (Gottlieb)	N.	54.50	19.0	50.00 0 54.50		54.50		54.50
Judy (Exhibit)	89.5 39.5	0 69.50		0 69.50	25.0		30.00	99.50 69.50
King Arthur (Gottlieb) K. C. Jones (Gottlieb) King Cole (Gottlieb)		99.50 129.50		99.50 129.50 19.00		99.50 129.50	90.00	99.50 129.50
King Pin (Chicago Coin) Knock Out (Gottlieb)	110.0 49.5			110.00		75.00 0 74.50		175.00 75.00(2)
Leader (Neiter)	85.0	99.50	9000	0) /535555	75.0	0 99.50	79.50	99.50
Leader (United) Lite-a-Line (Keeney)	310.0	0 299.50 0 325.00 0 145.00	. person	0 310.00 325.00 0 115.00		0 310.00 0 115.00		
Longacre			125.0	0 145.00 11.50		0 145.00	125.00	145.00
Long Beach (Williams)	195.00	275.00 395.00		95.00(2)	195.0	0 295.00		
Madame Butterfly		84.50 24.50		395.00 84.50		84.50		84.50
Madison Square Garden (Gottlieb)		110.00		110.00	8			
Magic (Exhibit) Majors (Chicago Coin) Majorette	49.50	49.50 74.50		49.50 74.50 175.00		49.50 74.50		110.00 49.50 74.50
Major League Baseball (United)		7.		22.00		165.00		0,000.0
Mardi Gras	29.50 39.50	49.50	45.00		20.00	20.00 29.50 49.50	49.50	29.50
Mercury (Genco)		84.50	55.00	9 84.50 45.00 135.00	20.0	84.50	47.30	84.50
Merry Widow (Genco) Minstrel Man (Gottlieb)	115.00	29.50 159.50		29.50 159.50		29.50	Transaction.	150.00 29.50
Mountain Climber	Name of the last			165.00 12.00	112	159.50 165.00 20.00	150.00	159.50 165.00
Moon Glow (United) Niagara (Gottlieb) Nifty (Williams)		99.50	69.50	22.50 135.00 80.00		20.00	~	165.00
Ovlahoma (United)	64.50	74.50		99.50	64.50	99.50	64.50	100.00
Old Faithful (Gottlieb) Olympics (Williams)	34.50	129.50 45.00	20.00	129.50 195.00		129.50		74.50 129.50
One, Two. Three (Genco) Palm Beach (Bally)	54.50	515.00		34.50 45.00 75.00(2)	450.00	34.50	-	34.50
8424 (1912) 2010			510.00	515.00 525.00		475.00 525.00	500.00	515.00
Paradise Paratrooper (Williams) Photo Finish (Universal)		235 00	- 29.00	40.00		20.00 190.00		(1)
Pin Bowler (Chicago Coln) Pinch Hitter (United)	-	89.50 49.50	69.50	115.00		40.00		
Pinky (Williams)	PA 50	99.50 49.50 104.50	65.00	99.50 19.50	87.50	99.50	89.50	99.50
Playtime (Exhibit)	49.50	65.00	89.50 65.00	104.50	89.50	104.50	89.50	104.50
Pop Up	17.30	74.50 19.50		19.50		74.50		74.50
Pro-Score (Ponser) Puddin' Head (Genco) Punchy (Chicago Coin)	35.00 3	THE RESERVE AND ADDRESS OF THE PARTY OF THE	35.00 69.00		56	45.00 39.50		39.50
Quarterback (Williams)	85.00	80 00 89.50	29.50		85.00	80.00 89.50	85.00	89.50 89.50
Quartette (Gottlieh)		110.00		85.00 85.00 35.00		165.00		
Rainbow (Williams) Ramona Rancho (Bally)		39.50		15.00 25.00		20.00		
Ped Shoes (United) Rip Snorter (Genco)		75.00 79.50		5.00(2)				
Rocket (Genco)		79.50 125.00 29.50	49.50	65.00				115.00
Round Up (Gottlieb)		29.30		140.00 19.00		20.00		150.00
St. Louis (Williams)	44.50	49.50 69.50	29.00	44.50 69.50	44.50	69.50		44.50
Saratoga		39.50	17 00	29.50 39.50		20.00 39.50		39.50
Screwball (Genco) Sea Breeze	29.50	34.50 29.50		34.50		34.50		34.50
Sea Jockeys (Williams) Select-a-Card (Gottlieb)	175.00 24.50	49.50	200	175.00 22.50		175.00 25.00	9	175.00
Serenade (United)	24.50	29.50 54.50 29.50	11.00	34.50 54.50	34.50	54.50		34.50 89.50
Shantytown (Exhibit)	89.00	89.50	39.50	89.00 89.50 -		89.50		
Sharpshooter (Gottlieb)	49.50	59.50 159.50	15.00	49.50 84.50		49.50	49.50	65.00 75.00
Shoo Shoo (Williams)	89.50		57.00 80.0	75.00 95.00	155.00 75.00	159.50 119.50	90.00	159.50 119.50
Show Boat		39.50		119.50		20.00		
Slugfest South Pacific (Genco)	149.50 29.50	235.00 165.00 59.50	195.00 145.00 55.00		140.00	190.00		25.00
Spark Plug (Williams)	75.00 165.00	89.00	89.00 135.00	89.50	PARTICIPA	89.50		89.50
Special Entry (Bally) Speedway (Williams)	35.00	49.50 39.50	19.50	49.50 24.00		49.50		49.50
Sportsman (Williams) Spot Bowler (Gottlieb)	2	119.50		35.00 100.00	131	90.00		
Spot-Lite (Bally)	345	.00(2)	315	300.00 5.00(2)	215.00	280.00	335.00 3	
		349.50		329.50 5.00(2) 5.00(2)	345	335.00	350.00 3	75.00
Springtime (Genco)	49.50	99.50		349.50		349.50 ).00(2)		
Stardust (United)	325.00 3	345.00	325.00	345.00		20.00		
Stop and Go (Genco) Summer Time (Gottlieb)	375.00 3	89.50 89.50	4305/41/07/1006	75.00	325.00		325.00 3	167560016
Sunshine Park (Bally) Super Hockey		34.50 195.00 59.50	395	34.50 .00(2) 59.50		34.50 395.00		94.50 34.50
Super World Series (Williams)	1	95.00		195.00		59.50		59.50
Sweetheart (Williams)		15.00 85.00 99.50	49.50	95.00 99.50	65.00	195.00	275.00 2	89.50
		7.50		77.50	.b3.00	99.50		

## Coinmen You Know

Continued from page 94

nation are two of the finest games | from the service. While on Kothat Gottlieb has ever turned out.

Doris Shapiro, AMOA's capable secretary, received a pleasant surprise when her three sisters arrived from New York for some Florida sunshine. They are Mrs. Solly Abrams, Mrs. Phi' Feinberg and Mrs. Archie Swickle. Doris and hubby Raoul are showing the visitors around.... AMOA business manager, Jimmie Bonnie, and his wife Angie, celebrated their 15th wedding anniversary.... Erasmos U. Ramos, export clerk at Bush Distributing Company, caught a ray fish during an angling expedition in the Everglades with his brotherin-law, Carlos Rodriguez.

George Berger, serviceman at Taran Distributing Company, and his wife welcomed a new arrival recently, George Berger Jr. . . Not to be outdone, another Taran serviceman, Scotty Daddis, became the father of a baby girl a few days later.... Lona Lee is the new receptionist at Taran Distributing.

Donna Shedd is battling a stubborn case of pneumonia brought on by overwork. Her husband, Dave, is manager of the Miami branch of Binkley Distributing Company which distributes M-G-M records in Florida.... Bill Boyle, who turned to the hotel business after many years as a salesman for the Rudolph Wurlitzer Company, is now managing the Delmonico Hotel at Miami Beach. The welcome mat is out for coinmen from everywhere, says Boyle.

Bob Norman has become the South Florida representative for Ron Rood, distributor of the Rock-Ola Fireball music box in Florida. Norman dropped into the monthly meeting of the AMOA and made a talk to the operators, soliciting their business.... Joseph Meyerson, J & M Service, has words of praise for the high quality of pinball games currently on the market.

Joe Mangone, All-Coin Amusements, was telling the boys along coin row this week that Cuba is now granting permits for conventional five-ball pin games. The stipulation is, says Mangone, that the machines must be used strictly for amusement, with free plays permitted but no knock-off buttons. Mangone is active in Cuba, besides being the exclusive Gottlieb distributo: for Florida, Georgia and South Carolina.

Morris Steinberg has joined the local coin machine fraternity after selling his Sterling Amusement Company in Newark, N. J., to Stratford Vending. Besides becoming a partner of his brother, Harry, in Sterling Music Corporation here, Steinberg purchased a game route from Ward Parks, Speedy Amusement Company. It is understood that Parks, who holds a pilot license, will go to work for one of the major airlines.

Pittsburgh

Zingo (United) .....

Art Vowinkel, partner in Fred's Vending Service, has returned rean duty he was in Yokohama and in Tokyo five times.... Jesse

L. Herron has an organization called Freshway Citrus Products Company.... Sidney Reinwasser recently spent eight days in Atlantic City on a business trip in connection with activities of his cousin, Col. Michael Mendlow.

Elmer Willletts feels that the difference between nickel and (Continued on page 96)

### Kiddie Ride Mfrs.

· Continued from page 82

Personnel Max D. Levine, president. Manufacturing Facilities Company owns its manufacturing plant.

Equipment in Production Space ship

Trade name: Scientific Space Ship. Price at which ride operates: 10 cents. Material and construction of the body: Waterproof laminant. Material and construction of the base: Steel. List price: \$1,295. Boat

Trade name: Scientific Ocean Liner. Price at which ride operates: 10 cents. Material and construction of the body: Waterproof laminant. Material and construction of the base: Steel. List price: \$1,295.

UNITED TOOL & ENGINEERING CO.

Colchester, Ill. Founded: 1952

Personnel Lloyd E. Yetter, president; Otis Ahern, production manager; C. R.

Savage, sales manager. Manufacturing Facilities Company leases its manufacturing plant.

Equipment in Production Hobby horse

Trade name: Sandy. Price at which ride operates: 10 cents. Material and construction of the body: Electrically welded cast aluminum. Material and construction of the base: Steel, wood and cast iron. List price:

\$750. WELD-BUILT BODY CO., INC. 5903 Preston Ct., New York,

Founded: 1946 Predecessor Company: Weld-Built Boat Co.

Personnel

A. Nelson, president, treasurer and sales manager; J. Milan, vice-president and secretary.

Manufacturing Facilities Company owns its manufacturing plant.

Equipment in Production Rocket

Trade name: Space Ship. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$650. Boat

Trade name: Sea Nymph. Price at which ride operates: 10 cents. Material and construction of the body: Metal. Material and construction of the base: Metal. List price: \$650.

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RECONDITIONED EQUIPMENT Brite Lites, Atlantic City \$435.0 Spot Life 335.00 Frolics ... 465.00 Five Stars 95.00 Genco 400 ... 265.00 Late ..... \$235.00 ABC .... 145.00 Coney Island 325.00 Brite Spot ... 325.00 Bolero ... 215.00

Write for January Special Price List "LAYT NEMEROFF . CHARLEY PIER!

MONARCH COIN MACHINE, INC. 2257-59 N. Lincoln Ave., Chicago 14, III. Phone: Lincoln 9-3996-7-8



STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, III.

3 0 0	AS NEW
0	SEEBURG M100 BL \$875.00
0	5 BALL GAMES HAYBURNER
0	HAYBURNER\$155.00
0	SPARK PLUGS 169.50
٠,	KING PIN 99.50
000	UNITED CIRCUSWRITE
0	PARKWAY MACHINE CORPORATION

715 E	nsor	St.		Bal	timor	2, 1	Nd.
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265.00

**新京大学** 

		Issue of		Issue of		Issue of		Issue of
		Jan 24		Jan 17		Jan. 10		Jan 3
Tahiti (Chicago Coin)		232475684	\$22.00	40.00		277270.02		\$89.50
Tampico (United)	\$64.50	79.50	64.50	79.50	\$64.50	79.50	64.50	
Telecard (Gottlieb)	\$04.50		2	49.00(2)			04.50	79.50
Tennessee (Williams)		49.00		29.50		29.50		20 50
Texas Leaguer (Keeney)		29.50		50.00		50.00		29.50
Thing (Chicago Coin)	33707	50.00		THE RESERVE TO SERVE THE PARTY OF THE PARTY		99.50		50.00
Three Feathers (Genco)	69.50			64.50		64.50		99.50
3-4-5	49.50	64.50		145.00		04.50		64.50
Three Musketeers (Gottlieb)	855 V (S)		25 00					
three musketeers (Gotthen)	690		d5.00	89.50		89.50		75.00
The III Color of the	89.50	110.00	S was a second	974 St. St. St. St. St.	*****			
Thrill (Chicago Coin)	29.50(2	9.50	29.50		29.50	49.50	29.50	49.50
Touchdown (United)	C STOCKSTON	165.00		165.00	16	5.00(2)		249.50
Trade Winds (Genco)	99	29.50(2)		29.50		29.50		29.50
Trigger (Exhibit)		99.50	99.50	119.00		99.50		2000
Trinidad (Chicago Coin)		24.50	( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	35.00		Section 2		
Triple Action (Genco)		24.50		49.50		49.50		49.50
Triplets (Gottlieb)				94.50		94.50	04 50	175.00
Tri-Score (Genco)	20.50	94.50	35.00			99.50	74.50	115.00
(1907) 100 (1907) 100	29.50	75.00	75.00			77.30		99.50
Tumbleweed (Exhibit)	85.00	99.50	75.00	85.00				
. ambieweed (Exhibit)	69.50	85.00		85.00				
Turf King (Bally)	Cashoon	95.00	05.00	05.00	U-10 VID10*132			
terr king thenly	85.00	95.00	85.00		85.00 9		95.00(2)	110.00
	145.00	149.50	99.50 10		100.00			149.50
			120.00	145.00	145.00	149.50		-
	V.V-5031			149.50				
Tuscon (Williams)	44.50	59.50	25.00	44.50		44.50		44.50
Utah (United)	59.50	84.50	59.00			84.50		84.50
MANAGER STREET, CONTRACTOR OF THE STREET,	10000	700		84.50		Harrie and		04.50
Watch My Line (Gottlieb)		85.00	55.00					
Whizz Kids (Chicago Coin)		175.00	33,00	165.00				
Wild West (Gottlieb)		225.00		225.00		225.00		
Winner (Universal		223.00	100	225.00		223.00		225.00
Industries)	45.00	99.50	45 00		722722	200-216	V 15000000	
	45.00	37.50	45.00	50.00	45.00	75.00	65.00	
			55.00	59.00		99.50	89.50	95.00
Wisconsin (United)	94 50	90 50		99.50	98494986	G-50/96		125.00
IAIT A	34.50	39.50		34.50	20.00	34.50		34.50
Yank (Williams)		49.50		49.50		49.50		
Zingo (United)							+	49.50

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SEEBURG	WURLITZER
M-100-A (78) Write	1100\$269.50 1015

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1422 94.50	AMI 5/10 25.00

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Golden Gloves 79.50	Doopie Strottie no no	m.
Triplets 94.50	2000-2000 111111111111111111111111111111	
Pinky 99.50	MITS & ROTES	A CONTRACTOR OF THE PARTY OF TH
Nifty 99,50	Ollinea Peagers	1 6
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We Shall Be Pleased To Demonstrate This New Equipment KEENEY ELECTRIC CIGARETTE VENDOR KEENEY TELEVISION . KEENEY TEAM BOWLER

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Seeburg	M100B	775.00	Evans Constellation 395.00

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## THE BILLBOARD Index of Advertised Used Machine Prices

## Arcade Equipment

Ace Bomber (Mutoscope)...

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment. age, time on location, territory and other related factors.

Jan. 17

\$150.00 \$100.00 150.00

Jan. 10

Issue of

Jan. 24

\$150.00

Ace Bomber (Mutoscope)	\$150.00 119.00	\$150.00 119.00	\$100.00 150.00 125.00	\$195.00 125.00(2)
Air Raider (Keeney)	125.00	95.00	95.00	
Atomic Bomber (Mutoscope)	205 00	125.00	285.00	207.00
Bank Shuffle (American)	285.00 275.00	285.00	285.00	285.00
Bank Shuttle (American) Big Inning (Bally)	165.00 195.00	165.00 195.00	149.50 165.00 195.00	149.50 185.00 195.00
Bolascore (Supreme)	95.00	95.00	95.00	100.00
Bomber	89.50 45.00	55.00 45.00	45.00	= 13
Boomerang	24.50	19.50	CHEST CONTRACTOR	
Challenger (ABT)	20.00 29.00 29.50	20.00 29.00 29.50	20.00 29.50	29.50
Chicken Sam (Seeburg)	105.00(2) 150.00	105.00(2) 110.00 150.00	105.00(2)	105.00(2) 150.00
Counter Grip (Mercury)	34.50	34.50	34.50	34.50
Dale Gun (Exhibit)	50.00 59.50 65.00(2) 75.00 94.50	28.00 50.00 65.00(2) 75.00 94.50 100.00	49.50 50.00 65.00(3) 75.00 94.50	50.00 65.00(3) 75.00 94.50
Defender (Bally)	125.00	95.00	95.00	95.0C
Deluxe Athletic Scale (Mercury)	79.50	79.50	79.50	79.50
Deluxe Photomatic (Mutoscope)			149.50	-
Derby, 4 Player	159.50	149.50	150.00	195 00(2
(Chicago Coin)	195.00(2)	195.00(2)	195.00(2) 149.50	275 00.12
Drop Kick	75.00	75.00	75.00 150.00	75.00
Flying Saucer (Mutoscope)	150.00 59.50 85.00	59.50 85.00	75.00 85.00	150.00 85.00 119.50
Goalee (Chicago Coin)	119.50 125.00	119.50 125.00	119.50 125.00	125.00
Gun Patrol (Exhibit)	175.00 195.00	215.00	215.00 65.00	175.00 215.00 69.50
Heavy Hitter (Bally)	65.00 65.00 75.00	59.50 65.00	65.00 75.00	65.30 75.00
Hockey (Chicago Coin)	MATERIAL DESCRIPTION	75.00	EDANG CANOCISE	O PARTE INTO SEC.
trish Poker	85.00	85.00	85.00	85.0C
Jack Rabbit (Amusement Corp.) Jet Gun (Exhibit)	95.00 109.50 225.00	95.00 109.50 195.00	95.00 109.50 250.00	95.00 109.50 195.00 265.00
1 18 128	1000 63010	250.00(2) 195.00	NORMAL STATES	COSSESSED FOR THE STATE OF
Jungle Joe	18.50 22.50	18.50 22.50	18.50 99.50	. 00.01
Lite League	99.50 39.50	99.50 39.50	39.50	99.5L 39.5C
Metal Typer Deluxe	195.00	195.00	375.00 195.00	375.00
Midget Movies	125.00 199.50	125.00 199.50	125.00 150.00 199.50	125.00 199.50
Model F (ABT)	20.00	20.00	20.00	150.00
Panorams	275.00 250.00	225.00	225.00	225.00 250.00
Photomatic (Mutoscope)	250.00(early) 625.00(late) 650.00(late)	250.00 250.00(early) 625.00(late) 650.00(late)	250.00 250.00(early) 375.00(late) 625.00(late)	250.00(early 650.00(2) (late
Pistol Pete (Chicago Coin)	75.00 129.50	55.00 75.00 125.00 129.50		
Pitch 'Em & Bat 'Em	185.00	Indicate and residents.	17/784E-7	DOMESTICS!
(Scientific)		99.50 125.00		75
Pokerino Jr. (Scientific)			79.50	
Pony Express (Exhibit)		2012/2012/0		
Pool Table (Edelco) Punch-A-Ball (Genco)			To the second se	(4)
QT Pool Table	The second	05.00	95.00	125.00
Quizzer	95.00 125.00			
Recordio "Nilcox-Gay)	125.00	125.00	125.00	OCTOTORISMO
Rifle Range Rav Gun Set Shot Basketball			77.5	HARRING.
(Munves)	49.50 59.50	49.50 59.50		
Shocker (Acme)	24.50	( PC) 7 (T) 7 (L) (PC) (T) (T) (T)	24.50	
Shoot-A-Line (Exhibit) Shoot the Bear (Seeburg)	249.00 265.00	195.00 199.50	250.00	
	275.00 295.00	225.00	295.00	and the second s
		249.50(2) 265.00		
		275.00(2)		
PROGRAMME AND A STATE OF THE ST	300.00	295.00		150.00
Silver Bullet (Exhibit)				165.00(3)
Skee Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Skil Roll (Eva *)	125.00 39.50			
Skill Test (Groetchen)	59.50	59.50	59.50	59.50
Sky Fighter (Mutoscope)	125.00	125.00	125.00	
Standard Metal Typer	75.00 79.50			75.00 100.00
Series Arramanist.	100.00 139.50	75.00 97.50	139.50	100 00
Sup Gun (Keeney)	125.00	100.00 139.50		125.00
Target Skill (Genco)		100.00	100.00	100.00
Team Hockey (United)				
SHAM SEX SHENSING	169.50	169.50	0	** **********
Ten Strike (Evans) 3-Way Gripper (Gottlieb)			T	
Torpedo (Bally)		110.0	0	W Province
Undersea Raider (Bally) Voice-o-Graph (Mutoscope)	95.00 425.00 525.00			
Western Baseball	the later regard. The plants will be a part of the par			

## Coinmen You Know

Continued from page 95

Western Baseball ......

dime play is the way the public been feeling well lately and has hired another man to help him. . . M. J. Abelson, Oak Manufacturvending operation results from motion behind the kiddle ride of the business venture. \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

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Glen Gillette believes one of takes it .... Al Klodell has not the best reasons for continued good business is that installment sales are still high.... There aping, claims the success of a good pears to be good personal profiguring out every angle possible business in local food and department stores.



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Bally Spotlight	. 325
Bally Bright Light	. 225
Wurlitzer 1100	. 299
Seeburg 148-ML	. 249
Williams Twin Bowler	. 49
Williams Dreamy	
Williams Freshie	. 79
Chicago Coin Punchy	. 69
Chicago Coin Champion	
Exhibit Playland	. 64
C-8 Eastn. Elect. Cig. Vend	. 139
Nat'l 9-Col. Candy Vend,	. 85
Rowe S-Col. Candy Vend,	. 59

NEW! Bally Beauty, United Show Boat, fles, Gottlieb Queen of Hearts, Williams Write for List of New and Reconditioned.

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Seeburg 3W2 L-56 (5¢) 3-Wire Wallomatics . . 7.50 Ea.

Seeburg WS 2Z (5¢) Wireless Wallomatics . . . 3.00 Ea.

Seeburg W6 L-56 (5-10-25¢)

Wireless Wallomatics . . 35.00 Ea.

Wurlitzer 3020 (5-10-25¢)

Wallomatics (Chrome Cover) ....... Wurlitzer Model 4820 (48 Selections), (Chrome Cov.) 60.00 Ea. Packard Wall Boxes (24 7.50 Ea. Wall Boxes ......... AMI (40 Selection) Wall Boxes ...... 35.00 Ea.

1012 Market Street St. Louis, Mo.

### SAM SOLOMON'S BUYS

United ABC .... Chi. Coin Basketball Champ 195.00 Sunshine Park . . . . . . . . 395.00 Long Beach . . . . . . . . . 395.00 Twin Rotation . . . . . . Write Keeney 4 Player Conversion (for long board) ..... 195.00 Hayburners ..... 149.50

University Coin Machine Exchange 854 N. High St., Columbus 8, Ohio Tel.: University 6900

EXHIBIT'S

SPACE GUN

Great companion piece

CONVERSIONS

MATCH-A-SCORE

CONVERSIONS

Modernize your shuffle alleys into match score games!

TRY 'N' TIE with Huge Flashy Numbers

\$57.50

King's MATCH THE WHEEL

United LITE-A-SCORE

\$49.50

5 BALLS

RACING SPECIALS!

Wms. SWEEP-STAKES \$215 Wms. JALOPY. 195 Un. TOUCH-DOWN ..... 195 Wms. HAY-

BURNERS ... 165 Bally HOT ROD 65

COTTLIEB

MADISON SQUARE
GARDEN ...... 110
WATCH MY LINE ... 85
COLLEGE DAZE ... 85
3 MUSKETEERS ... 85
DOUBLE SHUFFLE 75

BOWLING CHAMP 65 BUTTONS & BOWS 65 TELECARD 49

EXHIBIT SHANTYTOWN ....589

JUDY .......... 85 TUMBLEWEED .... 85

UNITED 65

AQUACADE .... 39
BABY FACE .... 39
Many others. Write
for complete list

## THE BILLBOARD Index of Advertised Used Machine Prices

### Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

Ace Bowler (Chicago Coin)	Issue of Jan. 24 \$79.50	Issue of Jan, 17	Issue of Jan. 10	Issue or Jan 3
Baseball (Bally)	West of the	\$29.00		
Baseball (Genco) Big League Bowler (Keeney).	79.50 185.00	185.00		
Bowlette (Gottlieb) Bowling Alley (Chicago Coin).	25.00 45.00	15.00 25.00(2) 40.00 45.00	\$25.00	
Bowling Alley, 6 player (Chicago Coin)	250.00w/p 295.00	265.00 295.00w/p	265.00 295.00 295.00w/p	\$245.00 319.50
	275.00	295.00	200885888	
Bowling Champ (Keeney) Bowling Champ, 2 player		92-2-0011102-103	50.00	50 00
(Keeney)	59.50 69.50 89.50	50.00 89.50 59.50 69.50 89.50	59.50 69.50 89.50	59.50 109 50
Bowling Classic, 2 player (Chicago Coin)	69.50			
De Luxe League Bowler (Keeney)	245.00 265.00 295.00	245.00 265.00 295.00	245.00 265.00 295.00	265.00 275.00 295.00
Deluxe Bowler (Williams)	39.00	39.00	39.50	273 00
Coin)	70.50 00.50	70 50 00 50	265.00 79.50 99.50	265.00w/s
Double Bowler (Keeney) Double Header (Bally)	79.50 99.50 59.50	79.50 99.50	69.50	79.50 99.50 69.50
Double Header (Williams)	45.00(2) 49.50(2) 50.00	45.00(2) 49.50 50.00	45.00(2) 49,50	49.50
Double Shuffle Alley (United)		40.00 45.00		55.00
Rebound (United)	139.50	139.50	139.50	139.50
B Player Rebound (Genco) Five Player Shuffle Alley	125.00	125.00	125.00	125.00
(United)	199.50(2) 200.00 220.00	199.50 200.00 215.00	199.50 215.00 225.00(2)	199.50 215.00 235.00w/r
4	225.00(2)	225.00(3)	235.00w/p 240.00w/p	240.00w/p
	225.00w/p 235.00w/p	235.00w/p 240.00w/p	245.00(2)	245.00
Four Player (Keeney)	245.00 95.00 195.00	95.00 125.00	195.00 225.00	195.00 295.00
10 <sup>1</sup> 8570 81 86 8670	225.00 295.00	150.00 195.00 225.00 295.00	295.00	175.00 275.01
Four Player Shuffle Alley (United)	185.00	194.50 195.00	220.00	220.00
Mark Arrang (1923) 102-92 (1910) - 190-190 Hi	195.00(2) 200.00 220.00	200.00 220.00	125.00 145.00	125.00 149.50
Hook Bowler (Bally)	95.00 145.00 149.50	95.00 145.00 149.50	149.50	
League Bowler (Keeney)	125.00 135.00	115.00 125.00 135.00 139.50	115.00 125.00 135.00 139.50	115.00 139 50
King Pin (Keeney)	139.50 35.00	35.00	133.00 137.50	
(Keeney)	139.50 159.50	99.50 139.50 195.00	139.50 195.00	195.00
League Bowler Super Deluxe	275.00	275.00	275.00	
(Keeney) Official Shuffle Alley	CE ADMANDA WERE LEVELAND	349.50 365.00	349.50	
(Keeney) Pin Lite Bowler, 2 player	349.50 365.00	30-200	317.30	
Rebound (Chicago Coin) Shuffle Alley (United)	29.00	85.00 29.00	29.00	
Shuffle Alley DeLuxe, 6 Player (United)	295.00(2)	295.00	325.00(2)	315.00w/s
o riager toutteer	325.00 350.00	325.00(2)	350.00	325.00 350 00
Shuffle Alley Express (United	35.00 45.00 49.50	35.00 45.00 49.00	35.00 45.00 49.00	35.00 49.00
Shuffle Alley, 2 player (Keeney)	49.50	49.50		
Shuffle Alley, 2 player (United)	60.00	60.00	60.00	60.00
Shuffle Alley Express		5-M1600V-7	139.50	139.50
2 player (United) Shuffle Alley, 6 player (Keeney)	139.50	139.50	257.50	250.00
Shuffle Alley, 6 player (United)	240.00	240.00 245.00	240.00 245.00	240.00 265.00
	245.00(2) 249.50	260.00w/p 265.00(2)	265.00(2) 265.00(2)w/p	265.00(2)w/s 315.00
16	260.00w/p	265.00w/o	315.00	
	265.00w/p 265.00 315.00	289.50 315.00	92	
Shuffle Baseball (Chicago Coin) Shuffle Bowler (Bally)	45.00	45.00(2)	45.00 29.00	29.00
Shuffle Horseshoe (Chicago Coin)	75.00 99.50 129.50	75.00 129.50	75.00 129.50	75.00 95.00 129.50
Shuffle Lane (Rock-Ola)	29.00	29.00	29.00	
Shuffle Line (Bally)	95.00 105.00 125.00(2)	95.00 105.00 125.00(2)	95.00 105.00 125.00(2)	95.00 105.00 125.00
Shuffle Slugger (United) Shuffle Target (Genco)	65.00(2) 90.00 95.00	65.00 79.50 95.00 119.00	65.00 79.50 95.00 119.00	69.50 95.00
SERVER SE	99.50 100.00	i de la companya de l		
Shuffle Tournament, 4 player (Universal)		145.00	145.00	
Single Shuffle Alley Rebound (United)	50.30 75.00	50.0: 89.50	50.00 89.50	50.00 89.50
Skee Alley (United) Star Bowler, 2 player Strike (Exhibit)	79.00 89.50 350.00	59.00 79.00 350.00 89.50	79.00 350.00 435.00 89.50	79.00 350.00 435.00
Super Six Shuffle Alley (United)	350.00(2) 375.00	334.50 350.00(2)	350.00(2) 375.00	350.00 375.00
Super Twin Bowler	entendentendenten Settenden overheiten	375.00	TABLEYO SORDAR SO	r 5 Verrer resse
(Universal)	39.50 69.00(2)	39.50 59.50 69.00(2)	59.50 69.00(2)	59.50 69.00
SECURIOR SEC	50.00 59.50	50.00 59.50 89.50 99.50	50.00 59.50 89.50 99.50	50.00 59.50 119.50
Trophy Bowl (Chicago Coin).	89.50 99.50	A 1.24		
Twin Bowler (Chicago Coin). Twin Bowler (Universal) Twin Shuffle Alley Bebound	89.50 99.50 32.50w/p 49.00	32.50 w/p 40.00 49.00(2)	49.00	49.00

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### Fla. Cig Tax Returns

TALLAHASSEE, Fla., Jan. 24.

-Florida's nickel-a-pack cigarette tax yielded \$1,511,300 in December, up \$89,568 over the same month a year ago, it was announced by the State revenue department.



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We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED-by honest effort-by delivering only quality equipment-by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention

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AMUSEMENT MACHINES CO. 666 N Broad Street Philadelphia 30, Pa.

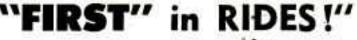
Phone: FRemont 7-4495 'You can ALWAYS depend or Active-ALL WAYS!"

### 25 FROLICS

For Sale—Like New \$400.00 each

ED'S MELODY MUSIC SERVICE 4758 S. Bishop St. Chicago 9, III. Phone: YArds 7-1414

ភិពពេលពេលពេលពេលពេលពេលពេលពេ \$380?? See Market Place, Page 94





GREATEST SELECTION OF QUALITY RIDES . . . NEW and RECONDITIONED

EXHIBIT'S TOP RIDES TRIGGER SPACE PATROL RUDOLPH

PETE THE RABBIT RAWHIDE BIG BRONCO

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NEW! KEENEY'S 10 PLAYER

TEAM BOWLER With dynamic new

"First-Conditioned" and Resurfaced KEENEY

bonus play feature!

DE LUXE LEAGUE BOWLER ..... \$265 LEAGUE BOWLER 135 UNITED SUPER 6 PLAYER \$375 DELUXE SIX PLAYER 325 SIX PLAYER 245 FIVE PLAYER 225

SKEE ALLEY ..... 79 SHUFFLE SLUGGER 65 SHUFFLE EXPRESS 49 CHICAGO COIN

TROPHY BOWL .. \$ 49

SHUFFLE LINE . S105 HOOK BOWLER . . 105 UNIVERSAL

SUPER TWIN ... S 69 TWIN BOWLER ... 49 GENCO SHUFFLE TARGET \$95

WILLIAMS DOUBLE HEADER \$45 DELUXE BOWLER. 39

American BANK SHOTS

Like New SPECIAL \$285 Genco JUMPING JACKS "First-Conditioned" BALLY



### ARCALE

Now Delivering! New EXHIBIT SPACE GUNI

"First-Conditioned"

EXHIBIT JET GUN \$195

Exh. GUN PATROL \$175
Seeburg SHOOT
THE BEAR ..... 265
Chi Coin 4 PLAYER
DERBY ..... 195
TELEGUIZ, w/film. 139
AIR RAIDER ..... 119
CHICKEN SAM ... 105
RIFLE RANGE RAY
GUN ..... 105
TEAM HOCKEY ... 95
Wms. QUARTER... 85
Chi. Coin GOALEE 85
EX. FOOT EASE ... 85
IRISH POKER ... 85
EX. DALE GUN, late 75
EX. DALE GUN, late 75
EX. DALE GUN ... 65
Chi. Coin HOCKEY ... 65
ABT CHALLENGER 29

### BINGO 5 BALLS

Bally BEAUTY United SHOWBOAT

PALM BEACH ....\$495 FROLICS ...... 435 ATLANTIC CITY .. 425 SPOT LIGHT ..... 345 BRIGHT SPOT .... 325 CONEY ISLAND ... 325 UNITED

BOLERO ......\$250 GENCO '400' .....\$255



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### KLOPP PROVEN-TESTED COUNTING MACHINES MEAN MONEY IN THE BANK . . .

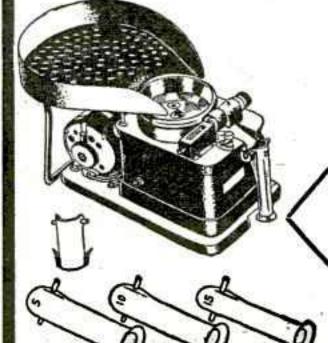
MANUAL COIN COUNTING AND PACKAGING MACHINE

Complete with reserve coin tray four metal tubes for packaging and one for bagging. Tubes are easy to change simply remove tube in use and latch on the one you need.

HAND-OPERATED MODEL D .00 Excise Federal Excise All Machines **Guaranteed** for 1 Year Against

> **Defective Work**manship and

Materials.



ELECTRIC MODEL MODEL DE Federal Excise Tax Included

Carrying Case Available for both models ...

### MOTOR DRIVEN COIN COUNTING AND PACKAGING MACHINE

No cranking . . . you use both hands for packaging the coins. Maintains a continuous counting rate of over 2,000 coins per minute! Only one mechanical regulation needed to change from one denomination to another. Comes complete with 4 aluminum coin tubes, a bagging head and reserve coin tray.

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\$649.00

Looks and Operates Like New -CHECK THESE FEATURES-Mechanism overhauled

J Electric selector checked / Solenoid Unit disassembled and cleaned

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SEEBURG 1250 .....\$399 1080----- 125 148 ML ......\$240 147 M or S..... 140 146 M or S...... 125 H 146 HIDEAWAY...... 89

1941 HIDEAWAY ......

1017 Hideaway ..... 115 AMI **ROCK-OLA** 1434, 50 Record......\$529 1432, 50 Record...... 395 1422

WURLITZER

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRACEDY STRIKES

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Right Off the Route Reconditioned Like New

Atlantic Citys .....\$435 Gence 400's ...... 275 Turf Kings ..... Citations ..... Genco 400's Equipped With Latest Factory Improvements for Ideal

1/2 Deposit, Balance C.O.D. W. E. KEENEY MFG. CO. 5229 So. Kedzie Chicago 32, III.

### MISCELLANEOUS EQUIPMENT

United DELUXE SIX PLAYER ....\$345 United OFFICIAL SHUFFLE ALLEY 365

SHUFFLE GAMES

### The Latest . . . FIVE BALL GAMES

Gott. BASKETBALL.\$120 CONTROL TOWER .. 110 DOUBLE FEATURE . 125 DOUBLE SHUFFLE . 95 GOLDEN GLOVES .. 95 HAY BURNER .... 165

BINGO GAMES

Bally CONEY ISLAND ....\$315 

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matter of minutes, Elim-inate time and expense refinishing playfields. Comes complete with fast drying glue and instruc-

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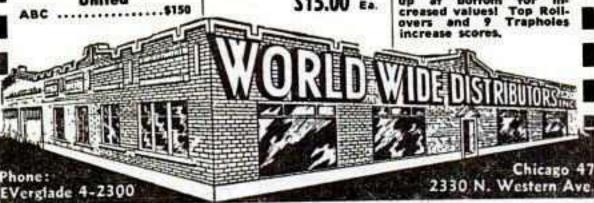
For 8' United Games

Can be easily installed in

\$15.00 Ea.

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Here is a new, tantalizing game that's REALLY DIF-FERENT! Features HIGH SCORES and S-P-E-L-L AWARDS. 2 Thumper Bumpers. 2 Flippers lite up at bottom for increased values! Top Rollovers and 9 Trapholes increase scores.



United 6 Player Deluxe Shuffle Alley .....\$295,00 United 6 Player Big Pins, Universal 5 Star .......

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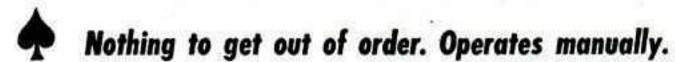
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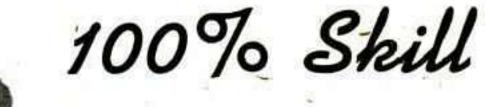
POKER

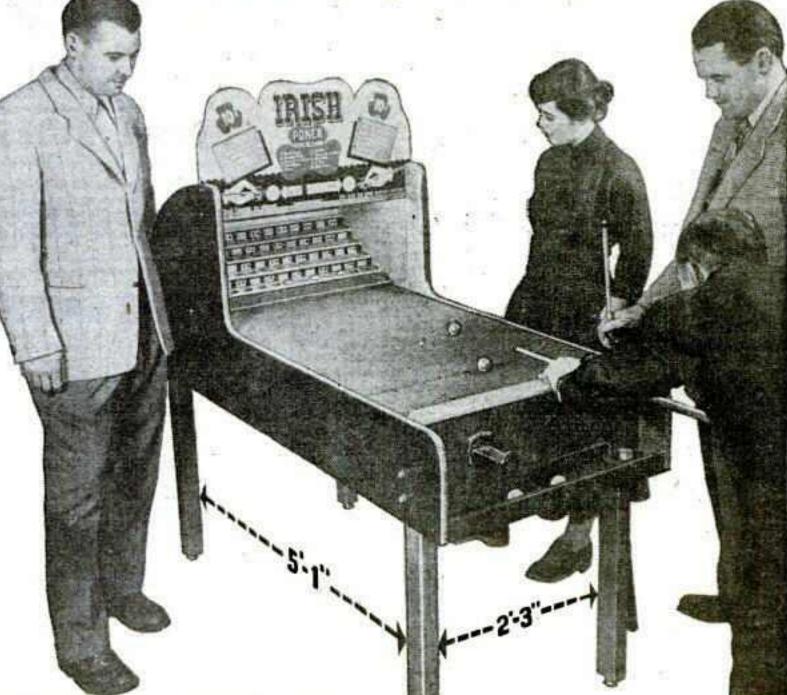


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Plays other games. You can switch to a new game in 5 minutes.

Lowest priced machine and biggest money maker on the market.





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STRAIGHT!

FULL **HOUSE!** 

5 OF A



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QUEEN OF HEARTS is proving to be such a "natural" that orders are piling up beyond all expectation. Please bear with us and your Gottlieb Distributor just a bit longer.

### **NEW PARTS CATALOG**

Now Available from Gottlieb Distributors!

Fully illustrated; also contains adjustment instructions and complete lubrication check list.

BE SURE ORDER AT ONCE **DISTRIBUTOR!** 



- Keeney Double Bowler, 2 Player \* Mercury 13-Way Athletic Scale,
- \* Wms. De-Icer, 5 Ball

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UNITED SHOW BOAT **BALLY BEAUTY GENCO JUMPIN' JACKS** CHI. BIG HIT QUEEN OF HEARTS WMS. TWENTY GRAND

> BINGO. Frolics Atlantic City 425 Spot Lite

Coney Island 350 Bright Spot 350 Leader .... 335 Bolero 250 Bright Lights 245 A-B-C 175 Lite-a-Line 145

Tampico .... Aquacede .. Oklahoma ... Serenade ... WILLIAMS Horseshoes \$169,50 Hayburners 165.00 Shoot t' Moon 159.50

WANTED

Late Shuffle Games, Bingos, Arcade Equip.

Send list and prices.

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Lucky Inning \$ 84.50 Maryland ... 84.50

Dallas ..... 74.50 St. Louis .... 69.50

Playland ....\$104.50

EXHIBIT

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FACTORY REBUILT, 25c, KING SIZE COLS. 

 Rowe President, 10 Col.
 \$155
 Ex. Love Meter
 39.50

 Rowe Royal, 8 Col.
 130
 Gott. 3-Way Grip
 24.50

 Rowe Royal, 10 Col.
 140
 Hit-A-Homer
 24.50

 National Model 950, 9 Col.
 130
 Big Inning
 195.00

 Uneedapak Model 500, 9 Col.
 133
 Flip Skill and Stand
 69,50

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Wico Major Leaguer .\$1295.00 4 Player Derby ...... 195.00 Metal Typer ..... 325.00 Photomatic, Late .... 650.00 Photomatic, Pre-War . 250.00 Voice-O-Graph, 35¢ ... 525.00 Bing-a-Roll ...... 125.00 Chi, Basketball Champ 250.00 Ev. Ten Strike, Floor Sample ..... 169,50 Shoot the Bear ..... 295.00 Chi. Midget Skee Ball . 199.50 Chi. Pistol ..... 129.50 Star Series ......... 139.50 Pokerino Jr., New .... 99.50 Telequiz & Film ..... 169.50 Goalee ...... 119.50

Jack Rabbit ...... 109.50 Team Hockey ...... 125.00 Chicken Sam, Rebuilt. 150.00 Pokerino ..... 99.50 Life League ..... 99.50 Exh. Dale Gun ..... 94.50 Batting Prac. ...... 89.50 Marion Scale ...... 89.50 Quarterback ...... 89.50 Flash Hockey ...... 75.00 Art Show & Film .... 49.50 Mercury Counter Grip. 34.50 ABT Challenger ..... 29.50 Acme Shocker ..... 24.50 ABT Skill Gun ..... 39.50 Groet, Skill Test ..... 59.50

### SHUFFLE GAMES

UNITED 10th FRAME STAR S. A. UNITED 10th FRAME SUPER S. A. CHI. NAME BOWLER

CHI. 10th FRAME SUPER MATCH BOWLER, 6 Pl. CHI. 10th FRAME SPEC AL. 6 Player United 4-Player

Univ. Super Twin Bowler ....... 59.50 Chicain 6-Player, Formica Top ...... 295.00
Chicain Shuffle Horse Shoes ...... 129.50
Chicain Bowling Classic .......... 89.50 Chicain Trophy Bowl ...... 

\* KIDDIE RIDES!

Wms. Double Header ..... 49.50

Make Empire Your Headquarters . . Latest Models on Display Rudolph — Trigger — Big Bronco—Raw-hide—Pete Rabbit—Atomic Jet—Hot Rod —Space Ranger — Midget Racer — Miss America — Jet Saucer — Space Patrol— Space Ship-Rocket. 

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ACORN VENDOR,

1c or 5c. \$14.95 Silver King .... \$13.95 25¢ Razor Blade 19.95 5.K. Hot Nut .. 29.95 N.W. 49, 1¢, 5¢ 17.35 U-Select-It .. 49.50 N.W. Tab Gum. 25,95 33 Ball Gum .... 7.50 N.W. Stamp ... 69.00 U-Pop-If ......195.00 10¢ San. Nap. .. 22.50

Lo-Boy ......239.50

CHICAGO 22, ILL

Smokeshop

1-BALLS

Bally Futurity...Write Turf King ....\$149,50 Winner ..... 99,50 Champion ..... 89.50 Citation ..... 79.50 Gold Cup ..... 59.50 Jockey Special 54.50 Special Entry .. 49.50 mmmmm

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All machines packed and sold 4 to the case.

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100 or more @ 13.20

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HEADQUARTERS FOR HE

EARNING POWER . . . \$10 Per Hour! \$1,495.00

The Super Automatic Baseball Pitching Machine

Genuine DeLuxe

SHUFFLE GAMES Un. Official Bowier 5349.50 United 6 Player .. 245.00 -Player ..... 220.00 4-Player ...... 195.00 Shuffle Slugger ... 65.00 Shuffle Express 45.00 Bally Shuffle Line 125.00 Shuffle Target .... Super Twin Bowler

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Deluxe LB .... 275.00 Bally Hook Bowler. 145.00 Chicoin Baseball .. 45.00 Chicoin Baseball ... WILLIAMS DOUBLE HEADER ..... Keeney 4-Way Bowl-er Shuffleboard

Conversion .... 225.00 eeney Bowling Champ Shuffleboard Conversion 89.50

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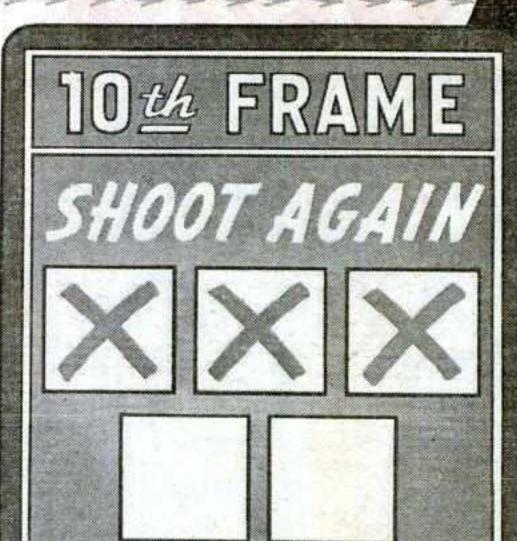
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