

The Billboard

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Music Men Try Every Angle In Search for the Extra Buck

Record Firms Explore New Ways For Multiple Use of Same Tape

By PAUL ACKERMAN

NEW YORK, Jan. 30.—Time was when a music publisher was a publisher; a vocalist, a singer of songs; a band leader, a purveyor of dance music, and a record company, a manufacturer of disks. Today this would be an oversimplification. The mad competitive scramble—the lure of the extra buck—has added much complexity to the once-simple music blueprint.

Publishers now manufacture records, record companies are publishers and publishers are personal managers. And artists, no longer the Simple Simons of song, operate their own publishing ventures.

There is nothing new to this picture; it has been a long time developing. What is startling, however, is the extent to which this overlapping of activity has extended to every cranny of the music business.

The search for lucrative byways has resulted not only in this persistent overlapping of activity, but also in highly-g geared merchandising and promotion within the different music business fields.

The most dramatic illustration of this is the disk business, where the present day exploitation of a tape, or master, exceeds anything imaginable in years gone by. (See separate story.)

A quick survey on the number of artists who over the years have

ventured into the music publishing field is indicative of the strong appeal of the extra buck.

Many of these artist-held firms, of course, proved to be "stiffs" and either folded pronto or became inactive. A number of them, however, proved useful or profitable in various ways.

Maestri who have taken the leap include Charlie Barnet, Blue Barron, Les Brown, Ziggy Elman, Ralph Flanagan, Glen Gray, Stan Kenton, Woody Herman, Gene Krupa, Guy Lombardo, Ray Anthony, Freddy Martin, Russ Morgan, Art Mooney, Tony Pastor, Benny Goodman, Louis Prima, Artie Shaw, Three Suns, Tommy Tucker, Fred Waring, Ted Weems, Tommy Dorsey, Sammy Kaye, etc.

Top vocalists who have been in publishing include Eddie Fisher, Perry Como, Rosemary Clooney, the Ink Spots, Jo Stafford, Julius La Rosa, Dinah Shore, Frankie Laine, Frank Sinatra, Patti Page, Les Paul-Mary Ford and others.

Artist Holdings
It has long been a supposition that most artist-held firms flop. This, of course, is a misleading generality. Artists as Kaye, Miss (Continued on page 12)

By IS HOROWITZ

NEW YORK, Jan. 30.—The search for the extra buck in records has led record companies to explore new and duplicate uses of their product, in effect stretching the original tape to cover several distinct markets.

While both the popular and classical departments of all firms have successfully sold the identical item two or more ways, via standard-speed, 45 r.p.m. and LP versions, more recent exploitation has reached into the more esoteric byways with equal success.

In all cases, the cost of cutting the original length of tape (or subdivision thereof) has been spread over a larger base by the manufacturers, and dealers have been able to promote sales to segments of the buying public hard to reach before. It has set that original hunk of tape pulling revenue on various levels.

NEW YORK, Jan. 30.—Columbia Records pulled a switch this week when it decided to cover itself. The firm is issuing another "Kismet" album on top of its best-selling original cast (Continued on page 12)

WORK'S FOR THE WORKING CLASS NOT MUSICIANS

MIAMI BEACH, Jan. 30.—James C. Petrillo, in town to lead the American Federation of Musicians contract renewal negotiations with motion picture studios, can always be counted on for a laugh. A reporter questioned the union leader about the base pay of musicians working in Hollywood studios.

"Around \$149 a week," Petrillo answered.

"Is that a 40-hour week?" continued the newsman.

"Forty-hour week!" exclaimed James. "What the hell do you think we are, newspaper reporters? That's for a 10-hour week!"

Miami Hotels' Grosses Flop At Mid-Season

Smaller Inns Use Special Packages; Clubs Feel Pinch

By HERB RAU

MIAMI BEACH, Jan. 30.—Money-wise, this is a flop season. The hotels aren't exactly empty, but a tourist coming to town today can select his own room in the hotel of his choosing. In some cases, he can even name his own price.

None of the major hotels have announced any rate drop yet, but a few of the lesser-known establishments are promoting "package deals" in two manners. One is a cut rate for an extended stay; the other is a list of freebies that includes everything from meals to an automobile.

Publicly, hotel owners, nitery operators and restaurateurs claim they're "doing great." Privately, they have one word for business: "Stinks!" So far there's only been one major casualty: the Cascades restaurant and lounge, a brand-new imposing night spot on the 79th Street Causeway, which changed hands suddenly.

Fewer Visitors
Officially, but still on an "off-the-record" basis as to source, there seems to be more people here than last year. But they're devoting less time to their vacations in South Florida—and they've got considerably less money to spend.

Also, during the past 12 months, accommodations for an additional 9,000 people sprang up in the Miami Beach and Sunny Isles motel area. This doesn't include the Miami side of the bay, where about a third of that figure appears reasonable. Hence, the people are strung out over a wider area, they're renting motel rooms and kitchenette apartments, and they're saving their money.

Money-wise, this is just about the worst season—so far—since World War II. The season of (Continued on page 11)

Campbell's May Join Gen. Food

NEW YORK, Jan. 30.—General Foods this week was reportedly negotiating a deal with Campbell's Soups which would result in a merger of the two firms.

It is not known how near the deal is to consummation. The Campbell's line of soups, juices and Italian canned foods, however, would fit right into the General Foods distributing pattern and add further strength and diversification to that firm.

Both companies are in the front rank of radio and TV advertisers. Together they would constitute an advertising colossus that would challenge Procter & Gamble, the biggest spender in both media.

In 1952 General Foods spent \$22,028,540 and was the second largest advertiser in the nation. Campbell's was No. 14 and spent \$8,924,581 during that year. For 1953 together they spent considerably more.

General Foods has had the yen to acquire other companies for quite a while. Reports were circulating in the trade several months ago that it was talking a deal with Lever Brothers, but nothing came of it.

NBC-TV ACQUIRES 2-HEADED GENIUS

Rogers & Hammerstein Talk ½-Hour Musicals; May Dramatize Songs

NEW YORK, Jan. 30.—NBC-TV this week reportedly acquired the programing plum of the season, a new half-hour show which would involve the most important creative musical comedy names on Broadway, Richard Rodgers and Oscar Hammerstein. To be

titled "Rodgers and Hammerstein Presents," the program would probably consist of original dramatizations of standard tunes.

The songwriting team would act as emcees and lend a hand with production. They probably would not appear on each show, however. The orchestrating and conducting is to be by Robert Russell Bennett, who is currently whipping the program together. Bennett last year had his own musical half hour for Scott Tissues on NBC-TV and was instrumental in bringing Rodgers and Hammerstein into the NBC-TV fold.

Also expected to be presented would be the work of top choreographers from Broadway musicals. Such names as Agnes De Mille (Continued on page 3)

TV COLOR FAST

New Adapter Would Cause Spurt to Era

WASHINGTON, Jan. 30.—Declaring that color TV is developing faster than expected, Commissioner George Sterling, of the Federal Communications Commission, foresees the probability of a low-cost color adapter for black-white sets coming into use as a transitional gimmick to speed the color era.

"From all indications," said Sterling, "color TV is developing faster than originally anticipated." In a Boston speech this week he went on to declare that "competition in producing color tubes with large viewing surfaces is moving rapidly and set manufacturers are competing both as to price and the number of receivers they can produce this year and the following ones."

The FCC commissioner supported a prediction made earlier in these columns that color TV sets will spark a UHF boom (The Billboard, November 14), with UHF even in the traditional period certain to outnumber VHF stations in a third of the nation's top market areas by the end of this year (The Billboard, January 9).

SONG HITS BORN IN LEGIT, FILMS

NEW YORK, Jan. 30.—The five best-selling records in the country, according to the current Billboard popularity charts, are all tunes originally written for legit shows or movie scores. Music traders will note that it's been some years since the show or film tunes have shown this much strength.

The No. 1 tune, "Oh, My Papa," was originally penned for a Swiss-German musical. "That's Amore" is from the Paramount picture, "The Caddy." From the "Kismet" score, "Stranger in Paradise" now holds down the third and fifth positions on the disk chart. "Secret Love," from the film "Calamity Jane" moved into the top five this week.

N. Y. VAUDE COMEBACK?

Houses Study Return As Box Offices Slump

NEW YORK, Jan. 30.—Practically all the theaters on Broadway which dropped acts in the past few months to the past few years are now seriously considering going back to stagelands.

The Roxy, which dropped its productions and headline acts when it went into CinemaScope, has three flicks scheduled to follow the current "12 Mile Reef." Hush-hush confabs are now going on between New York heads and Coast brass to see what can be done to bring live shows back into the house again.

If a switch in policy is decided upon, the chances are it will again be built around the ice rink which the Roxy spent a bundle on. An off the cuff opinion of Roxy management, who preferred not to be quoted, was that the house would be back with shows within three months.

The Paramount is also playing with the idea of going back and has tentatively sounded out leading talent agencies on what they have available.

Loew's State and Capitol spokesmen admit they'd be interested if anything came up that could be sustained.

Union Problems
While the problems of stagehands and musicians are very real, only the Paramount and the Roxy have important hurdles get over in that respect. Neither the Capitol or Loew's State would be seriously hampered. The reason is that the last two theater have been off stage policies for (Continued on page 11)

RCA Extends Europe Action

NEW YORK, Jan. 30.—RCA Victor continued its moves to set up its own record label in foreign countries when it announced this week that future Victor recordings will be pressed under the RCA label in Belgium, France and Holland.

Distribution will be via new companies in each of the three European countries, all headed by E. W. Pelgrims de Biggard of Brussels. The pressing and distribution of existing RCA Victor Record catalog will continue to be handled by the French, Belgian and Dutch affiliates of the Gramophone Company.

Only the past year Victor set up similar arrangements in Italy and Spain.

The new firms are AREA in France, DESEL in Belgium and DURECO in Holland. All three firms will record local artists and make these available for distribution here on the RCA Victor label.

SEEKS DiMAGS' MR.-MRS. TELE

NEW YORK, Jan. 30.—It had to happen sooner or later with somebody, and Walt Framer decided it might as well be sooner and it might as well be he.

He interrupted Joe DiMaggio and Marilyn Monroe's honeymoon to offer them what is termed a million dollar deal to appear in a husband-wife TV show. So far they've brushed aside the offer. It might be they're too busy being in love. Or it could be Miss Monroe's 20th Century-Fox contract that's gumming up Framer's works.

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NBC Near \$3 Million Coup, May Get 'Lux' on Radio, TV

Getting CBS Account Hinges on Net's Delivering 1/2 Hour for 'Video Theater'

NEW YORK, Jan. 30.—NBC this week reportedly was on the verge of scoring an estimated \$3,000,000 per year coup by taking the lush Lever Brothers "Lux Theater" business for radio and TV away from CBS.

The deal, which hinges upon the delivery of an hour of network time on NBC-TV for Lever's "Video Theater," is just a shade away from accomplishment. Lever would get Thursdays, 10-11 p.m., enabling "Theater" to expand from a 30-minute show to a full hour. Only two barriers remain—clearing a half hour of local time 10:30-11, now occupied by Ballentine on a spot basis, and finding another time period for "Martin Kane," which goes on a half hour earlier.

A significant part of the agreement is the shift of "Lux Radio Theater" from CBS to NBC, a move which would go a long way toward putting the latter web into a stronger competitive position. No time has been assigned the radio series on NBC, but Lever can have its choice of several choice open periods.

Still remaining to be decided is the fate of "Big Town" which, as of the moment, will remain on CBS-TV in its present 9:30-10 p.m. spot, Thursday nights, because NBC-TV cannot clear an additional half hour at this time. But the film show is certain to move to a different time period. It might be too near NBC's time for "Lux Video Theater," which, of course, would go on the rival web just a half hour later.

Uneasy Balance

Another key aspect of the shift is its possible effect upon the uneasy balance which now exists between CBS-TV and NBC-TV. With both webs about on a par and virtually S.R.O. in their prime evening time slots, this move may be the opening wedge of an NBC drive to take over leadership. The obvious way in which this could be done would be by bolstering both its schedule and prestige thru acquisition of top shows such as "Video Theater," serving the dual purpose of making its own line-up stronger while weakening the opposition web.

The deal is also likely to set off a chain reaction in other Lever Brothers business on CBS Radio and TV because of the importance of contiguous rates. CBS-TV, actually, is not too concerned about

losing "Lux Video Theater," since it has a sponsor standing by to pick up Thursday, 9-9:30, and can produce as many as needed for other night time periods on its network.

But radio, with its paucity of

Revive Plans For MPAA Seg Over ABC-TV

HOLLYWOOD, Jan. 30.—A pilot film of a weekly half-hour motion picture industry series to be telecast over the ABC-TV network will be ready within four weeks following assurances this week from most of the major studios that they would make material and talent available for the project.

The additional meetings are necessary between ABC-UPT and the Motion Picture Association of America, agreement already has been reached on the format. Future meetings will determine the physical producer of the series. Earl Hudson, veepee in charge of ABC's Western division, said that the desire is to give the assignment to a producer, schooled in showmanship, who has no other outside activities and who can devote his entire time to the project.

Eastman Kodak reportedly has expressed interest in sponsoring the series on the ABC-TV web. The program will combine live and film with clips from new movies and live interviews with top stars and key industry execs.

Studio brass attending meetings here this week with Weitman and Hudson included M-G-M's Dore Schary, Jerry Wald and proxy Harry Cohn of Columbia Pictures, Paramount production head Don Hartman, Dave Lipton of Universal-International, and Clark H. Wales, secretary of the MPAA studio publicity directors' committee.

network clients, is a different matter, and it is here that CBS Radio may find trouble getting sponsorship replacements for "Lux Radio Theater."

CBS-TV has been concentrating its efforts for about two months to see what it could come up with to satisfy Lever Brothers, even to the extent of initiating a complex series of maneuvers which would have involved shifting about six other clients. The multiple switch hinged on Toni moving into Saturdays at 7, but did not succeed because the sponsor balked.

NBC-TV came up with plan after plan for the switch. Its last series of checkboard program shifts failed because Chesterfield refused to move "Dragnet" from Thursdays at 9 to one half hour earlier. Ford would have moved its dramatic show, now at 9:30, Thursday to 9, and "Martin Kane," which follows it, once again would have been given another time period.

When and if the Lever Brothers NBC-TV shift is accomplished, it may well lead to a wholesale series of program moves at CBS-TV. Many CBS-TV clients are dissatisfied with their time periods. The half hour, vacated by Lever, if the standby advertiser's order is not accepted, will allow for multiple shifting.

CBS Seeks Color Bids

NEW YORK, Jan. 30.—On the heels of its licensing agreement with General Electric, the Columbia Broadcasting System was reported negotiating with several other manufacturers of electronic equipment to manufacture and sell its color TV apparatus.

Among the companies making such equipment are General Precision Equipment, Du Mont and Philco.

The deal with GE was a long-term arrangement and included the single tube chromacoder color TV camera and the chromacoder.

Chesties Retrench on Radio, TV Budget

NEW YORK, Jan. 30.—Chesterfield's reaction to the scare talk about cigarettes and their relationship to cancer reportedly is to retrench its advertising expenditures for the present.

On the heels of its cancellation of \$3,500,000 of business on CBS Radio and TV, Chesterfield this week was reported cancelling its sponsorship of the Chicago Cubs and White Sox over WGN and WGN-TV, Chicago; dropping baseball in another city, possibly Boston, and looking for a co-sponsor to help pay the bills for the broadcasting and telecasting of the New York Giants over WMCA and WPIX, here.

This would result in an additional savings of about \$1,000,000. But it does not mean that a large part of the \$4,500,000 saved would not be ploughed back into radio and TV. Chesterfield has displayed a good deal of interest in buying part of the Robert Q. Lewis daytime show on CBS-TV and might possibly use Lewis' Saturday morning radio program, if there is any time for sale. The radio stanza is currently S.R.O.

It is certain that Chesterfield will also buy another nighttime half hour of network TV. But the advertiser is taking his time about his choice of programing and network.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 30.—It's going to be tougher for folks to get free copies of government documents from now on. The Budget Bureau has told all federal agencies to set up a schedule of prices for all sorts of reading matter that used to be free for the asking. However, there'll be no charge to TV, radio, newsreel and press services.

PIN-UP PICTURES WANTED, MAYBE? . . .

The Library of Congress may soon be out collecting old movie magazines as a result of a "well-meaning but misguided" employee's activities. The staffer recently undertook to compile a history of cinema, illustrated with pictures torn from the Library's collection of bound movie magazines. The damage amounted to several thousand dollars, the Library said, but the employee was fired without being prosecuted because he intended all along to present his completed albums to the Library.

IN OTHER WORDS, FCC IS MAD . . .

One of the most blistering slaps-downs in recent memory against a TV lawyer came this week from the Federal Communications Commission's Broadcast Bureau. Target was a legalist representing The Mansfield Journal Company, Mansfield, O. Thru its attorney, the Mansfield outfit, involved in hearings before the FCC, petitioned the agency to remove Broadcast Bureau attorney David I. Kraushaar on the ground that he showed a "biased" attitude. The Broadcast Bureau, headed by fluent-tongued Curtis Plummer, retorted that Kraushaar not only behaved very well at the hearings "but also in the face of unjustifiable provocation he exhibited the highest degree of self-restraint, without a scintilla of antagonism, prejudice or bias shown anywhere."

What's more, said the Broadcast Bureau, the personal attack on Kraushaar by Mansfield's attorney "can only be interpreted

as the outpouring of a disappointed and disgruntled advocate who, lacking valid argument in support of his contentions, adopts the method of a guileful attack to obfuscate the personal issues." In fact, concluded the Broadcast Bureau, the station's "pleading is permeated with falsification accomplished primarily by the device not uncommon in pettifoggling circles of wrenching phrases and sentences from context," and asked that it be tossed out of the record "as a patently sham, frivolous and scandalous pleading."

MONTGOMERY'S ACT AT WHITE HOUSE . . .

That big public relations campaign which the Eisenhower administration intends to push later this year is already in the blueprint stage. Actor Robert Montgomery, the President's consultant on TV and radio, now has an office in the White House, altho his role is strictly a part-time one. Chances are that Montgomery will be making visits more frequently in the coming weeks. Democrats hope to counter with some major TV-radio talks by Adlai E. Stevenson. More than a score of fund-raising dinners are scheduled for February. The 1952 Democratic national standard-bearer will speak at several.

'Consequences' Affect Allen

NEW YORK, Jan. 30.—P. Lorillard (Old Gold) has taken on "Truth or Consequences" as a summer replacement for "Judge for Yourself," the Fred Allen vehicle, on NBC-TV Tuesday nights 10-10:30. The show will go into the time period in late May, with Jack Bailey acting as emcee. He replaces the radio quizmaster, Ralph Edwards, who owns the program but is too busy on "This is Your Life" to handle both.

The fate of Fred Allen next season is undecided. If "Truth or Consequences" does extremely well, its chances of being retained next fall are naturally good. But the advertiser is still high on Allen's talents provided the right vehicle can be found instead of "Judge for Yourself," which is not regarded as strong enough.

Multi-Owner Rule Lauded

WASHINGTON, Jan. 30.—More support than opposition was received by the Federal Communications Commission this week on its proposed rule to lift the ceiling on ownership of TV stations. Favorable comments came from Allen B. Du Mont Laboratories, Inc., and the Ultra High Frequency TV Association, while Lewis M. Tanner opposed the change.

The UHF Association, outlining results of a poll of its members on the controversial proposal, said that of 115 UHF stations canvassed, 31 had replied as of this week. None of the 31 would reduce the ownership limit. Asked whether the proposal would encourage monopoly, 7 stations said it would, 17 said it would not, while 7 expressed no opinion.

Betty White Coast Strip Goes Into NBC-TV Day Sked

NEW YORK, Jan. 30.—NBC-TV this week moved to further strengthen its new daytime lineup which starts March 1 by inserting a new strip in the 12:30-1 p.m. time period, and dropping "Breakfast in Hollywood," which was expected to be there.

Program veepee Tom McAvity has discovered a daytime sleeper on his Coast strip—an audience-participation comedy show starring Betty White—which will go into the slot.

Miss White is now starring in the syndicated film series, "Life with Elizabeth," which Guild Films distributes and produces. The new program was sold to web execs via a kine, but it is expected to go on live.

See Opposish Vs. Fee Plan

WASHINGTON, Jan. 30.—Heavy opposition from various segments of the TV-radio broadcasting and manufacturing industry appears likely to crop up against a schedule of fees proposed by the Federal Communications Commission this week (28) to cover the cost of FCC licensing activities. The Commission has given the industry until April 1 to file comments. It appears fairly certain that the volume of testing comments will be so heavy that the Commission will call an oral hearing.

Under the new schedule, the first ever proposed by the Commission, every AM, FM and television application will have to be accompanied by a \$325 fee each time a bid is made for a construction permit for a new station, modification of CP's, changing station power, changing station frequency, changing station location, changing the method of operation, applying for licenses to cover new stations, renewing licenses, and in any follow-up application.

Weintraub Options Framer's 'Surprise'

NEW YORK, Jan. 30.—William H. Weintraub Agency has taken an option on Walt Framer's new TV package, "Surprise of Your Life," for its Revlon account, it was reported this week. The agency is seeking NBC time for the show.

The Members of the
Radio, Television and Advertising Professions
are cordially invited to
an exhibition of entries
in
The Billboard Sixteenth Annual
Radio & Television Promotion Competition

Tuesday, February 9, 1954, 2 to 5 P.M.

at the Jansen Suite, Waldorf-Astoria Hotel, New York City

AGENCY PITCHES FOR RCA BILLINGS VIA — WHY NATCH!

NEW YORK, Jan. 30.—Altho execs of RCA were intrigued by the mysterious ad placed by the William Weintraub Agency on the back page of the New York Times on Thursday (28), odds remained that the biggest part of the firm's \$12,317,000 advertising account would go to the Grey Agency.

However, the Weintraub pitch for the RCA account, which leaves J. Walter Thompson this summer, titillated the RCA brass, from Brig. Gen. David Sarnoff down. It was followed with a personal presentation to virtually every top RCA exec in the form of another full-page ad with 19 questions about the Weintraub Agency asked and answered.

The best bet is that several agencies will share the RCA business, with the biggest single chunk likely to be the approximately \$7,000,000 involved in the radio-TV-instruments account. The Al Paul Lefton Agency, which handles air conditioners for RCA, is regarded likely to get some additional billings.

None of the RCA execs could decipher the dot-dash code used in Weintraub's ad until General Sarnoff, an old telegrapher himself, realized that it was "RCA" that was spelled out.

New Nielsen Service Causes Speculation

NEW YORK, Jan. 30.—Research circles were speculating this week about the nature of the new rating service that the A. C. Nielsen Company will unveil next week. The belief is that Nielsen will announce issuing of individual city reports, both radio and TV for all major markets. The new service will use Nielsen's own variation of the diary technique.

Meanwhile, C. E. Hooper, Inc., announced that it is reinstating its Radio Hooperating in 50 markets on a regular basis. The Radio Hooperatings will use Hooper's telephone coincidental technique. Since they will cover the same 50 markets as the TV Hooperatings, they enable Hooper to reinstate on an every-market basis his telephone-coincidental "accuracy control" on the TV diary survey.

In recent months, Hooper lost most of the Procter & Gamble business on his TV reports, after

one of the advertiser's agencies learned that Hooper was applying the telephone correction in only about six markets, instead of all 50 of them as he did originally.

American Research Bureau, which has now expanded its individual markets coverage to 60 markets, picked up most of the P&G agencies that dropped Hooper. Now it is reported that P&G has already given its blessings to the new Nielsen city reports.

Up to now, the only individual market on which Nielsen has reported on a regular basis is New York, in which it is estimated to have about 140 Audimeters. Nielsen's new city reports will involve the use of a new clock meter, which will serve as an accuracy check on the diary entries. It is expected that Nielsen will propose a continuous sample of 200 homes in the average market covered.

ABC to Add AM, TV Heft, Affils Told at Hollywood Meet

HOLLYWOOD, Jan. 30.—Two-day meetings here this week between ABC network officials and the net's radio-TV affiliates from the 11 Western States were harmonious. The conclave was distinguished more by the high caliber of entertainment the skein supplied than by any definite action taken.

Business sessions were devoted

EISENHOWER PIX ISSUED BY GOP

WASHINGTON, Jan. 30.—Taking a cue from the TV broadcasting industry, the White House this week distributed hundreds of film prints of President Eisenhower delivering a special Lincoln Day message. The prints were sent to GOP organizations in localities throughout the nation for showing at fund-raising dinners. In the eight-and-a-half minute film talks, the President urges unity in the party ranks.

to a general study of the radio-TV outlook for the rejuvenated network. Prognosis generally was favorable, the keynote being supplied by ABC President Robert Kintner, who reaffirmed faith in radio and predicted greater things along the TV front.

Radio-wise the net intends to bolster its morning programming, patterning the West Coast slotting after the Atlantic Seaboard, the taking into consideration problems arising from time differentials.

On the TV front, assurances were given that ABC will become a network to be reckoned with, program-wise. Between sessions, Kintner and Robert M. Weitman, veepee in charge of programing and talent, huddled with Hollywood talent the execs hope to lure to the tri-color banner of the skein. Agreement was reached on a format, as yet undisclosed, for presentation to heads of studios in the ABC-TV net's bid for airing of a program with MPAA's co-operation.

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

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NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO

Steinman Station
Clair McCollough
President

Rodgers-Hammerstein to Do Musical Series for NBC-TV

Continued from page 1

and Helen Tamiris are of the caliber being considered.

The probability is that Rodgers and Hammerstein would not limit the show to dramatizations of their own tunes, but would also use the work of other songwriters who have penned tunes of lasting quality.

Rodgers' previous association with NBC-TV was his original score for the "Victory at Sea" TV film series, which is now being amplified via a theatrical version.

There is also a possibility that NBC-TV might try to involve a top Broadway producer or Broadway name for emceeing, an assignment that Leland Hayward, now NBC-TV production consultant, could handle. Hayward also might participate on the production side.

Chances are that the show will not be ready until the fall, for the season of 1954-55, unless a top sponsor makes an immediate offer for it. And there is the possibility that it may be lengthened to an hour, which would make it more ambitious in scope. Should it go to an hour, "Rodgers and Hammerstein Presents" might well be the answer to the web's Saturday night problems. There it could complement "Show of Shows" in the preceding 8-9 p.m. slot next season, if "Amateur Hour," now 8:30-9, is moved. The preceding half hour is unsponsored.

Musicals on TV have had a spotty history, the outstanding success story being "Hit Parade." The biggest flop was an hour show based on old Broadway mu-

sicals which was sponsored by Procter & Gamble several seasons ago.

FCC Grants 3 Video Okays

WASHINGTON, Jan. 30.—The Federal Communications Commission this week granted six new TV construction permits, bringing total authorizations to 639, of which 532 are post-freeze grants, including 29 non-commercial, educational grants. With 43 CP's canceled, total outstanding authorizations now number 596.

The FCC granted construction permits to Leonard J. Shafitz, Channel 39, Sharon, Pa., and Lucille Ross, Lansing, Channel 7, Tyler, Tex. By finalizing hearing examiners' initial decisions, the Commission granted CP's to Louisiana TV Broadcasting Corp., Channel 2, Baton Rouge, La.; South Jersey Broadcasting Co., Channel 17, Camden, N. J.; WDEF Broadcasting Co., Channel 12, Chattanooga, Tenn.; and Universal Broadcasting Co., Inc., Channel 8, Indianapolis, Ind.

FCC hearing examiners also issued three initial decisions this week favoring TV station applicants. Hearing Examiner Annie Neal Hunting issued a favorable initial decision on the application of Arthur R. Olson for Channel 17 in Tulsa, Okla., and a decision in favor of Elyria-Lorain Broadcasting Co., for Channel 31 in Elyria, O. Hearing Examiner John B. Poindexter issued a favorable decision on the application of the Tierney Company for Channel 8 in Charleston, W. Va. The decisions will become final in 40 days if approved by the FCC.

NBC Affils Find 'Home' Is Where the Mart Is

NEW YORK, Jan. 30.—Members of the NBC-TV affiliates executive committee went home satisfied from a meeting with network brass on Thursday (28) of this week. They were once again resold on the web, especially on "Home" and the hoopla surrounding it. As reported elsewhere in this issue, they were told good news about Lever Brothers.

The major problem centered around "Home" and its method of sale. Since participations are being sold in the hour women's service magazine, it will be possible only to use a basic network for the show until it gets to the point where it is sold out and the web can dictate to its sponsors.

Otherwise, if one participant should want to add a market, all

the other sponsors on the show would have to go along, which is not likely. But the affiliates, as a whole, agree that it is important to bring new advertisers into the medium by giving them a chance to begin with small expenditures and then increase their budget.

NBC-Radio meets here with the executive committee of its affiliates group on Tuesday (2). Pat Weaver, president of NBC, will announce some of his plans for the radio network and will report on the progress made with the new shows. Also to be discussed is an arrangement which would give sponsors contiguity daytime and nighttime discounts as is done by CBS-Radio.

New Senate Battle Expected Vs. Doerfer FCC Renomination

WASHINGTON, Jan. 30.—The next major Senate row over the make-up of the Federal Communications Commission is likely to develop when President Eisenhower renominates Commissioner John C. Doerfer, Wisconsin Republican, whose term expires June 30. Opponents of Sen. Joseph R. McCarthy (R. Wis.), who led a futile battle this week against the nomination of Commissioner Robert E. Lee, are expected to close ranks again in an attempt to keep the controversial Wisconsin senator's influence in the FCC to a minimum when Doerfer's nomination comes up next summer, since Doerfer, like Lee, is described as a friend of Senator McCarthy's.

Meanwhile, the question of whether President Eisenhower will continue FCC Chairman Rosel Hyde in the top post on the agency or whether he will replace him with Doerfer is still unsettled. This has been a puzzler ever since the President, in designating Hyde for the chairmanship last April 18, put a tentative one-year limit on it. Industry admirers of Hyde are hopeful that the President will make no change in the set-up.

Hyde's term on the Commission is not up until 1959.

This week's opposition to the confirmation of Commissioner Lee was short but bitter. Led by Sen. A. S. Mike Monroney (D. Okla.), opponents of Lee and McCarthy contended that Lee's inexperience in the communications field and his previous connection with the much-attacked TV program, "Facts Forum," made him an undesirable candidate for the job. Lee was confirmed by a 58 to 25 vote.

Ernest E. Stern Named Publicity Manager for ABC

NEW YORK, Jan. 30.—Ernest E. Stern, ABC's acting publicity manager for the past five months, this week was officially appointed to that post by the network.

Earlier this week, ABC lost one of its top press staffers when Art Donegan, director of publicity and promotion for WABC, died at the age of 44.

Donegan had been with ABC since its divorce from NBC in 1942. Prior to joining NBC in 1941, he had worked on the publicity staff of Warner Brothers and on the editorial staffs of the San Francisco Chronicle, the Chicago Daily News and the New Orleans Item.

Agency Adds 50 For WABC Contest

NEW YORK, Jan. 30.—Masterson, Reddy & Nelson added more than 50 people to their regular staff to handle the \$300,000 "Lucky Seven" promotion contest for WABC-TV here this week.

In addition to 28 telephone operators—who will place thousands of calls daily to homes in the Greater New York area—the firm has hired Alan Sands, writer; Buddy Piper, flack; Scott Cummings, George Van Valkenburg and Ric Eylich. The latter is contest manager.

Hal Block, WGN-TV Part; Both Happy

CHICAGO, Jan. 30.—Hal Block has left WGN-TV by mutual agreement. Block for two months has been emceeing a morning show for the women. The station announced that Block left for "better opportunities elsewhere."

The break came after Block invited a group of paraplegics to the program. They traveled about 20 miles at considerable inconvenience, and weren't used on the show. Block also had difficulty with a doctor who accompanied them.

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THIS WEEK'S SPOTLIGHT FEATURE

Advertiser & Agency Film Buying

Studio Makes "Shot at Cost" Offer on Film Commercials

Schubert Search for Full Use of New Facilities Makes Non-Profit Possible

By SAM CHASE

NEW YORK, Jan. 30.—All advertisers and their ad agencies shortly will be offered the opportunity to have their TV film commercials shot at absolute cost at one of the top Hollywood film studios.

The offer will be made by Bernard Schubert, the radio-TV packager, who has become an important factor in the TV film industry in recent months.

Behind the forthcoming offer, which is likely to be made to the industry sometime later this month, lies Schubert's heavy use of the Goldwyn Studios in Hollywood, and his search for the most efficient use of those studios.

Schubert's theory is to utilize the time when his film series are not shooting for this commercial work at no profit to him, merely to keep his crews and technicians fully occupied. In this way the same crews can be kept in full-time employment, and the experienced men will not drift away to new and permanent jobs elsewhere during off-production periods.

The plan, if successful, will of course mean that studios currently deep in commercial production will be faced with a new and serious threat. Many producers of TV film series have, in the past, turned out commercials for the series' sponsors on a non-profit basis. But there has been no previous offer to any and all comers for such an arrangement.

Crew of 40

Schubert currently utilizes one full crew of about 40 in the Goldwyn studios, and is likely to add a second such crew shortly. Each crew is booked to work on Schubert telepix series for roughly 10 weeks of every 15.

Instead of laying off on the time not being utilized for these series, they would devote the five free weeks to the non-profit commercials.

Sponsors and ad agencies which go for the deal would have their

production schedules predicated on this free time. Schubert hopes to work out long-advanced shooting schedules on the commercials, based on his series schedule. Each of the two crews, Schubert believes, should be able to turn out up to 50 film commercials in a five-week period.

The savings involved for sponsors utilizing the Schubert offer are estimated by Leslie Harris, partner in the Schubert organization, as running as high as 50 per cent in some instances, due to the size and efficiency of the Goldwyn studio and the number of standing sets available. The latter include such items as a train, ship, plane and swimming pool. Of course, sponsors desiring to do so will be able to construct their own sets for their commercials.

Schubert is now in production on three series and is due to add a fourth shortly. Now before the cameras are "Mr. and Mrs. North," "Topper" and "The Fal-

con." Up for early meggings is a new big-budget series titled "High Adventure." (See other story this issue.)

The plan is for one crew to work on "Topper" and "The Falcon," while a second crew likely will be set for the other two shows, probably beginning the latter part of next month. "Falcon" now has four episodes in the can, with resumption of shooting skedded for about April 1 after Charles McGraw, playing the lead, returns from his present work in the theatrical release, "Bridges of To-Ko-Ri."

The upped production schedule, along with the new non-profit commercial plan, projects Schubert to the fore among top TV film series producers. In the past he has been a leader in the live radio-TV package field. He is now planning a number of new film stanzas for later production in addition to the current blueprint.

Mayers Sees '54 as Feature Mkt. Peak

NEW YORK, Jan. 30.—The TV feature film market should reach its peak in 1954 and early 1955, then begin to taper off, according to Arche Mayers, proxy of Unity Television Corporation, one of the biggest feature film distribution outfits in TV.

Altho estimates have run as high as 4,000 eventual TV outlets in the U. S., Mayers predicts the industry will level off at around 550, and he expects these markets will reach a saturation point, feature film-wise, by the Middle of 1955.

Consequently, Unity is girding itself for the firm's biggest year yet, with sales expected to top those of 1953, the record year. Unity chalked up a gross sales take last year triple that for 1952. The firm's "Plus 80" package of features alone, which Mayers acquired last June for around

\$1,000,000, pulled in \$1,028,700 from 32 markets during the first three and half months it was on the market.

Mayers credits promotion for this record sales take, and he plans to increase Unity's efforts along this line in 1954. He expects to augment his present catalog with about 100 new features for TV this year and is currently negotiating for a package of 55, all of which he says were produced in Hollywood within the last four or five years.

In line with this, Mayers notes that his long-standing plans to produce film series especially for TV will be pushed back still another year. Mayers originally was set to enter the production field in 1953, but delayed the move when he acquired the new "Plus 80" properties.

With sales expected to hit their peak this year, Mayers anticipates shipping will be even a bigger problem than it was in 1953. Unity shipped out more than 800,000 features last year, and Mayers' service control and traffic department today employs more people (29) than were in his entire organization at its inception.

Ziv Buys 'DA' From Lord for \$250,000

HOLLYWOOD, Jan. 30.—Ziv TV this week revealed that it has purchased all radio and TV rights to "Mr. District Attorney" from Phillips H. Lord, thus contradicting a story earlier this month that General Teleradio (Tom O'Neil) acquired the rights as part of its recent purchase of Lord's radio and TV properties. Altho O'Neil reportedly expected all movie, radio and TV rights on "D. A." would revert to General Teleradio under his pact with Lord, Ziv apparently has sewed up the property for \$250,000.

Ziv is already shooting a TV film version of the 17-year-old series with David Brian in the title role, and a transcribed radio package is on the agenda for later this year. In anticipation of color, the series is being shot with Eastman Kodak's new 35-mm. Positive-Negative color stock. Release date is April 1, and Ziv's salesmen are already out in the field pushing the show to advertisers and stations.

Ziv now has seven TV film shows in production, and an eighth (a TV version of Corliss Archer) is in the works. Ziv proxy John Sinn also announced this week that he is contemplating producing an hour musical film series sometime later in the year.

Philip Morris Buys 'Defender'

NEW YORK, Jan. 30.—Philip Morris cigarettes this week reportedly bought the Hal Roach film package, "Public Defender," as a replacement for one of its current shows on CBS-TV. It is not known what show it will substitute for, but it is probable that the "Philip Morris Playhouse," Thursdays, 10-10:30, will move out after the end of its cycle.

The series stars Reed Hadley, whose work in "Racket Squad," a former Morris network property, was acceptable to the sponsor.

Am. Maize Buys 'Blinkey'

NEW YORK, Jan. 30.—Blinkey Productions this week sold its TV film series, "Adventures of Blinkey," to American Maize Company for sponsorship in 23 TV markets across the country.

The puppet program will plug Amazo Instant Dessert. The deal for 13 weeks, with an option for 13 more, was made thru Kenyon & Eckhardt.

The Billboard TV FILM SECTION

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

plus, rotated weekly.

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



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

Schubert Pix to Get Top Stars, Writers

Series Tagged "High Adventure"; Office Also Readies Talks on Consolidated Buy

NEW YORK, Jan. 30.—Bernard Schubert this week lined up some of Hollywood's top thesping names and scripters for a new vidpix series, while also preparing to re-enter negotiations to buy the properties of Consolidated Television Sales. The latter firm has been reported up for sale for some time, and Schubert now has been identified as the mysterious individual who had been holding talks with the firm.

The new series, titled "High Adventure," may feature Lowell Thomas as narrator on each edition, as well as the key man in the selection of the material to be dramatized. Negotiations are now under way between Schubert and Thomas.

Among the film names involved in leads on this anthology series are Randolph Scott, Joel McCrea, David Niven, Errol Flynn, Glen Ford, Broderick Crawford, Van Heflin, Charlton Heston, Dana Andrews and Richard Carlson.

Among the fems there are Teresa Wright, Rhonda Fleming, Audrey Totter, Alexis Smith, Elizabeth Scott, Ruth Roman and Dorothy McGuire.

Script Writers

In addition to authentic fact tales of adventure, there will be fictional material scripted by Ernest Haycox, James Warner Bellah, Edison Marshall, Max Brand, Ray Bradbury and Jack Schaefer. The last named wrote "Shane."

The producer will be Harry Joe Brown, who is co-partner with Schubert in Federal Telefilms, Inc., which will be the production firm handling the series.

The method of sale for the series has not yet been definitely decided. Schubert has been considering a franchise set-up. However, if the Consolidated deal goes thru, he would have a ready-made cross-country sales organization of his own, and this may be one of the big reasons he's angling to buy the firm, since Consolidated reportedly is using its impressive gross sales record on the firm's Station Starter Plan as a major sales lever to close the deal.

On the other hand, the fact that Consolidated may have satu-

rated many of the current markets with its product, via the Station Starter arrangement (nine Jerry Fairbanks series in a package), might be considered a drawback.

Another obstacle reportedly standing in the way of the sale is the rather complicated arrangement under which Consolidated originally took over the Jerry Fairbanks packages from NBC. Fairbanks and the web have been in litigation over the shows for some time, and a couple of other law suits are also pending on some of the films.

Altho it isn't definite yet whether Schubert's potential deal calls for him to take over all or part of Consolidated's TV film properties, the latter firm's catalog includes the Jerry Fairbanks shows: "Front Page Detective," "Ringside With the Rasslers," "Public Prosecutor," "Hollywood Half Hour," "Crusader Rabbit," "Paradise Island," "Jackson and Jill," "Going Places With Uncle George," and "TV Close-Ups." It also includes Sportsvision's series: "All-American Game of the Week," "Big Ten Game of the Week," and "Pacific Coast Game of the Week"; Tableau TV, Ltd.'s "Christmas Carol," and Consolidated's latest syndication property, "Time for Beanie."

'Manhunt' for New R-G Firm

HOLLYWOOD, Jan. 30.—By February 22 cameras will roll on a new telefilm series, "Manhunt," being produced by the new production firm of Rawlins-Grant, Inc., which this week established headquarters at California Studios here. "Manhunt," like other projected series, will be filmed for syndication thru United Television Programs.

"Manhunt" is based on activities of Interpole, the international police organization of the countries of the United Nations. Mindret Lord, who did the story, "Sir Walter Raleigh," for 20th Century-Fox, has been inked to do the scripting.

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TV FILM COMMERCIALS in PRODUCTION since Dec. 1

This feature runs in every "Advertiser and Agency Film Buying" issue of The Billboard's TV Film department. It offers the most complete directory of production of film commercials available, and is limited only by The Billboard's ability to reach all producers in the industry.

Table listing TV film commercials in production, including columns for Advertiser (and show, if any), Products, Agency, How Many, Length, and Type. Entries include Arizona Recording Productions, Filmcraft Productions, Harry S. Goodman Productions, Jamieson TV Productions, Keitz & Herndon, Lalley & Love, Inc., Lewis & Martin Films, Lindsley Parsons Productions, Olympos Film Productions, Productions on Film, Reela Films, Inc., Warren R. Smith, Inc., Wilbur Strech Productions, Bill Sturm Studios, Times Square Productions, Victor Television Enterprises, and Vidicam Pictures Corp.

OFFICIAL FEATURES IN FAST BREAKAWAY

Already Pitching Sales Campaign on 123 Films Acquired From Robert Lippert

NEW YORK, Jan. 30.—Official Films, Inc., got into feature film distribution in a big rush this week. No sooner did it close the deal whereby it got the TV rights to Robert Lippert's productions than it was out making a hefty sales pitch to stations here.

An unusual aspect of the deal is that Official has the right to take orders for pictures that have not even gone thru their theatrical runs yet. Delivery on such orders will be as late as December, 1955.

This is a far-reaching extension of the policy inaugurated a year ago by Lippert's own TV subsidiary, Tele-Pictures, which has just been dissolved. Tele-Pictures, which was headed by Joe Smith, opened the year with a new group of films, release dates of which ran thru the end of that year.

Broidy Sets Deal

Another surprising aspect of Official's deal is that the Vitapix Corporation didn't get it. Official did not make the deal directly with Lippert. Official's deal was with producer William Broidy, who happens to be a vice-president of Vitapix.

Vitapix is currently peddling a brand-new package of 26 features still being rolled by Princess Pictures. Main theme of their sales promotion is that new pictures are better for TV than films that were originally made for theatrical release.

The three-way deal by which

Official got the Lippert features had Broidy agreeing to make 12 pictures in a year for theatrical distribution by Lippert, in return for which Broidy took over Lippert's TV distribution, which he promptly signed over to Official. It was speculated in the trade that one effect of the deal might be that Bob Lippert Jr. will go into the production of half-hour TV films, a project that Smith had been urging for some time.

Official has a staff of 16 salesmen, plus Tom Corradine Associates as its West Coast rep. Broidy himself does not have a sales organization other than Vitapix. Tele-Pictures had four salesmen.

Get 123 Titles

Official gets a total of 123 Lippert pictures to peddle, plus a group of musical shorts and girl wrestling films. Among the titles Official has are such new releases as "The Tall Texan," "The Man From Cairo" and "The Limping Man."

Lippert's practice has been to keep his pictures in theatrical distribution for about 18 months—depending how they sell—and then put them into TV six months later.

Tele-Pictures, in its two and a half years, has sold the initial 79 Lippert pictures to close to 100 stations, which gave it a gross of about \$2,000,000. At the time of its dissolution, Tele-Pix was getting set to peddle a new batch of 20 features for TV release thru 1954.

In addition to the Lippert pictures, the Official sales staff is peddling its own three series, "Colonel March," "My Hero" and "Terry and the Pirates."

Commercial Critique

By AL CANTWELL

In our celebrations in this space each month, we have completely ignored a type of TV that certainly cannot be ignored when you are spending a television evening at home. I'm referring to the 10-second, or more accurately, 8-second ID commercial.

I don't know how they rationalized this move. Perhaps they didn't try. But as far as I can see, there is nothing wrong with the station identification commercial from an advertiser's viewpoint, if it's used properly. The main objection to the bad ones is summed up in that old war cry, "too much copy."

A look at some of the current uses of IDs shows that this limitation is widely recognized. The Coca-Cola commercials made by Screen Gems for D'Arcy Advertising are a good example. Coca-Cola's use of ID's is consistent with the general advertising policy of the company.

Other Examples

More good examples are the Lipton tea and soup commercials made by Bill Sturm Studios for Young and Rubicam. Apparently, the Lipton people assume that Arthur Godfrey does the hard selling on his "Talent Scouts" show, so in the six seconds of audio on their IDs, they wisely confine themselves to a brief reminder that the tea is brisk and gives you a lift, and that the soup is delicious and tastes home-

made. In essence then, the ID commercial used in this manner is primarily a reminder, and in general you'll find the most IDs in this category.

But the ID serves other useful purposes. Witness another Bill Sturm produced commercial for Vicks cough drops thru BBD&O. Can there be any question as to what Vicks cough drops are and what they are used for? Of course not. So Vicks uses an animated ID commercial to announce "Now two . . . Vicks regular . . . and Vicks wild cherry cough drops . . . same comforting relief."

Another Vicks commercial, this one for Vatronol Nose Drops, produced by Robert Lawrence Productions, displays another example of the variety of uses for an ID. This one is live action and opens with a girl obviously suffering from a head cold.

These varied examples of an ID used properly may lead you to believe that it is a jack of all trades. Nothing could be further from the truth. For some fortunate products, the eight-second ID represents the answer to long TV mileage for less money. But for many others, the ID is thoroughly impractical.

The ID's Limitations

These varied examples of an ID used properly may lead you to believe that it is a jack of all trades. Nothing could be further from the truth.

Whatever you do, don't try to pack as many words as you can into an eight-second commercial. Although the price differential may be attractive, don't try to substitute three word-packed, eight-second IDs for one soundly constructed 20-second or minute commercial. In other words, don't send a boy on a man's job.

(Continued on page 8)

Color Commercials Pose New Problems

By G. D. GUDEBROD
Manager, Commercial Film Department, N. W. Ayer & Son, Inc.

According to my well-worn and dog-eared copy of Bartlett, there is some dispute about the authorship of the old chestnut "History repeats itself." But regardless of whether it was Plutarch, Montaigne or Thucydides, it looks as tho the makers and users of TV film commercials are going to have the same headache. This time it will be fancier—in color!

The premonition of this colorful headache started with the finding, in an unused desk drawer, of a little document dated 1945. It was happily (hopefully?) titled "Standards for Television Motion Picture Photography." It started by ruling out all low-key, dramatic lighting and runs on down thru such rules as "keep the gamma range small," "supply medium or light prints," "don't use fade-outs" (on the theory that folks would think the set was broken!), etc., etc.

Clearly, we were groping for an answer to a pressing problem—namely, how could we do justice to a bowl of Umphires or a box of Thingumbobs. Does anyone remember screening commercials for a client and having them greeted with little cries of joy—only to be called on the carpet the morning after the show because the commercials did not

look at all the same on that 10-inch tube?

The new three-color headache is going to be shared alike by studio engineers, film producers and agency film supervisors. There are a host of problems to be solved, no doubt, just in the electronic field—and those electronic answers are going to effect the rest of us. Film producers are going to have at least a thousand questions to ask. Agency film supervisors will have to interpret all the answers to account executives, copy writers and artists.

For instance, now that the electronic engineer has wrought a miracle (shooting full color pictures thru the air), film producers (and agency men) are going to ask him to write the rules for this miracle. In other words, how can we make our films (or even a "live" set for a program) so they can best be transmitted? What film stock should we use for a particular pick-up system? What sort of brightness range can we use? What colors reproduce best? How much electronic control is there over colors already on film?

But this is not all. Since color TV will be compatible, we cannot just confine ourselves to producing a good color film. For every person who sees this film in full color, there will be a million or two who see it in monochrome. Granted that black-and-white reception of color transmission is sometimes better than black-and-white transmission, granted it has a subtler range of grays and yields softer, more pleasing results—granted all this, the client is still going to want his product to look good both in color and black-and-white. Let's take a mythical product which we'll call Blank Curtains.

Hypothetical Case

Here is a gorgeous display of lemon yellow draped against a pale blue wall. It is artistic and eye-arresting in full color—but just suppose that the monochrome component of the color transmission reproduces both the yellow and the blue in the same shade of gray. A lot of black-and-white viewers are going to be puzzled. Some agency film supervisor is going to have a very red face. At least one film producer is going to ask for some color charts and gray scales and so on and so on.

When black-and-white TV first started using films, this sort of thing happened. Remember? It shouldn't happen again. And there are signs that it will not. Already the Film Producers' Association is working with networks to try to set up some tentative specifications. Agencies have been asking for information. Perhaps this time around, the headache won't be so great. But we suspect that there are going to be one or two real bad twinges, anyway.

TV Film Guest of the Week



G. D. GUDEBROD

G. D. Gudebrod, manager of the commercial film department of Ayer & Son, Inc., is a veteran advertising executive, having served in various capacities with the Ayer agency for the past 20 years. He joined Ayer in 1933 as a radio copy writer, and has since functioned as radio program director, commercial film writer and in his present post.

Prior to joining Ayer, Gudebrod was in market research for Crowell-Collier Publications, and worked on both the editorial and sales sides of the newspaper field. Among the advertisers for whom Ayer handles TV film commercials are Zippo Lighters, Hills Brothers Coffee, Plymouth and Surf.

Tors Science-Adventure Series Gets \$ Backing

HOLLYWOOD, Jan. 30.—A target date of April 1 was set this week by Ivan Tors to roll first of 26 science-adventure half-hour telefilms for syndication following conclusion of a deal for 100 per cent of the financing by Joseph Harris and Cy Weintraub, who recently acquired the United Artists-TV distribution set-up. A-Men Television Films, a Tors operation, will produce the series at Hal Roach Studios on a budget of \$25,000 per episode.

Initial output will consist of a minimum of 15, Tors said. Preparations already are under way for the first six with teleplays being put into shape by as many writers. Writer assignments include Curt Siodmak, who also is an associate producer; Tom Taggart, screenwriter on Tors' theatrical science-fiction film, "Gog"; George Van Martar, who recently wrote the "Shadow Valley" screen play, owned by Ivan Tors Films and which was recently sold to Universal-International Pictures with IFT Veepee Richard Carlson as director; Robert Smith, who penned the novel, "Riders to the Stars," which Tors produced for theatrical release; Ellis St. Joseph,

screen writer and New York University drama professor, and Richard Taylor.

The entire series will have an accurate scientific background. The adventure series will be adult entertainment fare, Tors said, its aim being to encourage "an interest in engineering" as well as to entertain. Well-known actors will be employed for the series, which also will be presented in documentary fashion.

Theme will revolve around the "Office of Scientific Investigations," invented for the purpose, whose officers will be called to solve scientific problems as opposed to a private eye series where the central characters are obliged to solve crime.

First six in the series will deal with problems concerning helicopters, experimental rocket planes, atomic submarine, ultrasonic sound, drone planes and nerve gas—all of which are current realities, Tors points out. The producer emphasized that all episodes would be scientifically based on present knowledge.

Tors said that he was in a position to produce each half-hour

(Continued on page 8)

THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

This feature will be published by The Billboard every four weeks, based on ratings of the American Research Bureau. For a city by city breakdown of non-network film series, please refer to the three intervening weeks of each month.

Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show.

Subtracting the RATING figure from the SETS-IN-USE FIGURE provides the total of the ratings to all opposition shows.

Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 551 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22.

Adventure		No. Sets In Market	December ARB Rating	Sets In Use	Station Used	No. Stations in Market	Days Shows	Time
BADGE 714 (30 min.—48 rel.—NBC Film Division)								
Atlanta	355,000	22.4	68.3	WLW-A	3	W	9:30-10:00 p.m.	
Baltimore	420,000	21.0	45.7	WBAL	3	S	10:30-11:00 p.m.	
Boston	1,100,000	12.6	32.6	WNAC	2	S	2:00-2:30 p.m.	
Chicago	1,645,000	20.8	64.8	WGN	4	T	8:00-8:30 p.m.	
Cincinnati	405,000	18.0	68.5	WLW-T	3	M	9:00-9:30 p.m.	
Cleveland	824,000	14.6	48.5	WNBK	3	M	10:30-11:00 p.m.	
Columbus	276,000	16.4	80.9	WLW-C	3	M	9:00-9:30 p.m.	
Dayton	249,000	18.7	72.2	WLW-D	2	M	9:00-9:30 p.m.	
Denver	146,000	36.0	66.8	KFEL	3	Th	8:00-8:30 p.m.	
Detroit	953,000	24.9	39.0	WJW	3	Su	7:00-7:30 p.m.	
Los Angeles	1,530,000	3.4	60.6	KECA	7	S	7:00-7:30 p.m.	
Minneapolis-St. Paul	387,000	17.1	51.2	KSTP	3	M	9:30-10:00 p.m.	
New York	3,685,000	7.6	68.7	WOR	7	W	9:00-9:30 p.m.	
San Francisco	766,000	30.4	70.9	KPIX	3	W	9:00-9:30 p.m.	
Washington	500,000	21.8	36.6	WNBW	4	W	7:00-7:30 p.m.	
CAPTURED (30 min.—26 rel.—NBC Film Division)								
Baltimore	420,000	13.1	35.6	WAAM	3	Th	10:30-11:00 p.m.	
Detroit	953,000	11.8	24.5	WJW	3	S	11:00-11:30 p.m.	
Los Angeles	1,530,000	10.1	60.1	KTTV	7	S	8:30-9:00 p.m.	
Minneapolis-St. Paul	387,000	5.1	14.9	KSTP	3	T	10:30-11:00 p.m.	
New York	3,685,000	2.3	64.6	WOR	7	W	10:00-10:30 p.m.	
San Francisco	766,000	8.9	26.0	KRON	3	T	10:30-11:00 p.m.	
CHINA SMITH (30 min.—26 rel.—National Telefilm Associates)								
Denver	146,000	9.7	48.0	KBTW	3	W	9:30-10:00 p.m.	
Los Angeles	1,530,000	10.5	49.2	KECA	7	S	7:00-7:30 p.m.	
San Francisco	766,000	10.2	69.4	KGO	3	M	9:00-9:30 p.m.	
DANGEROUS ASSIGNMENT (30 min.—29 rel.—NBC Film Division)								
Baltimore	420,000	1.0	8.2	WMAR	3	M	11:45 p.m.—12:15 a.m.	
Boston	1,100,000	14.1	17.8	WBZ	2	M	11:15-11:45 p.m.	
Chicago	1,645,000	12.4	64.4	WBKB	4	F	9:00-9:30 p.m.	
Cleveland	824,000	13.0	25.4	WNBK	3	M	7:00-7:30 p.m.	
Columbus	276,000	8.9	34.1	WTVN	3	Th	10:30-11:00 p.m.	
Dayton	953,000	24.9	39.0	WJW	3	Su	6:00-6:30 p.m.	
Los Angeles	1,530,000	8.2	32.6	KNBH	7	T	10:30-11:00 p.m.	
Milwaukee	427,000	3.4	22.8	WCAN	3	T	10:30-11:00 p.m.	
New York	3,685,000	5.1	64.5	WOR	7	W	9:30-10:00 p.m.	
New York	3,685,000	4.5	63.2	WOR	7	S	9:00-9:30 p.m.	
DICK TRACY (30 min.—39 rel.—Snader Telecriptions)								
Baltimore	420,000	13.0	26.3	WBAL	3	M	6:00-6:30 p.m.	
New York	3,685,000	3.0	41.4	WOR	7	Su	7:00-7:30 p.m.	
Philadelphia	1,300,000	12.0	28.9	WCAU	3	S	5:30-6:00 p.m.	
FOREIGN INTRIGUE (30 min.—39 rel.—J. Walter Thompson)								
Boston	1,100,000	18.1	31.4	WBZ	2	Th	10:30-11:00 p.m.	
Chicago	1,645,000	14.0	49.6	WNBQ	4	Th	9:30-10:00 p.m.	
Cincinnati	405,000	19.5	57.3	WCPO	3	F	8:30-9:00 p.m.	
Cleveland	824,000	23.3	55.6	WEWS	3	Su	10:00-10:30 p.m.	
Columbus	276,000	8.2	34.4	WLW-C	3	T	10:30-11:00 p.m.	
Dayton	249,000	11.7	34.4	WLW-D	2	T	10:30-11:00 p.m.	
Detroit	953,000	11.8	63.5	WJW	3	T	9:00-9:30 p.m.	
Los Angeles	1,530,000	15.0	29.5	KNBH	7	Th	10:30-11:00 p.m.	
Milwaukee	427,000	46.7	51.7	WTMJ	3	Th	9:30-10:00 p.m.	
Minneapolis-St. Paul	387,000	20.8	47.8	KSTP	3	Su	9:30-10:00 p.m.	
New York	3,685,000	23.0	41.4	WNBT	7	Th	10:30-11:00 p.m.	
Philadelphia	1,300,000	12.0	40.6	WCAU	3	Th	10:30-11:00 p.m.	
San Francisco	766,000	9.9	28.4	KGO	3	F	10:30-11:00 p.m.	
Washington	500,000	14.8	32.5	WNBW	4	Th	10:30-11:00 p.m.	
LET THREE LIVES (30 min.—39 rel.—Ziv Television Programs)								
Atlanta	355,000	12.2	23.9	WLW-A	3	Th	10:30-11:00 p.m.	
Boston	1,100,000	30.2	33.4	WNAC	2	M	7:00-7:30 p.m.	
Cincinnati	405,000	35.5	61.4	WLW-T	3	Th	8:30-9:00 p.m.	
Cleveland	824,000	25.6	46.6	WEWS	3	F	10:30-11:00 p.m.	
Columbus	276,000	26.6	57.5	WBNB	3	T	9:30-10:00 p.m.	
Dayton	249,000	23.7	64.1	WHIO	2	T	9:00-9:30 p.m.	
Denver	146,000	30.9	57.2	KLZ	3	T	9:00-9:30 p.m.	
Detroit	953,000	20.0	37.5	WJW	3	Th	10:30-11:00 p.m.	
Los Angeles	1,530,000	3.4	60.6	KECA	7	Su	7:00-7:30 p.m.	
New York	3,685,000	11.4	51.8	WNBT	7	Su	10:30-11:00 p.m.	
Philadelphia	1,300,000	27.0	34.2	WCAU	3	W	7:00-7:30 p.m.	
San Francisco	766,000	18.2	25.7	KRON	3	Th	10:30-11:00 p.m.	
RAMAR OF THE JUNGLE (30 min.—26 rel.—TPA)								
Boston	1,100,000	7.8	15.6	WBZ	2	S	12:00-12:30 p.m.	
Chicago	1,645,000	14.4	24.4	WBKB	4	Su	2:00-2:30 p.m.	
Chicago	1,645,000	12.8	55.6	WBKB	4	F	9:30-10:00 p.m.	
Denver	146,000	12.6	48.3	KLZ	3	Th	6:30-7:00 p.m.	
Detroit	953,000	22.4	27.1	WXYZ	3	F	6:30-7:00 p.m.	
Los Angeles	1,530,000	11.4	33.1	KTTV	7	M to F	6:15-6:30 p.m.	
Los Angeles	1,530,000	9.0	46.2	KTTV	7	T	7:00-7:30 p.m.	
Los Angeles	1,530,000	7.6	38.1	KTTV	7	S	6:00-6:30 p.m.	
New York	3,685,000	4.0	22.7	WPIX	7	S	6:00-6:30 p.m.	
New York	3,685,000	3.8	37.7	WPIX	7	Su	6:00-6:30 p.m.	
Philadelphia	1,300,000	6.7	12.9	WFIL	3	Su	10:45-11:15 p.m.	
Philadelphia	1,300,000	18.0	39.0	WFIL	3	Su	6:00-6:30 p.m.	
Philadelphia	1,300,000	0.3	11.1	WFIL	3	Su	11:45 p.m.—12:15 a.m.	
Philadelphia	1,300,000	9.9	35.1	WFIL	3	M-W-Th-F	6:30-7:00 p.m.	
Philadelphia	1,300,000	8.5	20.2	WFIL	3	S	4:30-5:00 p.m.	
San Francisco	766,000	16.4	38.6	KGO	3	F	6:30-7:00 p.m.	
ROCKY JONES, SPACE RANGER (26 min.—26 rel.—United Television Programs)								
Columbus	276,000	15.7	24.8	WBNB	3	T	6:00-6:30 p.m.	
Washington	500,000	8.8	41.7	WTG	4	Su	5:30-6:00 p.m.	
UNEXPECTED (30 min.—52 rel.—Ziv Television Programs)								
New York	3,685,000	1.9	73.8	WABC	7	M	8:30-9:00 p.m.	
New York	3,685,000	0.8	63.7	WABC	7	S	8:30-9:00 p.m.	

Children's		No. Sets In Market	December ARB Rating	Sets In Use	Station Used	No. Stations in Market	Days Shows	Time
ADVENTURES OF BLINKEY (15 min.—13 rel.—Blinky Productions)								
New York	3,685,000	1.6	7.8	WABC	7	S	11:30-11:45 a.m.	
JUNIOR CROSSROADS (15 min.—104 rel.—Sterling Television Company)								
Chicago	1,645,000	0.8	31.2	WGN	4	M	5:15-5:30 p.m.	
Chicago	1,645,000	0.4	16.0	WGN	4	S	11:45 a.m.—12:00 noon	
Denver	146,000	7.0	28.9	KLZ	3	M to F	5:45-6:00 p.m.	
TIME FOR BEANY (30 min.—weekly—Consolidated TV Sales)								
Boston	1,100,000	7.6	8.7	WNAC	2	Su	12:00-12:30 p.m.	
Denver	146,000	18.9	32.6	KFEL	3	Th	6:00-6:30 p.m.	
Los Angeles	1,530,000	9.7	36.8	KTTV	7	M to F	6:30-6:45 p.m.	
Los Angeles	1,530,000	8.4	39.0	KTTV	7	S	6:30-7:00 p.m.	
Minneapolis-St. Paul	387,000	1.5	28.8	WMIN	3	S	5:30-6:00 p.m.	

Miscellaneous		No. Sets In Market	December ARB Rating	Sets In Use	Used Station	No. Stations in Market	Days Shows	Time
KIERAN'S KALEIDOSCOPE (15 min.—130 rel.—United Artists Television)								
Boston	1,100,00							

NO MUSIC? USE DISKS, SEZ AFM

Union Lawyer Makes Suggestion In Court Hearing at Montreal

MONTREAL, Jan. 30. — Performers can get along without live music. That was the impression given here in Superior Court by attorneys for the American Federation of Musicians defending a suit brought by members of the American Guild of Variety Artists. The hearings ended late Thursday (28) with the court reserving its decision.

A dancer, one of many witnesses, claimed on the stand, that he had lost employment in local clubs because the musicians refused to play for him as long as he was an AGVA member.

"Why don't you use records?" asked AFM lawyer Sam Gamero.

It has long been AFM's contention that the widespread use of recorded music has thrown many of its people out of work. This attorney, implying approval of the extension of recorded music, was the first clue that the musicians union favored it.

Boston Trial

Some weeks ago in the Boston trial of AGVA versus AFM, latter stated that it was Federation policy to have its people use multiple skills without additional compensation. In effect this means that sidemen who can sing should do so without getting extra money. The question was

posed, what happened to the musician who couldn't sing or tell jokes. AFM spokesmen at that time refused to reply.

In the meantime, AFM here is under a restraining order preventing it from pulling its musicians from spots where AGVA performers are working.

During the two-day trial, scores of band leaders paraded to the stand. They all denied having received official orders from the union not to play for acts. Most of them admitted having "heard of it" and some said they had received letters. In all cases, however, the letters were "left home in another suit."

Toronto Hassle

The Toronto AFM-AGVA Lattle is also taking on new shapes. There AGVA people have been asked to pay \$10 to AFM for working permits to be applied to dues to a special auxiliary actors' union to be formed by AFM. Federation constitution doesn't provide for such membership and new suits are being prepared accusing AFM of "shake-downs" in that area.

At meetings held here, AGVA members who had previously pulled away from the actors' union claimed they had been told by AFM officials that AGVA was responsible for the passage of the Walter-McCarran Law which prevented them from working in the United States.

POOL ACCIDENT HALTS 'WISH'

LONDON, Jan. 30. — The first half of Jack Hylton's version of "Wish You Were Here" at the Casino Theater came to a hurried end this week when comedian Chris Hewitt, playing Pinky Harris, struck his head on the side of the pool when pushed in for the normal climax to the act. Actors Joe (Muscles Green) Robinson and John Doye dived in and dragged out the unconscious lad amid the screams of the chorus. Hewitt recovered and was able to go on with the show after treatment.

Keaton Billed 2 Places at Once

PARIS, Jan. 30.—Buster Keaton, headlining at the Cirque Medrano, is having contract trouble. Medrano date was from January 8 thru February 4, with Medrano holding an option thru February. Spot is booked by Geo Leroy, of the Lew & Leslie Grade office, which also books the Cirque Royal in Brussels, Belgium. The Cirque Royal is advertising Keaton as opening on Friday (5). Medrano, claiming a prior contract, has refused to let Keaton out and has obtained a court order forbidding the comic to remove his baggage or props from the Cirque Medrano or his hotel.

Both Keaton and Cirque Medrano are grabbing off publicity thru the snarl.

N. Y. Theaters Study Vaudeville's Return As Grosses Slump

Hurdles: Luring Names, Disposing Of Big Screens, Setting Union Deals

• Continued from page 1

so long that they would get new deals on spot shows that wouldn't tie them up to give guaranteed work contracts.

The Paramount and Roxy, however, might have to work out some formula that would guarantee musicians and stagehands a certain number of weeks a year in the event they wanted to go back.

In any event, those close to the picture say that talks with union brass, starting on an informal basis, are scheduled to start in the immediate future.

The chief reason for the reviving interest in live shows by the houses that have switched to straight picture policy is the frightening decline in box-office takes. That, plus the fact that the Palace with its low-budget eight-act policy and a picture is holding up better than was generally expected.

The Roxy with its 5,800 seats, the local pioneer in the big-screen changeover, has seen its grosses drop to around \$20,000. Paramount is also looking at grosses in the middle 20's. Compared with these houses with their tremendous seating capacities, the Palace with only about 1,650

seats, is running at about \$19,000 weekly.

None of these houses, however, looks for a Palace policy to pull it out. Managements are looking for big names, and there's where most of the plans fall apart. The shortage of name attractions is more keenly felt now that theaters want them.

Talent agencies say they have submitted various formulas, but in each case the plan was discarded because there was no name large enough to head up a bill.

Whether any major attractions will come out, agency toppers doubt. One agency head said, "If I had a house and a swimming pool in Beverly Hills and belonged to a golf club, I'd be damned if I'd come East to do four or more shows a day and then have the government take most of it away, particularly if I can get the same dough by staying home and doing one TV guest shot."

Agent Comment

Another agency topper admitted that the foregoing was a tough argument to beat but emphasized that the big stars. "If they have any sense had better get out and let the people see them in flesh, or they won't be big stars much longer. There are plenty of kids that are looking for a chance to push them off their thrones."

Theaters, like night clubs, feel that only a half dozen attractions can do the business, and getting this half dozen out is a problem nobody has yet been able to solve.

Theatermen, however, claim that some solution must be found. One theater op said, "If the studios don't put the heat on their stars to come out, they won't have theaters to sell their products to."

Originally any theater that wanted CinemaScope had to drop flesh for one of two reasons. The first was that 20th Century-Fox wouldn't make a deal that would permit a theater to deduct the cost of its stageman from the gross on which the rental was computed. The second, a physical one, was that the size of the big screen, where hung instead of flown, eliminated a stage where live performers could work.

The Paramount, which theoretically fell into the second category, can use a stageman. The Roxy, with its huge stage, still has the room. The same is true of the State and the Capitol.

Basically, the declining grosses will force theaters to turn to something to take up the slack. New projection gimmicks, whether 3-D or big screen, aren't the answers, it has been found.

Meanwhile, talent agencies are combing their lists and courting their major names in the hope that they'll come out for a few weeks.

AGVA Moves Against Grades

NEW YORK, Jan. 30. — Lew and Leslie Grade had their franchise suspended by the American Guild of Variety Artists Friday (29) for allegedly violating certain clauses in its agreement under which it operated.

The specific charges involved in Article 14 of Rule B, which the Amin Brothers charged was violated. That rule says, in effect, that "agents will be truthful in all their relations with artists and will not engage in any fraudulent practices."

I. Robert Broder, attorney for the Grades, said that AGVA's action was a violation of its agreement between the Artists Representatives Association and the union, which called for various preliminary steps and hearings before disenfranchisement could be taken. "We have had no legal hearing. We believe AGVA's action has no effect, and we will protect our interests," he said.

The Grades, operators of a British talent agency, have 10 days after notice of suspension, to appeal the ruling.

NEW YORK, Jan. 30. — The Chanticleer, Baltimore, will go back to name acts and full shows the beginning of February. Its budget is expected to be flexible, depending on what attractions become available. Dick Henry will book the spot.

OK, BUT NOT IN PUBLIC

MONTREAL, Jan. 30.—The Tehanons, a man and wife dance-accordion act, was called to the stand in the Superior Court action between the American Federation of Musicians and the American Guild of Variety Artists. The fem claimed she couldn't work without music. It developed that her husband (AFM) played her music, but was prevented from doing so because of the union's edict.

"See," announced the AGVA attorney. "See, how that unscrupulous man, James Caesar Petrillo (AFM president) is coming between man and wife."

The judge looked down at the AFM lawyer. "Tell me," he asked softly, "Is it all right if he plays for his wife in private?"

MIAMI FLOPS AT HALF-WAY MARK

Inns Give Cut Rates, Clubs Feel Pinch, But Still Hopeful

• Continued from page 1

1952-'53 was considered the "best" in a decade, so the ops are feeling the pinch even more.

The Sans Souci's Blue Sails Room and the Nautilus Hotel's Driftwood Room are chalking up okay business with good attrac-

Christine Tops \$7,000 Salary

NEW YORK, Jan. 30.—Christine Jorgensen went into overage at the Latin Quarter in the third week of the performer's four-week deal. Jorgensen went in for \$7,000 plus a percentage. The third week Jorgensen took out close to \$1,000 over salary. The club did \$40,000 the first week, \$50,000 the second week and \$60,000 the third week.

There was some speculation whether Jorgensen would be able to open at the Boston Latin Quarter, February 5, as scheduled. Mary Driscoll, chairman of the Boston licensing board was quoted as saying she would "move heaven and earth" to prevent it. Boston laws forbid female impersonators.

It is understood, however, that date is okay, and Miss Driscoll has withdrawn her objections.

Oslo Op Files Plea For 'Trial' Nitery

OSLO, Norway, Jan. 30. — A strong effort is being made to persuade city officials to permit a "trial" period of after-midnight operation of a night club here this coming summer.

The application is being backed by the tourist organizations, railroad officials, hotel and restaurant groups and public officials. The applicant is George's Restaurant.

Backers claim that it is necessary to have night clubs to attract money-spending tourists to the city. The applicant proposes to operate the club from midnight until four o'clock.

tions. Otherwise, on the hotel nitery front, crying towels are very much in evidence. The new DiLido Hotel, Miami Beach's largest, got off to a hefty start with the Ritz Brothers, but took a slump in succeeding weeks.

So it happened with the night clubs. The Beachcomber racked up the biggest biz of the area when it debuted with Sophie Tucker. After a few weeks they closed during an expected dull

Romm Resigns MCA Berth

NEW YORK, Jan. 30.—Harry Romm has resigned from the Music Corporation of America, effective Friday (29). MCA said it was sorry to lose Romm, but the decision was his. Romm claimed he left because there was "a difference of opinion between me and the higher echelon on the value of my services."

He joined MCA about five and a half years ago as head of the theater department. Later he moved into TV, co-producing some of the Colgate shows. He was also the producer of the Eddie Fisher TV show.

Before joining MCA, Romm was a vice-president of the General Artists Corporation and was considered one of the ablest agents in the business, being responsible for the development of some of the biggest names. He plans to vacation on the West Coast for three weeks and may go into TV film production or into personal management.

Paris House to Vaude

PARIS, Jan. 30. — Director Bruno Coquatrix, manager of the midtown Olympia, will drop films and switch to a vaude policy on Friday (5). This gives the Olympia a head start on the Alhambra, former big-time vaude house, which switches from pix and stagemans, to straight vaude on February 26.

period; then reopened big with a show headlining Betty Hutton, along with Soph and Harry Richman. Business stood up here, despite the blues in all but two other spots.

The two other clubs are the Vagabonds and the Latin Quarter. The first just keeps rolling along, and while Lou Walters claims he's ahead of last year, insiders claim he's below last year's level, which was an all-time high. Clover Club scored little (or nothing, in some cases) until Lena Horne came in last week. But even her late shows aren't up to par.

In spite of the dim aspects of this town at the moment, everybody's got a word of cheer for the promised "big months" of February and March. Reservations in the hotels are coming in faster for those periods, and this seems to be an indication of some sort of business revival.

But, as one hotel operator put it: "Every year the customers get worse. This year we've got next year's customers!"

Extra Added

Leonard Connor, (Mayor of Song) was unanimously re-elected as a board member of the National Variety Artists. New members elected for their first term were Ted Hennig and Lillian Lindeman. . . . Andre Phillipe, a five-time winner of TV's "Chance of a Lifetime," is doing turnaway business at the Copa, Pittsburgh.

Denise Darcel's contract was sold last week by Marcel Ventura to George W. Scrimshaw, Trend Artists, for \$25,000. The contract had a year to go.

Eddie Schaeffer has been added to Celebrity Club show.

Phil Brito is now fronting a band at Frank Dailey's Meadowbrook. . . . Solly Hoffman is in his fifth week at the Four Hundred Club, Richmond, Calif. . . . Henry Covert was re-elected president of Theatrical Agents in New England for the fifth consecutive

term. Also re-elected were Harry Drake, veepee; Jacy Collier, secretary and treasurer. The new Board of T.A.I.N.E. includes Jimmy Kennedy, Frank Soper, Fred Mack, Danny White, Drake Collier, Henry Cogert and Ray Mullin. The last named is president of the Rhode Island Theatrical Agents Association, affiliated with T.A.I.N.E.

Myron Cohen has Henri Geni as personal manager. Cohen opens at the Copa February 4, and goes back to the Beachcomber, Miami Beach, March 5, followed by the Balinese Room, Galveston, Tex., March 26. . . . Smiley Burnette is being handled by Abe Feinberg. The latter will pick him up after January 31 and will book him thru New England and Pennsylvania.

Last week marked the fifth anniversary of the Conrad Hilton's Boulevard Room ice shows.

Col'mbia, Westminster, Urania, Mercury Launch LP Sales

RCA Weighs Similar Drives; Sales Are Temporary; 'Operation USA' Set

By BOB ROLONTZ

NEW YORK, Jan. 30.—Columbia Records decided this week to expand its "Operation Buffalo" (The Billboard, January 22) to "Operation U.S.A." By the time the news had whisked thru the offices of the other manufacturers, at least three and possibly four other companies had set up their own February sales on LP merchandise.

The Columbia action in extending its "Sale and a Half" to all 48 States, caused Mercury, Westminster and Urania to offer similar or greater discounts to distributors and dealers and started RCA Victor seriously considering the same type move. Other majors

and large indies, however, decided not to run sales on LP's.

The Columbia "Sale and a Half," pre-tested in Buffalo from January 17-29, will be national program from February 14-28. It offers consumers a Columbia LP at half price for every one bought at list. Thus if a customer buys a 12-inch LP for \$5.95, he can buy another Columbia 12-incher for \$2.98. Mercury's sale is similar. Starting February 1 and extending to February 28, Columbia is selling its LP's to dealers at 25 per cent less than regular dealer discount, so that stores can offer the special to consumers. Here again, Mercury is doing the same. The dealer's cost will return to the regular discount when the experiment is over.

"One and One-Half"

The Mercury "Operation One and One-Half" is essentially the same as the Columbia program and starts at the same time. Westminster's and Urania's programs are slightly different than the Columbia plan. These indie labels will offer a larger discount to distributors and the distributors will, in turn, offer a larger discount to dealers. Dealers will probably sell these lines on the basis of for every Westminster LP purchased at list, another Westminster can be purchased at \$1 or so.

Columbia decided to make the test operation a national one after it received enthusiastic reports from Buffalo area dealers about the sale. According to Paul Wexler, sales head of Columbia, the Buffalo test more than accomplished what it was set up to do; increase store traffic and pull new customers into the stores.

The object of the "Sale and a Half" program Wexler noted, is to build dealer traffic and to move stock. Its success in Buffalo

has been dramatic enough to extend it immediately to the rest of the country.

Local Ads

Columbia supported the Buffalo test with intensive local advertising in newspapers, radio and TV. It will do the same for the national sale, running ads in local papers and using the air as well. The firm may also run some national advertising on the sale in mass-circulation national magazines.

The sales for LP records soon (Continued on page 41)

Kapp Readies First Album On Own Label

NEW YORK, Jan. 30.—Dave Kapp has completed his general planning for his venture into the record manufacturing business with the Kapp Records label and has already started work on his first album release. The Kapp plan calls for producing and selling album packages only, with a possibility that singles from the albums may be released in some instances. First package will be a 12-inch LP titled, "One God—The Ways We Worship Him."

The LP will be a disk version of the book of the same title published nine years ago by Lothrop, Lee and Shepard. The book, which details the various religious beliefs based on monotheism, will be narrated by film, (Continued on page 41)

Musickers Try All Angles for Extra \$

Continued from page 1

Continued from page 1

By PAUL ACKERMAN

Page, Fisher, Paul-Ford, etc., come up with a sufficient number of hits, or hold copyrights of tunes on the back of their hits, to make their publishing operations profitable.

Even such "strays" as Red Buttons can come up with an occasional smash, as the "Ho Ho Song." But when considering artists as publishers, one must be aware of the fact that there exists a whole body of firms whose artist-owners do not particularly strive to obtain hits. These firms are intended as holding companies for original instrumentals, themes, cues, backgrounds, bridges, etc. In this group are a number of TV and radio personalities and musical directors as Ray Bloch and Raymond Scott, and such diskery artist and repertory execs as Paul Weston, Percy Faith, Hugo Winterhalter.

Pub & Disks

The diskery which takes a flier into publishing, and the publisher branching out into personal management have become increasingly common. Acuff-Rose is the latest publisher to venture into records. Many other publishing firms are making records or just cutting masters which are then sold to regular disk manufacturers. These would include such firms as Mills, E. H. Morris, Joy, Robbins, etc.

As for publishers in the personal management field, the examples are numerous. In some instances the management part of the business is a separate entity designed to operate separately or semi-autonomously, but most often the publisher just "hits it off" with some talent and winds up handling their business. On the other hand, of course, many personal managers have in recent years become publishers.

The disk jockey fraternity is now involved in all the various music and record facets. These include publishing, writing, recording, management, record distribution and ownership of retail disk outlets.

Distributors & Labels

Disk distributors for some labels are also disk manufacturers. Typical of such moves are Jimmy Martin in Chicago, Jerry Blaine in New York and Ben Kulick in Buffalo.

For the immediate future there would appear to be no slackening or way out of the increasingly complicated music blueprint. The fact is, many traders see evidence of the trend increasing as time goes on. As one exec said, "The guys who buy pigs for meat packing use everything on the animal but the squeal. The music people are just now finding out how to expand in the same way."

Victor Buys Belle Master

NEW YORK, Jan. 30.—RCA Victor, in a departure from standard practices of the company in the past, this week bought the master of a Belle label disk, "That's Why I Love You," as recorded for the Derry, Pa., indie (Continued on page 41)

By IS HOROWITZ

waxing of the show. The new album will feature all 12 tunes from the musical on one 12-inch LP, played by the Percy Faith ork. The firm will also issue a 10-inch version of the Faith platter, with eight tunes and a two-record EP with eight tunes as well. In addition, and finally, Columbia will release a single waxing from the album containing "Baubles, Bangles and Beads" and "This Is My Beloved."

One recent example that effectively illustrates the process involves Mercury Records. In its modern music series, it has released two 12-inch LP's, one coupling works by Bartok and Bloch, and the other compositions by Schoenberg and Hindemith.

Each tapped a satisfactory part of the buying market, but the company felt there was more to be had, and soon turned out another 12-incher coupling the Schoenberg and Bartok (same selections).

Least this be thought confusing, the firm immediately completed the round robin by coupling the Bloch and Hindemith. The cycle was now complete and where there were two disks there were now four. Each is selling.

Beethoven Use

A year or so ago RCA Victor did mighty well with the Beethoven Ninth Symphony, as recorded by Toscanini and the NBC orchestra. A resounding best-seller in its two-disk coupling with the Beethoven "First" the "Ninth" later appeared in a large limited edition with rest of the Beethoven symphonies.

A few weeks ago a third use of the tape was made. An excerpt from the last movement of the "Ninth" was issued by Victor in a 10-inch LRM disk (low-cost series).

The examples are legion, with citations available from all firms. The state has been reached when classical a.&r. execs are merging their talents more closely with merchandising staffers, with product issued and re-issued in a variety of packets to tempt all segments of the buying public.

Chi Sound Expo Space Sales Up

CHICAGO, Jan. 30.—Display-space contracts for this year's high-fidelity show are running more than 40 per cent over last year at this time, according to the management of the International Sight & Sound Exposition, Inc. The hi-fi show will be held in the Palmer House here September 30-October 2.

The current boom in the high-fidelity market in general was said to be causing the increase in demand for display space. Another reason for the upsurge of interest was attributed to the fact that the 1954 showing has been broadened to appeal more direct- (Continued on page 41)

Coral Extends Foreign Set-Up

NEW YORK, Jan. 30.—Coral Records recently extended the scope of its distribution abroad by pacting a tie-in with Deutsche Grammophon. The German diskery will press and market Coral wax in France, Denmark, Norway, Sweden, Austria and Germany. A similar arrangement with the C. N. Rood Company, The Hague, calls for distribution of the Coral product in Holland, Belgium and Luxembourg.

Coral has still to work out a deal for representation in England. Meanwhile, plans are expected to be finalized shortly for a tie with a Japanese firm. Most Latin-American countries are handled direct by Coral, with the exception of Argentina, Brazil and Chile, where they are repped by the Odeon Company

Decca, H'w'd Records Mull R.&B. Exchange

HOLLYWOOD, Jan. 30.—In an effort to strengthen further its position in the growing rhythm and blues disk market, Decca Records is negotiating with indie Hollywood Records for an interchange and lease arrangement of the latter's r.&b. output. In New York, tho, Decca execs disclaimed knowledge that any deal between the two firms was near the inking stage.

Don Pierce, proxy of Hollywood Records, disclosed that Decca will lease mutually agreed upon r.&b. wax for release on the Decca label. Decca will distribute same thru its outlets, with close supervision. (Continued on page 44)

PHOTO, TOO

Carey Biog On Sleeve of DJ Disk

NEW YORK, Jan. 30.—In order to kick off the first RCA Victor recording by the label's new male vocalist, Bill Carey, the diskery has taken the Carey platter out of its usual disk jockey package and placed it in a special sleeve which gives some of Carey's history and biographical details. The specially-packaged disk will be shipped to over 2,200 jockeys.

The notes on the disk sleeve points up Carey's network radio, network and local TV appearances and reprints of critical comment on the singer. Carey's photo is also on the sleeve.

In a similar move, the diskery has run off a special label on the disk jockey copies of the Wyoma Winters disk. The Winters thrush is also a new addition to Victor's talent roster. The label carries her photo in addition to usual information.

Jimmy Hilliard Sets X's Second

CHICAGO, Jan. 30.—Jimmy Hilliard, a.&r. director for Label X, took time out from a nationwide promotion tour to return to Chicago for the celebration of his second wedding anniversary.

While here, Hilliard made arrangements to have the second release of Label X pushed up in the Chicago area to coincide with Al Morgan's opening February 3 at the Preview. Morgan's sides on the new label's second release will be "You Told Me to Go" and "Sweet Kentucky Sue."

The release was originally scheduled for February 22. Meanwhile, Joe Delaney, sales manager for the label, and Bill Darnell, the first released artist, will continue the promotion tour on the West Coast. Hilliard will join them on the return trip.

Winter Tours in Thud, But Fall Looks Big

NEW YORK, Jan. 30.—For the first time in years there will only be two one-nighter packages out on the road this winter.

One is the "Festival of Modern American Jazz," which teed off this week (28) for a month-long trek after eight weeks in the East last fall. The other is the forthcoming Billy Eckstine unit, with Ruth Brown, the Clovers and the Johnny Hodges ork, which starts an eight-week tour on February 21 in Norfolk, Va.

There will not be a spring edition of the "Biggest Show" this year. The reason for this, according to the Gale Agency, is the lack of new, powerful names who are willing to tour at a reasonable hunk of change. The agency feels it would not be prudent to send out a weak unit just for the sake of having a spring edition.

Another reason for the lack of road shows this year is the declining grosses gathered by road units last fall. At that time the agencies noted the need for new

names and the lack of interest in the old. Also, promoters, hurt recently by the lack of attendance at the Ray Robinson-Dominoes package, have not shown any great enthusiasm over agency suggestions for new packages at this time.

Many Due in Fall

In spite of the dearth of shows this winter, there are a number of units in the works for next fall.

Gale plans to send out a 1954 "Biggest Show" and another jazz package. Norman Granz expects to send out the umpteenth annual "Jazz at the Philharmonic" group. Associated Booking Corporation is working on some packages and so is Shaw Artists.

In addition, GAC is planning a summer package that will play major league ball parks. It is understood that the Dorsey Brothers and Frankie Laine have been tentatively approached for this unit, but no agreement has been reached to date with either one.

coming soon:

The Billboard 1954
MOA CONVENTION ISSUE
Dated March 6

—Timed to coincide with the Music Operators of America Convention at the Palmer House, Chicago, March 8 thru 10.

—Featuring dozens of special features and reference lists important to juke box operators and the entire music-record industry!

Republic's Fuss Alters 'Guitar' Tag to 'Lover'

NEW YORK, Jan. 30.—Chappell & Company, Inc., this week changed the title of "Johnny Guitar" to "My Restless Lover." The change in name came as a result of threatened litigation by Republic Productions, Inc. The latter contended that if the tune would be published and exploited under the title of "Johnny Guitar," the value of the forthcoming picture of the same name would be lessened.

Republic's argument fell strangely on the ears of the music business. It was generally conceded by traders that the song title, "Johnny Guitar," recorded on Mercury by Patti Page, could only help the picture. The flick debuts in mid-March.

Over 100,000 Patti Page disks are already out under the "Johnny Guitar" title. Promotion value accruing to the flick from the Mercury disk could be tremendous, it is figured, as a result of consumer sales, jockey and juke box plays.

Film studios often pay heavily for song title use—as straight synchronizations, title uses, etc. It's understood that the "Johnny Guitar" title was offered to Republic gratis.

Joan Crawford

Chappell acquired the tune from composer Pem Davenport last October. According to Chappell, Davenport showed correspondence, purportedly from Joan Crawford, authorizing release of the song under the title "Johnny Guitar."

Republic, however, claimed that Joan Crawford had no interest in this film other than as an actress. It served notice upon Chappell and Mercury of its contention that the use of "Johnny Guitar" as a song title violated the motion picture rights which Republic owned in the Roy Chanslor novel of the same title.

Under an agreement entered into by Chappell and Republic, the publishing firm changes the song title to "My Restless Lover" and takes steps to disassociate the song from the motion picture.

The lyric of the song, which repeats the name Johnny Guitar many times, remains unchanged. The new title, "Restless Lover," is used twice in the lyric.

Mercury is changing the label on the disk.

32 Baker Sides to CAC Sacred Label

HOLLYWOOD, Jan. 30.—Christian Artists Corporation, indie religious firm, has acquired 32 sides by tenor Kenny Baker for release on the firm's International Sacred Label. Everett L. Anderson, proxy of the firm, revealed that the wax will be issued on two LP's, in addition to extended play and single 78 r.p.m. platters.

DET. DEALER SMACKS PHONO PRICE-CUTTING

By H. F. REVES

DETROIT, Jan. 30.—A sharp indictment of phonograph merchandising practices in this area was drawn this week by Herman Chapin, partner in the Campus Record Shop, one of the leading record outlets of the city, located adjacent to the campus of the University of Detroit.

The single major problem, he summarizes, is price competition, resulting in an unhealthy situation.

The result is that customers are looking for a bargain in the phonograph field, and that sales at regular price levels are nearly non-existent. This is especially true in the better grades, although units selling under \$70 show a little more stability at present.

The price-cutting policy appears widespread, according to Chapin, who has decided that his store will virtually discontinue the stocking of at least some popular lines because of it.

There are three principal aspects of price-cutting, each involving a different type of outlet and each creating fresh difficulties for the store trying to operate under a straight-line merchandising policy.

Main Problems

The result, for instance, is that

DISK BARGAINS VIA TELEPHONE

CHICAGO, Jan. 30.—The Bell Telephone Company here recently opened a new phone service for stay-at-home-shoppers. Anyone desiring a quick listing of bargains available during the day need only dial WEBster 9-1600. A taped phone message lists the merchandise, where available, the former price and the sale price.

Hudson-Ross, local record retail chain, is making use of the new facility to feature sales of LP and EP record albums.

Paul & Ford 'Vaya' 2 Mil

HOLLYWOOD, Jan. 30.—Les Paul and Mary Ford will be the recipients of a 16-inch gold pressing of "Vaya Con Dios" with Capitol Records hosting a tribute to the pair, commemorating the sale of two million copies of the disk recording.

Presentation of the over-size gold platter was scheduled to be made on the nationally televised Dave Garroway show on NBC Friday (29).

Cap execs revealed that "Vaya" has sold more than one and a half million copies in the United States and more than 500,000 in foreign countries. Diskery plans extensive promotion in connection with the huge "Vaya" sale with specially prepared packages going to more than 2,000 disk jockeys. Promotion kit will contain an 8 by 10 photo of Paul and Ford, a "Vaya" pressing bearing a gold label and enclosed in a purple sleeve, and a letter of thanks. DeeJay platter will have "Vaya" back to back.

30c and Box Top Is Halo Promotion Theme

NEW YORK, Jan. 30.—The Sherman & Marquette ad agency reportedly is set to expand its tie-in between Halo Shampoo and pop disks by embarking on a national promotion involving specially pressed disks offered at 30 cents plus a box top. This is part of the agency's plan to reach the disk-buying market, a market which is believed to parallel the shampoo purchasers. The national campaign follows a successful test campaign on specially pressed disks.

The regional test is said to have proved particularly successful for the ad agency and its client and involved an offer of three different disks, advertised as "rare recordings." The campaign was worked out with RCA Victor, the same label with which Halo has been working in a disk jockey and Halo jingle tie-in previously reported in The Billboard.

his store, despite its leadership in the record field is declining to enter in the co-operative television program placed by Columbia in this city, recently reported in these columns. The three special problems, Chapin said, are:

1. Some retail stores follow a general cut price policy, regardless of cost elements.
2. Stores primarily interested in the furniture or appliance field utilize phonographs as a loss leader or come-on to bring customers in and make up their low or non-existent margin in the phonograph deal by sales of other items. The store carrying primarily a music line—phonographs and records—is unable to meet this type of competition adequately.
3. Perhaps most serious—some distributors offer phonographs close to the dealer's cost as a matter of policy.

While such deals are supposed to be secret in some cases, they appear widespread. The only benefit is that the distributor may direct the customer to the retail store for accessory sales which are too small for him to bother with—such as the extra spindle for 45's—and the customer will ultimately come back to buy records.

Bell Kicks Off Major Drive On Jukes, Enters LP Field

By JOE MARTIN

NEW YORK, Jan. 30.—Bell Records, the low-priced, mass-merchandised pop label, has set a major drive to move into the juke box field and has also decided to release some 10-inch LP and two-pocket EP packages at regular pop label prices.

The diskery, nationally distributed thru Pocket Books, Inc., will press for operator use only 10-inch, 78 r.p.m. copies of their regular releases, and seven-inch, 45 r.p.m. copies of the same material. The 78 disks will sell to operators for 40 cents and the 45's will sell for 28 cents. The drive calls for the label to sell directly to one-stops in addition to distributing both retail and operator disks thru their normal channels.

The move into the LP and EP

field is not considered by the label as a major move, but rather as an experiment in both merchandising and repertoire.

The first LP and EP package will be an album by the Tommy Dorsey orchestra featuring Jimmy Dorsey and will consist of material other than coverage of current pops—a departure from the Bell policy to date.

Singles From Albums
It is considered possible that single disks, at the 35-cent price, may be released from the albums. No schedule of release for album merchandise has been set. The diskery will turn out albums only when it believes it has something worthy of album merchandising. The Dorsey LP is due to be released in March and will be injection molded, as are all the regular Bell disks.

The EP and LP disks will not be fully returnable, as are the regular Bell 35-cent disks, but subject to the standard 5 per cent return privilege.

The move by Bell to garner a larger share of the juke box operation. (Continued on page 68)

Zenith Hi-Fi Phono, AM-TV Sets Showing

CHICAGO, Jan. 30.—The Zenith Radio Corporation will unveil its new high-fidelity phonograph line, as well as radio and television models, at a distributors' convention at the Drake Hotel February 11.

The new hi-fi models will be shown in phonographs only, as well as radio combinations. Seventy-six distributors from all over the United States are scheduled to attend the convention, according to Ted Leitzell, publicity director for Zenith.

Poll Covers 260 Indie Telecasters

NEW YORK, Jan. 30.—Approximately 260 indie telecasters have been polled by the TV committee negotiating per-program and blanket licenses with the American Society of Composers, Authors and Publishers.

Late this week, situation remained same as last week, with general optimism. Attorneys for the telecasting said it might still be necessary to call together the all-industry TV committee to consider several points of difference, before the telecasters make a formal proposal to ASCAP.

M-G-M Album Is Rush Job

NEW YORK, Jan. 30.—M-G-M Records is rushing a 10-inch low-priced album on its Lion label, featuring eight of the current click tunes in dance versions. As part of the diskery's "Designed for Dancing" series, the "tops in pops" package features the Henry Jerome ork.

The speed with which the project is being rushed is evidenced by the list of tunes in the album: "Stranger in Paradise," "Oh, My Papa," "That's Amore," "Secret Love," "The Jones Boy," "Heart of My Heart," "The Creep" and "Somebody Bad Stole De Wedding Bell."

Jensen Mfg. Bows 'Duette' System

CHICAGO, Jan. 30.—The Jensen Manufacturing Company of Chicago this week unveiled the new "Duette" portable loud speaker system—Model DU 202.

The new speaker is designed for use with portable record players, tape recorders, electronic musical instruments and band sound reinforcement. The unit is a two-way system containing an eight-inch woofer and a multicell horn compression tweeter. It has a power rating of 20 watts. The speakers are in a specially designed acoustic enclosure.

10 SONGS IN A SESSION (1904)

NEW YORK, Jan. 30.—In the pre-Petrillo days of 1904, when Enrico Caruso cut his first sides for the Victor Talking Machine Company, there were no restrictions on the number of tunes that could be etched in a single session. In commemorating this week, the 50th anniversary of that first session, RCA Victor exec George Marek recalled a bit nostalgically that Caruso put 10 arias to wax that day. A plaque now hangs on Studio 826 in Carnegie Hall where that initial session took place.

HALLELUJAH!

Religious Field Growing Bonanza

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 30.—"Shake a Hand," a common greeting and gospel music, is being uttered more so today by other facets of the entertainment industry and largely because the religious field continues to gain recognition as a growing bonanza.

With the spotlight focused on religious music, promoters and

booking agencies throught the country are turning to the field in an endeavor to knit their attractions into more compact packages. By and large, tho, the established agencies maintain their position of eminence and continue to hold tight rein on their talent.

Competition to Names

Altho the majority of spiritual attractions offer little competition for top-name rhythm and blues packages, the reverse appears to be happening in many instances throught the nation, with increasing frequency. Indicative of this, is the heavy box office that a package consisting of the Pilgrim Travelers, the Soul Stirrers and the Original Blind Boys of Mississippi rang up against such staunch competitors as the Ray Robinson and King Cole units last summer.

What probably constitutes the ideal religious booking agency is found in Lillian Cumber's Herald Attractions. Organized in 1950 as the outgrowth of a publicity operation dealing with spiritual attractions, Herald, along with Spiritual Artists Agency, Houston, and Zucca in New York, dominate the field.

Herald's stable, composed of the Pilgrim Travelers, the Soul Stirrers, Brother Joe May, the Original Blind Boys of Mississippi, the Blind Boys of Alabama, Professor Alex Bradford, the Spirits of Memphis, and the Harmonettes, have consistently drawn top attendance (Continued on page 44)

Offered for 30 cents and a box top each were three disks gleaned from the Victor catalog. One coupled Russ Columbo's "You Call It Madness" with Rudy Vallee's "My Time Is Your Time." Another disk paired Benny Goodman's "Hunka Dola" and Lionel Hampton's "Jumpin' Jive." The third disk is Tommy Dorsey's "Just a Simple Melody" and Paul Whiteman's "You Took Advantage of Me." Latter side features Bing Crosby as a member of the Rhythm Boys.

45's and 78's

The disks are available on either 45 or 78 speeds, both on seven-inch disks. All are now being pressed by RCA Victor's custom division. It is expected that a national campaign by Halo to expand the special disk offer could move several million disks. This is based on the results of the test.

Meanwhile, Victor artists are continuing to cut special versions of the Halo jingle, and the agency is sending these out to the hundreds of stations on which they've bought disk jockey time. The deal still calls for the station to play the latest Victor disk of the artist on the jingle.

D. J. JOKE

Big Laugh To All But Chi Dealers

CHICAGO, Jan. 30.—Retail record dealers in the Chicago area are crying "Help." They're getting requests from all over town for artists that aren't on records.

It seems that several disk jockeys around town are having fun playing games with each other. At times they credit the record just played as having been done by Jack Brickhouse (a local sports commentator), or attribute solo trumpet work to another deeJay, Jay Trompeter. Still in another instance, Art Talmadge, vice-president of Mercury Records, was given credit for short-bread commercial.

Local youngsters have been plaguing their record dealers with requests for ricks by Brickhouse, Trompeter and others.

Philips Records Hits 4 Million

LONDON, Jan. 30.—Last week Philips Records, which put out nearly four million disks here in the past 12 months, celebrated its first year in business.

Handled by Artists and Repertoire Chief Norman Newell, lured from British Columbia, the Philips label has figured here on such hits as Frankie Laine's "I Believe" and "Answer Me," Guy Mitchell's "Chicka Boom," Muriel Smith's "Hold Me, Thrill Me, Kiss Me," the Johnnie Ray-Doris Day duet version of "Let's Walk That-a-Way" and pianist Winifred Atwell's "Let's Have a Party."

Of the total disks sold by Philips in 1953, more than a million were Frankie Laine titles, including a half million of "I Believe."

Toronto Musicians Elect Harris Sec.

TORONTO, Jan. 30.—Norman Harris, orchestra leader, has been elected secretary of the Toronto Musicians' Association. He succeeds Roy Lockesley, who died recently.

Harris was elected by a five to four majority vote by the board of the local. It is understood that there was a meeting of the membership to consider the matter, and since there wasn't a quorum, the election was by the board, as provided for in the by-laws.

BILLIE HOLIDAY REAPS FAIR EUROPE RESPONSE

COPENHAGEN, Denmark, Jan. 30.—The first American jazz unit to tour Scandinavia this year had a very spotty reception and scarcely could be credited at the box office with scoring a smash hit. This unit was Billie Holiday and "Jazz Club U.S.A."

It should be understood that regardless of its musical qualities and reputation, such a unit has most of the cards stacked against it in making a mid-winter tour of Scandinavia.

Such a large group of such high-salaried artists are in most cities obliged to play big-capacity halls, absolutely unsuited to their type of music, admission prices which are beyond the

means of the average jazz fan here.

With a tight schedule of fairly long jumps, which often include the petty but time-wasting annoyances of crossing frontiers, the unit faces weather hazards that often force it to change its route or lose a lot of time and sleep, which affects the performers' work.

Billie Holiday's route was as good as could be laid out, with two night dates in Stockholm, Sweden, for teeing off the tour. Stockholm's Concert House is okay for such a show, and the unit's four appearances—two each night, Monday (11) and Tuesday (12)—got it off to a good start, but not too warm a reception.

A five-day tour of Sweden wound up at the Concert House in Gothenburg, which is also a suitable house, on Friday (15).

Billie Holiday and the entire unit apparently scored their biggest success in Oslo, Norway, where they gave two concerts, on Saturday (16), in the big Colosseum movie theater. Public reaction was good, and not only Billie Holiday but all three combos of "Jazz Club U.S.A.," as well as individual members, drew raves from some of the local papers.

The hardship in Oslo is that units playing two shows at the Colosseum are obliged to appear first at 2:30 p.m. and start their second show at 11:15.

This was complicated by a border-hopping jump to Malmo, Sweden, early Sunday (17) morning, play two night shows there, and then make a border-hopping plane flight to Copenhagen—all in one day.

All the breaks were against the unit in Malmo. Playing in a sports arena at a top price of \$2.40, they were not only met with a rather cool reception, but one of the town's tabloids devoted nearly two pages on Monday (18) to blasting the show and practically every one connected with it.

Front-paged start of the story with a double-column head: "Scandal by Jazz Gala in Malmo," and inferred that the public had been gypped by Billie Holiday's having been permitted to appear, especially at a \$2.40 ticket tab.

As the Malmo tabloid has considerable sale in Copenhagen, the story was not a boost for the two shows here on Monday (18) night at the 4,000-seat hall. The hall is also a sports arena and large for small units.

Decca Out With New 'Curtain Call'

NEW YORK, Jan. 30.—Decca Records will release the sixth volume in its "Curtain Call" series next week. The series features artists in "collectors' waxings of past clicks. New set, to be made available on all three speeds, showcases fem singers Connee Boswell, Frances Langford, Ella Fitzgerald and Mildred Bailey.

DAD & SON BOW VIA SAME DISK

NEW YORK, Jan. 30.—The first recording to introduce Igor Oistrakh to United States listeners will feature the young Soviet violinist as soloist in the Khachaturian Concerto, a work which also served to introduce his father, David, Stateside. British Columbia recorded the 23-year-old fiddler during a recent concert tour which took him to England. The disk will be released here late in February by Angel Records.

Music Biz Hits \$30,000,000 In Publications

NEW YORK, Jan. 30.—Music publications of all types are now moving to consumers at the annual rate of \$30,000,000 at retail, with about 16 per cent of the total accounted for by pop sheet music, according to a survey just conducted by the Music Publishers' Association.

The survey, which showed that publishers sell a large block of their standard product direct to consumers, by-passing jobbers and dealers, tabulated replies on questionnaires sent to dealers and publishers. About 30 publishers and more than 200 dealers filled out survey forms.

Of the \$25,200,000 standard music melon, 30 per cent, or \$7,560,000, is sold direct by publishers to churches, schools, institutions and other consumers, the survey disclosed. Dealers, deprived of this large chunk of standard volume, reported that 21 per cent of their total volume was in pop sheets as compared against the 15 per cent industry figure.

The survey further disclosed that 88 per cent of all music sold via mail order goes to educational and church consumers, with schools the largest users, and private teachers and churches following in that order.

Kellman to Head Ampro L-A Sales

CHICAGO, Jan. 30.—Ampro Corporation, manufacturers of tape recorders, has announced the appointment of Jack Kellman to the newly created post of export sales representative for Latin America. The announcement was made by Howard Marx, Ampro vice-president.

Kellman is president of Cin-electric, Inc., New York. His firm acts as export managers and distributors for a number of audio-visual equipment manufacturers and has distributors in 20 Latin-American countries.

Heating-Cooling Cycle Control Device for Diskers Perfected

HOLLYWOOD, Jan. 30.—The development of a new electronic control of the heating and cooling cycle of compression record pressing equipment was disclosed here this week by A. R. Ellsworth, president of Research Craft.

Ellsworth disclosed plans for marketing the electronic device, which will be available to all record pressers. Present plans call for the control to sell for approximately \$300.

The control will automatically govern the desired temperature for heating and cooling a record mold by controlling the maximum and minimum temperature cycle, and will also control the point at which the ram on a press will close.

Said Ellsworth, "The adjustment for any temperature combination, necessary with a change of plastic, stamper or die, can be made within a few seconds, as it is controlled by the movement of temperature levers on the thermometer itself. The thermometer gauge operates independently, as there are no contact points connected with the thermometer mechanism."

The chief advantage with the use of the automatic control results in a maximum savings of time and labor costs to pressing plants. As is the case with a majority of compression pressing plants, the control of the press has been accomplished by a clock driven drum, which has attached to it shoes that engage valves to control the press. A change in cycles required a change in the position of the shoes on the drum. This was a time consuming operation, generally taking as long to change the cycle as to actually set up a press. Because this procedure proved to be uneconomical, it has largely been the reason why plants with compression equipment

have avoided automatic timing devices.

Ellsworth revealed that the device can be adapted to other industries where any gauge or other temperature controls are necessary to the production of a finished product.

The newly developed control will increase production capacity, since with the control unit a press operator must maintain the same rate of speed while the press is in operation. The control takes away much of the human element very often determining the speed at which records are pressed.

The automatic control is the initiation of a program at Research Craft, ultimately eliminating the necessity for press operators and

(Continued on page 44)

ANOTHER BMI "PIN-UP" HIT

WOMAN

recorded by

JOSE FERRELL-RESEMARY
CLOONEY ... Columbia
JOHNNY DESMOND ... Coral
GUY LOMBARDO ... Decca

published by
STUDIO MUSIC CO.



ROBE OF CALVARY

All Record Labels and Artists Listed (Alphabetically)

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

HILL and RANGE SONGS, Inc.

SMASH HIT!

SADIE THOMPSON'S SONG

From the Columbia Technicolor Picture

"MISS SADIE THOMPSON"

RECORDED ON ALL MAJOR LABELS

MILLS MUSIC INC.



"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

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

The New Dance Sensation!

THE CREEP

MILLER MUSIC CORPORATION

Going Straight to the TOP!

"OUR HEARTBREAKING WALTZ"

Recorded by

Teresa Brewer	Coral
Guy Lombardo	Decca
Pinetoppers	Coral
Clyde Moody	Decca

VILLAGE MUSIC CO.
1619 Broadway New York City

Anyone Knowing Whereabouts of

SOMETHIN' SMITH

Call Epic or Columbia Records
New York, N. Y., immediately.

FABULOUS PERFORMANCES! As Sung Nightly In The Broadway Show "John Murray Anderson's ALMANAC"

HARRY BELAFONTE


sings

HOLD 'EM JOE

and

I'M JUST A COUNTRY BOY

Now on... **RCA VICTOR RECORD No. 20-5617**



- LEGAL NOTICE -

PLEASE TAKE NOTICE

**THAT THE TITLE OF OUR CURRENT
COMPOSITION RECORDED BY**

PATTI PAGE

For MERCURY RECORD CORP.

HAS BEEN CHANGED FROM

"JOHNNY GUITAR"

TO

"MY RESTLESS

LOVER"

(Mercury Record #70302)

**NO CHANGE OF ANY KIND HAS BEEN
MADE IN THE WORDS OR MUSIC —
ONLY THE TITLE HAS BEEN CHANGED.**

CHAPPELL & CO., Inc.

BELL RECORDS

7-INCH 78's and 45's - TWO HITS on EACH RECORD

**THE
EXCITING NEW
MAJOR RECORD LABEL—
NOW THE MOST WIDELY
DISTRIBUTED DISC
IN RECORD HISTORY!
OVER 850
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**BELL NOW MAKES AVAILABLE TO JUKE
BOX OPERATORS EVERYWHERE
45 RPM HIT SINGLES AT 28¢**

WRITE NOW FOR BELL RECORD INFORMATION

And, as an accommodation for operators only, 10-inch 78's also available at 40¢

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Magazines
Check here

I AM A

- DEALER (Type of store: _____)
- DISTRIBUTOR
- JUKE BOX OPERATOR
- ONE STOP

I am interested in the new 35¢ line of 7-inch BELL Records. Please send me information on how and where I can buy them.

NAME _____

ADDRESS _____

CITY _____ STATE _____ PHONE _____

STORE OR COMPANY NAME: _____

- 1013** RAGS TO RICHES
MANY TIMES
(Tony Russo & Paul Neilson Orch.)
- 1017** CHANGING PARTNERS
LOVER, COME BACK TO ME
(Helen Forrest with Sy Oliver Orch.)
- 1018** STRANGER IN PARADISE
HEART OF MY HEART
(Tony Russo with The Fellers, Jimmy Carroll Orch.)
- 1019** OH! MY PAPA
(Artie Shaw & The Fellers
OFF SHORE
(Lillian Clark & Chorus)
(Both with Jimmy Carroll's Orch.)

- 1024** GRANADA
YOU'RE MY EVERYTHING
(Tommy Dorsey Orch., featuring
Jimmy Dorsey)
- 1025** THAT'S AMORE
THE JONES BOY
(Tony Russo & The Carillons)
- 1026** WO-MAN
(Stuart Foster & The Carillons)
NIGHT AND DAY
(Jimmy Carroll & Orch.)

1023 BESAME MUCHO
THAT OLD FEELING
ARTIE SHAW
& His Gramercy Five



1027 TENDERLY
STOP AND GO MAMBO
ARTIE SHAW
& His Gramercy Five

**UNITES FABULOUS
DORSEY BROTHERS
WITH FIRST RECORD
TOGETHER
IN 20
YEARS:**



GRANADA
b/w **YOU'RE MY EVERYTHING**
BELL #1024

Tommy Dorsey
and His Orchestra
Featuring
Jimmy Dorsey

And Here's the Dorseys' Next—
on BELL 7-inch 78 and BELL 45 at 35c list!
It's value like this that's swinging millions to buying BELL.

*the
Reconciliation
Record*

MARIE ← Tommy's Best

b/w
GREEN EYES ← Jimmy's Best

BELL #1028

Coming Up

MAKE LOVE TO ME

b/w

MY FRIEND, THE GHOST

Bell #1029

Remember
"THE THING"?
 Here We Go Again!
**I KNOW
 AN OLD LADY**
 and
**TAKE YOUR
 GIRLIE TO THE MOVIES**
(If You Can't Make Love At Home)
 with SKIP MARTIN
 and his Orchestra



802 Meets to Map Net Pacts Strategy

NEW YORK, Jan. 30.—A special meeting of the entire membership of Local 802, American Federation of Musicians, will be held Wednesday (3), at the Capitol Hotel to consider strategy with regard to the union's contract negotiations with the networks. The membership will be given a report of the negotiations to date.

The local's decision to call the meeting was precipitated by the failure of the American Broadcasting Company and WOR to commit themselves to the maintenance of musician quotas.

NBC and CBS are amenable to maintaining quotas, but have indicated that their policy could be conditioned by the stand of the other negotiators.

Not Insisting
 Local 802 has made it clear that it is not insisting on quotas. Tradesters point out that under the Lea Act, such insistence could be construed as "featherbedding." Local 802, however, does point out that in the event there are no quotas, then separate contracts will have to be negotiated.

A union spokesman said, "We have made concessions down the years because the networks have maintained quotas, and we have been anxious that they do so . . . all thru the years, quotas have been the basis of negotiations. . . . If no quotas are maintained, we might find it necessary to put this work into the single engagement category."

Al Manuti, 802 chief, will hold the Wednesday meeting not only in order to report on negotiations to date, but also, to make certain that further moves have the full backing of the membership.

Confidence Vote
 The situation is an unusual one, with dramatic overtones. While nobody has spoken of the possibility of a strike, it is regarded as possible that the membership will

give the administration a vote of confidence on this point, in the event the administration considers such a stand necessary.

Meanwhile, execs of Local 47, Los Angeles, have asked an increase of 25 per cent in scale. In contrast with this, Al Manuti, of 802, is stressing employment and live music as his two chief points. The present contract has been extended to February 15.

AFM Clinker Thrown Into Rainbow Jazz

CHICAGO, Jan. 30.—The recently formed "Jazz at the Rainbow," a one-night-a-week affair featuring the top names in jazz and emceed by local disk jockeys, received a set-back on what it was thought would be a sure-fire seat-filler.

The show recently invited jazz fans desiring to keep a permanent record of the sessions to bring along their tape recorders.

The American Federation of Musicians immediately stepped in and nixed the invitation on the grounds that it was against union regulations.

The show has presented among others, Duke Ellington and Muggzy Spanier, and intend. to bring in such artists as Stan Kenton, Gene Krupa and Sarah Vaughan. The show is produced by Leonard Schwartz, owner of the Rainbow Arena. Tickets are priced at \$1.25 and \$2.50.

CLASSIFIED AD INFORMS FAN

PHILADELPHIA, Jan. 30.—Miss Betty Brown, loyal Frank Sinatra fan, wrote to Capitol Records here recently telling of her loyalty to the warbler and asking when his next album would be released. Unfortunately, she forgot to include her address, and the firm was at a loss as to how to notify her about the new set.

However, Irv Jerome, then manager of the local Capitol distrib firm, had a brainstorm. He put a classified ad in The Evening Bulletin, care of Betty Brown, in which he told her of the date of the new Sinatra album and signed it "Love, Irv."

It so happened that Miss Brown works on The Bulletin, and her boss, who handles classified ads, called this one to her attention. Betty now knows when the set will be released, and Capitol here is considering using classified ads more often in the future.

RCA, Decca Host Parties

CHICAGO, Jan. 30.—RCA Victor and Decca Records hosted cocktail parties this week (28) to hype record promotion of their offerings locally. The Victor affair was held for Dennis Day, who was in town in behalf of the March of Dimes. The other party was held for James Stewart, Universal-International movie star in "The Glenn Miller Story" to be released here shortly.

Both parties were heavily attended by local disk jockeys and music personnel as well as press representatives. Attending from the Victor firm were Bob Nosssett, Rocky Rolf, Hadley Chapman and artist Buddy Morrow. Decca representatives in attendance at the Stewart affair were Shim Weiner, Margaret Kraft, Sellmann C. Schulz, Larry Green, Bob Bollheimer, Tony Ignoffo, Bob Rock and Herb Chapman.

Film Musicians Win 5% Pay Hike at 6 Studios

By HERB RAU
 MIAMI BEACH, Jan. 30.—A 5 per cent wage increase was won by motion picture studio musicians in their contract renewal negotiations with six major film companies. The American Federation of Musicians had asked for a 20 per cent boost, plus a 10-man payroll increase per studio.

Sessions between the AFM, led by President James C. Petrillo, started Monday night at the Lombardy Hotel. Early Wednesday both groups reached an agreement with less of a battle than was anticipated.

The agreement signed this week also extended the present contract for four years without any other major changes in its provisions. Previously, the studio musicians were operating under a two-year contract which expired this month.

Studios Involved

The announcement was made jointly by Petrillo, representing the union, and Nicholas M. Schenck, president of Loew's, Inc., on behalf of the companies. The six studios which signed the agreement are Columbia, Paramount, Warners, Metro-Goldwyn-Mayer, 20th Century-Fox and

Universal-International, all members of the Association of Motion Picture Producers.

Two other companies—RKO and Republic—are to negotiate separate agreements with the musicians.

Before the sessions began, Petrillo announced he was confident that the studio toppers would accede to the 20 per cent increase. He said:

"These people have always been all right with us. They're not arbitrary, and they've never tried to break up the union. They claim business is bad now because of television. Maybe it is, but we don't want them to save money at our expense."

The present base pay of the musicians, prior to the 5 per cent increase, was \$149 a week. Studios were also required to have 45 musicians on their payrolls.

Representing the studios in the negotiations were Sam Sneider, vice-president of Warner Bros.; Y. Frank Freeman, vice-president of Paramount Studios; Ted Black, of Republic; B. B. Kahane, vice-president of Columbia Pictures; William C. Michel, of Fox; John O'Connor, of Universal-International, and Schenck.



JUST RELEASED!

**PATTI
PAGE**

**CROSS OVER
THE
BRIDGE**

STILL GOING STRONG

**"CHANGING
PARTNERS"**

MERCURY 70295 • 70295X45



COUPLED WITH*

"MY RESTLESS LOVER"

MERCURY 70302 • 70302X45

SENSATIONAL!
FIRST



POP
Version

**DAVID
 CARROLL'S**

**FANNO
 FANNIS**
 (INSTRUMENTAL)

b/w

"By Heck"

Mercury 70292



**4 Soloists Join
 Smith's Band**

DETROIT, Jan. 30.—Four leading soloists have been booked to tour with the Leonard Smith band—Ben Gaskins, flutist with Toscanini NBC Symphony; Marius Fossenkemper, clarinetist with the Detroit Symphony Orchestra; David Uber, trombonist and Fox-Movietone recording artist, and Ralph Lorr, NBC Symphony bassoonist.

All four will also conduct music clinics for school students in each city on the tour prior to the local concerts.

The opening date for the five-State tour has been set for February 8 at Rockford, Ill. Smith will carry 40 men in his organization.

**COUGH DROPS
 PLUG RECORD**

NEW YORK, Jan. 30.—Sending gimmicked promotional items to disk jockeys is standard practice in the disk and music industries, but once in a while a natural gimmick suggests itself. The most recent instance is the Smith Brothers' recording on the "X" label of the Sheldon tune, "Melancholy Me."

Goldie Goldmark, Sheldon's general manager, has purchased a load of Smith Brothers cough drop packages and is sending them to disk jockeys marked, "Please don't cough when announcing the new Smith Brothers record of "Melancholy Me."

**San Antonio Local
 Elects Officers**

SAN ANTONIO, Jan. 30.—Peter V. Brewer, new secretary-treasurer of the Musicians Union, Local No. 23, has announced that William T. Brady has been elected vice-president of the local.

Installed were Brady, Brewer; executive board members Joe Rodriguez, Jesse Gonzales and Jimmie Revard; and Harry C. Kramme, Bill Case and Rudy Carrasco, all renamed to the board of auditors. Executive and auditor board members and the secretary-treasurer were named at an election held December 13.

**Brit. Pubs Hunt for
 More Dutch Tunes**

LONDON, Jan. 30.—Following the success of "O, Mein Papa," song publishers here have been scouring Germany for other hit tunes and have come out with one called "The Book."

To record the Columbia version singer Dick Lee was flown over from America to make the disk which is being rushed out. Homegrown boy David Whitfield has waxed the number for Decca, but these are just two in the vanguard of what looks like the biggest stampede in years to get a number in the shops.

**Gately Heads
 Cohan Firm**

NEW YORK, Jan. 30.—Bud Gately, formerly with the Frank Loesser and Bourne music firms, this week signed a one-year pact as general manager of the George M. Cohan Music Publishing Company. According to Gately, the firm will start work immediately on reviving several Cohan standards and getting disk action of Cohan-penned tunes which have never been recorded.

The firm, which has acquired copyrights on all the tunes written by the late legit and vaude star, is also activating an educational music department headed by George Ronkin. Pubbery president George M. Cohan Jr. is taking an active part in the management of the business.

DETROIT, Jan. 30.—The latest indie label to bow here is Falcon Records, which will specialize in recordings of choral groups, glee clubs, bands and similar groups.

The owners are Thomas and Estelle Pilchowski, with offices at 11363 Lumpkin Avenue in the suburb of Hamtramck. The firm has no connection with the Falcon Records of Quincy, Mass. Pilchowski has been active in the plastic record field for several years.

THANKS

DISC JOCKEYS
 JUKE BOX OPERATORS
 RECORDING COMPANIES
 ARTISTS

For the **HIT** song of 1954

"BIMBO"

(Records Listed Alphabetically)

- JIM REEVES—Abbott (original version)
- ROD MORRIS—Capitol
- LAWRENCE WELK-JIMMY WAKELY—Coral
- GENE AUTRY—Columbia
- POLLY POSSUM—Columbia
- GRADY MARTIN—Decca
- RUBY WRIGHT—King
- EDDY HOWARD—Mercury
- EDDIE DEAN—Ode
- PEE WEE KING—Victor
- BRUCIE WEIL—Victor

Artists copies available at . . .

FAIRWAY MUSIC CORP.

6365 Selma Ave.

Hollywood, Calif.

Two superb renditions by
MARGARET WHITTING

with orchestra conducted by **NELSON RIDDLE**

**"I SPEAK
 TO THE
 STARS"**

**"IT'S NICE
 TO HAVE
 YOU HOME"**

from the Warner Bros.
 motion picture
"LUCKY ME"

published by
BRANDOM MUSIC CO.
 1323 South Michigan Ave.
 Chicago 5, Illinois



Record No. 2717

**BREAKING WIDE OPEN
IN BOTH POP and
COUNTRY MARKETS!**

**Red
foley**



SINGING

TENNESSEE

WHISTLING

MAN

c/w As Far as
I'm Concerned

Decca 29000 (78 RPM)
and 9-29000 (45 RPM)



Music as Written

GELLER JOINS JOY MUSIC . . .

Harvey Geller this week joined Joy Music to handle disk and tune promotion for the pubbery. Geller was formerly with London Records and has been with deejays Martin Block and Gallagher and O'Brien. Roy Cohen, who formerly held the same post with the Joy firms, has resigned to enter the publishing business with Alroy Music. The first tune in the firm is "What Good Is Somebody New," cut by Bobby Wayne on Mercury.

SCHICKE NAMED BY EPIC . . .

Charlie Schicke has been appointed to the classical sales and promotion department of Epic Records, new Columbia Records subsidiary. He will visit deejays and dealers to push the classic waxings. Schicke was formerly with Urania Records in the advertising - promotion department and before that handled time sales for a local radio station.

HOSIERY GIMMICK IN 'TAWNY' PUSH . . .

Music House, Buffalo retail record chain, has arranged a tie-up with the Fantashere Hosiery Company to help push the new Capitol Album, "Tawny," with the Jackie Gleason ork. All next week, the stores will give out a pair of stockings (the shade being tawny, of course) with every new Gleason set purchased.

PAUL WHITEMAN IS NAMED BENEFICIARY . . .

The sole beneficiary of the \$10,000 estate of Mrs. Ferne Whiteman Smith, Fort Worth, is orchestra leader Paul Whiteman, her brother. Mrs. Smith died December 24.

M-G-M CONTEST PRIZES GIVEN . . .

Bill Henry, of Cohen Bros.' Department Store, Jacksonville, Fla., took the top prize of \$100 in M-G-M Records' promotional tie-in contest on the film and sound track album, "The Band Wagon." Second prize of \$50 went to Johnny Burke's Record Counter, McLelland's Store, Tucson, Ariz. Third prize winner, Sherman Clay's Sutter Street store, San Francisco, received \$25.

New York

Marv Holtzman, Epic Records a.&r. topper, is looking for his latest wax acquisition, *Somethin' Smith*. It seems the singer forgot to tell the firm where he went when he went away, and the diskery would like to get in touch with him. . . . Henry Okun is now handling promotion for Original Records. The firm's latest release features the Dixie Sisters. . . . Billie Harris, Irv Sider's secretary at Shaw Artists, has recovered from a severe attack of food poisoning. . . . Ken Greenglass, personal manager of thrush Eydie Gorme, has signed pianist Jackie Lee and the Phil Lawrence-Mitzi Stone duo. Greenglass also recently started two new publishing firms, G. & G. Music and Fortune Music, in association with Larry Spear. . . . Tony Martin starts at the Latin Casino, Philadelphia, February 11.

Cosnat Distributors has taken on distribution of Eureka Records, new West Coast label. . . .

Ben Goldman has been placed in charge of customer service at Allied Record Manufacturing Company here. He will report to Hal Neely, national sales manager of the firm. . . . Norman Granz' "Jazz at the Philharmonic" unit takes off for Europe, Friday, February 5, for an eight-week swing thru the Continent. . . . Tony Bennett opens at the Copa here, February 4. . . . Lionel Hampton's ork is now at the Seville Theater, Montreal. . . . Margaret Blaise is the correct name of the new masterworks publicity assistant in the press department of Columbia Records. . . . Capitol execs Lloyd Dunn and Bud Fraser were in town this week to confer with sales toppers Bill Fowler and Hal Cook about spring plans. . . . Murray Duetsch, of Peer International, became the father of a girl, January 20.

Pete Doraine has resigned as general manager of Allen Records. . . . Herb Moss, president of Gotham Recording Corporation, was guest speaker this week at the luncheon meeting of the Advertising Men's Post 209, American Legion. . . . Diskery-distributor Jerry Blaine has announced the engagement of his twin daughter, Florence, to Irwin Elizabeth. . . . Mood Records has named Ed Bar-

sky as its distributor in the Philadelphia area. The diskery has signed the Honeydreamers. . . .

Cal Calva, Vanity Records' vocalist, will marry Beverly Navin, February 6, in Elizabeth, N. J.

Bob Thiele, Coral a.&r. chief, and Eileen Barton were in Detroit and Chicago this week plugging the thrush's recent waxing of "Don't Ask Me Why." . . . Coral sales manager Norm Weinstroer leaves next week on a Western business trip, with visits skedded with distribs in Seattle, Portland, San Francisco, Los Angeles and Denver. . . . Decca artists hitting the road next week to plug recent waxings include ork leader Frank Perkins, who junks to Pittsburgh, Cleveland, Detroit, Cincinnati and Louisville; Ruth Casey, who heads out to Cleveland, Chicago, Detroit, Buffalo and Rome, N. Y., and Janet Brace, who has skedded stops in Boston, Providence and Hartford, Conn.

George Annis, who heads the Annis House of Music, Detroit, flew East for a quick conference with Mercury Record executives on future cutting sessions for the Gaylords, for whom he is arranger.

Chicago

Ralph Marterie and his orchestra in town to play a one-nighter at the Sheraton Hotel Friday night (29). . . . Vic Damone and Joyce Taylor, Mercury vocalists, in town to appear on the Howard Miller TV show Friday night (29). . . . Bill Anson, disk jockey, is the writer of the new Dennis Day release, "Tularosa." . . . Buddy Morrow, RCA Victor band leader, in town on a deejay tour. . . . Darrell Balasty, guitarist, has joined the Ann Edwards combo at the Brass Rail.

Bill O'Connor, deejay on six radio stations and all four local TV outlets, begins two new one-hour shows on NBC (WMAQ) Saturdays from 11 to noon and Sundays from 10 to 11 a.m. . . . M S Distributing, headed by Milt Salstone and Lenny Garmisa, has taken over exclusive distributorship of Phono-Gard in Chicago.

Jerry Wallace, Allied label artist, in town on a deejay tour plugging his latest, "Little Miss One."

Sid Kroffit, appearing at the Laurentian Hotel, Montreal. . . . In Akron, the Hollywood Club has adopted a name policy with the current appearance of Mel Torme. Skedded for appearances there are Florian Zabach, Vaughn Monroe, the Four Aces and Buddy Greco. . . . Ted Weems and his orchestra are playing Illinois dates from February 4-19, including nine days in Chicago at the International Amphitheater. . . . Rosalind Court-right heading the show at the Marine Dining Room of the Edgewater Beach Hotel. . . . Helen Traubel opened at the Chez Paree Friday (29). . . . Patachou is headlining at the Palmer House. . . . Elaine Carvel singing at the Club Hollywood.

Norman Lee is playing Trig Ballroom, Wichita, Kan., and doing one-nighters in surrounding territory.

Billy Evans, morning deejay on WGN, is celebrating his 11th anniversary with the station this year. Evans has just been signed for another three years on his morning show.

Cincinnati

The Hilltoppers, Dot Record stars, pulled a capacity 2,300, with ducats pegged at \$1.50, including tax, at Milt E. Magel's Castle Farm Saturday night (23). Set by MCA, the boys were in for \$1,200. It was their third engagement at the Farm. First time in they got \$500; second time, \$750. . . . Vocalist Dick Noel, managed by Harry Carlson, local songwriter-photographer, due in New York early this week for business confabs, after a fortnight's vacation in Florida. He plays the Erie Social Club, Philadelphia, Saturday and Sunday (6-7).

Philadelphia

Pat Dennis is the new bandman at the Little Rathskeller. . . . Cass Harrison, with Elba, out of Noro Morales' band for the singing, holds forth at the Hotel Warwick's Warwick Room. . . . Acres O'Reilly, whose piano-vocals are featured at the local after-dark spots, is taking up classical studies during the day at the Granoff School of Music here. . . . The Jolly Joyce Agency spots Jackie Brooks, platter personality, at Pacey's for four weeks and the Mulcays, recording harmonica duo, at Sciolla's this week. . . . The Drake Hotel, one of the more
(Continued on page 44)



has the Hits!

Don Cornell

sings

HOLD ME



Coral 61125 (78 RPM) and 9-61125 (45 RPM)

Alan Dale

sings

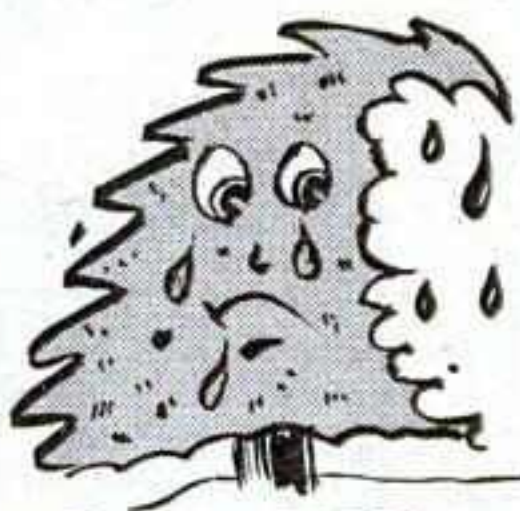
HONEY, HONEY, HONEY



Coral 61119 (78 RPM) and 9-61119 (45 RPM)

Johnny Desmond - Eileen Barton and the McGuire Sisters sing...

PINE TREE, PINE OVER ME



Coral 61126 (78 RPM) and 9-61126 (45 RPM)

CLING TO ME



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)



LEW DOUGLAS

and his
orchestra
play...

**BREAKING
OUT
EVERYWHERE**

TURN AROUND BOY

b/w CAESAR'S BOOGIE

MGM 11654 78 rpm • K 11654 45 rpm

JONI JAMES

YOU'RE NEARER **YOU'RE MY EVERYTHING**



MGM 30829 78 rpm • K 30829 45 rpm

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

ROBERT MAXWELL
SOLFEGGIO **THE DOLL DANCE**
MGM 11671 78 rpm • K 11671 45 rpm



Amazing new sound made by the fabulous vocal chords of

LEO DE LYON

SAY IT ISN'T SO **THE BAND PLAYED ON**
MGM 11680 78 rpm • K 11680 45 rpm

TOMMY EDWARDS
THERE WAS A TIME **WALL OF ICE**
MGM 11668 78 rpm • K 11668 45 rpm

BETTY MADIGAN
MY HEART IS DANCING WITH YOU **CALL ME DARLING**
MGM 11670 78 rpm • K 11670 45 rpm

BOB STEWART
DID I REMEMBER **CARELESS**
MGM 11659 78 rpm • K 11659 45 rpm

GEORGE SHEARING
A SINNER KISSED AN ANGEL **MOOD FOR MILT**
MGM 11677 78 rpm • K 11677 45 rpm

BOB SANTA MARIA
I REALLY DON'T WANT TO KNOW **THE BIG DREAM**
MGM 11666 78 rpm • K 11666 45 rpm

SHIRLEY HARMER
IF YOU LOVE ME **WON'TCHA' LOVE ME**
MGM 11667 78 rpm • K 11667 45 rpm

CURLY WIGGINS
WILDERNESS **AMBUSHED**
MGM 11679 78 rpm • K 11679 45 rpm

THE CORONET ORCHESTRA
LOST LOVE **MAIN LINE**
MGM 30837 78 rpm • K 30837 45 rpm

HERE IT IS! The disk they're talking about

GINNY GIBSON
BATON ROUGE

DON'T STOP KISSING ME GOODNIGHT

MGM 11672 78 rpm
K 11672 45 rpm

M-G-M RECORDS

MAKE FRIENDS

WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Ten Top Tunes

... for Week Ending January 30

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

1. Oh, Mein Papa (Oh, My Papa) 1 9

By John Turner, Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP).
BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 316
OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; L. Assia, London 10151; Brassairs, London 1403; B. De Welle, Coral 61111; D. Hill, V 20-5561; H. James, P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Ruffa, Mercury 70243; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111.
TRANSCRIPTIONS AVAILABLE: June Valli, Thesaurus.

2. Stranger in Paradise 2 10

By Robert Wright and George Forrest—Published by Frank (ASCAP).
BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927; T. Martin, V 20-5535.
OTHER RECORDS AVAILABLE: V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; A. Romero, V 20-5551; J. Sebastian, Cadence 1421; L. Stokowski, V 10.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

3. That's Amore 4 13

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

4. Changing Partners 3 10

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

5. Rags to Riches 5 20

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

6. Secret Love 7 5

By Sammy Faith and Paul Webster—Published by Remick (ASCAP).
BEST SELLING RECORD: Doris Day, Col 40108. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 2678; T. Edwards, M-G-M 11604; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876.

7. Heart of My Heart 7 11

By Ben Ryan—Published by Robbins (ASCAP).
BEST SELLING RECORDS: Four Aces, Dec 28927; D. Cornell, A. Dale, J. Hammond, Coral 61076. **OTHER RECORDS AVAILABLE:** L. Elgart, Col 40137; Four Vagabonds, Apollo 1076; F. Laine, Mercury 70262; Maple City Four, Mercury 6084; J. Shara, Cap 2520; G. Wright, King 1308.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

8. Ricochet 6 16

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

9. Ebb Tide 9 23

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP).
BEST SELLING RECORD: F. Chacksfield, London 1358. **OTHER RECORDS AVAILABLE:** C. Applewhite-Camarata, Ork, Dec 28875; D. Ballard, Dec 28977; L. Becker-Enoch Light, Prom 1058; J. Colonna, Dec 28975; V. Damone, Mercury 70216; K. Griffin, Col 40093; B. Haymes, Bell 1012; Ink Spots, King 1297; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

10. Woman 11 5

By Dick Gleason—Published by Studio (BMI).
BEST SELLING RECORDS: R. Clooney-J. Ferrer, Col. 40144. **OTHER RECORDS AVAILABLE:** J. Desmond, Coral 61069; G. Lombardo, Dec 28985.

Second Ten

- 11. FROM THE VINE CAME THE GRAPE..... 1
Published by Randy Smith (ASCAP)
- 12. TILL WE TWO ARE ONE..... 13 2
Published by Shapiro-Bernstein (ASCAP)
- 13. JONES BOY..... 14 5
Published by Pincus (ASCAP)
- 14. TILL THEN..... 1
Published by Leeds (ASCAP)
- 15. GRANADA..... 15 3
Published by Peer (BMI)
- 16. YOU ALONE..... 12 13
Published by Roncom (ASCAP)
- 16. MAKE LOVE TO ME..... 1
Published by Melrose (ASCAP)
- 18. VAYA CON DIOS..... 19 33
Published by Ardmore (ASCAP)
- 18. YOU, YOU, YOU..... 10 31
Published by Robert Mellin (BMI)
- 20. I GET SO LONELY..... 1
Published by Larry Taylor (ASCAP)

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Buyboard

TOP SELLERS—

POPULAR
Listed Alphabetically

- A DEAR JOHN AND MARSHA LETTER
C'EST SI BON S. Freberg 2677
- ANSWER ME, MY LOVE
WHY N. Cole 2687
- THE BUNNY HOP
THE HOKEY POKEY R. Anthony 2427
- CHANGING PARTNERS
I'LL ALWAYS BE IN LOVE WITH YOU K. Starr 2657
- THE CREEP
TENDERLY S. Kenton 2685
- FOREVER YOURS
SOMEBODY ELSE IS TAKING MY PLACE V. Young 2704
- I GET SO LONELY
I COULDN'T STAY AWAY FROM YOU The Four Knights 2654
- IN THE MOOD
TUXEDO JUNCTION R. Anthony 2699
- O MEIN PAPA
SECRET LOVE R. Anthony 2678
- OH!
SAN P. Hunt 2442
- ROMEO AND JULIET, PART I
ROMEO AND JULIET, PART II A. Griffith 2698
- THAT'S AMORE
YOU'RE THE RIGHT ONE D. Marlin 2589
- THAT'S WHAT A RAINY DAY IS FOR
YOU'VE CHANGED C. Russell 2666
- YAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
- VENUS DI MILO
YOU MADE ME LOVE YOU B. Manning 2694
- WHAT IT WAS, WAS FOOTBALL, PART I
WHAT IT WAS, WAS FOOTBALL, PART II A. Griffith 2693
- YOUNG-AT-HEART
TAKE A CHANCE F. Sinatra 2703

LATEST RELEASE No. 406

- TOO HOT TO HANDLE
I SPECIALIZE IN LOVE Gene O'Quin 2715
- AND STILL I LOVE YOU
I'M AVAILABLE Tommy Leonetti 2716
- I SPEAK TO THE STARS
IT'S NICE TO HAVE YOU HOME Margaret Whiting 2717
- I DESS I DOTTA DOE
THE LADY BIRD SONG Mel Blanc 2718
- EVERYTHING DEPENDS ON YOU
MAMA LAID THE LAW DOWN Dub Dickerson 2719
- BABIES AND BACON
WHO WROTE THAT LETTER TO JOHN Roy Hogsed 2720

Breaking, but *BIG!*

GENE O'QUIN
sings
TOO HOT TO HANDLE
and
I SPECIALIZE IN LOVE
Capitol Record No. 2715

TOP SELLER OF THE WEEK!
Based upon Actual Sales
"THAT'S AMORE"
with
DEAN MARTIN
Record No. 2589

TOP SELLERS—
COUNTRY & HILLBILLY

- A DEAR JOHN LETTER
I'D RATHER DIE YOUNG THAN
GROW OLD WITHOUT YOU
J. Shepard & F. Huskey 2502
- THE GLASS THAT STANDS BESIDE YOU
LET'S KISS AND TRY AGAIN
J. Shepard & F. Huskey 2706
- GO CRY YOUR HEART OUT
WAKE UP, IRENE
H. Thompson 2646
- THE HOUSE OF BLUE LIGHTS
BELL BOTTOM BOOGIE
M. Moore 2574
- JUST MARRIED
I HARDLY KNEW IT WAS YOU
F. Young 2690

BEST SELLING—
POPULAR ALBUMS
Listed Alphabetically

- THE EDDIE CANTOR STORY—Eddie Cantor
78 rpm No. DDH-467 45 rpm "EP"—
No. FBF-467 33 1/3 rpm No. L-467
- THE HIT MAKERS!—Les Paul & Mary Ford
45 rpm "EP" No. EAP-1-416 & EAP-2-416
33 1/3 rpm No. H-416
- HORACE HEIDT SOUVENIRS—Horace Heidt
45 rpm "EP" No. EBF-402
33 1/3 rpm No. H-402
- "I REMEMBER GLENN MILLER"—Ray Anthony
45 rpm "EP" No. EBF-476
33 1/3 rpm No. H-476
- LOVER'S RHAPSODY & SONGS FROM LOVER'S
RHAPSODY—Jackie Gleason
45 rpm "EP" No. EAP-1-366 & EAP-2-366
33 1/3 rpm No. H-366
- MUSIC FOR LOVERS ONLY—Jackie Gleason
45 rpm "EP" No. EBF-352
33 1/3 rpm No. H-352
- MUSIC TO MAKE YOU MISTY—Jackie Gleason
45 rpm "EP" No. EBF-455
33 1/3 rpm No. H-455
- NAT "KING" COLE SINGS FOR TWO IN
LOVE—Nat "King" Cole
45 rpm "EP" No. EBF-420
33 1/3 rpm No. H-420
- SONGS FOR STRINGS—Pittsburgh Symphony
Orchestra
45 rpm "EP" No. FBF-419
33 1/3 rpm No. L-419
- SONGS FOR YOUNG LOVERS—Frank Sinatra
45 rpm "EP" No. EBF-488
33 1/3 rpm No. H-488
- SUNNY ITALY—Dean Martin
45 rpm "EP" No. EAP-1-481
- TAWNY—Jackie Gleason
45 rpm "EP" No. EBF-471
33 1/3 rpm No. H-471

BEST SELLING—
"Specialized"
HIGH-FIDELITY ALBUMS
Listed Alphabetically

- FULL DIMENSIONAL SOUND—A Study in
High Fidelity
33 1/3 rpm No. SAL-9020
- HIGH FIDELITY CLASSICS IN FULL
DIMENSIONAL SOUND—Top Artists
33 1/3 rpm No. LAL-9024
- HIGH FIDELITY POPULAR INSTRUMENTALS IN
FULL DIMENSIONAL SOUND—Top Artists
33 1/3 rpm No. LAL-9022
- HIGH FIDELITY POPULAR VOCALS IN FULL
DIMENSIONAL SOUND—Top Artists
33 1/3 rpm No. LAL-9023
- THE PASSIONS—Les Baxter & Bas Sheva
33 1/3 rpm No. LAL-486

BEST SELLING—
CHILDREN'S ALBUMS
Listed Alphabetically

- ANIMAL FAIR & I WAS BORN A HUNDRED
YEARS AGO—Tex Ritter
78 rpm No. CAS-3144 45 rpm No. CASF-3144
- CHIN CHOW & THE GOLDEN BIRD & LITTLE
ABOUT THE CAMEL—Don Wilson
78 rpm No. CAS-3193 45 rpm No. CASF-3193
- EL TORITO, THE LITTLE BULL—Don Wilson
78 rpm No. CAS-3194 45 rpm No. CASF-3194
- HOPALONG CASSIDY AND THE SINGING
BANDIT—William Boyd
78 rpm No. CBX-3058 45 rpm "EP"
No. EAXF-3058
- I'M A LITTLE TEAPOT & THE TEDDY BEARS'
PICNIC—Frank DeVol
78 rpm No. CAS-3083 45 rpm No. CASF-3083
- I TAUT I TAW A PUDDY TAT & YOSEMITE
SAM—Mel Blanc
78 rpm No. CAS-3104 45 rpm No. CASF-3104
- THE LITTLE ENGINE THAT LAUGHED—Don Wilson
78 rpm No. CAS-3196 45 rpm No. CASF-3196
- LITTLE TOOT—Don Wilson
78 rpm No. DAS-80 45 rpm No. CASF-3001
- MICKY MOUSE'S BIRTHDAY PARTY—Stan
Freberg
78 rpm No. DBX-3165
45 rpm "EP" No. EAXF-3165
- THE NAGGER—Jerry Lewis
78 rpm No. CAS-3190 45 rpm No. CASF-3190
- NEVER SMILE AT A CROCODILE & FOLLOWING
THE LEADER—Jerry Lewis
78 rpm No. CAS-3163 45 rpm No. CASF-3163

Here's that style again!

BILLY MAY

with his great recording of

The Breeze and I
and
Whistle Stop

Capitol
Record
No. 2721

CONNIE RUSSELL
is extra good on ...
THE SKY IS EXTRA BLUE
and
COME OVER AND SAY HELLO
Capitol Record No. 2722

READY!

She's glamorous --
 She's exciting --
 She's new on the
 RCA Victor label --



WYOMA WINTERS

WHERE CAN I GO
 WITHOUT YOU?

and

REPEAT
 PERFORMANCE

with Henri René and his Orchestra
 20/47-5603



The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending January 30

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. STRANGER IN PARADISE (R) (M)—Frank.....	1	10
2. OH MEIN PAPA (OH MY PAPA) (R)—Shapiro-Bernstein	2	8
3. THAT'S AMORE (R) (F)—Paramount.....	4	8
4. CHANGING PARTNERS (R)—Porgie.....	3	10
5. SECRET LOVE (R)—Remick.....	5	6
6. HEART OF MY HEART (R)—Robbins.....	7	7
7. EBB TIDE (R)—Robbins.....	6	20
8. RAGS TO RICHES—Saunders.....	8	15
9. RICOCHET (R)—Sheldon.....	9	14
10. TILL WE TWO ARE ONE (R)—Shapiro-Bernstein.....	—	1
11. YOU, YOU, YOU (R)—Mellin.....	10	29
12. JONES BOY (R)—Pincus.....	—	1
13. YOU ALONE (R)—Roncom.....	—	9
14. VAYA CON DIOS (R)—Ardmore.....	11	32
15. WOMAN (R)—Studio.....	15	2

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 copyrighted 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 29 in Radio

Baubles, Bangles and Beads (R)—Frank—ASCAP	Poppa Piccolino (R)—Chappell—ASCAP
Bimbo (R)—Fairway—BMI	Rags to Riches (R)—Saunders—ASCAP
Changing Partners (R)—Porgie—BMI	Ricochet (R)—Sheldon—BMI
Creep (R)—Miller—ASCAP	Sadie Thompson's Song (R) (F)—Mills—ASCAP
Don't Forget to Write (R)—Advanced—ASCAP	Secret Love (R) (F)—Remick—ASCAP
Ebb Tide—Robbins—ASCAP	Somebody Bad Stole de Wedding Bell (R)—E. H. Morris—ASCAP
Face to Face (R)—Witmark—ASCAP	South of the Border (R)—Shapiro-Bernstein—ASCAP
From Here to Eternity (R) (F)—Barton—ASCAP	Stranger in Paradise (R) (M)—Frank—ASCAP
Granada (R)—Peer—BMI	That's Amore (R) (F)—Paramount—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	That's What a Rainy Day is For (R)—Robbins—ASCAP
Hold Me (R)—Robbins—ASCAP	Woman (Man) (R)—Studio—BMI
Jones Boy (R)—Pincus—ASCAP	Y'All Come (R)—Starrite—BMI
Marie (R)—Berlin—ASCAP	You Made Me Love You (R)—Broadway—ASCAP
No Other Love (R) (M)—Williamson—ASCAP	You're My Everything (R)—Harms—ASCAP
Oh My Papa (R)—Shapiro-Bernstein—ASCAP	

Top 20 on Television

A Letter and a Ring (R)—Meridian—BMI	May I Sing to You? (R)—Blackstone—ASCAP
Baubles, Bangles and Beads (R)—Frank—ASCAP	Oh My Papa (R)—Shapiro-Bernstein—ASCAP
Can-Can (R) (M)—Williamson—ASCAP	Rags to Riches—Saunders—ASCAP
C'est Manifique (R)—Chappell—ASCAP	Secret Love (R) (F)—Remick—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Song From Moulin Rouge (R) (F)—Broad-cast—BMI
Changing Partners (R)—Porgie—BMI	Stranger in Paradise (R) (M)—Frank—ASCAP
Creep (R)—Miller—ASCAP	That's Amore (R)—Paramount—ASCAP
Darktown Strutters' Ball (R)—Feist—ASCAP	Woman (Man) (R)—Studio—BMI
Ebb Tide (R)—Robbins—ASCAP	You, You, You (R)—Mellin—BMI
Heart of My Heart (R)—Robbins—ASCAP	
I Love Paris (R) (M)—Chappell—ASCAP	

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates American publisher.

1. Oh Mein Papa (Oh My Papa)—Maurice (Shapiro-Bernstein)	11. Chicka Boom—Dash (Hawthorne)
2. Answer Me—Bourne (Bourne)	12. Golden Tango—Lawrence Wright (Mills)
3. Swedish Rhapsody—Connelly (Dartmouth)	13. Blowing Wild—Harms, Connelly (Witmark)
4. Rags to Riches—Chappell (Saunders)	14. That's Amore—Victoria (Paramount)
5. If You Love Me—World Wide (Peer)	15. Vaya Con Dios—Maddox (Ardmore)
6. Ricochet—Victoria (Sheldon)	16. Tennessee Wig-Walk—Francis (Odetta)
7. Cloud Lucky Seven—Robbins (Robbins)	17. Ebb Tide—Robbins (Robbins)
8. Poppa Piccolino—Sterling (Chappell)	18. You, You, You—Mellin (Mellin)
9. Istanbul—Aberbach (Alamo)	19. The Creep—Robbins (Miller)
10. Big Ben—Box & Cox (Box & Cox)	20. Wish You Were Here—Chappell (Chappell)

They Do It Again!



The **FOUR TUNES**

new hit

"DO DO DO DO DO DO DO IT AGAIN"
b/w

"MY WILD IRISH ROSE"
JUBILEE #5135

THE FOUR TUNES

A CASH BOX "Best Bet" A BILLBOARD "Record to Watch"
Still CLIMBING CLIMBING CLIMBING
"MARIE"
JUBILEE #5128

A CASH BOX & BILLBOARD PICK

Reported BEST BUYERS in
N. Y., Phila., Cincinnati, Cleveland,
Chicago, Nashville, St. Louis and Atlanta.



The **ORIOLES**

"THE ROBE OF CALVARY"
b/w

"THERE'S NO ONE BUT YOU"
JUBILEE #5134

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

The Billboard's Music Popularity Charts

... for Week Ending January 30

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

AMES BROTHERS
Man, Man, Is for the Woman Made... 87
V 20-5644—This could be the year for the calypso hits and the Ames Brothers may have a calypso hit with this new release.

DON CORNELL
Hold Me... 85
CORAL 61125 — Looks like the chanter has his vocal chords on another big one in gang-sing style of "Heart of My Heart" by the Three D's.

DEACON ANDY GRIFFITH
Romeo and Juliet (Parts 1 & 2)... 85
CAPITOL 2698 — The Bard takes a terrific ribbing in this satirical take-off on the celebrated romantic tale.

THE FOUR TUNES
Do-Do-Do-Do-Do-Do-Do It Again... 85
JUBILEE 5135 — Cute rhythmic opus with an old-fashioned turn is sung with infectious spirit and know-how by the group.

LOU MONTE
I Know How You Feel... 84
VICTOR 20-5611—Lou Monte, who stirred up some action with "A Baby Cried," does a fine job here with a lovely new ballad.

JOHNNY DESMOND, FILEEN BARTON
Pine Tree, Pine Over Me... 80
CORAL 61126 — This is a simple waltz item with appealing folk quality.

GINNY GIBSON
Baton Rouge... 79
M-G-M 11672—The singer turns in a mighty fine job with this most listenable novelty effort penned by Bob Merrill.

BEN LIGHT
Way Down Yonder in New Orleans... 77
CAPITOL 2710—As usual Ben Light plays the piano in the style well calculated to attract juke coins and keep on attracting them until the record wears out.

FREDDY MARTIN
Time Alone... 76
V 20-5646—A mighty pretty ballad is played lushly by the Martin crew on this new release helped by a good vocal.

THE JOHNSTON BROTHERS
Crystal Ball... 76
LONDON 1423—A rousing performance of a swiny new opus by England's Johnston Brothers, backed solidly by the Ork.

ance of a swiny new opus by England's Johnston Brothers, backed solidly by the Ork. The tune is cute, the boys sing it with style, and it has a chance to move out with exposure.

TOMMY LEONETTI
And Still I Love You... 75
CAPITOL 2716 — Tommy Leonetti, new warbler from Chicago, bows on the label with a pretty reading of standard by Frint and Irving Caesar.

MARGARET WHITING
It's Nice to Have You Home... 75
CAPITOL 2717—Dreamy waltz opus about a lovers' reconciliation is sung smoothly by the thrush. A listenable side that should please many.

PERCY FAITH & MITCH MILLER
The River... 74
COLUMBIA 40150 — Miller solos on oboe and English horn with the lush Faith ork supplying a slick instrumental backing.

LUCILLE DANE
Teardrop Avenue... 74
V 20-5597—Victor intros another new thrush here and the gal exhibits a style in the Kay Starr tradition on a very attractive bounce ditty.

JANE FROMAN
Wait and See... 74
CAPITOL 2708 — The singer pleads

TONY SCOTT ORK
The Blues Have Got Me... 73
BRUNSWICK 80237 — The ork is heard in a slick treatment of the slow opus, with tonal and rhythmic elements projected knowingly.

MAT MATHEWS
The Things I Love... 69
BRUNSWICK 80236 — Familiar old melody has been reworked into a sentimental item that makes for a pleasing accordion solo by Mathews.

SISTER CHRISTINE SYKES
I've Walked Out in Jesus Name... 69
MODERN 922 — Piano and drums back Sister Sykes as she sings out strongly of her faith. An impressive waxing.

Just for Today... 73
DECCA 28982—Religious ballad is projected with sincere feeling and emotional warmth by Kenny. Backing by organ and chorus is effective.

Nothing Can Change... 68
Happy spiritual is sung spiritedly by Sister Sykes and chorus.

Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: LABEL, Pop, C&W, R&B. Lists labels like ABBOTT, ALADDIN, ARCADE, ATLANTIC, BELL, CAPITOL, COLUMBIA, CORAL, DECCA, EPIC, FAVOR, FIESTA, GOLD STAR, JAY DEE, JUBILEE, KING, LIN, LONDON, MERCURY, MODERN, OKEH, PREVUE, RCA VICTOR, REPUBLIC, STARDAY, THERON, TNT, TREND, UNITED, VERNON, and a TOTAL row.

Rhythm & Blues

CLYDE McPHATTER AND DRIFTERS
Such a Night... 85
ATLANTIC 1019—Clyde McPhatter turns in a sock reading here of a swinging new effort, selling the tune with lots of feeling and emotion backed solidly by the Drifters.

OTIS BLACKWELL
Bartender Fill It Up Again!... 83
JAY-DEE 787—Otis Blackwell may have his first big one here with this fine performance on a bright novelty ditty.

JIMMY RICKS AND RAVENS
September Song... 81
MERCURY 9941—Moody rendition of the evergreen is handed a super smooth treatment by the group, with the high voice of the lead singer soaring slickly over all.

THE FOUR BLAZES
All Night Long... 76
UNITED 168—Bouncy samba with an r.&b. turn moves rapidly thruout. An exciting etching that should do good business on the juke.

LOUIS JORDAN
Whiskey Do Your Stuff... 74
ALADDIN 3223—Louis Jordan's first waxing on the Aladdin label is disappointing. Louis sings it well and the Five support him with a beat but the material here is neither r.&b. nor pop and it isn't as good as it could be.

ROCK AND RYE... 77
JOHNNY PECOR ORK
So Many Times... 73
CAPITOL 2712—Johnny and Nettie Pecor deliver the English vocal duet on a polka ditty which ops could use.

Country & Western

THE CARLISLES
I Need a Little Help... 85
MERCURY 7553—Here's the answer to "No Help Wanted," the Carlisle's hit disk some months back. It's a driving, lively novelty and is likely to be another hit for the group.

THE DAVIS SISTERS
Gotta Get A-Goin'... 85
V 20-5607—The duo has one of their strongest disks to date in this fast-paced material. Song is about a girl eager to get to her guy, and this theme is built solidly by the increasingly hectic boogie rhythm in the backing.

LEFTY FRIZZELL
My Little Her and Him... 80
COLUMBIA 21208 — Cute little item about the chanter's affection for his offspring is delivered with compelling charm.

MINNIE PEARL
Man... 80
V 20-5605 — The WSM comedienne presents the first country version of the tune currently clicking in the pop field. She brings out the humor of the lyrics with practiced ease.

REN ALLEN & ANITA KERR SINGERS
Somewhere... 79
DECCA 28998—A lovely new tune is sung with feeling by Allen over fine support from the Anita Kerr singers.

THE COLEMANAIRES
Joy in the Prayer Room... 80
TIMELY 102—Here's an exciting performance of a new jubilee spiritual sparked by the powerful lead singing of thrush Cynthia Coleman, who shouts out the tune with the group chanting solidly behind her.

EDNA GALLMON COOKE
Somebody Touched Me... 79
REPUBLIC 7069—A fervid, moving reading of this spiritual is given by Edna Gallmon Cooke. Its tempo is measured and steady. The side will appeal to all lovers of this category.

EDDIE ZIMA ORK
Barrel House... 78
DANA 3152—A peppy polka with lots of bite and gay spirit by an ork which knows how. Great for the fans of the dance form.

JOHNNY PECOR ORK
So Many Times... 73
CAPITOL 2712—Johnny and Nettie Pecor deliver the English vocal duet on a polka ditty which ops could use.

THE DUFF TRIO
Country Singing... 75
STARDAY 127—Arlie Duff, who clicked with "Y'all Come" leads the group on a spiritual or revival-style rhythm item which figures to make some noise.

EDDIE NOACK
Too Hot to Handle... 78
TNT 110—Noack wrote this hunk of material which is already kicking up a fuss in the Southwest. He does it nicely and gets hefty support from a hokey piano.

JERRY ROWLEY-GINNY WRIGHT
The Lonesome Seagull... 78
FABOR 103—This striking piece of material which is already kicking up a fuss in the Southwest. He does it nicely and gets hefty support from a hokey piano.

JOHNNY HORTON
Train With a Rhumba Beat... 78
MERCURY 7495—The warbler could bust out with this unusual material. The idea, lyric, beat and performance are strong. Watch it.

T. TOMMY CUTLER
Mexico Gal... 77
ABBOTT 152 — The chanter does a spirited job with this lively ranchero opus about his love in Mexico.

GENE O'QUINN
Too Hot to Handle... 77
CAPITOL 2715 — Excellent and fast coverage on the ditty which is already getting action. O'Quinn should do well with it.

BILLY STRANGE
A Lonesome Lover's Lie... 76
CAPITOL 2702—A real weeper, this one. Billy Strange's vocal and those crying violins will pull at the heart strings.

CAROLYN BRADSHAW
A Man on the Loose... 76
ABBOTT 153—Carolyn Bradshaw has a good piece of material here and she sings it with the proper air of feminine anger as she explains that a man on the loose is a man that's no good.

JACOBY BROTHERS
Doubful Heart... 75
TNT 1009 — Chanter has a warm vocal quality that is immediately appealing. He awards the pleasant ballad a fine performance.

DUB DICKERSON
Everything Depends on You... 73
CAPITOL 2719 — Dub Dickerson's gimmick is the "grin" he has in his voice. With or without this, he can belt out a country tune effectively and he does so with this ballad.

THE DUFF TRIO
Country Singing... 75
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THE DUFF TRIO
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STARDAY 127—Arlie Duff, who clicked with "Y'all Come" leads the group on a spiritual or revival-style rhythm item which figures to make some noise.

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

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

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

THE JOHNSTON BROTHERS
Crystal Ball... 76
LONDON 1423—A rousing performance of a swiny new opus by England's Johnston Brothers, backed solidly by the Ork.

a double-header in more ways than one!



LEFTY FRIZZELL

I'VE BEEN AWAY 'WAY TOO LONG

b/w


"My Little Her and Him"

Both With Instrumental Acc.

78 rpm 21208 • 45 rpm 4-21208



a **COLUMBIA RECORDS** natural!

"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcos Registrados.

The Billboard's Music Popularity Charts

... for Week Ending January 30

THIS WEEK'S BEST BUYS

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

Popular

PERRY COMO

Wanted (Witmark, ASCAP) — RCA Victor 20-5647 — This is Como's most appealing platter since "No Other Love." He sings the country-styled tune with heart and feeling and the backing is lovely. Sounds like a powerhouse. Flip is a neat rhythm effort "Look Out the Window" (Paxton, ASCAP).

Spiritual

THE ORIGINAL FIVE BLIND BOYS

Jesus Is Rock in a Weary Land (Lion, BMI) — Peacock 1723 — The Five Blind Boys, one of the country's top gospel groups, turn in a most exciting rendition of a jubilee effort that should more than satisfy their many fans. Flip side is "Song of Praise" (Lion, BMI).

Rhythm & Blues

LLOYD PRICE

Too Late for Tears (Venice, BMI)
Let Me Come Home, Baby (Venice, BMI) — Specialty 483 — Price should stay on top with this new cutting. "Tears" is sold with a beat, and "Baby" is a real plea for a little affection. Both have appeal.

THE VOCALERS

Love You (Bob-Dan, BMI) — Red Robin 125 — The group should make its mark with this one, a smooth ballad that they sing neatly. The group is good and the label is hot, so it could grab action. Flip is "Will You Be True" (Bob-Dan, BMI).

Country & Western

ERNEST TUBB

Honky-Tonk Heart (Hill & Range, BMI) — Decca 29011 — A most powerful, heart-tearing weeper is sung by Tubb with all the emotion he can command on this potent new slicing. A strong juke disk. Flip is "I'm Not Looking for an Angel" (Hill & Range, BMI).

KITTY WELLS

After Dark (Cedarwood, BMI)
Release Me (Four Star, BMI) — Decca 29020 — The thrush should continue her winning ways with this double-sided disk. "After Dark" is a moving effort, the flip song has been getting good action in the field.

NEW RECORDS TO WATCH

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

Popular

YOUNG-AT-HEART (Sunbeam, BMI) — Frank Sinatra — Capitol 2703

The crooner seems to have won an especially warm spot for himself in the public's heart once more. This most recent release has in two weeks' time built up unusually strong sales in New York, Buffalo, Philadelphia, Pittsburgh, Chicago, Milwaukee, St. Louis and Los Angeles. Disk was good in all territories checked. Flip is "Take a Chance" (Barton, ASCAP). A previous "New Record to Watch."

CROSS OVER THE BRIDGE (Valando, ASCAP) — ASCAP

MY RESTLESS LOVER (Chappell, ASCAP) — Patti Page — Mercury 70302

Another fast climber. Strong reports have already been received from New York, Philadelphia, Buffalo, Cincinnati, Milwaukee and St. Louis. The disk was also reported good in Boston, Cleveland, Chicago and Los Angeles. Most action was on "Bridge," altho L. A., Milwaukee and Durham reported more sales interest in "Restless Love," originally titled "Johnny Guitar." A previous "New Record to Watch."

TURN AROUND, BOY (Brandom, ASCAP) — Lew Douglas Ork — M-G-M 11654

This unusual ballad, with Bill Bailey on the vocal, has broken out as a "sleeper" to contend with. In addition to Atlanta and Milwaukee, where this disk hit the territorial charts this past week, great strength was reported in New York, Chicago and Los Angeles. Flip is "Caesar's Boogie" (Fredrick, ASCAP).

ROMEO AND JULIET (Parts 1 & 2) (Charles, BMI) — Deacon Andy Griffith — Capitol 2698

Retail selection only. Title strips are not being shipped to operator subscribers. Good or strong reports have been received from Pittsburgh, Cincinnati, Cleveland, Chicago, Detroit, Milwaukee, St. Louis and Durham. This performance is also available, along with Griffith's "Football," on Capitol EAP 1-498. A previous "New Record to Watch."

Popular Album

SONGS FOR YOUNG LOVERS — Frank Sinatra — Capitol H-488

An album that has been doing excellent business since time of release early last month. Now reported strong in New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Cleveland, Durham, Milwaukee and Los Angeles. Also available in EP form (EPB-488). A previous "New Album to Watch."

Country & Western

NO SELECTIONS THIS WEEK

Rhythm & Blues

SUCH A NIGHT (Raleigh, BMI)

LUCILLE (Progressive, BMI) — Clyde McPhatter — Atlantic 1019

With "Money Honey" still riding high on the national charts, McPhatter is steamrolling this recent release to similar recognition. Strong reports were received from Philadelphia, Buffalo, Cincinnati, Milwaukee and St. Louis. Areas returning good reports included Boston, New York, Pittsburgh, Cleveland, Chicago, Detroit, Nashville and Durham. Interest in the two sides is almost evenly divided, with a slight edge to "Night." A previous "New Record to Watch."

LOVE CONTEST (Fisher, ASCAP) — Ruth Brown — Atlantic 1018

Disk has built up strength in New England, New York, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Detroit, Nashville, Durham, New Orleans, Milwaukee and St. Louis. Flip is "If You Don't Want Me" (Fisher, ASCAP). A previous "New Record to Watch."

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

BELL-BOTTOM BLUES
OUR HEARTBREAKING
WALTZ

Teresa Brewer — Coral 61066

THE CREEP

Three Suns — RCA Victor 20-5553

CUDDLE ME

OH! AM I LONELY
Ronnie Gaylord — Mercury 70285DARKTOWN STRUTTERS'
BALL

Lou Monte — RCA Victor 20-5611

FROM THE VINE CAME THE
GRAPETIME WILL TELL
Hilltoppers — Dot 15127

GEE

Crows — Rama 5

A SALUTE TO GLENN MILLER
(Parts 1 & 2)

Modernaires — Coral 61110

SOMEBODY BAD STOLE DE
WEDDING BELL

LOVIN' SPREE

Eartha Kitt — RCA Victor 20-5610

WHY?

ANSWER ME, MY LOVE

Nat Cole — Capitol 2687

YOU'LL NEVER WALK ALONE

I'M GONNA SIT RIGHT DOWN
AND CRY

Roy Hamilton — Epic 9015

YOU'RE MY EVERYTHING

YOU'RE NEARER

Joni James — M-G-M 30829

Country & Western

BIMBO

CHANGING PARTNERS

Pee Wee King — RCA Victor 20-5537

BIMBO

Ruby Wright — King 1293

DOG-GONE IT BABY,
I'M IN LOVEWHAT AM I GOING
TO DO WITH YOU?

Carl Smith — Columbia 21197

THE GLASS THAT STANDS
BESIDE YOU

Jean Shepard — Capitol 2706

I LOVE YOU

Ginny Wright - Jim Reeves — Fabor 101

JUST MARRIED

Faron Young — Capitol 2690

PANAMA

ACT 1, ACT 2, ACT 3

Hank Snow — RCA Victor 20-5592

RUN 'EM OFF

Lefty Frizzell — Columbia 21194

RUN 'EM OFF

Otis Wheeler — Okeh 18022

TENNESSEE WHISTLING MAN
AS FAR AS I'M CONCERNED

Red Foley — Decca 29000

TIGHT WAD

York Brothers — King 1299

Rhythm & Blues

EL BAION

Joe Loco — Tico 10-208

CHANGING PARTNERS

Crickets — JayDee 785

DARK MUDDY BOTTOM

Mercy Dee — Specialty 431

EBB TIDE

Ink Spots — King 1297

FIFTEEN FORTY SPECIAL

Joe Weaver and Blue Notes — Deluxe 6006

I

Velvets — Robin 122

I DO

Five Royales — Apollo 452

LOLLY POP

Oscar McLollie — Modern 920

MY COUNTRY MAN

Big Maybelle — Okeh 7009

PING PONG

Tiny Bradshaw — King 4687

ROBE OF CALVARY

THERE'S NO ONE BUT YOU

Orioles — Jubilee 5134

SINCE MY MAN HAS
GONE AND WENT

MY MAN'S AN UNDERTAKER

Dinah Washington — Mercury 70284

SUNDAY KIND OF LOVE

Harp Tones — Bruce 101

YOU'LL NEVER WALK ALONE

I'M GONNA SIT RIGHT
DOWN AND CRY

Roy Hamilton — Epic 9015

CURRENT TOP RECORDS

See page 32 for the top pop records.
See page 41 for the top c.&w. records.
See page 42 for the current top r.&b. records.
See pages 36 and 37 for the current top packaged records.

THIS WEEK'S BEST BUY *Billboard*



**"CUDDLE ME"
"OH! AM I LONELY"
RONNIE GAYLORD**

Disk has been moved up steadily, and is now reported strong in Cleveland, Detroit, Milwaukee and St. Louis. Good reports were also received from New York, Buffalo, Cincinnati, Chicago and Nashville. A "two-sided" record, with "Cuddle Me" currently on top. A previous "New Record to Watch."

MERCURY 70285 • 70285X45

THE GREAT RENDITION OF . . .

**"Somebody Bad
Stole De
Wedding Bell"**

coupled with "BAUBLES, BANGLES, AND BEADS"

GEORGIA GIBBS

MERCURY 70298 • 70298X45

SMASH HIT EVERYWHERE!

**"From The
Vine Came
The Grape"**

THE GAYLORDS

MERCURY 70296 • 70296X45

**"The Breeze
And I"**

VIC DAMONE
coupled with
"To Love You"

MERCURY 70287 • 70287X45

**"Fancy
Pants"**

DAVID CARROLL
coupled with
"By Heck"

MERCURY 70292 • 70292X45

**"Little Miss
One"**

EDDY HOWARD
coupled with
"Till We Two Are One"

MERCURY 70293 • 70293X45

**"Yes
Dear"**

BERNICE PARKS
coupled with
"Old Country"

MERCURY 70289 • 70289X45

**"King For A
Day"**

RICHARD HAYMAN
coupled with
"Downhill"

MERCURY 70297 • 70297X45

**"Easy Come
Easy Go Lover"**

SARAH VAUGHN
coupled with
"This Is My Beloved"

MERCURY 70299 • 70299X45

**"Changing
Partners"**

PATTI PAGE
coupled with
"Don't Get Around Much"

MERCURY 70295 • 70295X45

**"The
Creep"**

RALPH MARGERIE
coupled with
"Love Theme"

MERCURY 70281 • 70281X45

**"Strings Of
My Heart"**

THE GAYLORDS
coupled with
"Mama-Papa Polka"

MERCURY 70258 • 70258X45

**"Sadie Thompson's
Song"**

RICHARD HAYMAN
coupled with
"Drive In"

MERCURY 70237 • 70237X45

**"Game Of
Love"**

BILLY DANIELS
coupled with
"I Still Get A Thrill"

MERCURY 70291 • 70291X45



TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Record
1.		9	OH, MY PAPA—E. Fisher..... Until You Said Goodbye—V 20-5552—ASCAP
2.	2	13	THAT'S AMORE—D. Martin..... You're the Right One—Cap 2589—ASCAP
3.	3	9	STRANGER IN PARADISE— T. Bennett..... Why Does It Have to Be Me?— Col 40121—ASCAP
4.	8	5	SECRET LOVE—Doris Day..... Deadwood Stage—Col 40108—ASCAP
5.	6	10	STRANGER IN PARADISE— Four Aces..... Heart of My Heart—Dec 28927—ASCAP
6.	5	21	RAGS TO RICHES—T. Bennett..... Here Comes That Heartache Again— Col 40048—ASCAP
7.	4	11	CHANGING PARTNERS—P. Page.... Don't Get Around Much Any More— Mercury 70260—BMI
8.	7	17	RICOCHET—T. Brewer..... Too Young to Tango—Coral 61043—BMI
9.	9	10	HEART OF MY HEART—Four Aces... Stranger in Paradise—Dec 28927—ASCAP
10.		1	FROM THE VINE CAME THE GRAPE—Gaylords..... Stolen Moments—Mercury 70296—ASCAP
11.	10	6	STRANGER IN PARADISE— T. Martin..... I Love Paris—V 20-5535—ASCAP
11.	14	2	TILL THEN—Hilltoppers..... I Found Your Letter—Dot 15132—ASCAP
13.	11	3	TILL WE TWO ARE ONE—G. Shaw... Honeycomb—Dec 28937—ASCAP
14.		1	MAKE LOVE TO ME—J. Stafford..... Adi-Adios Amigo—Col 40143—ASCAP
15.		1	I GET SO LONELY—Four Knights.... I Couldn't Stay Away From You— Cap 2654—ASCAP
15.	12	5	WHAT IT WAS, WAS FOOTBALL (Parts I & II)— Deacon A. Griffith..... Cap 2693—BMI
17.	19	2	CHANGING PARTNERS—Bing Crosby Y'All Come—Dec 28969—BMI
18.	16	3	JONES BOY—Mills Brothers..... She Was Five and He Was Ten— Dec 28945—ASCAP
19.	15	23	EBB TIDE—F. Chacksfield..... Waltzing Bugle Boy—London 1358—ASCAP
20.	20	2	WOMAN—R. Clooney-J. Ferrer..... Man—Col 40144—BMI
20.		5	HEART OF MY HEART—A. Dale- J. Desmond-D. Cornell..... I Think I'll Fall in Love Today— Coral 61076—ASCAP

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.

This Week	Last Week	Weeks on Chart	Record
1.	1	18	OH, MY PAPA—E. Fisher..... Until You Said Goodbye—V 20-5552—ASCAP
2.	2	12	THAT'S AMORE—D. Martin..... You're the Right One—Cap 2589—ASCAP
3.	3	19	RAGS TO RICHES—T. Bennett..... Here Comes That Heartache Again— Col 40048—ASCAP
4.	4	9	CHANGING PARTNERS—P. Page.... Don't Get Around Much Any More— Mercury 70260—BMI
5.	6	8	STRANGER IN PARADISE— T. Bennett..... Why Does It Have to Be Me?— Col 40121—ASCAP
6.	9	6	STRANGER IN PARADISE— Four Aces..... Heart of My Heart—Dec 28927—ASCAP
7.	5	17	RICOCHET—T. Brewer..... Too Young to Tango—Coral 61043—BMI
8.	7	10	HEART OF MY HEART—Four Aces... Stranger in Paradise—Dec 28927—ASCAP
8.	10	2	SECRET LOVE—Doris Day..... Deadwood Stage—Col 40108—ASCAP
10.	8	8	OH, MEIN PAPA—E. Calvert..... Mystery Street—Essex 336—ASCAP
10.	11	8	CHANGING PARTNERS—K. Starr.... I'll Always Be in Love With You— Cap 2657—BMI
12.	14	2	TILL WE TWO ARE ONE—G. Shaw.. Honeycomb—Dec 28937—ASCAP
13.	12	4	STRANGER IN PARADISE— T. Martin..... I Love Paris—V 20-5535—ASCAP
13.	19	2	TILL THEN—Hilltoppers..... I Found Your Letter—Dot 15132—ASCAP
13.		1	CHANGING PARTNERS—Bing Crosby Y'All Come—Dec 28969—BMI
16.		1	MAKE LOVE TO ME—J. Stafford..... Adi-Adios Amigo—Col 40143—ASCAP
16.	19	2	WOMAN—R. Clooney-J. Ferrer..... Man—Col 40144—BMI
16.	16	10	YOU ALONE—P. Como..... Pa-Paya Mama—V 20-5447—ASCAP
16.	17	3	GRANADA—F. Laine..... I'd Give My Life—Col 40136—BMI
16.	14	6	MARIE—Four Tunes..... I Gambled With Love—Jubilee 5128—ASCAP

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Record
1.	1	8	OH, MY PAPA—E. Fisher..... Until You Said Goodbye—V 20-5552—ASCAP
2.	3	11	STRANGER IN PARADISE— T. Bennett..... Why Does It Have to Be Me?— Col 40121—ASCAP
3.	6	11	CHANGING PARTNERS—P. Page.... Don't Get Around Much Any More— Mercury 70260—BMI
4.	4	9	STRANGER IN PARADISE— Four Aces..... Heart of My Heart—Dec 28927—ASCAP
5.	2	12	THAT'S AMORE—D. Martin..... You're the Right One—Cap 2589—ASCAP
6.	7	5	SECRET LOVE—Doris Day..... Deadwood Stage—Col 40108—ASCAP
7.	5	20	RAGS TO RICHES—T. Bennett..... Here Comes That Heartache Again— Col 40048—ASCAP
8.	10	10	CHANGING PARTNERS—K. Starr... I'll Always Be in Love With You— Cap 2657—BMI
9.	9	9	OH, MEIN PAPA—E. Calvert..... Mystery Street—Essex 336—ASCAP
10.	12	3	I GET SO LONELY—Four Knights.... I Couldn't Stay Away From You— Cap 2654—ASCAP
11.	18	3	MAKE LOVE TO ME—J. Stafford..... Adi-Adios Amigo—Col 40143—ASCAP
11.		1	TILL THEN—Hilltoppers..... I Found Your Letter—Dot 15132—ASCAP
13.	11	4	WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith... Cap 2693—BMI
14.	8	19	RICOCHET—T. Brewer..... Too Young to Tango—Coral 61043—BMI
14.	17	4	HEART OF MY HEART—Four Aces... Stranger in Paradise—Dec 28927—ASCAP
16.	13	6	STRANGER IN PARADISE— T. Martin..... I Love Paris—V 20-5535—ASCAP
16.	14	2	TILL WE TWO ARE ONE—G. Shaw... Honeycomb—Dec 28937—ASCAP
18.	16	2	JONES BOY—Mills Bros..... She Was Five and He Was Ten— Dec 28945—ASCAP
18.		1	OH, MEIN PAPA—R. Anthony..... Secret Love—Cap 678—ASCAP
20.		1	SADIE THOMPSON SONG— R. Hayman..... Drive In—Mercury 70237—ASCAP

Vox Jox

3 CHARLOTTE SUMMERS

March of Dimes

Jerry and Beverly, KFWB, Hollywood, are asking their listeners to send along a dime for each request number they would like played. The team is also offering 10 seconds of air silence to any \$25 or more donor. Jerry recently got \$30 for singing a song on the air and promptly received \$50 from another donor for not singing on the air again. All the money collected for the March of Dimes is put in a can and jingled at the mike. Jerry Gaines, WHAT, Philadelphia, is asking his listeners to send in a dime in order to become eligible for his big giveaway contest. Don King and Roy Freeman, WCIL, Carbondale, Ill., are vocally dueling in a battle of folk music vs. pop. Their listeners are supporting their favorite with March of Dimes contributions. Gene Amole, KMYR, Denver, conducted a one-man radio marathon, which netted the March of Dimes \$6,000. Amole started at 6 a.m.

on January 19 and finally quit at 1:45 p.m. on January 20 because of illness. Ray Golden, KSTN, Stockton, Calif., picked up the request gimmick from KFWB, Hollywood, and reports nothing short of a terrific response. Wynn Alby, Lynchburg, Va., tells us that his "Annual All-Star Album," a five-hour show from the Academy Theater in Lynchburg, was a huge success financially for the March of Dimes.

Deejays' Thanks

Ed Miller, KSOK, Arkansas City, Kan., writes: "Have been lately asking for different labels and also thanking The Billboard for their help. Actually there are three fine companies that consistently send their complete releases month after month. They are RCA Victor, Columbia and Decca. Three cheers for them and their fine service." Ray Read Jr., KSFA, Nacogdoches, Tex., writes: "Getting fine record service from Decca, Coral and RCA. Would

like to hear from Columbia and Mercury." D. Clem, KMMO, Marshall, Mo., writes: "I would appreciate your including my name on any list you might publish thanking the record companies for sending Christmas cards. It was a gesture that made a fine impression. Thanks, too, to the Walt Disney group." And from Bob Cavanaugh, KRIB, Mason City, Ia.: "Please say a million thanks to all artists and agents who were thoughtful enough to

send such nice Christmas cards to me. Orchids to Jack Egan, Gene Krupa's agent, for his usual original card." Joe Ryan, WALL, Middletown, N. Y., wants to add his thanks, too. "One great big 'Thank You' to all for the hundreds of Christmas cards I received." Raun Marshall, music director, KSIB, Creston, Ia., would like to thank the Dot Recording Company for the releases they sent. He writes, "Some of the bigger companies would do well to copy its deejay record distribution plan. Also, roses to Jim McCarthy, the best promoter in the business to my estimation. We get all kinds of records from him... they are all programed too." Ed DeJulio, KGBC, Montrose, Colo., writes: "Hats off to Mr. J. V. Knoas, of the Boyd Distributing Company in Denver, and Murray Baker, of Robbins Music, who both have been wonderful in getting deejay records and other material."

Surface Noises

Tom Edwards, WERE, Cleveland, writes in his weekly newsletter No. 15, "I thought that by now all the 'wheels' in the record

YESTERYEAR'S TOPS—

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

FEBRUARY 5, 1944:

1. My Heart Tells Me
2. Besame Mucho
3. Paper Doll
4. Shoo-Shoo Baby (Andrews Sisters)
5. Star Eyes
6. Shoo-Shoo Baby (Morse)
7. My Shining Hour
8. No Love, No Nothin'
9. My Ideal
10. Do Nothin' Till You Hear From Me

FEBRUARY 5, 1949:

1. A Little Bird Told Me
2. Far Away Places
3. On a Slow Boat to China
4. Buttons and Bows
5. Lavender Blue
6. My Darling, My Darling
7. Powder Your Face With Sunshine
8. Galway Bay
9. I've Got My Love to Keep Me Warm
10. So Tired

See
PAGES 36 AND 37

for

The Billboard
Endorsed Record
Buying Guide

Packaged Record
REVIEWS

(Continued on page 37)

NEW RELEASES

RCA VICTOR—Release #54-6

POPULAR

**PUT YOUR HAND IN MINE
TEARDROP AVENUE**

Lucille Dane with Henri Rene and his Orch.20-5597 (47-5597)*

**THE MAN WITH THE BANJO
MAN, MAN, IS FOR THE WOMAN MADE**

The Ames Bros. with Hugo Winterhalter's Orch. and Chorus.20-5644 (47-5644)*

**HEY, BROTHER, POUR THE WINE
TULAROSA**

Dennis Day with Orch. and Chorus under the dir. of Bud Dant20-5645 (47-5645)*

996

TIME ALONE

(Can Heal a Broken Heart)

Freddy Martin and his Orch.20-5646 (47-5646)*

COUNTRY-WESTERN

FLASHING LIGHTS

WAITIN' FOR MY BABY

(Rock Rock)

Hawkshaw Hawkins.20-5623 (47-5623)*

IDaho RED

A PENNY FOR YOUR THOUGHTS

Wade Ray20-5624 (47-5624)*

**KEEP YOUR SHIRT ON JOHN
A WOMAN CAN MAKE YOU OR BREAK YOU**

Hal "Lone Pine" and his Mountaineers ...20-5625 (47-5625)*

* 45 RPM cat. nos

BEST SELLERS

POPULAR

Darktown Strutters Ball/I Know How You Feel
Lou Monte20-5611 (47-5611)

Somebody Bad Stole De Wedding Bell/Lovin' Spree
Eartha Kitt20-5610 (47-5610)

Oh! My Pa-Pa/Until You Said "Goodbye"
Eddie Fisher20-5552 (47-5552)

The Creep/Just One More Chance
The Three Suns20-5553 (47-5553)

You Alone/Pa-Paya Mama
Perry Como20-5447 (47-5447)

Stranger in Paradise/I Love Paris
Tony Martin20-5535 (47-5535)

Close to Me/Just in Case You Change Your Mind
Sunny Gale20-5609 (47-5609)

Madcap/Seashells
Henri Rene20-5595 (47-5595)

You, You, You/Once Upon a Tune
Ames Brothers20-5325 (47-5325)

Where Can I Go Without You!/Repeat Performance
Wyoma Winters20-5603 (47-5603)

Many Times/Just To Be With You
Eddie Fisher20-5453 (47-5453)

Shaker Heights Stamp/Reverie in the Rain
Ralph Flanagan ...20-5591 (47-5591)

I Believe/Onward, Christian Soldiers
Perry Como20-5571 (47-5571)

No No No/The Chuck Wagon Song
Bill Carey20-5616 (47-5616)

In the Mood/String of Pearls
Glenn Miller20-4086 (47-4086)

COUNTRY-WESTERN

Becca Git A-Go'n'/Takin' Time Out for Tears
Davis Sisters20-5607 (47-5607)

Changing Partners/Bimbo
Pee Wee King20-5537 (47-5537)

Manama/Act 1, Act 2, Act 3
Honk Snow20-5592 (47-5592)

Really Don't Want to Know/I'll Never Get Over You
Eddy Arnold20-5525 (47-5525)

Forgot More Than You'll Ever Know/Rock-a-Bye Boogie
Davis Sisters20-5345 (47-5345)

an (Uh-Huh)/I Wish! They Would!
Minnie Pearl20-5605 (47-5605)

be of Calvary/Prayer
Eddy Arnold20-5601 (47-5601)

ease Throw Away the Glass/You Can't Feel the Way I Do
Betty Cody20-5600 (47-5600)

win' Spree/Who Wrote That Letter to Old John
Eddie Hill20-5642 (47-5642)

Red Deck of Cards/Deck of Cards
Pee Wee King20-5587 (47-5587)

RHYTHM-BLUES

n't Get Around Much Anymore/Water Boy
Four Tunes20-5532 (47-5532)

ilin' Walk/Shine the Buckle
Sam Butera20-5545 (47-5545)

Alone/Tears of Joy
Bertice Reading20-5567 (47-5567)



Joe

*Here's the
one you've
been waiting for!*



Ed



Gene



Vic

THE AMES BROS.

**THE MAN WITH THE BANJO
MAN, MAN IS FOR THE WOMAN MADE**

with Hugo Winterhalter's Orchestra and Chorus

*2 Big Hits
on one record!*

**PEE WEE
KING**

*and his band featuring
Redd Stewart
CHANGING PARTNERS
and
BIMBO*

A new artist to watch!

**LUCILLE
DANE**

PUT YOUR HAND IN MINE
*and
TEARDROP AVENUE
with Henri René
and his Orchestra*

*His most played
record in years!*

**EDDY
ARNOLD**

**I REALLY
DON'T WANT TO KNOW
and
I'LL NEVER
GET OVER YOU**

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

For Week Ending January 30

Territorial Best Sellers (Popular)

This Week's New 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.

- Atlanta... ANSWER ME, MY LOVE... Nat (King) Cole, Capitol 2687
 TURN AROUND BOY... L. Douglas, M-G-M 11654
 Dallas... FORT WORTH CABBAGE AND KINGS...
 C. Applewhite, Decca 29001
 Detroit... CUDDLE ME... R. Gaylord, Mercury 70285
 Milwaukee... TURN AROUND BOY... L. Douglas, M-G-M 11654
 Pittsburgh... CUDDLE ME... R. Gaylord, Mercury 70285

Territorial Best Sellers

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

Atlanta

1. That's Amore D. Martin, Capitol
2. Oh, My Papa E. Fisher, Victor
3. Make Love to Me J. Stafford, Columbia
4. I Get So Lonely Four Knights, Capitol
5. Secret Love Doris Day, Columbia
6. Ricochet T. Brewer, Coral
7. Stranger in Paradise T. Bennett, Columbia
8. Stranger in Paradise Four Aces, Decca
9. Answer Me, My Love Nat (King) Cole, Capitol
10. Turn Around, Boy L. Douglas, M-G-M

Boston

1. Make Love to Me J. Stafford, Columbia
2. Oh, My Papa E. Fisher, Victor
3. Gee Crows, Rama
4. That's Amore D. Martin, Capitol
5. Changing Partners P. Page, Mercury
6. Stranger in Paradise T. Bennett, Columbia
7. From the Vine Came the Grape Gaylords, Mercury
8. Secret Love Doris Day, Columbia
9. Bell Bottom Blues T. Brewer, Coral
10. Stranger in Paradise Four Aces, Decca

Buffalo

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

Chicago

1. Oh, My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Victor
3. Secret Love Doris Day, Columbia
4. From the Vine Came the Grape Gaylords, Mercury
5. Till Then Hilltoppers, Dot
6. Stranger in Paradise T. Bennett, Columbia
7. Marie Four Tunes, Jubilee
8. That's Amore D. Martin, Capitol
9. Changing Partners P. Page, Mercury
10. Rags to Riches T. Bennett, Columbia

Cincinnati

1. Oh, My Papa E. Fisher, Victor

2. That's Amore D. Martin, Capitol
3. Stranger in Paradise Four Aces, Decca
4. Changing Partners P. Page, Mercury
5. What It Was, Was Football Deacon A. Griffith, Capitol
6. From the Vine Came the Grape Hilltoppers, Dot
7. Secret Love Doris Day, Columbia
8. Rags to Riches T. Bennett, Columbia
9. Stranger in Paradise T. Bennett, Columbia
10. Till Then Hilltoppers, Dot

Cleveland

1. Oh, My Papa E. Fisher, Victor
2. From the Vine Came the Grape Gaylords, Mercury
3. That's Amore D. Martin, Capitol
4. I Get So Lonely Four Knights, Capitol
5. Changing Partners P. Page, Mercury
6. Stranger in Paradise Four Aces, Decca
7. Stranger in Paradise T. Bennett, Columbia
8. Secret Love Doris Day, Columbia
9. Till We Two Are One G. Shaw, Decca
10. Ebb Tide F. Chacksfield, London

Dallas-Ft. Worth

1. Oh, My Papa E. Fisher, Victor
2. Secret Love Doris Day, Columbia
3. Stranger in Paradise Four Aces, Decca
4. Y'All Come Bing Crosby, Decca
5. Cabbage and Kings C. Applewhite, Decca
6. That's Amore D. Martin, Capitol
7. Till Then Hilltoppers, Dot
8. Stranger in Paradise T. Bennett, Victor

Denver

1. Oh, My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Stranger in Paradise Four Aces, Decca
4. Heart of My Heart D. Cornell-A. Dale-J. Desmond, Coral
5. Changing Partners P. Page, Mercury
6. Heart of My Heart Four Aces, Decca
7. Rags to Riches T. Bennett, Columbia

Detroit

1. Oh, My Papa E. Fisher, Victor
2. From the Vine Came the Grape Gaylords, Mercury
3. That's Amore D. Martin, Capitol
4. Make Love to Me J. Stafford, Columbia
5. Stranger in Paradise Four Aces, Decca
6. Till Then Hilltoppers, Dot

7. Heart of My Heart Four Aces, Decca
8. Cuddle Me R. Gaylord, Mercury
9. Woman R. Clooney-J. Ferrer, Columbia
10. Gee Crows, Rama

Kansas City, Mo.

1. Oh, My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Stranger in Paradise T. Bennett, Columbia
4. Rags to Riches T. Bennett, Columbia
5. Ricochet T. Brewer, Coral
6. Changing Partners P. Page, Mercury
7. Stranger in Paradise Four Aces, Decca
8. Heart of My Heart Four Aces, Decca
9. Stranger in Paradise T. Martin, Victor
10. Marie Four Tunes, Jubilee

Los Angeles

1. Oh, My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Stranger in Paradise T. Bennett, Columbia
4. Stranger in Paradise T. Martin, Victor
5. Ricochet T. Brewer, Coral
6. Changing Partners P. Page, Mercury
7. Secret Love Doris Day, Columbia
8. Rags to Riches T. Bennett, Columbia
9. Heart of My Heart Four Aces, Decca
10. Woman R. Clooney-J. Ferrer, Columbia

Milwaukee

1. Till We Two Are One G. Shaw, Decca
2. Turn Around Boy L. Douglas, M-G-M
3. Oh, My Papa E. Fisher, Victor
4. I Get So Lonely Four Knights, Capitol
5. That's Amore D. Martin, Capitol
6. Secret Love Doris Day, Columbia
7. Bell Bottom Blues T. Brewer, Coral
8. Till Then Hilltoppers, Dot
9. Woman R. Clooney-J. Ferrer, Columbia

New Orleans

1. Oh, My Papa E. Fisher, Victor
2. Changing Partners K. Starr, Capitol
3. Stranger in Paradise T. Bennett, Columbia
4. That's Amore D. Martin, Capitol

New York

1. Oh, My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Columbia
3. That's Amore D. Martin, Capitol
4. Ricochet T. Brewer, Coral
5. Jones Boy Mills Brothers, Decca
6. Secret Love Doris Day, Columbia
7. Rags to Riches T. Bennett, Columbia
8. From the Vine Came the Grape Gaylords, Mercury
9. Ebb Tide F. Chacksfield, London
10. Heart of My Heart Four Aces, Decca

Philadelphia

1. Oh, My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Stranger in Paradise T. Bennett, Columbia
4. Stranger in Paradise Four Aces, Decca
5. Rags to Riches T. Bennett, Columbia
6. From the Vine Came the Grape Gaylords, Mercury
7. Secret Love Doris Day, Columbia
8. Till We Two Are One G. Shaw, Decca
9. Ricochet T. Brewer, Coral
10. Ebb Tide F. Chacksfield, London

Pittsburgh

1. Two Purple Shadows J. Vale, Columbia
2. I Get So Lonely Four Knights, Capitol
3. Oh, My Papa E. Fisher, Victor
4. From the Vine Came the Grape Gaylords, Mercury
5. Till Then Hilltoppers, Dot
6. Stranger in Paradise Four Aces, Decca
7. Cuddle Me R. Gaylord, Mercury
8. Make Love to Me J. Stafford, Columbia
9. Till We Two Are One G. Shaw, Decca

St. Louis

1. Oh, My Papa E. Fisher, Victor
2. Secret Love Doris Day, Columbia
3. Stranger in Paradise T. Bennett, Columbia
4. That's Amore D. Martin, Capitol
5. Till We Two Are One G. Shaw, Decca

San Francisco

1. That's Amore D. Martin, Capitol
2. Oh, My Papa E. Fisher, Victor
3. Stranger in Paradise T. Bennett, Columbia
4. Heart of My Heart Four Aces, Decca
5. Secret Love Doris Day, Columbia
6. Changing Partners Bing Crosby, Decca
7. Rags to Riches T. Bennett, Columbia
8. Changing Partners P. Page, Mercury

Seattle

1. Stranger in Paradise Four Aces, Decca
2. Oh, My Papa E. Fisher, Victor
3. Marie Four Tunes, Jubilee
4. That's Amore D. Martin, Capitol
5. Changing Partners P. Page, Mercury
6. Changing Partners K. Starr, Capitol
7. Ricochet T. Brewer, Coral
8. Secret Love Doris Day, Columbia

Washington-Baltimore

1. Oh, My Papa E. Fisher, Victor
2. Secret Love Doris Day, Columbia
3. Stranger in Paradise T. Bennett, Columbia
4. Make Love to Me J. Stafford, Columbia
5. That's Amore D. Martin, Capitol
6. Changing Partners P. Page, Mercury
7. Rags to Riches T. Bennett, Columbia
8. Stranger in Paradise Four Aces, Decca
9. Heart of My Heart Four Aces, Decca

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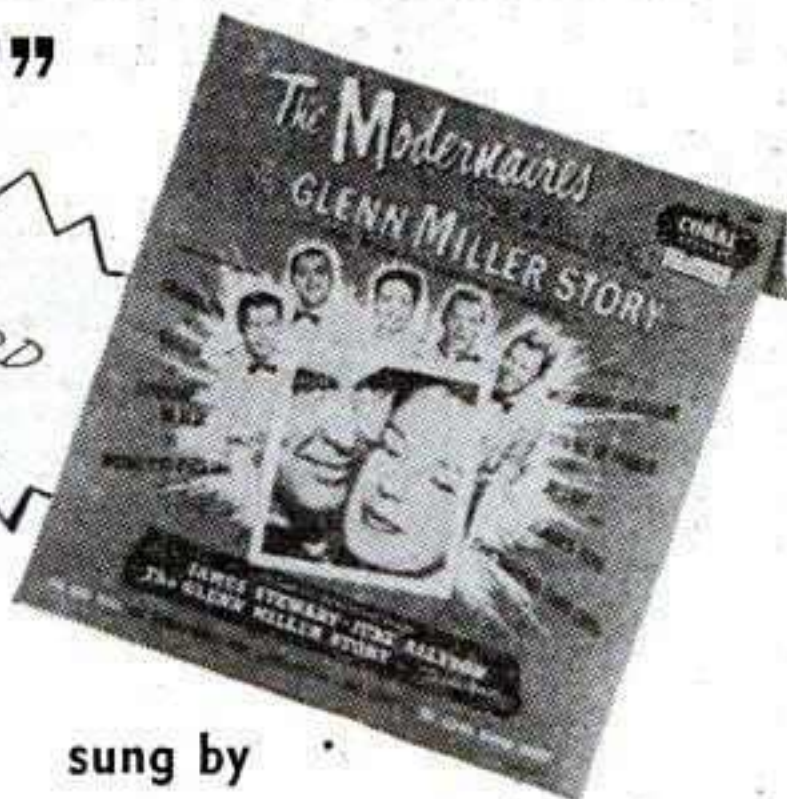
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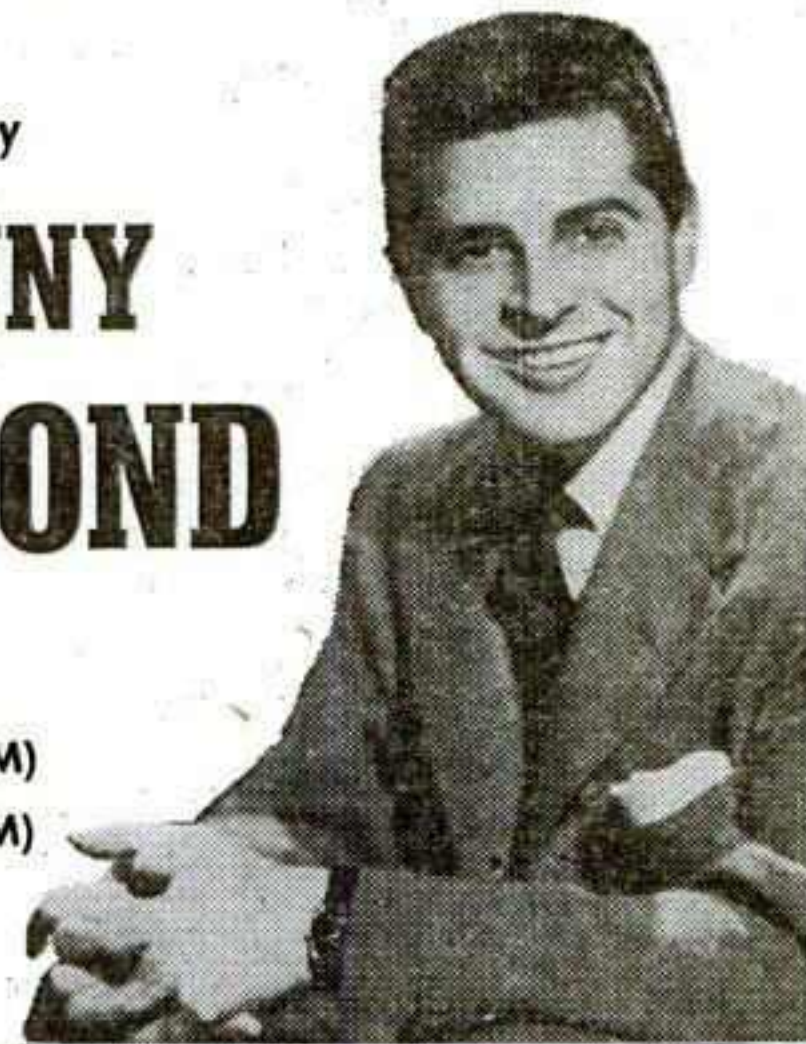
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The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Packaged Record Review Ratings

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- SELECTIONS FROM THE MUSICAL PRODUCTION KISMET (1-EP)—Danny Kaye, Four Aces, Peggy Lee. Decca ED 2117... 78
- 3 SAILORS AND A GIRL (1-10")—Jane Powell, Gordon MacRae. Capitol L485... 65

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Best Selling Popular LP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason... Capitol H 352
2. MUSIC TO MAKE YOU MISTY—Jackie Gleason... Capitol H 455
3. CALAMITY JANE—Doris Day, Howard Keel... Columbia CL 6273
4. KISMET—Broadway Cast... Columbia ML 4850
5. MAY I SING TO YOU—Eddie Fisher... RCA Victor LPM 3185
6. LET THERE BE LOVE—Joni James... M-G-M E 222
7. THE EDDIE CANTOR STORY... Capitol L 467
8. LIBERACE BY CANDLELIGHT... Columbia CL 6251
9. I BELIEVE—Perry Como... RCA Victor LPM 2188
10. AN EVENING WITH LIBERACE... Columbia CL 6239

Best Selling Popular EP'S

1. MUSIC FOR LOVERS ONLY—Jackie Gleason... Capitol EBF 352
2. CALAMITY JANE—Doris Day, Howard Keel... Columbia B 347
3. MUSIC TO MAKE YOU MISTY—Jackie Gleason... Capitol EBF 455
4. LIBERACE BY CANDLELIGHT... Columbia B 336
5. MAY I SING TO YOU—Eddie Fisher... RCA Victor EPB 3185
6. LET THERE BE LOVE—Joni James... M-G-M X 222
7. I BELIEVE—Perry Como... RCA Victor EPB 3188
8. AN EVENING WITH LIBERACE... Columbia B 329
9. GLENN MILLER PLAYS SELECTIONS FROM 'THE GLENN MILLER STORY'... RCA Victor EPB 3057
10. PRESENTING EARTHA KITT... RCA Victor EPB 3062
10. KISS ME KATE—Kathryn Grayson, Howard Keel... M-G-M X 223

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Movies

Decca Has Hot Item in Glenn Miller Track

A strong movie or legit musical can stir a lot of action in the disk industry, but a so-so film or show can manage to stir the manufacturers but leave the consumer cold. Look, for example, at what is happening in the record industry with material from "Kismet," and compare it with the dearth of action on several other recent Broadway offerings. In any case three recent packaged record releases pretty well define the situation.

Decca has come thru with the original sound-track recordings from *The Glenn Miller Story*. While RCA Victor did a truly fabulous business with their high-priced package of Miller broadcast and unreleased disk performances, the attention focused on the film should make the Decca set an important attraction in retail stores. The sound of the studio orchestra is just excellent, and since they followed the original Miller orchestrations to the letter the Decca package should be a strong seller. The gaudy cover is an added asset.

The same label has released an extended-play disk coupling two *Danny Kaye* sides, and the *Four Aces* and *Peggy Lee* singing four tunes from *Kismet*. With the Aces' version of "Stranger in Paradise" already a best-seller and *Peggy Lee* stirring action with "Baubles, Bangles and Beads," the EP should be profitable merchandise.

Capitol has issued an album of eight selections from a film already playing the neighborhood theaters, *Three Sailors and a Girl*. Despite smart packaging, featuring the film's stars, *Jane Powell* and *Gordon MacRae*, in what looks like a sound-track album, sales would appear to be limited since the Technicolor film isn't expected to be a major grosser. Joe Martin.

Background

Gleason Album Paces Entries

Three recent additions on the Capitol label of music which fits well into the background or listening category sound as tho they should be sales leaders for the next few months. The label has already demonstrated a propensity for turning out the right disk packages in this field via the use of comedian *Jackie Gleason* as a conductor of a lush studio ork. Dealers already know the sales potential of this material. Capitol now has a new Gleason package, this one, "Tawny," uses one full side of a 10-inch LP for Gleason's original composition of the same name—a work which he has produced on his network television show. It isn't much musically, but it should appeal to Gleason fans—and there are lots of them. The flip side, containing four

The 'Voice' of Yore

Sinatra Has a Winner in 'Songs for Young Lovers'

It's been a long time since the teen-agers swooned over *Frank Sinatra*. And, yet, in spite of the scores of new voices that have come along since, the chanter has managed to retain many of his original fans and to constantly renew his appeal to the younger generation. His latest Capitol set, *Songs for Young Lovers*, will more than please both his older and younger followers. In it he sings eight fine standards, including some that he made popular years ago like "Violets for Your Furs," and "My Funny Valentine." Others are "A Foggy Day," "Little Girl Blue," "They Can't Take That Away From Me" and "I Get a Kick Out of You." The chanter sings them all with tender care, in his best voice in years. The striking cover will help this set no end.

As everyone knows, Sinatra started his jet-propelled career with the *Tommy Dorsey* ork, and while with the ork had a smash hit in "Everything Happens to Me." This ditty was composed by *Matt Dennis*, at that time composer-arranger for the Dorsey crew. Trend Records has released a new LP featuring *Dennis* singing and playing his own tunes, including, "Will You Still Be Mine?" "Violets for Your Furs," "Let's Get Away From It All," "Night We Called It a Day," "Everything Happens to Me" and "Angel Eyes." *Dennis* singing can only be called pleasant, yet his manner of projecting these tunes is first-rate and the set will appeal to both jazz cats and those who enjoy supper club groups.

Sex & Hi-Fi

Capitol Hits Both Markets

That public interest in high-fidelity sound reproduction is at an all-time high is quite certain. Record dealers also know that it was all started by the great audio engineering advancements made in the record industry, followed by similar moves in the electronics industry in the form of sound reproducing equipment. Fact is, this is all a snow-balling adventure for both the customers and the suppliers.

Capitol Records, already eminently successful with a specially recorded disk package aimed at the hi-fi "bug" has expanded that "catalog" with the recent addition of four more disk packages. Two of these are of immediate concern: Original compositions by *Les Baxter* in an album called *The Passions*, and *High Fidelity Classics in Full Dimensional Sound*. Both sets figure to be strong sales items for the dealer who exposes them. The *Baxter* package could possibly step out in a way reminiscent of the action surrounding the *Yma Sumac* recordings.

Both sets are smartly packaged in a box, with complete notes and graphs in book form and the disks contained in a special plastic envelope. And since the boxed disks go at a premium price, they should be profitable items. Joe Martin.

standards, smartly orchestrated and featuring *Bobby Hackett* trumpet solos, is better. In all a healthy item to handle.

The label might surprise, however, with two other disk packages in the same vein: *Thinking of You*, featuring the *Les Baxter* ork and chorus, and *Songs for Strings* on which artists and repertoire exec *Richard Jones* conducts the string section of the Pittsburgh Philharmonic. Both utilize familiar standards in lush orchestrations and are smartly packaged. Both are worthwhile items to stock and display. Joe Martin.

The clapping between tunes is slightly out of place on the disk. *Libby Holman*, one of the great names of the 1920's, returns to wax to kick off a new LP label, MB Records. She sings the songs she has become identified with, such as "Moanin' Low," "Can't We Be Friends?" "Something to Remember You By" and "Body and Soul." The thrush's style of torch singing is almost passe today on disks, yet it would be difficult to find a singer around who could get the same feeling and emotion into a song as *Miss Holman* does with "Love for Sale" or some of the others. Those who enjoy looking backward will want this set. Coral Records has released on one EP the four tunes that were cut by the *Don Cornell-Teresa Brewer* duo, including "You'll Never Get Away" and "The Glad Song." Bob Rolontz.

New Versions Of Old Works; Rarities, Too

How well can the 15th version of *Beethoven's Fifth Symphony* be expected to sell? If it is true that there is always "room for one more," particularly if it is a recording of quality, London has not been mistaken to release a new version of the war-horse by the *Amsterdam Concertgebouw*. While there are other versions that convey a greater sense of power and heaven-shaking energy, this reading by *Erich Kleiber* must stand as one of the most carefully thought-out and deeply felt performances yet made available.

A work with almost as many recordings to its credit is *Tchaikovsky's Fourth Symphony*. An inexpensive version of it has now been added to Urania's Request Series, employing the *Radio Leipzig Orchestra* conducted by *Hermann Abendroth*. The latter succeeds in communicating in bold, dramatic outlines the troubled message of this ever-popular symphony. A good buy.

Turning from the war-horses, a lesser-known work of *Mozart* has also been recently made available by Urania. This is his *Musical Joke*, a charming piece for string quartet and two horns. "Correct" as all *Mozart's* music sounds, it is a little startling to hear wrong notes and coarse dissonances in this work. But that it how he wrote it, intending thereby to poke fun at the incompetent way many ensembles of his day played, and the bungling manner in which some of his fellow-composers wrote. Coupled with this work is the *Symphony No. 1* (Continued on page 37)

Cetra Issues 'Tosca' 'Trovatore' Excerpts

From its extensive Cetra catalog of Italian operas, Capitol Records has released on the Cetra label two more LP's of opera highlights, one *Highlights From Tosca*, the other *Highlights From Il Trovatore*. Both sets contain the most familiar arias from the operas, and the selections are performed in the same plot order as in the complete opera.

Paolo Silveri, *Gianni Poggi* and *Adriana Guerrini* are featured on the "Tosca" set, and *Caterina Mancini*, *Carlo Tagliabue* and *Giacomino Lauri-Volpe* star on the "Il Trovatore" excerpts. The popularity of the two operas, and the excellent performance by the singers should help both these sets sell steadily to opera lovers, especially new collectors who do not have the complete works. The liner notes are most helpful.

The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 2 AND 4 (NBC Symphony-Toscanini) RCA Victor LM 1723
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini) RCA Victor LM 1757
- BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini) RCA Victor LM 1755
- BEETHOVEN: SYMPHONY NO. 7 (NBC Symphony-Toscanini) RCA Victor LM 1756
- BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch) RCA Victor LM 6011
- COPLAND: SYMPHONY NO. 3 (Minneapolis Symphony-Dorati) Mercury MG 50018
- FRANCK: SYMPHONY IN D MINOR (Detroit Symphony-Paray) Mercury MG 50023
- HARRIS: SYMPHONY NO. 3; HANSON: SYMPHONY NO. 4 (Eastman-Rochester Symphony-Hanson) Mercury MG 40004
- MOZART: SYMPHONIES NOS. 35 AND 40 (New York Philharmonic-Walter) Columbia ML 4693

OPERATIC (Vocal Excerpts)

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, RCA Victor Orchestra-Reiner) RCA Victor LRM 7011
- BJOERLING AND MERRILL SING OPERATIC DUETS RCA Victor LRM 7027
- GILBERT AND SULLIVAN: THE MIKADO; PATIENCE (D'Oyly Carte) London LL 782
- HANDEL: THE MESSIAH (Royal Philharmonic-Beecham) RCA Victor LCT 1130
- MOUSSORGSKY: BORIS GODOUNOFF (Christoff, Radiodiffusion Francaise-Dobrowen) HMV 1052
- MOZART ARIAS (Schwarzkopf) Angel 35021
- MOZART ARIAS (Steber) Columbia ML 4694
- PUCCINI: LA BOHEME (Tagliavini, Carteri) Cetra A 50143
- WAGNER: TRISTAN UND ISOLDE; GOTTERDAEMERUNG (Harshaw, Philadelphia Orchestra-Ormandy) Columbia ML 4742

Vox Jox

Continued from page 32

business knew that we deejays find it pretty hard to program records that are more than three minutes in length. I don't care how good a number is, we simply can't schedule it if it is overly long. Doris Day's 'Secret Love' is one of the current examples. The original version was about 3:40. It's been cut down now to about 2:30 and it's being played more often. I'm surprised that Archie Bleyer cut his first instrumental release and had the one side, 'Amber,' run over three minutes—that is sure death. As packed with commercials as we are, the trend is toward shorter sides." Lou Barile, WKAL, Rome, N. Y., complains, "It seems that the folks at Decca have become a little too careless about the sound of their products. The surface noise on the Decca stuff lately is almost unbearable." Tommy Dunn, WPEO, Peoria, Ill., lends his voice to the many others he's heard who "are so liberal with their throw-aways while their distributors never come thru with the promoted sides. Namely, he adds, "Coral and M-G-M."

Change of Theme

Hap Henderson, after 34 months with USAF, has joined WWFP, Palatka, Fla. Bob Dickson, formerly sportsman for WGIL, Galesburg, Ill., has joined KFMA, Davenport, Ia., as a deejay. Ralph Wayne, KBOE, Oskaloose, Ia., is starting a new deejay show, across the board, featuring pop music. Dick Weiss has taken over the early morning shift on WFDF, Flint, Mich. Val Schaeffer has left WOKW, Sturgeon, Bay, Wis. Jack Kelly Jr. has replaced Bill Demjan at WNNC, Barnesboro, Pa. Irv Miller has left WOSA-WLIN, Wausau-Merrill, Wis., to join WCAN-AM and TV, Milwaukee. John R. Otto, formerly with WOSA-WLIN, Wausau-Merrill, Wis., has moved to WFTV, Duluth, Minn.

Guesting

Lou Monte visited with Fred Grewe, WHLL, Wheeling, W. Va. Herb Fontaine, WCOU, Lewiston, Me., played host to Bobby Breen. Allen Berg, KRKD, Los Angeles, was recently visited by the Andrews Sisters who told his listeners about their career in

show business. Dean Martin and Jerry Lewis managed to pretty well break up things last week on Martin Block's ABC, New York, afternoon spot. Rod Louden, KPOF, Portland Ore., worked two benefits with Sy Melano of Bell Records. Jon Farmer, WAGA, Atlanta, Ga., interviewed Karen Chandler and Florian Zabach recently. Bob Eberle took time off from his engagement at the Balinese Room to visit with Reed Farrell, KGBC, Galveston, Tex. Laverne Russell, KUJ, Walla-Walla, Wash., had Vi and Jerry Wagner as special guests during their stay in the city.

Chamber Sets Plug LP Gaps

As the LP catalog expands it begins to appear to many (dealers included) that the already burdensome duplication of titles can only be further compounded with each new release. While this is certainly true with the bulk of diskery output, an occasional sortie into rare territory shows that there is much of interest that still remains to be cut on records.

Recent chamber music releases illustrates this point aptly. Altho in each case the potential market may be relatively small, there will be copies sold, and the dealer who knows his product and the value of suggestion in the right quarters will eke out the added volume.

One of the most impressive disks in the batch just received is a first recording of Ernest Bloch's Second String Quartet. With this disk Vanguard introduces the Muscular Arts Quartet, a fine group of instrumentalists that should not be confused with an earlier aggregation using the same name. They perform the difficult work admirably. Many serious collectors will want this set.

Another interesting disk contains a Rachmaninoff Sonata for Cello and Piano, available in only a single competing version. For

NEXT WEEK

- ★ EXTENDED ORCHESTRAL WORKS
- ★ CONCERTOS
- ★ ALL POP LP'S AND EP'S

Friedberg Master Pianist In Disk Debut

The limited fidelity of recordings and playing equipment until the last few years had dissuaded one of the musical world's "grand old men," Carl Friedberg, from giving posterity a chance to judge his fabled interpretative powers thru this medium. Now in his 82d year, however, Friedberg has been prevailed upon to record the Scenes From Childhood and a Novelette by Schumann, two Intermezzi and a Scherzo by Brahms, and one of his own compositions. Since he himself was a pupil and friend of Clara Schumann and Brahms it is no wonder that he plays these works with such amazing penetration. Many who hear his playing of "Traumerer" will marvel at the fresh beauty with which he invests this hackneyed little piece. All students should be easily approached on this package. There must be a sizable group of ex-Friedberg pupils and admirers in every city for whom news of this release will be the best they have heard in a long time.

Another keyboard release that merits attention is a recording of all six French Suites by Bach, played by Alexander Borovsky. Tho this work has been committed to tape three times before, this is the first that utilizes the piano. It cannot be said that Borovsky makes full use of the piano's potentialities, however, since his interpretation is not as incisive or subtly shaded as one can reasonably demand. In the last two suites, which are among the freshest and happiest of all Bach's works, Borovsky does loosen up and conveys the dignified conviviality of these short dances with spirit.

Gary Kramer.

New Versions

Continued from page 36

by Etienne Mehul, an almost forgotten contemporary of Mozart's. The Radio Berlin Orchestra gives lively readings of both these works.

Balletomanes, an ever-increasing clan, will delight in a new Angel recording of the music for La Boutique Fantasque, arranged by Respighi out of miscellaneous compositions of Rossini. This is a package of musical bonbons whose dainty, spirited little movements seem the very essence of ballet. The variety of dances—from slow waltzes to a wild can-can and a Cossack dance—are captivating and beautifully played. The version of this music by Ansermet has done well sales-wise for London; there is no reason why Angel could not do as well.

this effort Capitol has paired its two young artists, Joseph Schuster and Leonard Pennario, who read it ably and with much tonal warmth. Tho a lesser work, the lustre of the composer's name should help this move in moderate quantities.

Far off the beaten track are a couple of new packs from Vox, which is showing more initiative than most in exploring repertoire byways. Completely ingratiating are the Concerti Grossi, Op. 3, by Geminiani, and the Trio Sonatas by Stradella. But more than just something to please the ear, they are illustrative of the type of chamber work that won favor in the 17th and 18th Centuries. Here are two sets that can be pushed to libraries and schools with profit, in addition to the occasional sales made to serious collectors. Is Horowitz.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

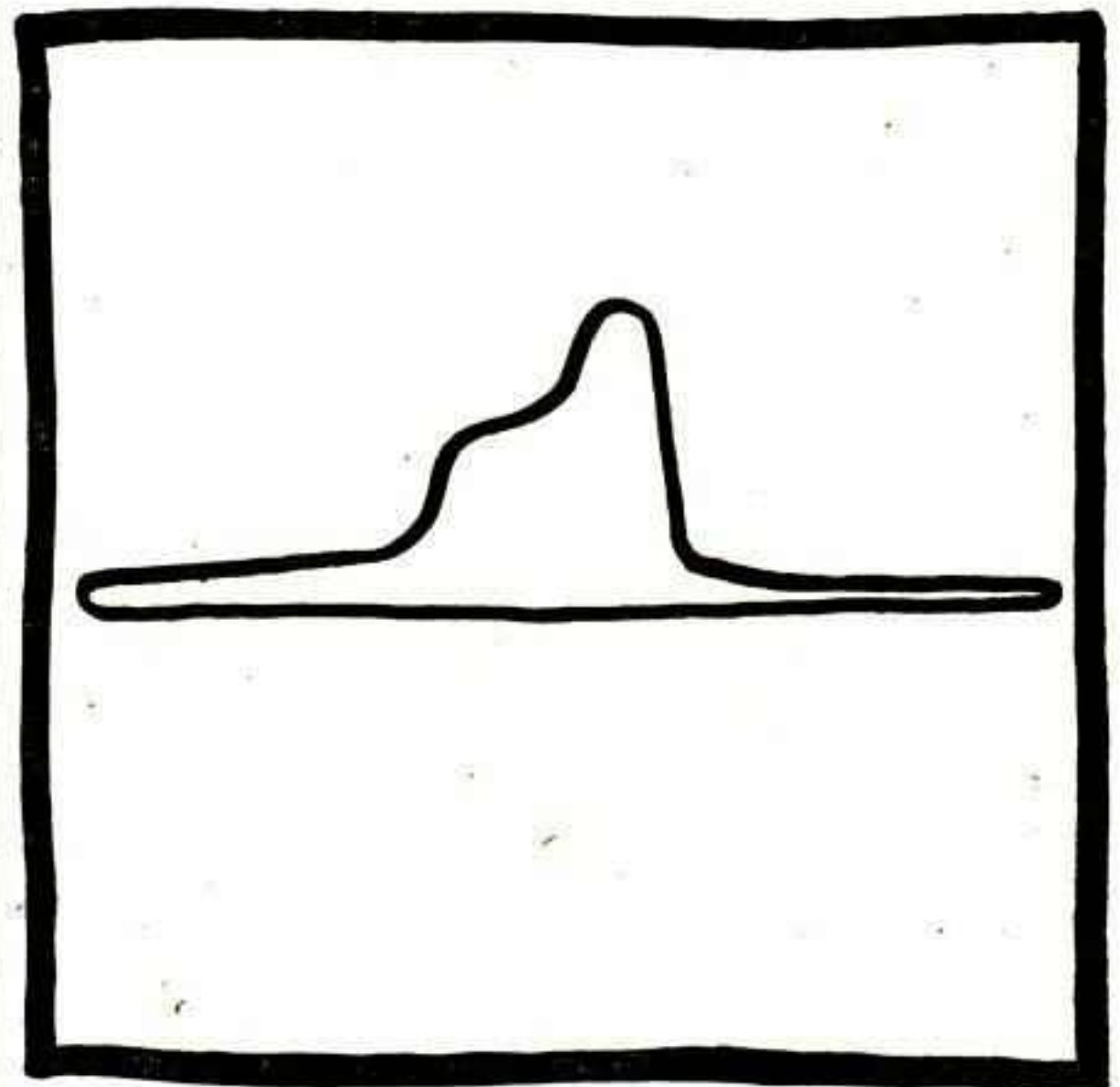
- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) RCA Victor LM 6009
- BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia Orchestra-Ormandy) Columbia ML 4467
- BERLIOZ: HAROLD IN ITALY (Primrose Royal Philharmonic-Beecham) Columbia ML 4542
- BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) RCA Victor LM 1702
- FRANCK: SYMPHONY IN D MINOR (Philadelphia Orchestra-Ormandy) Columbia ML 4024
- FRANCK: SYMPHONY IN D MINOR (San Francisco Symphony-Monteux) RCA Victor LM 1065
- PROKOFIEFF: SYMPHONY NO. 7; LT. KIJE SUITE (Philadelphia Orchestra-Ormandy) Columbia ML 4683
- RACHMANINOFF: SYMPHONY NO. 2 (Philadelphia Orchestra-Ormandy) Columbia ML 4433
- SCHUBERT: SYMPHONY NO. 8; MOZART: SYMPHONY NO. 31 (Royal Philharmonic-Beecham) Columbia ML 4474
- TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy) Columbia ML 4544

OPERA (Vocal Excerpts)

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, Albanese, RCA Victor Orchestra-Reiner) RCA Victor LM 1749
- GREAT TENOR ARIAS (Bjoerling) RCA Victor LM 105
- LEONCAVALLO: I PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Bjoerling, Milanov, Merrill) RCA Victor LM 1160
- PUCCINI: LA BOHEME (Tebaldi, Gueden, Prandelli, Santa Cecilia Orchestra-Erede) London LL 649
- PUCCINI: LA BOHEME (di Stefano, Munsel, Albanese, RCA Victor Orchestra-Cellini) RCA Victor LM 1709
- PUCCINI: MADAME BUTTERFLY (Tebaldi, Campora, Santa Cecilia Orchestra-Erede) London LL 650
- PUCCINI: MADAME BUTTERFLY (Albanese, Melton, RCA Victor Orchestra-Weissmann) RCA Victor LM 2
- TEN TENORS, TEN ARIAS (Bjoerling, Caruso, McCormack, etc.) RCA Victor LM 1202
- VERDI: RIGOLETTO (Berger, Pearce, Warren, RCA Victor Orchestra-Cellini) RCA Victor LM 1104
- VERDI: LA TRAVIATA (Albanese, Pearce, Merrill, RCA Victor Orchestra) RCA Victor LM 1115

EPICure No. 3 (A Roger Price "Doodle")



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with RADIAL Sound

"EPIC" Trade Mark

Popular Record Reviews

Continued from page 28

with her lover not to say good-bye, and in a sentimental song of this type, Miss Froman is very persuasive. Good waxing. (Brandom, ASCAP)

It's All in Your Heart...72
There is a lot of feeling in this warmly emotional opus, also. Like so many of her more popular records, the song inspires hope and confidence. Froman fans will like both sides. (Witmark, ASCAP)

ARTIE WAYNE
Watermelon in December...74
MERCURY 70210—Wayne chants his joy at approaching fatherhood in a clever ballad that should appeal to many. Spin action should be plentiful. (Sheriton, ASCAP)

Warmed Over Kisses...70
Forthright chanting of the attractive ballad to backing that bounces along happily. (E. H. Morris, ASCAP)

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JIMMY PALMER ORK
Here Comes My Ball and Chain...73
MERCURY 70305 — The Palmer ork will continue to please its many Midwest fans with this snappy reading of an old-fashioned ditty, sung neatly and played with considerable brightness by the ork. (Paramount, ASCAP)

Three Little Words...73
Same comment. (Harms, ASCAP)

BOBBY WAYNE
The Big Dream...73
MERCURY 70303 — This is a most attractive new ballad and Wayne does a first-rate job on it. Good two-sided disk. (Redd Evans, ASCAP)

What Good Is Somebody New...72
Wayne delivers a most listenable reading of a lovely waltz which sounds like it's based on a Yiddish ditty. (Alroy, ASCAP)

CHUCK MILLER
The Pucker-Nut Tree...73
CAPITOL 2700 — Miller offers an unusual novelty item here, with some humorous lyrics with a folk flavor. His voice has the bright sound necessary to sell this song, and he handles it deftly. (Glennwood, BMI)

After All...70
A sad, sentimental song delivered smoothly and with heart-felt emotion. He is a versatile stylist and must be watched. (Beechwood, BMI)

EVELYN KNIGHT
If the Sun Isn't Shining in Your Window...73
DECCA 28989—The singer's familiar warmth and style are evident in this lighthearted, cheerful material. Her fans will get a kick out of this, and with exposure it could get action. (General, ASCAP)

Mama Ain't Cookin' Today...69
Miss Knight's first release in quite a while is on the novelty side. She serves notice on her boy-friend that she will not cook any more meals for him, unless he starts giving a little affection in return. (Harman, ASCAP)

STEVE LAWRENCE
Too Little Time...72
KING 1315 — This is the "Love Theme" from "The Glenn Miller Story" and it is sung by the young chanter with feeling with the help of a good ork arrangement. This disk

could get a lot of spins. (Pickwick, ASCAP)

Remember Me...70
Good reading here by the warbler of the pretty ballad, played with a Latin beat by the ork. Another side that the jocks should use. (Leeds, ASCAP)

LES BROWN ORK
One o'Clock Jump...72
CORAL 61114—Brown serves up the oldie piping hot here for the guys and gals that like to listen and dance to his brand of music. The pace is lively and the spirit convivial in this well-balanced instrumental. (Feist, ASCAP)

Brown's Little Jug...69
This bright original version of the familiar old tune ought to give it a new stake on life. The boys get in some good swinging riffs with the familiar Brown sparkle. (P.D.)

TOMMY DORSEY ORK, WITH JIMMY DORSEY
You're My Everything...72
BELL 1024—The T.D. trombone still has much appeal, and the master welds his musicians into an artistic unit. He's made a nice side with this standard. (Harms, ASCAP)

Granada...69
The great Latin copyright receives a tasteful reading here, with modern, relaxed instrumentation. (Southern, BMI)

DEL WOOD
Bye, Bye, Blackbird...72
REPUBLIC 7070—The evergreen gets a flashy reading at the hands of Miss Wood. Backed by harmonica and guitar, she gives enthusiasts of the old-fashioned, ricky-tic piano just the kind of music they love. (Remick, ASCAP)

Columbus Stockade Blues...69
Another fast, exciting item in a similar style played with gusto by Miss Wood. Operators will find this disk a profitable investment. (Peer, BMI)

SIDNEY TORCH ORK
Moonlight Serenade...72
CORAL 61118—This is a particularly lovely version of the Glenn Miller theme played by the lush English ork. Could get lots of spins via the attention focused on the Miller biog film. Worth spinning, too. (Robbins, ASCAP)

Love Theme...67
This is the theme used in the Miller film, and while it's nice instrumental stuff, it doesn't figure to make much noise. (Pickwick, ASCAP)

HERB JEFFRIES
Wicked Woman...72
TREND 67—Jeffries does a good job here with the title tune from the flick "Wicked Woman" with expansive support from the ork. His fans will want this showcase for the warbler. And Willie Smith fans will enjoy hearing the altoist's solo on the disk. (Terl, ASCAP)

One Night in Acapulco...64
Tune from the flick "Wicked Woman" is sung nicely by Jeffries while the ork backs him with a Latin-styled arrangement. (Terl, ASCAP)

TEX BENEKE ORK
Camaroon...71
CORAL 61115 — The arrangement, orking and Betsy Gay-dubbed vocal are all good, but the addition of a lyric to what sounds like fine instrumental stuff makes this a bit pretentious. It's worth spins, anyhow. (Peer, BMI)

Chattanooga Choo-Choo...71
Since Beneke handled the vocal on the original Miller version of this standard, he should garner spins and attention with this new slicing. (Feist, ASCAP)

JERRY DUANE
Will You Still Be Mine?...71
TREND 59—The attractive standard is smartly done up by tenor Duane and the Van Alexander ork. Good for spins. (Embassy, ASCAP)

London in July...63
Again Duane impresses as more than capable. Tune here is slickly written stuff and not too commercial, the jocks will make good use of it.

PETE HANLEY
Coal Black Hair...70
EPIC 9017—Hanley describes his girl in Havana, who is very pretty but unfaithful. The rhythm of the choruses alternate between fast and slow, just as the singer's mind is alternately controlled by his passions and his better judgment. Deejays ought to like. (Midway, ASCAP)

Your Eyes Have Told Me...66
A sentimental ballad that becomes a lovely thing in this reading by Hanley. His taste and sincerity give it a quiet charm. (Remick, ASCAP)

SHARKEY AND HIS KINGS OF DIXIE
Have You Ever Been Lonely?...69
CAPITOL 2709 — Thrush Jackie Blaine delivers the vocal on the oldie. Not much of the expected two-beat orking here, but ops could make good use of the disk. (Shapiro-Bernstein, ASCAP)

If I Had You...68
This side is two-beat instrumental stuff put down by the first-rate New Orleans combo. (Robbins, ASCAP)

JACKIE PARIS
Skyline...69
CORAL 61116—Likely to appeal to a discriminating segment of the disk public, this smoothly handled entry is hardly slated for wide distribution. (E. H. Morris, ASCAP)

I Had a Talk With a Daisy...66
Sophisticated ballad is handed a quiet and elegant reading by the warbler. (Case, ASCAP)

HARRIS MARTIN
Laura...69
REPUBLIC 7071 — Harmonica maestro Harris Martin turns in a satisfactory instrumental reading of the evergreen, with okay orchestral support. A better performance and arrangement would have helped the disk. (Robbins, ASCAP)

Love Rhapsody...65
Same comment.

CECE BLAKE
What Are You Waiting For?...68
VERNON 78179—Better than average reading of a new ballad by thrush Cece Blake supported richly by the ork. Thrush has a sound and with the right material she could make it. (BMI)

Believe Me...68
Same comment. (BMI)

BENNY GREEN ORK
Blues in Lament...68
DECCA 28974 — Slow fox trot is staked to a strong beat. An effective instrumental by the Benny Green ork. (Tamasa, BMI)

Takin' My Time...65
Another danceable slicing by the ork. (Hollenden, BMI)

ARTIE SHAW AND HIS GRAMERCY FIVE
Besame Mucho...68
BELL 1023—Artie Shaw, his clarinet and this small combo do this Latin standard with considerable fire. The maestro still has fine technical facility. (Southern, BMI)

That Old Feeling...64
This rendition is strictly after hours stuff. (Feist, ASCAP)

THE FOUR ROBINS, LOREN BECKER
Guess Who?...69
PREVUE 2 — Cute seasonal item should get spins around St. Valentine's Day. Bouncy novelty includes voice impressions of Walter Winchell, Jack Benny and Edward G. Robinson. Good wax for the indie label. (Westbrook, BMI)

My Valentine...60
Becker, the group and the ork are okay, but the material is just routine. (Westbrook, BMI)

MEL BLANC
The Lady Bird Song...63
CAPITOL 2718—Nonsense ditty could make cute change of pace programming for jocks, but Blanc seems to do and sound better either as a film or kidish voice. (Ardmore, ASCAP)

I Des I Doña Doe...50
Plenty of vocal and lyric gimmicks, but it all adds up to nothing. (American, BMI)

SAVANNAH CHURCHILL
Last Night I Cried Over You...63
DECCA 28973—Slight, bouncy effort is sung casually by the thrush. She can sing better than she does here, and she deserves better material. (Moton, BMI)


Weep My Heart...60
Jocks may hand this disk a lot of spins. A pleasant, but unimpressive and uncommercial side by the thrush. (Collins, BMI)

GLENN TAYLOR
Love Put a Bug in My Ear...60
ARCADE 118—Both the vocal and ork performances are fairly good on this bounce item. (Arcade)

Wastin' Time...55
Routine in every way is this tango ballad reading by Taylor. (Jack Howard)

Play tic-tac-toe

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The Billboard's Music Popularity Charts

... for Week Ending January 30

TOP COUNTRY & WESTERN RECORDS

WANTED for cash RECORD CLOSEOUTS Century Co. 1121 Walton Ave., New York 52, N. Y. LUDlow 8-7134

C & W Record Reviews

Continued from page 28 RAMBLIN' JIMMIE DOLAN Tool Pusher on a Rotary Riz ... 74 CAPITOL 2713 - Dolan warns the

Advertisement for Slim Whitman's 'SECRET LOVE' and 'WHY' on Imperial Records. Includes a photo of Slim Whitman and the text 'A HIT FROM THE START Should be #1 on all the charts in a few weeks'.

girls that it's oil he's after and he won't settle down with any of them until he's struck it rich. An interesting, off-the-beaten-track item. (Slim Willie, BMI) If I Could Look Inside Your Heart... 71 The singer's girl plainly has him baffled. He doesn't know where he stands. Dolan handles this quiet, melancholy material capably. (Ridge-way, BMI)

(TEXAS) BILL STRENGTH Country Love... 74 CORAL 64171—Here's a real cute country item, combining novelty appeal with solid rural sentiment. The ditty is Ernest Tubbs', and Texas Bill gives it a solid vocal. (Ernest Tubb, BMI) Alone... 70 A rural ditty full of sadness and pitched in a minor key. Texas Strength does the vocal with heart. (Lowery, BMI)

TIBBY EDWARDS That's How I Lost... 72 MERCURY 7539 — "My whole life was lost, 'til the day I found you," Tibby Edwards belts out the song in his individual style. (Acuff-Rose, BMI) Too Proud to Wear My Name... 71 Much emotion and sadness is registered by Tibby Edwards as he sings this song of unrequited love. (Acuff-Rose, BMI)

TOMMY COLLINS High on a Hilltop... 72 CAPITOL 2701 — An above-average weeper, in which the singer looks down on the city from a hilltop and muses over the pleasures his girl is indulging in there. A lot of impact here. (Central, BMI) You Better Not Do That... 70 Collins warns the girls not to exercise their charms on him, since he has little strength with which to resist them. This is cute material, set to a catchy, bouncy rhythm. (Central, BMI)

ROY HOGSED Babies and Bacon... 72 CAPITOL 2720—Roy Hogsed sings of the charms of married life: chiefly babies and bacon. It's a fast, lively novelty, and likely to get considerable jockey play. (Muse, BMI) Who Wrote That Letter to John?... 69 A switch in the Dear John series. This one's in the novelty groove, and does not follow the melodic or lyric pattern of the original. It's lively. (Tannen, BMI)

SUE THOMPSON Gee But I Hate to Go Home Alone... 72 MERCURY 7556 — Slow tempo tune has plenty of old-time flavor, and gets a sock vocal by Sue Thompson. Deejays likely to give it some action. Donna' Wanna'... 70 Latin-flavored ditty, with Italian-styled lyrics, has some novelty appeal.

PATSY ELSHIRE Gid With a Past... 71 STARDAY 122—Lured by the bright lights and excitement, she now is sorry about past indiscretions. A sad story prettily told by the songstress. Should do okay on the coin boxes. (Starrite, BMI) You Sent Her An Orchid... 70 Altho the warbler received a rose, she's upset at the favoritism shown by her feller. Plaintive quality of Miss Elshire's voice will gain listener sympathy. (Starrite, BMI)

ROBBY WILLIAMSON Yo Yo Heart... 71 V 20-5613—The yo-yo aptly describes the fickle nature of the singer's girl. It is a good performance to a bright, bouncy backing. (Four Star, BMI) Chances Are... 68 Williamson sorrowfully reminisces over the love affair that has just come to an end. As before, he brings a lot of feeling to his material. (Meridian, BMI)

CHUCK REED Second Choice... 71 MERCURY 7492 — The hush-voiced Reed appears to have a different sound for a country chanter. He demonstrates it effectively with some above average material. (Acuff-Rose, BMI) My Guitar Is Out of Tune... 67 Replete with a gimmicked, out-of-tune guitar, this 's probably good stuff for personal appearances, but only fair on wax. However, jox may like it. (Acuff-Rose, BMI)

JIMMIE WALTON High as a Georgia Pine... 71 STARDAY 125—Walton belts out a rhythm ditty in good style. He impresses with his vocal style. (Fairway, BMI) Baby You're the One... 67 The reading by Walton is far better than the routine material. (Starrite, BMI)

JOE CARSON I Don't Have a Contract... 68 MERCURY 7531—Material is pleasant stuff and Carson does it nicely. (Brasos Valley, BMI) I'll Do the Dishes... 65 Carson impresses as he delivers a cute, but ordinary piece of bounce material. (Brasos Valley, BMI)

TOM BEARDEN AND GINNY WRIGHT Dance, Gypsy, Dance... 68

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets. Dallas-Fort Worth... YOU GOTTA HAVE A LICENSE... T. Collins, Capitol 2584 Memphis... TIGHT WAD... York Brothers, King 1299

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. There Stands the Glass W. Pierce, Decca 2. Let Me Be the One H. Locklin, Four Star 3. Wake Up, Irene H. Thompson, Capitol 4. I Forgot More Than You'll Ever Know Davis Sisters, Victor 5. I Really Don't Want to Know E. Arnold, Victor 6. Run 'Em Off O. Wheeler, Okeh 7. You All Come A. Duff, Starday 8. Bimbo R. Wright, King 9. Secret Love S. Whitman, Imperial 10. Caribbean M. Torok, Abbott

- Memphis 1. There Stands the Glass W. Pierce, Decca 2. Let Me Be the One H. Locklin, Four Star 3. I Forgot More Than You'll Ever Know Davis Sisters, Victor 4. I Really Don't Want to Know E. Arnold, Victor 5. Dog Gone It, Baby, I'm In Love Carl Smith, Columbia 6. Tight Wad York Brothers, King 7. Caribbean M. Torok, Abbott 8. I'm Walking the Dog W. Pierce, Decca 9. Bimbo J. Reeves, Abbott 10. Secret Love S. Whitman, Imperial

- Dallas-Ft. Worth 1. I Really Don't Want to Know E. Arnold, Victor 2. Slowly W. Pierce, Decca 3. Wake Up, Irene H. Thompson, Capitol 4. You All Come A. Duff, Starday 5. Bimbo J. Reeves, Abbott 6. I'll Never Get Over You E. Arnold, Victor 7. Run 'Em Off O. Wheeler, Okeh 8. Tennessee Wig-Walk B. Lou, King 9. You Gotta Have a License T. Collins, Capitol 10. Hootchy Kootchy Henry M. Torok, Abbott

- Nashville 1. Let Me Be the One H. Locklin, Four Star 2. There Stands the Glass W. Pierce, Decca 3. Wake Up, Irene H. Thompson, Capitol 4. Dog Gone It, Baby, I'm In Love Carl Smith, Columbia 5. Satisfaction Guaranteed Carl Smith, Columbia 6. Just Married F. Young, Capitol 7. Bimbo J. Reeves, Abbott 8. You All Come A. Duff, Starday 9. I Really Don't Want to Know E. Arnold, Victor 10. Kiss Me Big Tennessee Ernie, Capitol

- Houston 1. Secret Love S. Whitman, Imperial 2. There Stands the Glass W. Pierce, Decca 3. Release Me J. Heap, Capitol 4. You All Come A. Duff, Starday 5. Bimbo J. Reeves, Abbott 6. I Really Don't Want to Know E. Arnold, Victor 7. Look What Followed Me Home G. Morgan, Columbia 8. Hootchy Kootchy Henry M. Torok, Abbott 9. I Forgot More Than You'll Ever Know Davis Sisters, Victor 10. North Wind S. Whitman, Imperial

- New Orleans 1. Dog Gone It, Baby, I'm In Love Carl Smith, Columbia 2. Bimbo J. Reeves, Abbott 3. Secret Love S. Whitman, Imperial 4. Wake Up, Irene H. Thompson, Capitol 5. Slowly W. Pierce, Decca 6. There Stands the Glass W. Pierce, Decca 7. I Love You G. Wright-J. Reeves, Fabor 8. Release Me J. Heap, Capitol 9. I Really Don't Want to Know E. Arnold, Victor 10. Run 'Em Off L. Frizzell, Columbia

FABOR 102—Story ballad about the romantic nomads is sung with impressive spirit by Bearden. Galloping beat in the backing adds to the pleasure. (American, BMI) I'm in Heaven... 63 Boy and gal chant of their joy at being together and loneliness at being apart. Adds up to a pleasant waxing. (American, BMI)

WESTERN CHEROKEES Popcorn... 66 STARDAY 126 — Instrumental has a catchy refrain and it's played with a brisk bounce by the ork. Good filler wax. (Starrite, BMI)

BLACKIE CRAWFORD ORK If They Tell You... 64 Pleasant ballad urging faith in one who is away, is read easily by Burny Annette and the ork. (Starrite, BMI)

JERRY BYRD Georgia Steel Guitar... 65 MERCURY 7512 — Good danceable instrumental with Byrd's solo guitar leading an instrumental group. (Acuff-Rose, BMI) Paradise Isle... 64 Neat instrumental effort on the oldie.

It's a pretty rendition. (MHs, ASCAP) ALLEN FLATT I Wouldn't Even Tell You Goodbye... 64 REPUBLIC 7068 — Flatt does well with this tuneful ballad. Slicing should find favor with his fans. (Babb, BMI) That's What She Wrote... 62 Bouncy rendition of a routine weeper.

FRED CRAWFORD Empty Feeling in My Heart... 60 STARDAY 124—Crawford wails the country weeper ably. A listenable side. (Starrite, BMI) Time Will Take You Off My Mind... 59 Another weeper, this a Crawford original, also is presented in a sincere reading. (Starrite, BMI)

WAYNE JETTON A Crazy Mind Plus a Foolish Heart... 55 LIN 1051 — Jetton chants the cute romantic item nicely. (Lin, BMI) Somebody's Girl... 54 Misplaced affection is the theme here and the ditty is sung warmly by Jetton. (Lin, BMI)

Advertisement for Uptown One Stop Record Service. Features a large 'STOP' sign graphic and text: 'Dealers! Operators! Running Around in Circles! GET ALL THE SMASH HITS NOW! WE SHIP ALL LABELS WITHIN 24 HOURS'.

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Advertisement for 'WHY DID YOU LEAVE ME BROKEN HEARTED' by Stony Greene and His Rocky Ranch Boys. Includes text: 'Have You Heard The New Hillbilly Hit Record' and 'H. HARNETT—MELODY GUY MUSIC CO. 5396 Lee Road Maple Heights, Ohio'.

The Billboard's Music Popularity Charts

... For Week Ending January 30

TOP COUNTRY & WESTERN RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1.	1.	16	THERE STANDS THE GLASS—W. Pierce. I'm Walking the Dog—Dec 28834—BMI
2.	2.	8	BIMBO—J. Reeves. Gypsy Heart—Abbott 148—BMI
3.	4.	20	LET ME BE THE ONE—H. Locklin. I'm Tired of Bumping Around—Four Star 1641—BMI
4.	3.	9	WAKE UP, IRENE—H. Thompson. Go Cry Your Heart Out—Cap 2646—BMI
5.	5.	5	I REALLY DON'T WANT TO KNOW—E. Arnold. I'll Never Get Over You—V 20-5525—BMI
6.	9.	2	SECRET LOVE—S. Whitman. Why?—Imperial 8220—ASCAP
7.	8.	26	I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters. Rock-A-Bye Boogie—V 20-5345—BMI
8.	7.	7	YOU ALL COME—A. Duff. Poor Ole Teacher—Starday 104—BMI
9.	6.	23	CARIBBEAN—M. Torok. Weep Away—Abbott 140—BMI
10.	—	1	SLOWLY—W. Pierce. You Just Can't Be True—Dec 28991—BMI

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Hank Snow, Slim Whitman, Webb Pierce and Audrey Williams headlined the "Grand Ole Opry" bill at Long Beach and Los Angeles last week, with the show playing to peak crowds on both nights. Tour continues in Phoenix and Tucson, Ariz.; Amarillo, Tex.; Albuquerque, N. M., and winds up in Denver February 4. . . . Shorty and Smokey Warren, currently appearing at the Concord Hotel, Toronto, report that country music appears to be doing quite well in Canada. . . . Carl Smith and Moon Mullican and a "Opry" unit appearing at the Casino in Toronto. . . . Chet Tyler and His Bar C Boys at the Olympic. . . . Bill Lovey at the Brass Rail. . . . Rusty Keefer at the Corsier Tavern. . . . Hank Gordon and His Melody Ramblers at the El Mocambo. . . . Folk talent galore played host to the March of Dimes at Atlanta's Tower Theater last week, with the Smith Brothers, Boots Woodall, Pat Patterson, Little Brenda Tarpley, Jon Farmer, Bill Lowery, John Carroll and Little Donny, Texas Bill Strength, Bobby and Mack Atchinson, Jerry Howell, the LaFatterairs, Jack Holden, Kenny Lee, Tom Gibson and Romeo Brinkley among the many participating. . . . Johnny Ragsdale now appearing at Cook's Hoe-Down Club, Houston, twice weekly.

Tommy Mitchell, who sings at the "Saturday Night Shindig" in Dallas, guested at the "Circle Theater Jamboree," Cleveland, last week, along with Doc Williams and Chickie from WWVA, Wheeling, W. Va. Others slated to appear on the bill there are Hawkshaw Hawkins and Bonnie Lou. . . . Jimmie Davis guested on the "Opry" last week. . . . Jack Cardwell, Tom Jackson, Tom Diskin and Col. Tom Parker were guests of RCA Victor's Curtis Gordon, who recently moved into a new home in Mobile, Ala. Gordon, along with Tom Jackson, are heard and seen daily over WKAB, Mobile. . . . Jack Ford recently added to the "Louisiana Hayride" in Shreveport. . . . The Davis Sisters have been set for the Pee Wee King show in Memphis. . . . Roy Sneed, formerly with the Carlisles, has made his debut as a single on Valley Records via "Turn Around Boy." Sneed began his radio career in 1950 and later joined the Carlisles. He is now a featured star of the "Mid-Day Merry-Go-Round," and "Saturday Night Country Style" via WNOX, Knoxville, Tenn., and the "Archie Campbell Country Playhouse" via WROL, Knoxville. . . . Eddie Wright has been signed to a recording contract by Ac'cent

Records. . . . Mrs. Norman Perry reports that Goldie Hill, along with Hank Thompson and the Brazos Valley Boys, wowed 'em during their string of dates in Florida. Hubby Norm now playing dates thru Georgia. . . . Norman Nettles and His Blue Mountain Boys signed with Jiffy Records. . . . The Carol Sisters guesting with Roy Acuff and the Smokey Mountain crew at the Charlotte, N. C., Armory.

Chicago's Bill Bailey more active than a pack of mules, with three radio-TV shows currently going, a TV series, an M-G-M recording contract and numerous personal appearances. Bill appears on his "Bill Bailey Show" via WMAQ radio, a Saturday night deejay interview from the Stock Yard Inn on the same station, and a new half-hour TV show via WBBM, tagged "Town and Country Show." Latter features Bailey and Mary Jane Johnson, the Meadowlarks and the Villagers. . . . Wayne Jetton, KGAF, Gainesville, Tex., staffer, guesting on the "Big D" in Dallas last week. . . . Jimmy Powell airing a full hour of c.&w. music via WPRC, Lincoln, Ill. . . . Jimmy Key and Timber Trail Riders moving from KCNC, Fort Worth, to KECA, Eastland, Tex., after almost two years at the former station. . . . Thirteen-year-old Richard Geary has moved from WROV to his own show on WSLS-TV in Roanoke, Va. . . . Slim Bryant and His Wildcats, KDKA, Pittsburgh, slated to do the International Harvester shows in West Virginia this spring. Slim reports the mail reaction to his new Monday night TV show on WDTV continues building. . . . Kenny Si has a new c.&w. show on Station WIRE, Indianapolis, tagged "Hoosier Jamboree." . . . Dick Miller and Roy Kelly signed to wax for Stanchel Records. . . . Ray Anderson airing a new show via WILE, Cambridge, O., in addition to lining up a bevy of personal appearance dates in the area. Ray is in heavy need of hillbilly disk releases from both indie and major platteries. . . . Jumpin' Lee Rose continues headlining at the East Texas Hillbilly Jamboree, broadcast from the stage of the Rita Theater via KFRO, Longview, Tex. Show is emceed by the popular Sammy Lillibridge and Jim Elman, with W. S. Samuel managing the affair. . . . The "Yankee Kernels" going great guns with their two shows, "Welcome Ranch" and "New England Barn-dance," by the Mutual network. . . . Leo Greco, of Leo and His Pioneers, adds a deejay chore via KOEL, Oelwein, Ia.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Record
1.	3.	16	THERE STANDS THE GLASS—W. Pierce. Dec 28834—BMI
2.	1.	10	BIMBO—J. Reeves. Abbott 148—BMI
3.	2.	23	LET ME BE THE ONE—H. Locklin. Four Star 1641—BMI
4.	5.	6	WAKE UP, IRENE—H. Thompson. Cap 2646—BMI
5.	5.	6	CHANGING PARTNERS—P. W. King. V 20-5543—BMI
6.	5.	4	I REALLY DON'T WANT TO KNOW—E. Arnold. V 20-5525—BMI
7.	4.	5	I LOVE YOU—G. Wright-J. Reeves. Fabor 101—BMI
8.	9.	4	YOU ALL COME—A. Duff. Starday 104—BMI
9.	—	1	I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters. V 20-5345—BMI
10.	8.	2	SECRET LOVE—S. Whitman. Imperial 8220—ASCAP

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart	Record
1.	1.	14	THERE STANDS THE GLASS—W. Pierce. Dec 28834—BMI
2.	2.	15	LET ME BE THE ONE—H. Locklin. Four Star 1641—BMI
3.	5.	4	WAKE UP, IRENE—H. Thompson. Cap 2646—BMI
4.	3.	8	BIMBO—J. Reeves. Abbott 148—BMI
5.	4.	20	CARIBBEAN—M. Torok. Abbott 140—BMI
6.	7.	22	I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters. V 20-5345—BMI
7.	6.	3	SECRET LOVE—S. Whitman. Imperial 8223—ASCAP
8.	8.	15	I'M WALKING THE DOG—W. Pierce. Dec 28834—BMI
9.	10.	3	YOU ALL COME—A. Duff. Starday 104—BMI
10.	—	4	I REALLY DON'T WANT TO KNOW—E. Arnold. V 20-5525—BMI

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The 1954 Billy Eckstine one-nighter tour tees off on February 21 in Norfolk. Accompanying Mr. B. will be Atlantic stars Ruth Brown and the Clovers, plus an augmented Johnny Hodges crew. The tour will last for eight weeks and will cover Southern and Midwestern cities. . . . Bob Astor and Mill Shaw, of Shaw Artists, visited New Orleans a few weeks ago, and while there pacted blues singer Guitar Slim, whose Specialty cutting of "The Things I Used to Do" is now in first place on The Billboard's r.&b. juke box chart.

Billy Shaw, head of Shaw Artists, is now vacationing in Jamaica. . . . Joe Morris, Faye Adams and Al Sa-age, plus the Orioles, will go out on a Southern tour thru Alabama, Georgia and Florida from February 1 to 14. After that the Morris entourage will play the Uptown Theater in Philadelphia for a week, while the Orioles play a number of clubs thru the Midwest. The Orioles then head out to the West Coast and are skedded for the Down Beat in San Francisco from March 21 thru April 14. . . . Walter Thomas has joined Shaw Artists in the location department.

Gladys and Glad Rags Patrick are now playing at the Flame, Detroit, on the same bill with

the Wanderers, Savoy Records' artists. . . . Varetta Dillard, Savoy's top thrush, has been set for The Peacock in Atlanta, Ga. . . . Derby Records has assigned a number of unreleased Bette McLaurin sides to its new r.&b. subsidiary, Central Records. The latter firm will issue these platters shortly. . . . The first Groove records, new r.&b. label started by RCA Victor, will be available February 8.

The Jolly Joyce Agency, Philadelphia, reports the following bookings: The Four Tunes open February 1 at the Crown Propeller Club, Chicago, then on February 8 for a week at the Yankee Inn, Toledo, continuing on February 15 with four weeks at the Cafe Society, New York, and then four weeks starting May 3 at the Brown Derby, Toronto. The agency has Chris Powell and His Blue Flames starting February 8 for a week at Club Bill & Lou's, Philadelphia, with two weeks starting February 15 at the Cadillac Club, Trenton, N. J. Daisy Mae and her Hep Cats making their first stand at the Rendezvous this week. Joyce reports an indefinite engagement set for the Andre D'Orsay Duo at the Nautilus Hotel, with a holdover to the end of February for Romaine Brown and the Romaines at the resort's Beachcomber Club.

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TOP R & B RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. I'LL BE TRUE—F. Adams.....	2	12	2
Happiness to My Soul—Herald 419—BMI			
2. THINGS I USE TO DO—Guitar Slim.....	3	4	3
Well I Done Got Over—Specialty 482—BMI			
3. MONEY HONEY—C. McPhatter.....	1	15	1
Way I Feel—Atlantic 1006—BMI			
4. SAVING MY LOVE FOR YOU—J. Ace.....	6	3	6
Yes Baby—Duke 118—BMI			
5. HONEY HUSH—J. Turner.....	4	20	4
Crawdad Hole—Atlantic 1001—BMI			
6. SOMETHING'S WRONG—Fats Domino.....	8	6	8
Don't Leave Me This Way—Imperial 5262—BMI			
7. YOU'RE SO FINE—Little Walter.....	5	5	5
Lights Out—Checker 786—BMI			
8. YOU'RE STILL MY BABY—C. Willis.....	—	1	—
What's Your Name?—Okeh 7015—BMI			
9. TV MAMA—J. Turner.....	—	1	—
Oke-She-Moke-She-Pop—Atlantic 1016—BMI			
10. MARIE—Four Tunes.....	9	11	9
I Gambled With Love—Jubilee 5128—ASCAP			

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally on juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart	Weeks on Chart
1. THINGS I USED TO DO—Guitar Slim.....	1	3	1
Specialty 482—BMI			
2. YOU'RE SO FINE—Little Walter.....	6	3	6
Checker 786—BMI			
3. SAVING MY LOVE FOR YOU—J. Ace.....	7	7	7
Duke 118—BMI			
4. RAGS TO RICHES—Dominoes.....	4	6	4
King 1280—ASCAP			
4. I'LL BE TRUE—F. Adams.....	5	7	5
Herald 416—BMI			
6. MONEY HONEY—C. McPhatter.....	2	13	2
Atlantic 1006—BMI			
7. TV MAMA—J. Turner.....	7	3	7
Atlantic 1016—BMI			
8. HONEY HUSH—J. Turner.....	3	21	3
Atlantic 1001—BMI			
9. MARIE—Four Tunes.....	7	10	7
Jubilee 5128—BMI			
10. GOOD, GOOD WHISKEY—A. Milburn.....	—	1	—
Aladdin 3218—BMI			

This Week's New Territorial Best Sellers to Watch

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

Los Angeles...TEN DAYS IN JAIL.....Robins, V 20-5489
 New Orleans...LOVE CONTEST.....Ruth Brown, Atlantic 1018

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- I'll Be True
F. Adams, Herald
- Saving My Love for You
J. Ace, Duke
- Money Honey
C. McPhatter, Atlantic
- Things I Used to Do
Guitar Slim, Specialty
- Honey, Hush
J. Turner, Atlantic
- You're So Fine
Little Walter, Checker
- I Had a Notion
J. Morris, Herald
- Something's Wrong
Fats Domino, Imperial
- TV Mama
J. Turner, Atlantic
- Mad Love
M. Waters, Chess

Charlotte

- Money Honey
C. McPhatter, Atlantic
- I'll Be True
F. Adams, Herald
- You're Still My Baby
C. Willis, Okeh
- Saving My Love for You
J. Ace, Duke
- Things I Used to Do
Guitar Slim, Specialty
- Honey, Hush
J. Turner, Atlantic
- Something's Wrong
Fats Domino, Imperial
- You're So Fine
Little Walter, Checker
- I'm Just Your Fool
B. Johnson, Mercury
- Drunk
J. Liggins, Specialty

Chicago

- Money, Honey
C. McPhatter, Atlantic
- You're So Fine
Little Walter, Checker
- Honey, Hush
J. Turner, Atlantic
- You're Still My Baby
C. Willis, Okeh
- Marie
Four Tunes, Jubilee
- Rags to Riches
Dominoes, King
- I'm Just Your Fool
B. Johnson, Mercury
- Things I Used to Do
Guitar Slim, Specialty
- TV Is the Thing
D. Washington, Mercury
- Baby Doll
Marvin & Johnny, Specialty

Cincinnati

- Honey, Hush
J. Turner, Atlantic
- You're Still My Baby
C. Willis, Okeh
- I'll Be True
F. Adams, Herald
- Money, Honey
C. McPhatter, Atlantic
- Rags to Riches
Dominoes, King
- Something's Wrong
Fats Domino, Imperial
- Ping Pong
T. Bradshaw, King
- My Country Man
Big Maybelle, Okeh
- Drunk
J. Liggins, Specialty
- Marie
Four Tunes, Jubilee

Detroit

- Things I Used to Do
Guitar Slim, Specialty
- Money, Honey
C. McPhatter, Atlantic
- You're So Fine
Little Walter, Checker

- El Baion
J. Loco, Tico
- Lolly Pop
O. McLollie, Modern

St. Louis

- Things I Used to Do
Guitar Slim, Specialty
- I'm Just Your Fool
B. Johnson, Mercury
- Money, Honey
C. McPhatter, Atlantic
- I'll Be True
F. Adams, Herald
- You're So Fine
Little Walter, Checker
- I Had a Notion
J. Morris, Herald
- Honey, Hush
J. Turner, Atlantic
- El Baion
J. Loco, Tico
- Saving My Love for You
J. Ace, Duke
- TV Mama
J. Turner, Atlantic

Washington - Baltimore

- I'll Be True
F. Adams, Herald
- Money, Honey
C. McPhatter, Atlantic
- Changing Partners
Crickets, Jay Dee
- Things I Used to Do
Guitar Slim, Specialty
- Honey, Hush
J. Turner, Atlantic
- Rags to Riches
Dominoes, King
- Ebb Tide
Ink Spots, King
- Please Don't Leave Me
Fats Domino, Imperial
- Good, Good Whiskey
A. Milburn, Aladdin
- Take Me Back
L. Hayes, Hollywood

Los Angeles

- Honey, Hush
J. Turner, Atlantic
- I'll Be True
F. Adams, Herald
- Saving My Love for You
J. Ace, Duke
- TV Mama
J. Turner, Atlantic
- I
Velvets, Robin
- I Had a Notion
J. Morris, Herald
- Something's Wrong
Fats Domino, Imperial
- You're So Fine
Little Walter, Checker
- Ten Days in Jail
Robins, Victor
- Marie
Four Tunes, Jubilee

New Orleans

- Things I Used to Do
Guitar Slim, Specialty
- TV Mama
J. Turner, Atlantic
- Something's Wrong
Fats Domino, Imperial
- You're So Fine
Little Walter, Checker
- You're Still My Baby
C. Willis, Okeh
- Love Contest
Ruth Brown, Atlantic
- I'll Be True
F. Adams, Herald
- Dark Muddy Bottom
Mercy Dee, Specialty
- Blind Love
B. B. King, RPM
- Mad Love
M. Waters, Chess

New York

- I'll Be True
F. Adams, Herald
- Money, Honey
C. McPhatter, Atlantic
- Things I Used to Do
Guitar Slim, Specialty
- You'll Never Walk Alone
R. Hamilton, Epic
- Ebb Tide
Ink Spots, King
- Marie
Four Tunes, Jubilee
- My Country Man
Big Maybelle, Okeh
- I Had a Notion
J. Morris, Herald
- Something's Wrong
Fats Domino, Imperial
- You're Still My Baby
C. Willis, Okeh

Philadelphia

- I'm Just Your Fool
B. Johnson, Mercury
- Saving My Love for You
J. Ace, Duke
- I'll Be True
F. Adams, Herald
- Marie
Four Tunes, Jubilee
- Changing Partners
Crickets, Jay Dee
- Rags to Riches
Dominoes, King
- Ebb Tide
Ink Spots, King
- I
Velvets, Robin

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Rhythm and Blues Tattler

If you're not stocking Muddy Waters' latest new hit, "The Hochoy Coochy Man," on CHESS 1560, better do so right away. Reports from the South indicate a big play coming up on it. Big Ed's latest CHECKER 790 release, "Superstition," is still moving up all over. Juke box plays and Deelay spins are giving this one the big whirl. Make sure you have your supply now.

A brand new one by Jimmy Binkley on CHECKER 789 brings out the versatility of this lad. "Wine, Wine, Wine" is a vocal by Jimmy and is backed by "Boogie on the Hour," which is instrumental. A real fine number for juke boxes that will really grab the plays.

Cozy Eggleston has a real one going on STATES 133 with "Big Heavy" and "Cozy's "Boogie," two fine instrumentals that really kick. Be sure you call your distributor right away. "Strange," by Tab Smith, doing his first vocal on UNITED-171, got a good review last week. Backed by "Jump Time," this number is going to the top, so make sure you have enough on the shelf.

Memphis Slim, on United 166, doing "Call Before You Go Home" and "This Is My Lucky Day," listed as Coming Up in the Trade in Billboard, is doing just that. Action is reported from every territory on this one.

The Flamingoes' new vocal release, "Plan for Love" and "You Ain't Ready," on CHANCE 1149, is moving right along. It should prove to be a big one for this group. A brand new release by the Five Echoes, following their last success, brings you "So Lonesome," backed with "Broke" on SABRE 105. This should carry right along and make some good juke box plays and deejay airings. Get this one on the shelf right away.

Lloyd Price, on Specialty 483, pours out his heart on "Too Late for Tears" and "Let Me Come Home, Baby." This will be a new smash hit for Lloyd... and for you, too. So be sure to check your stock right away.

Dealers everywhere are now stocking these "picks." Call your distributor today. (Adv.)

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and
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GIVE TO DAMON RUNYON CANCER FUND

Burlesque Bits

By UNO

Marilyn, "The Calendar Girl," whose home is in Hollywood, started four years ago as a parade girl for producer Lillian Hunt at the New Follies, Los Angeles to eventually become a featured strip. She has now just closed a tour of the Midwest circuit and is in New York to take up vocal and ballet lessons. Her burly stock in trade includes as many as five strip routines with a big drum as a prop. . . . Songsmith Jimmie Gallagher has rung the bell with three more new songs labeled "I Still Want the Moon," "Heart Tears" and "Rhythm of the Wind." . . . Norita Wallace, daughter of the late Sliding Billy Watson and the wife of comic Bumps Wallace, died after a long illness on January 15, leaving one child. . . . Humorama, Inc., thru its photo-expert Abe Goodman, has pictured in its January issues Lynne O'Neill, Bobby Bruce, Blaze Fury and Jessica Rogers in "Comedy" and Irma, the Body, Peggy Bond, Lotus DuBois, Renee Andre, June Allen and Gloria Marlowe in "Jest," both quarterly mags. . . . Roxanne, billed as "Red Buttons' Ex," returned to the stage after several years' absence via the El Rey, Oakland, Calif., January 15 and left January 25 to open at the Rivoli, Seattle. She then goes to Las Vegas, Nev. . . . Flo Ash is now associated with the Arthur Silver agency in Hollywood. . . . Gayety, Detroit, annexed a full-page art spread in The Detroit Free Press on January 18 under the caption of "The Last Act." The article contained illustrations of backstage scenes, personalities, exteriors and photos of owner Arthur Clamage and exotic dancer Penny Page. . . . Mac Dennison, comic, is doubling in TV appearances between Jean Carroll's show on Channel 7 and "The Bridge," a drama on Channel 9.

Andrea ????, nationally known as "The Question Mark Girl," for whom the billing is not the real McCoy unless the moniker is followed by four question marks, is a new Hirst wheel feature, combining a constant audience patter with her act. She credits Micky Owens with her odd title and Jacqueline Woods with transforming her from a solo acro dancer into an exotic strip. . . . Jack Coudy has been manager of the Hawaii Theater in Hollywood since it was built in 1940. . . . Babe Fenton and Maud Morley are new Natalie Cartier-ettes at The Hudson, Union City, N. J., from the closed Howard in Boston. Violet Peters and her new ukulele and Corinne Rankin are back in the li-z-up after a few weeks' illness. . . . Denver nitery owner Warren St. Thomas employs 30 girls, three of them feature strips, and packs 'em in every show. . . . Monkey Kirkland, comic, and his wife, Kay Drew, straight woman, are back East the first time in nine years playing Hirst wheelers. With them as chaperones are their two children, Jamie, three, and Jimmie, two. Before leaving the West they shuttered a two-year run-

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ning nitery, the Leilani, in Phoenix, Ariz., because of bad biz. One of the club's principals was Maurie Wayne, who is now straightening for Kirkland and Lifty Lewis in the same unit. . . . Freddie Fulton, show producer, introduced three new musical finds in Marline Riss, Mattie Longo and Pat Rossi at the testimonial dinner given to Muriel Rahn of "Carmen Jones" on January 16. . . . Pat Meschelle opens at the Gayety, Baltimore, February 15 after 12 weeks at Eddie Leonard's Spa in the same city and a shorter engagement at the Tropics in Delmar, Del., thru Irv Klein of the Click Theatrical Agency, Inc., which also booked LaDonna Lee into the Wedge, Philadelphia, January 25.

Proser Club in Booking Snarl

NEW YORK, Jan. 30.—Monte Proser's La Vie en Rose almost found itself without a headliner last week when a tangled booking situation involving Music Corporation of America, Dorothy Dandridge and the De Marco Sisters cropped up. Miss Dandridge was to open January 28. She accepted subject to certain contract changes, billing, music, and approval of other acts on the bill. She claimed she was told Joey Bishop would be on. When she discovered that the De Marco Sisters would be with her and that the contract changes were not made, she refused to sign the contract even tho Proser had signed it. The fact that the date was January 21 instead of the previously agreed January 28, was another obstacle.

In the meantime Proser signed the De Marco Sisters thru MCA. Miss Dandridge is also an MCA property and he was in a spot. Pressure was applied on the girl singer by the American Guild of Variety Artist's Jack Irving, but she refused, claiming the confliction would hurt both her and the De Marco Sisters and the promises made on contract changes had not been fulfilled.

MCA, which had set both dates, washed its hands of the booking and threw it into AGVA's lap. Subsequently it developed that Bishop had been set for the Helen Traubel show at the Copa, but meanwhile the De Marco kids were buying gowns and spending dough for rehearsals. If they didn't play the date Proser was obligated to pay them.

Finally the De Marcos pulled out and will take a later date. Miss Dandridge got what she had requested, and George DeWitt went on the bill with her.

Paris Houses Set Film-Vaude Bills

PARIS, Jan. 30.—Paris picture houses are switching to film plus stageshows. The most important change of policy is that of the mid-town Olympia, which has announced that in February it will drop films and present straight vaude shows.

The Alhambra, former big-time vaude house, has for some time been offering films and a small stageshow, but is now set to add two or three top acts to its stageshows.

Opening bill, to start February 26, will be headed by Edith Piaf but many imported acts will be used. Pierre Andrieu, manager, and the house booker, Umberto de Malafosse (Bellisario agency, Paris), have been scouting England and the Continent for talent. With the midtown Olympia also skedded to switch from pix to vaude and the Bal Tabarin due to re-open with a big show this will almost double the vaude field in Paris.

There are now two houses that seem firmly established as vaude spots—the Bobino Music Hall in Montparnasse, and the Bal du Moulin Rouge, in Montmartre, which presents a stageshow plus dance sessions. Currently the Bobino is featuring the Bogdadi troupe of antipodists, while Moulin Rouge has a Danish singer, George Ulmer.

Buster Keaton is the big draw at the Cirque Medrano, while Guilbert Houcke, young French animal trainer, is headlining with his Bengal tigers at the Cirque d'Hiver.

Vegas Plaza to Enter Inn Race

LAS VEGAS, Nev., Jan. 30.—The Vegas Plaza will become the eighth resort hotel here if everything works out well.

The Nevada Tax Commission, which licenses gambling spots, was told the Vegas Plaza will be built across from the Hotel Flamingo. It will have 100 rooms to start, and will cost \$2,000,000.

The applicants for the new operation are Alfred Gottesman, Coral Gables, Fla., who holds 48 per cent of the stock, Joseph A. Sullivan, of Providence, listed as a 32 per cent owner; Charles Fanning, also of Providence, 10 per cent, and Robert Rice, Beverly Hills, Calif., 10 per cent.

Under a new Tax Commission policy to forestall "license peddling," the agency did not issue a license to the Vegas Plaza, but gave the applicants a "green light" to proceed. This means that, barring any change in the present status of the operators, they will be issued their license when they are ready to open for business.

The decision to withhold actual licenses pending completion of a casino was reached after the last mission rescinded approval last month of a previously granted license to the Nevada Royal.

Royal Fuss

The Nevada Royal was issued a license in the name of Frank Fishman, of Beverly Hills, in November. At the December meeting Fishman showed up with four Florida partners to be added to the license. The commission charged him with "slickering," and the license was rescinded.

A third potential new resort hotel, the Casablanca, had been under a cloud of suspicion after issuance of the license, when no plans were put forth to proceed.

The Tax Commission at one time directed the licensed group to appear and explain a sudden void in their financial picture. However, at last week's session, a commission spokesman said the agency is satisfied that nothing is amiss, and the Casablanca was removed from the "doubtful" list.

Minimum Wage Hits Conn. Ops

HARTFORD, Conn., Jan. 30.—The Connecticut minimum wage law has been declared constitutional, in a decision issued by Superior Court Judge John R. Thim.

He ruled that Connecticut restaurant owners must pay employees the hourly rate (45 cents) demanded by the State minimum wage law and not rely solely on tips for salaries.

The act covers the hotel and restaurant industries in Connecticut.

State Labor Commissioner John J. Egan enforced the minimum wage regulation, which allows hotels and restaurants to pay 30 cents less than the 75-cent hourly minimum, holding that the difference can be earned in gratuities.

The tavern men, however, said that enforcement of regulations would cost them thousands of dollars yearly. They contended that their employees were earning more than the required 75 cents an hour in tips.

JAM SESSION IN LAS VEGAS

LAS VEGAS, Nev., Jan. 30.—One of the most unique "concerts" ever heard in Las Vegas was held in the wee hours of the morning (27) at Hotel Thunderbird. The Sauter-Finegan orchestra played a three-hour jam session for fellow-entertainers on the Strip who otherwise would be unable to hear them.

The group never had such an appreciative audience. Showfolk, from stars to wardrobe women, overflowed the 450-seat dining room for the show, which lasted until the band was near exhaustion past 4 a.m.

The program included just about every old favorite in the Sauter-Finegan library, plus some new material not yet sprung on a night club audience.

Hocus-Pocus

By BILL SACHS

THE TRICKS of the late Harry Ro-Zon were auctioned off recently at the Nola Studios on New York's Broadway, with Leslie P. Guest and Dick DuBois the principal auctioneers. Lester (Marvel) Lake made a guest appearance to spiel for one of his Chinese Choppers in the collection. More than \$1,300 was raised for the magician's widow. Spotted in the big tip at the auction were Jay Palmer, Al Flosso, Carl Rosini, Meyer Silberstein, Milbourne Christopher, Richard Himber, Dexter, Jim Killip, Lou Tannen and Warren Simms. . . . Harry Baker, Washington baffle and magic dealer, now ensconced in new quarters at 1735 L. Street, N. W., in the national capital, snatched off a neat piece of national publicity via an article, titled "He's a Thief in Washington," in the January 24 issue of Parade magazine supplement. . . . Recent visitors and working magi around the nation's capital were Marvin Roy at the Shoreham Hotel, Cardini at the Statler, Wing Chow in the Coral Room, and Ching at the Lotus Club. The last named manipulated cards and candles on Ed Sullivan's "Toast Of the Town" TVer January 17. . . . Russell Swann has been working cruise ships to the Bahamas. . . . Bert Allerton is reported mending from a serious operation in a Chicago hospital. . . . Theo (Okito) Bamberg is now residing at the Wacker Hotel in the Windy City. . . . The issue of People Today dated March 10, out February 24, will carry photos of a magic party held at Milbourne Christopher's New York apartment, with Dr. Daley, Marvin Roy and Shari Lewis among those present. Christopher makes another repeat, his umpteenth, on the Garry Moore TV show via CBS-TV Thursday (4). . . . Robert E. Ungewitter has been elected president of the Society of Detroit Magicians, succeeding Rob'n McCleary. Other new officers of the group, which claims the distinction of being the oldest magic society in the country, are Al Munroe, vice-president; William C. Smith, secretary; Arthur J.

Whelpley, treasurer, and Charles Romig, sergeant at arms.

BLACKSTONE, during his recent engagement at the Casino Theater, Toronto, was caught in the middle of a hassle between the AGVA, of which he is a member, and the American Federation of Musicians (AFL-TLC), with the result that he was bumped off his eight-minute spot in "The Big Revue," emanating from Toronto via CBS-TV. Blackstone was dropped after the musicians' union was reported to have told producer Don Hudson that they couldn't work with a member of AGVA. . . . Marly Lynn has just concluded a week at the Montmartre Cabaret, Montreal. . . . Lyle and Company (Lyle Elliott) take their nifties into the Neil House, Columbus, O., Thursday (4) for a fortnight's stand, set by Frank Hanshaw, of General Artists Corporation, Cincinnati. . . . Joan Brandon, after a swing thru New York territory, is back in the Southland. Her first Southern date was New Orleans, and she closed Monday (1) at the Esquire Supper Club, Mobile, Ala. . . . What's this postal we've just received from Los Angeles? It says that the oldest magic club on the Coast is topsy turvy, and that the president has been impeached by membership, excluding the segment of Los Angeles members, for calling a secret meeting. What's the dope, fellows? . . . Don Brandon reports that he has resumed with his full-evening show, "Arabian Nights," after an absence of three years from the road. The unit, Brandon says, is playing one and two-night stands under the guidance of the veteran circus agent, Jack Knight, and is headed toward Louisiana and Mississippi with 13 illusions and 11 people. Chuck Burnes has joined as stage manager, and Kenneth McKinney, a holdover from Brandon's spook show, is chief assistant. Tunky Roberts, of the Roberts Tent Show family, has joined as girl assistant. Harry Willard (Willard the Wizard) helped prep the show. Willard plans to resume with his own show soon. . . . Alan Shepard, writer and lecturer, and the Amazing Mrs. Shepard, mentalist, will appear at the Chase Hotel, St. Louis, for the Illinois Bankers' Association convention February 11.

Dane Fem Set for Can. 1-Man Shows

COPENHAGEN, Denmark, Jan. 30.—Hallbjorg, a fem vocalist who is currently doing a "one-man" show at the midtown Nygade Theater, has been set for dates in Canada and hopes to lineup dates in the United States.

Hallbjorg has an unusual wide vocal range but cashes in on her husky masculine appearance and her ability to sing in the lower registers. She is no freak but an impersonator and has made good in most of the top cabarets in Scandinavia. She does take-offs of Sophie Tucker, Marlene Dietrich, Bette Davis, Marion Anderson, Bing Crosby, Louis Armstrong, Johnnie Ray, Al Jolson, Paul Robeson, Carl Brisson and numerous Scandinavian singers.

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The Final Curtain

ADLER—Mrs. Estelle.

64, the former Estelle Colbert, who was a member of the original Ziegfeld Follies cast and for many years in show business, January 22 at her home in Atlantic City. Surviving are her husband, Milton B., a sister and a brother.

ALLEN—Mrs. Rose.

76, veteran vaudeville performer, recently in Orlovista, Fla. She was known as Madam Nina, a fortune teller, and was in show business practically all her life. She had been in vaudeville in the early days of the one-wagon shows. Survived by her husband, Arthur H. (Punch) Allen; a son, Alus K. Armer, Sherman Oaks, Calif., and one daughter, Margaret Armer, Chicago.

BROADWELL—Doc.

veteran carnival special agent, January 25 in Elmhurst, Ill.

BROWN—William M.

former burlesque advance man, January 25 in Detroit. At one time he was also agent for the original Bloomer Girls baseball team. More recently he was a billposter and biographer on the Ringling Bros. and Barnum & Bailey and Cole Bros. circuses. Survived by a sister.

BURWELL—Mary.

86, January 4 at Lima, O. She was the mother of Tex Burwell (also known as Bob Clark) who was the proprietor of the Cimarron Roundup, rodeo organization, and grandmother of Lucky Burwell, former rodeo rider.

CRANE—Edward A.

veteran theater manager, January 18 in Daytona Beach, Fla. For many years he was manager of all the local theaters formerly owned by the Paramount Corporation. At one time he also managed houses in Tampa, Jacksonville and St. Petersburg, Fla. More recently he purchased the Ritz Theater, Daytona Beach, and operated it until his retirement about five years ago, at which time he was appointed deputy hotel commissioner for Florida. Survived by his widow, Eva, and three sisters, Mrs. Peter J. Somers and Mrs. William A. Yoe, both of Ossining, N. Y., and Mrs. John J. Bogart, Rochester, N. Y.

CULLEN—Michael J.

53, manager of the Southern-Western division of Loew's Theaters, January 27 in Tucson, Ariz. At 13 he had been a ticket seller with a small traveling circus, later serving as a press agent for the 101 Ranch Wild West Show, the Barnum & Bailey Circus and for the Klaw & Erlanger theatrical interests in New York. He joined Loew's in 1928 and managed theaters in Providence, Washington and Pittsburgh. His widow and brother survive.

DAVIDSON—Eugene.

44, concessionaire with many shows in the Southwest, known professionally as Chew-Tobacco Brownie, January 12 in San Antonio of a heart attack. Survived by his parents, Mr. and Mrs. Arthur Davidson, Gilmer, Tex.

DONEGAN—Arthur B.

44, manager of publicity-promotion for radio station WABC, flagship of the ABC network, January 22 in New York. A former newspaperman with many leading dailies throughout the country. Donegan joined NBC in 1941, and when that network was separated, forming ABC, he was named assistant publicity manager for ABC. This fall Donegan assumed the department management post. His widow, mother and sister survive.

ELSER—George E.

86, troupier with circuses, carnivals and Wild West shows, at Kansas City, Mo., January 25 while on his way to a clinic for a check-up following surgery. As a trick rider with Wild West shows, he toured Europe 50 years ago. He was with the Pawnee Bill Wild West in 1900 and with Dickies Circle-D Ranch Wild West in 1916, among others. A charter member of the Heart of America Showmen's Club, he was buried in the club's cemetery.

IN MEMORIAM MACK HARRIS

February 4, 1950

Four lonesome years since you left me. Always in my heart.
IDA

HANDLE—Morris.

72, a member of the firm of Handle & Rovner Amusement Enterprises, an organization that owns and operates theaters in Southern New Jersey and the Philadelphia area, January 20 at his home in Margate, N. J. In addition to the many theaters operated, he was the builder of the Lyric and Roxy theaters in Camden, N. J. Surviving are his widow, Gertrude L.; two daughters, a sister and three grandchildren. Funeral services January 21 in Atlantic City, burial in Crescent Memorial Park, Pennsauken, N. J.

JOHN MURRAY ANDERSON

John Murray Anderson, 67, producer of the Broadway hit musical, "Almanac," died January 30 at his New York home of a heart attack. Anderson had produced such successes as "Life Begins at 8:40," "Jumbo," "Ziegfeld Follies" of 1934, 1936 and 1943, and the "Casa Manana" revues of the Fort Worth Texas Centennial of 1936 and 1937.

Between 1942 and 1951 he did production numbers for the Ringling Bros. and Barnum & Bailey Circus. In addition, he designed spectacles for motion pictures and the theater. Anderson devised and staged more than 40 musicals and wrote the songs for them. His first production was "The Greenwich Village Follies" in 1919. Among others of his successes were "What's in a Name?," "Jack and Jill," "Music Box Revue," "Dearest Enemy" and "Hello, Daddy." From 1925 to 1929 he wrote and staged over 50 miniature revues for the Public theaters.

Anderson was born in St. Johns, Newfoundland, and studied at Edinburgh and Lausanne universities. He came to the United States in 1910. In 1914 he married Genevieve Lyon, a dancer, who died two years later. He never remarried.

ISBEY—Caroline.

80, January 23 in Detroit. She was the mother of Frank N. Isbey, former manager of Michigan State Fair. Two other sons also survive. Interment at Michigan City, Ind.

LAURELLO—Martin.

veteran vaudeville performer, recently in Boston of a heart attack. Known in show business as the man with the revolving head, he also had a trained dog and cat act.

LEE—J. Clifford.

50, prominent San Bernardino, Calif., leader and co-owner of radio station KPXM, January 24 of a prolonged illness. Lee helped found KPXM in 1929, was active in civic affairs and was a past grand worthy patron of the Eastern Star. He is survived by his widow and two children, Virginia and Lt. Jack Lee. Interment at Hillside Cemetery, Redlands, Calif.

LUNLEY—J. F.

56, veteran concessionaire, in Veterans' Hospital, Birmingham, January 16 of cancer. For the past 10 years he operated concessions on the L. J. Heth Shows. Before that he worked on the Cavalcade of Amusements, Hennie's Bros., Beckmann & Gerety and Ruben & Cherry shows.

McCLOUD—Jack.

musician, in San Francisco January 25. A banjo player, he at one time toured the Keith-Orpheum Circuit. Recently he completed an overseas tour for USO with Gorman's "Gay Nineties." Survived by three sisters and a brother.

McSWIGAN—Genevieve.

member of the family owning Kennedy Park, Pittsburgh, and sister of the park operator, Brady McSwigan, at Pittsburgh Tuesday (26) after an illness of five weeks. She was with The Pittsburgh Post-Gazette. (Details in Parks Section.)

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 every step you'd take
And did some worthy deed each day
For someone else's sake,
You made this world so colorful
As the BEST PARTNER we ever knew.
We shall forever more be grateful
For the friend we had in you.
Your Pal—
**Etta, Tom, Juanita, Grabo and
Hedda Henderson.**

O'DELL—Ruth.

33, wife of cowboy television star Doye O'Dell, January 24 of injuries sustained in a head-on automobile collision in Los Angeles. Interment at Forest Lawn Hollywood Hills Cemetery. Surviving besides her husband is a daughter, Kathy.

PECKONE—Eugene Earl.

Former magician, ventriloquist, musician and old-time show man, recently in Tacoma, Wash. After a career in vaudeville, chautauqua, Lyceum circuits and circuses, he retired to go into the hearing and business, keeping in touch with show business by playing club, banquet and charity dates. His widow, a sister and a brother survive.

RALPH—John A.

79, active in the Kelvington (Sask.), Agricultural Society for many years, January 4. Survived by one son. Burial was at Kelvington.

REAGEN—Ed J.

prominent outdoor showman, in Grand Island, Neb., January 21. Burial in Grand Island Cemetery.

ROBERSON—Grover (George) C.

67, veteran tent rep and dramatic stock showman, January 22 of a stroke in a St. Petersburg, Fla., hospital. (Details in Rep-Roadshow column.)

SEWELL—Allen D.

71, veteran character actor, of a heart attack January 27 in Los Angeles. In pictures for 34 years, Sewell played featured roles in such early-day productions as "The Squaw Man" and "The Spoilers" and was working on a film for Universal-International at the time of his death. He is survived by his widow, Lucille; a son, Joseph; a brother, John, Washington, D. C.; and a sister, Mrs. Nellie Bennett, Burlington, Mass. Interment in Grandview Cemetery, Los Angeles.

SHANLEY—Francis Patrick.

78, hotel and theatrical personality, January 24 in St. John of God Hospital, Los Angeles. Born in New Haven, Conn., he was stage struck early and for a time was a member of a vaude song-and-dance team. About 1917 he moved from San Francisco to Los Angeles, where he operated the Yorkshire Hotel, about a block from the Orpheum Theater, and which quickly became a show people's hostelry. Survived by a sister, Mrs. William Minogue, Los Angeles.

SNELL—Thomas E.

56, veteran of 45 years in circus and vaude and a member of the Snell Brothers, clown duo, at Indianapolis January 23. Burial at Shelbyville, Tenn. Survived by two brothers and a sister. (Details in Circus Section.)

UCHTMAN—August L.

34, gold-card member of Local 5, IATSE, Cincinnati, at General Hospital, that city, January 26, of complications. Deceased was a charter member of the Knights of Labor, formed in 1894 and a fore-runner of the IA. He held a card in Local 5 since 1932. Uchtman was carpenter with legit road shows for many years and was a builder of illusions for many of the magic greats of the past, including Hermann, Keller and Thurston. He also presented his own magic act for a time and at one time played the Palace Theater, New York. After quitting the road, he worked the various legit and stock houses in Cincinnati, and for the last 20 years was carpenter at the Gayety, Cincy burlesque house. Services and interment January 29. Surviving are his widow, Ella; a daughter, Helen; a son, William, also a member of Local 5, and a sister, Mrs. Sophie Niederhofer.

WADE—Tom.

80, ride inventor and pioneer aviation enthusiast, January 7 in Pico, Calif. More recently he became associated with M. S. Pipes, manager of Stream-Land Park, that city. Survived by his widow, Faye, and a stepson, Jack Stevens.

WAITE—Mrs. Mary.

87, mother-in-law of J. C. Weer, widely known former showman, January 19 in Maquoketa, Ia. Survived by two sons, Kenneth L. and Ray, Davenport, and three daughters, Mrs. J. C. Weer, Miami; Mrs. Lulu Steeper and Mrs. S. Cornish, Maquoketa.

WALLACE—Mrs. Judith Ann.

37, known to the burlesque world as No-Nita, January 14 in Oakland, Calif. Her husband, Jimmy (Bumps); her daughter and a sister-in-law survive. (See Burlesque Bits for details.)

Music—As Written

Continued from page 22

exclusive hostelry in town, acquired four adjoining properties to build itself a ballroom, which would make the place an employment stop for music makers for the first time. . . . Wagner's Ballroom is celebrating its 61st birthday this week as a dancery with the singing string of Desio added to the house dance band.

Hollywood

Lucky Wilber, coast rep for **Howie Richmond's** Hollis Music, penned the **Lancers'** new Trend etching, "Stop Chasin' Me, Baby." . . . **Bill Olofson**, of Capitol Records' publicity department, scores his first songsmith chore in **Tommy Leonetti's** Cap etching of "I'm Available." Music was by **Nelson Riddle**. . . . **Lawrence Welk** and **Jimmy Wakely** teamed on a brace of sides at Coral. . . . **Chirp June Christie** has rejoined the **Stan Kenton** orchestra. . . . **Betty Roman** has **Peggy Lee**, the **Mills Brothers** and the **Pied Pipers** in her new record promotion office. . . . **Ralph Flanagan** ork into the **Hollywood Palladium** for a three-week run. . . . **Goron MacRae** bows at the **Ambassador Hotel's** Coconut Grove, with the **Benny Strong** ork on the stand. . . . **Mickey Goldsen's** Criterion Music nabbed the rights to "Polynesian Rhapsody" from the Republic flicker, "Hell's Half Acre." . . . **Sauter-Finnegan** ork joins the **George Shearing** Just Jazz lineup at the Embassy.

Chi Sound Expo

Continued from page 17

ly to distributors, sound dealers, the trade, as well as to the public.

Among the major firms displaying this year for the first time are Westinghouse Electric (Radio-Television Division), Metuchen, N. J.; The National Company, Malden, Mass.; Capitol Records; Howard W. Sams & Company, Inc., Indianapolis, and Berlant Associates, Los Angeles. Fifty-four additional display rooms have been reserved for the 1954 showing, according to the list released this week by the show's management.

Firms added to this week's list included Admiral Corporation, Zenith Corporation, General Electric, Webster—Chicago, Tetrad, Audio Devices, Bell Sound, Jensen Manufacturing; Voice & Vision, Inc.; Fisher Radio, British Industries, David Bogan Company, Revere Camera, Rek-O-Kut, Gray Research, Electro-Voice, University Loudspeakers, VM Corporation, Berlant Associates, and Penton Corporation.

There's Money in Religion

Continued from page 13

figures and likewise racked up peak grosses.

During 1953 the Pilgrim Travelers racked up an estimated gross of \$100,000 playing 173 dates at ball parks and auditoriums, drawing approximately 110,000 people. The group played to 10,000 at Columbus, Ga.; 5,000 at Dallas; 3,600 at Oakland, Calif., and 5,200 at Birmingham, with tickets scaled at \$1.25.

The Original Blind Boys of Mississippi considered to be one of the nation's top acts, pulled approximately \$130,000 in grosses during 40 weeks in '53, while the Soul Stirrers drew \$78,000.

Nationwide Bookings

The Herald operation is unique in that it is believed to be the only agency that books spiritual talent on a nationwide basis. Herald performers have played in more than 500 cities throughout the U. S., with only the Far Western States, excluding California, Oregon and Washington, considered poor territory.

Dates set by Herald are booked directly with promoters, with no participating agencies or agents involved.

The Spiritual Artists operation, handling the Bells of Joy, the Dixie Humming Birds, Jesse Mae Renfrew, the Sunset Travelers, the Sensational Nightingales, the Christland Singers and the Southern Wonders, is likewise an active one.

By and large, all artists gained their initial popularity as the result of disk stimulus. Leaders in the spiritual record field, Specialty, Peacock, King, Savoy and Gotham, have managed to attain fairly consistent sales thru the years. Diskeries acknowledge that their catalogs have continued to sell well, altho a decline in market outlets and sales has occurred within the last two years. Reasons for the decline are varied, altho it is generally agreed that rhythm and blues outlets are not stocking spiritual wax in the quantities they did years ago, simply because the religious platters are not the fast moving items that r.&b. wax is. Also, the mail order package houses have made tremendous strides in the spiritual wax field.

Average sales of 10,000 per number are considered to be fairly good.

Don't Rely on Hits

The situation in relation to disk and artists in this field represents a paradox. While artists in the pop field gain continued stature as a result of disk popularity, spiritual artists once established do not rely upon hits for continued growth on the personal appearance circuit. Thru disk jockey exposure and active promotion of their engagements, the

Heating-Cooling

Continued from page 14

operating fully automatic compression record pressing equipment. It is Ellsworth's belief that the compression system offers many advantages as opposed to injection mold pressing, chief of which is that the former requires far less capital investment and will exceed production capacity.

Ellsworth also bowed a new two-ounce non-slip phonograph record for both disk jockey and home consumption. Latter, which is protected by patent, is currently being investigated by many indie and several major platteries.

Record companies could achieve an enormous savings thru the use of a lighter weight recording, it is pointed out. Hypothetically, three pure vinyl records could be mailed from Los Angeles to New York at a cost of 7 cents, weighing approximately seven ounces, including sleeve. A similar package using standard five or six-ounce records would cost 41 cents to mail to New York.

The light-weight recording has been tested on three-speed home phonographs and in automatic juke boxes, and is currently in limited production at Research Craft.

Victor Buys

Continued from page 12

by thrush Rosemary Belan. The disk, only out a few days, has kicked up a fuss in the Pittsburgh area.

Meanwhile publisher George Paxton yesterday (29) acquired the song from the indie label's publishing affiliate. Paxton has placed the song in his new Broadcast Music, Inc., affiliate, Winneton Music.

talent has managed to build an extensive following.

Thru the business-like management of such firms as Herald, Spiritual Artists, Zucca and others, spiritual performers have attained recognition not only at the box office, but also in their dealing with promoters. Artists generally work at flat guarantees, with a substantial portion of their pay check deposited in advance. The cases in which performers are booked at one price and get paid off at another are largely in the minority. Form contracts for each engagement are drawn up, with both artist and agency protected.

With religion experiencing a general resurgence throughout the U. S., it appears that the spiritual field will likewise continue to grow.

Decca, H'w'd

Continued from page 12

vision of release dates and talent indicated. First sides that Decca has agreed to take are two by thrush Linda Hayes, etched this week at Decca's West Coast recording studios with the Red Callender ork, and maestro Sonny Burke supervising.

Under terms of the projected lease arrangement, Hollywood Records will continue releasing identical talent on its label, altho it will scatter release dates to reap the widest possible benefit on both labels.

The indie firm will pay for recording sessions and processing costs of masters, with Decca slated to pay artist and song royalties, in addition to an undisclosed percentage of actual sales. Hollywood Records will retain full rights to an artist's recording contract.

Deal is similar to that currently in existence between Decca and indie 4 Star Records for the latter's country and western wax. Pierce, before his present affiliation with Hollywood Records, was artist and repertoire director of the 4 Star firm.

Pierce also disclosed the acquisition of complete financial control of the Hollywood label from John Dolphin, retail r.&b. operator here. Under terms of the stock purchase, Pierce acquires copyrights to more than 140 songs formerly owned by Dolphin in connection with his now inactive Recorded in Hollywood firm, as well as copyrights acquired during their joint operation of Hollywood Records. Songs are now in the catalog of Golden State Songs, a BMI affiliate owned and operated by Don Pierce.

Kapp Readies

Continued from page 12

legit and TV star Eddie Albert. Adaptation for disks is by the Lawrence and Lee script team.

Kapp will concentrate on the use of new talent only in other disk album ventures. He has already cut several tapes with talent never before recorded and will make known other releases shortly.

Meanwhile Kapp has also set up another disk label, Medallion Records. This line will be utilized only for special album projects.

Kapp is also about to activate a second music publishing firm, Gramercy, also affiliated with the American Society of Composers, Authors and Publishers. His first publishing company, Garland, is currently working on the Ames Brothers' Victor disk "Man, Man Is for the Woman Made."

Launch LP Sales

Continued from page 12

to start nationally allows dealers to offer LP disks to their customers at prices similar to those offered by many of the cut-rate houses. It is not expected that the cut-raters will make any use of the sales plans, since their discounts are slightly below the 25 per cent consumer saving soon to be offered. But now, for two weeks anyway, all dealers will be able to compete effectively with the price cutters.

As of today, (30) RCA Victor had not yet decided to have an LP sale but was "seriously thinking about it." The firm expects to make its decision by Monday (1).

GOODING INKS ATOM SHOW; 2 UNITS SET

Five Bombed Cars And Other Exhibits In Tent Displays

NEW YORK, Jan. 30.—Gooding Amusement Company will show John Arthur's Atom Bomb Exhibit this season under canvas. The contracts were closed Wednesday (27) giving Gooding exclusive rights to the automobiles used in A-bomb tests at Yucca Flats, Nev., last year and owned by Arthur's Atom Exhibits, Inc.

Arthur said that Floyd Gooding, who is in Tampa for the Florida State Fair, is assembling the first of two planned units, and that the collection of equipment is large enough to provide four units.

The shows will each be housed in a 30 by 60-foot tent, with a front the length of the tent. The front will be a towering reproduction of the A-bomb "mushroom" blast, with the entrance in the center of the smoke column.

Fair Dates Sought

Hal F. Eifort, Gooding general agent, will work on Civil Defense tie-ins, and will seek to show the exhibits at fairs other than those on the Gooding routes, wherever the money possibilities look good. There will be heavy emphasis on Civil Defense in the exhibit.

New equipment bought for transporting the units includes

(Continued on page 53)

Four Annuals Contract Nunis Track Events

RICHMOND, Va., Jan. 30.—Sam Nunis, auto race promoter, announced here this week that the Champlain Valley Exposition, Essex Junction, Vt., would present two days of auto racing this year for the first time. The usual big car auto races staged annually on closing Saturday will be supplemented by stock car racing on Friday.

Nunis also announced that he was also set to again present big car auto races at the North Carolina State Fair, Raleigh, and at the fairs in Charlotte and Shelby, N. C. All of these events are managed by Dr. J. S. Dorton.

Mobile Mardi Gras Execs Hike Rates

MOBILE, Ala., Jan. 30.—New city officials have raised the rates for rides and concessions at this year's Mardi Gras, February 18-March 2, so that there will probably be fewer of each this year, according to Walter B. Fox.

Fox said that so far Al Wagner and Frank Peppers have tied up only one lot each because of the hiked rates. He points out that the city fathers may relent during the last three days of the event.

Court Approval Puts Chitwood on His Own

READING, Pa., Jan. 31.—Joie Chitwood won the right to use his own name in the staging of automobile thrill shows in County Court here Tuesday (26).

Litigation between Joie Chitwood Auto Daredevils, Inc., and Joie Chitwood, personally, was adjusted after a conference with Judge Warren E. Hess.

While the agreement permits Chitwood to operate his own shows using his own name, the corporate set-up, to which Chitwood had sold his business several years ago, is also privileged to use the Joie Chitwood name. Chitwood, the star of the show, will appear only with his own units, however. The court action broke and

NO MORE ARENA REFUNDS, SAYS SAN ANTONIO

SAN ANTONIO, Jan. 30.—There will be no more refunds of deposits for rental of the Municipal Auditorium or any other city arena, unless the city is at fault, according to Parks and Recreation Director Alvin Schmidt. "Mere cancellation of a show or other event booked in will not automatically warrant a refund," he stated.

Neb. State Fair '53 Receipts Hit Record \$725,431

New High Set Eighth Year in Row; Schultz Renamed Secretary

LINCOLN, Neb., Jan. 30.—Receipts of the 1953 Nebraska State Fair hit an all-time high of \$725,431. Secretary Ed Schultz reported to the fair's board of managers here this week.

Receipts in 1952 were \$667,722, with expenditures, including those for capital improvements, aggregating \$671,174. Expenditures, including those for plant improvement in '53, totaled \$689,534.

Continue Improvements

It was the eighth successive year that receipts climbed to a new peak, Schultz said. He pointed out that the year marked a continuation of the fair's long-term improvement program. He cited \$106,206 spent for construction of new buildings, surfacing of roads, parking area improvements and acquisition of 13 additional acres of land.

Biggest source of profit was the 17-day running horse race meet, which netted \$142,000. The fair itself pulled 9,000 more people than it did in 1952, and Schultz termed it "the smoothest" (Continued on page 53)

EASTERN NOTES

Interest in Fight KO's Convention

READING, Pa., Jan. 30.—The title fight between Moore and Maxim offered on television Wednesday night (27) put an end to virtually all business at the annual meeting of the Pennsylvania Association of Fairs as fairmen and attractions reps crowded in rooms equipped with television. The bookers with an eye to business bemoaned the fact that the fight went the 15-round limit. By the time it wound up the potential customers were mostly in a relaxing mood and so unreachable for contract signing until the next day.

A Busy Guy

Russ Moyer, Reading Fair publicist and director, was, as al-

FAVORABLE POSTAL RULING

Non-Profit Ag Fair Held Exempt From 3d-Class Mail Rate Increase

HILLSDALE, Mich., Jan. 30.—Non-profit agricultural fairs are not subject to the increase in third class postal rates voted by the Congress in October, 1951, and if they have been paying the 1½-cent-per-two-ounce rate since then, they are entitled to a half-cent-per-two-ounce refund on each of their mailing pieces.

This was the ruling Harry B. Kelley, veteran secretary of the Hillsdale Fair and long-time secretary of the Michigan Association of Fairs, obtained from the postal department.

Given Refund

What's more, Kelley has received a refund of more than \$327 on some 64,000 mailing pieces sent out by his fair since July 1, 1952. The effective date of the third class rate boost.

The increase voted by Congress in 1951 (Public Law 233) specifically exempted non-profit agricultural organizations (Section 34.64 (d) and (2), Postal Laws and Regulations). Acting on this, Kel-

ley sought an exemption for his fair thru his local postoffice. The matter in turn was carried to Washington, where the office of the postmaster general returned an exemption, ruling that the Hillsdale Fair was a non-profit agricultural organization and thus exempt from the increase in rates.

How to Apply

The postmaster general's office further ruled that the Hillsdale fair was entitled to a refund and instructed the Hillsdale postoffice to refund the difference between the old third class rates and those voted by Congress in 1951.

In its instruction to the Hillsdale postoffice, the postmaster general's office said that the refund "should be handled in accordance with Article 74, Chapter XXII of the Post Office Manual as amended by Change No. 253 published in the Postal Bulletin of August 5, 1953."

In documenting the fact that the Hillsdale Fair is a non-profit agricultural organization, Kelley

submitted a copy of its charter. He urged other non-profit agricultural fairs to submit their charters to their postmasters in filing for exemptions and refunds.

Big Savings

It is easy to document the amount of the refunds such fairs are entitled to if they have made mailings under a third class mailing permit, Kelley said, explaining that "post offices retain records of such mailings."

The yearly savings to some non-profit fairs as a result of the ruling will exceed \$500, according to Kelley. "One Michigan fair, he reports, has been sending out more than 84,000 mailing pieces each year under a third class mailing permit and will be entitled to a refund of more than \$420 for each year it has been paying the increased rate.

Kelley emphasized that, while he sought a ruling applicable to all non-profit fairs, the postmaster in replying to his application ruled only on the Hillsdale fair. He urged other fairs, in contacting their postmasters, to cite the ruling on Hillsdale but he reiterated that each fair would have to submit documentation of its own status as a non-profit agricultural association.

Besides non-profit agricultural organizations, others exempt from the third class mail rate increase include non-profit religious, educational, labor, veterans, fraternal, scientific and philanthropic organizations.

CNE '53 Operation Yields 359G Surplus

Grandstand Grosses 499G But Loses \$\$; Conklin Midway Operation Produces 409G

TORONTO, Jan. 30.—The 1953 Canadian National Exhibition yielded a surplus of \$359,897, according to the annual report by the association's retiring president, J. A. Northey, at the annual meeting this week.

R. H. Saunders was elected to succeed Northey as president. He will hold office for a two-year term.

Northey reported that 1953 will be recorded "as one of the most successful" in the association's history. With the extreme heat, he said, there was a resultant loss of \$162,000 in revenues, but

the surplus was the second largest in the Exhibition's history. The largest was set in 1952.

Northey reported current working assets at \$649,843 compared to current liabilities of \$589,673.

In the revenue picture, admissions brought \$738,650. This was made up of \$685,091 in entrance gate admissions, \$15,339 in exhibitors' tickets and \$38,220 in car and truck stickers.

Exhibitors, space and sales rights brought \$475,255, with space in building and grounds bringing \$431,125, sales rights, \$22,400, and booth rentals of \$21,729.

Concessions, other than the midway, brought in \$302,306. Broken down, restaurants contributed \$27,773; general concessions, \$239,190; grandstand concessions, \$6,191, and auto trains, \$14,000. Outside parking brought in another \$15,150.

Midway Grosses 409G

The midway produced a net revenue of \$378,398 after \$31,564 in amusement taxes. Gross was \$409,962, while \$256,097 was paid the Conklins for their share. This left the CNE with a net of \$122,301.

The grandstand operation showed a loss despite receipts of \$499,773, as costs aggregated \$515,752. The afternoon show, hurt by the terrific heat, produced a revenue of only \$57,650. (Continued on page 49)

Conto Quits Horan, Joins Jack Kochman

READING, Pa., Jan. 30.—Bob Conto, long time representative of the Irish Horan Lucky Hell Drivers, announced here this week that he had resigned his post with that organization and would join the Jack Kochman Hell Drivers in a similar capacity.

Conto has been associated with the Horan group for about six years and is well known to fair officials thruout the East and the Middle West. He said that he would continue to aid Horan in the acquisition of dates thru the annual meeting of the New York State Association of Agricultural Fair Societies in Albany next week. He will leave immediately after that event for Tampa where the Kochman group will present performances on three days at the Florida State Fair.

Conrath New President of Bill Posters

Serves Unexpired Abernathy Term; Vote in September

PITTSBURGH, Jan. 30.—Ernil J. Conrath has been elected temporary president of the International Alliance of Bill Posters, Billers & Distributors, to serve out the unexpired term of Leo Abernathy, who died of a heart attack January 18 in Philadelphia. Abernathy was 53 years old.

Conrath, of St. Louis, has been first vice-president of the union for 13 years and a member for more than 25 years. His former post will remain vacant until the national convention at the Fort Shelby Hotel, Detroit, in September. The delegates at that time will vote on a new slate of officers.

Election of Conrath was made by the executive board here shortly after Abernathy's funeral, held from the Aberberies Funeral Home on Friday (22). Pallbearers were six members of the board. They also voted to move the president's office to St. Louis, where Conrath is business agent of the St. Louis local.

WINNIE WHALE

Shilling Inks Another Five Sports Shows

NEW YORK, Jan. 30.—Booker Bill Shilling is now offering a whale in addition to his regular sports show acts. The 45-ton mammal, Winnie the Whale, embalmed and carried in a covered truck trailer, will be offered for sports show and fair dates. It showed the West Coast last season.

Shilling this week told the signing of five more sports shows for which he will provide talent. They will be in the following locations:

Flint, Mich., Arena, March 23-28; Grand Rapids, Mich., Auditorium, March 22-27; Columbus, O., Arena, March 16-21; Utica, N. Y., Armory, March 25-30; and Saginaw, Mich., Auditorium, March 30-April 2.

Shriner Auto Show to Open

NEW YORK, Jan. 30.—Herb Shriner's automobile promotion, the International Motor Sports Show, opens a nine-day run next Saturday (6) in the Seventh Regiment Armory at Park Avenue and 66th Street. Decoration and staging of the display are by Albert Goertz, and the customary wide range of foreign and domestic sports and consumer vehicles will be on exhibition.

earned continuing front page coverage on the days preceding and covering the annual meeting of the Pennsylvania Association of Fairs meeting here. Chitwood went to work soliciting dates immediately after the agreement was reached.

The settlement resulted from an injunction filed by the corporation claiming that the solicitation of business for the Chitwood's Original Auto Daredevils was interfering with the plaintiff's business and resulted in the loss of contracts.

The court action climaxes persistent rumors of a break up between (Continued on page 49)

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3 CUSTOM BUILT

SIGHT SEEING UNITS

These specialized Transportation Units were built by Specialty Engineering Co., of Philadelphia. They are approximately sixteen feet long, about fifty-two inches wide. Seat twenty-two people, quickly loaded and unloaded. Powered with late model Crosley motor with specially designed drive and transmission, economical operation. Similar units operate at Pomona, Calif.; Milwaukee, Wis.; Springfield, Mass.; Trenton, N. J.; Fairs; also as Sightseers at Fairchild Gardens, Miami, and St. Augustine, Fla. Cost over \$5,000.00 a unit and can be purchased for a fraction of their original cost. Can travel overland. Phone 88-5914, write or wire.

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MINIATURE TRAIN CO. RENSSELAER, INDIANA

Advise Neb. Execs To Up Ad Budgets

LINCOLN, Neb., Jan. 30.—Increased advertising and publicity programs were recommended to Nebraska fair executives attending the annual meeting of the Nebraska Association of County Fair Managers Monday thru Wednesday (25-27) at the Cornhusker Hotel. It was the

general consensus that fairs should spend a minimum of 10 per cent of their gross income to better their message to the public.

The association went on record as opposing the present 20 per cent federal admissions tax on grandstands and sought some clarification of the present situation which it claims is confusing. As a result a letter will be sent all member fairs urging them to contact their congressmen to take some action for non-profit agricultural fairs.

Officers Elected

Don Thompson, McCook, was elected president of the association with Al Bahe of Wayne named vice-president. H. C. McClellan, Arlington, was re-elected to the post of secretary.

High point of the meeting was the annual banquet. A floor-show, produced by the Wheeler-Pittman Agency, included Lester Harding, emcee and songs; Starlettes, Klara and Eugene, Glenn Harrison, Juvelys and Billy Franklyn's orchestra.

Attraction reps and fair suppliers on hand included representatives from the following organizations:

Barnes-Carruthers Theatrical Enterprises, Curl Amusement Company, Cactus Amusement Company, County Fair Shows, DeWaldo Attractions, Johnny Gunier's Entertainment Agency, Hal E. Garvin Entertainment Agency, Hale's Shows of Tomorrow, Hollywood Thrill Show, Kirk & Son Attractions, Mario Show Productions, Merriam's Midway Shows, J. C. Michael's Attractions, Music Corporation of America, Paul Morehead Agency, Tournament of Thrills, Paramount Fireworks Company, Ed Padra's Educated Horses, Rich Brothers, Regalia Manufacturing Company, Johnny Rivers & Company, Gus Sun-Invig Grossman Agency, Sonny Schultz Troupe, Scaffold Rental Sales Company, E. G. Staats Company, W. A. Thomas Shows, Wheeler-Pittman Agency, Williams & Lee Attractions, Long & Barnes Rodeo, Maddox Shows, Art Temple Horse Acts, Ben Truex Agency, Herrick & Kuhns, Strong Amusements, Les Winget and George Stucka, Kewpie Doll, Rutherford Company, Radio Station KTVN, Central States Shows, Conger Jewelry, Tom Drake Agency, Tommie Holden's Motor Maniacs, Silver Star Shows and George W. Nelson.

Evansville Bull Goes Berserk, Attacks McGraw

EVANSVILLE, Ind., Jan. 30.—At midweek the condition of Bob McGraw, director of Mesker Zoo here, who was assaulted early Monday (25) by Kay, 30-year-old elephant, remained critical, according to Deaconess Hospital officials.

Surgery performed Monday revealed severe internal bleeding
(Continued on page 53)

Stroudsburg Sets New Fair

RICHMOND, Va., Jan. 30.—Joe Sherman, fair manager, reported here that a new fair will operate at Stroudsburg, Pa., this year.

The event, to be known as the Monroe County Fair, will be held on the Speedway grounds. Tentative dates have been set for the last week in July.

Allentown Cuts Nags to 3 Days, Adds Day of Nunis Auto Races

RICHMOND, Va., Jan. 31.—The Great Allentown Fair will jam its harness racing program into three days this year, one less than at any time in the past. The elimination of the hay burners on Friday will make it possible to present one additional day of auto racing and, it is hoped, boost that previously dull session into a booming day.

The deal for the two days of auto racing, stock cars on Friday and big cars on closing Saturday, was set here last weekend by Howard Singmaster, fair president, and auto race promoter Sam Nunis.

Singmaster, en route to Florida, was detained here by heavy snow. His stopover happened to coincide with the meeting of the Virginia Association of Fairs. Altho president of the Pennsylvania Association of Fairs, Singmaster missed the meeting of that association in Reading Thursday (29). He ex-

plained that his early departure for Florida was on doctor's orders.

The elimination of even one day of harness racing at Allentown came as a surprise to many persons. Futurities are now being staged by that event and purses are beginning to crowd toward the \$20,000 mark.

However, in making the announcement, Singmaster said that Friday had long been a weak day in the fair's five-day operation. Since the best of racing would not pull crowds into the grandstand on that day, the decision was made to dispense with the horses on that day, he added.

Altho one of the best auto race days in the Eastern Circuit, this will be the first time that Allentown has ever presented two days of auto racing. Nunis and Singmaster both predicted that the first day, featuring stocks, would likely equal the earnings of the big cars on Saturday.

More Youth Participation Asked of Jersey Fairmen

TRENTON, Jan. 30.—The importance of working the younger generation into the programs of fairs was stressed to New Jersey fairmen on Monday (25) by Adrian L. Potter, assistant man-

ager of the Eastern States Exposition, Springfield, Mass.

Potter addressed the New Jersey Association of Agricultural Fairs at its Farmer's Week annual meeting. Boy and Girl Scouts and 4-H youngsters are a vital element in the operations of fairs, he noted, and called for increased participation by young people in events and competitions. Discussing "What Makes an Exposition Tick?" Potter listed imagination, determination, persistence, a recognition of community needs, competition, and initiative.

William C. Lynn, State Assistant Secretary of Agriculture, cited New Jersey's 18 agricultural fairs as "big business," having drawn 745,000 patrons in 1953 and having paid out \$75,000 in premiums. He went on to give a report on each of the fairs, discussing the basic aspects of each and reviewing the high spots of the past fair season.

With several dates not yet completed, the list of dates was withheld temporarily. The session was well attended, with more than 250 persons present.

3000 BINGO

No. 1 Cards, heavy white, black bark. 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 35 cents, \$2.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ 15 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. DDU. B.I.F. CARDS, No. 1 size, 5 1/2 x 14 1/4, 10¢ ea.

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Set Numbered Ping Pong Balls \$12.00

Replacements, Numbered Balls, ea. .30

3,000 Jack Post Slices (strips of 7 numbers), Per 100 1.25

Middleweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow, Per 100 2.00

3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M. 1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M. 2.50

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Smaller Size, 3/8" diam., Red or Green, Plastic, M. 1.50

Adv Display Posters, size 24x36, Ea. 15

Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for thin, transparent Plastic Markers, Brown, 3/4-inch, Per M. 1.00

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- ★ Rocket Ride
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- ★ Army Tank Ride
- ★ Miniature Trains

KING AMUSEMENT CO.
Mr. Clemens, Mich.

Urge W. Can., CNE Grandstand Show Team-Up

Toronto Exhibition Execs Give Views Before A Circuit

WINNIPEG, Jan. 30. — Jack Arthur, producer of the grandstand show at the Canadian National Exhibition, Toronto, last week made a pitch here to Western Canadian A Fair execs to team up with the CNE, starting in 1955, in the production and presentation of their grandstand shows.

"If the Western fairs would use some of our girls, we could give them eight to 10 weeks of show work instead of the two they now get at the CNE," Arthur said. He added that the ballet season usually ends in April and the additional opportunity for Canadian girls on the prairie circuit would be "a big break for them."

He said that costumes used at (Continued on page 53)

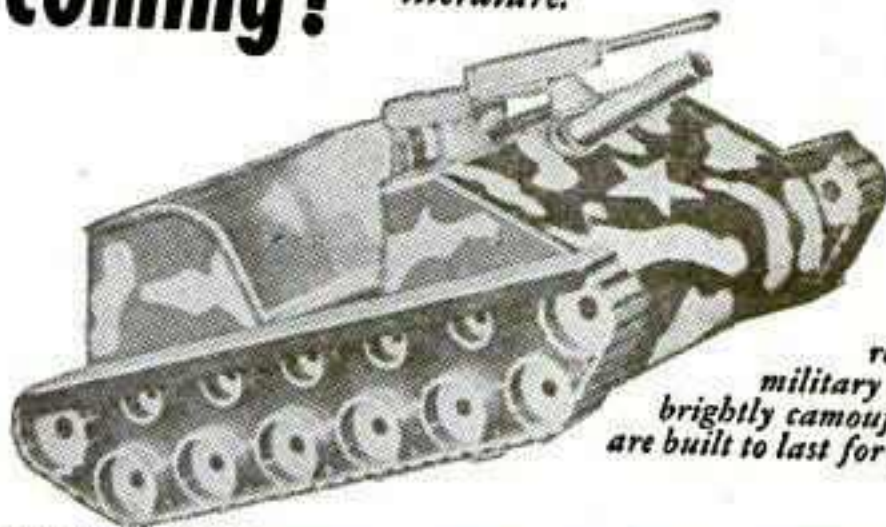
Winter Fairs

- Arizona**
Mesa—Maricopa County Fair, Feb. 20-28.
- California**
Imperial—California Midwinter Fair, Feb. 27-March 7. D. V. Stewart.
Indio—Riverside Co. Fair & Date Festival, Feb. 17-22. R. M. C. Fullenwider.
San Bernardino—National Orange Show, March 25-April 4. Earl Bule.
- Florida**
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
Eustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Myers—Southwest Fla. Fair, Feb. 1-6. J. Clyde King.
Fort Pierce—Indian River Youth Show, Feb. 18-19. M. B. Jordan.
Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn.
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.
Ocala—Southeastern Pat Stock Show & Sale, March 1-6. Louis Gilbreath.
Orlando—Central Fla. Expo., Feb. 22-27. C. T. Bickford.
Plant City—Fla. Strawberry Festival, Feb. 22-27. Fred W. Nulter.
Quincy—West Fla. Livestock Assn., Feb. 16-18. A. G. Driggers.
Ruskin—Fla. Tomato Festival, April 14-16. Lyle C. Dickman.
Sebring—Highlands Co. Fair, Feb. 23-27.
Tampa—Fla. State Fair, Feb. 1-13. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Fair, March 5-13. LaMar Allen, P.O. Box 107.
Winter Haven—Florida Citrus Exposition, Feb. 15-20. Phil E. Lucey, P.O. Box 1460.
- Montana**
Bozeman—Mont. Winter Fair, March 13-20. Geo. T. Slime.



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allan herschell's newest success! it's the realistic, army tank ride that outgrossed all 21 kiddie rides at canadian national exposition. on-location tests indicate strong profit for alert operators. make this your top-income kiddie ride for the big season ahead — write or wire today for full-color literature.



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ALLAN HERSHELL

COMPANY, INC.

"world's largest manufacturer of amusement rides"

NORTH TONAWANDA, NEW YORK

Anti-Taxation Paper Designed For Ops' Use

NEW YORK, Jan. 30. — An eight-poster series of anti-tax paper has been designed by the E. J. Warner Poster Corporation and is being offered to all phases of the amusement industry affected by the 20 per cent federal levy.

The first four posters are available now, at production cost, according to Ben J. Murray, general manager. The firm produces show printing almost exclusively.

Murray said the material is available in standard 14 by 22 window cards, and 28 by 41 one-sheet paper. The idea, he said, has been introduced to executives of fairs, expositions, carnivals, circuses, race groups, parks, film producers and exhibitors, AGVA, sports groups, dance and concert organizations, legit and summer stock, and other trade and union bodies.

All the posters urge readers to write to their Congressmen in protest against the amusement tax. The posters, Murray says, are "specifically created to alert the American amusement patron to the now unjust 20 per cent federal amusement tax, and to the fact that they can help obtain repeal or reduction of this taxation."

Mineola Heads All Re-Elected

NEW YORK, Jan. 30. — All officers of the Agricultural Society of Queens & Nassau Counties, headed by president J. Alfred Valentine, have been re-elected, and a meeting is planned for late in February to thrash out 1954 dates and other problems.

The fair was held last year at Roosevelt Raceway for the first time, after many decades at the Mineola Fairgrounds which were taken by Nassau County for municipal use.

It is expected that this year's edition will again take place at the track in October, immediately after the close of the fall harness race meet. Also posed is a re-surveying of the grounds, which would yield a new layout for the exhibit and amusement segments.

New Title Corrected

NEW YORK, Jan. 30. — New name for the former International Fertilizer and Chemical Corporation, which deals in wild animals, is the North Atlantic Fertilizer and Chemical Company, Inc. The new title was given incorrectly earlier. The firm's animal importing and sales business is handled thru a subsidiary, Wild Animal Compound, Inc., located at Vero Beach, Fla.

Showmen Well Represented At Pa. Confab

READING, Pa., Jan. 30. — A large number of representatives of entertainment organizations and fair suppliers attended the annual meeting of the Pennsylvania State Association of County Fairs at the Abraham Lincoln Hotel. Among those present were the following:

Mrs. C. H. Klein, Peggy Kaltenbach, Bob Kaltenbach and Jo Snirley, all of Klein's Attractions; S. C. Weidill, Worldill Sound Service; Ralph and Olga Sanders, Ken-Penn Amusement Company; Henry Theodor, concession supplier; Morris Hannum and Ben Herman, Hannum Shows; Louis Kane, Kane's Catering; Harry Westbrook, Penn Premier Shows; Harry Modele, concessionaire; John Anderson, Enquire Printing; F. E. Spain, Marion Greater Shows; Daniel Dell and Morris and John Vivona, Vivona Bros. Shows; Sam Nunis, Nunis Speedways; Don Huston, race announcer.

Also, Nunemaker Artist Bureau, Buddy Wagner, Tournament of Thrills; Lee Lott, Lucky Lott, Hell Drivers; Mr. and Mrs. Irish Horan, Irish Horan, Lucky, Hell Drivers; Jole Chitwood, Chitwood Original Auto Daredevils; Jack Kochman, Kochman Hell Drivers; Buster Keller, Keller Racing; Mike Sanfelice, VRC Race Company; Ward Beam, Beam Auto Daredevils; George Hamid Sr., George Hamid Jr., and Babe Sabb, Hamid & Son Agency; Joseph and Sam Frell, Frell's Broadway Shows; P. E. Reithoffer, Reithoffer Shows; Herb Schaefer, Madora & Schaefer Enterprises; William Lynn, Pinkerton Detective Agency.

Also, Tony Vitale, Fireworks Company of America; Frank Frytias, Fair Publishing House and Amusement Company; John Minutella and Sal Cianfrani, Supreme Portable Floodlight Company; Raymond Wettiger and Richard Phaw, Keystone Sound Company; Harry Cook, Jerste Griflich and H. W. Churnes, Cook & Rose Theatrical Enterprises; Monty Blake and Gene Johnson, Station WWVA, Wheeling, W. Va.; M. R. Levy, Levy Electric Company; W. E. and E. L. LaSalle, LaSalle Enterprises; Glenn and Robert Steward, Steward Sound Systems; Lew Heller, Heller Promotions; Gerald Snellens, World of Mirth Shows; Frank Caravella and Toby O'Neal, Caravella Amusements.

Greenville Plans Stand

GREENVILLE, N. C., Jan. 30. — President J. Howard Moye, of the Pitt County Fair, last week announced plans for the erection of a grandstand in time for the 1954 event. Other improvements planned include a new lighting set-up.

Prell's Broadway Shows have again been contracted for the midway.

The Platinos and Del Oros, high acts featuring the newly wed Don Floyds, are scheduled for two network television appearances starting in February. They will appear in Philadelphia on "The Big Top" show and later in Chicago on "Super Circus." Prior to her marriage January 1, Mrs. Floyd was Miss Heidi Grushezki.

James R. Boyer says:
"We want you to know it has been a sincere pleasure doing business with you. Our Wheel looks like the day it left the factory. We are proud of it."
Thank you, Mr. Boyer. We are glad your No. 5 BIG ELI WHEEL has proven a good investment. YOU, too, can be a satisfied BIG ELI Owner. Ask us for P.L.A.88 and full particulars.
REMEMBER—The BIG ELI is a lifetime profit-earner.
ELI BRIDGE COMPANY
800 Case Avenue, Jacksonville, Ill.

KIDDIE BOAT RIDES
KIDDIE AIRPLANE RIDE
Trailer-Mounted AUTO RIDE
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ADULT CHAIRPLANE
ADULT FERRIS WHEEL

SMITH AND SMITH
SPRINGVILLE, NEW YORK

YOU CAN RELY ON ANY EQUIPMENT from
H.E. EWART CO.
ADULT RIDES—J-Abreast Merry-Go-Rounds, KIDDIE RIDES—Ferris Wheels, Rocket Airplane, Chair-Plane, Auto, Flying Horse, Pony Cart Ride, COIN-OPERATED—Cow Pony, Moon Rocket. Write for Catalog.
Two Seasons to Pay—Bank Terms.

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★ ROLLER COASTER ★ WATER BOAT RIDE
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★ JET AIRPLANE
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All our rides are complete, including fences, electric signs, ready to operate with no extra expense. Terms arranged. Illus. circular free.

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MAKE \$100.00 A DAY On Candy Floss
Our new Super Deluxe new style hand-cranked brushes, holders, spindle, smooth running, Heater thermostat and FREE parts. Wonderful opportunity to start your own business—big money! Write for literature TODAY. Old customers—send your machine in now for check-up.
ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Avenue Nashville 4, Tenn.

SPECIAL LATE MODEL C-CRUISE MAJOR FLAT RIDE FOR SALE
★ Capacity—36 Passengers
★ Complete with 4 Whirling Tubs & 4 Boats
★ Repainted & in excellent condition
★ Includes Electric Power
★ Cost New—\$12,500.00
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Designers and Builders of Miniature Golf Courses. Proven Money Makers.
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NEW PICTORIAL SHOW PRINTING

WINDOW CARDS
New Size 9" x 22" \$5.75 PER 100
300—\$16.50 500—\$26.25 1000—\$47.50

E-Z STICKON "BRILLIANT-TINT" BUMPERETTES
NEW SIZE—3x9
250—\$12.50
500—\$20.00 1000—\$35.00
F.O.B. Phila

SPECIAL NEW PICTORIAL DESIGNS FOR ALL OCCASIONS
Rinks & Parks Carnivals
Orchestras Shows
Auto Racing Theatricals
Fairs - Rodeos Sports, Etc.
14x22 - 22x28 CARDS, ONE SHEET TO 24 SHEETS AT NEW LOW PRICES
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The TLT-A-WHIRL Ride
"Best Buy in Rides Today"

- ★ Very Popular and Profitable
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- ★ Well Built
- ★ Good Quality
- ★ Economical
- ★ Repeater!

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Prices reduced on all models of Merry-Go-Rounds. Save up to 10%. This offer limited to first 15 machines sold and made possible by special purchase of material. All models improved over last year.

STANDARD MODEL, \$5,500.00 DeLUXE, \$6,675.00
Time sales arranged. For particulars address
C. W. PARKER AMUSEMENT COMPANY
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The Fabulous HOWARD SAFARI



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Here, at last, is the complete rolling home every outdoor showman has looked for, the internationally known Howard SAFARI land yacht! Built by one of America's pioneer quality coach builders, the SAFARI is constructed on a tough, rugged General Motors chassis, powered by the world-famous GMC engine equipped with Hydramatic transmission, and is ready to go anywhere, anytime, any season of the year! A lifetime steel panel exterior houses a completely self-contained "home-on-wheels." Sleeping facilities for as many as six people, a complete modern galley with stove, sink and refrigerator, a full-sized dinette, a complete bath-room with shower, lavatory and seat, scores of overhead and wall cabinets, plus large, spacious, full-sized closets! With the SAFARI'S unique self-contained living advantages you're equally at home on the road or on the lot! The Howard SAFARI is America's only production-built land yacht, completely self-contained and completely yours for \$6,500 . . . FOB Saginaw, Michigan . . . plus applicable tax.

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SNOWBALLS • DRINKS

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Don't get caught short on your Fair dates—always carry a few cartons on hand and be ready for the Big Ones. Samples sent upon request or better still, get your order in now.

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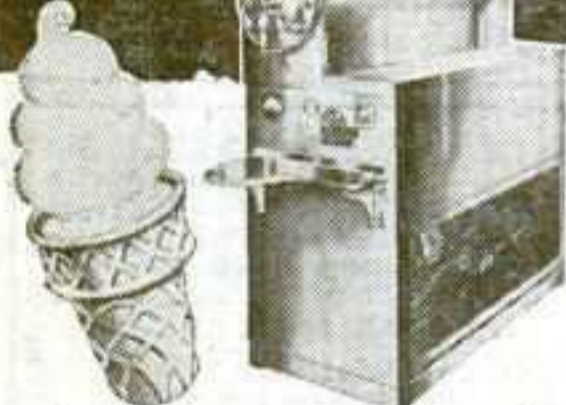
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PROTECT YOURSELF WITH A COMPANY THAT SPECIALIZES IN SHOW BUSINESS INSURANCE.
CLIENTS: SPEEDWAYS—FAIRS—THRILL SHOWS—INCLUDE: CARNIVALS—ROAD SHOWS—ARENAS—ACTS—PERFORMERS.

IRVIN SALTZMAN & CO.
Specializing in Show Business Protection
BANKERS SECURITIES BLDG., PHILA. 7, PA.

ACE PORTABLE DIESEL POWER PLANTS

Mounted on 26' Trailers
1—200 KW General Motors Mod. 8-268A
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Roadshow Rep

FUNERAL services for George C. Roberson, noted tent rep and dramatic stock showman who died January 22 in St. Petersburg, Fla., were held Monday (25) on the Gulf Beach there. The body was sent to Evansville, Ind., for Wednesday (27) Masonic services and burial in Oak Hill Cemetery. Attending last rites in St. Petersburg were Mr. and Mrs. Vincent J. Dennis, Mr. and Mrs. Neil Schaffner, Mrs. Maude Brooks, Helen Embs, Ethel Gordon, Mr. and Mrs. Harry Cowels, Marie Taff and Mr. and Mrs. Fred Reeth. Reeth is manager of the Capitol and Majestic theaters, Madison, Wis. Born in Evansville, Roberson as a young man worked around theaters, finally gaining stage experience by taking small parts in stock presentations. He went on the road early in the century, playing the juvenile lead in "Shepherd of the Hills." Roberson ultimately appeared in various productions in New York and then went on tour in "Trail of the Lonesome Pine." Later he entered the tent theater field and became well known as an owner and producer under the name of the Roberson Gifford Players, often having as many as 35 players on tour at one time. The groups played the Midwest in the summer, moving southward in the fall. He also was interested in stock companies in several cities. In 1928, Roberson, together with Lester Smith, had eight stock companies in New York, Pennsylvania, Indiana and Kentucky. Roberson never quite retired, altho he hadn't in late years conducted a strenuous program. He and his wife, Phoebe, who once worked for him as an actress, operated a motor court in St. Petersburg in winter and took a portable roller rink on tour in the summer. Surviving besides his widow are two sisters, Mrs. Myrtle Maurer, Evansville, and Mrs. Lillie Haase, Richmond, Calif. Two Evansville nephews, Marshall and Carroll Green, also are in show business and were closely associated with their uncle.

auspices of French-speaking groups. . . N. W. (Nate) Werner writes from Mobile, Ala.: "I am always interested in news of tent and hall minstrels and am glad to know that the Bill Bailey show will go out under canvas. One of the best minstrel tricks that I have seen in the past 10 years was the Winsted Mighty Minstrels, owned by E. S. Winsted. It headquartered in Fayetteville, N. C. This was a well balanced show with some good sketches. The show folded when Winsted passed away. Winsted was a manager who bought good material and he always had a good show."

Drivin' Round The Drive-Ins

SAL ADORNO JR., assistant general manager of the M&D theaters, Middletown, Conn., has been named to the executive committee of the USO campaign in that city. . . Bernard Menschell, partner in the Community Amusement Corporation, Hartford, Conn., and Manchester Drive-In Theater Corporation, Bolton Notch, Conn., has checked out of the Hartford Hospital, following eye surgery. . . Ernest T. Conlon, executive secretary of Allied Theaters of Michigan, advises that the annual convention of that group, to be held at Detroit, April 19-21, will devote an entire day to drive-in interests, leading off with both breakfast and luncheon served in different outdoor theaters.

Bill Posters Win Increase From Ringling

NEW YORK, Jan. 30. — An agreement with Ringling Bros. and Barnum & Bailey Circus was one of the last official acts of Leo Abernathy, president of the bill posters' union, who died Monday (18). As reported by John J. Grady, international secretary-treasurer of the union, the terms for this year were settled in Chicago January 3 with Babe Boudinot of Ringling. They include an increase of \$1 a day as meal money, and 25 cents more daily for automobile drivers.

The Ringling show used 18 bill posters in 1953, Grady said, and added that indications in Chicago were that the number will be increased this season. Abernathy's unexpired term will be filled until the September convention in Detroit by Emil J. Conrath of St. Louis, for 13 years first vice-president of the International Alliance of Billposters, Billers & Distributors.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

American Midway: Kingsville, Tex.
Blue Grass: (Fair) Titusville, Fla.
Dion, Ted.: Larose, La.
Glades Am. Co.: Pompano, Fla.
Lann, Leo: (Fair) Ft. Myers, Fla.; Clermont 8-13.
Royal Expo.: (Fair) Ft. Myers, Fla.; (Fair) Sarasota 8-12.
Tassel, Barney: Gouids, Fla.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Davenport, Orrin: Detroit, 2-14.
Polack Bros. Eastern: Lansing, Mich., 3-6; (Arena) London, Ont., 9-11; Kingston 15-16.
Polack Bros. Western: (Coliseum) Fort Wayne, Ind., 5-7; (Air Force Base) Chanute, Kan., 11-13; (Armory) Louisville 15-21.
Rice Bros.—Joe Mix: Crossville, Tenn., 8-12.

Ice Shows

Hollywood Ice Revue: (Garden) New York 2-3; (Olympia) Detroit, 5-28.
Ice Capades of 1954: (Arena) Washington 2-3; (Arena) New Haven, Conn., 4-10; (Arena) Hershey, Pa., 11-24.
Ice Follies of 1954: (Gardens) Toronto 2-5; (Forum) Montreal 7-14; (Gardens) Boston 16-28.

CHARLIE HUDSON, who had been with Midwest rep and tab shows prior to the war, recently opened a drugstore in Charlotte, N. C. After coming out of the Army Hudson did a medicine pitch and demonstrations for a while before settling in Charlotte. . . Funeral services for Harry Hugo, veteran Midwestern rep show operator who died January 16 at his home in Kearney, Neb., were held January 19 with interment in the Kearney Cemetery. Surviving are his widow, Larry; a son, Herbert, Kearney; a brother, Chester, Gothenburg, Neb., and a sister, Mrs. Thelma Wigbells, Phoenix, Ariz. The late showman, the son of a former end man with the Beach & Bowers Minstrels, was born in Lincoln, Neb. The Hugo Players company was originally organized by the three brothers, two of whom later retired from show business, Victor to establish a printing business in Sioux City, Ia., and Chester to become a furniture dealer and undertaker in Gothenburg. . . Jean Grimadi's show is making its semi-annual tour of New England, playing mostly under

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175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Shooting Galleries

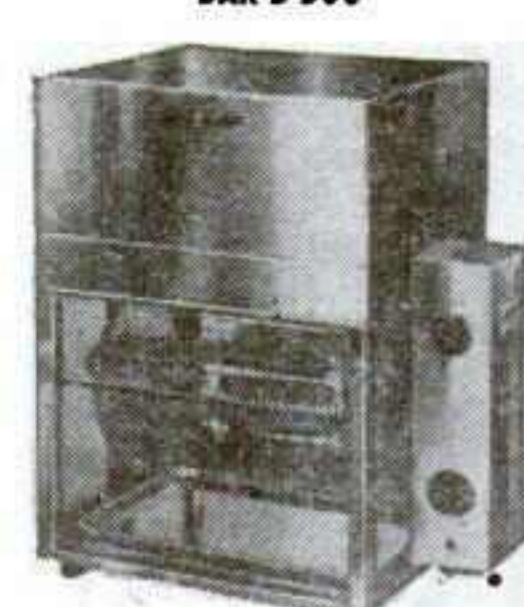
And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

INSURANCE FOR THE BEST PEOPLE ON EARTH

AL C. BECK, Inc.
SPECIALISTS
INSURANCE FOR THE AMUSEMENT FIELD
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LOW COST BARBECUE

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AUTOMATIC ROTATING SPIT
BAR-B-DOG



The Bar-B-Dog combination hot dog roaster and bun warmer holds 48 buns and 48 hot dogs. Will barbecue 300 per hour. Can be used for "foot-long" 90% glass enclosed to add to savory appearance of the deliciously barbecued hot dogs as they rotate on the automatic spit. Perfect heat control. Stainless steel and glass construction meets all food requirements. Write for full details.

CONCESSION SUPPLY CO.
3916 Secor Road Toledo 13, Ohio

DON'T BE LIKE THE OSTRICH!

When in trouble it buries its head in the sand.

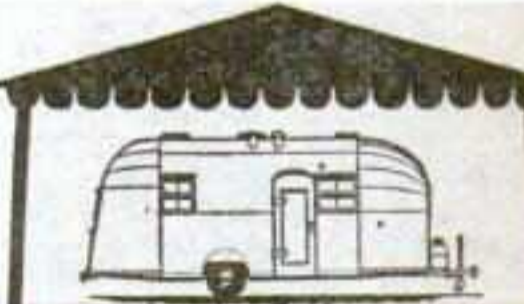
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INSURE WITH CHAS. A. LENZ

"The Showman's Insurance Man"
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Phone: 7-5914

ASTRO FORECASTS

All Readings Complete for 1953
On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 inch; 4 1/2 x 5 inch. Write for prices.
Single Sheet, 8 1/2 x 14, 100, 75¢ per M. . . \$6.00
Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 12 Signs. Any Quantity, Each . . . 11¢
WHAT IS WRITTEN IN THE STARS . . . \$1.95
Folding Booklet, 12 P., 2 1/2 x 5. Contains all 12 Analyses. Very well written. \$3.00 per 100. Sample . . . 10¢
FORECAST AND ANALYSIS, 10-P. Fancy Covers, 8 1/2 x 11. Each . . . 4¢
Samples of each of the above items for 25¢ No. 1 45-Page Assorted Color Covers . . . 50¢
NEW DREAM BOOK
120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. . . 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. 60¢
Sign Cards, Illustrated. Pack of 36. . . 15¢
Graph Cards, 9x17. Sample 5¢. Per M. \$7.50
MENTAL TELEPATHY. Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.
SIMMONDS & CO.
525 S. Dearborn St. Chicago 2, Illinois
Send for Wholesale Prices.



The favorite of showmen since the days of Tom Mix

AIRSTREAM

WORLD'S FINEST TRAVEL TRAILER.
For big catalog, special showmen's folder and a good deal write
Airstream Trailers:
Andy Charles Jackson Center, Ohio
Art Costello 1755 N. Main St., L.A., Calif.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters 4", 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

Several Reels of a 16mm. Silent Movie Titled
"CHILD BIRTH"
are available. This 100-foot movie depicts the actual birth of a baby.
Only \$20.00.
LONGBRAKE VENDING CO.
5976 Gifford Dr. Cleveland 9, Ohio

when answering ads . . .
SAY YOU SAW IT IN
THE BILLBOARD!

EMPIRE BIZ STRONG

Ads, Cold Weather, Shopworn TV Hypos

NEW YORK, Jan. 30.—The rink business has improved. At least so says Sonny Durante, who with other members of his family operates Empire Rollerdom, Brooklyn, one of the nation's biggest skating places. Durante says things began to perk around New Year's Day and no signs of a slackening have appeared since.

Crowd analysis at Empire reveals that new customers are coming mostly from the low-teen and pre-teen age brackets, with matinees enjoying the biggest hypo. He credits the jump to increased advertising, colder weather and the fact that the novelty of television appears to have worn off slightly. Durante also reports healthy sales in Empire's new skate shop, which also has had the benefit of considerable advertising.

Only the Friday night session is down at the Durante rink. But loss of revenue on that evening has more than been made up by increased box office at all other skate periods and thru an increase in admission price that went in with start of the fall season.

Tonight (30) Empire starts another series of Saturday night floorshows, a biz builder when tried late in 1953. Deal offers a half hour of exhibitions by titlists, games, races and prizes in mid-session every Saturday. Kiddies get the same package at the matinee.

Hall of Fame Nominations Start to Flow

NEW YORK, Jan. 30.—Early nominations are reported by skate editor Bill Love in 1954 balloting for the New York Journal-American's Skating Hall of Fame. Idea is to honor four ice and four roller greats by adding their names to existing rosters of six in each branch.

Here is the first batch of candidates:

ROLLER—Walter Bickmeyer, Jack and Irene Boyer, Patricia Carroll, Jesse Carey, Billy Carpenter, Chad Deatrick, Jim Ferris, Al Flaht, Norman Latin, Bob and Joan LaBriola, Betty Lytle, Gloria Nord, Rodney Peters, Cap Sefferino and the team of Gladys and George Werner.

ICE—Tenley Albright, Hobey Baker, Irving Brokaw, Joe Donohue, Irving Jaffee, George Kirner, Joe Moore, Elsie Muller, William Nagle, Freddie Trenkler, John Schneider and Maribel Vinson.

Billboard readers are invited to submit nominations, thereby giving the quest a true national flavor. Rush them to Bill Love, New York Journal-American, 220 South Street, New York 15.

USE! SELL!
TOE STOPS...
Protect shoes, skates & floors of finest, natural white rubber; sell on sight to every skater!

Pro-Tek-Toe
ORDER FROM YOUR DISTRIBUTOR OR WRITE
SHOE RENEWER...
Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gals. for rink use.
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WENTZVILLE, MISSOURI

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY - GLAMOUR - SHOWMANSHIP
HOLLYWOOD SPOTS-LITE
GET THE NEW REVOLVING PATENTED
BETTER 'N' A CRYSTAL BALL
NO MIRRORS TO BREAK WASH OR POLISH
GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUPEASERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINKS, CLUBS, TAVERN BARE AMUSEMENT PARKS, HOTELS, RESORTS.
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CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
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We invite you to bring your skates to Curvecrest and see for yourself.

WANTED
For New Roller Rink
Assistant Manager, preferably married, no children. Wife also can work. Excellent opportunity for energetic man. State rink experience, skating ability and other qualifications first letter.
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Orange Skating Records
growing more popular every day. New releases every month. Write for free catalog.
Orange Recording Co.
1253 Lewis Drive Winter Park, Fla.

Tenace Rollyery Racks Up \$500 For Polio Fight

PETERSBURG, Va., Jan. 30.—Profit of \$500 was turned over to the National Foundation for Infantile Paralysis recently by Louis A. Tenace, owner-operator of Highway Arena Rollyer Rink here, representing proceeds from the rink's January "Winter Carnival" skating show.

Tenace gave considerable credit for the success of the second annual show, produced on a more elaborate scale than the 1953 edition, to fine co-operation he received from the local press and radio-TV stations in publicizing the event. Audience reception to the show was enthusiastic, said Tenace, who also gave a favorable nod to Highway pro Bill Edwards, who directed the production.

Skaters from five to 65 years of age took part in the show which included comedy bits and solo, duet and ensemble numbers. Aiding the presentation were elaborate costumes, some enhanced by luminous material. Theme of the program was "We skate tonight that others may walk tomorrow."

Participating in the production were Lois Norment, Robert Granger, Nancy Dodson, Hartwell Norment, Butch Redford, Kenneth Cole, Johnny Johnson, Bobby Chandler, Pat Griffin, Jimmie Jackson, Fred L. Allen, Danny Tenace, Lorraine Gilliland, Joyce Gunn, Ruth Dana, Anne Chandler, Louis Jones, Bob Hutchinson, Christine Levet, Buddy Holland, Frances Stone, Jackie Hatch, Carey Creasy, Phyllis Flexon, Brenda Flexon, Donna McNamara, George Wells, Jimmie Flexon, Claude Shires, Billie Handah, Virginia Sale, Nancy Whitehead, Betty Jane Carrel and Barbara Hatch.

Chitwood on Own

Continued from page 45

tween Chitwood and the corporate group.

The parties entered into the following agreement:

"In lieu of a preliminary injunction it is agreed between the plaintiff and defendant that both parties, understanding that the Pennsylvania State Fair Convention is meeting this week in the city of Reading, Pa., and both the plaintiff and the defendant being desirous of negotiating and entering into contracts with the managements of the various Pennsylvania fairs to produce thrill shows at the said fairs, the parties for the purpose of this Pennsylvania State Fair Convention are amicably arranging their solicitation and negotiations with prospective clients in such manner that the prospective clients will understand that the defendant, Joie Chitwood, is personally in no way connected with the corporate plaintiff and that the said defendant Joie Chitwood, is organizing and promoting thrill shows independently of any connection with the plaintiff, Joie Chitwood Auto Daredevils, Inc., which will continue to operate its own thrill shows.

Claim Violation

The plaintiff claimed that Chitwood had violated his contract when he sold his business to the Philadelphia corporation. Chitwood denied this. He alleged that under an agreement signed January 10, 1953 he emancipated himself from the control of the plaintiff and was thereafter a free agent with the right to use his own name. It was said that Chitwood served notice on the corporation in September, 1953, that the agreement would be terminated in November, 1953, and that he then proceeded to solicit business under the name of Joie Chitwood and his Original Auto Daredevils.

H. Bernard Hoffman, of Reading, and Albert B. Gerber, Philadelphia, were counsel for Chitwood. Frederick J. Bertolet, of Reading, Samuel M. Brodsky and Howard I. Rubin, of Philadelphia, represented the corporation.

Only one witness was heard at the preliminary hearing. He was Charles M. Waters, publicity director for the corporation.

The proceedings remain open on the books of Prothonotary Paul A. Adams until such time as the parties agree to withdraw the action or call it for final determination by the court.

Polio Drive Wins In Queen Contest

Gross of Cleveland Skateland Affair Soars Above Net Registered in 1953

CLEVELAND, Jan. 30.—Altho total receipts figures are still unavailable, Al Campana, operator of Skateland here, expressed confidence that receipts from the rink's 10th annual March of Dimes-Queen contest held Tuesday (26) would exceed the take from last year's show by a comfortable margin. The fine attendance was registered despite a heavy rainstorm that struck that night.

Crowned queen in the senior division this year was Norene Kallman, while in the junior classification Pauline Hurst won the honor. Miss Kallman won in a close contest over two-time win-

ner Phyllis Sandstrom, who would have walked off with a huge challenge trophy had she won again. Miss Sandstrom officiated in the crowning ceremonies. Junior queen, Pauline Hurst, won over last year's queen, Maureen Ahern, in a contest that was as close as the senior competition. Each winner received roses, orchids, silver crown, silver loving cup and a pair of roller skates.

So many prizes were donated by neighborhood merchants that rink officials decided to award some of them to second and third place winners in each division. Taking home some of the loot were Bobbie Warak and Maureen Ahern in the junior classification and Janet Avon and Miss Sandstrom in the senior division.

Paul Svec, Skateland publicity director, reported that newspapers and radio and TV stations gave fine co-operation in publicizing the affair. He also handled details of the contest, served as emcee, selected finalists and rounded up local radio and TV personalities to serve as contest judges.

Following the contest, Clarence Rader, Skateland professional, presented a show by his figure and dance club. It featured such skaters as Vic Wilscek and Marilyn De Mayo, Casey Grabowski and Norene Kallman, Gwen Rader, Maureen Ahern, Annette McKinney, Georgette Grabowski, Chuck Zemanik and guest star Dick Rasgaitis.

Eastern Notes

Continued from page 45

the Steel Pier, George Sr. quipped.

Big Delegations Stand

Several fairs were represented by large delegations. Reading, Clearfield, Kutztown, Bedford, and Lehigh were among the leaders, and the more sizable groups were applauded when they arose at the convention at the bequest of new president Paul Jacobs.

Bakers Day and Date

An overlapping convention of bakers had Frances Mills, manager of the Abraham Lincoln Hotel, tearing his hair out. Show and fair folk had to delay their usual arrival time by a day. Even so they had a job getting into their rooms in some instances as the bakers delayed their departure.

Snellens Has a Word

Gerald (Ain't it a pip) Snellens congratulated the Chitwood family on their once again acquiring a right to use their own name. Congratulations were due when the daredevil won permission after litigation with a corporation to which he had sold his business several years ago.

Many Thrill Shows

Jack Kochman and B. Ward Beam trained in from the middle west to sell their thrill shows. Others on hand were Irish Horan and Lucky Lott plus the Chitwoods—the personality and the corporation.

CNE Operation

Continued from page 45

while the evening show brought in \$442,122.

Publicity revenue from catalog sales and advertising sales gave the CNE a \$40,354 profit after costs of \$251,320. The CNE has won great credit in this department which is headed by Bert Powell.

Sports Events Losers

The sports department's revenue was \$3,497, while its costs were \$98,140.

The special attractions, "Coronation Coach" and "Holiday on Ice" produced a revenue of \$28,700. The coach brought \$21,562, and the ice show, \$7,137.

Elected first vice-president of the association was W. A. Harris; second vice-president, Fred Walsh. Only new member of the executive was H. I. Price. New directors are A. F. McArthur, T. A. Rice, W. P. Freysing, George Hendry and George Rodanz.

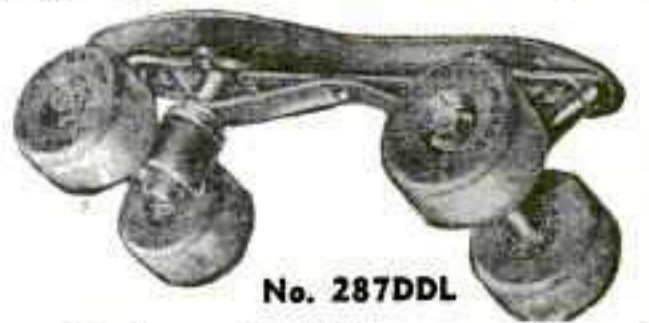
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1954 "CHICAGO" Dance Skate
Laminated Wheels
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Narrow Trucks
3.531 Axles
Soft Red Rubber
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Free, Flexible Action
Mr. Rawson: "That is what the Dancers want"
"Not for Jumpers"
CHICAGO ROLLER SKATE CO.
4427 W. Lake Street Chicago 24, Illinois
Manufacturers of All Kinds of Roller Skates



TV OR NOT TV?

Video Held No Barrier To Free Act Success

NEW YORK, Jan. 30.—Television is felt to be no great deterrent to the value of free acts at amusement parks, according to several operators at Eastern locations. It is generally felt that the "in person" aspect of free entertainment, if properly exploited, can in fact be an asset in drawing customers to the grounds.

The effect of video is one of the many aspects of the free act picture which has been closely scrutinized by park men. But while there are differences as to whether an act that has been televised does not have the same pulling power once it has been beamed to the homes of patrons, there is general agreement on the effects of using kiddie TV attractions.

Kid Stars Success

Most places that have brought in children's personalities noted overwhelming success in the matter of crowds. Such featured personalities as Captain Video, the Merry Mailman, and Howdy Doody show stars have proven moppet magnets.

One of the parks which avoids booking free acts which have been televised, whenever possible, is Olympic Park in Irvington, N. J. Not as many people come to see this type of act as are attracted by talent which is completely fresh to the customer, manager Bob Guenther feels. Although he is presenting free acts in 1954 in the usual manner, Guenther says, there is the definite impression that crowds are smaller when he is featuring an act that has been seen in the living room on TV.

Operators who feel otherwise claim people will go out of their way to see, in the flesh, an act that has pleased them.

Says TV Enhances Act

"I am quite convinced" says Julian Norton, of Lake Compounce in Bristol, Conn., than an appearance on TV greatly enhances the prestige of any act, and our policy for 1954 will be to book as many acts of that type as possible.

"I would be much more inclined to book an act that I could advertise as having appeared on

such nationally televised programs as the Ed Sullivan show, 'Super Circus,' etc., than one that no one ever heard of before."

Good trained animal acts "or so-called ground acts" have the best appeal at Compounce, Norton adds, and notes a "terrific" promotion last season with the "Howdy Doody" show. Concentrate on children's attractions, is his theme. "If you get the young folks interested, they will bring their parents to your park."

Personal Appearances Cited

The public is anxious to see a good act again if it has been introduced to it via television, says W. W. Muar, of Roseland Park in Canandaigua, N. Y. "The public is anxious to see the act over again," he says, "and also to see them in person. That will certainly not apply to a mediocre act. That is one of the reasons we have extended our budget somewhat, to get as good acts as possible."

A note of caution is expressed by Joseph J. Padlick, of Owasco Lake Park in Auburn, N. Y. Although Owasco Lake's free act policy is not an extensive one, he says, "we have found our patrons little enthused about an act when they have seen the same act, or a similar act, as only a small part of a series of six or eight acts shown to them on TV shows."

Edward J. Carroll, who has been using free acts during his 15 years as operator of Riverside Park in Agawam, Mass., views this policy as an important part of his operation and promotional activities, and expanded on its use of free acts last season by playing as many as three acts on the one weekly show.

Good Acts Brought Back

"In person" is held to be a vital phrase in the Carroll philosophy, and he seeks to book acts which have played top TV shows. Riverside rarely plays an act more than one week, "but we vary this policy when we can get a good buy on an outstanding attraction for two successive weeks. We also bring back from season to season the most successful ones."

Gerald P. Price, of Glen Echo (Continued on page 58)

Schmeck Quits Presidency of Phila. Toboggan

Available for Coaster Design; Allen New Prexy

PHILADELPHIA, Jan. 30.—H. P. (Herb) Schmeck, after 35 years of service with the Philadelphia Toboggan Company, has resigned from the firm's presidency and has been succeeded by John C. Allen.

One of the amusement industry's prominent Roller Coaster and Mill Chute designers, Schmeck will remain available for that type of work while serving as a director and member of the company's executive committee.

Allen has been an executive with the firm since 1931 as designer, factory manager, sales manager, general manager and executive vice-president.

Secretary Robert W. Carroll stressed that except for the change in presidency, there are no variations in Philadelphia Toboggan Company's staff and corporate structure. Other officers are Arnold Aiman, vice-president; Samuel H. High Jr., treasurer, and Russell F. Haines, factory manager.

Pool Backdrop Being Built For Palisades

CLIFFSIDE, N. J., Jan. 30.—Palisades Amusement Park's crewmen have finished the concrete work for its multi-unit bathing cage operation, and are beginning on an illuminated backdrop that will decorate the waterfall at the swimming pool next season. Design was by Jack Ray.

A new rim has been built on the kiddie Carrousel, and anchor bolts have arrived for the new Big Eli Wheel that will be installed soon.

The pool's backdrop will stretch 120 feet across the end of the pool and will tower 20 feet above the falls. Of translucent material, it will be painted in eight pastel shades and illuminated by changing cycles of fluorescent lights.

New Bathhouse Plans Formed At Walled Lake

DETROIT, Jan. 30.—Complete renovation of the bathhouse will be the principal winter activity at Walled Lake Park this year, with the work now in the planning stage. Activity is under the general direction of Fred W. Pearce, founder of the park; Fred W. Pearce Jr., and resident manager Robert Templeton. Opening date will probably be late April.

The Walled Lake Ballroom, adjoining the park and operated separately by the Tolletene family, is expected to open in May. A

Batt Sets Puerto Rico Trip; Meets Foehl, Plarr, Price

NEW ORLEANS, Jan. 30.—Harry J. Batt, of Pontchartrain Beach here, will leave Tuesday (2) on a trip which will take him to Tampa for the Florida State Fair and to San Juan, Puerto Rico, where he will inspect a site which is scheduled for development by the Government Transportation Authority. While Batt did not say so, it was presumed

that the development might include amusement park facilities. Batt also will spend about a week at Fort Lauderdale after the fair. He will be accompanied on the trip by Mrs. Batt.

At New Orleans last weekend (23-24), Batt was host to Elmer E. Foehl, Gerry Price and Robert Plarr, who came to confer about excise tax matters. Batt is chairman of the National Association of Amusement Parks, Pools and Beaches legislation committee. He recently wired all members of the House Ways and Means Committee and Senate Finance Committee, calling attention to the fact that park admissions are subject to the 20 per cent tax while the government is subsidizing competing recreation facilities.

Foehl, president of the NAAPB, and Price, of Washington's Glen Echo Park, flew from Miami and returned to the East after conferring here. Plarr accompanied them from Miami and later returned to Florida. It was Plarr's visit to Pontchartrain since 1929, Foehl's first since 1936 and Price's first visit to New Orleans.

Aerial Tram By Whitney, Associates

SAN FRANCISCO, Jan. 30.—George K. Whitney, owner of Playland-at-the-Beach, announced this week that he and nine other businessmen have formed a \$100,000 venture to construct an aerial tram, similar to those suspended among Alpine pinnacles, between Point Lobos and the Cliff House, adjacent to Playland. Whitney said that he and the nine others are putting up \$10,000 each to finance the tramway.

Two cables will support a self-propelled closed car which will hold an attendant and 20 passengers. The round-trip will take approximately 12 minutes at a charge of 25 cents for a one-way trip.

"I'm sure the operation will be a big hit," declared Whitney, "not only with the many tourists, but with the great many of San Franciscans who have never ridden an aerial tram."

Whitney expects to get the new venture in operation by June 1.

TV SPOT LANDED

Displays on Scouting Set By Rockaways

NEW YORK, Jan. 30.—A Boy Scout gimmick is Rockaways' Playland's latest promotional stunt. Scouting equipment, tents, cooking paraphernalia and hand-crafts will be exhibited on the weekends of February 13-14, 20-21, and 27-28, and Scouts on hand will give demonstrations and offer Scouting information.

Owner A. Richard Geist has had the Penny Arcade renamed the NBC Hall of Fame and will have life-sized plastic caricatures of entertainers mounted on the facade.

Vice-President Richard Geist, art director Herman Huseby, and talker Barney Keany will be featured on the Steve Allen WNBT show Monday night (1). They will bring a cotton candy-making machine, mechanical figures used at the park, and a working model of the Queens funspot.

The penny pitch concession will be worked by a new operator this season, to be chosen from several who have applied for it.

A. B. McSwigan's Sister Dies In Pittsburgh

PITTSBURGH, Jan. 30.—Genevieve McSwigan, Pittsburgh Post-Gazette columnist and member of a family which owns Kennywood Park, died early Tuesday (28) in Pittsburgh Hospital after an illness of several weeks. Services were conducted Friday (29).

Her brother, A. Brady McSwigan, of Kennywood, is among the survivors. Others are three sisters, Mrs. Thomas R. Quinn, Mrs. James V. McDonough, and Marie McSwigan, author of children's books.

Miss McSwigan was on the newspaper staff for 11 years and wrote a column called "Shopping with Polly." She was a member of the Women's Press Club and a graduate of the University of Pittsburgh.

name band policy again will be followed this year, but the number of nights of operation has not been determined. A shift toward an operation policy of only two or three nights a week has been evident in the summer ballrooms in the area.

Television Show to Spotlight Miniature Train Company

RENSELAER, Ind., Jan. 30.—Miniature Train Company is carded for nation-wide television attention thru its selection as one of three firms to be spotlighted in an upcoming edition of "Industry on Parade."

The filmed TV show will be used on 130 stations in this country and eight in other countries, according to Miniature Train's W. H. Nye. The release dates have not all been made and they will vary, but the Chicago outlet,

WNBQ, will air the show on February 27.

MT is included in the film with similar line reports on the Western Gear Works, Los Angeles, and the United Control Corporation, Seattle. All three were selected for the show by the National Association of Manufacturers.

Meanwhile, Nye recounted that Miniature Train has been scoring publicity in such publications as *Engines*, *Brotherhood of Locomotive Firemen and Enginemen's magazine*; *Business Week* and others.

AMUSEMENT PARK FOR SALE TO SETTLE ESTATE

One of the best parks in Central States, located in one of the TOP industrial cities. Many years of successful operation—has everything. Transportation. Parking. Major Rides, Kiddyland, Midway, Bingo, Picnic grounds—everything in A-1 condition and complete in every way. For more information write BOX D-7, care Billboard, Cincinnati 22, Ohio. P.S.: Curiosity seekers and promoters, save time as reliable Bank is executor of estate.

HAVE 100% LOCATION

AT ONE OF THE FINEST SUMMER RESORTS ATTRACTING THOUSANDS OF PEOPLE WEEKLY.

Will book for 1954 season 2 or 3 Major Flat Rides. Must be in A-1 excellent condition.

WRITE BOX D-8
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Illustrated Circulars Free

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Wonderful Location

For a high class auction located in Detroit's finest park. Beautiful building and lots of people.

HARRY STAHL

JEFFERSON BEACH AMUSEMENT PARK

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WANTED

Man experienced in operating and repairing gasoline motor boats, for taking charge of excellent paying ride. Should have small amount of cash to invest. Due to other interests, present owner cannot devote proper time to ride. Splendid proposition for right party. Write, wire, phone.

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KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have R.A.S. Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

FOR SALE

1900 Chevy Tractor, new motor, 8000 miles and 36 ft. Fruehauf Semi Trailer, low boy equipped, with 94 gal. pressure water system; also 3 kw. Light Plant. Price \$2600.00 complete, or without light plant and water system, \$2,350.00.

C. J. ROSE

4809 N. Westshore Blvd., Drew Park Tampa, Fla.

FOR SALE

Chairplane, complete, \$900.00. Airplane Swing, complete with motor, planes, tower, \$1750.00.

Chain of Rocks Amusement Park, Inc. 10783 Lookaway Drive, St. Louis 18, Mo.

New Interest Marks Va. Group Meeting

Association Adopts New By-Laws, Campaign to Build Up Membership

RICHMOND, VA., Jan. 30.—Evidence of new life was seen at the 37th annual meeting of the Virginia Association of Fairs at the Hotel John Marshall here Monday and Tuesday (24-25). The attendance of fairmen at the business meetings was the best in several years and the interest displayed by the membership indicated that the association had indeed received a new lease on life with the installation of new officers a year ago.

C. C. Finch, of Danville, was re-elected president in recognition of his efforts to revive interest in the association. W. E. Finch, also of Danville and a brother of the president, was re-elected secretary-treasurer.

Garland E. Moss, Chase City, was named vice-president. Four regional vice-presidents were named. They are: J. A. Mitchell, Richmond; J. H. Falwell, Roanoke; Marvin E. Renalds, Wood-

stock, and J. Lester Lauher, West Point.

Banquet Light

While the meeting improved in all other respects, the attendance at the banquet was down, with only about 100 in attendance for the dinner and floorshow presented by the George A. Hamid & Son, Cooke & Rose and Frank Melville agencies. A snowstorm which paralyzed traffic over the weekend might have been partially responsible.

New bylaws were adopted to replace the outmoded rules that had governed the organization for 36 years. An effort is being made to sign up every operating fair in the State and some progress is being made. To further strengthen the organization associate memberships are being offered to persons and firms in allied fields.

Altho the program was not particularly strong in speakers, the open forum generated considerable interest. The plentitude of questions made it necessary to carry that part of the program originally scheduled only for the morning over into the afternoon session.

OK Beauty Contest

The association voted to continue its joint effort with the Atlantic Rural Exposition, Richmond, in the staging of a beauty contest. The winner is chosen at the Richmond event from candidates who won preliminary contests at their respective county fairs. Inaugurated last year by J. Linwood Rice, ARE publicist, the event proved highly successful. It was ruled that only member fairs of the organization would be allowed to participate this year. Some 11 fairs participated last year.

Two carnival operators, James E. Strates, of the James E. Strates Shows, and Jack Wilson, of the Cetlin & Wilson Shows, predicted business for the coming year would be at least equal and perhaps be better than last year. Both admitted to better season grosses last year despite a large measure of bad weather. They reasoned that even if money does become somewhat tighter, the cheap amusements offered by carnival operations will continue to find favor.

The results of a survey conducted by the Atlantic Rural Exposition last year revealed some interesting results. The 650 persons questioned indicated that a desire to bring the children was a principal reason for attending the fair. Knowledge of the fair was best conveyed by the newspapers with radio and billboards rated next in importance.

FAIR ASSN. MEETINGS

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 8-9. Clyde E. Byrd, 2601 Howard, Little Rock, secretary-treasurer.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 19. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

Pa. Meet Draws Record Turnout; Banquet Packed

Paul Jacobs Elected to Succeed Howard Singmaster as President

READING, Pa., Jan. 30.—A record turnout of fair and show people poured into this city for the 42d annual meeting of the Pennsylvania State Association of County Fairs, which ended with the customary banquet and entertainment Thursday night (28) in the Abraham Lincoln Hotel. The 300 identification badges were gone early in the day, but delegates and those seeking to do busi-

ness kept drifting in up until banquet time. There were more than 600 at the banquet.

Thursday afternoon Paul D. Jacobs was elected president for 1954, and other officers were advanced one notch. John Bloom, of Ebsburg, was named first vice-president; Edward Clark, of Clearfield, second vice-president, and A. J. Richards, of Butler, third vice-president. Jacobs presided at the two lightly attended business meetings, in the absence of President H. M. Singmaster, of Allentown, who is in Florida.

Other officers elected are Charles Swoyer, of Reading, as secretary-treasurer, and the following members of the executive committee: Walter Parker, of Stoneboro; Harry Correll, of Bloomsburg; John Giles, of Reading; B. S. Swartz, of Carlisle; J. R. Hogentogler, of Clearfield; Harry Davis, of Gratz; Harry Shearer, of Indiana; R. W. Gammell, of Honesdale; Walter Good, of Johnstown; Ralph Bard, of Kutztown; Philip Farrer, of Mansfield; Dwight Hower, of Port Royal; H. D. Holcomb, of Troy; Joseph McGraw, of Washington, and new members Richard Eichelberger, of Bedford; R. B. Fasnacht, of Ephrata, and Clyde Kiess, of Hughesville.

One of Wednesday night's features was the showing of a promotional film by Eichelberger, which

(Continued on page 58)

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P.O. BOX 1553 SOUTH SIDE STATION
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ILL. EVENTS GET 924G STATE AID

White Succeeds Lee as President; Layman Named Veep, Hunter Secretary

By CHARLIE BYRNES

SPRINGFIELD, Ill., Jan. 30.—Illinois county fairs received a total of \$924,753.40 in State aid paid on claims for \$976,596.59 during 1953, it was announced at the 44th annual meeting of the Illinois Association of Agricultural Fairs here Sunday thru Tuesday (24-26) in the St. Nicholas Hotel. A total of 97 fairs were held during the year and all shared in the aid. The State paid \$133,978.41 to 80 fairs, which spent \$321,532.69 on permanent fairgrounds improvements.

Henry White, president of the Sandiwech (Ill.) Fair and former general manager of the Illinois State Fair, was elected president of the association, succeeding Clyde Lee, who had held the position for four terms. Wilbur Layman, Lincoln, was named vice-president, and Clifford C. Hunter was re-elected secretary-treasurer.

The business sessions drew good attendance on Monday but the following day many delegates stayed away due to icy roads that made traveling hazardous.

Auto Racing

President Lee presided over the sessions. Wayne Carter, Mazon, in an address on "Auto Racing," recommended the speed events as a good way of building up fair income. He related the successful experience the Mazon annual has had with the sport, a feature there for the past 29 years. A total of 40 million fans spent \$70 million in the U. S.

in 1952 to see the motor sport, he said, and suggested that more fairs investigate the possibility of holding one or more race events during their runs.

Strother Jones, new general manager of the State fair, spoke briefly, pledging support of all county fairs. Stillman Stanard, director of agriculture, gave a brief report of his department's activities, stressing compliance with rules and discussed the action of the department's inspectors.

Other speakers included Maurine Evans, who talked on youth activities; George B. Flint, Boyle Woolfolk Agency, who delivered an address on "The True Meaning of Fairs," H. T. Bennett, on bookkeeping, and Al Aherns, who described the services and functions of the U. S. Trotting Association. Others on the program included Loy L. Thread, T. D. Thackeray, Willis Wood and various panels.

Horsemen Meet

The first day of the meeting was devoted primarily to harness horse people, including meetings of the Illinois Breeders Futurity Association, Review Futurity As-

(Continued on page 58)

Neely Succeeds M. D. Corbin As Waco Mgr.

WACO, Tex., Jan. 30.—O. M. Neely, secretary of the Heart O' Texas Fair, has been named to succeed M. D. Corbin as vice-president and general manager. Corbin resigned to become president of a construction supply firm but will continue to serve on the fair's board of directors and the executive committee.

Neely, who has been a board member and secretary for the past three years, and served as general superintendent during the '53 event, assumes his new duties February 1. He is agriculture manager of the Waco Chamber of Commerce.

The fair board announced that it would spend an estimated \$164,000 on plant improvements this year. Included in the plans is installation of a heating and ventilating system in the new Coliseum, along with box seats and permanent rodeo chutes. The fair's fence line will be changed, parking areas expanded and the midway resurfaced.

The fair will bear more than half the cost of the new facilities and the McLennan County permanent improvement fund will provide the balance.

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New Loyal-Repensky Show Takes Shape

Buys Rogers Trailers; Duggan Has Promotion; Plan Tent Tour

SARASOTA, Fla., Jan. 30.—The Loyal-Repensky Circus will open its first tour of the United States in mid-February. It will play under canvas as a motorized unit with local auspices and promotion.

Giustino Loyal, owner-manager, recently brought his show here after a year-long tour of Central America, which began in Cuba and was capped by a nine-plane airlift which returned the show from Panama. Winter quarters have been opened here and building of the new show is underway.

Dub Duggan, owner of the original Hagan-Wallace Circus, returns to the business as promotional director of the Loyal-Repensky show. He has been off the road since selling his show to Frank Martin a year ago and during that time had operated a night club at Eustis, Fla. After Martin's show closed, Duggan repossessed an elephant and other stock and equipment. Operators of the Side Show on the circus will be Ward Hall and Harry Leonard, team which has had Side Shows on carnivals and circuses for the past several years.

No other staff appointments have been announced nor have the names of acts been told; however, the Loyal-Repensky Family's riding act will be featured and a flying act is reported among those signed.

Upon opening, the show will

use the 120-foot round top of special design which was used in Central America. It seats about 2,000 and provides for one ring. On order with U. S. Tent & Awning Company, Chicago, is a 110-foot round top with one 50 and two 45's. This is to be delivered early in the spring and the show will switch over to the new top and three ring operation about April 1, according to present plans.

All new tractors have been purchased and these will be combined with several semi-trailers which Loyal-Repensky bought from Rogers Bros. Circus. Equipment is being painted white and trimmed in red.

One elephant, a pony drill and several menage horses have been acquired. Other animals and stock are to be purchased. Promotion crews have started work. The Loyal-Repensky Family has been with Ringling-Barnum several times, including 1952.

The Loyal-Repensky Family has been with Ringling-Barnum, Polack, Orrin Davenport and other major shows in recent years. It also operated its own show in Puerto Rico some time prior to its recent Central American tour. Earlier generations also operated shows in Europe.

Hildebrand Date At Indianapolis Shows Increase

INDIANAPOLIS, Jan. 30.—The Knights of Columbus annual circus, produced by Hildebrand and Associates for a three-day run here last week, tabbed an attendance increase over last year. Show used the Manufacturers Building at the State Fair, where installation of portable grandstand upped the capacity. Frank Hildebrand's organization reportedly holds a contract covering the next three years.

Performance included La-Blonde Troupe, Ruby and Harry Haag's dogs, the Henrys, Antonetts, Billy Griffin, Linares, Four Nemedils, Capt. Eddy Mason's (Capell) Liberty horses, Rick Roy, Prince El Ki Gordo's wild animals, pony drills by Ralph Green, Bob Capell and Art Henry, the Jeffries, the Valentinos, Wang Hong Schu Troupe, Diavolo, Capell Bros.' elephants, the Langs and Leon de Rousseau.

George Golden had the concessions. Ralph Green, of Circus Associates, had pony ride and production equipment; Bob Capell, of Edgar B. Bucks Circus, had the props. Rigging was handled by Charles Hagar, of Circus Associates. H. C. (Billy) Sheets, of Circus Associates, was equestrian director.

KING BROS. BUYS 4 COLE ELEPHANTS

10-Horse Liberty Act, Trailers Included in Deal at Peru Quarters

PERU, Ind., Jan. 30.—Floyd King, co-owner of new King Bros. Circus, and Ira Watts, superintendent, bought animals and equipment from Cole Bros. Circus in a deal completed at the Cole show's winter quarters here, late Friday (22).

Involved in the purchase were four Cole Bros. elephants, a 10-horse Palomino Liberty act, two low-boy semi-trailers, and a large number of seats. Representing Cole Bros. were William Horstman and Vernon L. McReavy, both of Chicago.

The stock and equipment will be delivered to King Bros. upon completion of current winter engagements for Orrin Davenport.

King and Watts came here from Macon, Ga., where they and

co-owner Arnold Maley are putting together the new show. Maley said this week that quarters activity had stepped up, with Charlie Luckey in charge of chair and stake work.

Luckey is building two chariots for four abreast teams which will be used in hippodrome races. The races were described as another step in the show's plans to unveil a circus with traditional big top features.

Sweden's Berta Schreiber Dies At Age of 100

STOCKHOLM, Jan. 30.—The oldest member of the Schreiber Swedish circus dynasty, Berta Schreiber, died Wednesday (20) in Karlskoga. She was 100 years old.

Berta Schreiber was the mother of Baptista Schreiber, high-school horse rider. Baptista and her husband, ex-wire walker Chuy Mijares, are directors of the Circus Mijares Schreiber.

Thos. Snell, Clown, Dies at Indianapolis

INDIANAPOLIS, Jan. 30.—Thomas E. Snell, member of the Snell Brothers, clown duo, died at General Hospital here Saturday (23). He was here to play the Knights of Columbus circus. He had been in poor health for some time, having left Polack Bros. Eastern unit last fall to enter a hospital. He and brother returned to work during the holiday season.

Snell was 56 and had been an acrobat and clown in circuses and vaudeville since boyhood. Acts he was with earlier included Murry and Ward, Trick House, the Reckless Trio and the Larconians.

Surviving are a brother, Oscar J. Snell, with whom he performed; another brother in Los Angeles, and a sister in Trussville, Ala. Burial was at Shelbyville, Tenn.

Love Resignation Told

SARASOTA, Fla., Jan. 30.—Wallace R. Love, former auditor with Ringling-Barnum, said this week that his departure from the organization was by resignation. He said he submitted his resignation December 12, effective at once. This followed Arthur M. Concello's leaving his place as general manager.

Toledo Draws Fair Business

TOLEDO, Jan. 30.—The eighth annual Grotto Circus opened to what was described as the show's best starting night's attendance here Monday (25). By Thursday (28) the matinees were running a good 50 per cent ahead of last year, according to Riley W. Micham, chairman.

First matinee drew 1,200 in the 5,700-seat Sports Arena, and the night house was about half of capacity. Matinees were up to the half mark by Thursday. Tuesday and Wednesday night business was disappointing with each at the one-quarter mark. The Thursday night business topped the half-house level as weather cleared.

Acts in the show produced by Don Francisco include the Great Rasini, Ernie Wiswell, Roland Tiebor's Seals, Tim Holt and Kit Carson. Joe Basile has the band while John Manko handles props, Lew A. Ward produces clown numbers and Eddie Michaels is equestrian director.

DIANO TO AFRICA

New Beasts, Odd Humans Beckon

NEW YORK, Jan. 30.—Tony Diano left here Monday (26) by plane for Africa where he hopes to gather unique humans and animals for exhibition with his circus-menagerie presentation with the World of Mirth Shows this year.

Diano said he wanted, and had hopes of securing, members of the pygmy and giant tribes which live in Nairobi, Kenya, British West Africa. The giants reportedly are members of a group all of whom are seven feet or more tall.

As for animals, Diano will specifically look for gorillas, two more white rhinos, big snakes, zebras, ostriches and female giraffes. He wants the last named to breed with the male he already owns.

Diano will go first to Rome and then to Cypress, Israel, French Equatorial Africa and then Nairobi. At the latter spot he will join Carl Hartley, famed big game hunter. The trip will last about eight weeks.

Before leaving, Diano announced the signing of Milt Robbins to handle the front of the unit when it tours with the World of Mirth. Some of the details for the presentation were worked out here over the week-end when Diano met with Gerald Snellens, general representative of the World of Mirth.

Diano will have to spend about 10 days in Rome receiving the necessary shots before he can con-

tinue on to the big game country. He said he hopes to have all of the new stock acquired in Africa in this country in time to begin the tour with the World of Mirth.

Snellens, meanwhile, is busy offering the unique menagerie presentation in advertising tie-in deals.

Mills Signs Clowns, Girls for 15th Tour

CLEVELAND, Jan. 30.—Jack Mills, returned from a flying trip to England and Belgium Monday (25) and announced that between 25 and 30 English performers would be imported for Mills Bros. Circus this season. Jake Mills, co-owner, joined him in disclosing that the show would emphasize a birthday theme in recognition of its 15th anniversary tour.

Mills caught three circuses in London—Jack Hylton's, Tom Arnold's and Bertram Mills'—while in Brussels he saw the Cirque Royal.

Coco Jr., son of the name clown in England, will head the list of importations as producing clown. He was with the show last year. His brother, Sasha, also here last season, may make the 1954 junket. They are appearing at the show in Brussels.

Fifteen persons, including clowns and girls, were signed by Mills in London, and the others are being contracted by Geoffrey Taylor, manager of the Hylton show, who will return for his second season with Mills. The people will sail from Southampton March 4 and go to the show's winter quarters at Greenville, O.

Dickers for Acts
Mills was enthused with results of his trip and reported that he hoped to bring over several feature acts which he witnessed. Details are being negotiated now with those acts, he said. Among the clowns already signed are Al Ray, who was here last season, and Geoff (Dewbury) Hinchcliffe, dwarf with the show in 1952.

The Millses' enthusiasm as 1954 plans developed has extended to the booking picture, with Jack reporting work well ahead of last year.

The brothers announced that the annual banquet for fans and

Odyson Owner Makes Buying Trip in States

PENNINGTON, B. C., Jan. 30.—A. J. Ody, owner-manager of the Odyson Circus, left winter quarters here Wednesday (27) on a buying tour that will take him to Los Angeles, Oklahoma City, Chicago and New York. The circus will open its second season with a one-day stand here April 12.

The 1953 tour began poorly, he said, and the show went steadily into the red until July, when the tide turned and the outfit was a money-maker until its September closing. Ody, former manager and still owner of the Leader Shows of Canada, a carnival, had a wild life show earlier and began show business as a stage performer 30 years ago.

At winter quarters a crew is preparing the 14 trucks and semis. A new front and trailer is being built for a walk-thru, which will feature a mermaid and replace the Side Show. Show carries its own light plant and will again use a 60 by 200 top. Capacity is upward of 2,000 and three rings will be used. Scale will be 75 cents, \$1.50 and \$1.75, the latter for reserves.

Ody said he expected to buy animals and book acts during his trip. He plans a menagerie containing two elephants, a camel, monkeys, and three cats. The performance is expected to include 12 acts. A. K. McMartin will handle press at Coast stands in May.

Jacobs Cat Goes Free at Hugo WQ

HUGO, Okla., Jan. 30.—One of Terrell Jacobs' lions, Caesar, escaped from a shifting cage and was at liberty for an hour at the winter quarters of the A. G. Kelly & Miller Bros. Circus here Tuesday (26). It was relocated under a truck and placed again in a shifting cage. About 50 men had been searching a nearby wooded area for the cat.

Jacobs, whose animal acts will be featured with Kelly-Miller this season, recently returned from the East, where he made a Frank Wirth Shrine date and other spots. His baby elephant, worked by Fred Logan, appeared on the "Big Top" TV show during the trip.

Beers-Barnes Acts Make Winter Date

MIAMI, Jan. 30.—Acts from the Beers-Barnes Circus made a sponsored date at Bartow, Fla., January 16. Included were Charles Beers, seal and chimp acts; Lois Barnes, elephant turn, and Tex Lawton.

Plans for next season lead off with the contracting of artist and fan Glen Tracey for new art work. David C. Hoover has added a lion to his trio and will have the act on the Beers-Barnes show again in 1954.

Members of the Beers and Barnes families will go to Valdosta, Ga., in March. Most of the show equipment is stored there and they will ready it for the coming tour.

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Emil Pallenberg Retires; Worked Bears 45 Years

SARASOTA, Fla., Jan. 30.—Emil Pallenberg, one of the deans of animal trainers in this country, has announced that he is retiring. His bear act has been well known throuout the circus world for more than 45 years, and it was he who originated many of the tricks that have become standard for bear acts.

Pallenberg's first professional appearance was at the Apollo at Hamburg, Germany, in 1908. His final engagement, he said, was the week of September 19, at South Paris, Me., played for Al Martin.

Mrs. Catherine Pallenberg, his wife, retired five years ago and they now are active in golfing, fishing and boating near Sarasota. Pallenberg owns his own boat. Until the death of Mrs. Charles Ringling, the Pallenbergs were regular visitors at her home near their own.

Pallenberg's Bears came to this country about 30 years ago. For 12 consecutive seasons they were with Barnum & Bailey and Ringling-Barnum circuses and they also made three other seasons with Ringling-Barnum.

The Pallenbergs' son, Emil Jr., also has had a bear act and now is reported to be resuming its operation in Texas.

Hot Springs Elks See Good Business For Stoltz Circus

HOT SPRINGS, Jan. 30.—Third annual Elks Circus will be at the Armory here February 5, under direction of L. F. Stoltz, and advance sales already have assured success of the shows, according to the auspices. It will launch Stoltz' season.

Performance is to include the Edgar B. Bucks elephants; Capell Liberty horses, ponies, dogs; La-Roma Duo, web; Cloyd Harrison Duo, bikes; Billy Irwin, the Hodgsons, Jordans, Pettys, and others.

All seats at the building will be general admission and the tickets sell for 60 and 75 cents, including taxes.

Neb. State Fair

Continued from page 45

running fair in the eight years I have been secretary."

Cites Growth

In reviewing the fair's operation, Schultz said the dairy show was the largest in more than 25 years, the poultry show set an all-time record with 2,300 exhibits, the hog show surpassed all expectations, the women's department showed continued expansion that suggests the need for more space, and that the farm products exhibits were the largest in many years.

At its annual reorganization meeting here this week, the fair's board of managers authorized the construction of a new poultry building to cost between \$50,000 and \$60,000.

At the annual meeting all officers were re-elected. Besides Schultz they are Henry F. Brandt Sr., Beatrice, president; Ed Bauman, West Point, first vice-president; Charles Warner, Waverly, second vice-president; E. S. Schiefelbein, Wahoo, treasurer, and Clare Clement, Ord; Fred Rehmeier, Weeping Water; Alvin Olson, York, and Irving McArdle, Elk City, members of the board of managers.

5- PHONEMEN-5

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Under the Marquee

Art Concello was en route to Detroit Saturday (30). . . . John Ringling North was in Chicago Friday (29) on his way from Rochester, Minn., to Sarasota.

H. Edward Knoblauch, new member of the Ringling-Barnum press staff, and Justus Edwards, director of publicity for Polack Bros., are long-time friends, since they were on the same newspaper in Peoria, Ill.

Tommy Comstock is to have his electric organ and air calliope with the Bailey-Cristiani show. . . . Arthur Sturmak has been in the South contacting showmen with a proposition for handling advance promotions. . . . Neal Walters, of the Neal Walters Poster Corporation, Eureka Springs, Ark., just returned from a tour of quarters in the Southeast. . . . Jorgen Christiansen is jumping from Enid, Okla., to his Fulton, Ind., home prior to making the Minneapolis Shrine date.

Page's Circus, in South Africa, is using a 95 with one 40 and plans to add two more maddles. Show added a male African elephant and it has five camels. Dennis Wood works the elephant and Ringmaster Willie Coetzee works three lions. Wilma Wilkie, English show owner, visited recently. . . . Lidner Brothers, acrobats, joined Percy Meacham Circus in Africa. . . . The Busch Berlin Circus is in the Federated Malay States and recently played Singapore.

C. E. Duple authored a letter published by The Chicago Tribune last week, noting that railroad costs have cut the number of rail shows. . . . Capt. Enrique DeMell (Mel Henry) left recently for Ponce, Puerto Rico, to ready for opening of the Gran Circo Americano in March.

George Fawver, circus musician, and Roy Wood, who were playing a club date, visited the Brownie Silverlake family at their hunting lodge near Medora, Ind. . . . Press man Harry Cipman is in Los Angeles and figures on going on the road this spring as usual. . . . Eddie Dullum, Beatty producing clown, reports he'll be with that show again in 1954. He appeared in several of the scenes made for the new Beatty movie.

Ray Smith, Ringling special press rep, has been in a Los Angeles hospital. . . . L. F. Stoltz again will have the Hot Springs indoor date and has contracted the Edgar B. Bucks elephants and horses. . . . Robert D. Good, Allentown, Pa., former trouper, reports that he has acquired four photo albums from Fred and Ella Bradna, Sarasota. . . . Frank Davis, who was with Mugivan and Powers in the early days, is promoting his string of annual dances in Iowa, including Cedar Rapids.

Ray Brison will be back with Hagen Bros. this spring. For the winter he has been working kids' parties with clown juggling and magic. He and his wife celebrated their wedding anniversary recently with a dinner attended by the family and several circus fans. Brison reports that Ed Hale, former circus agent, is up and around again, and that Ed Davinson, who began with Teets Bros. and spent 25 years with Sam

Gooding Atom

Continued from page 45

two cab-over trucks and 34-foot trailers. The exhibit automobiles, five with each unit, will be moved by automobile truck carriers. Besides the five cars, each unit will house 10 mannequins taken from the bomb testing grounds. The dummies will be in their original positions in various states of damage, showing the effects of the blast.

Beside each car will be a large blow-up on an easel, of the official government damage report to the particular car. There will also be shown many seven-foot panel blow-ups of government photos of the A-bomb tests and the effects on buildings with mannequin occupants.

The Arthur firm has displayed eight of the bombed cars and several other items at the Steel Pier in Atlantic City, since last September, with good results. Arthur said the Steel Pier show will continue on at that location thru the coming season.

Dock, now is living in Edenville, Pa.

Ralph E. Green and H. C. (Billy) Sheets, of Circus Associates, Springfield, O., spent the week of January 11 in Indianapolis during the presentation of Heldebrand's Knights of Columbus Circus. Circus Associates furnished a pony ride, rigging, lighting and sound equipment. Sheets acted as equestrian director and announcer and Charles Hagar was head rigger. Earl Carline, Circus Associates ringstock hand, who was the victim of a drunken driver New Year's Eve, has been released from the Springfield General Hospital. Rick Roy, aerial performer, who has been suffering from a liver condition, was able to fulfill his recent Indianapolis K. of C. contract. Blondie La Blonde has been ill at his home in Springfield.

Date and Lois Madden are concluding their fourth season of club dates at Wichita, Kan., where they have been engaged four nights weekly at the Blue Moon Pavilion, under auspices of the Moose.

Evansville Bull

Continued from page 46

due to a badly damaged bladder and other abdominal wounds. Weights were placed on the zoo man's broken pelvis, but physicians had not been able to reduce the fractures.

The elephant had been handled by McGraw since babyhood, and at one time had been considered tame enough to be taken outside the cage and be ridden by children. In recent years, when the elephant was considered increasingly dangerous, only McGraw and the animal's regular attendant, Fred Marks, ventured into the cage.

Owing to McGraw's condition few details of the attack could be learned. He did tell his wife, however, that Kay "put her weight on me," and also said the animal butted him with her head. Park Board President H. Kilburn Rogers also quoted McGraw as saying, "I slipped and fell. Kay was startled. Se picked me up and threw me against the wall." McGraw had gone to the zoo early to care for Kay in the absence of Marks, who had been ill. Attendants found him, his face bloody, in a corner of the cage about 8 a.m. He apparently had been injured within the half hour before their arrival because two zoo attendants had left the animal house to make their rounds at 7:30 before the arrival of McGraw.

Karl Kae Knecht, Evansville Courier cartoonist, who was responsible for bringing the animal to the zoo and for whom Kay was named, said the park board should not be hasty in deciding what to do with the elephant. Rogers said the park board has tentatively decided against destroying the animal.

Show Team-Up

Continued from page 47

the CNE would be available for use on the A circuit.

Hiram E. McCullum general manager of the CNE, who with Arthur was an invited guest at the circuit meeting here, told delegates that the CNE was interested in promoting Canada and was willing to help farmmen. Services of the CNE staff would be available to estimate costs and to give assistance wherever possible, McCullum said.

CNE grandstand shows are king-sized, with as many as 60 girls and 30 boys, but a scaled-down show for Western Canada could be built around 30 selected from the CNE, it was pointed out.

Until two years ago the CNE show was a made-in-America production. With rare exceptions, grandstand shows for the A circuit have always been contracted thru U. S. booking offices. At its meeting last week, the A circuit closed with Ernie Young, Chicago booker, to present the grandstand show at its '54 fairs.

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3- PHONEMEN-3

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PRELL AWARDED BLOOMSBURG, PA.

Action Continues Light at Eastern Meetings With Fewer Shows Repped

READING, Pa., Jan. 30.—Prell's Broadway Shows walked away with the midway contract for the 1954 Bloomsburg Fair, the choicest spot sought competitively at the annual meeting of the Pennsylvania Fairs Association meeting here this week.

The contract had been held for the past three years by the King Reid Shows and the King was anxious to return for a fourth visit. Altho there appeared to be some dalliance leading to the actual signing, the rumored acquisition of the event by Prell at the outdoor conventions in Chicago last November were borne out.

The spot, which has had to play truck shows for the past several years because of its last week in

September dates, is one of the top four events in the State. The gross is estimated to be worth between \$40,000-\$50,000 and the contract is bought flat. The cost of the pact is said to range between \$10,000-\$15,000.

Details Worked Out

Prell will likely have to do some manipulating since he has the Rocky Mount (N. C.) Fair set for the same period. However, these details had been worked out in advance and Owner Sam E. and his son, Joe, had the situation well in hand.

With the acquisition of Bloomsburg the Prell route becomes formidable. Nazareth, Butler and Carlisle are other dates reported set for the Prell organization.

The big three dates, York, Allentown and Reading, are held by the James E. Strates, World of Mirth and Cetlin & Wilson Shows. Lloyd Serfass, of the Penn Premier Shows, had previously announced that his show held contracts for the Myersdale, Huntingdon and Port Royal events.

Attendance Light

Attendance of carnival personnel here as at other Eastern fair meetings was unusually light. The absence of the Metropolitan Shows, long a formidable operation in the East, and the O. C. Buck-Model Shows, a second railroader, left a gap in the lobby-room maneuvering. The Penn Premier Shows, heavily represented here always in the past left the entertaining chores to Buster Westbrook.

Once again considerable signing of contracts had taken place well in advance of the meeting. Accordingly, less action than at any time in the recent past was encountered.

NEW NSA CLOCK LOWERS BOOM ON NIGHT OWLS

NEW YORK, Jan. 30.—If any National Showmen's Association night owls intend to push their card games into the wee hours, they'll have to use luminous playing cards in the future. Executive Secretary Ethel Weinberg put her foot down last week and had a time clock installed. From now on, every bit of electricity in the clubrooms will cut off automatically at 2:30 a.m., except for special club events. Enforcing the deadline will be up to the house committee of Harry Rosen, Ethel said, "in case anybody gets smart ideas about using candles."

Gruberg Inks Lewis to Guide Bazaar Units

RICHMOND, Va., Jan. 30.—Willie Lewis has joined Max Gruberg to operate bazaar units in and around New York. Lewis has been active in the carnival business for 35 years, serving as a legal adjuster with a number of Eastern units for the past 15. Gruberg, also long experienced in the carnival business, now operates the Standard Kiddie Ride Manufacturing Company, Long Island. Lewis, in making the announcement here at the annual meeting of the Virginia Association of Fairs, said that he hoped to have as many as five units operating at the height of the season. Lewis will do the actual managing, while Gruberg continues to devote most of his time to the manufacturing end of the business.

Buck-Model Skeds East-West Territory

Show Again Cards New York Dates; Operating Personnel Is Announced

RICHMOND, Va., Jan. 30.—The route pattern of the O. C. Buck-Model Shows became apparent this week with the announcement that the fairs at Gouverneur, Elmira and Bath, N. Y., had been set for 1954.

For a time, and due to the intensive booking efforts of show execs, it appeared as tho the organization would by-pass familiar Northeastern territory in favor of a Middle West-Southern route. However, the booking hopes along these lines failed to materialize to the point where the switch could be made.

David B. Endy, general manager, said the show would work West from the East, pointing for its Fourth of July date at the Anderson (Ind.) Fair. Dates along the Great Lakes will likely bring the show back to New York to start its Eastern fairs at Gouverneur.

Labor Day Set

After New York, the show will make a Labor Day date at Alexandria, Va. The new event will be titled the Washington-Virginia Northern District Fair.

In the South, the show has the Fair-A-Ganza at Atlanta; Athens, Ga.; Union, S. C., and Salisbury, N. C. The last named is also a new spot, being promoted by the Junior Chamber of Commerce on new grounds.

The show will open its still-date season in the East. Present plans call for a somewhat curtailed operation with the expensive, non-profit units per capita, dropped until the show is ready to go into its fairs.

This does not reflect a pessimis-

tic outlook, Endy said, but rather an attempt to solve some of the usual economic perplexities encountered at still date operations.

Oscar C. Buck, president, and Endy announced the following staff: William Cowan, business manager; James Quinn, general agent; Roy Peugh, publicity; Nick Stepe, secretary-treasurer; Eddie McTeague, lot superintendent; John Dempsey, general superintendent; James Zabriskie, Diesel electrician; William Beldoc, ride superintendent; Johnnie Brooks, trainmaster; Victor Palmer, billposter; Joe Marschino Jr., mail and The Billboard; Bill Smith, night watchman; Ted Williams, cookhouse; Sidney Goodwalt, popcorn, glass pitches; Mrs. David Endy, custard; Joe Marschino, French fry; Whitey Sutton, Side Show.

Blue Grass Doing Well In Florida

MULBERRY, Fla., Jan. 30.—C. C. (Specs) Groscurth's Blue Grass Shows hit Florida for the first time two weeks ago, and have been doing well after a slow start at Dade City.

Harry Wilson, of Vivona Bros.' Shows, handling four spots for Groscurth prior to Vivona's March 29 opening in Sumter, S. C., got the Phosphate Fair here off to a flying start Monday night (25) with ladies' night fireworks. The sponsoring American Legion committee called it their biggest opening night.

Also slated by Wilson were "Miss Phosphate" eliminations on Tuesday (26), kids' matinee and fireworks on Wednesday, Miss Phosphate finals on Thursday, baby giveaway last night, and another kids' day today. A parade was held on Wednesday and a band concert at the main gates this afternoon. Tomorrow the show moves to Brevard County Fair in Titusville, also promoted by Wilson.

Dade City Okay

The Florida invasion opened January 11 at the Dade City Fair which opened poorly but picked up nicely. The four-day event paid off well for all, with midway featuring 17 rides, 10 shows and Kayletta high act. Everything was up and ready to go by Sunday night (17) at Sarasota for another satisfactory week.

Highlight of the week at Sarasota was the first jamboree of the year for the Tampa Showmen's Association, at which \$700 was raised due to the efforts of Groscurth, Ed Glosser, Harry Rubin, Joe San Fantello and many others.

I. T. Units Open Season April 9, 16

NEW YORK, Jan. 30.—I. T. Shows will take to the road in April with its usual two units, general manager Phil Isser says. Two new kiddie rides will supplement the five that the show carried last year.

The No. 1 unit, consisting of only rides and concessions, will play the metropolitan area beginning April 16. It will be headed by Is Trebish, with Al Howard as assistant manager.

Isser will head the No. 2 unit which plays Long Island still dates beginning April 9 and which carries shows. Morris Brown will manage the concessions.

The two units will combine for the fair season. So far the list of fair dates includes Middletown, N. Y.; Morris County in Troy Hills, N. J.; Flemington, N. J.; Bridgeton, N. J.; Danbury, Conn., and Mincola, N. Y.

Ben Martin Sells Show to Frank Babcock

LOS ANGELES, Jan. 30.—Frank W. Babcock owner of Frank W. Babcock's United Show, this week purchased the Martin United Shows from its owners, Dolly and Ben Martin. The equipment will be merged with that of the Babcock organization with some rides to be moved immediately to Indio where the show plays the Riverside County Fair and National Date Festival for six days, starting February 17.

Babcock said the deal included all of the Martin equipment as well as good will. There were five major and four kid rides inventoried along with industrial show booths, concessions, transformer equipment and light towers. No price was disclosed.

With the acquisition of the Martin show, Babcock will book industrial shows. Among the dates booked by the Martins to be played under the Babcock banner will be the Camellia Festival in nearby Temple City.

Colorful Career

Purchase of the Martin show brings to a close a colorful career in local show annals. The Martins have 40-miled for years and during the past eight or 10 have operated in this section thruout the year.

Babcock recently signed a three-year contract to play the Indio event and the Southern California Exposition and San Diego County Fair Combined in Del Mar. The owner is a veteran operator, having had his own show in the Northwest before disposing of it to enter the hotel operating field. Several years ago he reorganized his show here and later merged with that of the Ferris Greater Shows. The combined shows will be managed by Larry Ferris with whom Babcock has been associated since the merger.

Prell Skeds 14 Annuals In 6 States

RICHMOND, Va., Jan. 30.—Joe Prell, general representative of the Prell's Broadway Shows, announced 14 fair dates for his organization here this week.

Excluding winter dates, the show will route thru six States. The dates, Prell said, will likely give the show its best season in several years.

Beginning in Harrington, Del., the show will journey to Nazareth, Butler and Carlisle, Pa.; Cumberland, Md.; Fredericksburg, Va.; Washington, Goldsboro, Mount Airy and Rocky Mount N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va., and the Columbia (S. C.) Colored Fair.

THINKING OUT LOUD

Wilcox Notes Need For Aid by Fairs

RICHMOND, Va., Jan. 30.—It will take the co-operation of fair authorities this year to help carnivals over some of the rough spots that they are likely to encounter, Shan Wilcox said here this week while attending the annual meeting of the Virginia Association of Fairs.

The successful owner-operator of the shows bearing his name, now on the last leg of his booking maneuvers, reported success in a number of instances. This was taken as an indication that many fair managers, aware of the elemental economies involved, were prepared to recognize the need for co-operative effort.

Wilcox reported that lower percentages were offered and accepted in some cases and that deposit monies were cut considerably as the need was explained and recognized.

Need Analyzed

In the matter of deposits, Wilcox pointed out that big money belonging to carnivals was often held by fairs which actually didn't need it while the show did, especially if it ran into a spell of bad weather in the spring. He also noted that he had played any

number of spots for many years and that his reputation was a better guarantee of his shows' appearance than the money placed on deposit.

Wilcox also expressed the hope that the federal excise taxes would be cut, at least in part. The additional money that a show could keep as a result would make it possible to build and invest in better attractions, he said. The latter are needed now to stimulate public interest and to force spending at a time when money is known to be somewhat tighter.

While the start of the season is still some months off and crystal gazing at this time might be somewhat premature, the general observations made by Wilcox reflect the views of a number of show owners. Many registered declines last year and a continuation of this could lead to serious results. Accordingly, efforts must be made now to guard against possibilities.

New Nassau Fair Signs Bill Moore

MIAMI, Jan. 30.—William Moore was awarded the contract to furnish midway amusements at the Nassau-Bahamas Fair in Nassau, B. W. I., February 22-27. Moore flew to Nassau last Monday (25) to complete arrangements.

The fair, a revival, will be the first held in about 14 years. At the last event the Duke and Duchess of Windsor participated in the opening ceremonies. Officials will extend an invitation to Queen Elizabeth to attend.

The old plant has been refurbished at a cost of \$17,000. While in Nassau, Moore made an inspec-

Ross Manning Corrals Strong Route of Fairs

RICHMOND, Va., Jan. 30.—Ross Manning, owner-operator of the shows bearing his name, this week announced the signing of 14 fairs. The route is confined to Virginia and North and South Carolina. Final booking arrangements were made here at the annual meeting of the State Association of Fairs.

Manning's annuals, in the order to be played, are: Martinsville, Va.; Leaksville, N. C.; Manasses, Lauray, Woodstock, Christiansburg and Emporia, Va.; Madison and Statesville, N. C.; Laurens, S. C.; Cherokee, N. C.; Kingstree, N. C. Trenton, N. C., and the Georgia Colored State Fair, Savannah.

Manning, who only last year gave up Northern fair territory in favor of Dixie, labled the route the strongest ever set for his show. Patterned after the route he held last year when he corraled one of his best seasons in recent years, Manning opined that the tour coming up should be equally profitable.

tion of the grounds and tentatively set up the layout for the attractions.

Moore, concession manager of the Cetlin & Wilson Shows, owns considerable ride equipment himself. It is probable that this equipment will be supplemented.

All equipment will leave here by boat on February 19 and is scheduled to arrive in Nassau the next day. The return trip is scheduled for March 3.

A number of show persons wintering in the Miami area are expected to accompany Moore to Nassau.

R. C. McCarter Joins Gem City

SPRINGFIELD, Ill., Jan. 30.—R. C. McCarter, veteran general agent, has joined Gem City Shows in that capacity, Tom Hickey, org's owner, announced. McCarter was for years with Cetlin & Wilson Shows and for a short time last fall was with the Cavalcade of Amusements. According to Hickey, McCarter will go ahead of the show this year to handle an expanded promotion program.

Midway Confab

Mrs. Harold Wetherbee, dancer known as Anna Lee when she and her husband had the Girl Show on the Mighty Hoosier State Shows last summer, is currently at the El Morocco Club, New Orleans, where she is billed as Julianne. The Wetherbees report they will leave early in February for Hollywood where Mrs. Wetherbee has commitments to appear in a picture based on New Orleans night life. Flicker is to be produced by Rebel Pictures, Inc.

Ronda Rondell was guest of honor at a recent Miami party when she left for some New Orleans dates. Hostesses were Cleo Renee and Freda Fred. High point of the evening was the presentation to Miss Rondell of a spinet piano for her house trailer.



JOHN LASH is shown getting some sunshine outside the Miami Showmen's Association home. Lash, a well-known concession operator and business manager in Miami during the winter, does some booking in Florida and operates in parks during the summer.

Illinois Fair Meeting Notes: Jack Moore, owner-manager of Moore's Modern Shows, left the meeting early when he was informed by phone that thieves had broken into the shows' winter quarters and taken several thousand feet of cable. . . . Esther Speroni was unable to attend the confab due to illness.

Bill Tatham, owner of the show bearing his name, reported Mrs. Tatham was well on the road to recovery from injuries received in an odd accident. While watching some fishermen cast at Ruskin, Fla., she was struck by a lure and a fish hook lodged in her skull. It took two specialists to remove the hook.

C. A. (Curley) Vernon, owner of United Exposition Shows, is currently wintering in Chicago where he is handling bookings for the summer season around the Windy City. . . . John Francis infers he will take out his kid rides around April 1 this year for a round of picnic dates.

Marie and Ted Levitt left their home in Santa Clara, Calif., Wednesday (27) for New York on a three-week combined business and pleasure trip. It will be the first trip there for Levitts in 15 years and they are looking forward to a nice time visiting friends and relatives. Levitt represents the Gold Coast Shows owned by William Meyer.

Dave Picard, general agent for the Ray Williams Shows, was in Detroit visiting with friends before returning to the South for the balance of the winter.

Morris Robison, former concession op, now the owner of trotting horses, has returned from the West Coast to get his horses in shape for the circuits. . . . Al Rosenfield, concessionaire with the Farley Shows, is in Detroit for a short visit, coming in from the West Coast. . . . Tommy (Paddles) Reisner is now operating an indoor shooting gallery concession in Flint, Mich.

Returning from the Class A circuit of fairs meeting at Winnipeg, Mr. and Mrs. Lusk and their daughter, Connie, escaped death when their car was demolished



BEN GLASS, chairman of the Miami Showmen's Association house committee, has a big job to do, worrying about matters that concern operation of the new clubhouse.

after it skidded off an icy pavement near Kansas City, Mo., recently. Lusk suffered chest and head injuries, while Mrs. Lusk sustained broken ribs and a wrenched back. Connie received a broken hip, broken vertebra and cuts. The Lucks, who were taken to the Bethany (Mo.) Hospital, will remain there until their son-in-law, Paul S. Ward, arranges to have them moved to their home in Dallas.

Jack Rodgers, pianist and organist and former talker and clown, returned to his Washington home after closing winter dates at the cocktail lounge of the North Hotel, Augusta, Me., recently. Entertained at a homecoming party given by Rodgers and his wife were Charles Hunter Jr., Mrs. Irene Bonivitch, Mrs. Clara Cunningham, Mrs. Mary F'liott, Sis Chang Lee and Mr. and Mrs. Floyd Woolsey. . . . Milo Hartman and his wife, Emma, will again appear with Jimmie Woods on the Pan American Amusement org this season.

Hall & Leonard Side Show has joined the Loyal-Repensky Circus which is scheduled to open in Florida early in February. Diane Searls will be the annex attraction for the sixth year.

Out-of-town visitors to the NSA last week included Ross Manning and Harry Agne. Vice-President John Weisman reported at the January 27 meeting that several \$5 tickets have already been snapped up for the "Connecticut Night" St. Patrick's Day party. The Connecticut Boys are supplying the fixings free, and tickets will buy all you can eat and drink. Secretary Ethel Weinberg notes: Winner of the inaugural \$100 drawing was a Ladies Auxiliary member, Jean Grey Torres. This is planned to be a weekly feature at the club.

Mr. and Mrs. J. W. Conklin, off on a 75-day trip abroad, spent Wednesday (27) at the home of Joe and Maggie McKee before leaving. Also present were Max and Jane Tubis.



CHARLES SCHWACHA, who operates hats and novelties concessions at several leading fairs, is caretaker of the MSA clubhouse in Miami during the cold season.

Phil Isser and Gerald Snellens, representing I. T. Shows and World of Mirth at the Pennsylvania fair meeting in Reading, were among the many who clustered around TV sets to watch the Moore-Maxim battle. Then they started a battle of their own, putting on a 10-hour gin rummy marathon that ended at 9 a.m. Isser took no chances on the fight, picking both fighters in wagers with his concession manager, Morris Brown.

Sam Prell attended the final night of the Pennsylvania session, holding open house for fair men and other friends, then he scooted back down to Florida. "Too cold, too cold," he said.

Birthday babies of the National Showmen's Association this week were, January 25, Julius Pariser and Joseph Schiavo; 26, Sam Burgdorf and Martin Golden; 27, Robert K. Christenberry and Harry Kahn; 28, Mack Kassow; 29, David White; 30, Abraham Ellis, Joseph Goodman, Ted Stillman and Jack Zupan.

George Harr, veteran outdoor agent, is confined in Vaughn Memorial Hospital, Selma, Ala. The cause of his illness is not known and he is receiving blood transfusions to strengthen him for further examination. . . . Bob Lewis is back in the Veterans' Hospital at St. Louis after a short visit to Michigan where he cut up jackies with Charles H. Lee, Roscoe Wade, Bobb Russell and Tommy Paddles.

Daniel H. O'Connell and his wife, Florence, formerly of the King Reid Shows, have been

(Continued on page 58)

World of Mirth SHOWS On Earth

Want for their usual route beginning at the same time and encompassing the same territory, including the nation's finest route of fairs:

A Side Show that will be in keeping with the high standards of this Show and be able to hold its own with the outstanding features already contracted. Walter Wauus and George Vogstadt, please answer.

Have complete equipment for a Monkey Show. Earl Chambers, please answer regarding our conversation in Florence.

FOR SALE: First-class Riding Equipment being disposed of to make room for new features and including a Little Dipper, C-Cruise, Hi-Ball and Roll-o-Plane. This equipment is available for inspection. Careful consideration to any reasonable offer. Address all replies to:

FRANK BERGEN, General Manager
WORLD OF MIRTH SHOWS
William Byrd Hotel, Richmond, Va.



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SEASON 1954 - - - WANTS - - - SEASON 1954

Can place for 1954 season, including Orlando's Big Fair, Feb. 22 to Feb. 27. SIDE SHOW with or without own outfit. Can furnish outfit complete with exception of Banners. Will furnish Wagons for same. Will book large Snake Show, no GEEK; will furnish Wagon for same. Will book any new and novel ATTRACTION; nothing is too large or elaborate; will furnish Wagon Front, Wagons and outfit for same. Will book for Orlando and entire 1954 season, including the best State Fairs and Fair dates in the East, Cookhouse capable of handling a show of this size and caliber, or will furnish complete Cookhouse to reliable party who can manage and finance same. Will book for Orlando, Fla., Fair, Shows and Major Rides that do not conflict. Will book independent Concessions for this date. Open Midway. Concessions must work for stock exclusively. Can place for 1954 season, Train Help, Ride Help and useful people in all departments. Write, but don't come in until notified. Can use good Search Light Operator who can take care of three lights and keep them going. **HAVE A ROUTE OF STILL DATES AND FAIRS UNSURPASSED BY ANY OTHER ORGANIZATION.** All communications treated in strictest confidence. Address all communications to

James E. Strates, Gen. Mgr. and Pres., or Dick O'Brien, Mgr.
JAMES E. STRATES SHOWS, INC. Winterquarters, Orlando, Fla.

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Now Booking for *Shows* the 1954 Season

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SHOWS: Side Show with own equipment or will furnish 20x120 ft. top, 140 ft. banner line for same. Minstrel Show, must have not less than twelve (12) people, including band. Willie Jones, get in touch. Girl Shows with own equipment or will furnish tops and fronts for same. Hedy Jo Starr, get in touch. Wild Life, Unborn, Fun House or any Crind Shows of merit. Lisa Del Mar, get in touch. Duffy, get in touch. RIDES: Want to book for the entire season Octopus, Spitfire, Rollaplane, Rollcoaster or any flat ride not conflicting with what we have. Bruno Zucchini, get in touch. Live Pony Ride, one or two Kiddie Rides. HELP: Want Foremen for twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl; Second Men on all rides, prefer semi drivers. Want Man to handle front gate, sell tickets and take out sound truck. Want Show Builder, one who knows how to design and build fronts on semi trailers. Want Diesel Electrician for CM Diesels, must know your business. William Carter, get in touch. Want Mechanic with tools for fleet of late model Chevrolet trucks. Want Scenic Artist for the season. Dick Mahon, get in touch. CONCESSIONS: Popcorn, Candy Apples, Floss, Sno Cone, Novelties, Jewelry, High Striker, Age & Weight, Photos, Long Range, Short Range, Glass Pitch, Hanky Panks of all kinds. Will sell ex on two Mitt Camps. Have good opening for Buckets, Nails, Swinger, Frank Aschy and Al Hermann, get in touch. Want capable Manager for the season for large up to date Bingo. Want Countermen for Bingo. Want Man and Wife capable of handling up to date Cookhouse; must know how to cater to show people. References required. Want Billposter with car or truck that knows how and will put out and paste paper.

Replies to H. B. ROSEN, Interstate Shows, P. O. Box 1891, Albany, Georgia

DAN-LOUIS SHOWS

OPENING MAY, 1954

WANT—CONCESSIONS FOR FULL SEASON OF GOOD FAIRS AND CELEBRATIONS.

14 FAIRS 2 CELEBRATIONS 14 FAIRS

Bingo, Glass Pitch, Cook House or Crab (must be clean), Photo, Ball Games, Pitch-Till-Win, Penny Pitch, Hi-Striker, Age and Weight, Cork Gallery, Fish Pond, Duck Pond, Balloon Dart, Bumper, Slum Spindle, Coke Bottle, P.C. Games if you have Stock Concessions to go with them.

FAIRS	CELEBRATIONS
Petersburg, Ind., County Fair	New Albany, Ind., 4-H Club
Oakland City, Ind., County Fair	Hardinsburg, Ky.
Salem, Ind., County Fair	Brandenburg, Ky.
Madison, Ind., 4-H Club	Calhoun, Ky.
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WE WANT RIDE MEN for 14 Rides who can drive good trucks and take care of same. Especially want 2 Wheel Men who are worth \$100.00 per week each.

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The Show With The Proud Reputation

OPEN IN EARLY APRIL—7 SOUTHERN FAIRS BOOKED SO FAR

WANT—Exclusive on Frozen Custard, Long and Short Range Gallery, English Mitt Camp (Positively no Gypsies), Photos, Cotton Candy, Novelties, Age & Scales. All Hanky Pank; open. WANT—Girl Show Manager for one or two Shows, we have complete outfits; 10-in-1 (Frank Allen, answer), Snake Show, Wild Life, Monkey, Pony Ride, Unborn or any good platform Show of merit. (Jack Chiccarelli, answer, important.) Roll-o-Plane for sale cheap. Winter Quarters now open. All our old Ride Help come on in. All mail and wires to

WM. C. (BILL) MURRAY
SUFFOLK, VIRGINIA
P. O. BOX 461

Club Activities

Miami Showmen's Association

1799 N. W. 28th Street
Miami, Fla.

The first big party was held in the clubrooms the night of January 23, with more than 500 persons in attendance. Eddie Greene's band has been hired for the regular dances to be held henceforth every Saturday night. This affair was a free party to bring everyone to the place and acquaint them with the fact that there will be regular Saturday dances.

Everyone here was sadly shocked by the deaths of Louis (Red) Russell, former secretary-

treasurer of Prell's Broadway Shows, and Fred (Freddy the Wop) DiAiello, World of Mirth Shows concession agent. More than 200 persons attended the Russell services at the Gordon Funeral Parlor on January 26. The Elks and American Legion participated and Rabbi Max Shapiro conducted the services. Burial was in Mt. Nebo Cemetery here. The funeral for DiAiello at the Scobee Vogel Funeral Home, West Palm Beach, held Thursday (29), was also very heavily attended, with burial at Mt. Nebo Cemetery. DiAiello, 46, is survived by his widow, Betty.

The January 25 meeting was attended by more than 200 members and was presided over by

president Bill Moore. On the dais with him were Sam Prell, first vice - president; Mel Dodson, treasurer; Cliff Wilson, secretary; Sam Solomon, past president of the Showmen's League of America, and William DeCostas, club attorney.

The building management committee has ordered Venetian blinds for the front rooms and they will be installed within a few days.

Permission was given to Sheriff Tom Kelly's Junior Deputy Sheriffs to use the auditorium for their meeting room.

It was decided to elect a nominating committee on Monday, February 22, this year instead of at a later date.

The following have added their names to the Bronze Plaque which will be installed outside the building: Max G'oth, Joseph Gloth, William Paquin, Leon Neuman, George J. Marshall, Jack Essner, Fred Barrett, and Louis E. Russell, whose name was added in his memory by Jack Russell.

Winter Quarters

Red Ribbon

BAY SAINT LOUIS, Miss., Jan. 30.—H. G. Hockett, who purchased Jay Warner's interest in the show, has been wintering here with Bob Myers, co-owner. The show, which has been enlarged for the '54 season, will carry six shows, six rides and 20 concessions, all of which are office-owned. We have 12 fairs and four celebrations booked in Mississippi, Kentucky and Tennessee. Everything has been newly painted and overhauled.

Personnel includes Bobbie Sicles, general agent; Bob Myers, legal adjuster; H. G. Hockett, lot; Mrs. Susy Myers, secretary-treasurer; George Burton and Russell Emmons, electricians and mechanics; Elmer Wilson, Merry-Go-Round; Willy Smith, Ferris Wheel; Wilbur Cox, Chairplane; Truman Wright, Flying Saucer; Dick Edwards, Octopus; Quillman, kiddie rides; George Landry, 10-in-1 and Snake Show; Dick Hyland, girl and illusion, and Doc (Monkey Show) Warner, animal shows.

Concessionaires include Tony Pelcher, cookhouse; Rich and Dena Welch, popcorn and floss; Malone Western, photos; Louie Morgan, four, George Burton, two, and Henry Dingman, two. Agents operating office-owned concessions include Mrs. R. Emmons, Eddie Hook, Johnnie Johnson, Jack Halstead, Luke Petty, Mrs. Joe Edwards, Frank Smith, Jessie Myers and Nellie Burton. J. J. Brown is the mail and The Billboard agent. Publicity agent is Mrs. Glenn Hockett.

Harold Raley

WALTERBORO, S. C., Jan. 30.—Work in winter quarters here is in full swing with the opening date a little over a month away. The Merry-Go-Round has been rebuilt and all rides have been repainted and redecorated. Rolling stock will also have new coats of paint.

Harold Raley recently took delivery on a Spitfire, to make a total of eight office-owned rides. Also purchased were new tops for the Side Show, Minstrel Show and a concession. Mr. and Mrs. Frank Dickerson were recent visitors.

Hottle Gains 7 Illinois Fairs; Heth, Young Add Two Each

SPRINGFIELD, Ill., Jan. 30.—Buff Hottle Shows, with two units to book, scored sizable gains here this week at the Illinois meeting of county fairs which was marked by heavy booking on the part of midway reps.

The Hottle show, represented by Owner Hottle and Romeo Dunn, manager of the No. 2 unit, added seven new fairs to this year's route. Included were annuals at Peoria, Kankakee, Paris, Newton, Arthur, Metropolis and Fairfield. Show also booked the Eldorado Reunion, Flora Centennial and repeat dates at Illinois fairs in Bridgeport, Lincoln, Freeport, Belvidere and Farmer City in addition to a July 4 celebration at Pana.

L. J. Heth Shows also made new additions to their route of Illinois fairs. Joe Fontana, shows' general agent, signed the Sparta and Pinckneyville fairs to go along with previously played fairs at Mount Carmel, Harrisburg and Altamont. In addition, they closed to provide the midway attractions at the Connersville, Ind., July 4 celebration for the 12th year. Fontana also announced the show would play fairs in Mayfield, Ky.; Dickson, Oneida and Jamestown, Tenn., and Georgia fairs in Marietta, Winder, Carrollton, Monroe, Covington, Tifton and Cordele.

Young Moves In

Eddie Young's Sterling Crown Shows strode into the picture at the meeting here this week. Repped by Johnny Cousins, the Young organization closed to provide the midway attractions at the Danville and Greenup fairs.

Also in the booking activity was Gem City Shows, represented here by Owner Tom Hickey and Concessions Manager Don Greco. Show closed for the Danville July 4 celebration, a new one for the org, plus fairs at Martinsville, Palmyra and Belleville. Hickey also disclosed that the fair will play three Tennessee fairs new to its route, Gallatin, Dyersburg and Columbia. Also set in the latter State are repeat stands at Clarksville and Fayetteville.

Tivoli Exposition Shows contracted the Centralia July 4 fete and the Mount Vernon fair. H. V. Peterson, owner, was on hand, along with Sam Greco, concessions manager, and Sunny Bernet, general agent. Peterson also announced closing for the Tuscola, Ill., Homecoming; the Baraboo, Wis., fair, and the Hutchinson, Minn., annual.

New Coaster

Bill Gullette, owner of Imperial Shows, reported they had 11 Illinois annuals on the books plus five celebrations in the State. Show recently took delivery on a new adult-size Roller Coaster from B. A. Schiff & Associates, Miami. Also here were Mrs. Gullette, Mr. and Mrs. E. L. Winrod and Mr. and Mrs. Hub Luhrs.

Jack Downes, representing Ernie Farrow's Wallace Bros. Shows, reported the shows had recently closed for the East Side Business Men's Festival in Madison, Wis., July 1-5, and two Arkansas fairs at Eldorado and Monticello, Ark.

Other carnival, attraction representatives and show suppliers in attendance included:

Phil Hennessey, W. E. Blasek and E. A. Strayer, Peoria Tent & Awning Company; Paul Aubrey and George Ferguson, WLS Attractions; E. G. Campbell, Campbell Tent & Awning Company; Mr. and Mrs. Jimmie Downey, Downey Agency; Kenneth Lee, Fair Publishing House; John Gallagan, concessions; Morris Lipsky, concessions; Edgar Hanlin and Emil C. Guldenschopf, Regalia Manufacturing Company; Billy Senior and Stu McClellan, Barnes-Carruthers Theatrical Enterprises; Mr. and Mrs. Jinx Hoaglan, Hoaglan's Hippodrome; Jim Patschel, R. Armbruster and Bill Knodler, Armbruster Tent & Awning Company; Bill Reed, Jimmy Lynch Death Dodgers; Mike Ruff and Elmer McDonald, McDonald-Ruff Entertainment Service.

Bill Tatham, Bill Tatham Shows; I. M. Vincore, Vincore Theatrical Agency; Jack Duffield, Thearie-Duffield Fireworks, Inc.; Jack Kaplan; Ray Swanner, Missouri Valley Shows; Mickey Stark, Gold Bond Shows; Louie Berger, Amusement Company of America; Curley Vernon, United Exposition Shows; Sidney Belmont, Sidney Belmont Agency; Jack Kochman and Art Hoard, Kochman thrill show; Joe Smith, Joe Smith Agency; Alf Swenson, Swenson Thrillside; Ernie Young, Ernie Young Agency; Lee Lott, Lucky Lott thrill show; Tommy Sacco, Sacco Agency; John Lempart, show supplies and equipment; Earl Newberry, Newberry Thrill Enterprises; Ted Tillman and Eddie Gromacki, Tillman-Gromacki Agency; Gus Sun Jr., Gus Sun Agency; B. Ward Beam, Beam thrill show; Boyle Woolfolk, George B. Flint and Cal Razor, Boyle Woolfolk Agency; Euby Cobb; J. T. (Whitey) Richards; Jack Moore, Moore's Modern Midway; Al Kaufman, merchandise and gifts; John Francis, Schaefer's Just for Fun Shows; Dave Raitner, Hayes Freight Lines; Buck Kidd, auto races; Charlie Oliver, Mound City Shows; John Bundy and Eddie Murphy, St. Louis auto dealers; C. S. Peck, Peck Amusement Company; Carl Burkhardt, Burkhardt Shows; Wallace H. Baptist, Baptist Sound Systems; Ed Deal, Ernie Young Agency; Edna Deal-Ray, Shute Agency; L. N. Fleckles; Johnnie Bruce, Am-Art Agency; Joe Perchendu, Illinois Fireworks Company; W. E. Mahaffey, Mahaffey Tent & Awning Company; Joe Spencer, Spencer Enter-

tainment Service; Ray Wilson, Wilson Famous Shows; Charles Zemater Sr. and Jack Zemater, Charles Zemater Agency; Ernie Desplenter, concessions; Mr. and Mrs. Buck Steele, Steele's Frontier Days; Paul Marr, Paul Marr Agency; Ted Webb, concessions, and Bill Torti, Wisconsin DeLux Company.

Kellogg Forms New Truck Org

STILLWATER, N. Y., Jan. 30.—Robert D. Kellogg, bazaar operator and concessionaire, announced this week the organization of the Robert D. Kellogg Shows, a truck outfit carrying a minimum of seven rides.

Kellogg said that he has already booked the outfit for several proven bazaar spots under a new arrangement with committees. Also set are a number of new celebrations and some good still dates. He is also negotiating for some fair dates.

Work on the unit has been going on in winter quarters here since fall. Several rides and rolling stock have been refurbished and some new rides have been delivered. Plans are to take the show thru New York and New England. Personnel includes Robert Wixstead, general agent and publicity, and Edward Tallman, lot man.

Kellogg plans to continue operation of his popcorn and candy apple concessions at his usual route of fairs in the East. This year marks Kellogg's 20th in show business. He started with a two-wheeled popcorn pushcart on his hometown streets at the age of 12.

Gayland Sets Coast Stand

VANCOUVER, B. C., Jan. 30.—Gayland Shows Ltd., will move further west this year by invading this city April 26-May 1, according to the local licensing department. Org is scheduled to play on the north side of Georgia Street West in the 1600 block. Show moved into British Columbia last year for the first time but played only a few spots in the interior.

Doc Broadwell Dies in Chicago

CHICAGO, Jan. 30.—Doc Broadwell, veteran special agent on a number of shows, was buried here this week in St. Mary's Cemetery. He died Monday (25) of pneumonia. Among the shows for which he worked was the Beckman and Gerety Shows.

WANT KIDDIE RIDES FOR MAY THROUGH SEPTEMBER 15

Best known location in Cincinnati available for Kiddie Rides and Attractions. Four to five acres of space, plus parking facilities for 2,000 cars. Will supply power. Percentage deal. For full information, write, wire or phone.

Alex Sinclair, Gen. Mgr.
CINCINNATI GARDENS, INC.
2250 Seymour Cincinnati, Ohio
Phone REDwood 8300

R. A. MacEachern WANTS

Agents for Foot Longs and Ice Cream in Brownsville, Texas
Feb. 20-28
(Rabbit, call me collect
3982, Hot Springs)
R. A. MacEachern
Rt. 4, Box 61 Hot Springs, Ark.

FOR SALE

1947 Ford, 1½ ton, in good shape, new motor, 1952, with 12 ft. Van Body, Turn Signals and Mud Flaps. Window and Possum Bellies each side. Rubber fair, with good spare 8-25. Can be seen here.
\$750.00 Cash
ART SIGNOR
110 2d St. or Showman's Club
Hot Springs, Ark.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Wanted — Wanted — Wanted for

INDIO DATE FESTIVAL
Indio, California
February 17-February 22 Inc.
LEGITIMATE MERCHANDISE CONCESSIONS
SHOWS OF MERIT

For Sale or Trade: Flying Skooter, Operating Lincoln Park, Los Angeles.
Contact:

FRANK W. BABCOCK UNITED SHOWS
BALTIMORE HOTEL

501 South Los Angeles St. Los Angeles, Calif. Phone: Trinity 5941

BOOKING NOW

For REDLAND FAIR, Homestead, Fla., Starting February 18-9 Big Days
Town on a Big Boom, Including New Air Base. White Fair.

WANT Major Rides not conflicting. Can use 10-in-1, Monkey Show, Glass and Fun House, Motorhome and other Shows of merit. Strictly legitimate Concessions, including Balloon Darts, Pitch-to-Win, String Game, High Striker, Basketball, Clothes, Pin Pitch, Cat Rack and Bottle Ball Game. Everything open except grit and percentage.

Wire this week Goulds, Fla., or write 115 N.E. 71st, Miami, Fla.

BARNEY TASSELL SHOWS

With 48 weeks' booking.

LEO LANE SHOWS

THE SOUTH'S FINEST

Wanted for Clermont, Fla., V. F. W. Fair, February 8-13,
with Orlando Colored Fair following.

WANT Hanky Panks of all kinds. Also A-1 sober and reliable Merry-Go-Round Foreman on 3-abreast Allan Herschell. Year round work, with good pay for the right man.
All address LEO LANE, Fort Myers, Fla., Fair this week.
P.S.: For Sale—Rolloplane with good transportation. No phone calls, please.

GLADES AMUSEMENT CO.

"The Hanky Pank Show"

WANTED FOR HOMESTEAD AND FLORIDA CITY FIREMEN'S COLORED FAIR

Two weeks, starting Feb. 8

Legitimate Concessions of all kinds that work for stock. Can use 1 or 2 Rides that do not conflict. Also Shows: Jig, Fun House, Big Snake, Mechanical City. Contact

JERRY SADDLEMIRE or JOHN KEELER

Pompano, Fla., all this week, or call Miami 1-42867

ALABAMA AMUSEMENT CO.

NOW OPEN THRU MARDI GRAS WEEK

Want Concessions. Need a 3-in-1 on trailer, Popcorn, Candy Floss and Apples. Add-Em-Up Darts, Balloon Darts and Photo Gallery. Want high-class Rat Game. Agents—Can place a few more Agents for Concessions. Men and Wives preferred. We stay out 45 weeks in proven territory. All replies to FRANK W. PEPPERS, P. O. Box 337 or c/o Western Union, Mobile, Ala.

RIDES—SHOWS—CONCESSIONS

Now booking for Nation's Largest Spring Event
INDIANAPOLIS 500 MILE SPEEDWAY RACE—10 DAYS

MILLER AMUSEMENT ENTERPRISES, INC.

5135 FLORIDA AVE. (Phone 31-2231) TAMPA, FLA.

CETLIN & WILSON SHOWS

CAN PLACE—Blacksmiths, Carpenter, Welder and Painter for Winter Quarters.

Opening last week in March to work in Winterquarters.

CAN PLACE—Shows that don't conflict. Wonderful proposition for CIRCUS SIDE SHOW. Walter Wanos, please answer.

ALL HANKY PANKS OPEN. POSITIVELY NO EXCLUSIVES.

WANT—Mule Drivers and Cat Drivers.

RIDES—Will place any Ride not conflicting. No Kiddie Rides wanted. Can place Fly-o-Plane and Spitfire. Will furnish wagons if wanted. Sam Soloman, please answer our letter.

The following people please contact us: Jerry Jackson, Johnny Brooks, Duke Wright, Jess Warren, etc.

All address CETLIN & WILSON SHOWS, P. O. Box 787, Petersburg, Va.

UNUSUAL?
INSURANCE PROBLEMS?

PROMOTERS! PERFORMERS!
PRODUCERS!

PROTECT YOURSELF WITH A
COMPANY THAT SPECIALIZES
IN SHOW BUSINESS INSURANCE.

CLIENTS: SPEEDWAYS—FAIRS—THRILL SHOWS—
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IRVIN SALTZMAN & CO.
Specializing in Show Business Protection
BANKERS SECURITIES BLDG., PHILA. 7, PA.

T-E-N-T-S

CONCESSION, CIRCUS, CARNIVAL
**AMERICAN
TENT & AWNING
CORPORATION**

One of America's largest Builders
of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.

BILL SANDERS

For Sale—Snake Show

One 18x40 Tent complete, poles and
stakes very good; one tandem axle trailer
16 foot, with 12 compartments, remov-
able partitions, raised floors, gas heated,
air conditioned for ventilation, glass
fronts, sides open while showing, 48 foot
Panel Front, six banners, 30 watt ampli-
fier and 2 speakers, storm guys and
stakes. A complete show with or with-
out reptiles. Most modern on the road.
Other interests reason for sale. Can be
seen at Morriltown, Arizona.

H. W. (Blackie) Crowell
Set up on Phoenix Highway 87

FOR SALE

2 Giant Horses, showed as the world's
largest team; both in perfect condition.
New 20x36 Top and Sidewall, new Show
Front and Banners, good P.A. set, Stalls,
Tack Boxes, set of double Harness, etc.
For a complete show. Made money last
season, but cannot handle this year.
Have other interest. Will sell whole out-
fit for \$1,800.00

J. BLACK
4635 Lancaster Ave., Philadelphia, Pa.

★ **ROYAL MIDWEST SHOWS** ★

Now booking Stock Concessions, Bingo
Photo, Mitt Camp, Girl Show, Manager
for Athletic and Snake Show for early
opening.

ROXIE HARRIS
P. O. Box 142 Findlay, Ohio

FOR SALE

Eli #5 Wheel, '39, steel base; new I.R.C.
motor. Wheel in good condition with A-1
transportation, 26 ft. Fruehauf Trailer,
racks for the seats, G.M.C. tractor. Both
units in very good condition. Stored in
Alabama. For quick cash sale, \$4,000.00.

B. NESSLER
4612 McDill Ave. Tampa, Fla.

**AMERICA'S BEST
CARNIVAL - CIRCUS
BANNERS**
SNAP WYATT STUDIOS
Rt. 3, Box 1180 Tampa, Fla.
(Phone: 44-2733)

**WANTED
CARNIVAL RIDES**

Anytime between July 15 and August 31
1954
Contact
J. E. WILSON
Charleroi Fire Department
Charleroi, Pa.

CARNIVAL WANTED

With eight to twelve Rides and Shows
for the last week in July or the first
week in August.

Contact
Gus Rushing, Secy.
Ozark Summit Exposition
Mansfield, Missouri

ATTENTION

Carnivals, Circuses and Outdoor Expon-
sitions. Get in on Omaha's Big Centennial
Celebration. Have a 52 acre site, with
Outdoor Stadium and good auto parking
facilities. Straight lease or percentage
basis.

PAT O'DONNELL
RIVERSIDE PARK ASSOCIATION
3701 Military Omaha 4, Neb

FAWN TOWNSHIP FIREMEN'S FAIR
Sponsored by Fawn Township Fire Dept.
=1, June 13-19.

Want complete Carnival with Shows and
not less than eight Rides. Write or wire

FRANK L. CHRISTY
R.D. #2, Box 322 Tarentum, Pa.

WANT CARNIVAL

For July 3-4-5 on the Streets of Hastings.
Minnesota. Prefer Rides only. Reply to

HERBERT P. KOCH
300 W. Fourth St. Hastings, Minn.

**Carl Sedlmayr
Elected Prez
Of Tampa Club**

TAMPA, Jan. 30. — Carl Sedlmayr Sr., owner of Royal American Shows, was elected president of the Greater Tampa Showmen's Association at the annual meeting of the organization here Monday (25).

O. J. (Whitey) Weiss was named first vice-president; Sam Gordon, second vice-president; Bernard (Bucky) Allen, third vice-president; Vernon F. Korhn, secretary, and Harry B. Julius, treasurer.

Named to the board of directors from the regular ticket were Maury Brod, Robert Buffington, Pete Burkhardt, W. Bill Clain, James Cyrs, Sam Delaney, Harry (Irish) Gaughn, Harry Hauck, Earl Maddox, Paul Netterfield, Glenn Porter, George Ringlin, Harry Rubin, Joseph San Fratello, David M. Schwartz, Joe Sciortino, Paul Sprague, Snapp Wyatt and Jack Young. Directors named from the independent ticket include Tommy Arger, Anthony (Tony) Baress, Doc Hartwick, George Reinhardt, J. C. (Tommy) Thomas and Harry E. Wilson.

**Dedicate MSA
Club Feb. 19**

MIAMI, Jan. 30. — Friday evening, February 19, has been set for the dedication of the new Miami Showmen's Association clubhouse at 1799 N. W. 28th Street, with president Bill Cowan as chairman of the dedication committee. Serving with him are Mel Dodson, Pat Finnerty, Dave Endy, Claude Schrest, Sam Prell, and A. L. Rossman.

The committee is working on a program that includes entertainment and refreshments, and it is expected that plans will be made known soon.

The week of February 14-21 has been set up as an open house period for the welcoming of visitors who come down to attend the dedication and to take part in the annual picnic that will be held Sunday, February 21, in Crandon Park.

It was announced at Monday's (25) meeting that club attorney William DeCostas has been voted a gold life membership card for his efforts and work on behalf of the association.

**Royal Midwest
Inks Ky. Fair**

FINDLAY, O., Jan. 30.—Royal Midwest Shows have closed to play the Henry County Fair, New Castle, Ky., General Manager Bill Harris, announced. President W. S. Ricketts signed for the annual.

Harris also said that Bud Birchman had been named superintendent of the org's rides and trucks and would handle the electrician chores this season. Show is scheduled to open in April and play Arkansas, Kentucky, Indiana and Ohio.

**FOR SALE
CONCESSION TRAILER**

28 ft. box, 31 1/2 ft. over all. All aluminum with steel frame work. Tandem Wheels. All one side opens, low counter. Was a Derby. \$1200.00.

W. P. STEPHENSON
1011 N. Baldwin Park Blvd.
Baldwin Park, Calif.

RICKIE LIBHART-BLAIR

Rickie or anyone knowing his present whereabouts, please contact his wife, Gladys, at PRICE HOTEL, SAN ANTONIO, TEX. B 30991, immediately. Must leave hotel two weeks from Wednesday. No money, no help from family. Rickie, my darling, if it was something I did please forgive and help me. I love you.
Your wife, Gladys.

RIDES FOR SALE

2 Kiddie Rides and Diamond T Truck, good shape; price for all, \$2500 or best offer. Lucas Boat Ride with rubber tank, Smith & Smith factory built Kiddie Aeroplane. Can be seen at Pontiac, South Carolina. Mailing address is Blaney, S. C. R.F.D. #2. See or write to Mr. R. Myers.

CARNIVAL WANTED

With Rides and Concessions for Annual Pumpkin Show, sponsored by Sam H. Albright American Legion Post No. 411, August 19-21 or August 26-28. For particulars write

DONALD F. HART
Skidmore, Mo.

W.G. WADE SHOWS

Now Contracting Special Ride and Show Attractions
FOR OUR 1954 NORTHERN ROUTE OF FAIRS

DELAWARE COUNTY 4-H FAIR and the DELAWARE COUNTY FAIR, Muncie, Indiana—Two fairs in one	10 days and nights—July 29 thru Aug. 7
KOSCIUSKO FREE FAIR, Warsaw, Indiana	6 days and nights—Aug. 9 thru Aug. 14
THE GREAT LA PORTE COUNTY FAIR, La Porte, Indiana	6 days and nights—Aug. 16 thru Aug. 21
KALAMAZOO COUNTY FAIR, Kalamazoo, Michigan	6 days and nights—Aug. 23 thru Aug. 28
MICHIGAN STATE FAIR, Detroit, Michigan	10 days and nights—Sept. 3 thru Sept. 12
LAGRANGE COUNTY CORN SCHOOL AND STREET FAIR, Lagrange, Indiana	6 days and nights—Sept. 14 thru Sept. 19

NOTICE: We will be at the Florida State Fair, Tampa, February 5 thru February 11.
Can be contacted at the Tampa Terrace Hotel or on the midway.

W. G. WADE Owner-Gen. Mgr. Permanent mailing address C. P. O. Box 1488, Detroit 31, Michigan

D. WADE Gen. Rep.

L.J. HETH Shows

NOW BOOKING FOR SEASON 1954

SHOWS—One organized Minstrel Show, Side Show with or without outfit, low percentage; Snake Show, Monkey Show, Animal Show, Motordrome, Girl Show.

RIDES—Kiddie Train, Boat Ride, Live Ponies.

HELP—Foremen and Second Men all rides, must be licensed semi-trailer drivers; Pictorial Artist, Man to handle Front, Marquee and Light Towers.

CONCESSIONS—Cookhouse and Grab, Penny Arcade, Derby Racer, Hanky Panks of all kinds.

WANTED TO BUY—Set of Octopus Tubs, must be in good condition.

We have 18 Bona Fide Fairs starting in early July. List furnished interested parties. Address all replies to

L. J. HETH OR **JOE J. FONTANA**
NORTH BIRMINGHAM, ALA. P. O. BOX 914 TARPON SPRINGS, FLA.
Phone: 4-3881 Phone: Victor 2-6485

ALAMO EXPOSITION SHOWS

NOW BOOKING FOR TWO BIG EARLY CELEBRATIONS

CHARRO DAYS CELEBRATION, BROWNSVILLE, TEX., FEB. 20-28
BATTLE OF FLOWERS, SAN ANTONIO, TEX., APRIL 19-24

MERCHANDISE CONCESSIONS OF ALL KINDS

Want Motordrome for Brownsville Charro Days. (Art Spencer and Flash Williams, contact me.) Have Side Show booked for Brownsville and San Antonio. Can place Side Show for Spring and Summer Route. Can place Ride Help who can drive semis. See

JACK RUBACK, Mgr.
Texas Fair Meeting, Adolphus Hotel, Dallas, Tex., Feb. 3-6. Permanent Address: 2240 E. Houston St., San Antonio, Tex.

DOUGLAS GREATER SHOWS

SHOWS—Of any kind with or without transportation.

CONCESSIONS—Hanky Panks of all kinds. This show carries no racket.

RIDES—Will book any new Ride with your own transportation.

HELP—Ride Foreman for Ferris Wheel. Help in all departments. Must be sober, reliable and a good driver of semi. Wives as Ticket Sellers. Drunks and chasers, save your time and mine.

COOKHOUSE—Must serve meals and cater to showfolks. Plenty of show personnel and they will support a good Cookhouse.

This show plays all the outstanding Fairs and Celebrations in the Northwest.

If you are interested in playing a profitable season contact

E. O. DOUGLAS, Rt. 5, Box 1770 Kent, Washington

BROWARD COUNTY FAIR
FT. LAUDERDALE, FEBRUARY 22-27
Oldest and Largest County Fair on Florida's East Coast

ROYAL EXPOSITION SHOWS ON MIDWAY

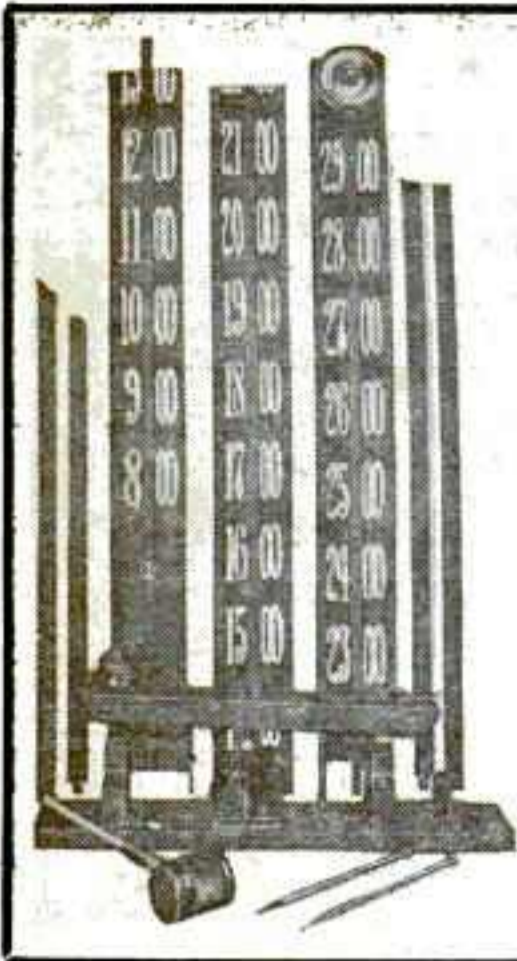
WANT WANT WANT

Worthwhile Shows with own equipment and transportation. New and novel Rides. Various Concessions of all kinds.

THIS WILL BE AN OPEN MIDWAY AND SPACE IS LIMITED
So please make your reservation with deposit early.

Pitchmen and Demonstrators contact **JACK FINCH**, Gen. Mgr., Broward County Fair, Box 129, Ft. Lauderdale, Fla.

All others contact Royal Exposition Shows, this week Southwest Florida Fair, Ft. Myers, Fla.; Feb. 8-13, Sarasota County Negro Fair, Sarasota, Fla.; Feb. 15-20, Okeechobee County Fair, Okeechobee, Fla., then Ft. Lauderdale.



EVANS'

HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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1556 W. CARROLL AVE.
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ATTENTION, SHOWMEN

Mr. F. E. Gooding will be in Tampa at the Tampa Terrace Hotel from February 4 to 10 Will be interested in talking to Showmen—good, clean, entertaining shows. We always welcome new ideas.

GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS, OHIO
Phone: University 1193

ROBERT D. KELLOGG SHOWS

WANT FOR ROUTE OF CHOICE CELEBRATIONS AND STILL DATES BEGINNING FIRST OF MAY

Everything open except Bingo, Popcorn, Apples, Custard. Have opening on X basis for any and all other type of Concessions. No P.C., FLATS, RACKET or GYPSIES.
Will book or lease Eli Wheel with or without transportation; very good proposition. Any other Rides not conflicting.
FUN HOUSE, WILD LIFE, MONKEY or any other not conflicting.
Foreman for Merry-Go-Round and Kid rides; good deal for right man. Must be reliable. Also general Ride Help. NO DRUNKS OR AGITATORS.

ATTENTION, COMMITTEES: A FEW GOOD DATES LEFT. WRITE, WIRE OR PHONE.
Robert D. Kellogg, Stillwater, N. Y. Mechanicville 1106

WILLIAM T. COLLINS SHOWS

WANTED WANTED WANTED
FOR THE FINEST ROUTE OF FAIRS AND STILL DATES IN THE NORTHWEST

STILL DATES AUSTIN, MINN. ROCHESTER, MINN. MINNEAPOLIS, MINN. FARGO, N. D. GRAND FORKS, N. D. WILLISTON, N. D.	DEVILS LAKE, N. D. FAIRS RUGBY, N. D. HAMILTON, N. D. LANGDON, N. D. MINOT, N. D., STATE FAIR	FAIRMONT, MINN., S.W. FAIR & EXPO. ALTA, IOWA CEDAR RAPIDS, IOWA SIOUX FALLS, S. D. LINCOLN, NEB., STATE FAIR
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CONCESSIONS: HANKY PANKS OF ALL KINDS. SHOWS: HILLBILLY, MIDGET, MOTORDROME, MONKEY SHOW, WILD LIFE, HIGH-CLASS MINSTREL SHOW and Grand Shows of merit in keeping with the standards of this show. HELP: ELECTRICIAN, We have transformers; Tower and Front Gate Man, Foreman for TILT, CATERPILLAR, TWIN WHEELS, ROCK-O-PLANE, FLY-O-PLANE, OCTOPUS and ROLL-O-PLANE. RIDES: Want to book Coaster or Dipper for the season. All replies to **WM. T. COLLINS, 801 E. 78th Street, Minneapolis, Minn.**

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
FIVE DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WE APOLOGIZE

We, the MIAMI LADIES' AUXILIARY OF THE MIAMI SHOWMEN'S ASSOCIATION, wish to apologize for an error made by the printer of our Installation Journal for having omitted the names of various boosters and a few of the advertisers.

MEMPHIS SEPT. 25 TO OCT. 2 Showmen, cash in on the New Midway See Me At Tampa Fair. Can Use Office Man Above Dates.	THE TWO LATE BIG ONES Can use Tilt, new Baby Rides, Shows. Anything new or unusual at Memphis on new located Toronto-like Midway. All Memphis Shows will be inspected by Dallas Committee for exhibiting in Dallas. I hold exclusive on shows at both spots. CLIF WILSON	DALLAS OCT. 9 TO 24 Two and a third Million Attendance in 1953 Write or Phone: 190 N. W. 93d St. Miami, Fla. Phone: 7-6536
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STOCK TICKETS One Roll \$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 50 Rolls 22.00 100 Rolls 40.00 ROLLS 1,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2	We Manufacture TICKETS of every description Wheel tickets carried in stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio	SPECIAL PRINTED Cash With Order Prices: Roll or Machine 2,000 \$ 6.90 4,000 7.80 6,000 9.40 8,000 11.50 10,000 15.50 30,000 33.00 100,000 132.00 500,000 250.00 1,000,000 Double coupons, double price
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Record Turnout at Reading

Continued from page 51

has enjoyed huge success at showings since August in the Bedford drawing area. This was exhibited at a Central Fair Circuit session, and followed other films by the Circle W Rodeo and thrill show operator Joie Chitwood.

Thursday's two sessions were addressed by five speakers. In the morning, William Lynn, Philadelphia manager of the Pinkerton Detective Agency, discussed the operation of his firm's experience in handling ticket selling and cash, and in patrolling fairgrounds. Miles Horst, State Secretary of Agriculture, who spoke next, cited the State's agricultural development and predicted a great degree of improvement in the near future.

Farm Progress Seen

"Today's children," he said, "will see in the next 25 years more farm progress than we have seen in our lifetime, because food is a basic need of humanity."

"There is more political dynamite in a quart of milk or a pound of meat than in anything we know," he concluded. "Farm progress cannot be denied."

The afternoon session was addressed by Don Miller, of the U. S. Trotting Association, who discussed proper management of harness racing, and by J. A. Diecker, of the Western Electric Company in Allentown, whose topic was "The Transistor—Marvel of the Electronic Age."

Miller described the necessity of using starting gates and other improved devices, and called for expediting track programs so that customers could take advantage of midway amusements before having to go home. He placed the avoidance of delays as of top concern to fairs using racing. Another important thing is the early watering of running surfaces to keep dust down, he said. Miller told of what he called a trend toward night racing at fairs.

Racing Discussed

John Giles, Reading Fair president, went into his fair's experiences with grandstand attractions. He took a cynical view of racing's "sport of kings" label, altho Reading awards high amounts of purse money yearly. Last year's purses totaled \$80,000 for the week.

"Racing needs betting," he said. "If it is the sport of kings, then I am amazed that people are not supporting it better at our cash boxes. We show the best of horse flesh, but people just don't bet."

In closing, he called for the maintenance of agricultural and horticultural aspects of fairs, at the highest level.

Harrisburg in 1955

The committee appointed for choosing a date for next year's convention said the affair will be in Harrisburg, January 26-28.

This announcement followed the reading of association secretary Charles Swoyer's annual report and recommendations. Half his report was devoted to the growth and organizational structure of the U. S. Trotting Association, and he stressed the success of racing at fairs. Swoyer's recommendations included a call for "good, wholesome entertainment for all ages," and stepped-up publicity work to sell the fair to potential patrons.

The Abraham Lincoln Hotel ballroom was jammed as never before for the annual banquet. It was announced that more than 600 tickets had been sold, and the record attendance thoroly enjoyed a fine turkey dinner, fast-moving

Ill. State Aid

Continued from page 51

sociation, Northern Illinois Colt Association, Top Line Harness Race Circuit, Illinois Trotting and Pacing Colt Association and the U. S. Trotting Association.

Attendance at the annual banquet and floorshow Tuesday evening in the Armory also was cut somewhat by the icy highways. Speakers, in addition to Gov. William G. Stratton, included Lee and Stanard. Ben B. Berfield, secretary of the Carmi (Ill.) fair, emceed the show supplied by the booking agencies. Acts included Mary Louise Follop, acro; Bob Holt, mimic; Jerry Mosher, accordion; Isle Brothers, hillbilly; Ger Orredahl and his dog, Treve; Drew and Charlene, dance; Bonnie Church, tap; Melody Masters, songs; Bonellies, musical, and Swede Fuller and his golden retriever, Jimmy Downey's ork cut the show.

program and sparkling program of entertainment.

Fast Program

With George Haller and the Reading Fair band playing during the meal and backing the performers, there was a liberal supply of music thruout the night.

In the absence of Singmaster, there were no speeches other than a brief acceptance talk by new president Jacobs, and introductory comments by Giles, who served as toastmaster. The affair ended by 11:30 p.m.

On the program were the six Catherine Behney Dancers in three routines; George Moore, juggling chef; the Four Skating Berrys; Four Geiter Tumbling Clowns; Fedi & Fedi, dance novelty; the Musical Chefs, novelty instrumental; Ross & Ross, trick bag-punching; the Johnson Family, acrobats; the Two Hollenders, harmonica act; the Two Banfields, ball-bouncing; Happy Hall, roller skate taps, and Karpis trio, balancing. Talent was provided by the George A. Hamid & Son; Nunemaker, Cook & Rose; Gus Sun, and Rosa Rapp agencies.

Midway Confab

Continued from page 55

managing the Francis Hotel, Ashland, O., since leaving the show in 1951. O'Connell, who says that he and his wife are off the road for good, writes that they have a 10-year lease on the hotel and are presently finishing a renovation program. . . . Claude Bentley, manager and emcee for the Hilton Sisters, hosted Jan (Platenna) Lee and her mother at a dinner in the Forrest Hotel, Hattiesburg, Miss., recently. . . . H. F. Moody is in the State Sanatorium, Sanatorium, Tex. He would like to hear from friends.

Emile Scheurmann, operator of the Bonner Novelty Company, Mobile, Ala., and well known to showmen playing that territory, is a candidate for county commissioner in the Democratic primaries to be held next May. . . . Larry Schaff, secretary of Peppers' All-States Shows, is working night club dates with his orchestra in and around Mobile, Ala., this winter. Schaff writes that the Peppers org will again hold down the Davis Avenue lot for Mobile's annual Mardi Gras, which starts February 18. . . . H. S. (Tommy) Thompson, general agent of the Tingley Shows, writes from Greenville, S. C., winter quarters that while attending the fair meeting at Atlanta recently he ran across Johnny Cousins, who he hadn't seen in several years. Cousins is blazing the trail for Eddie Young's Sterling Crown Shows this season, and contracted the Manchester, Ga., Fair while at the Atlanta meeting.

National Showmen's Association members who are on the sick list are Jack Bloom who is in the Hospital for Joint Diseases, New York City, and Henry (Slim) Fein, at home at 777 Eighth Avenue, New York City. Frank (Pop-eye) Blatsky has been discharged from the hospital after a stay of several weeks, and is recuperating at the President Hotel.

Applications for NSA membership have been received from Louis Rader, proposed by Louis Light; Irwin Kirby, proposed by Max Tubis, and Herbert Pincus backed by Sam Peterson.

John McCormick is doing a \$1,500 modernization job at his Dolly's Magic Korner location, with new cabinets, light fixtures and paint job in the works. McCormick, whose business is on 47th Street and Broadway, New York City, is on the NSA's board of governors, and the bingo, eligibility, entertainment, house, and grievance committees.

Applications for NSA membership have been received from Louis Rader, proposed by Louis Light; Irwin Kirby, proposed by Max Tubis, and Herbert Pincus backed by Sam Peterson.

TV or Not TV?

Continued from page 50

Park outside Washington, D. C., cites strong success with the use of kiddie TV attractions. Altho not a user of free acts, he is a believer in presenting good acts that have clicked on television. "I would place the circus-type free act in the same category with football and baseball. Television is a poor substitution if you are accustomed to seeing the game live."

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FOR SALE—ICE CREAM CONCESSION, fully equipped for chocolate dip in a King trailer, 7 1/2x10", with 8 hole G. M. Frigid-aire. Write or wire Andy Widmer, Box 89, Aransas Pass, Texas.

FOR SALE—'51 CHEVROLET 1 1/2 TON Metal Van, like new, 11,000 miles, reasonable. A. Swanson, 7201 N. E. Miami Ct., Miami, Fla.

FOR SALE—THREE 8x10 SIDE SHOW Banners; Monkey Circus, Jungeland, Taber, 3968 Comer Ave., Riverside, Calif.

FOR SALE—LONG RANGE SHOOTING Gallery mounted on tractor and trailer; 2 rows of moving ducks, 1 revolving gong, 5 guns, living quarters. Ready for business, \$1200; without tractor and trailer, \$450. Rocco Nasuto, 27 Grenelle Ave., Garfield, N. J.

FOR SALE: USED COUNTRY STORE, Frame and Canvas Tent, octagon shape, 16' x 16', overall. Price \$250. Adolph Koss, 3801 Palmira St., Tampa, Fla. fe13

JUGGLING CLUBS AND ROLLING GLOBES made to order, finest of craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. fe13

MANUFACTURE, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. fe6

OTTAWAY STEAM TRAIN—ENGINE, 4 Cars, 1200 feet of track, rides 32 chil-dren. Original cost, \$6,500; will take best offer, \$2,000. Walter Tietmeyer, fe20

OSARK, Mo.

PONY TRACTOR KIDDY RIDE—5 TRAC-tors, 2 Tractor Trailers, Fence Lights, etc., \$750. Harry Neely, Box 1431, San Juan, Tex.

Shooting Gallery Operators
Sacrifice, due to death, 6 cases hi-speed Kleanbore regular short shells, \$264. Write W. M. ARKE, Jr., Chicago, Ill. fe13

TRACTOR—LOW BOY 22 FT. VAN TRAIL-er, side and rear doors, \$600. Chale Seal, \$100. Gregg, 5039 West 132 Street, Haw-thorne, Calif.

USED TRUNKS—TAYLOR, H & M, ETC. All types, shipped anywhere; write your requirements, "Jimmies" Trunk Market, 250 W. 47th St., New York 36, N. Y.

8 CAR OCTUPUS, 20x20 MARQUEE, MAIN entrance front, 20x40 Bingo, 60 passenger Bus, 32 ft. drop frame Semi, rack and Van Semis and Tractors. Percell's Park, South Williamsport, Pa.

8 CAR MANGELS WHIP, MAJOR RIDE, old style cars, \$750 for quick sale, also 175 pair Chicago Rink Skates, all sizes, with skate grinder, \$300. M. C. Schneider, Crystal Lake Park, R.D. 3, Massillon, O. Phone Massillon 5557. fe13

12 NICE PONIES, NONE OVER 4 YEARS old, all broke to ride, consisting of 7 females, bred; 5 males, all for \$600. Will deliver for small charge. Phone now. P. L. Cobb, Hotel Ponder, Amite, La.

#12 ELI WHEEL, KIDDIE TRAIN, KIDDIE Rocket Ride, Popcorn, Floss, Snow Cone machines; reasonable, 1402 N. Alexander Drive, Baytown, Tex.

16MM. SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Also sales list. Rogers Films, Lombard, Ill. fe27

16MM. FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Projectors for sale. Ace Camera Supply, Florence, S. C. ap24

YOU CAN ENTERTAIN FOR ALL OCCA-sions with our Trick Drawings and Rag Pictures. Catalog 10c. Balda Art Service, Oshkosh, Wis. mh6

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A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated cat-alog, 50c wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. fe20

MAGIC BOOKS, TRICKS, ESCAPES, IL-lusion plans, side show acts. Magic as a Hooby, \$1; 108 easy tricks you can do. Lists 50c. J. P. Kane, dresser, America's Empire, New York 1, N. Y. fe27

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MISCELLANEOUS

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NEW—1 AKRON ELECTRIC GRILL WITH Robertson thermostat, 12"x24", regular price \$105, now \$49; 1 Progress Ice Water Cooler with copper coil and faucet, 50 lb. ice cap., 40" high by 17" square, regular \$80, now \$39.50; 3 Little Giant Ice Break-ers, regular \$39, now \$22.50 ea.; 1 Com-mercial all aluminum Bun Warmer, 20" high by 15" round, 3 doz. cap., regular \$22, now \$10.95; 2 heavy metal Storage Files with lock and keys, 24" high by 15" wide, \$10 ea.; 2 Masonite Storage Files, letter size, value \$7 each, now \$3.95 ea.; 30 Red Formica 30"x30"x1 1/4" cigarette proof table tops, chrome edge, regular \$29 each, now \$12.50 ea.; 3 Single Hollywood Beds with grey and green plastic head-boards, regular \$19 each, now \$6.50 ea.; 2 Double Hollywood Beds with grey and green plastic headboards, regular \$19 each, now \$6.50 ea.; now \$6.50 ea.; 1 Electric Round Deep Fryer with basket, regular \$125, now \$49; 1 Leland Meat Tenderizer, regular \$95, now \$39; 1 Ice Tea Dispenser with glass upper, faucet and space for ice below, regular \$16, \$9; 1 Hot Point (restaurant size) counter model Wafo Maker, com-plete with heavy duty cord, regular \$115, now \$69; 2 Counter Catalog Files (metal), regular \$12.50, now \$7.50 ea.; 24 Heavy Duty Weaver Oval Aluminum Service Trays, 29 inch, regular \$11.95 each, now \$6.95 ea.; 1 Nicro Stainless steel electric drip Coffee Maker, regular \$15, now \$7.95; 12 Bar Stools, chrome with red plastic seats, with plat-form legs, regular \$24.95 each, now \$9.95 ea. 1/2 with order and shipping instructions, f.o.b. McGuire's, 356-360 Main St., Dubuque, Iowa.

PIN-UP COLLECTORS—HOT BARGAINS; 340 Big Pictures, Hollywood Models, all different, only \$2. Photos, Ltd., Dept. 41-B, Box 1533, Los Angeles 36, Calif. tf

WANTED—A LOCATION FOR 1950 BIG Eli #5, park preferred. W. W. Willis, 1633 Rock Spring Dr., Alton, Ill.

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ANYONE CAN PLAY THE BLOCK-FLUTE! Entertaining and relaxing; "C" soprano Block-Flute, \$6.50 prepaid. Professional dis-cout. Art Hersch, P. O. Box 24, Lakewood, N. J. Inquiries invited. Any instrument.

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FOR SALE: ORGANS, ELECTRONIC MIN-shall two manual, \$1,185; Baldwin, \$2,600; practically new Horstman, 457 Oneida St., Pittsburgh 11, Pa.

FOR SALE: ACCORDIONS, CLAVIOLINES, Solvoxes, Amplifiers, etc. Write for free catalog. Discount House, 8932 88 St., Wood-haven 21, N. Y. VI-7-0866, VI-6-5258M.

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INFORMATION WANTED CONCERNING Michael Roche known as human pinch-union. Write Box 908, The Billboard, 1564 Broadway, New York, N. Y. fe13

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ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon; exclusive styles, top quality. Big cash income now, real future, equipment free. Hoover, Dept. B-109, New York 11, N. Y. mh27

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IMPORTANT MONEY EVERY DAY SEL-LING new effective copyrighted Friendship Award traffic building plan to business places. No competition, your state open; rush \$1 for returnable selling kit or write Salesmanager, Business Traffic Builders, Mitchell, S. Dak.

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WANTED TO BUY

CASH FOR FLAT KIDDIE RIDE, EXCEPT Boats or Auto; New York or Michigan area. Box C-486, c/o Billboard, Cincinnati 22, Ohio.

CASH FOR YOUR GOOD CONDITION KID-die Ferris Wheel or Boat Ride. Edw. Turner, 50 Glen View, Newington, Conn.

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PICTURES, EXHIBITS, DISPLAYS—SUIT-able for export or dope show. Must be cheap for cash; write, describe fully. Beal Showings, Box 236, Temple, Arizona. Con-sider partner with good inside for above type show. I have 20x30 top, transportation, P. A. sets and booking with est. railroad show.

SPRINGFIELD KIDDIE-LAND CORPORATION RIDES WANTED

Will lease or buy good used Kiddie Rides. We have Merry-Go-Round, Boats, Car Ride, Train and Live Ponies. Give price, age, make and picture if available.

K. BURKHARDT
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VENTRILOQUIST'S GIRL DUMMY AND magic equipment; reasonable. R. Weger, 1035 S. Austin Blvd., Chicago 44, Ill., phone Mansfield 6-7016.

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WANTED—DEVIL'S BOWLING ALLEY, with or without balls, working condition; reasonable. Mr. Asa Ross, P.O. Box 255, Warsaw, Ind.

WANTED—A UNICYCLE AND AN ADULT Pogo Stick for act. Please contact. Frank Galun, Banyan Club, Dania, Fla.

WE BUY SCRAP THERMOPLASTIC; PLAS-tic, all shapes; discontinued items, cut-offs, odds and ends, clippings. Send sam-ple for quotation. Reliable Plastics Co., N. Y. fe27

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New and Latest Bar Gag!
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Retail price 35c each.

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SUPER SALES CO.
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BASS HORN FOR MIDWEST POLKA Band; will need man soon; steady. Write Viking Band, Albert Lea, Minn.

BOY WANTED TO DRIVE CAR AND AS-sist advance man for big show traveling Western states. Good opportunity to learn show business; send snapshot and back-ground; first class hotel, meals and all expenses paid plus small salary. Box C-485, c/o Billboard, Cincinnati 22, Ohio.

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Mid-west; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. fe6

WANT FIRE EATING ACT THAT CAN work; Indian act. Contact Tommy Seattle 11152 Acama St., N. Hollywood, Calif.

PITCH MEN, DEMONSTRATORS, 10c stores and window workers who can work a medicine joint. I have a good proposition in this territory. I have a drug store and am here permanently. Med. Performers (white), write. Charlie Hudson, Box 111, Charlotte, N. C.

WANTED
Experienced man to set up and operate Parker Ferris Wheel. Job may be good for entire season; permanent location in Park. Write full details to
C. W. PARKER AMUSEMENT CO.
Leavenworth, Kansas

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Experienced man to set up and operate Parker Ferris Wheel. Job may be good for entire season; permanent location in Park. Write full details to
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Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order - balance C.O.D.

Only \$12.50 each In lots of three. \$13.95 for sample.

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MECHANIC, CARPENTER AND ELECTRICIAN. All with tools, want job together on food show. Must be able to book grab joint trailer also. Go any place. Wire or write Hugh Warren, 8052 Alhambra St., Paramount, Calif.

MISCELLANEOUS

AVAILABLE, VERY ATTRACTIVE DOG Act for schools, night clubs, fairs, circuses, carnivals on party entertainments. Have transportation. Permanent address, Rose Washington, 3107 West Place, Sarasota, Fla.

CHILDREN'S THEATERS, CIRCUSES, parks, fairs, indoor, outdoor events. Puppet Safety Play, Marionettes, Shadows, A-1 Punch Show; 16 cases, glass fronts, of old puppets, 1793-1870. Setup suitable to any conditions, tent, building or open air locations. Dave Lano and Carolyn Chaney, 322 Partridge, Flint 3, Mich. feb

CHINESE MAGICIAN, AH SING TU, TEN minutes to two hour show; magic, escapes and illusions. For clubs, theaters, nite clubs, churches, schools, organizations in this territory. J. P. Kane, G. P. O. Box 378, New York 1, N. Y. mh6

FOR CIRCUSES, FAIRS, RODEOS AND Celebrations. Wild Horse Harry and his comedy trick horse (Montana Babe). Art, Mix answer. Sherwood, Ohio.

PROFESSIONAL 16MM. MOTION PICTURE Cameraman at liberty. Available for private productions, commercial and industrial films, etc. Can stage and direct. Have experience in newsreel work and aerial photography. Will go anywhere, shoot anything. Box 37, Zone 6, Baltimore, Md.

RAJAH ALI SHAMIZ AND HIS ZOMBIES in Ghoul Gambols Midnight Spook Show. Movie trailer, lobby display, posters, heralds, etc. furnished, for theater, civic, fraternal, fire and veteran organizations in this territory. Percentage basis. J. P. Kane, G. P. O. Box 378, New York 1, N. Y. mh6

YOUNG WOMAN, SINGLE, FAIRLY ATTRACTIVE, nice personality, shorthand, typing, sales experience, can drive, want job with good traveling show, carnies, for summer. Good voice for p.a. systems; used to traveling. Need help? I Do! K. Carroll, P. O. Box 176, Hot Springs, Ark.

MUSICIANS

AT LIBERTY—ELECTRIC GUITAR, ALSO Novelty Banjo Soloist. Professional, can fill demands; white, union; write, phone or wire: Joe Sottile, R. D. Box 24A, Carrolltown, Pa. Phone 4-6309.

AVAILABLE — 2 GIRL MUSICIANS; SAX, clar., drums, vocals. For commercial unit; experienced, union, will travel. Box C-487, c/o Billboard, Cincinnati 22, O. feb13

BARITONE HORN MAN DESIRES JOB with circus band. Union, dependable. Kenneth Fesmire, 245 Madison Ave., Memphis, Tenn.

BASSMAN—READ, FAKE, SOME VOCALS, baritone horn singing. O. Woolsey, 515 1/2 Dauphin St., Mobile, Ala. Phone 33898.

DRUMMER—20 YEARS' EXPERIENCE, DESIRES change. Jazz or commercial, shows; read or fake; age 32, union, neat, good equipment. Dick Startzman, Sea Breeze Hotel, Fort Walton, Fla. Phone 2-1741.

DRUMMER AVAILABLE — FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Wire, write or phone George Sloan, 1119 E. 11 St., HA-5052, Kansas City 6, Mo.

DRUMS, BALLAD OR GROUP VOCAL—Sober, dependable, references, recent photo; cut or no notice. Russ Dunnhill, Box C-488, c/o Billboard, Cincinnati 22, O. feb13

ELECTRIC GUITAR — RHYTHM AND lead, vocals, solo or years top trio. G. Erickson, Harmon Hotel, Minneapolis, Minn.

EKCELLENT ELECTRIC GUITARIST—Modern, Latin, Popular; clean cut, single; will travel. Freddie Elliott, 600 South Ohio, Kokomo, Ind. Ph. 21694.

GUITAR—RHYTHM OR ELECTRIC LEAD; read or fake; sing solo or parts. Write Musician, Box C-469, c/o Billboard, Cincinnati 22, Ohio. feb7

HARMONIC ORGAN — LET MY MUSIC bring pleasure to your patrons, more business for you. Conducional surroundings. Nice town, more than money. Interview. Box C-477, c/o Billboard, Cincinnati 22, Ohio. feb13

PIANIST — AVAILABLE FEB. 1; ALL-round, read, fake, shows; prefer hotel band or commercial combo; steady, dependable, no character. Bernie Dean, 606 E. Third St., Panama City, Fla. Sunset 5-8836.

TENOR CLAR.—JOIN IMMEDIATELY; ALL styles, read, fake, some vocals, arrange, shows, Dixieland clar. Chas. Salvagio, 1422 Ave. H., Birmingham 8, Ala. Phone 58-2833.

TRUMPET—23, KOREAN VETERAN; EXPERIENCED, available, will travel; second or third, some lead. Contact Billy Anderson, 5988 Lotus, St. Louis, Mo. feb13

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Pipes for Pitchmen

By BILL BAKER

AN S.O.S. ... is beamed to the pipes desk from Joe Greenie in Newark, N. J., for a word from Tex Dabney and his frau. Joe recalls the day some 20 years ago when he, Tex and Jay Lewis wrote sheet around West Palm Beach and Miami. Just so brother Dabney and his little woman are brought up to date on the fortunes of some of their pals, Joe reports that while he's doing his own pen pitch he found out that Joe Conti is lopping off plenty lucre at the department stores around the Newark area. Danny is working rad at Grant's, Sophie is pushin' pokes and jewelry at Harry's department store, Louie mopping up the moola at Haynes merchandise mart and Danny doing his mind reading act at Grant's. There's a guy for you that Danny, says Joe, "He's a sheik and a killer diller with the ladies."

H. F. MOODY ... formerly from Fort Worth, is now in the Texas State Sanitarium and he would like to hear from his friends. He's bunking in dormitory 16.

W. L. (GEECHIE) HARRELL ... the "Mayor of Moss Point," scribes from Pascagoula, Miss., that he's been gathering his share of the moola in and around that boom town this winter. With the ship yards there going full blast and a new super highway being built, Harrell opines that it would be a good opening spot for a carnival.

HERE'S A ... business analysis on Detroit from that genial gentleman from Romeo, Mich., Happy Heller. Says the Happy one: "Opened my cleaner deal and doing pretty good with it. Have a hot spot in Sam's, a big cash and carry department store on Randolph Street, Detroit. Things are a little down in the Motor City but far

from being completely out. The money is there but you have to work for it." Happy goes on to say that one week recently he put in 62 hours on his deal in which he sells his cleaner for a buck and a half a pint and two bucks a quart. He tosses in a free bottle of spot remover with every purchase. Incidentally a couple of weeks ago the man from Romeo made a New Year's resolution to pipe in at least once a month. That's a paramount idea, methinks, and one that we hope will catch on with the other brothers in the trade.

FRED HOPKINS ... reports that Doc Blanto, the 84-year-old dean of jewelry workers, showed up at the tobacco markets around Ashville, N. C., and did some pretty sharp business with his flashy layout. According to Fred, the good Doc has as his guest at his Western North Carolina plantation that fast stepping wizzeroo of the paper, Horace Brazil. It's whispered about that Horace has accepted delivery on a brand new Plymouth and intends weighing anchor for Florida to take in a few of the winter fairs. Friend Fred wants to know if there is anyone who remembers the time Morris Kahntroff and the Man from India split time in a store on Ninth Street in Washington and Tom Kennedy worked sharpeners at Nint' and D streets in that city?

DAVE ROSE ... one of the real old timers in the business, pipes in after too many months' absence from this column to let his pals in pitchdom, including Henry Varner, know what's become of him. Dave pens that he's now at his usual winter roost in New Orleans. He says that he hasn't done any pitching recently except for three days at Iowa State Fair, Des Moines, and a day

at the Sugar Bowl game in New Orleans. It seems that old Davey suffered a slight stroke around Thanksgiving Day and the doctor ordered him to rack up his cue for a while. We're glad to hear that Deacon Rose has just about fully recovered and that he expects to be up and at 'em during the lush Mardi Gras season around the latter part of February. Dave signs off with, "Let's have some more pipes from some of the old timers. Tom Kennedy, let's hear from you."

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Parcel Post Hayes, Charlie 10c De Satina, John 10c

- Accordino, Chas. Adams, Bill Adams, Dewey Adams, Mrs. E. T. Adams, Oliver Adams, Wm. Alexander, Nick Alland, Maurice Allen, Frank Allen, Juanita Allison, Jno. W. Anderson, Charlie Angus, Oga Annin, Ralph J. Arbaugh, Mrs. Jessie (Flying Arbaughs) Archer, Joseph Arley, C. F. Arnett, Mrs. Virginia Ayers, Maurice C. Bailey, Roy (Dodie) Baker, Fred Baker, Jos. Dewey Barnes, Carlant V. Barnes, Charlie & Basil Walker Barr, Wilber H. Barrett, Lyle H. Barron, Ted Beal, Joe Bechard, Arthur Beck, Basil Kingsley Bemore, Willard H. Berrall, Ronnie Bergman, Mrs. Lila S. Berry, Raymond Jos. Best, Dick Birnie, Wm. J. Blakely, Benton H. Blanton, John (Set Spindle & Ball Game) Bliss, Herbert Lee Bogart, Jack Boyd, Wesley M. Bradley, Thos. Bradley, Wm. T. Brafford, Enoch O. Brockbridge, Ed. Bright, Mr. Carolina Broeffie, Andrew Paul Broeffie, Harry J. Brooks, Mrs. Robt. Broudy, Paul C. Brown, Chas. Brown, Chester T. Brown, Ray (Blue Grass Show) Brown, Tommy Bruce, Dean Buck, Geo. H. Buckhanan, Kenny Brunk, Red & Marie (Cookhouse Oper- ators) Budd, Charlie Buley, Johnnie Bumpus, Bill "Scales" Calverson, Frankie Cambell, Wm. (Red) Campbell, C. F. Canipe, Walter Cantwell, Chas. Carl, Geo. Carlyle, Malcolm Alexander Carson, Margaret Carter, Arthur W. Carter, Roy C. Cassano, Louis Castalvo, Carmine Cato, Carmine Caylor, Lester Gene Cearley, Gordon Chastain, Wm. J. Chidester, Wm. J. Childers, Bobby D. Christensen, Mrs. Mary Claire, Hans & Rosita Clancy, James Clark, James Clark, Albert Leroy Clark, Cathy Clausius, Albert Cobler, Wm. P. Collins, Clifford Collins, Clifford C. Collins, Donald A. Comstock, Tommy Conn, Alan

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MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill. Anderson, Mary Arnold, George M. Averill, Wm. Garfield Benner, Larry Couture, Leo Davis, Lester J. Parks, Joe (Doc) Dominick, Mr. & Mrs. Donatto, Lillian Egan, Adrienne Flint, George Franklin, Mr. & Mrs. C. W. Husted, Earl Kamaka, Mrs. Ida Kennedy, Mrs. Mas Lamkin, (Duncan), Emma Jean Landon, Mr. & Mrs. Lennard, Louie Lewkadow, Jack Luckadoo, Allen

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo. Allen, Charles A. Alxin, William Archer, Tuck Ard, Grady Lee Austin, Raynor Baucher, Edna Beckner, Cecil

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Trade Directory

For ready reference, here is a guide to new products, new firms, and office and personnel changes in The Billboard issues January 16 thru January 30.

New Equipment

- Coffee vender, Model S, Mills Industries, Inc., Chicago.
- Cup drink vender, Colespa "6," Cole Products Corporation, Chicago.
- Bulk vender, Model HMS, Victor Vending Corporation, Chicago.
- In-line scoring game, Ice Frolics, Bally Manufacturing Company, Chicago.
- Baseball game, Special Deluxe, Williams Manufacturing Company, Chicago.
- Baseball game, Star Baseball, Williams Manufacturing Company, Chicago.
- Baseball game, Pennant Baseball, Williams Manufacturing Company, Chicago.
- Counter in-line scoring game, Zipper, Binks Industries, Inc., Chicago.
- In-line scoring game, Havana, United Manufacturing Company, Chicago.

(Continued on page 78)

OHIO SQUABBLE

State Wants Visiting Truckers to Pay Levy

COLUMBUS, O., Jan. 30.—Buyers and sellers of games, vending machines and juke boxes have a stake in the squabble between Ohio and 16 other States over State taxes on trucks.

An Ohio tax imposed on out-of-State trucks has already resulted in Tennessee and Kentucky canceling their reciprocity agreements with Ohio. Reciprocity enables a trucker or a private motorist to drive across the country without buying a license in every State traveled thru.

Over 100 trucking lines, most of them from Michigan, are seeking an injunction here against collection of the tax from out-of-State truckers.

The Ohio tax has also caused a reciprocity committee consisting of 10 Southern States to recommend cancellation of reciprocity

agreements with Ohio by March 1. Three States answered Ohio's move with retaliatory State taxes. Others are considering action.

A Congressional investigation is being sought in Washington by Rep. William H. Ayres (R., O.), and Clemen J. Zablocki (D., Wis.).

Walter McDonald, chairman of the 10-State Southern Reciprocity Committee, declared: "If States don't find an answer to interstate taxation, the problem will end up in Congress. Trucks have got to pay their way. But at the same time we've got to remove State barriers and preserve the fluidity of interstate motor carriers."

Said one Chicago trucking official: "If all States were to cancel reciprocity, the approximate cost of licensing a vehicle in all States in which we might be required to operate would be \$9,500 a year."

"If reciprocity breaks down, we're out of business," said Joseph C. Hogan, assistant to the president of Decatur Cartage Company in Chicago.

Ohio's tax, which became effective last October, provides that a trucker pay 1 to 2½ cents a mile for the right to operate over Ohio's highways; the rate dependent on the number of axles on a vehicle.

Baseball Game Plans Rushed By Chi Coin

CHICAGO, Jan. 30.—The Chicago Coin Machine Company is rushing plans for production of a new type baseball game.

The unit is expected to bring to the trade some novel engineering and operating features and will stress the realistic action of the national pastime. Deliveries are expected to begin in a few weeks.

The firm has increased its output of Criss-Cross and Advance Bowlers in a move to cope with the heavy demand for these 6-player shuffle games.

Coffee Cost Pinch Spurs Op Price, Portion Adjustments

Short Bean Supply Vital Factor; Venders Try 6-Oz. Cup, 10c Tab

By FRED AMANN

CHICAGO, Jan. 30.—In the wake of recent record price advances of coffee, operators over the country this week took steps to protect their margin of profit per cup.

Two definite plans were being adopted:

1. Increased use of dime and odd-cent prices.
2. Vending a 6 rather than a 7-ounce nickel drink.

Operator opinion, a survey by The Billboard indicated, leaned to the higher vendible price. Exceptions were larger operators whose high-volume stops permit slimmer per cup net profit. Many medium and small operators, however, already stressing 7-cent cups, reported abandoning nickel cups altogether, upping the price to 8 cents and increasing the ratio of dime machines on their routes.

As one operator summed up the price picture: "The 7-cent cup is now in the same position as was the nickel cup. And the nickel cup is now impossible."

Price Patterns

A Chicago operation, Airport Vending Service, reported elimi-

nating the last of its nickel equipment, setting the new cup price at 8 cents and increasing 7-cent units to the same price. Meanwhile, more dime venders were added wherever possible by converting 7-cent equipment.

Formerly, said Bernard Kiley, head of Airport Vending, the price pattern was: 65 per cent of all machines, 7-cent operation; 15 per cent, 8-cent; 20 per cent, dime.

Following completion of its price program, only two cup prices will be used: 30 per cent of all machines will be set at 8 cents, 70 per cent at a dime.

General supply costs have increased 20 per cent over the past year, coffee operators declared. Coffee concentrate alone has increased 12 per cent per cup since January 1, they said.

Changing from nickel to odd-cent operation will cost \$35 to \$50 per machine, depending upon the size of the penny refunding unit used. Moving from one odd-cent to another will cost about \$1 per vender, while if an operator decides to take the "big jump" from nickel to dime cups, his cost will be approximately \$3 per unit.

Meanwhile, operators and machine manufacturers advocating retention of the nickel price with a slightly smaller drink, pointed out:

The 6-ounce drink is the same size used by most restaurants (for dime cups).

The 7.25-ounce cup commonly (Continued on page 71)

Harold Baker, Baker Novelty Founder, Dies

CHICAGO, Jan. 30.—Funeral services were held Friday (29) for Harold Baker, 56, who passed away Wednesday following a prolonged illness.

Baker was in the coin machine industry for more than three de-



HAROLD BAKER

cadec. He started with Burnham & Mills, a flourishing coin machine mail order company of the early '20's. In 1929 he joined the staff of Pace Manufacturing Company and became top level executive.

In 1938, Baker organized his own company—Baker Novelty—and rapidly built it into a factor in the manufacturing end of the amusement game and bell trade.

Interment was in Forest Home Cemetery, near Chicago. He is survived by his widow, Marylin.

Florida Fair To Unveil New Coin Products

TAMPA, Jan. 30.—The Florida State Fair, which runs for 13 days starting Monday (1), again will feature new type coin machines. The event has gained in importance for the coin industry in recent years as Chicago manufacturers have made a practice of introducing new items here.

Thus far only one firm, Exhibit Supply, has announced its fair (Continued on page 76)

Seeburg Distributors To Show New Gun Game

CHICAGO, Jan. 30.—Coon Hunt, a new coin-operated target gun utilizing the "Ray-O-Lite" principle, began moving out this week to distributors of the J. P. Seeburg Corporation.

Distributors will begin their showings this week-end and will continue for the following two weeks as samples arrive at distributors' offices.

Coon Hunt's target area is a simulated window which frames two coons in two trees. The coons move up and down the trees, and their action can be reversed by a direct hit.

One feature of the new gun

game is the price of play: A dime for one play, four plays for a quarter.

Seeburg's last gun game was "Shoot the Bear" which was last produced about four years ago.

KANSAS CITY

W. B. Music Hosts Trade In New Qtrs.

KANSAS CITY, Jan. 30.—The W. B. Music Company held open house festivities here Saturday and Sunday (23-24), celebrating the opening of new headquarters at 2900 Main Street. Harry Silverberg and Bill Bets are the firm's principals.

Among the key guests Sunday were Sam Lewis and Steve Kordek, of Genco; Ed Levin, of Chicago Coin Alvin Gottlieb, D. Gottlieb & Company, and Ernie Rezeau, of Seeburg. The Kansas City distributor represents those four factories in this area. The first day was set aside for relatives and friends of the firm's staff.

The new home of W. B. Music was termed by visiting members of the industry as the most modern headquarters of any distributing house in the trade. The building is located on a principal business street and has acoustical ceilings, steam cleaning rooms, paint shops, dock level loading and receiving platforms, and ample parking facilities. The showrooms were designed specifically for games and music machines.

Coin Exports October, 1953 Amusement Games

Country	No.	Value
Canada	800	\$200,439
France	544	67,595
Japan	37	15,073
Venezuela	88	13,688
Switzerland	47	8,779
Netherlands	119	7,913
Cuba	100	6,160
Mexico	49	5,525
Canal Zone	13	3,615
French Morocco	11	3,100
Italy	44	2,491
Guatemala	8	2,324
Belgium	50	2,124
N. Antilles	5	2,025
Austria	20	1,990
Portugal	180	1,950
Lebanon	5	1,801
British Malaya	7	1,740
Philippine Rep.	28	1,700
Peru	20	1,246
Other Countries	27	1,620
TOTALS	2,202	\$352,898

Gotham Ops to Elect Officer Slate Feb. 25

NEW YORK, Jan. 30.—The membership of the Associated Amusement Machine Operators of New York this week nominated an officer and director slate for 1954-'55. Officers and directors will be elected at the organization's dinner meeting, February 25, at the Henry Hudson Hotel. Nominations will be accepted from the floor.

The slate nominated consists of Louis Rosenberg, president; Sanford Warner, vice-president; Jack Semel, treasurer; Louis Glatzer, financial secretary; Wilbur Aaronson, secretary, and Jerry Miller, sergeant at arms.

Nominated for the eight board posts (the other six are filled by the officers) were Harry Berger, Eugene Broderick, Vincent Cappezzola, Jerry Folkart, Les Goldmark, Milton Green, Phil Greitzer, Bart Hartnett, Albert Koon-del, Dave Lowy, Irving Levine and Sol Tabb.

THE PHILADELPHIA STORY

'Trade-In, Grade-Up,' Front Money Equal More \$\$ for Ops and Locations

PHILADELPHIA, Jan. 30.—If operators in the Philadelphia area are averaging heavy weekly grosses despite limited opportunities for location expansion, it is due, to a large degree, to two policies instituted five years ago by Oscar Parkoff, Atlantic-Pennsylvania Corporation, local Seeburg distributor.

The two policies—"trade it in and grade it up" and front money based on 2 per cent of the juke box valuation—are the cornerstones of Atlantic-Pennsylvania's over-all policy of regarding the distributor, operator and location

owner as partners in the music machine business.

The Parkoff feels strongly about the need for front money, he realizes the obligation of the operator to provide the type equipment that would justify front money, and the obligation of the distributor, to make it possible for the operator to get that equipment.

Depreciation Rate

Most operators generally figure depreciation on a new juke box on a five-year basis, or about \$4 a week. Parkoff, however, figures depreciation on the rate of from

\$2 to \$2.50 a week when determining the value of a box being traded in for a new one.

Hence, an operator who paid \$1,000 for a new box three years ago and who wants to trade it in for a new Seeburg—currently selling at \$1,095—would have to pay \$395 and his old box.

Parkoff feels this trade-in policy makes it possible for operators to provide new equipment to whatever locations require it without going heavily into debt. Actually Atlantic-Pennsylvania is able to sell trade-ins at about the (Continued on page 64)

Calendar for Coinmen

February 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

February 7—Amusement Machine Operators' Association of Greater Baltimore, annual banquet and dance, Lord Baltimore Hotel, Baltimore.

February 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.

February 11—Music Operators of Northern Illinois, monthly meeting, Place to be announced.

February 26-27—National Automatic Merchandising Association sectional meeting, covering Georgia, Florida, Alabama, Mississippi, Tennessee and North and South Carolina, King and Prince Hotel, St. Simons Island, Ga.

March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

March 19-20—NAMA sectional meeting, covering Pennsylvania and New Jersey, Hotel Hershey, Hershey, Pa.

MOA Committee Completes Annual Convention Plans

Open Exhibit Doors for 1st Time To Vending, Kiddie Ride Equipment

CHICAGO, Jan. 30.—Fifteen members of the executive board and the preparation committee of the Music Operators of America met here this week to complete arrangements for the coming fourth annual MOA convention at the Palmer House, March 8, 9 and 10.

The meetings were arranged into four four-hour sessions, held Monday and Tuesday (25-26), with MOA president George A. Miller acting as moderator. Miller opened the sessions with a brief summary of the anticipated goals and a report on the financial status of the association.

The discussions that followed, during the two days, dealt with every phase of business connected with a convention—from the number of prospective exhibitors to be contacted to the planning of a program covering nearly every hour of the three-day event.

One of the first steps taken during the sessions was the preparation of a list of prospective exhibitors to be contacted. It was agreed to enlarge the scope of this year's convention to include manufacturers of both vending equipment and kiddie rides, marking the first time that either had been invited.

Miller said, "We feel that the list of exhibitors signing for space should be large enough to provide some type of display in every room on the exhibit floor." He added, "With a list of signed exhibitors already exceeding the total number present at the last convention, there is no doubt that this year's event will be the largest in the association's history."

Those firms already signed for space include manufacturers of juke boxes, cigarette machines, soft drink machines, photo equipment, records, needles and allied parts. (See elsewhere complete

list of confirmed exhibitors.) Many manufacturers will show their products at an MOA convention for the first time.

Following the problem of who was to exhibit, the group turned its attention to the convention program. One of the first issues that arose was that of exhibit and business session hours.

It was decided that from 9:30 a.m. to 12 noon, on all three days, business sessions would be held by operators and manufacturers to give them a chance to discuss their problems. Also during these hours, talks on a third copyright organization, public relation plans for the coming year, and plans for discussing taxes which eliminate dancing to juke box music, were scheduled.

On all three days the exhibit floor will be open from 2 to 9 p.m. Exhibitors will be allowed to stay open longer but these hours will be posted as official. (Continued on page 78)

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:

KAPP READIES FIRST ALBUM. Kapp has completed his general planning for his first venture into the record manufacturing business with the Kapp Records label (Music department).

COLUMBIA, WESTMINSTER, URANIA, MERCURY LAUNCH LP SALES. The Columbia action in extending its "Sale and a Half" to all 48 States has caused Mercury, Westminster and Urania to offer similar or greater discounts (Music department).

DETROIT DEALER HITS PRICE CUTTING. A sharp indictment of phonograph merchandising practices in Detroit was drawn this week by Herman Chapin, partner in the Campus Record Shop (Music department).

And many other news stories as well as the Honor Roll of Hits and pop charts.

More \$\$ for Ops Locations in Philly

Continued from page 63

price allowed, so the distributor is able to put new machines on the market, make a fair profit, and lose nothing on the trade-ins.

3-Way Deal

The reason goes much deeper than that tho. Parkoff is convinced that the function of the juke box distributor is something more than merely merchandising juke boxes. He points out that no distributor can prosper unless the operators prosper, and that no operator can prosper unless the locations are making money.

Based on these assumptions, he argues that locations will go to pot unless they have the type equipment worthy of their potential grosses. If new equipment is required, and the operator isn't in a position to buy this new equipment, both the operator and the distributor—as well as the location—will be the worse for it.

Parkoff calls this policy "trade it in and grade it up," as it allows operators to replace their oldest equipment with new boxes and provide newer boxes to all locations whose take indicates that they justify newer boxes.

Front Money

Hand-in-hand with the "trade it in and grade it up" policy is the "\$20 or 2 per cent" front money policy which Parkoff has been preaching for five years to operators in the area. Right now, he said, virtually all of the operators adhere to this plan.

The average purchaser of a new box, explains Parkoff, has it financed. Figuring the service costs,

records and payments on the box, his weekly operating nut is about \$20 for the machine. This must be retained as front money, reasons Parkoff, if the operation is to be on a businesslike basis.

However, as the operator's equity in the box increases, and as the box depreciates, the front money lessens. For example, a new unit which costs \$1,000 requires \$20 front money (the maximum, even tho the unit may cost more than \$1,000). After 18 months, the box (depreciated on a five-year basis) is worth \$700. (Continued on page 66)

Shaffer Music To Open New Offices Feb. 7

COLUMBUS, O., Jan. 30.—Ed Shaffer, president of the Shaffer Music Company, announced this week that new central headquarters for his firm would be opened Sunday, February 7, at 849 North High Street, and that open house for operators would be held beginning at noon.

Shaffer, who has been a Seeburg distributor for the past 16 years, said that the new location was one of the largest of its kind. (Continued on page 66)

N. J. Ops Name Ellington, Burg, Harvey, Chasen

NEWARK, N. J., Jan. 30.—H. L. Ellington, Major Enterprises, East Orange, was elected president of the Music Guild of New Jersey, Thursday (28) at the organization's 17th annual dinner meeting in the Mirror Room of the Essex House here.

He replaces Sam Waldor, ABC Music, Newark, who had served as president for seven consecutive terms. Waldor had been nominated, but declined to run.

Ed Burg, Runyon Operating Division, Newark, was elected vice-president, and Ed Harvey, C. L. Harvey & Company, Bellville, was elected secretary. Harold Chasen, Ajax Music, Newark, who was named treasurer, was the only officer re-elected.

Board Members

Elected to the board of directors were Waldor; Herman Halperin, Automatic Music Service, Elizabeth; Jules Rusoff, Mello Music, Newark, retiring vice-president; Humbert Betto Jr., Union City,

and Herbert Brauch, Belmont Music, Paterson.

The 75 operators who attended the meeting heard Sol Kesselman, counsel, report on legal affairs, and listened to a talk on the McCarran Bill by Dick Steinberg, executive secretary.

Kesselman officiated at the elections and presented the outgoing officers and directors with pieces of silverware as mementos from the membership for their service.

The following record distributors donated 16 door prizes: All State, Belmont, Capitol, Cosnat, Decca, Essex, Krich and Times-Columbia.

Coin Exports October, 1953 Phonographs

Country	No.	Value
Venezuela	169	\$117,923
Belgium	287	89,965
Canada	109	55,466
Colombia	178	54,025
West Germany	83	52,980
Netherlands	107	30,238
Mexico	107	25,510
France	95	25,255
Salvador	33	19,603
Cuba	66	14,540
Switzerland	20	12,537
Nicaragua	14	7,645
Panama	10	7,260
Dominican Rep.	9	5,520
Haiti	20	3,180
Philippine Rep.	2	1,590
Mozambique	16	1,520
Honduras	5	1,250
Other Countries	3	1,920
TOTALS	1,366	\$544,686

Officer Elections Key Chi Assn. Annual Meet

CHICAGO, Jan. 30.—The annual meeting and election of officers of the Recorded Music Service Association was held Wednesday evening (27) in the Gold Room of the Hotel Sherman. Over 75 member operators attended.

The gathering began at 8:30, but many operators were down town an hour earlier visiting the association's offices. This was the first opportunity for many of the members to see their association's headquarters since they were remodeled a few months ago.

Officers re-elected included Ray Cunliffe, president; Dan Palaggi, vice-president; Dan Gaines, vice-president; Frank Padula, treasurer, and Phil Levin, vice-president and secretary. Directors re-elected were Louis Arpaia, Earl Kies, Roy Blomquist, Phil Levin, Ray Cunliffe, Andy Oomens, Dan Gaines, Frank Padula and Dan Palaggi.

Cunliffe presided over the meeting and gave a talk on last year's gains and the coming year's objectives. One of the main objectives for '54 is the possible adoption of an operator self insurance plan for machines. No decision was reached on the subject but operators seemed to favor the idea.

Before the meeting turned to entertainment, Cunliffe read a letter from Sellman C. Schultz, vice-president of Decca Distributing Company who is general chairman of the 12th annual Shrine Circus. The letter urged operators to reserve a block of tickets for one of the matinee or evening shows. Proceeds go

to the Shrine Hospital for crippled children.

Operators endorsed the idea. The estimated block of tickets was set somewhere between 200 and 400 for the February 28 performance.

George A. Miller, president of the Music Operators of America, was a guest at the festivities.



FINAL PLANS AND ARRANGEMENTS for the coming Music Operators of America Convention were completed last week when 15 members of the executive board, from nearly as many States, and the preparation committee met at the Palmer House, Chicago, for a two-day session. Gathered around George A. Miller, president of the association, are (left to right): Clint Pierce, Wisconsin; Les Montooth, Illinois; Jimmy Tolisana, Connecticut; Howard Ellis, Nebraska; Martine Britz, Montana; Al Denver, New York; Sid Levine, New York, and Phil Levin, Illinois.

executive board and preparation committee. (See separate story.)

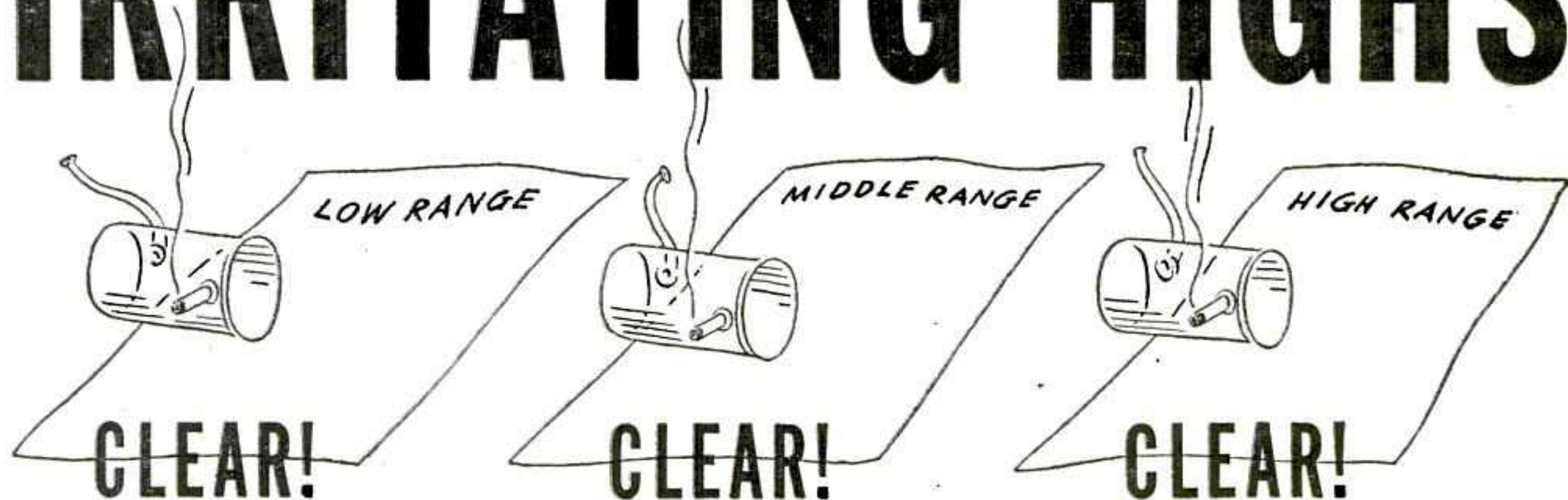
During the meeting, the committee members voted to enlarge the list of exhibitors to include manufacturers of vending equipment and kiddie rides. This is the first time that either group has been invited. Miller said that it was a necessity to include these groups, since many operators have enlarged their routes with vending machines and other types of coin-operated equipment to help cut high overhead costs.

Those firms already confirmed for space at the convention include: Ristaurat, Inc.; H. C. Evans & Company; Canadian Music Merchants' Association; Larry Spier, The Billboard, Recorded Music Service Association; Permo, Inc.; The Cash Box; BMI, New York Music Operators' Association, Century Music Company, Columbia; Riteway Sales Company, Hank Thompson Band, Downbeat, Decca Records, International Mutoscope Corporation, RCA Victor, Capitol Records, Coral Records, Auto Photo Company, Benito Records, California Music Guild, James H. Martin, M & S Distributing Company, Mercury Records, and Cole Products Corporation.

Exhibits at the MOA convention will be held in private rooms and the entrance fee has been set at \$250. Exhibitors are limited to two rooms. All reservations for space must be made thru Miller at MOA headquarters in California or thru Ray Cunliffe in Chicago.

The show will occupy the entire eighth floor of the Palmer House.

AMI'S TRUE-TONE FIDELITY FILTERS* IRRITATING HIGHS



THAT COME WITH NEEDLE SCRATCH and SURFACE NOISE

**Brings Out the Best of the Music for Pleasure and Profit*

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AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN.

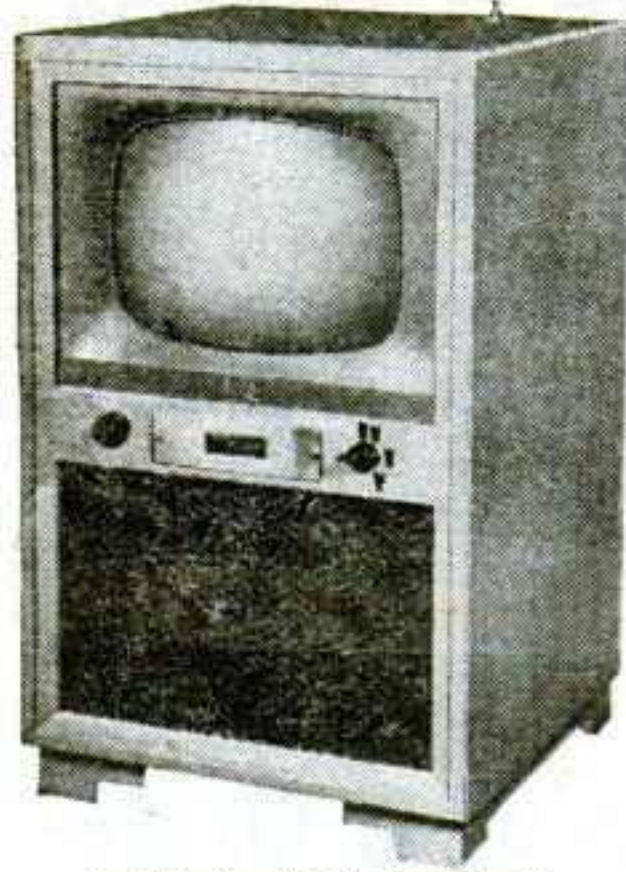
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Heavy Duty Television

Set is an established quality receiver, with full 21 tubes, super Cascade Tuner adaptable for UHF, which ensures excellent reception even in extreme fringe areas.

- 17" Screen
- No Glare
- Picture tube guaranteed for 1 year
- Beautiful lined oak cabinet
- R. C. A. licensed circuit
- Formica, stainless top
- Concealed "keep safe" cash box inside the set, protected by sturdy back with separate lock and key.
- "1 1/2 hour play for a quarter." Other timing cycles available on request.
- Height, 36"-Width, 22"-Depth, 21 1/2"
- Specially designed for coin operation

with the COIN-OPERATED BRADLEY TWINS



Combination Radio-Beed Stand Model 150-1

- Guaranteed for one year—tubes for 90 days.
- Solid Lined Oak Hardwood Cabinet
- Formica top
- Height, 24"-Width, 15"-Depth, 13"
- Superheterodyne radio specifically designed for coin operation.
- R. C. A. licensed circuit
- International Register Timer
- Concealed "keep safe" cash box inside the cabinet, back with separate lock and key.
- "1 or 2 hours' play for a quarter." Other timing cycles available upon request.
- Internal Volume Control.

Bradley Televisions and Radios are specially constructed, heavy-duty equipment built to stand up to the roughest, toughest, everyday use require only a minimum of service. Designed to last for years. Many exclusive practical features not available in any other equipment.

Are you interested in earning \$25,000.00 a year. We have some exclusive territories available for franchise salesmen.

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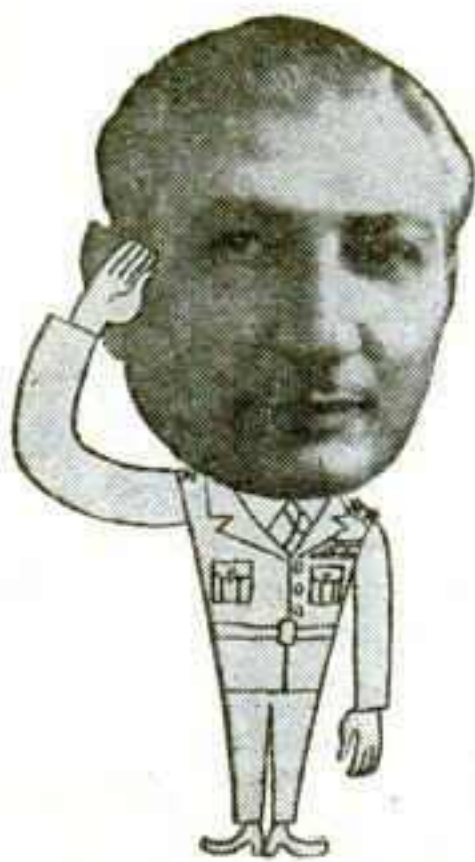
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New Headquarters for AMI Juke Boxes and Auxiliaries



More \$\$ for Ops, Locations in Philly

• Continued from page 64

Front money required is then figured on 2 per cent—or \$14. Actually, the practice is to scale front money at \$20, \$18, \$15 and \$12. Hence, the box, after 18 months, would give the operator \$15 front money.

Operator Education

Parkoff has carried on a two-pronged attack for front money. The first part, of course, involves convincing the operators that they should insist on front money. This is done at weekly operator meetings at the Atlantic-Pennsylvania showroom and thru personal contact with operators.

The second part, educating the location owners, is done by having an Atlantic-Pennsylvania representative visit the location, either with or without the operator, and explain that front money enables the location to get new or newer equipment, and that this equipment results in heavier grosses, with more money for the location.

Location owners are invited to the Atlantic-Pennsylvania showrooms, where the latest Seeburg equipment is demonstrated. More often than not, the location owner will ask for new equipment and will realize the necessity of front money.

Sales Points

Parkoff emphasizes three sales points to location owners—(1) greater earning power (2) better music and (3) dressing up the appearance of the location.

Operator education is a never-ending process, according to Parkoff. All Seeburg operators in the area are invited to attend the service school, under the supervision of Henry Ameno, service manager, and his assistant, Mel Sonia, every Monday night.

Every other Monday night, Parkoff conducts his route management school, discussing such subjects as location selling and contracts.

Seeburg Service

In the early part of the Korean War, when servicemen were tough to get, Atlantic-Pennsylvania started its Seeburg Service policy, whereby for \$1.25 a week per box, A-P would handle all service

calls for exclusive Seeburg operators. Collections and record changes, of course, are done by the operator.

Parkoff has been Seeburg distributor in Philadelphia for six years—before that he had been a music operator in New York for several years. His brother, Meyer Parkoff, is New York's Seeburg distributor.

When Parkoff entered the Philadelphia scene, collections were fairly low in the area, competition was keen, and there appeared to be little opportunity for location expansion.

Collections Climb

Today, the 40-odd operators in the area aren't adding new locations at much of a rate—but collections have been climbing steadily.

Parkoff believes that if expansion opportunities are limited as far as the number of locations, then the proper course is to increase the yields of existing location. The front money and trade-in policies, he maintains, have achieved these increases.

Operators are also encouraged to go after locations, such as factories, department stores and better-class restaurants, which are not normally juke box locations. For these locations, the 200-selection Seeburg library unit is placed on a rental basis.

Station Wagon

One operator, Leo Spector, Majestic Novelty, Camden, N. J., has a library unit demonstration set-up in a station wagon. He drives his station wagon in front of a potential location and gives an on-the-spot demonstration.

Parkoff keeps after the operators to make sure they give proper service to locations. Each operator is given a fountain pen-type oiler, which can be clipped to a pocket. Every time the operator visits a location, he takes the oiler from his breast pocket and oils the needle.

Parkoff says that most of the Seeburg equipment in the Philadelphia area is fairly new, with virtually no 78's left on locations. He estimates the average machine turnover as every four years.

Nickel Play

Philadelphia operators are on nickel play, with six for a quarter. Dime play and three for a quarter predominates in nearby Chester, but there is little sentiment for dime play in Philadelphia.

There is also little location jumping, as the operators realize they must live with one another. According to Parkoff, routes vary from 35 to 200 units for most of the operators. The part-time operator, he added, is gone, and it is virtually impossible to buy a route.

Title strips are divided into four categories by Philadelphia Seeburg operators—classical, fox trot, old favorites and hits. The two first-named remain fairly constant. Hits are selected primarily from The Billboard Charts, with those hits which appear to have lasting appeal eventually shifted over to the old favorites column. Parkoff figures that record cost is about 10 per cent of weekly collections.

Most locations are on a contract basis, with two years the average duration. Commissions are usually paid on the spot, altho Parkoff feels that the sending of monthly checks is a more efficient method.

Shaffer Music

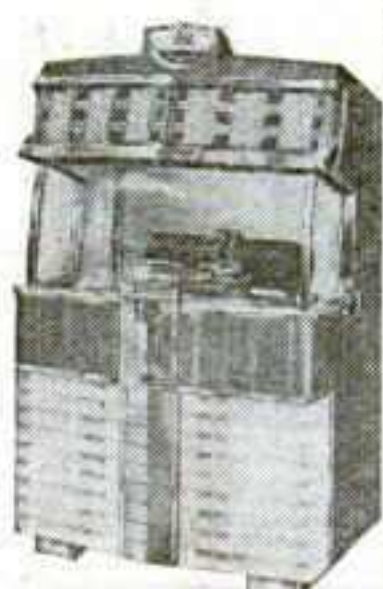
• Continued from page 64

in the music business, having over 13,000 square feet of floor space. On the first floor are the new and used display rooms, stock department, one-stop record department, sales offices, repair shops, cleaning room, paint room, crating and shipping departments, and warehouse space.

General offices are on the mezzanine overlooking the plant. Alongside of the building is a parking lot for customers.

In addition to the Columbus office, Shaffer Music has offices in Cincinnati and Indianapolis and is the Seeburg distributor in West Virginia, Central and Southeastern Ohio, Western Virginia, Eastern Kentucky, and Central and Northern Indiana.

E-120



BIG BUSINESS

Fla. Distrib Keeps Juke P-R Active

MIAMI, Jan. 30.—Public relations-minded R. J. (Bob) Norman, Southern Music Distributing Company, nicked nearly half a column of space in The Miami Herald this week with a story on the rise of the juke box business.

The article, carrying a headline reading "Juke Boxes Grow to Big Business," outlined the growth of the automatic phonograph industry from the days of 10-record machines to the present glittering 120-selection jobs.

"There are an estimated 5,000 juke boxes in Dade and Broward Counties and about 450,000 in the nation," the story pointed out.

Norman is the Miami general manager of Southern Music, owned by Ron Rood. The firm is the South Georgia and Florida distributor of AMI phonographs and also maintains offices in Jacksonville and Orlando. Coincident with the opening recently of its Miami office, Southern Music launched an intensive campaign for export business in the Latin American countries.

Referring to this phase of Southern Music's operations, the article stated: "Jukes are taking the Latin countries by storm, particularly Venezuela where this is the only form of entertainment for thousands of oil workers in remote sections."

With the story was a half-column picture of Norman.

Gordon Stout Elected Pres. Of S. D. Assn.

HURON, S. D., Jan. 30.—Music operators of the South Dakota Operators' Association held their annual elections here last week and voted Gordon Stout, of Pierre, S. D., the new president.

Past-President Tony Trucano moderated the meeting. Darlow Maxwell, Huron, was elected vice-president, and Harold Scott, Moberly, was re-elected secretary. Mike Imig, Yankton; Norman Gefke, Sioux Falls, and Tony Trucano, Deadwood, were elected to the board of directors.

A highlight of the night's activities was the award of a life membership to Scott.

Also on the agenda was a discussion of the coming Music Operators of America convention. Imig said that he thought about 90 per cent of the operators of the association would attend the Chicago gathering. He added that tentative plans were to charter a railroad car for the trip to and from the convention.

Present at the meeting were Archie LeBeau, head of Novelty Sales Company, Rock-Ola distributors in St. Paul, and Mat Engel, of Lieberman Music Company, AMI distributors in Minneapolis.

No date for the next meeting was set but tentative plans are being made for the last week in May or the first week in June in Yankton.

INSURANCE ALL RISK JUKE BOXES

BROADWAY BROKERS CORP.

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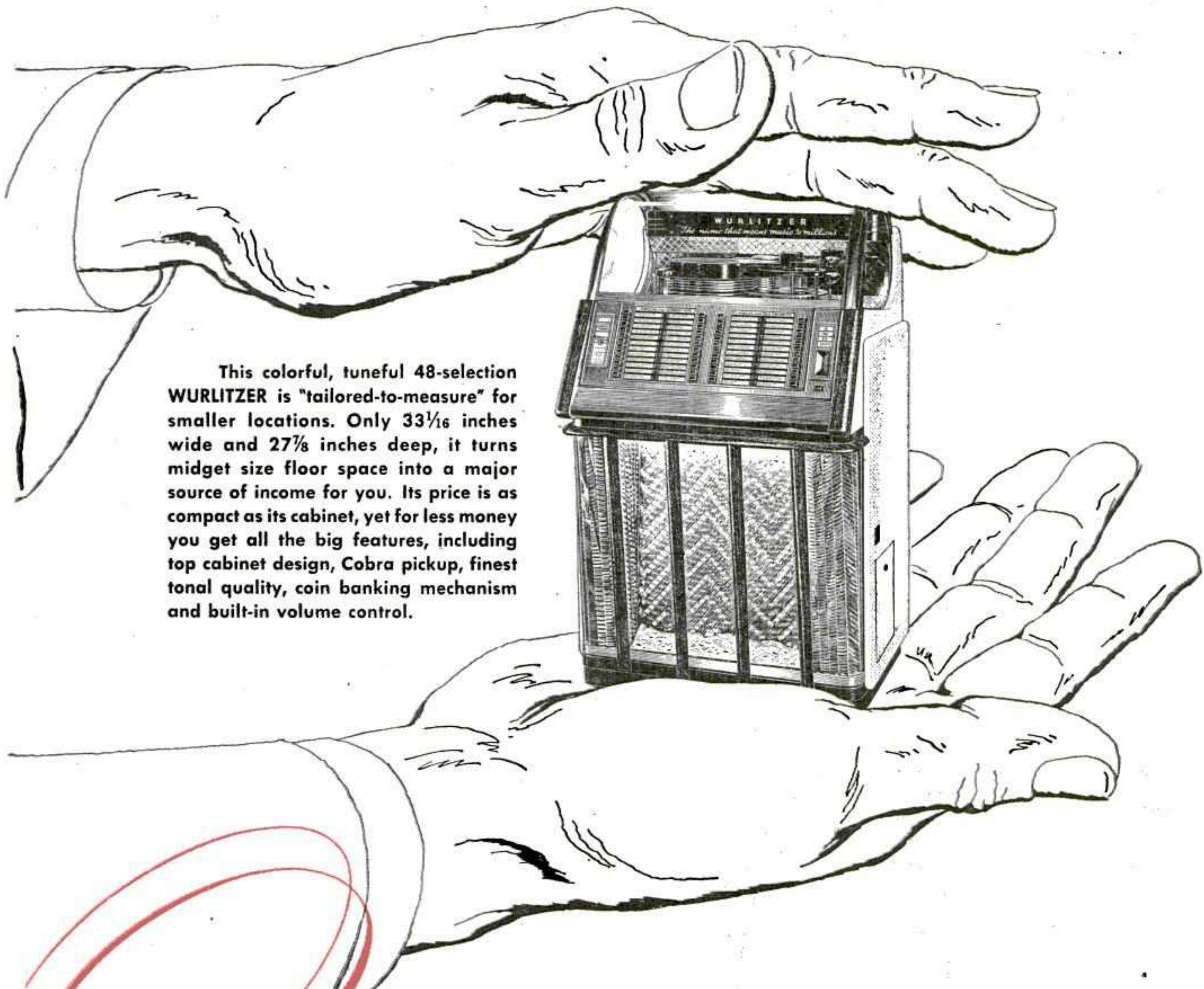
CONVENTION TIME, THE BILLBOARD, AND YOUR PROFITS!

See Page 68

TRY THIS FOR SIZE

(and earnings)

**IN YOUR
SMALLER
LOCATIONS**



This colorful, tuneful 48-selection WURLITZER is "tailored-to-measure" for smaller locations. Only 33 $\frac{1}{16}$ inches wide and 27 $\frac{7}{8}$ inches deep, it turns midget size floor space into a major source of income for you. Its price is as compact as its cabinet, yet for less money you get all the big features, including top cabinet design, Cobra pickup, finest tonal quality, coin banking mechanism and built-in volume control.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer

1650 48-SELECTION
STRAIGHT 45 RPM PLAY

1600 48-SELECTION
45 OR 78 RPM PLAY

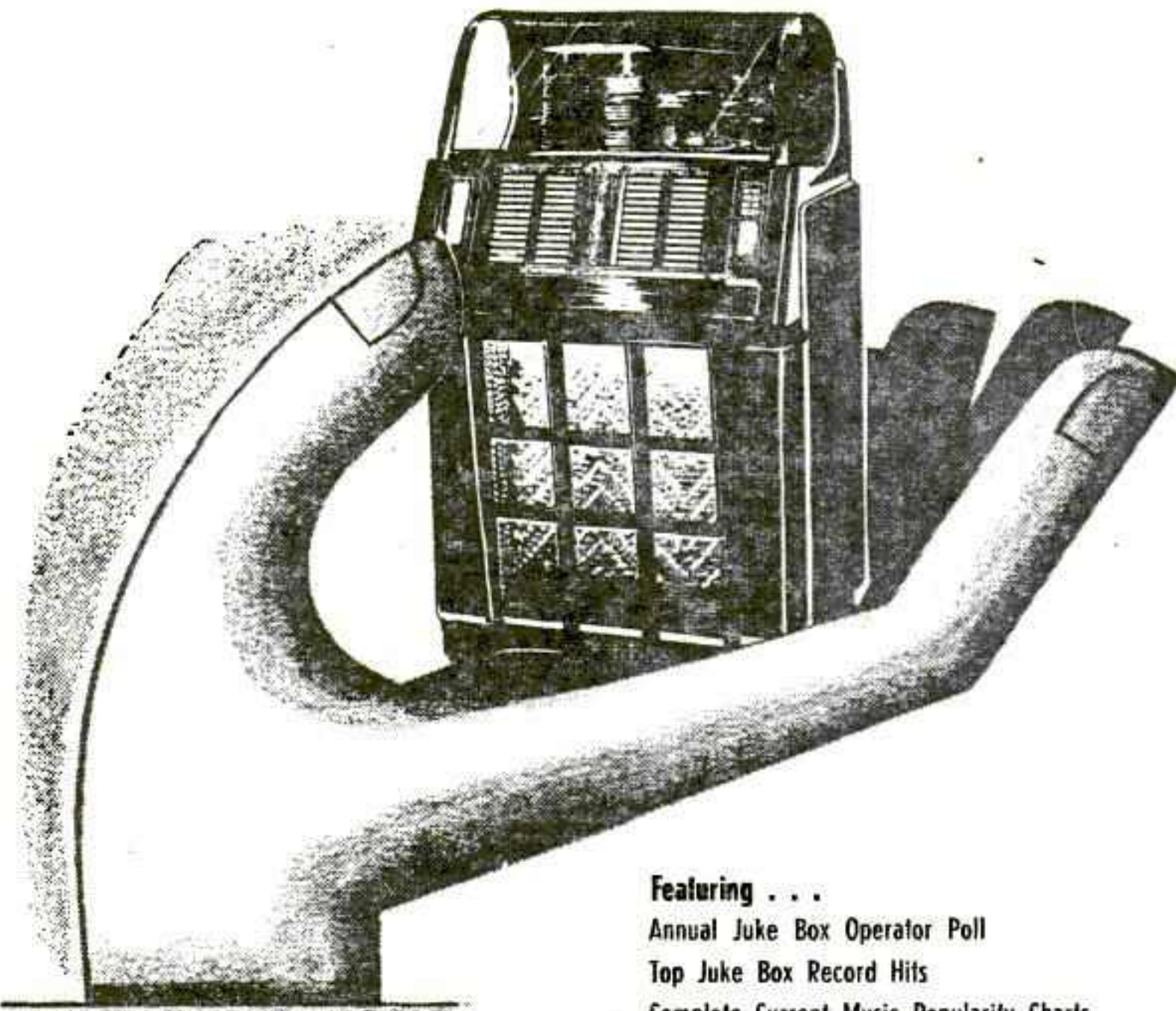
The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

ANNOUNCING

**The Billboard
1954 MOA
Convention Issue**

DATED MARCH 6

... with extra distribution to the complete attendance at the Music Operators of America Convention at the Palmer House, Chicago, March 8 thru 10.



Featuring . . .
Annual Juke Box Operator Poll
Top Juke Box Record Hits
Complete Current Music Popularity Charts

. . . and many valuable, timely reference lists and articles designed to help operators for weeks and weeks to come.

**CONVENTION TIME IS BUYING TIME
FOR THE COIN MACHINE INDUSTRY**

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St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 0443

Hollywood 28
6000 Sunset Blvd.
HOLlywood 9-5831



**Bell Opens Drive
Into Juke Field**

Continued from page 13

ator business will be kicked off with the label's next release. Key disk, the one figured to attract the ops, is a Tommy and Jimmy Dorsey platter coupling "Marie" with "Green Eyes." The plan calls for Bell to make the operator disks available several days before the same disks are shipped to retail outlets.

Injection Molding
The 45 r.p.m. Bell disks will be pressed via injection molding by Bestway, the firm which turns out the 35-cent disks and the Golden kidisks. The 78 disks, however, will be pressed via compression methods and by an outside pressing plant. According to Bell execs, 10-inch injection disks are too light for use on many older juke boxes.

Operators will be able to pick up the Bell records on either speed from one-stops, the regular disk distributors handling the Bell label, and the many independent distributors handling Pocket Books.

Bell brass points out that it is making the 78 r.p.m. disks available only as "a service for those operators who still have 78 machines." The diskery expects that the demand for 45 disks will so far exceed the demand for 78's that pressing of the latter speed may be only a temporary expedient. They will, however, continue to make the 78's so long as operators want them. The 78's will not be made available in the 10-inch size to consumers.

Prices Not Set
The final price schedules on the juke box operator pressing

have not been set, it is expected that the distribs will get these disks at 22½ cents for the 45 speed and a fraction over 32 cents for the 10-inch, 78 pressings.

The diskery will continue to cover the top hits and issue standard songs on a regular basis. Among the artists being recorded are the Dorseys, Artie Shaw, Cab Calloway, Tony Russo, Helen Forrest, Sy Oliver and others.

Bell will continue to ship its disks to disk jockeys as part of the general promotion program to create consumer interest in their artists and disk products.

**Rock-Ola Service
Rep Tours South,
Visits 5 Distribs**

CHICAGO, Jan. 30. — Kurt Klüber, assistant sales manager of Rock-Ola Manufacturing Company, announced this week that Frank Schultz, service representative of the firm, was on an extensive trip thru the Southern States following up the firm's policy of closer relationship between manufacturer and distributor.

Schultz will visit five distributors, in as many States, and will hold schools for servicemen and distributor employees. Distributors to be visited were Ross Distributing Company in Miami and Jacksonville, Fla.; Le Sougeon Distributing Company, Charlotte, N. C.; Robinson Distributing Company, Atlanta; Franco Distributing Company, Montgomery, Ala., and the A. M. & F. Distributing Company, New Orleans.

Klüber explained that the firm made it a regular practice to send service engineers and representatives to all distributors as often as possible thruout the year. Schultz will return to Chicago in about three weeks.

**Seacoast Names
Wimley, Krickett**

NEW YORK, Jan. 30. — Bob Slifer, manager of Seacoast Distributors, local Rock-Ola outlet, this week announced the appointment of Ed Wimley and Ernie Krickett to the sales force.

Wimley, who will cover the metropolitan New York area, is a former New Jersey operator. Krickett, who will cover Staten Island and Northern New Jersey, has been in the coin machine industry for 20 years.

**Wis. Phono Op Assn.
Set for Meet Feb. 8**

MILWAUKEE, Jan. 30.—The next quarterly meeting of the Wisconsin Phonograph Operators' Association will be held February 8 at the Eagles Club here, Clint Pierce, president, announced.

Pierce, in charge of the meeting, said that the main business to be discussed would be the coming MOA convention.



Reconditioned Music Equipment

**Say, Man!
Have We Got Bargains!**

SEEBURG

148SL \$159	146M \$79
147M 109	H146M 79

Wurlitzer 1500 \$595	Wurlitzer 1015 \$99
Rock-Ola 1434 395	Rock-Ola 1426 99
Wurlitzer 1100 219	Rock-Ola 1422 79
AMI Model A 139	Riscroal (12 selections) 79
Rock-Ola 120 Fireball (45 RPM)—Like new \$169.50	

WALL BOXES

Wurlitzer 4820 \$29.50
Wurlitzer 4851 39.50
Wurlitzer 3020 12.50
Packard 4.50

WIRE--WRITE--PHONE
1/3 down, balance C.O.D.
Export inquiries invited

MUSIC SYSTEMS INC.

DETROIT, MICH. —10217 Linwood
Tulsa 3-3900
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THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9
AMI				
Model A.....	\$139.50 149.00	\$139.50 149.50	\$169.00 225.00	\$159.00 169.00
	160.00 175.00	169.00 175.00		250.00
Model B.....	229.00 275.00	229.50 275.00	229.50 300.00	229.50 239.00
	325.00	299.50		325.00
Model C.....	279.50 280.00	279.50	279.50 325.00	279.50 289.00
	325.00(3)	325.00(2)		325.00
Model D-40.....	399.50 425.00	399.50 425.00	399.50 450.00	450.00
	450.00(2)			
Model D-80.....	439.50 495.00	439.50 495.00	439.50 550.00	439.50 550.00
	525.00			
EVANS				
Constellation.....	325.00		325.00	325.00
2045.....		450.00		
MILLS				
Constellation.....	125.00		125.00	125.00
PACKARD				
Manhattan.....				79.50
RISTAUCRAT				
12 Selection.....	79.00	79.00	79.00	79.00
ROCK-OLA				
Fire Ball 45 RPM.....	475.00	475.00 550.00	495.00	
46.....	125.00	125.00		
47.....	165.00	165.00		
48.....	250.00	250.00		
1422.....	79.00 99.50	79.00	79.00	69.00 79.00
	104.00			
1426.....	99.00 119.00	99.00	99.00	89.00 99.00
1428.....		195.00		
1432.....	295.00			
1434.....	395.00(2)	395.00	395.00	
52-50.....			449.50	
SEEBURG				
Hideaway.....	125.00		125.00	125.00
M 100 A 78 RPM.....	450.00 475.00	449.00 450.00	495.00	495.00
	495.00	495.00(3)		
		500.00		
M 100 B 45 RPM.....		595.00(2)		
		695.00		
M 100 C.....				
146.....	95.00 99.50	74.50 79.50	109.50 135.00	
	135.00	99.50		135.00
N 146 Hideaway.....		50.00 74.50		
H 146 M Hideaway.....	79.00	79.00	79.00 79.50	79.00
H 148 Hideaway.....		185.00	90.00 109.50	90.00
			185.00	
N 246 Hideaway.....		75.00		
47.....	99.50			
146 M.....	79.00 115.00	99.00	79.00 99.00	79.00 99.00
146 S.....	115.00		79.00	74.50
147.....	109.50 125.00	75.00 79.50	109.50 129.50	165.00
	165.00	89.50 109.50	150.00	
147 M.....	109.00 135.00	129.00	99.00 129.00	99.00 129.00
147 S.....	135.00		99.00	79.00 99.00
148.....	150.00 195.00	99.50	195.00	195.00
148 M.....	195.00		164.00	164.00
148 ML.....	159.50 215.00	159.50	159.50 179.00	179.00
148 SL.....	159.00	159.00	159.00	159.00
1946 Hideaway.....	89.50	75.00	89.50	
1947.....		89.50		
1947 Hideaway.....	99.50	99.50		
1948 Hideaway.....	109.50	109.50		
WILLIAMS				
Music Mite.....		25.00		
WURLITZER				
Colonial.....		25.00		
700.....	50.00		59.00	59.00
750.....	89.00		59.00	59.00
800.....			59.00	59.00
850.....			59.00	59.00
1015.....	99.00 99.50	94.50 99.00	125.00 129.50	99.00 150.00
	125.00(2)	99.50(2) 100.00	150.00	
	150.00	125.00(3)		
		150.00		
		99.50		
1017 Hideaway.....	89.50 119.00	89.50 100.00	89.00 125.00(2)	69.50 89.00
1080.....	125.00	125.00 150.00		125.00
1100.....	189.50 215.00	189.50 194.50	275.00	199.50 219.00
	219.00 250.00	219.00 229.00		275.00
	275.00	250.00(3)		
1217.....		300.00		
1250.....	249.50 260.00	249.50 275.00	295.00 319.00	249.50 269.00
	295.00 325.00	325.00(2)		295.00 319.00
1400.....	429.50	429.50 495.00	429.50	
		550.00		

Part-Time Op Rare In Gotham—Gordon

About Six Left in City; Grosses Off, But Many Buyers and Few Sellers

NEW YORK, Jan. 30. — The part-time operator in New York is nearly extinct as the dodo, according to Nash Gordon, manager of the New York Automatic Music Operators' Association. Gordon said that there are probably not more than a half dozen in the city, operating six boxes or less apiece.

Gordon explained that part-time operators seldom have top locations—most common stop is the neighborhood candy store. These locations, however, said Gordon, have been demanding better equipment than their

weekly grosses would warrant. Rather than invest money for new equipment, when locations will not support such equipment, part-time operators have been selling out. Larger operators, with enough boxes to juggle when a location does better or worse than expected, have been buying.

Come Out OK
Gordon pointed out, tho, that few part-time operators have taken a beating in selling their routes. He said that most of them keep locations for at least six months before selling, and the revenues during that period usually more than take care of the juke depreciation and service costs.

Many times, continued Gordon, a part-time operator will do fairly well with a few locations, but when his principal business goes well, he is anxious to unload if he can get any kind of price. Right now, said Gordon, with part-time operators virtually out of the picture, every one here wants to buy and nobody wants to sell.

Gordon explained that the bar business is off, few bars are opening, and some are closing. All this makes for locations being put on premiums. Once an operator loses a location, he has a tough time finding one to replace it.

Collections have picked up during the last three weeks, but they have been running well behind what they were a year ago at this time. While the weather hasn't helped, the general decline of the bar business is listed as the prime reason for declining music route revenues.

SERVICE MEN, TOO, PREFER EVANS' PHONOGRAPHS

When a route man heads for an Evans' Phonograph Location, it's generally with a feeling of relief at the prospect of a "breather!" He knows he will find a smoothly functioning instrument, with no mechanical problems or location complaints to complicate matters. He breezes through the normal service procedure quietly and unobtrusively, because the routine is made easier by Evans' many quick-service facilities. And, when he moves on to the next call, he's in a better frame of mind, more efficient, more valuable to the operator!



ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.
1556 W. Carroll Ave. Chicago 7, Illinois

How Was Your Timing on . . .

"MAKE LOVE TO ME"

JO STAFFORD
COLUMBIA 40143

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

JANUARY 13, 1954

Title Strips Ready for Top Juke Profits

JANUARY 13, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost for 3 months	Cards per Week	Cost for 3 months
20 (400 strips).....	9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

U. S. LAYS GROUND WORK ON JUKE-LABOR INQUIRY

WASHINGTON, Jan. 30.—High federal officials this week met with the Bender Subcommittee of the House Government Operations Committee to help lay the groundwork for the congressional group's impending investigation of labor racketeering, including alleged racketeering in the juke box and vending machine industries (The Billboard, January 30). This week's closed session was the first in a series of such huddles, in which the subcommittee will hear suggestions as to how best to proceed with the investigations, and will ask for government files bearing on the investigations. Further closed hearings have been scheduled for next week, at which time it is expected that Commerce Secretary Sinclair Weeks and Attorney General Brownell will appear.

Discussions at this week's closed meeting revolved around possible localities for investigations, but a spokesman for the group told The Billboard that no definite sites were decided upon, pending testimony from other federal brass. Appearing before Rep. George H. Bender's (R., Ohio) group this week were Labor Secretary James P. Mitchell; Guy Farmer, chairman of the National Labor Relations Board, and George J. Bott, NLRB general counsel, and Whitley McCoy, director of the Federal Mediation and Conciliation Service. The officials promised complete co-operation with the forthcoming investigations.

Yernie Stern Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

only the **ROCK-OLA COMET 120** . . .

is so **SMALL** in **SIZE**—less than 30 inches wide

is so **SIMPLE** to **PLAY**—with single button line-o-selector programming

is so **SIMPLE** to **SERVICE**—with 3-way service accessibility, top, front and back

has **SUPERB TONE FIDELITY**—with the Rock-Ola wide-range tone system

“**SENDS**” the customer and brings **STUPENDOUS PROFITS** to you

See It, Hear It, Play It at Your Distributor Today!



MODEL 1438

ROCK-OLA

**Comet
120
Selections**

*"The original phonograph
with 120 selections"*



MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

BOOST SALES 25%

Outdoor Milk Venders Click for Small Dairy

OAK PARK, Ill., Jan. 30.—Symbolic of a new age in dairy merchandising, Paul Learn, president of Learn Dairy Company, owns and operates outdoor milk vending machines. Since buying his first machine in July, 1952, Learn has rapidly become an outstanding booster of the outdoor milk vender and now has seven machines on location and three more on order.

Learn is not hazy about the reasons for his enthusiasm: "In

the short time I've had machines, my entire business has jumped over 25 per cent. All things considered—quality of milk, investment, costs, volume, profit—selling milk thru these venders just can't be beat," he said.

Specifically, here's what Learn means:

1. It costs him 12 cents to home-deliver a half gallon of milk. His cost thru an outdoor vending machine: 4 cents.

2. He sells a half gallon at 40 cents thru a vender, nets 9 cents. If he home-delivered a half gallon at the same price, he would net 1 cent.

3. Each of his machines averages about 150 half gallons a day. Average daily volume in one of his typical retail outlets: 36 half gallons.

4. The machines boosted his home-delivery by over 20 per cent. An average of 15 customers

(Continued on page 73)

Dari-O-Matic To Build New Milk-Juice Mach.

LOS ANGELES, Jan. 30.—Dari-O-Matic is gearing to bring out a new model milk-juice vender, to list at approximately \$900, with an annual production of 500 machines. A. C. Woodruff, president, said this week. A sales program is being mapped with R. E. Smith, vending machine distributor, named national sales manager.

Woodruff, who has been in the designing field since 1939, said the new Model 500 was going into production following a field test of more than a year. Twenty-six units were tested.

The unit vends four flavors and has a capacity of 500 half-pint cartons. There are 288 cartons in the vending section and 200 plus in storage. The model is designed to handle cartons of milk and canned juices. Woodruff said a feature of the 1954 model is that it can be torn down and cleaned thoroughly in minutes. The cabinet is of 18 gauge cold roll steel and has a baked enamel finish of hammer-tone green. The cabinet is 28 inches deep, 41 inches wide, and 74 inches high. He added that

(Continued on page 74)

Drugstores in Denver Install Candy Machs.

DENVER, Jan. 30. Drugstores present a lot of promise as candy vender locations, Denver operators reported this week. Back of the trend:

Druggists claim it is no longer profitable to sell nickel candy bars where the customer must be waited upon, and pilferage and damage make self-service impractical.

About 15 per cent of neighborhood drugstores are reported to have switched over their candy departments to venders. Other "green grass" location fields include local bowling alleys, retail stores and factories. The average small movie house, on the other hand, shows a declining market for the operator.

Denver candy and soft drink

(Continued on page 74)

Gott Warns Cocoa Producers: Cut Cost

CHICAGO, Jan. 30.—High-priced cocoa beans "tend to decrease consumption of chocolate products and increase use of substitute coatings in manufacturing numerous confections which represent acceptable and better consumer values," warned Philip P. Gott, president of the National Confectioners' Association, in a cable to cocoa producing organizations in Africa and Brazil and the International Association of Chocolate and Cocoa.

Commenting on the current cocoa situation, Gott said, "Cocoa beans reached an all-time high of

Ideal Names T.G. Thompson To Top Post

BLOOMINGTON, Ill., Jan. 30.—The Ideal Dispenser Company has appointed T. G. Thompson general sales manager.

Concerning his new appointment, Thompson said, "I expect to spend most of my time calling on customers."

Thompson said that present locations would produce a larger sale as higher-volume selective-flavor venders replace single-flavor machines.

He stated: "The growth of beverage vending has been one of the significant marketing developments of the postwar era. The trend to vending is strong and may be expected to have an even greater effect on beverage sales in the future."

NAMA 'Sectional' Meetings Announced

Sked Two-Day Gathering in '54; Replace Area Meets for Better Coverage

CHICAGO, Jan. 30.—National Automatic Merchandising Association this week announced a new program of meetings for 1954. Called "sectional meetings," they replace the area meetings held during the last two years, and regional meetings scheduled prior to that.

There will be seven two-day sectional meetings this year; each will cover several States. The first two will be February 26-27 on St. Simons Island, Ga., and March 19-20 at Hershey, Pa. Dates and sites for the remaining five meetings have not yet been set. The 1954 theme: "New Horizons for Automatic Merchandising."

The decision to use the new meeting plan was reached after two meetings recently of NAMA's Regional and Area Activity Committee, headed by Marcus Kaplan. It was felt that the sectional gatherings would provide a better opportunity for extensive pro-

Cocoa Bean Cost Sets Stage For New Candy Bar Gymnastics

Mfrs. Cite 'Outs': Up Price, Cut Size, Substitute Coatings, Abandon 5c Bar

By ROBERT DIETMEIER

CHICAGO, Jan. 30.—Plagued by the steadily rising price of cocoa beans—which climbed from 30 cents a pound last February to a recent high of 55 cents—candy manufacturers last week either boosted prices, cut sizes, adopted substitute coating, or announced their intentions of taking action soon if the situation keeps up.

Candy vending operators indicated that the high cocoa price would step up dime bar vending. Some operators announced plans to increase the number of dime-bar columns in their machines. Plans by some candy makers to adopt substitute coating brought mixed reaction from the operators.

One manufacturer—Bunte Brothers Chase Candy Company—announced it would drop the 5-cent bar, according to E. J. Reed, general sales manager. Wilbur-Suchard hiked its chocolate prices 15 per cent. Mars, Inc., plans to wait until late February and, if cocoa price is still high, may go to strictly a 10-cent bar.

Avoid Price Boosts

Most manufacturers wanting to avoid selling-price boosts cut sizes. Hershey Chocolate Corporation and the Nestle Company, without raising prices on their nickel and dime bars, cut some bar sizes by 12½ per cent (actually a "hidden" price increase).

Hershey's almond-filled bars will be cut and, according to P. A. Staples, president, other nickel

and dime bars "may have to be cut." However, both companies hiked prices on most of their chocolate products an average of 10 per cent.

Some firms have adopted a substitute coating called "cocoa coating." It contains vegetable fat instead of the fat squeezed from cocoa beans, cutting the use of cocoa in coating from 38 per cent (as in milk chocolate coating) to 7 per cent.

Walter H. Johnson Candy Com-

(Continued on page 78)

New Bert Mills Coffee Vender In Production

F.O.B. Price: \$853; Cite Sanitation, Service Features

ST. CHARLES, Ill., Jan. 30.—Production lines at the Bert Mills Corporation Wednesday (27) began turning out the firm's new Model M-54 Coffee Bar, pilot units of which were first shown last August at the National Automatic Merchandising Association convention in Chicago.

Price of the improved model is \$853 f.o.b., up from its predecessor, Model 500, priced at \$757. The new machine retains the 500-cup capacity. Mills' Model 200 Coffee Bar (200-cup capacity) was discontinued Tuesday (26) along with the earlier 500-cup model.

Herbert Chadwick, vice-president, said that with the expanded production capacity of

(Continued on page 74)

Seek Vancouver OK on Broader Cig Mach. Use

VANCOUVER, B. C., Jan. 30.—Irving Levenson, local vender distributor, won a partial victory Monday (25) in a year-long campaign to get city approval for the installation of cigarette machines in stores and cafes.

Aldermen almost gave the move approval in principle, then wavered and put off final decision for two weeks. But they instructed city officials to prepare a report on how the machines could be installed and licensed.

Levenson, who heads Western Canada Sales Company, was turned down twice last year, altho the City Council approved installation of the machines in

(Continued on page 74)

See NBBB Approval On NAMA Ad Code

Final Version Work of Both Groups; Seek Adoption by Ad Manager Groups

CHICAGO, Jan. 30.—The National Automatic Merchandising Association's Code for Advertising Acceptance, approved by the NAMA board December 11 (The Billboard, December 26), has been presented to the National Better Business Bureau, Inc., New York, for approval.

Such approval, it was indicated, may be given next week.

Allan Backman, NBBB executive vice-president, after examining the seven-point code, which in the main follows the original NBBB advertising code devised earlier last year, stated that he would "be very much surprised if our two groups encounter any serious difficulty in reaching an

agreement on the provisions of the (revised) code."

Howard I. Olsen, chairman of the eight-man NAMA committee on Promotional Advertising, reported that Backman had sent copies of the code to his committee after suggesting a minor change in point seven.

Minor Change

The change in point seven would restore the words from NBBB's original draft requiring that the advertiser disclose "all material facts necessary to avoid deception." Olsen said his committee's acceptance of the change was almost certain.

As written by the NAMA committee, point seven stated:

(Continued on page 79)

Bunte-Chase Ups Shares

ST. LOUIS, Jan. 30.—Stockholders of the newly formed Bunte Brothers Chase Candy Company authorized an increase in the common stock from 1,000,000 to 1,325,000 shares at a special meeting this week.

The increase in common shares enables F. S. Yantis & Company, Inc.—which headed the syndicate handling the Bunte-Chase merger—to buy 100,000 more shares to help finance the move to Chicago and for working capital. Chase Candy announced last week its plan to close its plant here and consolidate operations in the Bunte plant in Chicago (The Billboard, January 30).

At the meeting, stockholders also authorized directors to sell or lease the company's plant here. Stockholders also approved the resolution to change the firm's name to Bunte Brothers Chase Candy Company.

Coffee Cost Pinch Spurs Adjustments

Continued from page 63

used is a carry-over from cup soft drink machines.

Approximate cost to the operator, for changes in cup dispensing units to accommodate the smaller size, would be \$4.50 per vender.

Unlike a price increase, the smaller portion would not invite a drop in patronage and would give the operator a marked advantage over "counter-competition" in industrial and office location areas.

(Operators favoring the price hike declare that use of the smaller size cup would only save them one-tenth of a cent per serving.)

Speaking at the Rudd-Melikian

convention last week (The Billboard, January 30), Fred Sarkis, president of K.O.R., Inc., urged operators to "cut portions rather than quality" of vended coffee.

He warned, however, "if coffee prices continue to rise to the point where cup price must be raised, and if the location is adamant in refusing the raise, operators must not cut the quality of their product."

The alternative, then, Sarkis said, would be a reduction in the amount dispensed in each cup, but with the water, cream and coffee kept in the same ratio.

The Bert Mills Corporation, (Continued on page 74)

Coin Exports October, 1953 Venders

Country	No.	Value
Canada	806	\$45,519
Mexico	39	14,580
Belgium	182	5,740
Venezuela	11	4,040
France	114	2,852
Salvador	5	2,032
Japan	6	1,830
Costa Rica	3	1,235
Other Countries...	40	716
TOTALS	1,206	\$78,544

55 cents a pound last week, which is a rise of 957 per cent over 1941 prices, and almost a steady rise from 30 cents a pound last February." (See separate candy story this issue.)

Packaging Problem

"Another factor contributing to the candymakers' plight," Gott explained, "is the fact that labels, wrappers, boxes, bags, cans and other containers are purchased six months in advance of usage. By requirement of the U. S. Food, Drug and Cosmetic Act, these labels, wrappers and containers

(Continued on page 74)



NORTHWESTERN 10 SELECTOR GUM VENDOR
Greatest Money-Maker
We stock complete line of Northwestern Vendors, Parts, Accessories and Supplies.
Immediate Delivery

Reconditioned Like New

N. W. Tab Gum Venders.....	\$18.95
N. W. 49ers, 1c or 5c.....	12.50
N. W. Natl. Postage Service.....	69.00
Close out, brand new N. W. models 33, 39, 40 porc.....	6.95
Acorn, 1c.....	8.50
Silver Kings, 5c.....	7.50

Write for complete list of supplies.
BADGER SALES CO., INC.
2251 W. Pico Blvd., Los Angeles 5, Calif.

Charter New Del. Firm
DOVER, Del., Jan. 30.—Secretary of State John McDowell reported this week the filing of an application for a charter by the International Vendette Products Corporation, to deal in vending machines.
Capitalization, \$675,000. Principal office of the firm is to be at the Corporation Trust Company here.

PENNY-NICKEL COMBINATION
Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

ABC '53 Sales Of \$46.8 Mil Are Up 10%

NEW YORK, Jan. 30.—Consolidated sales during 1953 for the ABC Vending Corporation were the highest in the history of the firm and were 10 per cent above the 1952 total, according to Charles L. O'Reilly, chairman of the board.
Sales for 1953 were \$46,811,565, against \$42,531,072 for 1952. Net profits after taxes were \$1,374,174 for 1953, equal to \$1.46 a share. The comparative 1952 figure was \$1,261,174, or \$1.34 a share. The 1953 figures are subject to the annual independent audit.
A regular semi-annual dividend of 30 cents a share was declared, payable March 15, to stockholders of record February 19. These stockholders will also receive an extra dividend of 2 per cent, payable in stock.

Steady Rise
ABC sales have risen steadily since 1948, when the gross was \$28,203,110, an increase of 13 per cent over the previous year.
Other annual gross figures are \$31,792,577 for 1949 (up 12.7 per cent), \$34,579,972 for 1950 (up 8.8 per cent), \$39,263,732 for 1951 (up 13.5 per cent) an \$42,531,972 for 1952 (up 8.3 per cent).
The figures include ABC's principal subsidiaries, which are the Apex Beverage Corporations of New York, Pennsylvania and Massachusetts; the Beverage Vending Corporation, the Berlo Vending Corporation, the Berlo Vending Company, the Peoples Service News Company, the Pop Corn Sez Company; Raceway Concessions, Inc.; the Pacific Automatic Candy Corporation, the Northwest Automatic Candy Corporation, and the ABC Vending Corporation of California.

Just Born Buys Marlon

NEW YORK, Jan. 30.—Just Born, Inc., Bethlehem, Pa., has completed negotiations for the purchase of the Marlon Confections Corporation here. Both firms make candy bars and specialties for the vending trade.
All Marlon equipment will be moved from New York to the Bethlehem plant of Just Born. Officials of the latter firm plan to continue all items made by Marlon, with first shipments expected to go out March 1. Assorted cherries, a 10-cent vending item made by Marlon, however, will not be ready for delivery until summer. Marlon makes five nickel items and eight dime items.

Candy Co. Appoints 2

MINEOLA, N. Y., Jan. 30.—Mason Candies appointed B. A. Fowler and E. J. Peterson to assist Joseph Kenworth, their Chicago distributor. F. E. Magenheimer, vice-president of sales and advertising, made the announcement this week.

PENNY-NICKEL COMBINATION
Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

Sked 7 City Showings for Cole 6 Mach.

CHICAGO, Jan. 30.—Cole Products Corporation announced a series of seven city showings for its new six-selection cup vender this week. Following the initial showing at home offices here January 16, the Cole Spa "6" will be displayed February 2 at the Cole office in St. Louis, 3903 Olive Street, and February 3 at the Netherland Plaza Hotel in Cincinnati.

Other showings in February, for which dates are still to be set, will be held at the Cleveland Coin Machine Exchange, Cleveland; Banner Specialty in Pittsburgh and Philadelphia; the Cole New York office at 11 W. 42d Street, and Cole's Atlanta office at 2966 Old Jonesboro Road, S. W., in suburban Hapeville.

The six-flavor, 1,200-cup unit lists for \$1,444, f.o.b. It features both carbonated and non-carbonated drinks.

American Tobacco Ups Dividend 10c

NEW YORK, Jan. 30.—American Tobacco Company hiked its regular quarterly dividend 10 cents from 75 to 85 cents, and declared an extra \$1 dividend payment as it did last year.
American became the third cigarette company to increase dividends since last November. R. J. Reynolds Tobacco Company lifted its quarterly rate from 50 to 60 cents January 14. P. Lorillard upped its extra payment from 30 to 40 cents last November.
Despite a sales drop in recent months, cigarette firms expect to at least equal last year's profit because of the expiration of the excess profits tax and higher net from stepped-up sales of more profitable king-size and filter-tip brands.

PENNY-NICKEL COMBINATION
Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

The Latest...
for Rocket Machine Operators!
A Charm! A Game!
They Wear It! They Play It!

TIC-TAC-TOE

\$16.00 per M
F.O.B. N.Y.

Comes in two-toned colors, complete with peg-board, pegs and case for pegs... not too bulky for pocket... has loop for chaining!

Write, Phone or Wire Your Orders

PAUL A. PRICE CO.
55 Leonard St., New York 13

MANDELL GUARANTEED USED MACHINES

N.W. DeLux 1c & 5c Comb.....	\$13.95
N.W. #39 1c Porc.....	7.95
N.W. #33 1c Porc. B.G.....	7.45
Master 1c Bulk Porc.....	7.45
Master 5c Bulk Porc.....	7.95
Master 1c & 5c Bulk Porc.....	7.45
Columbus 1c Bulk.....	7.45
Silver King 1c B.G. or Mdse.....	7.45
Silver King 5c.....	7.45
Exhibit Post Card (Metal).....	15.00
Advance #D 1c B.G.....	7.45
Advance #11 Mdse.....	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen.....	\$.85
Pistachio Nuts, Vendor's Mix.....	.73
Pistachio Nuts, Sheik.....	.55
Cashew Whole.....	.50
Cashew Butts.....	.38
Peanuts, Jumbo.....	.28
Spanish.....	.28
Mixed Nuts.....	.55
Almonds 480 ct. 5 lbs. vac. pk.....	.85
Baby Chicks.....	.32
Rainbow Peanuts.....	.30
Boston Baked Beans.....	.30
Jelly Beans.....	.28
Licorice Lozenges.....	.25
M & M.....	.44
Assorted Fruit Chews, 100 ct.....	.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum, Prepaid, per lb.....	.28
Adams Gum, all flavors, 100 ct.....	.44
Wrigley's Gum, all flavors, 100 ct.....	.47
Suchard Chocolate, 200 ct.....	1.20
Hershey's Chocolate, 200 ct.....	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Buckets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

VICTOR'S TOPPER	VICTOR'S HALF CABINET
	
\$12.00 100 OR MORE MACHINES	\$13.50 100 OR MORE MACHINES
\$12.50 LESS THAN 100 MACHINES	\$14.25 LESS THAN 100 MACHINES

1/3 Deposit on all orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL
New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct.....	24¢ lb.
Clor-a-Vend Ball Gum, 140 & 210 ct.....	40¢ lb.
Clor-a-Vend Chicks, 275 & 320 ct.....	45¢ lb.
Chicle Chicks, 320 & 520 ct.....	36¢ lb.
Bubble Chicks, 320 & 520 ct.....	30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.
AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

PENNY-NICKEL COMBINATION
Model H M S
by VICTOR
6 Venders In One
Production Feb. 15
See Your Nearest VICTOR Distributor

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.



RECONDITIONED MACHINES

6 Col. GV GUM VENDOR With 600 pieces of assorted Adams Gum ONLY \$17.25 EA.	MASTER 1c NOVELTY VENDORS LIKE NEW Porcelain finish, screw type lock top & bottom. SPECIAL \$6.95 EA.	Silver King Hunter Ball Gum Vendor Amusement Game SPECIAL.... \$19.50
ATLAS 5c ALMOND TRAY VENDOR Special Deal! 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95	NORTHWESTERN Model 33 1c Ball Gum BRAND NEW! 1 machine with 10 lbs. of ball gum and 100 prize balls Complete \$11.95	SILVER KING 1c or 5c Bulk completely reconditioned \$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.
YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Guaranteed Deal... For Reliable Specialty Salesmen

NO PROMOTERS!!!

Change in company policy allows an unusual opportunity for reliable salesmen to handle nationally known line... this is positively a guaranteed deal. Locally and nationally advertised. WE want salesmen—not promoters. Find out the complete details. Write to Box 694 c/o The Billboard Publishing Co. 188 W. Randolph St., Chicago, Ill.

COMPLETE LINE OF VENDING MACHINES
GUM • HOT NUTS
PEANUTS • CANDY BAR

BULK VENDING OPERATORS ATTENTION!

THE EVERETT TIME MASTER
Carrying Device for Pre-Filled Globes.

\$17.40 per-case of \$ Sample: \$2.95

SAVE MONEY... You need only extra globe assemblies. SAVE SPACE... 1/3 less storage space needed. SAVE TIME... Unscrew Time Master handle, replace empty globe with full one. NO CARRYING PROBLEM... No more bulky machines to carry around... no more dropping breakage. All parts plated and painted to prevent rust. Rugged and durable for long-life.

DISTRIBUTORS WANTED!
State Territory Covered.

Terms: 1/3 with order, balance C.O.D. Samples: Cash with order.

★ **CARL F. EVERETT** ★
419 Plum St., Aurora, Illinois, Phone: 6-5446

Sponsored Vender Originator Dies

DALLAS, Jan. 30.—The originator of the idea of using penny gum venders to aid in the collection of funds for crippled children here, Mrs. Emmett F. Blakemore, died last week in a local hospital.

Mrs. Blakemore, 74, an active clubwoman for many years, first conceived the idea of collecting funds for charity work thru venders as a member of the Lest We Forget Club.



send 35¢ Complete Sample Kit

NEW DESIGNS, NEW IDEAS, NEW FINISHES. National Sales Agents for ACORN CHARM VENDOR parts and accessories.

PENNY KING COMPANY, 2538 Mission Street Pittsburgh 3, Pa.

PENNY-NICKEL COMBINATION Model H.M.S. by VICTOR 6 Venders in One Production Feb. 15

WHAT ARE YOU VENDING? Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise? ADVANCE is the Vendor for You

J. SCHOENBACH Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. President 2-2900

PENNY-NICKEL COMBINATION Model H.M.S. by VICTOR 6 Venders in One Production Feb. 15

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

Table with 5 columns: Machine Name, Issue of Jan. 30, Issue of Jan. 23, Issue of Jan. 16, Issue of Jan. 9. Lists various vending machine models and their prices across different issues.

Ohio Cig \$ Showing Smaller Rate of Gain. COLUMBUS, O., Jan. 30.—Ohio's cigarette excise tax, which totaled over \$20,000,000 during the 1952-'53 fiscal year, is showing a decreasing rate of gain, according to State Treasurer Roger Tracy.

619,826 in 1942, and \$11,468,169 in 1953. A gain of \$848,343 or 7.98 per cent was chalked up during the decade. In the fiscal year 1952-'53 total revenue from the cigarette tax reached \$20,806,182, almost double the 1942 figure.

Boost Sales 25% • Continued from page 71

a month who buy milk from his machines ask to have milk delivered.

All machines are in heavily populated residential areas or near industrial plants; five are located at gas stations, one is next to an ice cream drive-in, one in a parking lot next to a drug store. Location owners get 1-cent commission on each unit sold.

Gas station-located machines hike gas sales. During one afternoon hour one station owner checked 23 customers buying milk. Of this number seven bought gas—and they were all new customers.

Getting locations is no problem—Learn has a list of 70 locations owned by people who want machines. The three machines on order were spoken for long ago by gas station owners.

Learn's machines are Polar Automats, manufactured by the Refrigeration Engineering Company, Montgomery, Minn. He has four dual-selection 1,000 half-gallon capacity machines which cost \$3,400 each, three \$2,500 single-selection 800-capacity units. He vends both half gallons of milk for 40 cents and pints of half-and-half for 35 cents in his dual venders; milk only in his singles. Prices are competitive with chains, a few cents under independent retailers.

One routeman, assigned exclusively to the venders, checks out the other six routemen in the morning, services the machines, and returns in time to check in the other drivers.

The Oak Park Board of Health stands squarely behind Learn's venders. In a survey it conducted, retail store milk was sometimes found to be poorly refrigerated, resulting in high acidity, a high bacteria count, off-flavor. Milk kept in Learn's machines—at a uniform 34-degree temperature—was found to be consistently low in acidity, with a low bacteria count and good flavor.

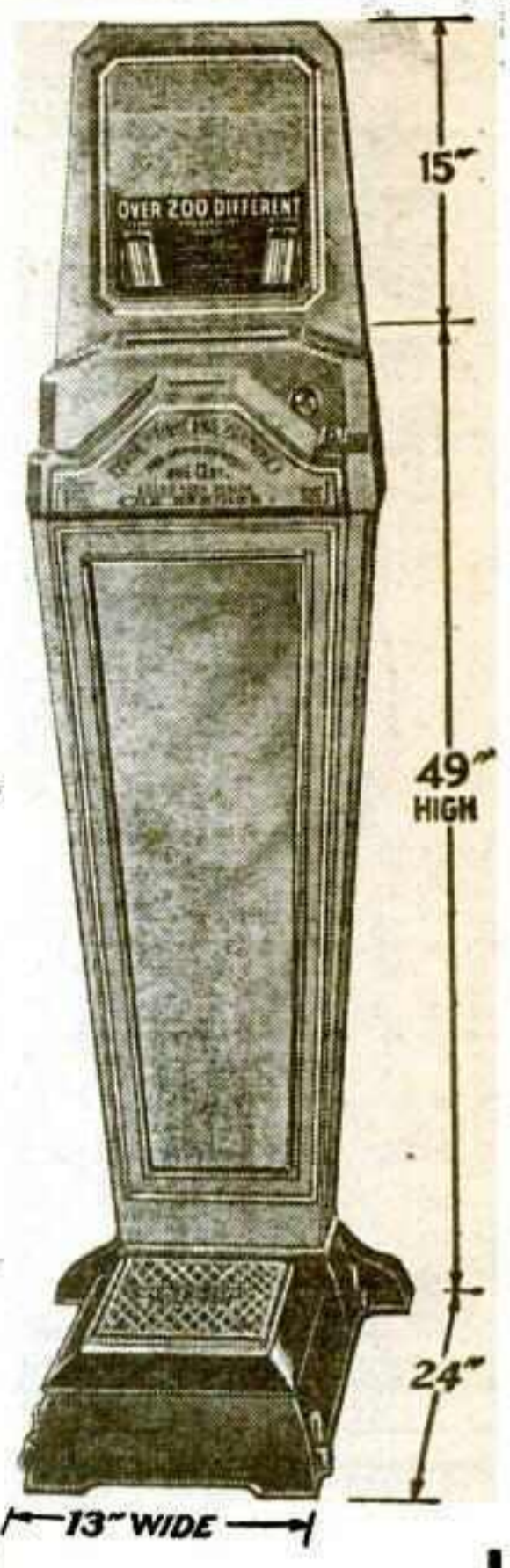
Learn installed his first machine on his own property in a former gas station next to his office. He positioned it where the gas pumps had been. It did well, but sales jumped after he installed a candy machine, a gum machine and a soft drink machine nearby. He watched this increase with great interest, but so far he hasn't set up other vending machines next to his other machines.

Not long after operating machines, Learn discovered a major difficulty: Many people failed to notice the venders, and those who did confused them with ice venders.

So Learn ordered giant replicas of his half-gallon cartons (10 feet high and four feet square), placed them on top of the venders, turned lights on them at night. It paid off. Sales shot up 33 1/2 per cent. He has since put up advertising signs on all four sides of his venders which help attract attention and interest.

Learn predicts a rosy future for outdoor milk venders. It isn't hard to understand why.

GREENSBORO, N. C., Jan. 30.—Vend-Shell Food Distributors, Inc., was chartered Tuesday (26) by the State as a jobber of pies for vending machines.



WEIGHT 165 LBS.

\$25 DOWN Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS Invented and made only by

WATLING Manufacturing Company 4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

PENNY-NICKEL COMBINATION Model H.M.S. by VICTOR 6 Venders in One Production Feb. 15 See Your Nearest VICTOR Distributor

GIVE TO DAMON RUNYON CANCER FUND

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.) UNEEDA CIGARETTE VENDORS Model E, 5 cols., 140 cap. \$65.00 Model E, 6 cols., 168 cap. \$75.00 Model E, 8 cols., 240 cap. \$95.00 Model A, 6 cols., 180 cap. \$87.50 Model 500, 9 cols., 350 cap. \$95.00

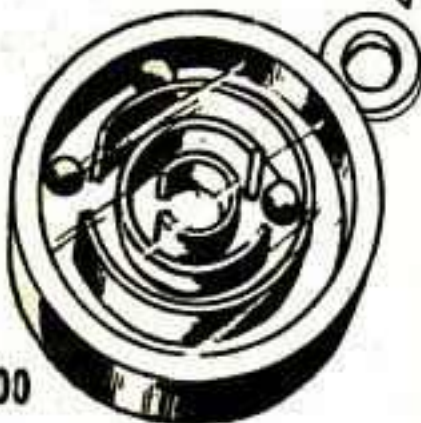
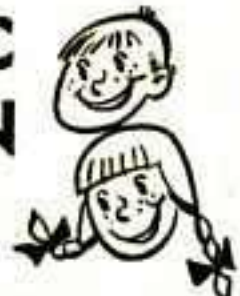
ROWE CIGARETTE VENDORS Imperial, 6 cols., 180 cap. \$85.00 Royal, 8 cols., 320 cap. \$100.00 President, 10 cols., 475 cap. \$135.00 Crusader, 10 cols., 475 cap. \$135.00

UNEEDA VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" NEW... RECONDITIONED LIKE NEW 250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

Karl Guggenheim's

amazing new
action charm

MYSTIC
ACTION
MAZE



\$19.00

per thousand F.O.B. N. Y.
Kids will have hours of fun and excitement with this truly action charm. A real game where the little ball goes 'round and 'round and vending machine profits go up. What a combination! Made of styrene plastic and in assorted colors, this little "maze" charm is sure to amaze everyone!

Get the Ball Rolling Now!

Order from your distributor

Karl Guggenheim
33 UNION SQUARE, NEW YORK 3, N. Y.

PENNY-NICKEL COMBINATION

Model H M S
by VICTOR

6 Vendors in One
Production Feb. 15

See Your Nearest VICTOR Distributor

AN EPPY EXCLUSIVE PLAYING CARD CHARMS



The WHOLE DECK, all 52 cards, from the Ace to the King, including Jokers, molded in white plastic, with RED Hearts and Diamonds and BLACK Spades and Clubs, and with a playing-card back.

These are authentic and beautiful.
\$5.00 f.o.b. Jamaica, N. Y.
Or: At Your Distributor
per 1,000

Every once in a great while a New Charm Series is born to make Success-History. This is such a Charm series. Most everybody will buy, swap and trade to collect a Whole Deck of PLAYING CARD CHARMS. Your machines will be busy-busy the minute you fill 'em up with PLAYING CARD CHARMS.

SAMUEL EPPY & CO., INC.
91-15 144th Place
& CO., INC., Jamaica 2, New York

PENNY-NICKEL COMBINATION

Model H M S
by VICTOR

6 Vendors in One
Production Feb. 15

See Your Nearest VICTOR Distributor

Coffee Costs

• Continued from page 71

while making nickel and dime coin mechanisms available, indicated this week that it was also moving to offer the operator another alternative. Herbert Chadwick, vice-president, said that if the necessary conversion units could be made available in sufficient quantity, Mills would set, on order, its cup dispensing units to handle the 6-ounce size.

Cause and Effect

Back of the current cost-and-profit-scramble on the coffee front: A killing frost in Brazil last July is now resulting in retail prices in most American cities at or over the \$1 per pound level, with the likelihood of hitting \$1.20 and \$1.25 by the end of February.

At the recent National Coffee Association press conference in New York City, spokesmen said that there was no prospect of curbing the rising price trend for perhaps another two years if U. S. consumption continues at its present level.

The spokesmen (importers of green coffee, U. S. roasters and distributors) said the only hope for a reduction in prices, or for at least a stand at the present level, would be a fall-off in domestic consumption.

The federal government entered the picture, too. Senator Gillette last week asked the Federal Trade Commission to investigate soaring coffee prices. He requested the Senate take action on recommendations to control coffee speculation made in 1950 by a subcommittee he headed.

Such action was promised Wednesday (27) when President Eisenhower announced that the Federal Trade Commission would make a thoro probe of rising coffee prices.

The President's statement was followed by another from Edward Howrey, FTC chairman, who said his commission wants to learn if recent coffee price rises were due in any way to "unfair methods of competition and monopolistic practices."

Frost in Brazil

The big summer frost in Brazil, which supplies 50 per cent of the world coffee supply and 50 per cent of the U. S. market, pushed the price of Brazilian coffee delivered in New York from 55 cents a pound last December to over 75 cents this month.

Said Joao Chaves, president of the Brazilian Coffee Institute: "Insects teamed with the frost to slash the crop by 19 per cent this year."

Colombia, second largest supplier of coffee, is not able to step up its output. It was pointed out that it takes about five years for a coffee tree to begin to bear.

Meanwhile, with world and especially U. S. demand for coffee booming (at the current rate of increase, it is estimated Americans will be consuming 50 per cent more coffee by 1960 than at present), it will be a long haul before any real remedy is made insofar as supply is concerned. At best, continuance of higher-than-normal prices is forecast.

Seek Vancouver

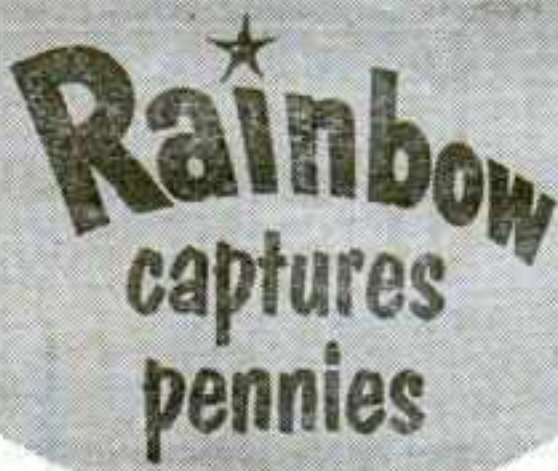
• Continued from page 71

beer parlors and veterans clubs. A machine for the city jail was also approved.

Solicitor Sherwood Lett, acting for Levenson, said objection to the machines filed last year by the B. C. Tobacco and Candy Jobbers Association has been withdrawn. Lett said the machines would be installed only in places with supervision to prevent access to cigarettes by minors.

JAMAICA, N. Y., Jan. 30.—Samuel Eppy & Company, Inc., introduced a new charm series, Whole Deck, consisting of 52 playing cards. The charms are molded in white plastic, with red hearts and diamonds and black clubs and spades.

oak's Rainbow captures pennies



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically. Convert your Acorns—vend tab gum!

oak MANUFACTURING COMPANY

11421 KNIGHTSBRIDGE AVE
CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2538 MISSION STREET - PITTSBURGH 3, PA.



Victor's Standard 1c Topper world's favorite 100 or more, \$12.00 each Less than 100, \$12.50 each We stock the complete line of Victor vendors. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list. Pioneer Vending Service 590 Albany Ave. Brooklyn 3, N. Y. Phone: PResident 4-5358

FOR SALE COFFEE-SPA COFFEE MACHINE

Like New Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three months. Make an offer to H. Felsing, Empire Lanes, Inc. 36-42 First St. Hoboken, N. J.

PENNY-NICKEL COMBINATION

Model H M S by VICTOR 6 Vendors in One Production Feb. 15 See Your Nearest VICTOR Distributor

Gott Warns

• Continued from page 71

must bear a list of the ingredients and weight. Obviously, therefore, there can be no day-to-day change in the ingredient listing or weight based on fluctuations of ingredient costs and supply."

Cocoa products account for over 46 per cent of the total ingredient costs of confectionery manufacturers, according to Bureau of Census reports.

Text of Cable

The following cable was sent cocoa producers and organizations by NCA Monday (25):

"High price of cocoa beans which concerns all segments confectionery industry warrants explanation of marketing methods employed in various countries of origin, particularly those where beans are sold largely thru centralized agency. Present prices tend to decrease consumption of chocolate products and increase use of substitute coatings in manufacturing numerous confections which represent acceptable and better consumer values. If chocolate products are to maintain their position among foods sound economic distribution of cocoa beans must be developed."

Organizations and persons cabled were Paul S. Cadbury, Cad Brothers, Ltd., Birmingham, England (president of IACC); Office International du Cacao et du Chocolat, Belgium; D. H. Joss, secretary, The Cocoa, Chocolate and Confectionery Alliance, London; A. Casely Hayford, Minister of Agriculture and Natural Resources, Accra, Gold Coast; Gold Coast Marketing Board, Accra, Gold Coast; Nigerian Produce Marketing Board, Lagos, Nigeria.

Also Capt. Rt. Hon. Oliver Lytton, D.S.O., M.C., M.P., Secretary of State for the Colonies, London; Cacao Association of Amsterdam, Netherlands; Bahia Cocoa Trade Commission, Bahia, Brazil; Exportadora de Cacao, Trujillo City, Dominican Republic; Inter-American Institute of Agricultural Sciences, Turrialba, Costa Rica

New Bert Mills

• Continued from page 71

the new plant, opened here in early December, initial output of the Model M-54 would reach 450 units a month. Production will be increased to keep pace with demand, he said, with delivery on all orders kept between a week and 10 days.

While the most obvious difference in the new model is its off-the-floor cabinet with adjustable leg screws, a number of other important hidden features add up to an "easier-to-service machine," Chadwick stated.

He said the improvements would enable a serviceman to reduce average servicing time in half, or down to about seven or eight minutes per machine.

The improvements include roll-out mechanism, with additional slide on either side to bring the mechanism out of the cabinet an extra eight inches; swing-out instrument panel on hinges to permit quick accessibility for adjusting motor, selector switches or master relay; plug-in heating element to dehumidify air inside the cabinet before it reaches the mixing chamber; automatic service light that turns on when the cabinet door is opened; new ingredient containers of drawn stainless steel to eliminate all cracks and crevices; removable air filter; stone-lined water tank with safety valve; screw-type door locks, and a plug-in shutter solenoid.

A lock-in coin box is available as extra equipment.

Selection dial is the same as used on the 1953 model, but finish and display sign is different. The cabinet is maroon with a maroon and gray hammer-oid front door. A multi-color panel on top of the cabinet carries the invitation: "Let's have a cup of coffee."

Sugar Distribution

WASHINGTON, Jan. 30.—Sugar distributed in the U. S. during the first 11 months of 1953 totaled 7,681,496 tons, an increase of 172,522 tons over distribution in the comparable part of 1952, the Agriculture Department reported this week. Stocks held by distributors on November 30 totaled 1,691,151 tons, up 170,460 tons from stocks on hand on the same date the previous year.

Sugar distributed from the beginning of this year thru January 23 was estimated to total 360,102 tons, down 52,530 tons from distribution in the same part of the previous year, the agency said.

Dari-O-Matic

• Continued from page 71

there are four individually operated vending levels with two reach-in doors. Trays are designed to change over from one carton to another or from carton to canned juices with a simple adjustment. The unit has front loading and front storage.

The new model can be set to operate on 10, 11 or 12 cents. National coin mechanism which takes up to 35 cents and returns change can be plugged in, Woodruff said.

Woodruff operated the Ideal Milk Service, Inc., here for six years. Prior to moving here, he was with the Ideal Dispenser Company in Bloomington, Ill.

Smith has handled sales in the vending machine industry for 15 years. Until recently, his firm, Automatic Enterprises, carried the lines of several manufacturers on the West Coast.

While the Dari-O-Matic sales plan is being completed, Smith said that his department would appoint territorial representatives.

Drugstores

• Continued from page 71

operators describe it this way: Large percentages of what used to be "the movie-going public" has now elected to remain at home and watch television. This of course cuts into vending volume.

Operators at one time counted upon the smaller houses, which did not maintain candy departments in the lobby, for an important share of their over-all venter sales. Now they say they are looking elsewhere to make up this lost volume.

Where an operator previously had two or three candy units and a beverage venter in a neighborhood theater, in most instances only two machines are now used, it was pointed out.

When theaters play to audiences one-third or one-quarter the size of pre-TV houses, the refreshment sale potential drops, operators stated.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

RINGS! RINGS! RINGS!

\$10.25 Per M Nickel Plated

\$11.00 Gold Plated

A TERRIFIC PRICE and a TERRIFIC NEW RING

Twenty-four different subjects (That's Right—TWENTY-FOUR). 23 Funny Faces plus a Lucky Eight Ball Ring. Gold and nickel plated Rings that hold a marble firmly and keep your machines emptying like wildfire. Just like jewelry rings. Order direct or from your distributor. Special prices on quantities. Order a thousand and be convinced, or send \$1 for 50 plus samples of other items. All prices F.O.B., N.Y.C.

JACK ZIMMERMAN
110 West 86th St., New York City, N. Y.

PENNY-NICKEL COMBINATION

Model H M S by VICTOR

6 Vendors in One
Production Feb. 15

See Your Nearest VICTOR Distributor

It's a dynaMITE!
ATLAS MASTER penny-nickel
PROFIT MAKER
the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

ATLAS MFG. & SALES CORP.
12220 Trickett Rd.
Phone: ORchard 1-7725; Cleveland 11, O.
Also vends NUTS and CANDY!
Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!

Chicago

Richard Cole, Cole Products Corporation vice-president, will leave Sunday (31) on a six-week tour of the country. Traveling by automobile with a company engineer, he will visit Cincinnati in time for the National Drive-In Association convention (February 2-4), where the Cole cup machines will be shown, then go on thru Tennessee, Alabama. He expects to be in New Orleans February 7-10, then roll back east after a stay in Miami, visiting Atlanta, the Carolinas and a repeat trip thru Tennessee.

Howard Olsen, chairman of the National Automatic Merchandising Association's Committee on Promotional Advertising, reported this week that the National Better Business Bureau okay on a revised 7-point ad code was expected early February.

Washington

Westway Vending, headed by **Sid Lotenberg**, is enjoying excellent coffee sales, tho ice cream has hit the usual seasonal slump. Sid also reports that local cigarette sales are off 12 per cent. Westway is introducing a new type coffee vender, a small machine at a lower price, to service small locations. The first installation was made in a bakery, and will serve approximately 150 employees.

Joseph O'Neil, manager of the company, is pleased that dime sales have been generally accepted. O'Neil says ice cream and cigarette sales are off slightly, but everything else is holding its own. The completely automatic cafeteria has most people interested, he adds, and hopes to install many more soon.

Los Angeles

Gary Sinclair, regional representative for the Rudolf Wurlitzer Company, out on a trek of the Southland with **Jimmy Wilkins**, **Paul Layman** Company. . . . **Ed Wilkes**, of the same firm, laid up for several days with a bad cold, but is back on the job again.

Jack Leonard, Badger Sales Company parts department, marks another milestone as his daughter Terry graduates from grammar school and enters high school. . . . **Jack Simon**, Simon Sales Company, doing a big job these days exporting amusement games. . . . **Lou Dunis** in town last week from Portland, Ore., visiting with **Phil Robinson**, Chicago Coin's regional manager. Phil reports the demand for Chi Coin's Chris Cross bowler is continually increasing, with another shipment rolling into Minthorne Music, local distributors, this week. **Hank Tronick**, of the Minthorne firm, back from a visit to Chicago and the Seeburg home offices. . . . **Dan Stewart**, president of the firm bearing his name, visited the local branch and manager **Bob Bever**.

Al Silberman, Badger Sales Company, still flushed by his television success of last week, when he presented disk jockey **Peter Potter** with an AMI award. . . . **Fred Shuey** named vice-president of the Los Nito's Shrine group last week.

Operators in town last week included **Bill Black**, Bakersfield; **Frank Lamb**, Montebello; **Walt Hennings**, Costa Mesa; **Jack Neel**, Riverside; **Sal Campagna**, Fontana; **Jack Mallet**, Pomona; **Lela**

Lowy Again Active as 10th Ave. Distributor

NEW YORK, Jan. 30. — **Dave Lowy**, in the coin machine business since 1936 and a 10th Avenue distributor since 1942, this week returned to an active role as a distributor.

Lowy had concentrated on his route for several months. Tho he will concentrate on games and conversions, Lowy will also handle music machines and vendors.

Assisting him in the office will be Mrs. Lowy.

Available NOW!

PETE the RABBIT

Makes Kiddie Ride Profits "Jump" for Easter Time!

EXHIBIT SUPPLY
4218-30 W. Lake St. Chicago 24, Ill.

Coinmen You Know

Smith, Barstow: Mrs. H. D. McClure, San Luis Obispo; **Larry Collins**, Whittier; **Clyde Demlinger**, Balboa; **Lawrence Reya**, Colton, and **Doc Dockins**, of Santa Ana.

Phil Robinson, regional representative for Chicago Coin, awaiting the shipment of another carload of Criss Cross bowlers. Phil reports that operators like the game's new progressive scoring feature. . . . **Mary and Kay Solle**, of **Bill Leuenhagen's** Record Bar, just about squared away for the New Year, following a big inventory check.

Detroit

Sam Press, of the Ross Music Company, was host to juke box operators for a personal appearance of the **Gaylords**, recording artists, at snop. . . . **Tony Vance**, operating the National Coin Machine Company, is devoting most of his time currently to the development of his new Great Lakes Record label.

Milwaukee

Sam Hastings, Hastings Distributors boss, was thrilled with the arrival of his first grandchild. Newcomer, born to his daughter, **Mrs. June Fox**, is a boy, named **Ricky**. Coin business, however, adds Hastings, has dipped somewhat in the past few weeks, with both music and games takes down.

Change in assignment at the Major Distributors, Mercury Records stronghold, finds former stockroom man, **Bob Marwardt**, now handling a salesman's brief case. Bob is covering the Fox River Valley and the Northern territory for **Johnny O'Brien's** disk organization.

Music receipts in the Lake Geneva territory have been holding up fairly well, according to **Ken Seaver**, of Central Vending. Seaver was in Milwaukee last week making the rounds of diskeries and coin equipment firms.

Despite general slipping of cash box takes in recent weeks, **George Schroeder** reports adding a few new pieces of music and games equipment to his holdings.

Badger Candy Club announces that it's annual Fall Candy Carnival, July 30-31, has been moved to a new location. Headquarters for this important trade show will be at the Astor Hotel. Previously the Candy Carnivals had been at the Ambassador Hotel, but insufficient room for the growing event caused the move.

Al Ripley, Capitol Records man, who formerly handled the Decca line in Northern Wisconsin, spent several days in the Milwaukee headquarters talking over plans for the year with sales manager **Bob Thompson**.

Figures for last year, according to **Sam Hasting**, show the Hasting Distributing Company about 15 per cent ahead of the previous year. Responsible for the upsurge, he says, was the terrific volume of premium merchandise sold to operators and store dealers. Music and games took a drop last year, according to Hastings.

Miami

Angelo N. Delaport and **Roger Shepard**, partners in Rex Coin Machine Distributing Corporation, Syracuse, are spending a few weeks here. They dropped in to see an old friend, **Willie Blatt**, of Supreme Distributors. The New Yorkers also operate a couple of Arcades in Syracuse.

The wife of **Abe Green**, partner in Runyon Sales Company, New York, is vacationing here and expects her hubby soon. . . . **Harry H. Wheeler**, Supreme Distributors, is keeping plenty busy these days shuffling equipment around on the company's juke box route.

Norman Rogers, R & S Automatic Music Company, reports that "I Had a Notion" by **Joe Morris** is the hottest number on his rhythm and blues route. Runner-up, he says, is "There Stands the Glass" by **Webb Pierce** on Decca. Rogers comments that collections have picked up a bit in the past few weeks.

One of The Billboard's greatest boosters is **Ted Bush**, head of Bush Distributing Company, distributor of Wurlitzer phonographs and other coin-operated equip-

ment. Bush has been receiving The Billboard via airmail for the past 20 years and finds it enables him to keep in close touch with the industry.

He left this week on a business trip to the company's branch office in Havana, Cuba. Meanwhile **Ken Willis** hopped over to Key West to solicit business. Bush reports that the High Fidelity Wurlitzer is being well received by operators throught his territory, Cuba, Florida and South Georgia.

Ed Russell, assistant Southern division manager for Decca records, with headquarters in Atlanta, was in town promoting the album containing music from the sound track of the Universal-International movie, "The Glenn Miller Story." The film had its world premiere here with **James Stewart** flying in for personal appearances.

Altho a few of the top hotels in Miami Beach say they are running at capacity, other hotels and motels report their winter business this year is down between 10 and 15 per cent from last year. . . . Experts attribute the slump to the increasing number of available rooms and to the national business situation. Coin machine operators pretty generally agree that collections are off around 15 per cent from a year ago.

There are no direct indications that fewer visitors are coming here to get some mid-winter sunshine. It's just that merchants report that this year's crop of guests isn't spending as much money as in past years. As a matter of fact, airlines say they're breaking records right and left on flights into Miami. Railroads also report traffic heavy.

There are now 40,000 hotel and motel rooms in Dade County, a healthy increase over last year. Big factor in the upsurge of units is the breathtaking growth of the motel strip north of Miami Beach. **David Porvin**, president of the Miami Beach Motel Association, says there are now 54 motels with some 4,500 rental units along the strip. Many of them have juke boxes and cigarette machines, as well as pinball games.

Sam Rivkind, executive president of the Miami Beach Hotel Association, is betting that the winter tourist season "will show a tremendous drive in the home stretch."

Ted Bush, Bush Distributing Company, and **Harry Gregg** of the Wurlitzer Company, returned from a business trip to Cuba. Gregg is Southern field service supervisor for the Wurlitzer organization, which is represented in Cuba, Florida and South Georgia by Bush Distributing.

Ken Willis, Bush Distributing Company, returned from a swing thru Central Florida, while **Ozzie Truppan** paid a visit to the firm's Jacksonville office. The company just received a sample of Exhibit's new Shooting Gallery and now is eagerly awaiting the arrival of Chicago Coin's new Baseball machine. . . . **Jose Catarineau** has his hands full replying to the increasing volume of correspondence from overseas customers.

MEANEST THIEF IS SPECIALIST IN COIN UNITS

FRANKLIN SQUARE, L. I., N. Y., Jan. 30.—The meanest thief in town here is a coin machine specialist. The hard-working burglar who broke into the Midway Tavern here pocketed the contents of a March of Dimes polio container and did the same with the coin boxes of three coin-operated units—a juke, shuffleboard and cigarette vender.

However, after going thru all the efforts to take the contents of the three coin machines, he overlooked the nearly \$100 which was in the cash register. The location owner didn't know how much was taken from the coin machines, but said, "It must have been considerable, since no one has cleaned them out recently."

Gil Gross and **Mac Shaw**, accountants, who number many coin machine distributors and operators among their clients, are working overtime now that the income tax deadline is drawing near. They are two of Miami's most rabid jai alai fans when the day's work is done.

Twin Cities

Archie LeBeau, of LaBeau Novelty Sales Company, **Matt Engel**, of the Lieberman Music Company, and **Irv Lederholm**, of Automatic Games, were the only Twin Cities distributor representatives present at the annual meeting of the South Dakota Operators' Association January 18 in the Tams Hotel at Huron, S. D. (see separate story).

Dan Heilicher, this area's most eligible bachelor, will exchange marriage vows (Saturday 16) with **Phyllis Solomon**. Dan is associated with his brother, **Amos**, in the Advance Music Company, Heilicher Bros. Inc., Mercury distributors, and Soma Records, Inc., in Minneapolis.

Ralph Nicholson, Bally Manufacturing Company, Chicago, spent last weekend in Minneapolis conferring with **Harold Lieberman**, owner of Lieberman Music Company.

Mrs. Della Lieberman, mother of Harold, is at home recuperating from a recent serious operation. She is the widow of **Sam Lieberman**, one of the first in this area to go into the coin machine business many years ago.

Herb Sandell, head of the wholesale records department at Lieberman, and his wife, are due home next week from a three-week vacation trip to New Orleans and the Caribbean aboard the S. S. Jamaica. . . . **Archie LaBeau**, of LaBecu Novelty Sales Company, reports that business on Rock-Ola phonos has been holding up exceptionally well this season. . . . **Arnold Golden**, Sandler Distributing, is enthusiastic about the fortunes of Wurlitzer music in the area. . . . **Lew Ruben**, of Lieberman's is back from a swing thru North Dakota on business. . . . **Bob Wenzel**, of Automatic Games, St. Paul, reports business has been fairly brisk for his game and music lines in recent weeks.

New York

Art Herman, Boro Music, is taking a Caribbean cruise with **Mrs. Herman**. . . . **Harry Wasserman's** daughter was married January 21. . . . **Al Miniaci**, Paramount Music, is in Chicago on business. . . . **Jack Jaffe**, Terminal Amusement, Bayonne, N. J., has applied for membership in the Music Guild of New Jersey. . . . **Herb Brauch**, Belmont Novelty-Music Company, is recovering from a recent accident at St. Joseph Hospital, Paterson, N. J.

Max Levine, head of the Scientific Machine Corporation, exhibited the Scientific TV ride at the National Retail Dry Goods show. The Wall Street Journal Wednesday (13) published an article about the ride. . . . **Joe Goldsmith**, manager of the Arcade at Rockaways' Playland, was seen on 10th Avenue looking at coin-operated photo equipment.

Max Lerner, in charge of the New York office of Herman Distributors, has left the coin machine industry to become a chicken farmer at Acord, N. Y. His place will be taken by **Anne Senns**. . . . **Nat Cohn**, Riteway Sales, reports that 3-D Theater sales are going strong, with **Dave Epstein** operating seven in his Market Amusement Arcade, Newark, N. J., and **Charlie Wirtheimer** operating three in his Mardi Gras Arcade, Boston.

George Ponser, manager of the Associated Amusement Machine Operators of New York, is in Tampa on a two-week vacation. **Claire Morano** is in charge of the office in his absence. . . . **Joe Parnoll**, Alpine, Tex., operator, visited **Bob Slifer** at Seacoast Distributors this week.

Joe Hahman, Gordon Amusement, is back at work after a six-week illness. . . . **Al Claire**, Capitol Automatic Music, was out all week with a liver ailment, but is back at work. . . . **Morris Zegelbone**, Long Island Music, is in the hospital for observation.

Al Denver, president of the New York Automatic Music Operators Association, and **Sid Levine**, NYAMOA counsel, were in Chicago this week to attend an executive committee meeting of the Music Operators of America. . . . New members of the NYAMOA are **Vincent La Conte**, La Conte Music, Brooklyn, and **Moe and Martin Victor**, MoMar Coin. . . . **Lew Price**, County Enterprises, is in Kew Garden Hills Hospital. . . . **Leo Willins**, Capitol Projectors, was ill this week.

Charlie Brinkman, Rowe vice-president, is back from a two-week business trip on the West Coast. . . . **George Ponser**, manager of the Associated Amusement Machine Operators of New York, is back from a two-week vacation in Tampa. . . . **Paul Levine**, formerly a store manager with an appliance chain, is now managing Herman Distributors' 10th Avenue office. He replaces **Anne Senns**.

Visitors on 10th Avenue this week were **Dominic Carullo**, Staten Island, and **Joe Weisz**, Larchmont. . . . **Fran Lo Mauro**, secretary to **Bob Slifer**, Seacoast Distributors, is busy writing letters to her boy friend, **Bob Sanchez**, who in an interpreter with the U. S. Army in Korea. The plate glass window at Seacoast, which was broken during the recent storm, is being replaced—with a new sign.

Marcus Klien recently joined the Coin Machine Employees Union. . . . **Marty Rosen's** mother-in-law died Wednesday (27).

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TORONTO TOKEN NOT A THREAT TO COIN MCHS.

TORONTO, Jan. 30.—Operators in Canada can relax. The new Toronto subway token will not work in their machines, a test has revealed. The tokens, which are about the size of a dime, occasionally will go into the coin chutes but they do not operate the machines.

A popcorn and a beverage machine sends the token to its coin return chute. A perfume machine kept the token, but did not dispense a "whiff." A cigarette vender kept the token but would not give cigarettes. A coin-changer also kept the token, but sent it back when a real coin was inserted for change. A parking meter spun its spring, but didn't allow free parking.

PIN RULING

Idaho Trade Eyes Meeting Of Attorneys

BOISE, Idaho, Jan. 30.—Idaho liquor law enforcement agents have been warning tavern operators to get rid of pinball machines which pay off in any way.

Commissioner of Law Enforcement Wayne Summers said his department wanted to avoid "confusion" until the meeting of the State Association of Prosecuting Attorneys in Boise, January 29. Both Summers and Lee Johnson, director of liquor law enforcement, expect a stricter policy toward pinballs after the meeting.

Sheriff Alma Marney at Pocatello said he interpreted the recent Supreme Court ruling on bells as not outlawing pinballs which offer free games, tho it does those which pay off in prizes.

Florida Fair

Continued from page 63

plans. The company will be represented by Clare Meyer and will have on display several of its rides, plus one new product which it has not yet released.

Other factories are expected to be represented by their Florida distributors. One representative, Bush Distributing Company, covers the State for several amusement game plants and one music machine company.

Harry Julius, who runs the traveling Arcade for Royal American Shows, also will unveil a few new coin products.

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- Happy Go Lucky 149.50
- Chinatown 159.50
- Hayburner 75.00
- Seeburg 47 99.50
- Rock-Ola 1422 99.50
- Genco Sky Gunner Write
- Exhibit Silver Bullets 129.50
- Seeburg Bear Gun 149.50
- Genco Gold Nuggets 269.50

Central Ohio Coin Machine Exchange
525 S. High St. Columbus, O.
Adams 7254

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequently with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the price shown is listed. Any price obviously depends on condition of the equipment, its time on location, territory and other related factors.

	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9
ABC (United).....	\$75.00	\$75.00	\$75.00	\$50.00
Across-the-Board (United).....	75.00			
Ali Baba (Gottlieb).....			115.00	34.50
All Star Basketball (Gottlieb).....	115.00	115.00	115.00	115.00
Aquacade (United).....	39.00	39.00	39.00	39.00
Arizona (United).....	79.50	45.00	79.50	79.50
Atlantic City (Bally).....	175.00	185.00	175.00	185.00
Baby Face (United).....	39.00	49.50	39.00	49.50
Barnacle Bill (Gottlieb).....				34.50
Battle Champ (Chicago Coin).....	175.00	275.00	175.00	275.00
Batting Practice.....	89.50	89.50	95.00	89.50
Beach Club (Bally).....	360.00	375.00	300.00	350.00
Beauty (Bally).....	325.00	275.00	295.00	310.00
Be Bop (Exhibit).....	65.00	84.00	65.00	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....			100.00	
Big Top (Genco).....	54.50	45.00	54.50	54.50
Black Gold (Genco).....			110.00	115.00
Belero (United).....			79.50	79.50
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	69.50	45.00	69.50	69.50
Bright Lights (Bally).....	110.00	95.00	110.00	95.00
Bright Spot (Bally).....	125.00	125.00	125.00	135.00
Buccaneer (Gottlieb).....	135.00	150.00	115.00	145.00
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Cabana (United).....	295.00	200.00	275.00	275.00
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campos (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	59.50	40.00	59.50	59.50
Carnival (Bally).....			49.50	49.50
Carolina (United).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	89.50	89.50	19.50	75.00
Chinatown (Gottlieb).....	150.00	159.50	145.00	150.00
Cinderella (Gottlieb).....	160.00	160.00	145.00	160.00
Circus (Exhibit).....		45.00		29.50
Circus (United).....	225.00	225.00	195.00	195.00
Citation (Bally).....	245.00	245.00	225.00	225.00
College Daze (Gottlieb).....	79.50	79.50	14.95	79.50
Coney Island (Bally).....	45.00	45.00		79.50
Control Tower (Williams).....	109.50	109.50	125.00	125.00
Coronation (Gottlieb).....	165.00	165.00	175.00	175.00
County Fair (United).....	35.00	35.00	35.00	35.00
Crazy Ball (Chicago Coin).....	45.00	45.00	19.00	19.00
Cross Roads.....	150.00	150.00		109.50
Cyclone (Gottlieb).....	139.50	139.50	139.50	139.50
Dallas (Williams).....	69.50	69.50	69.50	69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Deluxe World Series (Williams).....	125.00	195.00	49.50	54.50
Dew-Wa-Ditty (Williams).....	49.50	49.50	49.50	49.50
Double Action.....	45.00	45.00	89.00	89.00
Double Feature (Gottlieb).....	69.00	75.00	69.00	69.00
Double Shuffle (Gottlieb).....	65.00	45.00	65.00	65.00
Dreamy (Williams).....	89.50	40.00	89.50	89.50
Dude Ranch (Bally).....	425.00	425.00	425.00	425.00
Eight Ball (Williams).....	119.50	119.50	119.50	119.50
El Paso (Williams).....			119.50	119.50
Fairway.....	160.00	165.00	165.00	165.00
Fighting Irish (Chicago Coin).....	75.00	75.00	75.00	75.00
Five Star (Universal).....	65.00	75.00	75.00	75.00
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....		150.00		44.50
Football (Chicago Coin).....	65.00	45.00	65.00	65.00
400 (Genco).....	65.00	95.00	75.00	95.00
Four Corners (Williams).....	115.00	125.00	75.00	115.00
Four Horsemen (Gottlieb).....	109.50	109.50	109.50	109.50
Four Stars (Gottlieb).....		85.00	115.00	115.00
Freshie (Williams).....		45.00		
Frolic (Bally).....	175.00	185.00	185.00	185.00
Futurity.....	60.00	65.00	250.00	250.00
Georgia (Williams).....	89.50	89.50	89.50	89.50
Gizmo (Williams).....	35.00	35.00	35.00	35.00
Globe Trotter (Gottlieb).....	135.00	135.00	135.00	135.00
Golden Cup (Bally).....	59.50	59.50	59.50	59.50
Golden Nugget (Genco).....	85.00	100.00	110.00	110.00
Grand Award (Chicago Coin).....	35.00	35.00	35.00	35.00
Guys-Dolls (Gottlieb).....	175.00	195.00	195.00	195.00
Happy-Go-Lucky (Gottlieb).....	129.50	129.50	129.50	129.50
Harvest Time (Genco).....	65.00	45.00	65.00	65.00
Hayburner.....	75.00	65.00	65.00	65.00
Hit N' Run (Gottlieb).....	140.00	85.00	140.00	140.00

	Issue of Jan. 30	Issue of Jan. 23	Issue of Jan. 16	Issue of Jan. 9
Hit Parade (Gottlieb).....				29.50
Holiday (Chicago Coin).....		45.00		
Holiday (Keeney).....	125.00	125.00		
Hono King (Williams).....			75.00	
Horseshoes.....		95.00		
Humpty-umpty (Gottlieb).....	49.50	49.50	49.50	49.50
Imagery (Williams).....	120.00	65.00	120.00	120.00
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	95.00	95.00	95.00	95.00
Judy Exhibit.....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	100.00	100.00	100.00	100.00
Just 21 (Gottlieb).....	110.00	110.00		
K. C. Jones (Gottlieb).....	59.50	45.00	59.50	59.50
King Arthur (Gottlieb).....	89.50	89.50	89.50	89.50
King Pin (Chicago Coin).....	65.00	65.00	65.00	65.00
Knock Out (Gottlieb).....	115.00	124.50	115.00	124.50
Leader (United).....	125.00	125.00		
Lite-a-Line (Keeney).....	69.00	89.50	69.00	89.50
Long Beach (Williams).....	89.50	89.50	89.50	89.50
Lucky Innings (Williams).....	115.00	135.00	115.00	135.00
Majors of '49 (Chicago Coin).....	135.00	135.00	135.00	135.00
Marble Queen (Gottlieb).....	270.00		220.00	
Mardi Gras.....	49.00	49.00	49.00	49.00
Maryland (Williams).....	125.00	125.00	125.00	125.00
Mermaid.....	49.00	49.00	49.00	49.00
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	129.50	129.50	129.50	129.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nevada (United).....	45.00	45.00		
Niagara (Gottlieb).....	145.00	85.00	140.00	119.50
Oklahoma (United).....	69.50	69.50	69.50	69.50
One, Two, Three (Genco).....	45.00	45.00	45.00	45.00
Palm Beach (Bally).....	195.00	175.00	185.00	189.50
Pin Bowler (Chicago Coin).....	99.50	99.50	99.50	99.50
Playland (Exhibit).....		55.00		89.50
Playtime (Exhibit).....	45.00	45.00	45.00	45.00
Puddin' Head (Genco).....	39.00	54.00	39.00	54.00
Quarterback (Williams).....	50.00	65.00	50.00	65.00
Quartette (Gottlieb).....			69.00	75.00
Queen of Hearts.....	160.00	125.00	165.00	165.00
Quintette.....	160.00	190.00	165.00	190.00
Rag Wop (Williams).....	99.50	99.50	99.50	99.50
Ramona (United).....	39.00	39.00	39.00	39.00
Red Shoes (United).....	89.50	89.50	89.50	89.50
Rockette (Gottlieb).....	85.00	94.50	85.00	94.50
Rodeo.....	225.00	225.00	250.00	250.00
Rose Bowl (Gottlieb).....	135.00	135.00	135.00	135.00
St. Louis (Williams).....			44.50	44.50
Saratoga.....	49.50	49.50	49.50	49.50
Screwball (Genco).....	35.00	49.50	35.00	49.50
Serenade (United).....		85.00		85.00
Shantytown (Exhibit).....	85.00	85.00	85.00	85.00
Sharpshooters (Gottlieb).....			195.00	195.00
Shindig (Gottlieb).....			195.00	195.00
Shoot the Moon (Williams).....	120.00	120.00	120.00	120.00
Shoo Shoo (Williams).....	95.00	119.50	95.00	119.50
Silver Chest (Genco).....	250.00	275.00	150.00	250.00
Silver Skates (Williams).....	115.00	125.00	125.00	125.00
Skill Pool (Gottlieb).....	150.00	90.00	125.00	149.50
Sluggfest.....	119.50	119.50	119.50	119.50
South Pacific (Genco).....	69.00	69.00	69.00	69.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot Bowler (Gottlieb).....	119.50	119.50	119.50	119.50
Spot-Lite (Bally).....	85.00	89.50	85.00	89.50
Springtime (Genco).....	89.00	45.00	89.00	89.00
Stardust (United).....	39.00	39.00	39.00	39.00
Starlite (Williams).....	125.00	125.00	125.00	125.00
Stars (United).....	145.00	150.00	100.00	135.00
Summer Time (Gottlieb).....			150.00	185.00
Sunshine Park (Bally).....	75.00	95.00		34.50
Super Hockey (Chicago Coin).....				59.50
Super World Series (Williams).....	150.00	150.00		
Sweepstakes (Williams).....	195.00	195.00	195.00	195.00
Tampico (United).....	79.50	79.50	79.50	79.50
Tahiti (United).....	474.00	390.00	79.50	64.50
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	50.00	69.50	50.00	69.50
Thing (Chicago Coin).....	45.00	45.00	45.00	45.00
Three Feathers (Genco).....			64.50	64.50
Three Musketeers (Gottlieb).....	79.50	79.50	79.50	79.50
3-4-5 (United).....	85.00	85.00	75.00	75.00
Thrill (Chicago Coin).....	35.00	35.00	35.00	35.00
Times Square (Williams).....	145.00	145.00	29.50	35.00
Trade Winds (Genco).....			29.50	29.50
Trinidad (Chicago Coin).....	35.00	35.00	35.00	35.00
Triplets (Gottlieb).....	80.00	50.00	80.00	80.00
Tri-Score (Genco).....	69.00	89.50	45.00	69.00
Tropics (United).....	374.00	375.00	295.00	350.00
Fumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	35.00	109.50	45.00	109.50
Tucson (Williams).....			45.00	44.50
Twenty Grand (Williams).....	115.00	120.00	120.00	
Utah (United).....	59.00	84.50	59.00	84.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Watch My Line.....			45.00	
Wild West (Gottlieb).....	245.00	159.50	145.00	159.50
Winners (Universal Industries).....	99.50	99.50	99.50	99.50
Wisconsin (United).....			45.00	
World Series (Rock-Ola).....			100.00	
Yanks (Williams).....	49.50	49.50	49.50	49.50
Yacht Club (Bally).....	295.00	345.00	250.00	275.00

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

• Shuffle Games

	Issue of Jan. 30	Issue of Jan. 23 \$129.50	Issue of Jan. 16	Issue of Jan. 9
Bank Board (American)....				
Big League Bowler, 4 player (Keeney).....	\$75.00 85.00	85.00	\$115.00	\$115.00
Bowl-a-Ball (Chicago Coin)...	200.00w/p	200.00w/p	200.00 250.00	230.00 250.00
Bowl-a-Matic (Universal)....	345.00			
Bowling Alley (Chicago Coin)...	59.50	35.00 59.50	59.50	59.50
Bowling Alley, 6 player (Chicago Coin).....	125.00	110.00	125.00	74.50 125.00
Bowling Champ (Keeney)....				125.00w/p
Bowling Classic (Chicago Coin)				195.00
Carnival Bowler (Keeney)....	325.00 350.00	350.00	50.00	59.50
Cascade Shuffle Alley, 6 player (United).....	294.00 325.00(2) 364.00w/p	325.00(2)	325.00 350.00	325.00(2)
Classic Shuffle Alley, 6 player (United).....	375.00 385.00(2) 395.00	375.00 385.00(2) 395.00(2)	360.00 385.00(2) 395.00(2)	385.00 395.00(2)
Clower Shuffle Alley, 6 player (United).....	350.00 355.00	335.00 339.50 350.00 355.00 365.00 375.00	325.00 335.00 355.00 365.00	325.00 355.00 365.00
Club Bowler, 10 player (Keeney).....	325.00	325.00	375.00	375.00
Crown Bowler (Chicago Coin)...				
De Luxe League Bowler (Keeney).....	150.00	150.00(2)	150.00(2)	150.00 165.00
Double Bowler (Keeney)....	350.00	350.00		
Double Header (Williams)....	49.50	49.50	49.50 69.00	49.50 79.50
Double Score Bowler 10th Frame (Chicago Coin)...	360.00w/p	299.50	295.00 315.00	325.00 385.00
Eight Player Shuffle.....	365.00	360.00w/p	360.00 385.00	
Five Player Shuffle Alley (United).....	84.00w/p 90.00w/p 110.00 115.00 130.00 135.00(2)	90.00w/p 100.00 110.00 110.00w/p 115.00(2) 135.00(3)	89.00 90.00 100.00 120.00 125.00(2) 135.00(2) 139.00	90.00 110.00w/p 120.00w/p 135.00 150.00
Four Way Bowler (Keeney)...				
Four Player Shuffle Alley (United).....	74.00w/p 75.00w/p 115.00(2) 119.50	95.00 99.50 100.00w/p 115.00	75.00 79.00 95.00 105.00 119.50 120.00	95.00 100.00w/p 105.00 120.00 135.00
Hi-Score Bowler (Universal)...				
Hi-Score, 6 Player (Chicago Coin).....	105.00w/p 135.00w/p 159.50	105.00w/p 135.00w/p 159.50	145.00 149.00 149.00 159.50	149.00 159.50
High Score League Bowler (Keeney).....	125.00	125.00	155.00	155.00
Hook Bowler (Bally).....				
Imperial Shuffle Alley (United).....				
League Bowler, 4 player (Keeney).....	45.00 99.50	59.50 75.00	75.00 79.00 99.00	99.00 139.50
Manhattan Shuffle Alley (United).....	189.00 224.00 274.00w/p 294.00w/p	295.00	275.00	
Matched 4 player (Keeney)...				
Matched Bowler, 6 player (Chicago Coin).....	195.00w/p 275.00	195.00w/p 275.00	195.00 295.00	295.00(2)
Official Shuffle Alley, 4 player (United).....	175.00 210.00 215.00	175.00 210.00 215.00(2)	210.00 215.00 210.00 235.00	210.00 235.00
Olympics Shuffle Alley (United).....	350.00 355.00 365.00 385.00 390.00w/p	350.00 355.00 365.00 385.00 390.00w/p 395.00	355.00 360.00 365.00 375.00 390.00 395.00	355.00 365.00 375.00 395.00
Royal Shuffle Alley (United)...				
Shuffle Alley Deluxe, 6 player (United).....	114.00 115.00 115.00w/p 165.00 175.00(2) 194.00w/p	115.00 115.00w/p 135.00 145.00 165.00 175.00(3)	115.00 119.00 125.00 135.00 165.00 175.00(3)	89.50 125.00(2) 175.00(2) 195.00
Shuffle Alley Express, 2 player (United).....	59.50	59.50	59.50 69.00	59.50
Shuffle Alley, 6 player (Keeney).....	119.50 125.00(2)	119.50 125.00 220.00	125.00 150.00 155.00 225.00	150.00 155.00 225.00
Shuffle Alley, 6 player (United).....	94.00w/p 150.00(2)	125.00(3) 125.00w/p 150.00 155.00	125.00 150.00 155.00 159.00	100.00 125.00w/p 135.00 155.00 159.00 175.00
Shuffle-Cade, 2 Player (United).....				
Shuffle Line (Bally).....	69.50	65.00 69.50	65.00	
Shuffle Target (Genco).....	49.50	49.50		
Shuffle Tournament, 4 Way (United).....				
Shuffle Tournament (Universal).....				
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	59.50
Six Player 10th Frame (United).....	225.00 240.00w/p	225.00 240.00w/p	240.00(2) 240.00 270.00 315.00	240.00 270.00 315.00
Skee Alley (United).....	65.00	65.00	65.00 69.00	65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	240.00 245.00 249.00 250.00	225.00 240.00 245.00(2) 249.50 250.00 255.00 265.00	225.00 250.00(3) 265.00 270.00	250.00 265.00 270.00 275.00
Star 10 Frame, 6 player (United).....	295.00(2)	245.00 250.00 275.00 285.00 295.00(3)	245.00 295.00(3)	295.00
Super Deluxe League Bowler (Keeney).....	145.00 165.00 175.00	165.00 175.00	175.00 185.00	175.00 185.00
Super Matched Bowler, 6 player (Chicago Coin)...	225.00	225.00		
Super Six Shuffle Alley (United).....	164.00 195.00 205.00 215.00 229.50	175.00 195.00 215.00(2) 220.00 229.50	199.00 215.00 225.00(3) 225.00(2) 249.50	215.00(2) 225.00(2) 249.50
Team Bowler, 10 player (Keeney).....	250.00 295.00	295.00	305.00 325.00	305.00 325.00
Ten Player (Keeney).....				
Tenth Frame Bowler (Chicago Coin).....				
Tenth Frame Special Bowler (Chicago Coin).....				
10th Frame Super Shuffle Alley (United).....	310.00w/p 249.00w/p 275.00 295.00	310.00w/p 295.00(2)	310.00 215.00 285.00 295.00	310.00 295.00(2)
Triple Score Bowler (Chicago Coin).....	365.00 395.00w/p	375.00 395.00	375.00	
Trophy Bowl (Chicago Coin)...				
Twin Rotation (Exhibit).....				
Twin Shuffle Alley Rebound (United).....	49.00w/p	65.00	65.00	
New Player (United).....	50.00 50.00w/p	50.00 50.00w/p	50.00(2) 69.00	50.00 65.00

• Arcade Equipment

	Issue of Jan. 30	Issue of Jan. 23 \$195.00	Issue of Jan. 16	Issue of Jan. 9
Ace Bomber (Mutoscope)....	195.00	\$195.00	\$125.00	\$195.00
Air Football.....	499.50	499.50		
Air Hockey.....	499.50	499.50		
All Stars (Williams).....	499.50	499.50		
Astroscope 10c.....	125.00	125.00		
Atomic Bomber (Mutoscope)...				
Atomic Jet Space Ship.....		250.00	125.00	
Automobile Ride.....		245.00		
Baseball (Bally).....		45.00		
Baseball (Scientific).....		79.50	69.00	
Bat-a-Score (Evans).....	165.00 275.00	165.00 275.00	275.00	79.50
Big Bronco (Exhibit).....	475.00 500.00	449.50 475.00	500.00	499.50 500.00
Big Inning (Bally).....	150.00	145.00 150.00	150.00	150.00
Bolascore (Evans).....	185.00	185.00	185.00	185.00
Bolascore (Supreme).....	95.00	95.00		
Boomerang (Amusement Corp.)	45.00	45.00		
Candid Camera.....	125.00	125.00		
Challenger (ABT).....	29.50	14.50 29.50	14.50 29.50	29.50
Champion Horse (Bally).....	445.00	525.00(2)	525.00	
Chicken Sam (Seeburg).....	75.00 105.00	69.50 75.00	95.00 110.00	79.50 95.00
Choo Choo Train.....	495.00	105.00 495.00		
Date Gun (Exhibit).....	49.50 55.00 65.00 94.50	35.00(2) 49.50 55.00 65.00	39.00 65.00 94.50 100.00	40.00 49.50 65.00 94.50
Defender (Bally).....	125.00	125.00		
Derby, 4 Player (Chicago Coin).....	150.00 175.00	150.00 195.00	99.50 175.00 175.00 195.00	175.00 195.00
Duck Hunter (Silver King)...	195.00	20.00		
Flash Hockey (Coinex).....	75.00	75.00		
Field Goal (Scientific).....	175.00(2)	175.00		
Flying Saucer (Meteor).....				
Flying Saucers (Mutoscope)...	125.00	125.00	350.00	
Goalie (Chicago Coin).....	75.00 110.00 119.50 125.00	75.00 119.50 125.00	85.00 119.50	125.00 175.00 85.00 119.50
Gripper (Mercury).....	18.50	18.50		
Gun Range with Rifles (ABT)	650.00	650.00		
Gun Patrol (Exhibit).....	165.00 195.00	165.00 195.00	175.00 195.00	175.00 195.00
Heavy Hitter (Bally).....	35.00	35.00		
Hi-a-Homer.....	20.00	20.00		
Hockey (Chicago Coin).....	55.00 75.00	55.00 75.00		
Jack Rabbit.....	99.50	99.50		
Jet Gun (Exhibit).....	164.00 175.00	149.50 175.00	149.50 195.00	149.50 210.00
Lite League.....	195.00 225.00	195.00 225.00	200.00	
Midget Movies.....	99.50 100.00 185.00 295.00	99.50 100.00 185.00 295.00	99.50	99.50
Midget Racer.....				
Miss America Boat (Lane)...	375.00	375.00(2)	250.00 375.00	
Musical Merry-Go-Round...				
Ocean Liner (Scientific).....	475.00	375.00 475.00		
Panoram (Mills).....	275.00	275.00	275.00	
Photomatic (Mutoscope).....	195.00(early)	195.00(early)	250.00 495.00 650.00(late)	275.00 250.00 650.00(late)
Pistol Pete (Chicago Coin)...	75.00 99.50	75.00		
Pitch 'Em & Bat 'Em.....	185.00	185.00 195.00	185.00	185.00
Pokerino (Scientific).....	85.00	85.00		
Pokerino Jr. (Scientific).....	75.00	75.00		
Pool Table (Edelco).....	75.00	*75.00 125.00		
Pop Up.....	18.50	18.50		
Quizzer.....	95.00(2)	95.00	95.00	
Rapid Fire (Bally).....	125.00(2)	125.00(2)	125.00(2)	95.00 95.00
Rifle Range Ray Gun.....	75.00	75.00	95.00	
Rocket (Nylco).....				
Rocket Ship (Meteor).....	250.00	185.00 250.00	295.00	
Rudolph the Red-Nose Reindeer (Exhibit).....	395.00	395.00		
Set Shot.....	349.50	349.00		
Shiaman Art Show.....	45.00	45.00		
Shoot the Bear (Seeburg)....	149.50 179.50 185.00 229.50	125.00 139.50 164.50 179.50 185.00 199.00 229.50	164.50 169.50 179.50 199.00 229.50	174.50 189.50 199.00 229.50
Show Boat (United).....				
Silver Bullets (Exhibit).....	125.00 129.50	149.50 125.00	195.00	
Silver Gloves (Mutoscope)...	195.00	195.00	195.00	
Six Shooter (Exhibit).....	125.00 150.00	119.50 125.00 150.00	119.50 150.00 200.00	119.50 150.00
Skee Ball (Evans).....	95.00	95.00		
Skee Ball (Wurlitzer).....	95.00 150.00	95.00 150.00		
Skill Gun (ABT).....	25.00	25.00		
Sky Fighter (Mutoscope)...	125.00 195.00	125.00 195.00	125.00 195.00	195.00
Sky Pilot.....				
Space Gun (Exhibit).....	225.00	164.50 169.50 225.00	149.50 175.00	
Space Invader (Exhibit).....	184.00 210.00	210.00	210.00	
Space Ranger (Deco).....	475.00	400.00 475.00	175.00 210.00 175.00 210.00	
Space Patrol (Exhibit).....				
Space Ship (Bally).....	350.00	350.00 575.00	425.00	
Spark Plug (Williams).....	50.00 139.50	50.00 79.50 139.50	69.00 139.50	139.50
Star Series (Williams).....				
Submarine Gun (Keeney)....	120.00	120.00		
Super Bomber (Evans).....	175.00 210.00	175.00 210.00	175.00 210.00	
Super Jet (Chicago Coin)....	475.00	400.00 475.00		
Team Hockey (United).....	85.00	85.00	85.00	
Teletuz.....	115.00 125.00 135.00 169.00	115.00 125.00 169.00	99.50 135.00 135.00 169.00	85.00 85.00
Ten Strike (Evans).....	75.00	75.00	75.00	
13-Way Athletic Scale (Mercury).....	79.50	79.50	79.00 79.50 79.00 79.50	
Tommy Gun.....	95.00	95.00		
Tommy Gun Deluxe (Evans)...				
Upright Baseball.....	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Voice-o-Graph (Mutoscope)...	550.00	550.00		
Western Baseball.....	85.00	85.00		

Colo. Bottlers See Venders as Profit Bolster

DENVER, Jan. 30.—A substantial increase in the use of bottle venders as a hedge against high operating costs in a tighter market was forecast at the 1954 convention of the Colorado Bottlers of Carbonated Beverages, held at the Brown Palace Hotel here this week.

Optimism was the note sounded by speakers at the two-day event. Most cited the need for better salesmanship, capitalization on every potential outlet, better truck and personnel appearance, and exploitation of such new developments as one-way bottles and cans.

Ben H. Wells, vice-president and director of sales of Seven-Up, St. Louis, dwelled on the advisability of cultivating the personal friendship of the location outlet thru consideration and interest. At the same time, he warned the bottler to keep his mind on profit and loss.

With the topic "Where Are We Going," Paul M. Mayer, manager of the No-Cal Franchise Division, No-Cal Beverages, Brooklyn, explored the possibilities of a future depression, pointing out that sales potential was never so high, that huge population increases and general statistics promise a better year in 1954 than in 1953.

The need for bottle venders in remote and slow-turnover locations was cited. Discussion also centered on development of bigger capacity bottle vending machines, cup venders, etc.

Mayer noted that while there was no personnel shortage, in many instances the vender was "able to do a much more consistent selling job at minimum expense, even for those bottlers who have never had recourse to them in the past."

MOA Sets Confab Plans

Continued from page 64

Tuesday afternoon (9) there will be a special luncheon for executive officials of MOA and members of the Automatic Phonograph Manufacturers' Association. Tuesday evening will be the annual MOA banquet.

Wednesday (10) the morning business session will be closed to members only while elections take place—this session is the only one closed to guests and exhibitors.

To insure a smooth running convention, members of the executive board and the preparation committee appointed smaller committees to handle each phase of the convention. Committees appointed included a banquet committee, ticket committee, en-

tertainment committee, reception committee, reservation committee, legislative committee, third copyright committee, membership committee and program committee.

Those members of the executive board and preparation committee who attended the meeting held here were Martin Britz, Montana; Ray Cunliffe, Illinois; Wes Elster, California; William Hullinger, Ohio; Phil Levin, Illinois; Jack Mulligan, Pennsylvania; Les Montooth, Illinois; Howard Ellis, Nebraska; Clint Pierce, Wisconsin; James Tolisano, Connecticut; George Workman, Pennsylvania; Victor Osergren, Indiana; Sidney Levine, New York, and George Miller, California.

Trade Directory

Continued from page 63

New Firms

Binks Industries, Inc., Chicago, organized by Mel Binks to manufacture coin-operated amusement games.

Industrial Vending Company, Inc., Sacramento, granted a charter by the State to sell food, beverages and tobacco thru vending machines in Los Angeles County.

Advance Cigarette Service Company, Cleveland, formed by the merger of Advance Music Company and Kleinman Cigarette Service. Amusement Specialties, Inc., Sacramento, was granted a State charter to purchase, sell, lease and service coin-operated clocks and radios in Los Angeles County.

Distributors

General Music Sales Company, Inc., Baltimore, covering Maryland, the District of Columbia, Delaware, and Northern counties of West Virginia for A.M.I., Grand Rapids, Mich.

Brooke Distributors, Miami, covering the Southern half of Florida for Coral Records.

Commercial Music Company, Dallas, covering Texas and the Eastern half of New Mexico for Binks Industries, Inc., Chicago.

Culp Distributing Company, Oklahoma City, covering Oklahoma for Binks Industries, Inc., Chicago.

Williams Distributing Company, Memphis, covering Tennessee for Binks Industries, Inc., Chicago.

Advance Automatic Sales, San Francisco, covering California for Binks Industries, Inc., Chicago.

Conat Sales Company, New York, covering New York for Binks Industries, Inc., Chicago.

Double U Sales Corporation, Baltimore, covering Maryland for Binks Industries, Inc., Chicago.

Associations

The Music Operators of Connecticut re-elected Abe Fish president.

Personals

J. A. (Mac) McIlhenny, appointed Eastern district sales manager, The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Max R. Waters, appointed to a newly-created administrative post, The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

J. F. (Joe) Hrdlicka, appointed service manager of factory and field service departments, The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Glenn Moore, resigned treasurer of Automatic Canteen Company of America, joined administrative staff, Federal Tool Company, Chicago.

Arthur S. Bowes, elected director, Automatic Canteen Company of America, Chicago.

H. E. Sponseller Jr., appointed vice-president in charge of sales, Automatic Canteen Company of America, Chicago.

Frank L. Coninx, appointed vice-president in charge of purchases, Automatic Canteen Company of America, Chicago.

Theodore M. Kobza, appointed treasurer, Automatic Canteen Company of America, Chicago.

Charles J. Ritzen, appointed assistant vice-president of sales, Automatic Canteen Company of America, Chicago.

W. W. McHoull, appointed general manager and secretary-treasurer of R. C. Gilchrist Company, Ltd., Toronto.

Charles W. Cradick, organizer and chief counsel for the old California Amusement Machine Operators' Association, died in Los Angeles following a long illness.

Cocoa Bean Cost Sets Stage

Continued from page 71

pany, maker of the Powerhouse and other bars, began using substitute coating three weeks ago. General Candy Corporation, Oh Henry bar maker, is experimenting with a substitute coating.

"We've been trying out a substitute coating to determine public reaction," declared C. F. Scully, president. "We already have it out in five Southern States." He pointed out it was more suitable for warm climates because it did not melt as easily. General will switch to the substitute when present inventories are worked off if cocoa prices are still high, Scully said.

Curtiss Candy Company has been using a substitute coating on its Baby Ruth and Butterfinger bars for the past 17 years. Curtiss does not plan any changes so far. Said Robert B. Schnoring, president: "Conditions will have to get a lot more serious before Curtiss makes any changes or adjustments in its bars. Curtiss was a pioneer in the 5-cent bar and the last thing we would do is to let go of our 5-cent bar."

Adjustments, if and when they do come, would be in bar sizes, Schnoring said.

Robert Johannot, sales manager of Kimbell Candy Company, mak-

ers of a chocolate-covered cocoa-nut bar called Smacks, said: "We'll just have to adjust the weight of our bar downward and then every morning say a prayer that something will happen to the cocoa market."

Kimbell is cutting the bar weight from 1 1/4 to 1 ounce and the percentage of chocolate in the bar from 27 per cent to 20 per cent.

T. F. Nance, Nance Wholesale Confections, Inc., Sanford, N. C., a wholesaler who operates a candy vending department, hails the dime bar. Said Nance: "The 10-cent bars outsell 5-centers in both volume and number of sales. Apparently, the boys like the 10-centers better because they are getting a bigger piece of candy and often a better value for their money."

Joe Kaden, of the Kandy-Kit Company, Chicago, declared that the dime bar was long overdue. According to Kaden, substitute-coatings are not the answer. "An experiment we conducted with bars having substitute coatings showed that they do not sell nearly as well as milk chocolate-covered bars," he said.

On the other hand, A. Alex, of Vendall Service Corporation, stated that "cocoa coatings" were "the only answer" to the problem, that some substitute-coated bars he vended completely outlast regular-coated bars. While he welcomed the idea of 10-cent bars, he said several well-known nickel bars would consistently outsell their dime counterparts displayed side by side in a vending machine. He added that Vendall plans no immediate changes in its operation.

One Chicago operator announced that since installing three columns vending dime bars in 50 per cent of his 8-column machines six months ago, volume has been picking up. He plans to increase the number of dime columns soon.

The high cocoa price is due to increased demand from countries such as France, England and West Germany, and lower production caused by "swollen shoot" disease among Africa's cocoa trees.

WANTED!

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Match Books Light The Way to More Ads

NEW YORK, Jan. 30.—Match books were used as an advertising medium by 19 per cent more companies during the first nine months of 1953 than in the same period of 1952, the Match Industry Information Bureau announced.

Almost 300,000 business concerns used match cover space last year as a medium for sales and other promotion, the bureau estimated, compared to 257,000 firms in 1952.

New trends noted by the bureau were increased use of match books by agencies, premium offers on match covers, increased use of coupons in match cover advertising, better paper and color used in match books.

GIVE TO DAMON RUYON CANCER FUND

NBBB Approval

Continued from page 71

"Advertisers shall not claim or infer sponsorship of himself or his machines by any civic, charitable, philanthropic, patriotic or religious organization unless such sponsorship is properly attested by a responsible official of the organization, and unless the advertisement complies with all local or State ordinances relating to the solicitation of funds or sale of any things of value for the benefit of civic, charitable or philanthropic organization."

Olsen pointed out that the seven points of the NAMA-proposed code follow those of NBBB on classified vending machine advertising. He noted that several points, specifically 1, 2, 5, 6 and part of 7, are identical to the NBBB code; points 3 and 4 expand upon the bureau code or carry the same idea in different terminology.

Backman declared that the changes made in points 3 and 4 "greatly improved" them.

To increase the scope and effectiveness of the code, Olsen announced that Clint Darling, NAMA executive director and secretary of the committee on Promotional Advertising, was working to arrange meetings with presidents of two other groups. They are the Association of Newspaper Classified Advertising Managers and a display advertising managers group.

Members of the NAMA committee, in addition to Olsen and Darling, are: W. E. Bolen, president of The Northwestern Corporation; Charles Brinkman, vice-president of Rowe Manufacturing Company, Inc.; Richard Cole, vice-president of Cole Products Corporation; Frank Newman, secretary of Automatic Canteen Company of America; G. R. Schreiber, editor of Vend and coin machine editor of The Billboard, and P. G. Schultz, official of the Hershey Chocolate Corporation

PM Purchase Of B&H Stock In Last Stage

NEW YORK, Jan. 30. — The acquisition of Benson & Hedges stock by Philip Morris & Company Ltd., Inc., neared reality Wednesday (27) when the PM board of directors offered 443,561 shares of Philip Morris common stock to holders of a like amount of Benson & Hedges common stock.

The action came as a result of a meeting held Tuesday (26) in Richmond, Va., when PM stockholders, at a special meeting, approved the B&H acquisition by a vote of 1,878,440 to 24,323, a ratio of about 77 to 1. Number of shares voting were 1,902,763—about 77 per cent of shares outstanding.

The acquisition becomes effective after 355,460 shares—more than 80 per cent of B&H common stock—have been deposited with the exchange agent. B&H's status will then be as a Philip Morris subsidiary.

Complete Line

Philip Morris will then have a complete cigarette line—regular and king-size Parliaments (filter-tips) and regular and king-size Philip Morris.

Aldred E. Lyons will continue as PM board chairman, with O. Parker McComas, president, and Leonard G. Hanson, senior vice-president and treasurer, keeping their posts.

It is contemplated that Joseph F. Cullman Jr., chairman and president of Benson & Hedges, and Joseph F. Cullman III, B&H executive vice-president, will continue as officers and directors of Benson & Hedges and will be added to the PM board.

The elder Cullman will become chairman of the PM executive committee, while his son becomes a PM vice-president.

UNION NEWS REPORTS

Multi-Selection Unit Doing Well in Newark R.R. Station

NEWARK, N. J., Jan. 30.—After a year of test operation, the Wittenborg vender (a multi-column, multi-selection window-type unit made in Denmark) in Pennsylvania Station here appears to be more than holding its own, according to Frank Finneran, Union News vending head.

Finneran said the biggest problem in the operation is the selection of merchandise, as the mechanically operated unit presents few service problems.

Also the Wittenborg can handle food items, its placement in Pennsylvania Station is more conducive to the selling of novelty items.

Trial and Error

Finneran said the selection method was—and still is to an extent—trial and error, with fast-selling items remaining and slow sellers being weeded out.

Union News got a break a few months ago when the New Jersey Courts ruled that aspirin and certain other prepared medicines may be sold without a registered pharmacist in attendance. Aspirin went into the unit; they have proved a strong seller.

Other big grossers are playing cards, razor blades and pocket tissues. In the main, novelty games have done well.

Selection Aid

The attendant in the near-by Union News stand aids in selection of items for the vender by relating what items are going well in the stand and appraising the potential of items for the vender by telling how he thinks those items will go in the stand.

While Newark is primarily a commuter station, all Pennsylvania trains from New York to Philadelphia and points south stop there. Most of the vender pa-

tronage, said Finneran, comes from persons taking long trips—not from commuters.

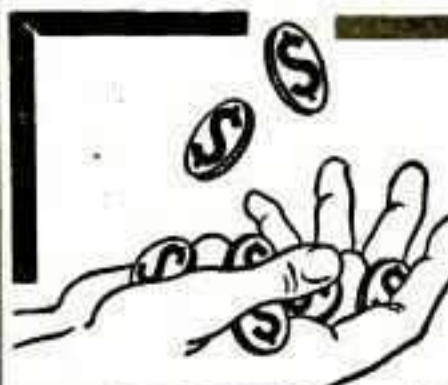
Finneran would not comment on reports that the vender had been grossing about \$80 a week during the last two months, but he did say that Union News is happy with recent business.

The unit was bought thru Bob Ferman, Automatique, New York distributor for the Danish firm. Finneran said Union News currently had no plans to extend the experiment to other locations.

Artkraft Bows Bottle Vender

LIMA, O., Jan. 30.—A new bottled soft drink vending machine available in two reach-in type models was announced this week by Artkraft Manufacturing Company. Each model handles eight flavors.

The Model V-72 holds 72 bottles in the rack with space for 72 in the pre-cool compartment and measures 27 by 32 inches; the Model V-106 accommodates 106 bottles in the rack, 106 in the pre-cool, and is 27 inches wide and 42 inches long.



Be FIRST in Collections

See "FIRST" for Dependable Equipment!

BINGO 5 BALLS

NEW Bally PALM SPRINGS United RIO

"First-Conditioned" BALLY

- Dude Ranch \$425
Yacht Club 295
Beach Club 295
Beauty 225
Palm Beach 225
Frelia 225
Atlantic City 225
Coney Island 175
Spotlight 145
Bright Spot 175
Bright Lights 125

VENDING

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR
Easy to Service Quicker Loading Greater Profits.

CIGARETTE VENDERS

FACTORY REBUILT—LIKE NEW!—25c Operation—King Size Cols.

- DuGren, W's, 9 Col. \$115
DuGren, Champions, 9 Col. 125
Natl. 9-30's, 9 Col. 130
Natl. 9-50's, 9 Col. 145
Rowe Royals, 10 Col. 145
Rowe Presidents, 10 Col. 155
Uneda Elec. 9 Col. 125

5 BALLS

- GOTTLOB'S
Guys-Dolls \$175
Quintette 190
Coronation 165
Chinatown 160
Skill Pool 150
Wild West 145
Niagara 145
Hit 'n' Run 140
Globe Trotter 135
Rose Bowl 135
Mermaid 125
All Str. Bactbl. 115

- Joker 95
Dble. Feature 89
Rockettes 85
Triplets 80
Knockout 69
King Arthur 65
Dble. Shuffle 65
UTAH
Utah 59
Aquacade 39
Carolina 39
Ramona 39

- Stardust 39
Baby Face 39
WILLIAMS
Sweepstakes \$195
Shoot Moon 120
Thrill 120
Maryland 95
Gizmo 35
CHICAGO COIN
King Pin \$115
Fighting Irish 75
Football 65

- Things \$ 45
Majors of '49 45
Grand Award 35
Trinidad 35
Catalina 35
Thrill 35
GENCO
Springtime \$ 85
South Pacific 69
Tri-Score 69
Camel Caravan 65
Harvest Time 65
1-2-3 45
Puddinhead 39
Screwball 35
EXHIBIT
Shantytowns \$ 85
Sebob 65
Playtime 45

ARCADE

NEW

- EXHIBIT SPACE GUN
GENCO INVADER
ABT CHALLENGER
"First-Conditioned" BALLY
"First-Conditioned"
EX. REINDEER \$396
EX. SPACE GUN 225
SEEBURG SHOOT THE BEAR 199
EX. JET GUN 175
CHI COIN 4 KETBALL CHAMP. 175
EX. GUN PATROL 165
TELEQUIZ, w/film 115
PLAYER DERBY 150
CHICKEN SAM 75
RIFLE RANGE 75
RAY GUN 75
CHI COIN GOALIE 75
UN. TEAM HOCKEY 85
EXHIBIT DALE GUN 65
WMS. QUARTERBACK 175
BACK 145
CHI COIN HOCKEY 55

WANTED

United SHOWBOAT CIRCUS RODEO TROPIC TAHITI
Late Used COTTLEB 5-BALLS

PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications. If desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guaranteed.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$2)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 26 insertions, per word18
52 CONSECUTIVE insertions, per word14
Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number

DISPLAY CLASSIFIED
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per agate line \$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line95
52 CONSECUTIVE insertions, per agate line90
1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Parts, Supplies & Services

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD
Cast Iron Stands, \$4.25 ea.; 6 or more \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1c or 5c, \$1.45 ea. prepaid Tubular Coin Wraps, 1c or 50c, 85¢ per M.; 10,000 or more, 80¢ per M.
ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.
TAB GUM—MIN. 25 BOXES.
All Wrigley, 47¢; All American Chiclé, 44¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25.
Ball Gum, 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb.; 520 ct.—30 lb. cases, 31¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 41¢ per lb. All prices—F.O.B. Chicago—1/2 Dep., Bal. C.O.D.
KING & CO.
Direct Factory Distributors for North-western Venders and PX Cigarette Venders.
2702 W. Lake St., Chicago 12, Ill.

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin retractor; write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City.
Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, New Jersey.
Routes for Sale
FOR SALE
Well established route of 45 late phonographs and alleys, etc. Located in industrial city in North Florida. Concentrated in small area, easily serviced. Good income. Price \$27,000. Will finance 50%.
BOX M 46, Billboard Cincinnati 22, Ohio.
22 Scales—Select locations Central Oklahoma; Watlings, Rock-Ola, Mills, Hamiltons, Sitzman, 3308 N.W. 23, Oklahoma City 7, Okla.
Wanted to Buy
Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.
Diggers—Merchandise: Iron Claws; fairly clean; will pick up. Box 695, The Billboard, Chicago 1, Ill.
Would like to purchase used soft drink machines ready for operation; also three glass hot nut machines, Leo Bacher, 1742 Claiborne Towers, New Orleans.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending Machines, \$5 up; what have you to sell? Mack Postel, 2952, Milwaukee Ave., Chicago 18, Ill.
Bright Lights, \$50; Coney Islands, \$85; Jumpin' Jack or Gold Nuggets, \$75; Keeneey Cigarette Machines, write, Frank Guerrini Burnham, Pa.
Candy Machines—Martin 7 col. (converted 5), \$40, refinished; 6-18 National, 102 capacity, refinished, \$69.50; Stoner pre-war junior, refinished, \$95, all with base. Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.
Cigarette Machines, quarter operation Uneda, latest model, \$45; Counter Machine, \$22.50; U-Select-It 72-Bar Candy Vender \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statter 9-Column Cookie Machine, \$30; DuGrenier 5 and Rowe Imperial, \$40 each, Harris Vending, 2717 N Park Ave Philadelphia, Pa.
Cigarette Machines—Uneda A. 9 col., 1 king-size, 25¢ operation, good finish, \$47; DuGrenier 5, 7 col., refinished, 25¢ operation, \$32; National 6-30, refinished, 25¢, \$27; Eastern Electric, 8 col., refinished, all coin, \$99.50, Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.
Coin Radios—6 tubes, in fine motels, \$25 ea. P. O. Box 2323, Miami Beach, Fla.
Due to death, 14 like new Ristaurat 5-45's; best offer accepted, T. N. Hutten, Fulton, Ill.
For Sale—Approximately 135 Pulver 1c tab gum machines, as is, \$199.50 for lot, Midwest Vending Exchange, 2130 Shelby, Indianapolis, Ind.
Pin Ball Machines, Movies, Shockers, Post Card, Gums, \$15 ea.; 50 Peanut and Ball Gum machines, \$3 ea. Al Hoff, 1920 Rose Baltimore 13, Md.
Pokerino, completely rebuilt, with coin chute inside; natural finish; only \$95 each, James Travis, 204 N. 3d St., Millville, N. J.
25 Northwestern Model 49, 1c, \$12.50; 8 Victor Model V, 1c, \$7.50; 1 Silver King, 1c, \$8.50; 10 Abbe, 5c Cash Tray, \$3. Box 696, The Billboard, Chicago 1, Ill.
45 used coin operated radios; now on location, some almost new, some old, \$10 each; write for honest information, Pete Bingham, Florence, Ala.

FIRST DISTRIBUTORS
Joe Kline & Wally Finke
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

PITCHPEN
Amazing New Skill Game
• Coin Operated
• Automatic Scoreboard
• Low Operating Expense
• Acceptable in All States
Here is a wonderful new game of baseball. Players receive nine baseballs automatically. A real baseball pitcher's game. Overall Length 14 Ft., Width 44 Inches, Height 8 Ft.
A TESTED MONEY-MAKER
Write, Wire, Phone for Details
LEE MANUFACTURING CO.
286 Kinderkamack Road River Edge, N. J. Diamond 2-6495

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery, write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448.

Help Wanted

Wanted 2 good Mechanics on juke Boxes and Bingo Games. Must have reference. No drunks. N. M. Welch, 1500 7th St., Parkersburg, W. Va.

YOU GOTTA GET ...



GOTTLIEB'S GREEN PASTURES

TO GO PLACES!
EXHILARATING ... ENTERTAINING ... EXCITING!

Watch this ...
Rotation Sequence ...

from 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score! ...

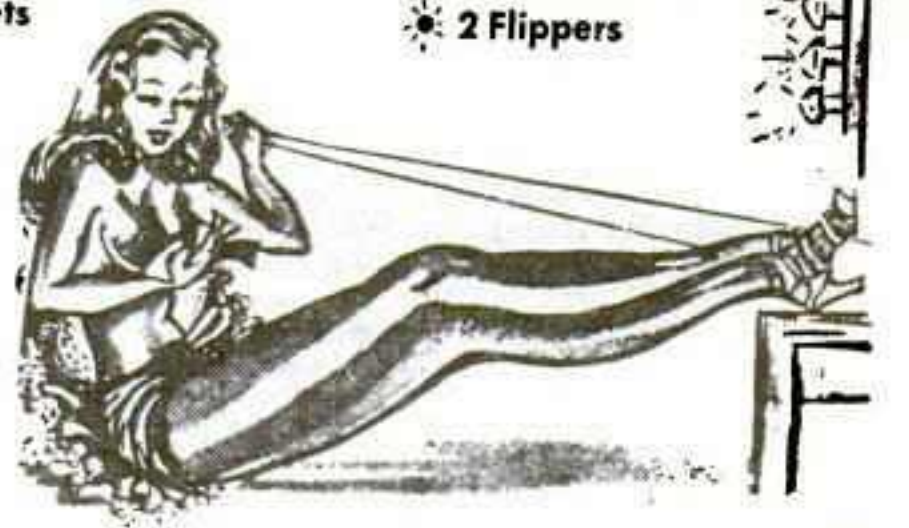
Making A-B-C-D Roll-Over lights Targets
for super-point score.

Extra Replay ...

When all A-B-C-D letters are
out, mystery letter lights up
for REPLAY.

**MORE
PLAY
INDUCERS**

- Sound Effects
- 3 Pop Bumpers
- 2 Flippers



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR
DISTRIBUTOR!

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

**GUARANTEED
REPLAY AWARDS**
every game when 7
coins are played.
Especially designed
for locations de-
manding liberal
Replay awards.

**SINGLE COIN DROP
(WITH SLUG REJECTOR)**
easily accessible on push
button plate 5c or 1c play.
High scores possible with
single coin for top-play
incentive.
As many as 7 players can
deposit coins. Electric Re-
play Counter registers to
999.



COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

IF YOU CANNOT SECURE THIS MACHINE FROM
YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

"WE ARE EASY TO DEAL WITH"

FACTORY DISTRIBUTORS: CENCO Shuffle Pool—UNITED Chief, Leader, Rio—VICTOR
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Machines—EXHIBIT Rides—COLE'S Drink Vendors—EVANS Saddle & Turf—ABT
Challengers.

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| <p>UNITED BOWLERS
5 Pl. with Formica . . . \$75.00
6 Pl. Stars . . . 225.00
6 Pl. DeLuxe . . . 115.00
6 Pl. Super . . . 195.00
6 Pl. 10th Frame . . . 225.00
6 Pl. with Formica . . . 100.00
Cascades . . . 325.00
Olympics . . . 385.00
Royals . . . 425.00</p> <p>BINGOS
Atlantic City . . . \$185.00
Brite Spots . . . 115.00
Brite Lites . . . 110.00
Frolics . . . 185.00
Five Stars . . . 85.00
3-4-5 . . . 85.00
Spote Lites . . . 85.00</p> <p>COUNTER GAMES
ABT Skill Gun . . . \$25.00
ABT Challengers, new . . . 65.00
Advance Elec. Shockers, new . . . 24.50
Ship. Art Show & Film . . . 45.00
Hit-a-Homer . . . 20.00
Mer. Grippers . . . 18.50
Three of a Kind . . . 18.50</p> <p>ARCADE EQUIPMENT
Bally Big Inning . . . \$150.00
Evans Super Bomber . . . 210.00
Evans Ten Strike . . . 75.00
Evans Bola Score . . . 185.00
Ex. Six Shooter . . . 150.00
Ex. Gun Patrol . . . 195.00
Ex. Space Invader . . . 195.00
Muto. Flying Saucer . . . 125.00
Muto. Voice Recorder . . . 425.00
Midget Movies . . . 185.00
Quizzer & Film . . . 95.00
Pitchem & Batem . . . 185.00</p> | <p>Auto Photos . . . \$1,850.00
ABT Gun Range with Rifles . . . 650.00
Astroscope, 10¢ . . . 125.00
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Bally Heavy Hitter . . . 35.00
Bally Rapid Fire . . . 125.00
Candid Camera . . . 125.00
C.C. Hockey . . . 75.00
C.C. Pistol . . . 75.00
Chicken Sam . . . 105.00
C.C. Goatee . . . 125.00
Dale Gun . . . 55.00
Edelco Pool Table . . . 75.00</p> <p>DRINK & ICE CREAM VENDORS
Craig Ice Cream . . . \$210.00
Hupp Cold Drinks . . . 110.00
Hot Snak Bars . . . 150.00
Super Vend, 3 sel. . . 325.00
Cole-Spa, 600 . . . 795.00
Kalva, hot, 3 sel. . . 125.00
Revco, Ice Cream . . . 150.00</p> <p>CIGARETTE VENDORS
Rowe Diplomat, Elec., 8 col. . . \$150.00
KeeneY, Elec., 9 col. . . 150.00
Ajax, 8 col. . . 125.00
Nat., Elec., 9 col. . . 75.00
C-8 Electros . . . 150.00
Uneda E, 6 col. . . 50.00
Rowe Royal, 9 col. . . 100.00
P-X, 8 or 10 col. . . 145.00
Uneda 500, 9 col. . . 110.00
Un. Challenger, 8 col. . . 110.00
DuGrenier W, 9 col. . . 95.00
All factory shipped and Painted, 25¢ operation</p> | <p>MERCHANDISE VENDORS
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Nat. King Candy, 6 col. . . 69.50
col., new . . . 25.00
Shipman, 3 col. Candy, new . . . 40.00
Pop-n-Hot Popcorn . . . 65.00
Hawkeye Hot Popcorn . . . 55.00
25 Pop Sez Popcorn . . . 65.00
12 Adv. 1¢ Stick Gum . . . 8.50
15 Hershey, 2 col., 1¢ . . . 6.50
100 Silver Kings, like new . . . 8.50</p> <p>RIDES
Bally Champion Horse . . . \$525.00
Big Bronco . . . 475.00
Ocean Liner . . . 475.00
Miss America Boat . . . 375.00
Choo-Choo Train . . . 495.00
Merry-Go-Round with music, new . . . 625.00
Rocket Ship . . . 250.00
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Super Jet . . . 475.00
T.V. Ride, new . . . 495.00</p> |
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NOW DELIVERING MODEL E



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20-21-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

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Chicago Triple Score . . . Write	Un. Clover . . . \$345	Un. DeLuxe . . . \$155
Un. Imperial . . . Write	Un. Official . . . 195	Un. 6 Play, F/7-10 . . . 145
Un. Classic . . . \$375	Un. 10th Fr. Super . . . 225	Un. 5 Play, F/7-10 . . . 125
Un. Olympic . . . 345	Un. 10th Fr. Star . . . 275	Un. 4 Play, F/7-10 . . . 110

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS... WRITE

BINGOS IN STOCK—RECONDITIONED
Spot Light . . . \$145
Atlantic City . . . 245
United Leader . . . 115
Beauty . . . 350

Bright Lights . . . \$135
Coney Island . . . 175
Bright Spot . . . 175
Frolics . . . 245

SPECIAL! EXHIBIT'S PETE THE RABBIT—WRITE
Write for New 1954 Price List
CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc.
2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7-8

Panoram Operators! FOR SALE
Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-FOA).
Phil Gould
283 Market St. Newark, N. J. Market 2-4275

ATTENTION OPERATORS OF BELL MACHINES
We still have a lot of good slot machines in A-1 condition, priced from \$100 up. Call—Wire—Write
Milton Braun & Sons
Phones 4-3161 & 4-4989
Rt. 3, Box 144, on Ferguson Ave. Savannah, Ga.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

GIVE TO DAMON RUNYON CANCER FUND

OPERATE

*Keeney's
Capturing
locations
everywhere!*

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Something to hoot about!

**RECORD-BREAKING PREFERENCE JUSTIFIED BY TREMENDOUS APPEAL!
3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!**

2 SIZES: 9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

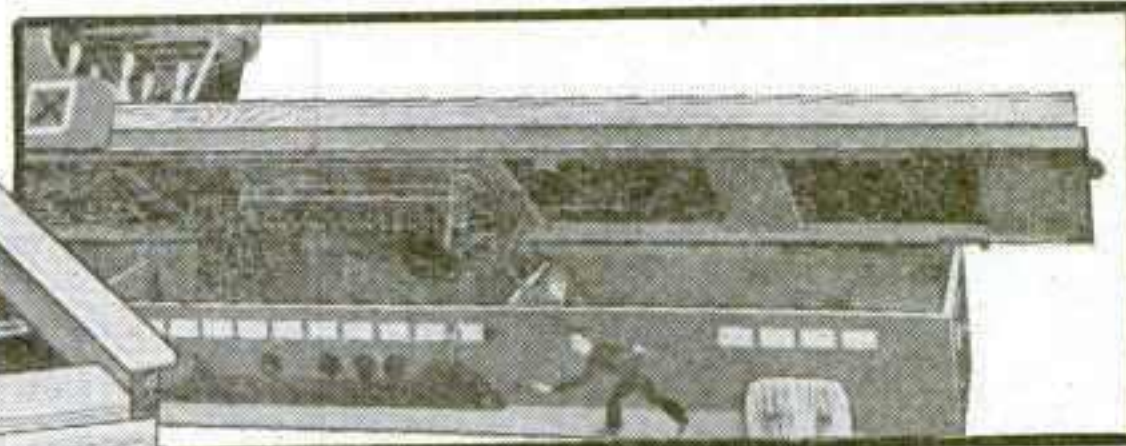
The game that CONSERVES SPACE in any location.

3 CARD BONUS SCORING!

2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
• When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.
• "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

Single-Double-
Triple-Quadruple
Scoring for
Strikes and Spares
• Shoot again in
10th frame

PINS AND CONTACT AREA RECESSED UNDER LITEBOX.
ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



DISAPPEARING
FOLD-AWAY
KNEE ACTION
MAMMOTH PINS!

HINGED LITE
INSERT FOR
EASY SERVICING!



GENUINE
FORMICA
PLAYFIELD

Keeney's
**MAINLINER
BOWLER**

available
including
everything
except the
"Match"
feature.



HINGED FRONT DOOR

COVERED CASH BOX
plus FLOODLITE
WHEN DOOR OPENS!

Reduce to 5 FRAME GAME by Simple Plug Adjustment

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

If not obtainable from your
distributor—contact factory
direct for name of nearest
distributor.

MAKE WORLD WIDE YOUR "BUY-WORD"!

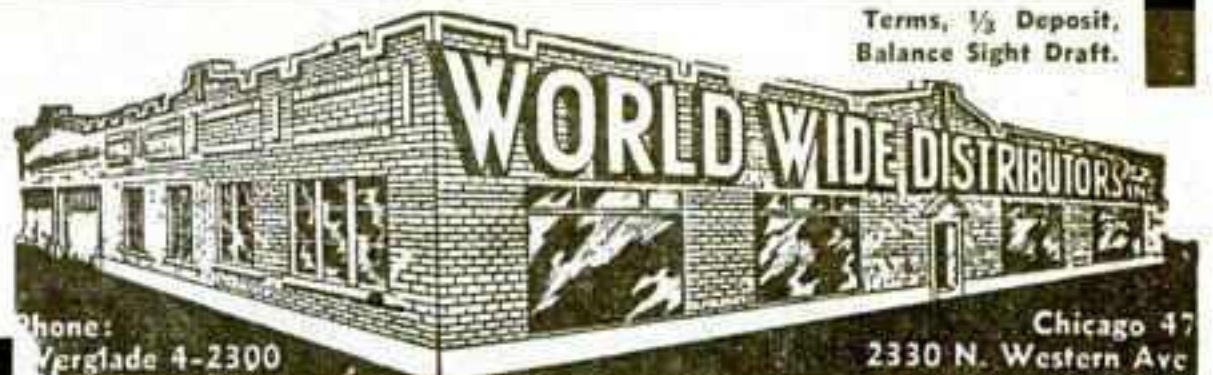
Genuine Deluxe
Silk-Screened
**FORMICA
TOPS**
1. \$14.50
5. \$11.50 ea.
10. \$10.00 ea.

BRAND NEW
Williams
SUPER PENNANT BASEBALL
Star and Number Match
Feature
Bally ICE FROLICS
United HAVANA • LEADER

SHUFFLE GAMES
Keeney 6 PLAYER \$135.00
Keeney LEAGUE BOWLER 45.00
Keeney DELUXE LEAGUE BOWLER 115.00
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Chicago Coin TRIPLE SCORE 365.00

Terms, 1/3 Deposit,
Balance Sight Draft.

**ACE
COIN COUNTER**
New 1954 Model
Weights 8 lbs. Counts
1¢, 5¢, 10¢,
25¢. Only \$149.50



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SPECIAL!
Bally Spot Lites
Reconditioned, Refinished,
Ready for Location...
\$75 each

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WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS
DOING?

Find out every
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Yes Please send me The Billboard for one year at \$10.
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Address
City Zone State
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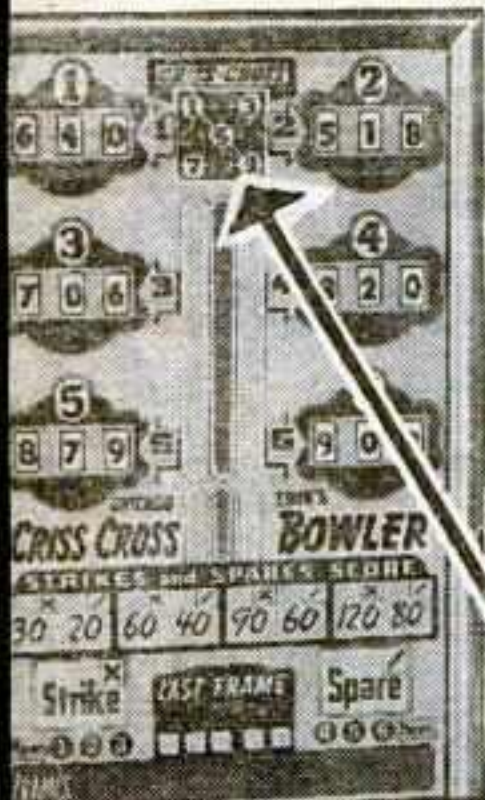
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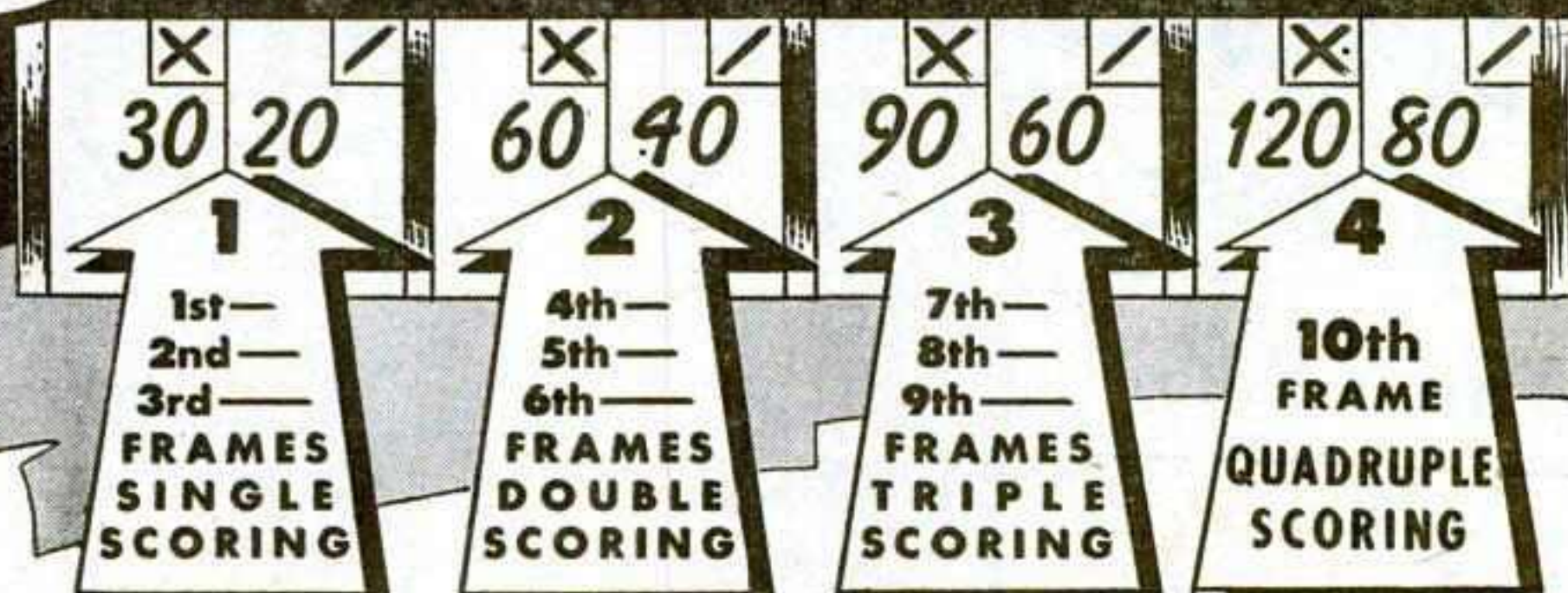
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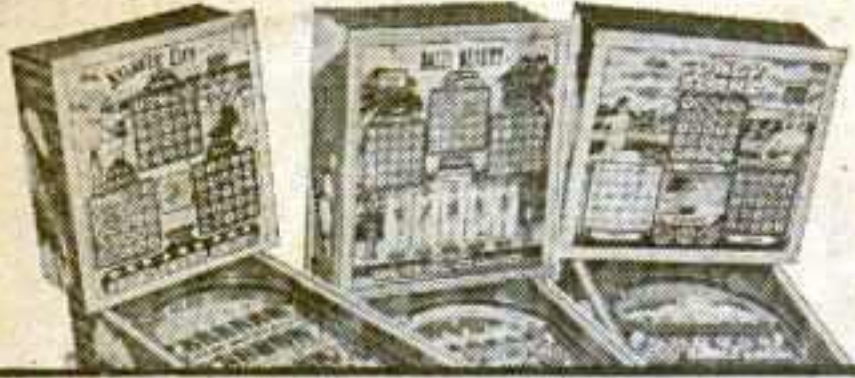
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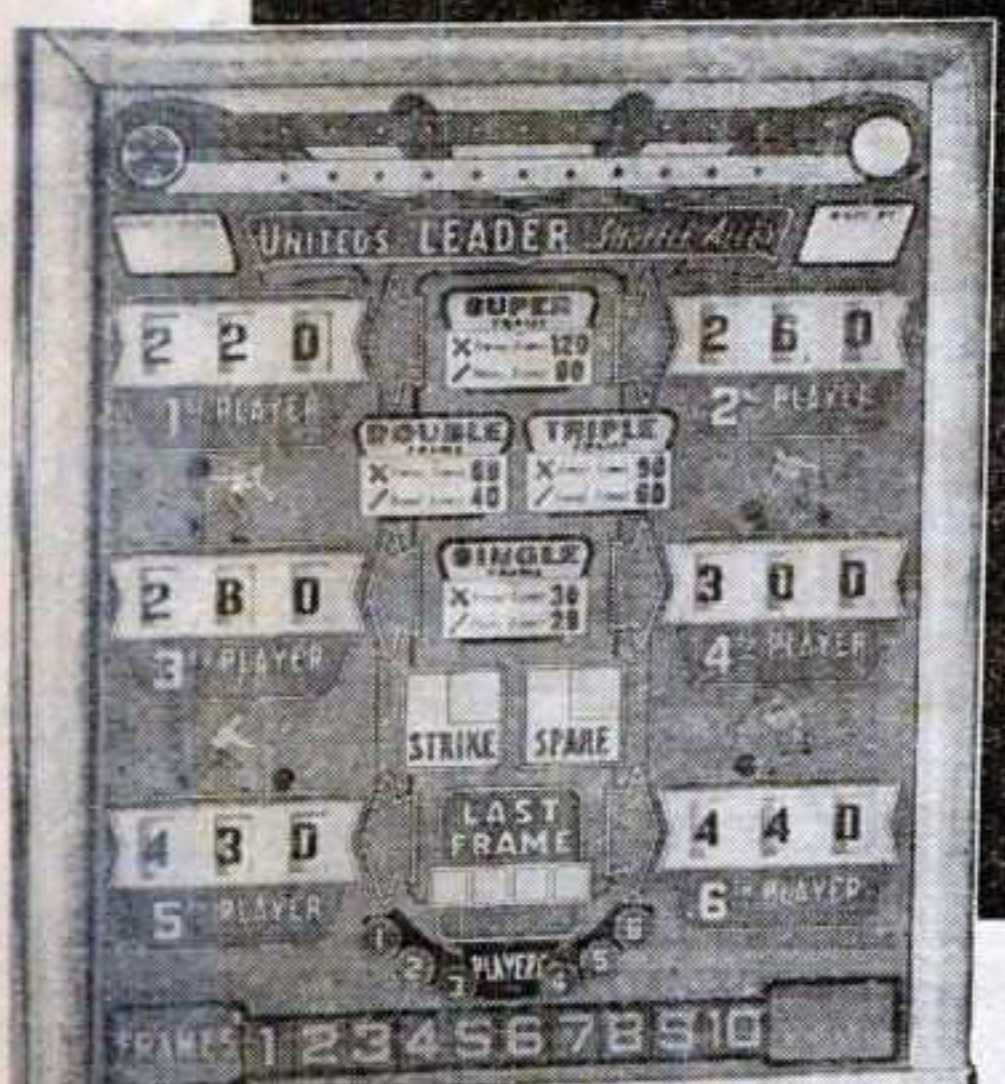
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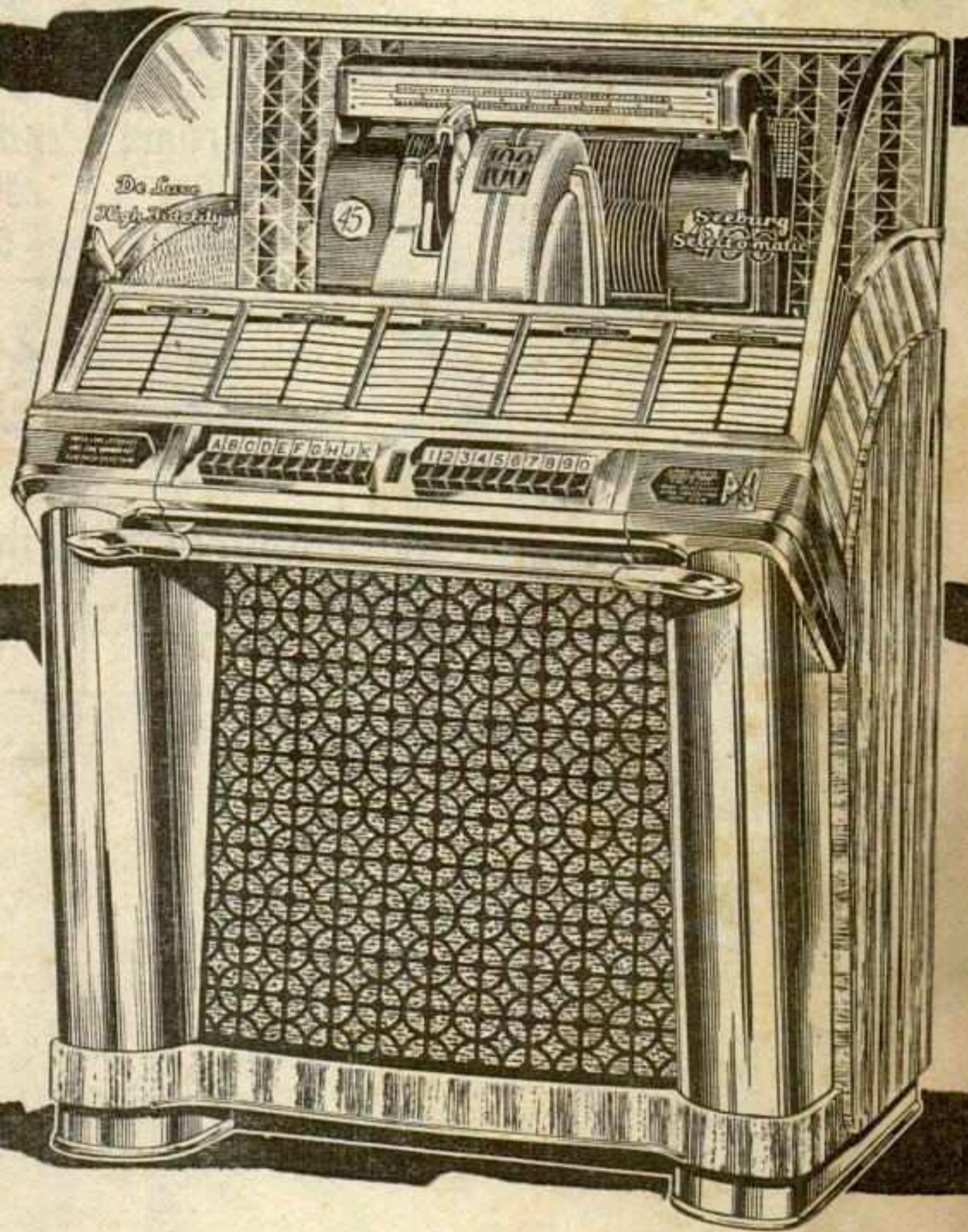
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