

The Billboard

JANUARY 16, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

MIAMI'S INNS MAY STIFFLE CLUB BUYING

New Curfew Would Put Hotels on Top; Cut Cafes' Profits

MIAMI, Jan. 9.—This may well be the last season for night clubs as such to operate profitably in this area. It is expected that in subsequent seasons the large Beach hotels will be the chief talent overers.

The reason for this is the probable extinction of an old Miami Beach law that calls for hotels to stop entertainment at 12 midnight. There is every reason to believe that this regulation will be changed by the Miami Beach City Council at its next meeting to extend the closing hour to at least 2 a.m. and possibly longer. The next council meeting is set for April.

Ever since hotels started using acts there has been a running battle between them and night clubs. The latter complained bitterly that they had heavy investments in long-term leases, talent salaries, etc., and unlike hotels had no \$25-a-day rooms to pull them out of holes.

The matter of extending the show and music hours at hotels has been a recurring subject before the City Council for years. Each time there was enough pressure from cafe ops to keep the hotel curfew from being breached.

Reverse Policy

Some of the beach front hotels were originally for the curfew on the theory that if guests wanted to tumult after midnight they could patronize night clubs, that most of their guests preferred to have peace and quiet. Downtown hotels without entertainment were also for the curfew, fearing that its lifting would give the plushier hotels a still bigger edge in the battle for guests.

In recent years, however, this opinion has changed. With most

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RCA 'COUNTRY CARAVAN'

Artist Tour to Hit 10 Big Cities in 15 Days

NEW YORK, Jan. 9.—RCA Victor's country music western department is finalizing its plans for a major promotional tour by some of its key country artists. The tour will be billed as the "RCA Victor Country Caravan" and will play at least 10 cities in a 15-day

Giant Show Center Proposed for D. C.

WASHINGTON, Jan. 9.—The latest proposal for a gigantic new amusement center in the nation's capital calls for construction of a combined opera house, national theater and convention hall, as well as an olympic stadium with parking space for 30,000 cars.

The scheme has been proposed by Pierre Ghent, a land economist, who has suggested use of a 427-acre tract southwest of the Capitol building. The area is now conspicuous for its slums. Ghent looks for private investors in the federal government to supply the money for his proposed new "federal center."

JESSEL SIGNS FIRST VEGAS DATE FOR 17½G

LAS VEGAS, Nev., Jan. 9.—Georgie Jessel will do his first date here May 19, opening a two-weeker at the El Rancho Vegas for \$17,500 a week.

This will be Jessel's first cafe date since he quit clubs to go into picture production and subsequently into television. Jessel's previous cafe appearances were at the Carnival some years ago, preceded by his two acts at the Monte Carlo. In the latter spot he worked with his ex-wife, Lois Andrews.

Cantor Quits Wm. Morris

NEW YORK, Jan. 9.—Eddie Cantor and the William Morris agency parted this week. The affiliation is one of the longest in show business, a period of about 30 years. Cantor, however, has left the Morris office twice before, and the agency is hopeful he will return.

Cantor has several new TV packages on the fire, one a TV film series. In addition, he is now acting as the radio-TV consultant to Papermate pens. He is leaving the "Colgate Comedy Hour" after his contract runs out this season.

PETRILLO'S RECORD PACT A LABOR POLICY SWITCH

Five-Year Increases Go to Trust Fund; '53 Till Hits \$2,000,000

By JOE MARTIN

NEW YORK, Jan. 9.—Seven record manufacturers and James C. Petrillo, president of the American Federation of Musicians, this week reached agreement which should lead to one of the most interesting labor-management contracts in many years.

Under the terms of the verbal accord, the record firms will, in effect, increase their contributions to the Music Performance Trust Fund—a fund made up of contributions by the record manufacturers predicated on a percentage of the retail price of records and distributed thru AFM locals to create employment. The increases are to be made in two ways:

1. An additional 7½ per cent of their semi-annual contributions will be paid into the fund for the first two years of the five-year contract.

2. Ten per cent of the money paid to recording musicians during these same periods will also be paid into the fund. For the final three years of the agreement the contributions made thru each formula will increase again by an

additional 7½ and 10 per cent respectively.

No changes of any kind affecting the rules and regulations covering recording sessions are being made. However, the contributions to the fund, which are based on money paid to the musicians, will not include sessions for disks classified as classical music. It is also known that the record companies will get tracking rights, tho the contract now being written will not make specific mention of such rights.

It is no secret that as rumors of the settlement reached the musicians who do most of the recording dates there were plenty of squawks from the sidemen who will not get any increase in scale for the five-year period. The reaching of an accord also met with mixed emotions among the music publishers. (See separate story.)

Thus far, no contracts have been drawn up or signed. Record company and union attorneys are now hard at work attempting to put the agreement in proper legal terminology. Typical of the problems facing them is a definition of classical music.

Petrillo, meanwhile, has turned his attention to negotiations with the radio and television networks, transcription companies and the motion picture producers. (See TV department.) Radio-TV negotiations begin next week, talks with the transcription firms are also due to resume and the confabs with the movie moguls will

(Continued on page 14)

Boston Unions Peaceful—New Fights Brew

BOSTON, Jan. 9.—The battle between the American Federation of Musicians, Local 9 and the American Guild of Variety Artists, which exploded here January 4 when the musicians were ordered to stop playing for AGVA acts, ended late Thursday (7) in a mutual agreement before Superior Court Judge Felix Forte. The musicians were ordered back to work and both they and the performers agreed to work only with each other in the future. In effect this would mean that AGVA acts would no longer work on the same bills as non-union bands; likewise union bands would no longer play for non-AGVA acts.

Another part of the settlement agreed to by the courts was that in any future local dispute between the two unions the problems would be resolved strictly on a local level.

The settlement, signed by Judge Forte, went into immediate effect thus ending what threatened to become a national issue between AFM and AGVA.

But if the Boston war was re-

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REVOLUTION IN MANUFACTURING—I

Injection and Compression Systems Double Record Output in 3 Years

By BOB ROLONTZ

NEW YORK, Jan. 9.—A revolution is taking place in the manufacture of phonograph records. Via the introduction of new equipment and new production systems record firms have started junking old-fashioned hand production methods of disk fabrica-

tion and are setting up automatic assembly line techniques.

This manufacturing revolution, which has been underway since World War II, has already progressed to the point where diskeries are now able to turn out more than double the number of records per hour per machine as they were only three years ago—using automatic compression or injection molding equipment.

The most spectacular advancement in modern record production has been in the field of injection molding. The pioneer in this type of record fabrication among the major firms has been Columbia Records, which has invested over \$1,000,000 in injection molding machines for its Bridgeport,

Conn., and Terre Haute, Ind., plants.

Columbia is now turning out 90 per cent of its 45's and EP's via injection and a small portion of its LP's, both 10-inch and 12-inch, as well. (The 10-inch 78 r.p.m. platter is still compression molded.) The firm expects to increase its injection-made LP's substan-

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Ike Talk Won't Halt Push on Tax Relief

WASHINGTON, Jan. 9.—A big drive for tax relief for the amusement industry will be pushed on Capitol Hill despite President Eisenhower's state of the union message request to hold the excise line on current rates.

Groundwork for a new drive to exempt movie theaters from the federal admissions tax was begun the day before the President spoke. Rep. Noah M. Mason (R., Ill.) hopped a bill seeking the exemption, identical to the bill he sponsored last session when Congress sent it to the President who vetoed it. Rep. Daniel Reed (R., N. Y.), chairman of the House Ways and Means Committee, is ready to stand pat for excise tax reductions and will oppose President Eisenhower's recommendation to Congress for a stay in the April 1 mandatory reductions on several excises, including those on tobacco and liquor.

Demand for outright repeal of the admissions tax is gaining momentum, with show business groups forming a united front. The Council of Motion Picture organizations several weeks ago indicated its readiness to team up with other major show interests,

including outdoor amusements, to form this front.

The Radio-Electronics-Television Manufacturers' Association is expected to renew a drive for repeal or reduction of the tax on TV, radio sets and component parts. RETMA also is likely to urge anew that if general tax relief cannot be granted, a tax exemption should be authorized at least for color sets in the present pioneer period so as to encourage the largest possible production and marketing.

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MILAN TROLLEY RIDERS TUNE UP

MILAN, Italy, Jan. 9.—Strap-hangers on Milan streetcars can now swing and sway to strains of soothing melody as they travel to their destinations in this city. They owe this boon to the ingenuity of inventor Carlo Facioli.

Music producing units are installed inside overhead metal tubes from which metal arms extend. As the standee grasps one of these arms for support, the mechanism starts grinding out its canned melody thru a small sound box, slightly above ear level. Each arm unit has a different set of tunes, so the strap holders can get a varied program by circulating up and down the aisles of the car.

American radio fans would feel right at home here, since commercials are sandwiched in between the musical selections.

With Eyes on November Elections, Solons Fall in Love With AM, TV

Swamp Senate-House Recording Facility; Step Up Rate of Guest Appearances

WASHINGTON, Jan. 9.—The heaviest use of TV and radio in history by Congress, the White House and the major political parties is under way at the outset of the new congressional session, which has already set its course for next November's elections, the most important hustings preparatory to the 1956 presidential race.

The onrush is evident on several fronts, particularly in a growing heap of congressional requests for use of the vastly expanded joint Senate and House recording facility on the Hill. Indications are that approximately 70 TV film shows will be produced weekly this year by lawmakers for distribution to nearly twice that number of TV stations in various parts of the nation. This is two and a half times the number of TV films made up for the lawmakers in the joint Senate and House recording facility at the peak of last season. It represents a remarkable climb since the TV facilities were opened a year ago.

It is certain that last session's all-time peak of 1,200 radio platters a week produced by the facility for congressmen will be exceeded, even tho numerous stations may require lawmakers to pay for time this election year, with stations otherwise allotting free time in non-election years.

In addition, congressmen are flocking in larger numbers to appear on TV and radio shows both on a commercial and sustaining basis. TV and radio panel shows have reached a new peak of popularity. With politics in the air, lawmakers are in demand by show producers, and the legislators are taking full advantage of invitations, particularly at this

session of the year which will contrast sharply with the pre-hustings period when the lawmakers will be likely to find themselves paying for this sort of valuable time.

At the White House, plans are in the making for more TV and radio talks by President Eisenhower than last year. Also, television viewers and radio audiences are likely to hear from more cabinet officials and lesser government luminaries this year. Political strategists are keeping in mind radio's uninterrupted growth and

the mushrooming expansion of TV, with this year's potential TV audience figured at around 80,000,000, a sharp increase over a year ago.

The stepped-up pace, keyed by this year's important pre-election preparations, is seen reflecting TV's big expansion and radio's uninterrupted growth. As Congress moves into the second week of its new term, there are over twice the number of TV stations that were on the air a year ago.

The congressional TV-radio facility, which is headed by Robert J. Coar, assisted by his wife, Helen, began the new session this week with a \$125,000 expansion program completed. Money for the expansion came from the facility's reserve fund for this purpose. The joint facility, which now has about \$250,000 worth of equipment, is operated by a crew of 13. It has three radio studios in the House office building, two remote studios in the Capitol, plus a TV studio in the House for House members and a studio in the Capitol for senators.

More than 300 congressmen made use of the joint House and Senate recording facilities studios for either TV films or radio transcripts last session on a regular basis. The platters and TV film are shipped to stations in the home districts. The lawmakers are charged a nominal fee for production, equipment costs and other operating expenses by the joint Senate and House recording facility.

Doctor Ailing Loretta Show

NEW YORK, Jan. 9.—Procter & Gamble is tinkering with "Loretta" in an effort to see whether it can do something to improve the show. Tom McDermott, head of TV for Benton & Bowles, the agency which services the show for the client, is currently on the Coast confabbing with the producers of the package.

The difficulty with the program seems to be that the rating hasn't held up. It is not known whether the time period is to blame or the show itself, but before making any decision on its future, the sponsor wants to see whether program doctoring can save the patient. The drama is on NBC-TV, 10-10:30 Sunday evenings.

CBS in Time Shuffle To Save Video Clients

NEW YORK, Jan. 9.—CBS-TV is reportedly mapping a shuffle of clients and programs in order to prevent at least one cancellation and the loss of another half hour of business. There are said to be at least four sponsors involved, with the possibility that one of the most important shifts would exchange time periods between Chrysler Motors and Toni-Carter. Chrysler's "Medallion Theater"—or substitute in the event it drops "Medallion"—would be moved into Thursdays 10:30-11 p.m. where "Place That Face" is holding forth for the latter team of advertisers. Tony-Carter are willing but Chrysler is holding out for a better time period. It wants no part of Saturday nights, where "Medallion" is currently slotted.

Lever Brothers also has put CBS-TV on notice that it wants out from the Thursday night 9-10 p.m. slot opposite "Dragnet" for the first half hour. Lever has been looking for another half hour of time to lengthen its dramatic series, "Lux Video Theater," to an hour. Finding both another prime half hour and time periods for the hour and a half Lever Brothers switch will be one of the accomplishments of the season.

Also involved in the shifting will probably be Block Drug which might not be averse to a move if it could find its demands satisfied.

An added consideration in any time exchanges will be getting strong programming into the Saturday 10-10:30 time slot to help bolster the two half hours 9-10 p.m. CBS-TV has made inroads into "Your Show of Shows," but Caesar and Coca still have plenty of rating strength.

Schick Weighs 'Showbiz' Fold

NEW YORK, Jan. 9.—Schick this week was considering the cancellation of "This Is Show Business." The razor sponsor shares the show with Carter products in the Tuesday night 9-9:30 slot on CBS-TV.

Tho the show has held up well rating-wise, reports are that Schick does not like sharing it with a competing advertiser. Carter sells Rise, a shave cream. Kudner is the Schick agency.

Storer Buys 2 TV Outlets, Empire Coil Co.

NEW YORK, Jan. 9.—The Storer Broadcasting Company this week bought the Empire Coil Company and its two TV stations from Herbert Mayer for \$8,500,000. This deal comes on the heels of Mayer's sale of his UHF station in Kansas City, KCTV, to Du Mont. Mayer said he'd disposed of his major business interests "to devote more time to my major family interests in the pursuit of happiness."

The two stations that Storer acquired in this deal are WXEL, Cleveland, a UHF station, and KPTV, Portland, Ore. The latter was the first UHF station to begin operation.

Storer already owns five UHF stations, in Detroit, San Antonio, Birmingham, Atlanta and Toledo. He said he would eventually get rid of one of his VHF stations in compliance with the Federal Communications Commission rule limiting single-company ownership to five VHF licenses. Storer also owns seven radio stations.

The Empire Coil Company manufactures transformers. It is located in New Rochelle, N. Y., and employs about 300 persons.

Dick Bellamy Quits Agency

NEW YORK, Jan. 9.—Dick Bellamy, the director of publicity and promotion for Benton & Bowles, resigned this week. Under Bellamy's stewardship for the past seven years his department grew from six people to 30.

Before going with B&B, Bellamy was with J. M. Mathes. It is believed that B&B will not fill his position for the time being. Bellamy has not announced his future plans.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 9.—President Eisenhower's TV-radio talk last Monday night left a number of news pundits here out on a broken limb. The President's talk had been given advance billing by the newsmen as sure to provide a preview of the major points in the state of the union message to Congress four days later. As everybody now knows, the earlier talk turned out to be nothing of the sort. It was more like a review of the GOP administration's first year, or, as one newsmen ruefully says, "The longest commercial that ever went on the air."

LIGHTS! ACTION! SHOW GOES ON . . .

That old chestnut, "the show must go on," has new meaning to several Congressmen this week as a result of a breathtaking demonstration by Bob Coar, co-ordinator of the joint Senate and House recording facility. The opening day of Congress brought a rush of activity to Coar's TV and radio studios on the Hill. Coar filmed TV shows with Sen. Homer Ferguson of Michigan and GOP Senate leader William F. Knowland of California. Then he rushed over to the Capitol to keep an appointment with Sen. John Bricker of Ohio. Coar was noticeably grimacing with pain when he returned to his desk where he handled arrangements for several more TV and radio shows. Not until he completed his work did he mention to his wife, Helen, "I don't feel well—I think I'd better go home."

Mrs. Coar sent her husband pronto to see Dr. George W. Calver, Capitol physician. Dr. Calver after a quick examination told Coar, "You're not going home—you're going to a hospital for an operation right away. You've got a ruptured appendix."

Bob is in Georgetown Hospital, phoning advice to his wife on the Hill.

IT CAN BE SHOWN ON TV, TOO . . .

Speaking of operations, here's another yarn about Bob Coar. A couple of days before President Eisenhower's inaugural ceremonies last year, Coar was asked to do a documentary film of the historic celebration. There were so many last-minute hurdles that on the day of the inauguration Coar remarked to wife Helen, "I wouldn't give 2 cents for this operation." The operation proved to be worth a lot more. The half-hour color documentary has been shown in monochrome over several TV stations. It got so much renown that Chairman Styles Bridges of the Senate Policy Committee and House Speaker Joe Martin of Massachusetts decided to make an official presentation of a print to President Eisenhower.

One thing or another prevented that official presentation from coming off. President Eisenhower, nevertheless, heard about the film, and one day last December he expressed a desire to have it shown to the Cabinet. Coar hot-footed from the Hill to the White House with a print. The showing was such a success that the President insisted on taking the print to Georgia over the holidays.

The President's print is back in the White House. It's now a part of the official archives at the mansion where it's used too frequently to gather dust.

SENATORS TALK SEX AND CRIME AGAIN . . .

TV-radio programs will come in for something more than a mention in the final report of the Senate Subcommittee on Juvenile Delinquency. The report will conclude that TV and radio have quite an influence on young folks. Just how extensive that influence is, however, the subcommittee doesn't know. Several programs, the report will say, put too much emphasis on crime and sex. Much guiltier, according to the Subcommittee, are movies, pocket novels and comic books. TV and radio are likely to get some commendation from the Subcommittee for several outstanding programs dealing in public health. The Subcommittee will steer clear of suggesting censorship, may have a good word or two to say about the broadcast industry's code.

See Chance of Surprise by Color Demand

WASHINGTON, Jan. 9.—How fast will color TV sets come off the assembly line? In government and industry circles here, the answer commonly heard is, in effect, as follows: It still looks like a ceiling of 200,000 sets this year, but the figure could leap far beyond that if public demand hits a dizzy pace and a competitive battle of color tubes develops.

Industry sources here predict that the output of color sets will continue to trickle slowly during a tooling-up period for at least four months, but these same sources believe that "anything could happen" after that, depending upon the extent of the public's exposure to color. Multi-hued TV is getting an exciting response wherever shown. Inas-

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THERE IS STILL TIME TO ENTER

The Billboard 16th Annual
**RADIO AND TELEVISION
PROMOTION COMPETITION**

**Deadline Has Been Extended One Week
to February 7, 1954**

Write today for your entry blanks

PROMOTION COMPETITION
The Billboard, 1564 Broadway, New York 36, N. Y.

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- Audience Promotion
- Merchandising Promotion
- Sales Promotion

CATEGORIES

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- 50,000 watts
- 5,000 to 20,000 watts
- 250 to 1,000 watts

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- Markets of 1,000,000 or more population
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Vol. 66 **No. 3**

60 New Clients Join America Research Group

NEW YORK, Jan. 9.—American Research Bureau has enjoyed a considerable upswing in its clientele, especially among ad agencies, in the three months since it expanded its individual market coverage.

Since October, ARB has sold its 60-city package to four of Procter & Gamble's six major agencies. These are Compton, Benton & Bowles, Biow and Leo Burnett. The latter two previously subscribed to ARB's 13-city package.

In addition to the P&G agencies, ARB has signed Maxon; Needham, Louis & Brorby; Geoffrey Wade; Tatham Laird and Earle Ludgin, among others. In all, the research agency has picked up 60 new clients among agencies and stations.

In October it was reported that Compton had asked the C. E. Hooper Company for an analysis of the technique employed in the latter's 40-city TV reports. This was reportedly the result of Compton's learning that Hooper was applying its telephone correction of its diary survey in only six markets, whereas originally it had made the telephone correction in all 40. At the same time, P&G asked all its agencies to re-appraise their rating services.

Meanwhile ARB was taking steps to increase its coverage from 13 cities to 35 and finally this month to 60. The result was that Compton and B&B switched to ARB.

Frank Cooper Associates in Fast '54 Start

NEW YORK, Jan. 9.—Frank Cooper Associates started the New Year with a bang.

A five-year renewal was signed with Colgate for "Strike It Rich," the radio and TV property which it owns with Walt Framer. The show is on for Colgate both in radio and TV daytime and also a half-hour nighttime.

Cooper also sold "Breakfast in Hollywood" to NBC-AM and TV. The party show debuts Monday (11) 10:30-11 a.m. across the board on the TV web and goes a half hour Saturday mornings on the radio network. Emsee will be Johnny Dugan.

CBS-Radio is sustaining Cooper's new radio package, "That's Rich," and Hudnut has bought the packager's "Second Chance" on the "Three Plan" on NBC-Radio for a short-term deal. CBS-TV will also now make a kind of Cooper's old radio package, "The Line-up" which is half owned by Larry Klee.

Cooper has set writers Will Glickman on the Winchell-Mahoney show, Leonard Stern and Sid Zelinka on the Gleason show, and Dick Linkroum as associate producer and director of the NBC-TV "Home" show.

Campbell Buys 'Grand Central'

NEW YORK, Jan. 9.—In line with ABC's increased emphasis on dramatic programming this fall, Campbell Soup is dropping "Double or Nothing" on the web and buying the old "Grand Central Station" dramatic properties.

The new show will be slotted across the board from 11 to 11:25 a.m., whereas "Double or Nothing" was scheduled in the web's 11:30-11:55 a.m. time period.

ABC Program Director Ray Diaz also is readying a new morning serial, "Ever Since Eve," which will be programed across the board from 11:40 to 11:55 a.m., thus giving ABC a complete block of soap operas from 10 a.m. to noon. "Modern Romances," heretofore sponsored three days a week by Ex-Lax, will be expanded to a Tuesday thru Friday sponsorship schedule, 11:25-11:40 a.m., under the new set-up.

SEEING DOUBLE

New Du M TV Set Gives Two Shows at Once

NEW YORK, Jan. 9.—Allen B. Du Mont Laboratories, Inc., this week came up with a new model receiver that it believes will solve some of the family problems caused by TV. The Duoscopic, as it is called, receives two channels at once. The double image is separated by either polaroid glasses or panels, thus enabling mama to watch the wrestling while papa watches boxing. Each gets his own earphone.

The Duoscopic actually consists of two receivers in a single console. One of the screens is directed upward, while the other, set to the rear of the first one, faces the viewer. The two images are superimposed by a half-silvered mirror set at a 45-degree angle.

Dr. Du Mont said the basic cost of the set would be about twice that of the same size table-top model, but if they go into mass production the price can be brought down by simplification of design.

Whether or not they go into mass production depends on public acceptance, Dr. Du Mont said. Meanwhile, they are turning out about 40 demonstration models for display by their distributors. Dr. Du Mont said the Duoscopic had undoubted novelty value, and could well boost store traffic for those dealers that have the chance to display it.

SKELTON'S 3-YEAR RADIO PACT

To Star in Transcribed Series Packaged by Ziv

NEW YORK, Jan. 9.—Ziv Radio has signed Red Skelton to a three-year contract to star in a daily half-hour transcribed series, marking another milestone in its campaign to recruit top names for the radio transcription field.

Altho Ziv has radio contracts with several top movie names—Humphrey Bogart, Lauren Bacall, Ginger Rogers, Tyrone Power, etc.—Skelton is the first top radio comedian pacted by the firm.

The Skelton deal is set up on a guarantee against percentage basis, with the comedian expected to realize \$1,500,000 as his share in the sale of the series. His contract with Ziv is said to parallel the firm's arrangements with other big names, in that Skelton is a free agent as far as movie, TV or network radio is concerned.

His contract reportedly contains special clauses prohibiting the sale of the Ziv show to certain types of sponsors, thus keeping the way clear for network radio deals. Guy Lombardo, for one, is said to have a similar set-up with Ziv, with the prohibitive sponsor list covering cigarettes in view of his regular network radio stints for Lucky Strike.

Ziv is investing more than

NBC Shuffles Coast Set-Up

HOLLYWOOD, Jan. 9.—A realignment within NBC's radio-TV set-up within the Pacific division was announced here this week by John K. West, vice-president in charge. Frederic W. Wile Jr., transferred here from New York, heads up the TV network programs division, while Thomas C. McCray becomes director of the radio network division.

Reporting to Wile will be Frank Cleaver, TV network program manager, and Thomas W. Sarnoff, whom West appointed director of production for the TV network programs division on the West Coast. Responsible to Sarnoff will be Joseph L. Kubin, named divisional business manager; Maurice Corwin, a transferee from New York, who was named manager of broadcast operations; Robert D. Thompson, appointed manager of film and kinescope operations and services, and Frank V. Delleit, controller. Sarnoff also will supervise the general financial affairs of the Pacific division, West said.

Harry Bubeck, radio network program manager, will report to McCray.

GODFREY-CIGARETTE SPLIT STAGES NO. 1 MYSTERY

Close-Lipped Releases Tell Part of Story; Press Bout a Key Reason

NEW YORK, Jan. 9.—Radio and television this week staged a first-class mystery of its own when Arthur Godfrey was dropped by Chesterfield Tuesday (5) without any warning. The reasons for the precipitate cancellation of the nation's No. 1 TV salesman by his first sponsor after nearly six years of affiliation was one of the best kept secrets of the trade.

Some of the reasons, however, the obvious one that Godfrey and Chesterfield could not conclude a pact, were announced. As far as they went, they were correct, but they did not give the full story which seems to make the network brass blanch.

Undoubtedly, a key reason for the secretiveness is Godfrey's last bout with the press during the

affair La Rosa. It is being said that the parting was entirely amicable. Speculation seems to center around two areas of disagreement. Godfrey wondered why Liggett & Myers did not subscribe to the tobacco industry committee to research the connection between cancer and tobacco. Godfrey is also reportedly going on a three months' vacation and the sponsor has asked for a reduction in the price of the show because of his absence, which the web would not allow.

Contiguous Rates

CBS, Inc., had just worked out another problem which was irking the advertiser—contiguous rates. The solution would have given Chesterfield alternate-week status with Toni in the Wednes-

day, 8-8:30, half of "Godfrey and His Friends."

Chesterfield's proximity to Perry Como, which it also sponsors, would have made contiguity acceptable to the net. Pillsbury and Frigidaire were to have shared the following half hour. This would have left Chesterfield with alternate status in the 11:15-11:30 a.m. daytime Godfrey AM-TV show, and alternate week sponsorship of a night time half hour of the personality on CBS-AM and TV.

If the story about Godfrey's viewpoint on cancer is correct, it is obvious why there is so much secretiveness. But Liggett & Myers this week contributed more than \$150,000 to research being done on the same problem by Duke University.

Personalized Plugging

Chesterfield for its part has had the benefit of Godfrey's personalized plugging when his career was fairly young and dynamic and when he was not beset by illness as he is now. There is some belief that the client believed that a change would not be too harmful to its AM-TV advertising effort, especially with Godfrey's future so cloudy.

Stepping into the daytime breach opened by Chesterfield is Bristol-Myers, which moves in for four weeks to fill out the rest of the contract. Meanwhile, CBS-AM and TV will scour the pastures for a new daytime client and an evening client to alternate with Frigidaire on the last half hour of the Wednesday night show.

Chesterfield is also interested in finding some evening and daytime properties to replace Godfrey. CBS is pitching everything it has, and so are other networks and packagers.

Set Output in '53: TV 7 Mil; Radio 13 Mil

WASHINGTON, Jan. 9.—Auto radios continue to account for nearly half of total radio production, according to Radio-Electronics-Television Manufacturers' Association's 11-month tally, out this week. The figures confirm earlier expectations that total radio production for 1953 will run over 13 million, and that TV set production will hit 7,250,000.

In the first 11 months, production totaled 12,267,441 radios and 6,765,000 TV sets. Biggest category of radios made was auto sets, totaling 4,817,850, followed by home sets, 3,888,510; clock radios, 1,923,448, and portables, 1,637,633. The total radio figure is almost 30 per cent ahead of production in the first 11 months of 1952. TV set production set a record for the 11-month period, with a gain of more than a million and a half sets over the same part of the previous year.

Screen Gems Sets 7 New Properties

NEW YORK, Jan. 9.—Screen Gems will make its most ambitious bid for big national sponsors with seven new film properties now in various stages of development. They will use names, both in material and in talent.

Two of the shows going into full production are expected to

be syndicated nationally. The other five will be sold via pilots that will probably be included in the "Ford Theater," which Screen Gems now produces for the motor car company.

The two series are "The Damon Runyon Theater" for which Screen Gems finalized papers this week, and "Father Knows Best," starring Robert Young. Young, incidentally, is also making a segment of "Ford Theater."

The five pilots are "You Can't Take It with You," based on the former hit play; "Navy Diary," based on incidents in the U. S. Navy files; "Johnny Nighthawk," concerning a wildcat air line operator and starring Howard Duff; "Classified," pegged on classified ads with Quentin Reynolds as narrator; "Sister Veronica," a fem version of Father Flanagan for which Irene Dunne is being sought. Michael Kraike will produce "Navy Diary."

Most of the shows are already in production and will be ready for screening by the middle of March. National sales for Screen Gems are handled by General Artists.

Rate Card Cut 25% by KCOP

HOLLYWOOD, Jan. 9.—A rate card slash of from 20 to 25 per cent effective February 1 for Station KCOP, Channel 13, was announced here this week by Jack Heintz, vice-president and general manager of the station which was KLAC-TV before its recent purchase by the Copley Press, Inc.

An hour of Class A time, which was \$1,250, becomes \$900; a half-hour Class A is lowered from \$750 to \$540. The Class B hour is being reduced to \$600 from \$800; Class B half-hour from \$480 to \$360; Class C hour from \$600 to \$500; Class C half-hour from \$360 to \$300.

Dodge Buys 2 ABC-TV Shows

NEW YORK, Jan. 9.—Dodge Motors this week signed to sponsor a Bert Parks show on Sunday nights over ABC-TV and to take over as alternate sponsor on the Danny Thomas show Wednesday nights.

Latter series is currently sponsored by American Tobacco and Speidel Watch Bands, but Speidel is dropping out when its current pact expires.

Deal was handled for Dodge by the Grant Agency.

Kovacs' Time Is Pre-Empted

NEW YORK, Jan. 9.—Zany Ernie Kovacs leaves WCBS-TV at the end of the 13-week cycle of his morning show on the station January 15. The time that Kovacs used is going to the network for a new two-hour morning strip.

Kovacs was relatively successful in his local show, so much so that he got his own program on CBS-TV opposite Milton Berle. The try was unsuccessful, but was rated as a respectable effort.

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NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

Steinman Station
Clair McCollough
President

Station Reps Balk At ABC Spot Plan

NEW YORK, Jan. 9.—ABC's new split-sponsorship proposal to its radio affiliates was labeled this week by the Station Representatives Association as "the fourth such plan of the four networks in their attempts to siphon off national spot business into the network pattern."

In a letter to all ABC radio station managers, the SRA defined ABC's new sales proposals as "a rate cut" and pointed out that while network radio business is off, national spot radio has chalked up its best year in 1953, with \$135,000,000, topping network radio's peak year of \$133,000,000 in 1948.

Specifically, the SRA objected to the web's announced plan of split sponsorship of two daytime quarter-hour strips, which the

SRA claims "requires the stations to gamble by setting aside large blocks of time for network use without any assurance that any part of the time, or more than a portion of it, will be sold. Altho the network will allow the time to be sold locally or to a national sponsor, the fact that the network can re-capture this time on four weeks' notice makes this privilege meaningless."

Block Show Cited

ABC's split-sponsorship plan on its new Martin Block show (advertisers must buy at least three one-minute participations each week, with spots scheduled same time each day and station compensation based on 13 1/2 per cent of the daytime hour rate per program) also drew SRA fire. It deemed Block "a New York disk jockey, of a type that any well-run station can build for itself, and probably better, since well-known local personalities can be utilized."

"At the same time," it was stated, "the station's pay-off for gambling a large segment of valuable time on a questionable program offering is one-half to a third of its regular announcement rate."

The only segment of the ABC plan to earn the SRA's apparent approval was its evening split-sponsorship deal, which offers affiliates compensation based on 50 per cent of the applicable evening hour rate for split sponsorships on four across-the-board participation shows in the web's 8 to 9 p.m. time period. Quartet includes "Three City Byline," "Mike Malloy," "Hollywood Starway" and the Sammy Kaye show. In fact, when ABC network

(Continued on page 28)

\$16 Mil Zenith Suit Vs. RCA on Anti-Trust Plea

CHICAGO, Jan. 9.—In an action filed Friday (8) in U. S. District Court, Zenith Radio Corporation and its subsidiary, the Rauland Corporation, ask \$16,000,000 in triple damages from Radio Corporation of America and others for alleged violation of federal anti-trust laws.

The action was in the form of a motion for an amended counterclaim in a suit originally filed against Rauland and Zenith by RCA in December, 1948, which alleged patent infringement. Zenith claims loss and damage suffered to its business as a result of RCA's setting up with others an alleged illegal patent monopoly in the U. S. and foreign countries; operating a world-wide electronic industry and to divide markets thruout the world and conspiring to monopolize patents and patent licensing in the U. S. and foreign countries.

Zenith claims that loss and damage suffered as a result of the illegal acts amounts to more than \$4,450,000.

This loss, according to Zenith, was sustained from Zenith's being illegally excluded from the Canadian market; thru coerced payments to RCA of royalties under illegal and unenforceable patent claims, and for attorney fees occasioned by various patent infringement claims brought by RCA. For this loss, Zenith asks triple damages amounting to more than \$13,300,000. Rauland claims for triple damages add \$2,700,000 to this total. Action was filed by Joseph Wright, Zenith's general counsel.

Kevin Sweeney Named New BAB President

NEW YORK, Jan. 9.—Kevin Sweeney has been named president of Broadcast Advertising Bureau, Inc. The five-man selection committee reported its choice to the executive committee on Thursday (7), and the ratification of the entire board of directors was obtained by wire and phone the next day.

The exec committee is establishing two new administrative vice-presidencies. Sweeney has been asked to make recommendations of persons to fill these posts as soon as possible. The position of executive vice-president, which Sweeney held on a temporary basis since William Ryan pulled out as president last month, is being abolished.

Sweeney also presented the committee with an analysis of the organization of BAB in which he recommended certain minor

changes, the nature of which were not revealed.

Charles Caley, board chairman, said, "It is the intention of the board and Mr. Sweeney to retain all those policies and services that have built BAB so swiftly into a major influence in national and local advertising."

Sweeney has been the top operating exec of BAB since he joined it as vice-president in November, 1951. His predecessor as president, Ryan, announced his resignation in November, originally effective February 1. The top job is said to pay \$50,000 a year.

Petrillo Meets With Radio, TV Execs on Pacts

NEW YORK, Jan. 9.—James C. Petrillo told radio and TV network executives Friday (8) he will meet with them here Tuesday (12) or Wednesday (13) to start negotiations for a new contract between the webs and the American Federation of Musicians. The present pact expires January 31.

It is anticipated that the AFM president will seek more regulation of the use of canned music on radio, live TV and TV film in the new contract. In line with this, Petrillo's pact with the networks generally sets the pattern for negotiations between indie radio and TV stations and AFM locals thruout the country.

The AFM's contract with the Hollywood motion picture studios also expires at the end of this month.

Pontiac Looks For New Show

NEW YORK, Jan. 9.—Pontiac was reported to be looking around for another TV show this week. The sponsor is said to want to retain the 8-8:30 p.m. Friday slot on NBC-TV, but has been disappointed in the ratings that the Dave Garroway show has been getting there.

Seigel Quits CBS Coast Flackery

NEW YORK, Jan. 9.—Norman Seigel, West Coast CBS-TV director of publicity and exploitation, resigned effective today (9). His successor has not been appointed, but the network will probably hire a top publicity specialist from one of the movie companies. Seigel has not announced his future plans.

Early Model of Jayo Viewer To Spearhead Full Production

HOLLYWOOD, Jan. 9.—First production model of the newly invented Jayo Viewer is expected to be ready soon to permit full-scale production of the revolutionary invention within 60 days, its inventor, "I Love Lucy" producer Jess Oppenheimer said today.

The viewer, as first announced in The Billboard, October 10, is a small instrument that enables a TV performer to look directly into a camera lens and read at the same time. A working model of the simple device, measuring approximately 20 inches in width and mounted on the TV camera, already has been used in the making of "I Love Lucy" commercials.

The Jayo Corporation, established by Oppenheimer, is currently preparing the first production model in conjunction with Bud Furer of Hollywood. Among the features of the viewer is its lack of bulk, easy mounting on a camera and magazine that can contain up to two hours of material. Unlike other prompter systems, copy for Jayo can be typed by an ordinary office typewriter and can be changed quickly. Another feature is a built-in series of 10 standard cues which the director can flash before the performer's eyes by pressing a button.

Oppenheimer said that Jayo Corporation would lease the device to stations for less than \$100 weekly. Other prompters now in use, it is understood, rent for as much as \$25 per hour with a four-hour minimum.

Color TV Stirs Mixed Interest

CHICAGO, Jan. 9.—The manufacturers showing color TV sets at the January market of the Furniture Show here, present a varied and mixed picture of what interest is being shown in color TV.

Some manufacturers made fantastic claims about attendance at their exhibits while others frankly admitted that traffic was poor. True, there is some action, and several are trying to get sets as soon as they can possibly get delivery. However, it must be said that traffic was low in general except for occasional curiosity on-lookers. There wasn't much comment on the price, except that it was too high, and buyers can wait.

It is believed that the new 19-inch color tube of RCA Victor, which will produce a 16-inch picture, will create some interest depending on the speed of the delivery. The tube and set is skeddled to be introduced January 21.

Manufacturers showing color include Philharmonic, Olympic, Sentinel, Raytheon, CBS Columbia, General Electric, Capehart, Zenith, Motorola, RCA Victor, Hallcrafters, Westinghouse, Majestic, and Du Mont.

Noble Sissle to D.J. Platter Show

NEW YORK, Jan. 9.—In a move to capture the Negro market for potential advertisers, WMGM has signed Noble Sissle, the "Mayor of Harlem," for a Monday thru Saturday disk jockey show. The Sissle show will be aired from 1 to 2 p.m. beginning January 18.

The new Sissle program will place major emphasis on recordings by Negro artists. WMGM announcer Phil Goulding will be associated with Sissle on the show. If the new series clicks, WMGM will explore other aspects of radio's special market field.

Freeman In as Longhair Night Seg Goes Pop

NEW YORK, Jan. 9.—WNBC is abandoning its long-haired all-night record show in a couple of weeks in favor of a new pop platter program featuring pianist Stan Freeman as the all-night emcee.

The switch from classical to current puts WNBC in direct competition with WNEW's Art Ford.

Program director Steve White, an ex-WNEW man himself, has also applied the deejay pattern to WNBC's Saturday schedule, which is a solid schedule of platter shows beginning with Allen Edwards at 7 a.m. straight thru the morning and afternoon lineup to the Fred Robbins "Big Preview" stint from 7:30 to 9:30 p.m.

Three New Veepees Named by NBC-TV

NEW YORK, Jan. 9.—George H. Frey, Carl M. Stanton and Thomas McAvity this week were named vice-presidents at NBC-TV. Frey is in charge of network TV sales, McAvity heads up TV network programs, and Stanton tops the film division.

TALENT NOTES ON AIR AND SCREEN

Tex Trailer, star of the WPTZ, Philadelphia, show, "Ranch House," is in New York this week conferring with his manager on a net TV show. . . . **Dennis King Jr.**, son of the Broadway star, is now directing shows from KFEL-TV, Denver. . . . "Howdy Doody," puppet star of NBC-TV's moppet show, departed for Hollywood accompanied by **Buffalo Bob Smith** and **Clarabell** to do 10 programs. . . . **Bill Tabbert**, featured in "South Pacific" since the show's premiere four years ago, will make his operatic debut Sunday (10) on "Opera Cameos" over WABD and the Du Mont net.

Joey Adams, night club entertainer and author of several books of jokes and anecdotes, appeared as a guest panelist on "Pantomime Quiz" last week. . . . **Gordon MacCrae**, motion picture singer, heads "The Jackie Gleason Show" again Saturday (9), while **Jackie Gleason** completes his two-week vacation. . . . **Liberace**, television pianist, will guest on "The Jack Benny Show," Sunday (17). . . . **Thomas Mitchell** stars in "The Gentle Deception," on "Medallion Theater," Saturday (16), via CBS television. . . . Screen actress **Glenda Farrell** joins regulars **George S. Kaufman** and **Sam Levenson** as guest panelist on "This Is Show Business," Tuesday, January 19. . . .

Johnnie Ray returns as Ed Sullivan's guest on the "Toast" program Sunday (10). . . . **Bill Costello**, CBS Radio's Washington newscaster, was elected veepee of the Radio and Television Correspondents Association. . . . **Phyllis Kirk** will fly from New York to Hollywood to co-star with **Richard Carlson** on the "Lux Video Theater," Thursday (14). She returns to New York to attend the premiere of her latest film, (Continued on page 45)

Tashlin to Meg NBC-TV McGee, Gildersleeve

HOLLYWOOD, Jan. 9.—Frank Tashlin this week contracted with NBC-TV to produce and direct pilot films of two net-work-owned comedy shows, "Fibber McGee and Mollie" and "The Great Gildersleeve." He expects to go into production shortly after January 20 when he completes megging chores on RKO's theoretical picture, "Susan Slept Here."

Tashlin is a partner with NBC in a projected telefilm series he wrote and directed, "Oops, It's Daisy," starring Mary Costa and Helen Halpin. Upon completion sometime in February of the comedy telefilm pilots, Tashlin will return to work on two independent theatrical movies.

RESTLESS PEOPLE, REVOLVING DOORS

Harold L. Morgan Jr., formerly veepee in charge of ABC's Television Production Services Department, has been upped to vice-president and comptroller of the American Broadcasting Company.

. . . **Duncan MacDonald**, supervisor of women's shows for Du Mont, has resigned to join NBC-TV as producer of the six segments of the afternoon "Home Show," which bows next month.

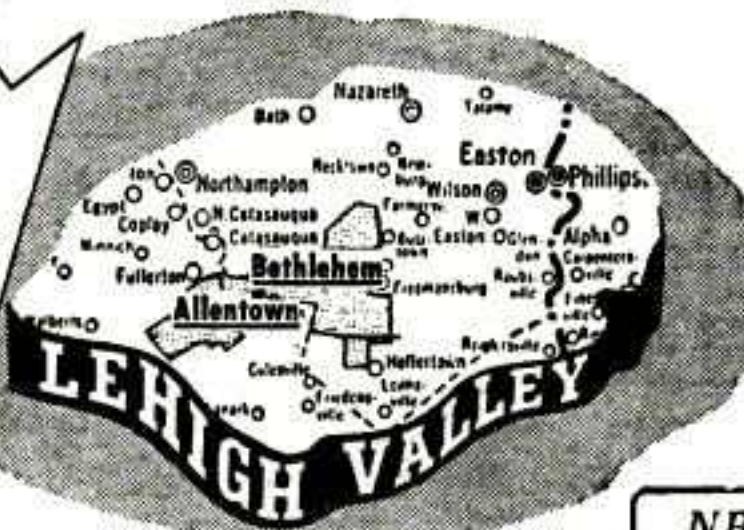
Barnet M. Daniels and **Sidney B. Corbett** have joined the copy staff of the Kudner Agency. Previously Daniels was director of special services for the NAM, and Corbett was with the Allman Company, Detroit. . . . **Charles F. Fleischmann**, formerly ad manager of Penick & Ford, has joined the contact department of Young & Rubicam along with **A. Gould Harrison**, who comes from Westinghouse Electric, and **Robert Lansdon**, who was formerly an account exec with N. W. Ayer.

M. Peter Franceschi has resigned as president of Foote, Cone & Belding International Division to join Geyer Advertising as manager of creative production. . . . **John Geddes**, previous account exec with Edward Petry, Inc., has joined the sales department of Station WNEW, New York, in the (Continued on page 45)

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WLEV-TV Bethlehem, Pa.

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260 zany, zingy half-hours!

Bubbling over with fun for everyone!

A LAUGH-TIME OF SALES OPPORTUNITIES!

RED'S A RIOT!

... as the

"MEAN WIDDLE KID"

... Red keeps fans in an uproar ... Sponsors say "I DOOD IT."



RED'S A PANIC!

as the original chucklehead, CLEM KADIDDLEHOPPER

... Red's homespun humor is super hilarious.

HIS ANTICS ARE FRANTIC!

... as

CAULIFLOWER McPUGG, punchy Champ who leads with his head.



STARRING the one and only

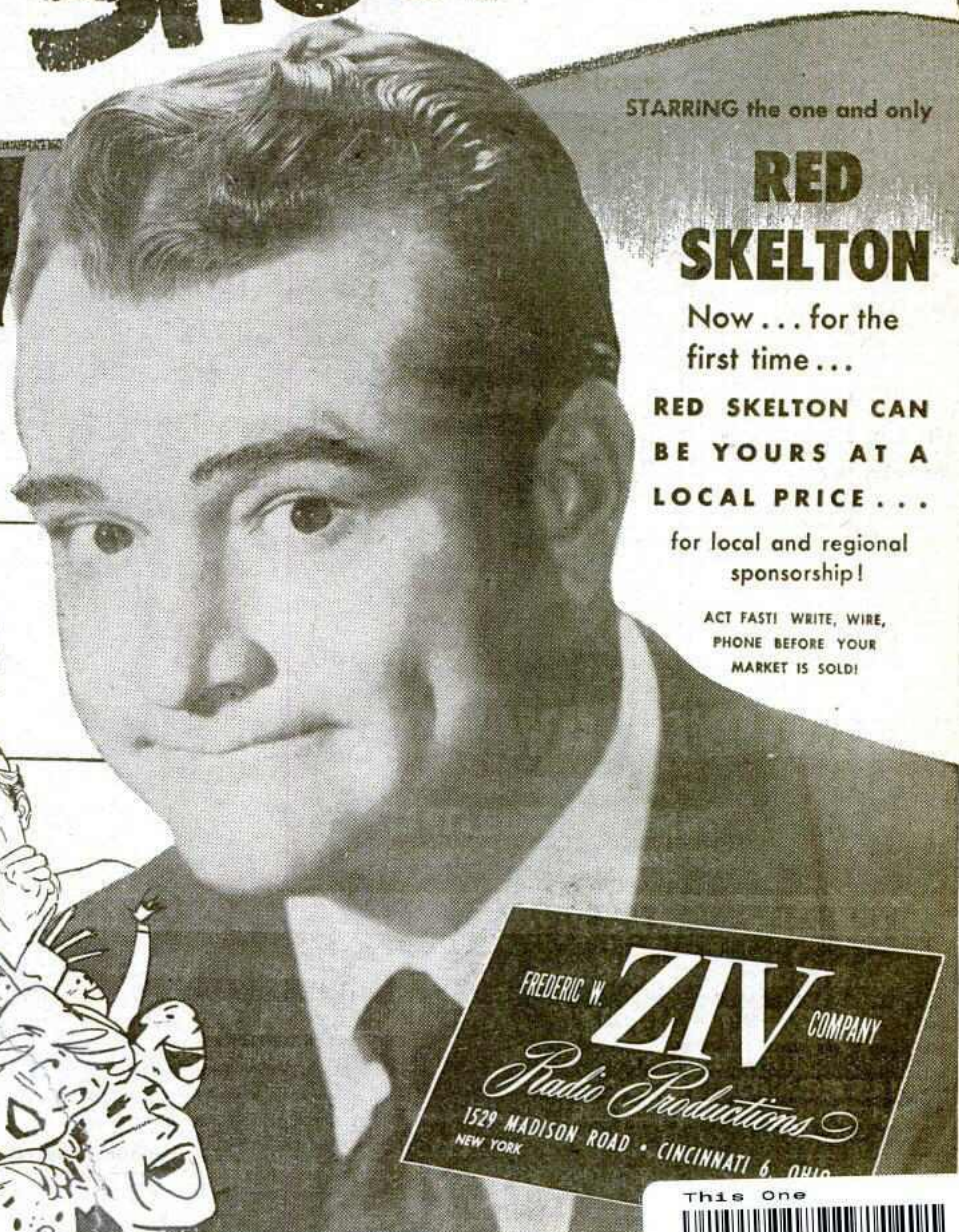
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THIS WEEK'S SPOTLIGHT FEATURE

*Distribution, Sales & Marketing***Distributor Opinion of Color Vidfilm Production Divided****Many Feel Development of Mass Receiver Market Should Come First**

NEW YORK, Jan. 9.—No significant trend toward the immediate production of current vidfilm series in color as a means of insurance for the future seems indicated, according to a survey made by The Billboard of several top distributors. Opinion seems to be divided as to the wisdom of shooting TV film properties in color within the near future. The predominant belief is that distinct signs of a mass market for tinted receivers must develop before any great shift into color film is practical.

Those syndicators who will not cover their shows in color are the

NBC-TV Film Division, CBS-TV Film Sales, Official Films, ABC-TV; Screen Gems, a subsidiary of Columbia Pictures, and Television Programs of America.

Those syndicators who are or intend to go into color shooting immediately are Frederic Ziv, Motion Pictures for Television and Guild Films. MCA-TV has been shooting occasional color segments in some of its shows on experimental basis, but seems to have no plans to do it regularly. Most of these distributors either produce their own vidfilms or have substantial interests in the packages they sell.

Re-Run Theory

The argument against going into color immediately stems from the fact that many syndicators believe their shows will fall into a re-run category. They believe that there will be no new audience available and consequently they will only be able to get re-run prices for their properties. This will not make them worth the extra cost for color. Differing with this opinion is Ed Madden, vice president and general manager of MPTV, several of whose properties are now being produced in tints.

Madden says his company will treat old properties being released for the first time in color as new properties. He claims that the audience studies have proven the value of re-runs.

He maintains that the viewing public will be increased tremendously for color versions of former black and white shows by interest in seeing the same programs. Both Guild Films and Ziv agree with him and will also charge first-run prices for shows given such a treatment. Guild also says that since its pacts with sponsors are long-term affairs, the firm has

an obligation to its clients to protect their interests.

Color Tape

Another feeling around the trade is that by the time color reaches mass circulation, estimated conservatively at three years, color tape will have arrived, cutting the cost of conversion considerably. Also noted is the distinct difficulties with various color film processes and the probability that new developments may make current color processes look bad in comparison.

A strong factor is influencing syndicators against covering with color is the cost. It is claimed that producers will spend about 25 per cent more for production when they shoot in color.

Of course, the cost is dependent upon the kind of show produced. Westerns, for example, are expected to cost only about 15 per cent more, but shows with interior sets about double that percentage.

2 Per Print

Also being taken into consideration is the fact that color prints cannot be played as much as black and white. One estimate is that you can get two plays per color print, whereas black and white usually can be used for at least eight plays. Producer Frank Wisbar had deferred shooting "Fireside Theater" in color for still another reason. He claims that there is no coating process which can make color film resistant, so that there is a possibility the film will be damaged. However, Eastman-Kodak, Pathe Laboratories and Consolidated Laboratories are working on the problem.

There seems to be so many angles to the question that most of the trade is using crystal balls, two different crystal balls.

S&S Bankrolls Mountie Series

HOLLYWOOD, Jan. 9.—A Royal Canadian Mounted Police telefilm series to be produced by American producer-director Victor Stoloff will be bankrolled by a newly formed production company, S&S Films, Ltd., it was revealed here this week. S&S also contemplates the production of other Stoloff produced and directed series, as well as feature motion pictures.

The RCMP series is expected to go into production shortly after Stoloff arrives in Canada later this month following work on his telefilm series, "New Orleans Police Department," currently in production in the Southern city. Shooting is under way on 13 of the latter which is scripted by Frank Phares.

Stoloff's Canadian deal is the second with a RCMP theme, the first as announced late last year being by Robert Maxwell, who is scheduled to start filming early this year.

Barrett Quits At Consolidated

NEW YORK, Jan. 9.—Halsey V. Barrett this week resigned as Eastern sales manager of Consolidated Television Sales, marking the second exit by a key executive from the TV film syndication outfit since the firm was reportedly put on the sales block last November. At that time Consolidated's sales chief Pete Roebuck pulled out, although the sale subsequently died.

Barrett, who sparked Consolidated's successful "Station Starter Plan" for new broadcasters, is leaving "over a difference of opinion on policy matters regarding product." He expects to continue in TV film, and is currently considering offers from three other outfits in the field.

Barrett's successor at Consolidated is Ralph Baruch. Prior to joining Consolidated two years ago, Barrett served as TV promotion director of CBS and spot sales manager for Du Mont.

Survey Cites Re-Run Value

NEW YORK, Jan. 9.—A. C. Nielsen reports that survey figures support the TV film distributors' contention that re-run films still have a big unrealized audience potential.

The rating expert found that although 77 per cent of New York audiences see a film show during its first run, 88 per cent of the viewers only catch an average of 3.7 episodes in the series, while the remaining 12 per cent tune in one or two at the most.

Almost none of the homes, said Nielsen, see all the episodes.

UA May Quit TV Film Dept.; Orderly Departure Sought

NEW YORK, Jan. 9.—United Artists brass was this week reported to be mulling the advisability of liquidating its TV film department. The discussions were said to have reached the stage of finding the best means of settling its contracts and finding new positions for its staff. It is understood that UA aims to make the most orderly possible departure from the TV film distribution field. UA toppers could not be reached at press time for confirmation.

The main property distributed by UA-TV is "Cowboy G-Men," produced by Mutual-Telemount Productions. It was acquired over a year ago and was the last show that UA-TV took on, with the exception of "The Adventures of Blinkie," which it quickly dropped without having made any sales. "Cowboy G-Men" is spot-booked in some 30 markets by Purity Bakers thru Young & Rubicam.

UA set up its TV department over four years ago. The first vice-president in charge was John Mitchell, who held the post three years until he was named general sales manager of Screen Gems in December, 1952. He was succeeded by George Shupert, who left in September to take

over the reins of ABC's film syndication division. The present manager of UA-TV is Ted Long.

Other shows distributed by UA-TV are "Kierin's Kaleidoscope," "The Feminine Angle," "Unk and Andy," "View the Clue," "Clete Roberts World Report" and "Fun With Felix."

MPTV Adds 2 Sales Reps

NEW YORK, Jan. 9.—Two more sales reps were added to the syndication division of Motion Pictures for Television, Inc., this week.

Edward Hewitt was named sales manager of the San Francisco office. He was formerly West Coast manager of the Movie Advertising Bureau of United Film Service, Inc., and before that an account exec at ABC.

Bruce Collier, former sales rep for WMAL-TV, Washington, was named manager of MPTV's Dallas office. Both report to Maurice Gresham, Western division sales manager.

Pearson Sells In 51 Mkts

NEW YORK, Jan. 9.—Drew Pearson's "Washington Merry-Go-Round," a quarter-hour vidfilm series, has been sold in 51 markets covering 53.3 per cent of the TV homes. Motion Pictures for Television made the sales during its first 30 days of availability.

Most of the buying has been in the major markets. New York, Boston, Philadelphia, Chicago and Los Angeles were among those contracting for the news series.

Crosby Plans 2d TV Show

NEW YORK, Jan. 9.—Bing Crosby will make his second and last TV appearance of the 1953-'54 season on Easter Sunday, April 18, for General Electric in the sponsor's 9-9:30 p.m. slot on CBS-TV.

The program is expected to be filmed by Bing Crosby Enterprises, as was his first show which was presented Sunday (3).

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:



NEXT WEEK

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

OFFICIAL SETS WEEKLY GROSS MARK OF 245G

NEW YORK, Jan. 9.—Official Films this week racked up the most successful seven days in its history, grossing \$245,300. The biggest sale was made to KTTV, Los Angeles, which spent \$123,000 for "Colonel March," the first major market sale of the series; "Terry and the Pirates" and "My Hero."

ABC-TV paid \$42,500 for the rights for one year to "My Hero" for showing over its flagship station here, WABC-TV. In Chicago, Tavern Pale Beer has contracted for "Colonel March" to be seen over WBKB. Official will get \$26,000 for the property. The distributor sold another of its prop-

erties to a Galveston, Tex., station for \$7,800.

Outside the U.S.A., a Canadian sponsor bought "My Hero" for exposure in three markets. Official has sold its "Music Hall Varieties" in Japan and Switzerland for \$20,000. Bud Austin is director of national sales.

Danov to Push 'Margie' Mdse.

HOLLYWOOD, Jan. 9.—Roland Reed Productions this week inked with Jack Danov to handle merchandising lines and establish commercial tie-ups for its telefilm series, "My Little Margie." The Gale Storm-Charlie Farrell series is the second Reed property to be so engaged, first being "Rocky Jones, Space Ranger."

In the case of "Space Ranger," Reed Productions participates in profits realized from the merchandising tie-up with Space Ranger Enterprises, of which Danov is president. The new arrangement, however, is with Jack Danov Enterprises, which already is prepping cartoon books, comic books and dresses featuring Miss Storm and Farrell. Danov also is understood to be negotiating for similar deals with "Duffy's Tavern" and "Racket Squad."

Goldwyn Set On TV Film

NEW YORK, Jan. 9.—The long anticipated entry of Samuel Goldwyn Productions into the TV film field appeared to be on the verge of coming true this week.

It was announced by the Goldwyn office here that Goldwyn's son, Samuel Jr., had resigned his post as producer with CBS-TV to set up a TV film production company at the Goldwyn studios on the West Coast.

He expects to be ready to begin shooting his first show April 1. Sam Junior's sales headquarters will be the Goldwyn office here.

Fall City Signs for UTP's 'Waterfront'

HOLLYWOOD, Jan. 9.—The third regional purchase of the Roland Reed Productions' "Waterfront" was consummated here this week by United Television Programs, it was announced today by Wynn Nathan, UTP sales manager. The Preston Foster starrer was inked by Fall City Beer, thru the A. A. Prater agency, St. Louis, for showing in three States—Kentucky, Indiana and West Virginia.

Dr. Alfred N. Goldsmith, electronic engineer, was this week elected chairman of the board of the National Television Film Council.

Friberg Heads Up TPA Eastern Sales

NEW YORK, Jan. 9.—Television Programs of America, Inc., this week named Hardie Friberg as its Eastern sales manager. He formerly was sales rep for Ziv-TV, and before that was a TV producer. TPA's Western division sales chief is Bruce Eells, also a former Zivite. Both report to Michael Sillerman, exec vice-president.

All-Canada Television Services has been appointed exclusive sales agents for Ziv Television Programs in Canada. All-Canada maintains offices in Toronto, Montreal, Winnipeg, Calgary and Vancouver.

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Plugs and Premiums

By GENE PLOTNIK

In the November 21 issue this column traced the development of the character merchandising business from Mickey Mouse to Hopalong Cassidy to Howdy Doody. The implication was that there's gold in them there items for the owners or producers of TV film shows that appeal to kiddies.

The gross sales of toys and clothes bearing the imprint of the above named characters are witnesses to the enormous pay-off possible thru merchandise licensing. But the pioneers in the field assert that it's a big, tough business and takes considerable know-how.

Lew Pennish, board chairman of Hopalong Cassidy Enterprises, said that it requires at least a \$500,000 investment and one to five years of struggle to build a merchandisable character. The Kagan Corporation had "Howdy Doody" on the air for over a year and a half, during which time it peddled the character far and wide, before the Ideal Toy Corporation turned out the first doll on an experimental basis.

Toy First

In the past year, at least one character hit the toy counters before it ever appeared on the TV screen. Instead of the popularity of the show promoting the sale of the items—which is the basic concept of character merchandising—the items were pre-selling the program. The veteran merchandisers, however, are wary of this.

Character merchandising is one business in which success depends on nothing but success. The hit that the character makes in the entertainment field is precisely what makes it valuable as a promotion in the merchandise field. The success of one item using the character promotes the next item using it.

The veteran merchandisers are apprehensive that if the market is flooded with characters that do not have enough promotional kick to move items off the counters, retailers and manufacturers will sour on character items in general.

Move Cautiously

Therefore, the veteran merchandisers take a very cautious attitude. They will not license any item for which they do not think their character can do a promotional job. And they will not license any item which they believe will cause harmful associations with their character. A miss on any one item, they feel, would depreciate the value of the character for all their other licensees.

The Disney Character Merchandising Division, along this line, does not allow any of its characters to be used on guns.

A spokesman for the Disney outfit said that the manufacturer must prove his eligibility before it will grant him a license. He said it does not aim at a great quantity of products. It does aim to get the top manufacturers and the top items.

Hopalong Cassidy Enterprises, in an effort to maintain the prestige of the Hoppy imprint, does not permit the sale of its items in variety stores.

Royalty Basis

The usual royalty that the licensee pays is 5 per cent, but there's some variation on this, depending on the licensor and the type of item being licensed. Royalties on the use of Howdy Doody range as high as 8 per cent and as low as 3 per cent. Hoppy, on the other hand, is on a firm 5 per cent policy.

In this regard, Pennish declared, "We earn the 5 per cent." They do not sell only the popularity of the character in the en-

tertainment field. The licensor gives what amounts to an advertising agency service to the licensee.

For the use of their characters in the food line, including bread, milk, cereal and canned food labels, Hoppy and Howdy charge a flat annual fee, rather than a royalty. The fees are worked out in negotiations. Neither would say on what basis the fees are set.

Policies vary in regard to length of contract. Disney issues only one-year contracts, with the usual one-year options. Of course, with its veteran manufacturers, the contractual relationship becomes quite informal, and renewals are made virtually automatically. The majority of Disney's licensees have been with him for more than 10 years.

Most of the Hoppy contracts, on the other hand, are for more than a year.

A new licensee is required to make a minimum guarantee or, as one of the merchandisers called it, a good faith deposit.

Kagan tries to license only items that retail for under \$1. The largest bulk of Disney's royalties are on paper items.

The policies and practices of these veteran merchandisers are the result of years of experience. An appealing character with a wide following for its show business manifestations are, of course, the first essentials of a merchandising operation. But considerable business skill is also necessary.

Landau-Ross Firm Looms As TV Syndication Power

NEW YORK, Jan. 9.—Ely Landau and Marty Ross, who last month bought PSI-TV, have set up a new distribution company that promises to become a major factor in the TV film syndication field. The firm is named National Telefilm Associates, Inc. It swings into operation with 14 packages and a corps of 22 sales reps.

NTA is a departure from the standard type TV-film distribution operation in that it is making maximum use of the states' righter type of organization of the motion picture industry. Of NTA's 14 offices across the country, 11 are owned by franchised agents. Each agent is allotted a year's sales quota on each program. The year's franchise is renewable by the agent on the condition he meets his quotas. Also, each agent is required to put up an advance against his quotas.

All of the agents have extensive sales experience in advertising or show business in their own territories. And they are required to prove their financial standing in order to obtain a franchise.

Purpose

The purpose of this type of operation, according to Landau, is twofold. First, it enables NTA to have a large and proven sales staff at the very outset. And, second, it enables NTA to underwrite the production of any program it may want to distribute by calling for a proportionate

contribution from each of its agents.

NTA will continue to expand its sales corps. It aims to have 23 offices in three years. The firm will have three divisional sales vicepres.

Besides the six packages acquired thru the PSI purchase, the four series produced by Landau himself and the features controlled by Ross, NTA is taking over the distribution of four packages owned by Sy Weintraub and Joe and Jim Harris, who last week quit Motion Pictures for Television, Inc.

4 Packages

These are "TV's Baseball Hall of Fame," 77 15-minute shows; "Viz Quiz," 260 five-minute shows; "Tele-Comics," 168 15-minute segments, and 16 "Superman" animated cartoons originally produced by Paramount. Weintraub and the Harrises also own a major portion of the half-hour "Superman" show that is nationally spot booked by Kellogg's.

NTA is offering its clients a thoro line of merchandising aids. The firm also plans to go into the production of commercials.

The company has promised its agents to come up with two new half-hour series by the end of

1954, the first one to be released by May 1.

NTA's 13 office heads, aside from New York, are: Los Angeles—Bernard Tabakin, producer of "China Smith" and former West Coast sales rep for PSI-TV; Chicago—David Wolper, former West Coast sales rep for MPTV; Dallas—Kenneth Rowswell; Atlanta—David Christiansen, formerly with the Compton Agency; Miami—Frank Stone; Minneapolis—Don Swartz; Philadelphia—Arthur Kalman; Denver—Bob Patrick; Memphis—Fred (Red) Meyers; St. Louis—George Phillips; Pittsburgh—Bert Stearn; Detroit—Moe Dudelson, and Boston—Ira Gottlieb.

The four shows produced by Landau are "The Passerby," "The Bill Corum Sports Show," "Man's Heritage" starring Raymond Massey, and an interview series starring Eva Gabor.

The packages acquired thru the PSI deal are "China Smith," "Orient Express," "Play of the Week," "International Playhouse," "American Sports" and a group of 68 British features.

Landau is serving as president of NTA. Ross is vice-president and director of sales. NTA had its entire sales staff here this week for a two-day meeting.

MCA's Purchase of 'Dragnet' Seen Near, Tho It's Denied

NEW YORK, Jan. 9.—The wooing of "Dragnet" by MCA is approaching nuptials, if there is any substance to rumors flying around here and on the West Coast this week. Everybody is talking except those on the inside.

Lou Wasserman, president of MCA, denied that there is any deal in the works. He would make no comment on the report that MCA had bought Michael Mesheko's 25 per cent interest in the package and the production company, Mark VII Productions.

Early in the week the rumor was that MCA had bought the property lock, stock and barrel, for the sum of \$5,000,000. It was said that MCA was setting up a separate subsidiary to control the show.

As far as syndication of the rerun "Badge 714" was concerned, it was said that MCA was getting the right to pass on NBC Film Division's pricing.

All that remained to make the deal firm and final, according to this rumor, was a check by the accountants to see if everyone would get the tax consideration he wanted.

NBC Has Big Stake

Whether or not a deal is even possible seemed to depend on whether NBC had as yet recouped its investment in the production. The package is actually owned 50 per cent by Jack Webb, 25 per cent by Stanley Meyer and 25 per cent by Mesheko. But NBC is understood to have put up the difference between what the network sponsor, Chesterfield, paid and the actual production cost, an investment in the neighborhood of \$500,000 in all. In return for this, NBC is understood to have received the syndication rights and a 50-50 split of the net once the 500G and expenses had been recovered.

That NBC has gotten its money back appeared entirely possible. Sales of "Badge 714" have been brisk. It is now in about 130 markets. A sale in Chicago was reported to have been made this week for \$1,600.

Meanwhile, the man with the facts, Webb, was in Hawaii, trying out aloha in blues, Pete Kelley's blues, with no thought of da-di-da-da.

TV FILM PURCHASES

American-British TV Movies sold its package of feature films to WTJV, Miami, last week for slotting on Thursday nights. The package was also renewed by WDAF, Kansas City, Mo., which brings to 38 the total stations carrying the films.

"Annie Oakley," distributed by CBS TV Film Sales and sponsored on alternate weeks by Canada Dry, has been sold by some 10 local stations for the alternate-week sponsorship. Under the Canada Dry deal for national spot sponsorship, local sponsors can fill in on the alternate weeks. To date the show has been sold in San Francisco; Amarillo, Tex.; Seattle; Phoenix, Ariz.; Minneapolis; San Diego, Calif., and Washington.

A series of 89 silent two-reel slapstick comedies handled exclusively by Louis Weiss & Company, Los Angeles, have been contracted for running over a 62-week period on WGAL-TV, Lancaster, Pa. Deal calls for one telecast use of the films thru January 15, 1955.

The NBC Film Division this past week sold its re-run series, "Badge 714," to KSWB, Roswell, N. M.; KID, Idaho Falls, Idaho,

and WWTW, Cadillac, Mich. "Inner Sanctum" was purchased by WKAB, Mobile, Ala.; KELO, Sioux Falls, S. D.; KSWO, Lawton, Okla.; KTVU, Stockton-Sacramento, Calif., and to the Paul Corbin Company to be shown on KIEM, Eureka, Calif. "Hopalong Cassidy" was inked by WTOG, Savannah, Ga.; KSWO, Lawton, Okla.; KTTS, Springfield, Mo., and WBAP, Fort Worth-Dallas.

Borden's of Canada has purchased, thru Young & Rubicam, two film shows for use on Canadian TV: "Life With Elizabeth," a Guild Films' property, to be shown in Montreal and "Times Square Playhouse," purchased from All-Canada Television, exclusive sales agents for Ziv-TV Programs in Canada, to be used in Toronto.

Television Station WPIX, New York, has picked up its option on the Liberace series and extended its contract with Guild Films to end March 25, 1955. The extension provides for a further run of 26 episodes featuring Liberace, and a run of 13 selected episodes. Maybelline and Yes tissues recently renewed their full co-sponsorship of the 30-minute presentation.

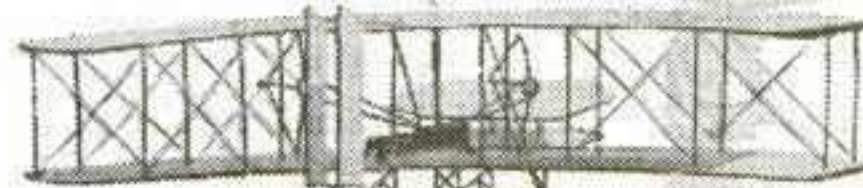
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Cincinnati

FEATURE FILM SHOWS

The following chart contains a listing of feature-film programs shown in Cincinnati along with their American Research Bureau ratings for December. The ARB December ratings were taken the first week of December. Ratings here are averages of the quarter-hour ratings in the periods indicated. This feature appears in the Distribution, Sales and Marketing issue each month.

CINCINNATI

Weekly Shows—Daytime

Title	Sta.—Time—Day	Dec. ARB Rtg.	Sets in Use
Movie Time	WCPO—2:00-5:00 S.	5.1	25.6
Matinee Movie	WKRC—2:00-3:15 Su.	5.3	33.1
Prize Playhouse	WKRC—2:30-4:00 S.	0.5	27.9
Theater for Youth	WLW-T—11:00-12:00 Su.	11.3	14.8
Western Movie	WLW-T—12:30-1:30 S.	2.5	17.7

Weekly Shows—Nighttime

Family Story Time	WCPO—11:15-12:15 Su.	0.5	11.1
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Multi-Weekly Shows—Daytime

Title	Sta.—Time—Day	Dec. ARB Rtg.	Sets in Use
Western Theater	WCPO—8:00-9:00 M.	1.6	8.1
	WCPO—8:00-9:00 T.	1.7	10.5
	WCPO—8:00-9:00 W.	2.3	9.7
	WCPO—8:00-9:00 Th.	2.2	9.4
Mothers Movies	WLW-T—1:30-2:30 M.	4.5	14.2
	WLW-T—1:30-2:30 T.	6.3	16.1
	WLW-T—1:30-2:30 W.	5.0	14.7
	WLW-T—1:30-2:30 Th.	5.0	14.6
Movies for Mom	WLW-T—9:00-10:00 M.	0.5	11.5
	WLW-T—9:00-10:00 T.	1.4	15.9
	WLW-T—9:00-10:00 W.	0.5	12.8
	WLW-T—9:00-10:00 Th.	0.5	13.6
WLW-T—9:00-10:00 F.	0.5	12.0	

Title	Sta.—Time—Day	Dec. ARB Rtg.	Sets in Use
Western Theater	WKRC—7:00-8:00 M.	2.7	6.8
	WKRC—7:00-8:00 T.	1.5	4.4
	WKRC—7:00-8:00 W.	1.5	6.4
	WKRC—7:00-8:00 Th.	1.2	5.3
Ladies Home Theater	WKRC—4:00-5:00 M.	7.3	13.6
	WKRC—4:00-5:00 T.	10.9	18.4
	WKRC—4:00-5:00 W.	10.8	17.6
	WKRC—4:00-5:00 Th.	9.8	18.8
WKRC—4:00-5:00 F.	4.1	8.8	

Multi-Weekly Shows—Nighttime

Title	Sta.—Time—Day	Dec. ARB Rtg.	Sets in Use
Early Home Theater	WKRC—6:00-7:00 M.	8.1	22.7
	WKRC—6:00-7:00 T.	8.5	20.7
	WKRC—6:00-7:00 W.	5.0	17.9
	WKRC—6:00-7:00 F.	5.5	17.1
Home Theater	WKRC—11:15-12:30 Su.	2.7	10.3
	WKRC—11:15-12:30 M.	2.8	6.3
	WKRC—11:15-12:30 T.	5.0	7.6
	WKRC—11:15-12:30 W.	2.7	7.5
Family Playhouse	WLW-T—11:15-12:30 Su.	4.5	9.6
	WLW-T—11:15-12:30 M.	7.9	26.0
	WLW-T—11:15-12:30 T.	7.4	10.3
	WLW-T—11:15-12:30 W.	1.8	5.6
All Star Movie	WLW-T—6:00-7:00 M.	8.9	22.7
	WLW-T—6:00-7:00 T.	7.3	20.7
	WLW-T—6:00-7:00 W.	10.0	22.4
	WLW-T—6:00-7:00 Th.	8.4	17.9
WLW-T—6:00-7:00 F.	8.0	17.1	

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard TV Film Department.

THEATRICAL

COMEDY

THE CHEATERS (Republic 1945)	Hollywood TV
COTTAGE TO LET	Unity TV
MY DEAR SECRETARY (United Artists 1948)	Comet TV
MY OUTLAW BROTHER (Eagle-Lion 1951)	Quality Films

DRAMA

AGAINST THE WIND (Eagle-Lion 1949)	Unity TV
AMERICAN EMPIRE (United Artists 1942)	MPTV
BEYOND TOMORROW (RKO 1940)	Atlantic TV
THE BATTLE (Leon Garganoff 1934)	MPTV
BLIND MAN'S BLUFF	Argyle TV
CHRISTMAS EVE (United Artists 1947)	Bonded Film
DIARY OF A CHAMBERMAID (United Artists 1946)	TPA
DISHONORED LADY (United Artists 1947)	Atlantic TV
FAME IS THE SPUR (Oxford 1949)	TV Exploitations
THE HAIRY APE (United Artists 1944)	Sterling TV
NORTHWEST OUTPOST (Republic 1947)	Hollywood TV
ONE MILLION B.C. (United Artists 1940)	Unity TV
RAIN (United Artists 1932)	MPTV
REPEAT PERFORMANCE (Eagle-Lion 1947)	MPTV
YOUNG LOVES	Filmakers

MUSICAL

BALLET LES SANTON	MPTV
ICE CAPEDES (Republic 1942)	Hollywood TV

MYSTERY

D.O.A. (United Artists 1949)	Comet TV
GANGS OF CHICAGO (Republic 1940)	Hollywood TV
IMPACT (United Artists 1949)	Cardinal Pictures
JIGSAW (United Artists 1949)	Specialty TV

Non-Theatrical Free Films

EDUCATIONAL

BUILDING FOR PEACE	Sterling TV, 316 W. 57th St., New York
PUERTO RICAN HARVEST	Hamilton-Wright, 30 Rockefeller Plaza, New York
WE SAW IT HAPPEN	Cathoun Studios, 266 E. 78th St., New York

RELIGIOUS

A STAR SHALL RISE	Family Theater, 7201 Sunset Blvd., Hollywood
THE CHRISTMAS PONTIFICAL MASS	Boston Archdiocese, Commonwealth Ave., Boston
JOYFUL HOUR	Family Theater, 7201 Sunset Blvd., Hollywood
THE LITTLEST ANGEL	Coronet Films, New York

Quick Takes

Monroe Mendelsohn, formerly sales-promotion manager for United Television Programs and sales service co-ordinator for Snader Telescriptions, has joined Guild Films Company, Inc., as sales promotion director. Charles B. Bellante joined the staff of Film Counselors, Inc., as production supervisor. Elisabeth Beckjorden, publicity, promotion and research staffer at the O. L. Taylor Company, has resigned to join the publicity staff of MPTV as assistant to Michael O'Shea, publicity director.

The first four of a series of films entitled, "Patterns of Progress," has been completed at Nola Studios Film Division by Fredrick Films. Each film runs 14 minutes and its objective is to disseminate information entertainingly and to show how the United States has attained the highest standard of living ever achieved by man. "Oriental Evil," a film never before shown in the United States, will have its American premiere tonight (9) on WNBT.

Howard Anderson, former film director of WFAA-TV, Dallas, and Robert Feiner, Korean vet and ex-20th Century-Fox Film staffer, have joined MPTV's Feature Film Division as account execs for the company's Dallas branch office. Lux-Brill Productions, motion pic producers

and TV packagers, have just released a new program, "American Adventure," based on live-film mix principle. "Adventure" integrates two or three short films showing how things are made, from bread to zippers, into an entertaining half-hour documentary on America's productive genius. Sponsor cost is cut in half with the co-op deal set up by Brill wherein producers assist in the filming of highlights in their individual manufacturing processes.

Rubaloff UTP Promosh Exec

HOLLYWOOD, Jan. 9.—Noel K. Rubaloff this week assumed the post of sales promotion manager for United Television Programs. He replaces Monroe Mendelsohn, who last week returned to Guild Films in a similar capacity. Rubaloff more recently was connected with the Enterprise Advertising Agency, Los Angeles.

In his new capacity, Rubaloff is prepping material for UTP's newest properties, "Waterfront," starring Preston Foster, and "The Lone Wolf" telefilm series starring Louis Hayward, both of which resume production this month.

Nationally Spot-Booked Films and American Research Bureau Ratings

The following chart which appears in the Billboard's TV Film Distribution issue each month lists the latest city-by-city rating of TV film series which are nationally spot booked by their sponsors and which are not available at present on a syndication basis. The ratings are based on findings of the American Research Bureau and covers those cities now being surveyed.

Sponsor & Show	Station	Day	Time	Dec. ARB Rating
Canada Dry Ginger Ale Company				
TERRY AND THE PIRATES				
Baltimore	WBAL	W	6:00-6:30 p.m.	7.1
The Coca-Cola Company				
KIT CARSON				
Denver	KBTU	Su	5:30-6:00 p.m.	21.7
Philadelphia	WPTZ	S	6:30-7:00 p.m.	16.1
Baltimore	WMAR	T	6:00-6:30 p.m.	9.8
Columbus	WBNS	Th	6:00-6:30 p.m.	18.9
Cleveland	WNBK	Th	6:00-6:30 p.m.	17.7
New York	WNBT	T	6:00-6:30 p.m.	5.1
Dayton	WLW-D	Su	6:00-6:30 p.m.	27.9
Detroit	WJBK	T	6:00-6:30 p.m.	15.5
Los Angeles	KECA	M	7:30-8:00 p.m.	20.4
Atlanta	WLW-A	Su	6:00-6:30 p.m.	26.6
The Kellogg Company				
PROG. NO. 1 WILD BILL HICKOK				
Chicago	WBKB	Su	1:30-2:00 p.m.	17.8
Denver	KFEL	Th	6:30-7:00 p.m.	33.7
Philadelphia	WPTZ	T	6:30-7:00 p.m.	22.6
Washington	WTOP	S	1:00-1:30 p.m.	10.9
Baltimore	WBAL	S	7:00-7:30 p.m.	11.7
Columbus	WBNS	S	6:00-6:30 p.m.	22.2
Cleveland	WNBK	W	6:00-6:30 p.m.	21.4
New York	WOR	S	5:30-6:00 p.m.	1.9
Boston	WNAC	W	5:00-5:30 p.m.	13.8
Cincinnati	WKRC	Su	6:30-7:00 p.m.	8.6
Dayton	WLW-D	W	6:00-6:30 p.m.	26.3
Detroit	WXYZ	M	6:30-7:00 p.m.	21.6
Los Angeles	KTLA	Su	6:00-6:30 p.m.	21.5
Mpls.-St. Paul	WCCO	S	5:30-6:00 p.m.	25.8
Atlanta	WSB	S	5:30-6:00 p.m.	16.9
San Francisco	KGO	T	6:30-7:00 p.m.	24.1
The Kellogg Company				
PROG. NO. 2 SUPERMAN				
Chicago	WBKB	S	5:00-5:30 p.m.	16.0
Denver	KBTU	W	6:00-6:30 p.m.	37.8
Philadelphia	WCAU	M	7:00-7:30 p.m.	31.1
Washington	WMAL	W	6:00-6:30 p.m.	7.6
Baltimore	WBAL	W	7:00-7:30 p.m.	28.5
Columbus	WBNS	W	6:00-6:30 p.m.	23.7
Cleveland	WNBK	M	6:00-6:30 p.m.	26.8
New York	WNBT	M	6:00-6:30 p.m.	11.9
Boston	WNAC	F	6:30-7:00 p.m.	25.6
Cincinnati	WKRC	W	6:30-7:00 p.m.	12.1
Dayton	WLW-D	F	6:00-6:30 p.m.	27.2
Detroit	WXYZ	W	6:30-7:00 p.m.	22.8
Los Angeles	KECA	M	8:30-9:00 p.m.	22.3
Mpls.-St. Paul	WCCO	T	5:00-5:30 p.m.	18.1
Atlanta	WSB	W	7:00-7:30 p.m.	35.6
San Francisco	KGO	W	6:30-7:00 p.m.	22.5

Sponsor & Show	Station	Day	Time	Dec. ARB Rating
Pacific Coast Borax Company				
DEATH VALLEY DAYS				
Denver	KLZ	M	9:30-10:00 p.m.	33.1
Baltimore	WBAL	Th	10:30-11:00 p.m.	16.6
New York	WABD	F	10:30-11:00 p.m.	5.6
Boston	WNAC	T	10:30-11:00 p.m.	17.8
Dayton	WHIO	F	10:30-11:00 p.m.	22.7
Detroit	WJBK	Su	8:30-9:00 p.m.	9.0
Los Angeles	KTTV	Tu	9:00-9:30 p.m.	9.8
Mpls.-St. Paul	WTCN	S	10:00-10:30 p.m.	2.5
Atlanta	WAGA	T	10:30-11:00 p.m.	11.3
General Tire Company				
GREATEST DRAMA				
Los Angeles	KHJ	F	8:00-8:15 p.m.	1.3
Wander Company (Ovaltine)				
CAPTAIN MIDNIGHT				
Chicago	WBKB	Su	3:00-3:30 p.m.	7.1
Denver	KBTU	S	3:30-4:00 p.m.	19.4
Philadelphia	WPTZ	Su	12:00-12:30 p.m.	9.7
Washington	WTOP	S	11:00-11:30 a.m.	3.9
Baltimore	WBAL	Su	11:30-12:00 a.m.	10.7
Columbus	WBNS	S	11:00-11:30 a.m.	9.1
Cleveland	WNBK	Su	12:00-12:30 p.m.	11.9
New York	WABC	Su	6:00-6:30 p.m.	10.0
New York	WOR	S	6:30-7:00 p.m.	2.7
Boston	WBZ	Su	11:00-11:30 a.m.	5.9
Cincinnati	WCPO	Su	1:00-1:30 p.m.	15.0
Dayton	WHIO	Su	10:00-10:30 a.m.	9.2
Detroit	WXYZ	Su	11:00-11:30 a.m.	10.6
Los Angeles	KHJ	Su	5:30-6:00 p.m.	2.1
Los Angeles	KNXT	Su	5:00-5:30 p.m.	3.6
Mpls.-St. Paul	KSTP	Su	12:00-12:30 p.m.	12.0
San Francisco	KPIX	S	11:30-12:00 a.m.	3.6
Hawley and Hoops Company (M & M Candy)				
JOHNNY JUPITER				
Chicago	WBKB	Su	12:00-12:30 p.m.	3.2
Denver	KFEL	Su	2:30-3:00 p.m.	3.7
New York	WABC	S	5:30-6:00 p.m.	2.2
Boston	WNAC	S	1:30-2:00 p.m.	9.7
Detroit	WWJ	Su	12:00-12:30 p.m.	5.5
Los Angeles	KNXT	S	5:30-6:00 p.m.	2.4
Mpls.-St. Paul	KSTP	Su	11:30-12:00 a.m.	4.0
Hamilton Watch Company				
JEWELERS SHOWCASE				
Chicago	WBKB	Th	9:30-10:00 p.m.	8.4
Philadelphia	WCAU	F	10:30-11:00 p.m.	14.7
Washington	WTTG	Su	10:00-10:30 p.m.	2.4
Columbus	WBNS	F	10:00-10:30 p.m.	18.9
Cleveland	WXEL	Su	10:00-10:30 p.m.	4.2
Cincinnati	WKRC	T	10:30-11:00 p.m.	9.1
Mpls.-St. Paul	WCCO	Th	10:00-10:30 p.m.	14.1
San Francisco	KPIX	M	10:00-10:30 p.m.	11.5

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Merman Heads G-K Production

HOLLYWOOD, Jan. 9.—Doc Merman, veteran motion picture production executive, this week assumed his new duties as supervisor of production for the entire Gross-Krasne Productions operation at its California Studios here.

Also new to the G-K operation is Joe Biroc, also a vet in movies, as director of photography.

The pair's first duties will be in the filming of future half-hour episodes of the "Lone Wolf" series starring Louis Hayward, which resumes shooting on Monday (11). Later in the week the "Lone Wolf" crew goes to San Francisco for location shots in second of the series being directed by Bernard Girard.

CBS-TV Film Org Adds 3 Salesmen

NEW YORK, Jan. 9.—CBS-TV Film Sales this week added three more salesmen to its staff. Jim Orchard was hired to join its account group in New York City. Richard P. Buch will manage its Atlanta office. Barr Sheets is to join its Chicago division.

rights to a new play to either, has plenty of amusing possibilities. Unfortunately, the Kanins don't do much about developing them thereafter.

Once the collaboration situation is set up between the embattled pair, it is obvious that the lady will eventually return to her ex's arms. About all that remains is how the authors will contrive it—and how soon.

Since the Kanins have a flair for a brittle, witty line and an outrageous situation, "His and Hers" has its chucklesome moments. Since they know their craft from the inside, the scenes devoted to the polishing of a new play seem highly authentic. But in the main, the comedy is a fragile bit that suffers progressively from inventive malnutrition.

The He and She

Celeste Holm and Robert Preston are the he and she of this opus. Miss Holm looks and acts the emotionally puzzled heroine with considerable authority in a handsome wardrobe designed by Oleg Cassini. Preston, as usual, contributes an admirable stint of comedy timing and contagious likability as the lad who knows what he wants, when it comes to love, and won't settle for less.

Elizabeth Patterson gathers herself a whole new set of character laurels as a sharp-tongued but sentimental housekeeper who wants to bring the pair together

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Immortalist, The: (Porrest) Philadelphia.
Lullaby: (Shubert) New Haven, Conn.
Mardi Gras: (Locust) Philadelphia.
Misalliance: (Shubert) Detroit.
Moon Is Blue: (American) St. Louis.
New Faces: (Biltmore) Los Angeles.
Oklahoma!: (Aud.) Fort Lauderdale, Fla.
Porgy and Bess: (National) Washington.
Seven-Year Itch: (Erlanger) Chicago.
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again. Perry Wilson and Herbert Nelson are also excellent as a brace of relatives whose menage goes almost on the rocks via the heroine's interference.

Howard St. John brings much more to the role of a friendly producer than the authors have written into it, and Donald McKee makes a brief stand-out of a judge fed up with litigants' imbecilities. George Voskovec competently plays a medico who has little material bearing on the proceedings.

Michael Gordon's staging appears generally sound in pace, and Charles Elson's two sets are serviceable, if not particularly inspired. However, the Kanins' scripting is hardly inspired, either. In sum, "His and Hers" is a pleasant little charade which never really comes off. Bob Francis.

MADEMOISELLE COLOMBE

(Opened Wednesday, January 6)
Longacre Theater

A comedy-drama by Jean Anouilh, adapted by Louis Kronenberger. Staged by Harold Clurman. Settings by Boris Aronson. Costumes by Motley. General manager, Max Allentuck. Stage manager, James Gelb. Press representatives, Karl Bernstein, Harvey Sabinson, Robert Ganshaw. Presented by Robert L. Joseph and Jay Julien.
Colombe: Julie Harris
Julien: Eli Wallach
Mme. Georges: Edna Preston
Mme. Alexandra: Edna Best
Chiropodist: Edward Julien
Manicurist: Joanne Taylor
Hairdresser: Nehemiah Persoff
Gourette: Sam Jaffe
Edouard: William Windom
Deschamps: Frank Silvera
Foot-mine-own: Mikhail Rasumny
Dancers: Harry Bannister
Stagehand: Lee Phillips, Jeanne Jerrens, Gregory Robins

It is quite possible that "Mademoiselle Colombe" may survive on the basis of some brilliant performances. It has been meticulously staged and mounted but it all sums up to another Jean Anouilh disappointment.

M. Anouilh is again indulging in an ironic excursion into what makes love tick. This time he is preoccupied with a losing battle between self-righteous romanticism and practical realism, the one personified in a young husband and the other in his wife. He develops this against the bawdy background of the Paris theater (circa 1900).

Roughly, his story concerns the plight of an egotistical young pianist, son of an aging star whose manners derive from "Alice-in-Wonderland's" duchess, when he leaves his wife in his mother's care while serving his trick in the army. Not only does the guileless gal take to backstage life like a trouper, but she speedily discovers that a practical way of life is superior to his romantic egotism. Therefore, while she still loves him, she leaves him.

The trouble with "Colombe" is that a pewitter never feels any sympathy for anybody. It seems that rightly, the husband should be pitied, but he is made such an insufferable squalling prig that he seems thoroly to deserve all he gets. The rest of them are complete, practicing hedonists.

Rueful Fun
Anouilh is at his best when digging small, farcical barbs into his rep theater menage, the fish-wife-tongued star with her retinue of sycophants, all the frowsy, lusty backstage life that packs a heap of living. There is a lot of rueful fun in the picture. But on the serious side, the play falls down. True, the author points out that the debacle would never have developed had the husband been less of a selfish heel. But his charming and candid wife is all too easily prevailed upon to pop into someone else's bed. It seems that Anouilh is again bent on salting another sore in the domestic equation.

None of this, however, has any bearing on a beautifully-shaded portrait by Julie Harris. Miss Harris makes a glowing transition from the original surface guilelessness of the title role to her final repudiation of mental and moral servitude.

Eli Wallach likewise contributes excellently as her self-tortured vis-a-vis, altho occasionally given to harsh over-emphasis. Edna Best is wonderful in a cartoon to end all such of fading, turn-of-the-century, Parisian stars, and there are further fine performances from Sam Jaffe, Harry Bannister, Frank Silvera, Mikhail Rasumny and Nehemiah Persoff.

Productionwise, "Colombe" has been given everything—sensitive direction from Harold Clurman, delightful period sets by Boris Aronson, and ditto costumes by Motley. In sum, however, M. Anouilh is attempting to make much out of very little. Bob Francis.

NIGHT CLUB VAUDE

Chez Paree, Chicago

(Tuesday, January 5)
Capacity, 650. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9:30 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive.

Singer Billy Daniels; Jackie Kannon, comic, and Raphael and His Models rack up a topnotch show.

Raphael and His Models, held over for this stanza, draw a sharper response with their routine. The male's terping and hat creations are good, and the models are strong on looks. Act goes off to a big hand.

New to Chicago, Jackie Kannon, comedian, started cautiously and then pulled out the stops to garner a heaping share of yocks. Most of his material, tho shaded blue, threw the first-nighters into fits of laughter. His throwaway lines were funnier than anything heard here in a long time. Toward the end, he is assisted by his wife, who comes out in a bathing suit, and Kannon proceeds to manufacture a dress from "four yards of material." The four yards were the tool of much comment from this point on. He was called back several times and had to beg off.

Billy Daniels hit 'em broadside with "Yiddisha Mama," pulling deafening applause. He utilized every trick of the trade on the number. He also did his usual good job on such numbers as "Bye, Bye, Blackbird," "Just One of Those Things," "It Had to Be You" and "You're Just Too Marvelous." His new recording, "The Game of Love," also clicked well.

Daniels was assisted ably by his pianist and conductor, Benny Payne, who received a solo spot half-way in the turn to do his impression of Fats Waller on "Ain't Misbehavin'." Payne also does duets with Daniels during the running, displaying a comic side as well as a good voice.

Show was played by Brian Farnon and the house orchestra. Steve Schickel.

Persian Room, Hotel Plaza, New York

(Thursday, January 7)
Capacity, 285. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton Hotel chain. Exclusive booker, Merriell Abbott. Publicity, El Seay. Estimated talent cost, \$3,000.

Kay Thompson's new act is ultra chichi, and needs extra working over. As it is now, its appeal is too limited.

There's no denying that Kay Thompson is a brilliant performer. She has authority, moves beautifully, knows how to command and knows when to get off.

Working off an old commitment, Miss Thompson came in as a single without the Williams Brothers. Actually she has three boys, plus the well-rehearsed band, backing her. The three (unbilled) work off the floor at a stand-up mike giving vocal heft to choral lines; the ork also does glee club work giving the Thompson routine a heft that adds to her act and still doesn't detract from the fact that she's doing a single. Gal works with three hanging mikes, permitting her to dash around the floor. Costuming is sequin black slacks and high neck sequin black top.

Act was set by an intro from ork fronter, Ted Straeter, who announced everybody was invited to "Miss Thompson's" cocktail party in the penthouse." Lights went up and gal dashed out to hostess "incoming guests," greeting imaginary characters in brittle Noel Coward style. From then on Miss T. carried on imaginary conversations with the guests telling of her daily experiences, interrupting herself periodically to yell for "Gin! Bellows! to an imaginary butler. As part of these conversations gal also did a couple of highly amusing special material songs which she explained were either from a "show I'm going to do," or what she "overheard in a subway." A basic part of her act is a "phone conversation" with a boy friend just admitted to a fashionable hospital. The discussion of his symptoms, her suggested treatments and her probing as to where certain valuables have been placed by him, were hilarious. In fact most of the act was hilarious.

Oddly enough, she worked for at least 10 minutes before she got to them, which is strange for a performer with Miss T.'s talents. The probable answer is that she was actually using this date as a break in and hadn't completely

mastered the material. But its potentials are tremendous.

Most of the material is of the smart drawing room variety, full of the cliches supposedly used by the fashionable set. It is clever and malicious at the same time. Whether its appeal will be as strong outside the large cosmopolitan cities is doubtful. But for a smart audience the Kay Thompson act, once she gets it all, is wonderful.

The Ted Straeter ork did yeomanlike work backing the dynamic Miss Thompson. Mark Monte's band did its customary top-flight relief dance sessions. Bill Smith.

Radio City Music Hall, New York

(Thursday, January 7)

Capacity, 6,200. Price range, 80 cents to \$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by Raymond Paige house ork.

New Year show is solid in all departments, packing plenty of novelty spectacle-wise. Finale, featuring the Corps de Ballet is one of the most eye-filling numbers that the Hall has put on in a long time.

Just why Leon Leonidoff calls his first production of 1954 "New Horizons" is something of a mystery. Outside of a brilliant opening salute to musical American by Raymond Paige and the symphony orchestra, and an equally brilliant follow-up by the choral group against a Civil War background, the rest of the program sticks to the Hall's usual colorful format.

However, just when it begins to seem that about every stunt in presenting the Rockettes has been used up, Russell Markert comes up with something new. This time they are individually introed via a novelty chant by Eric Hutson called "Annie Doesn't Dance Here Any More," with portraits of each gal flashed on a pair of screens as they come on stage. Precision stepping, as usual, is splendid and the over-all presentation most effective.

Tie-in of two vaude interludes is likewise effectively handled. The Four Step Brothers click solidly with their standard stepping routines, a showy tap act excellently gaited to Hall production. Pat Henning also scores with his standard monolog clowning. Henning's act, however, calls for a hefty warm-up before it gets rolling. Lad is considerably lost on that big stage in getting sight material across.

Finale ballet sequence is an eye-popper, with corps and principals gone modern to the theme of "Rhapsody in Blue." Florence Rogge has designed a beautiful blending of dance patterns, and Eugene Braun's lighting of them is superlative. Bows go to principals, Janet Gaylord and Victor Moreno, as well as to the entire corps, for a stint calling for spontaneous applause. Pic: "Knights of the Round Table." Bob Francis.

Palace, New York

(Friday, January 8)
Capacity, 1,650. Price range 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, David Bines. Played by Jo Lombardi's house ork.

A well-balanced bill, comprising 75 per cent returnees to the house. Comedian Lee Davis scores heftily again in next-to-closing, and there is plenty of other talent for an over-all smooth program.

The bill gets off to a solid start via stepping contributions by Vince and Gloria Haydock. The brother and sister are on the top-grade tapping beam, as usual. On next is magico Channing Pollock, new to the house, but vet on click legerdemain. His presentation is smooth as silk.

Another newcomer is comic Stuart Allen in third slot. The lad has amusing material, but at the show caught he seemed to be working under tension, which made for only moderate laugh projection. Fourth position features the Fred Lowery-Catherine Toomay whistling-chantress team. The duo gets across solidly with the customers.

Three Swifts
The Three Swifts, always a rave act, get that second half

really rolling with their standard Indian club routines. The trio is still the best in its line both in skill and projection. Norton and Patricia offer a pleasant and likeable brand of ballroom stepping. The team has vastly improved its background music since the last time here, and the act has accordingly become the more effective.

Lee Davis, mentioned above, socks out his familiar material for sure-fire results. The customers are eating it up. Frank Mansfield, wife and daughter are back with their rifles to give the show a fine trick-shooting wind-up. Pic, "Sins of Jezebel." Bob Francis.

Blue Angel, New York

(Tuesday, January 5)

Capacity, 150. Price policy, \$5 minimum. Operators, Herbert Jacoby-Max Gordon. Shows start at 10:30. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated talent budget this show, \$2,200.

Another potentially excellent show with fine performers needs some smoothing out and minor cutting to rate with the best the club has had.

Charles Trenet, of the blue shirt, white tie and broken down small felt hat, came on late—he just made the show, subsequently had no rehearsal—and proceeded to do about 30 minutes. Trenet is still superb. His own songs are beautiful compositions but oddly enough he elected to dip into Jerome Kern and Stephen Foster for "Old Man River" and "Carry Me Back to Old Virginny," rather than stick to his own catalog.

These were surprisingly fine, even tho they were in French. To add still more piquancy, he did "Jingle Bells" in French for laughs. Trenet has since acquired a better command of the lingo, so he has been able to set each song in English and even do a number of American versions. Where he fell down was in overstaying his spot. A little trimming was indicated.

Jorie Remes, new to the East—she's out of San Francisco—is a clever young woman who showed a skill that indicated considerable stage experience. The girl came out with a Veronica Lake hairdo—she's brunette—and a velvet stole for bits that drew attention. Miss Remes started it with a special song talk that called for superb timing. The fact that the number was so very slow may have hindered the attention she was trying to win. Oddly enough, it did nothing of the sort.

Her stagecraft was so good that the audience hung on each word. But after the first number there was almost a complete let down. She followed it with a series of (Continued on page 44)

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Miami Beach Hotels May Oust Cafes as Big Talent Buyers

2 A.M. Curfew Would Put Inns in Top Competitive Slot; Slash Club Profits

• Continued from page 1

of the top beachfront hotels operating public rooms with big names, or at least recognized names, and being limited to one show a night by the curfew the pressure on the council to extend the hours was increased.

Some two weeks ago the Miami Beach Hotel Association, headed by Sam Rivkin, supported by practically all the top hotels, again made a pitch to change the laws to permit hotels to use music until at least 2 a.m. The clubs, led by the Florida Hotel Association's Joe Lieber, continued their opposition.

Insiders said the council was ready to lift the curfew to take effect this season. Clubs pleaded for a continuance at least for the current season, claiming that long-term talent contracts extending into March would place them in an intolerable competitive position versus the hotels.

Green Light?

It was understood, however, that at the council's next meeting the hotels will get the green light. In effect this means that the season of 1955 hotels will be able to do two shows nightly and will therefore be in a better position to bid for top names.

Club owners are in an uncomfortable position. Most of them,

MERRIE ENGLAND

VAR Scores Strip Acts for U.S. Airmen

LONDON, Jan. 9.—Charges by the Variety Artists' Federation here that British girls are appearing in "degrading" shows put on at USAAF base camps in Britain were sent to the American Ambassador in London this week.

Following an investigation by the Empire News, a Sunday newspaper, the VAF made its own investigation, revealing that one London agent was booking girls from the choruses of certain shows and nightspots at \$30 a night for two nude acts at the camps around eight minutes each. The VAF named the USAAF base at Sculthorpe, Norfolk, as one of the sites concerned. The shows, held on Air Force camps for G.I. personnel only are alleged to have included some of the hottest sequences seen outside Sister Street, Cairo, under the Farouk regime.

Spokesman for the USAAF 3rd Air Force at Ruislip, Essex, said the Air Force would be taking strong action.

Gale Sells N. Y. Celebrity Club

NEW YORK, Jan. 9. — Alan Gale's Celebrity Club has been sold to a group headed by Harry Adler and Nat Dunn, indie agents, who will continue to run it as a Celebrity Club Corporation operation until the new interests receive the approval of transfer from the New York State Liquor Board authorities.

The new owners will start running the club Friday (15) with a \$2,000 show budget plus an \$800 music budget. The initial show will have Emil Cohen and Morty Gunty, comics, and Phyllis Miller, singer, plus Roger Steel's ork. The spot will operate on a one-show-a-night basis except weekends.

Adler and Dunn have devised a new gimmick for the new operation. (Continued on page 20)

now running with the biggest names in the business, may face an early demise, certainly a severe crippling. The same is true of even the Miami clubs, the Clover and the Vagabonds, both of which do fairly good late shows.

If hotels can do two shows nightly, it is obvious that guests will stay on the premises, particularly if it rains, rather than beat across town in cabs or rented cars.

But if the club owners will be hurt, the performers will not be affected. It will mean that instead of working a straight club, they will work a hotel. And inasmuch as working conditions are usually better in hotels, the chances are that those jobs will be preferred.

BOSTON CLUBS BACK TO NORMAL

AFM Music Again on Tap for AGVA Acts After Three-Day Set-Down

BOSTON, Jan. 9.—The Hub's big hush was over Thursday night (7) and you could tell the difference between Blinstrub's Village and the Public Library reading room. Following three days of dispute, the silence—imposed when the American Federation of Musicians refused to play for American Guild of Vaudeville Artists night club acts—ended. The agreement between the unions to settle future disputes within the AFL framework came at the end of the most hectic vamping in Boston night club history.

Here are some of the highlights:

On Sunday night (3), start of the battle, Blinstrub's was caught

New Vegas Inn Gathers Bids

LAS VEGAS, Nev., Jan. 9.—As two projected resort hotels were beset with financing troubles this week, another, The Showboat, quietly was proceeding with plans, as bids were invited by William J. Moore Jr., operator of the El Cortez in downtown Las Vegas.

Moore operated the Last Frontier on the Strip until the Texas theater chain which owned it sold out in 1951. He then took over the run-down El Cortez, bought land around it for parking and remodeled it into one of the town's busiest spots.

His Showboat venture will establish the resort industry just outside the city limits (where taxes are lower) to the Northeast (Continued on page 20)

French Group To Earn 50G

NEW YORK, Jan. 9. — The Compagnons de le Chansons, the French singing group, will make an approximate \$50,000 between now and February 28 from their series of one-nighters.

The group, handled by the Grade office and booked for the concert dates by Columbia Concert Bureau, started off their tour in Gardner, Mass., January 5 and followed it with one in Great Neck, N. Y., the following night. From Long Island, they'll be carried around the country.

The group's deal calls for doing a minimum of four shows weekly, with prices ranging from \$1,500 to \$2,000 a date.

NO HOT WATER FOR MARLENE—OR MEN EITHER

LAS VEGAS, Nev., Jan. 9. — Marlene Dietrich, leaving the Sahara Hotel, admits she owes some of her popularity to astute editing of a current magazine article. Miss Dietrich wrote, or at least signed her name to, a Ladies Home Journal piece entitled "How to Be Loved," in which she advocated glamor and romance to keep the spark sparkling.

At the Sahara she gave newsmen a piece of advice blue-penciled out of her article — and for good reason. Miss Dietrich said her original advice urged men never to help with the dishes—too deglamorizing. This caused a flurry among the magazine's editors — who could see the good will of a million women flitting out the window.

Miss Dietrich was asked for permission to delete the potent advice and, upon learning the magazine's reasoning, consented. She contended, however, that the sight of a man in an apron, with his hands in soapy water, was devastating to his romantic appeal.

RECONCILED LOCALS PLAN TO GO STEADY

AFM and AGVA Kiss 'n' Make Up in Hub, But Battle Continues in Other Quarters

• Continued from page 1

solved, other battles are now threatening in Providence, R. I., and Montreal.

The Providence musicians' local has unofficially informed local cafe operators not to book AGVA acts after a certain date. Cafe ops and bookers admitted receiving such warnings. The Providence AFM refused to comment. The date that such warning became effective was not clearly indicated.

The Montreal musicians' edict against playing for AGVA acts, originally slated to start January 4, was postponed to January 17. In that city the local AFM has flatly offered to supply talent to club operators if they refrained from using AGVA acts.

Bostonians Satisfied

Both the AFM and AGVA expressed themselves as satisfied by the Boston agreement. AGVA topper Jack Irving said, "We will make an agreement with any AFM local not to work with non-union bands if they will agree not

to play for non-AGVA acts. I am happy that the Boston courts saw fit to order this. That's what we have been hoping to get."

There was no official comment from AFM national, but a spokesman said that it considered the Boston ruling as reinstating the agreement that existed between the two unions prior to November 1, 1953. Spokesman was asked if the Boston decision could be a pattern for a national agreement of mutual co-operation between the two unions. He said he "doubted it." So long as the "staff people run their domains like little czars there'll be no agreements." He didn't cite any examples.

AGVA Will Battle

In the meantime AGVA said it was prepared to fight AFM in any and every court where a situation existed. It is now before the Pittsburgh Common Pleas Court seeking an injunction against that city's AFM officers for refusing to play for Jackie Bright, AGVA president. Bright was placed on the local musician unfair list because he permitted himself to be interviewed on a local disk jockey TV show.

There still remains the possibility that Boston night clubs will institute action against Local 9 for loss of business and "violation of contracts" said to exist between the musicians and the clubs. Cafe operators had their attorneys in Superior Court here when the AFM and AGVA lawyers squared off.

AFM was represented here by Archibald Cox of the Harvard Law School, John Daye, local attorney, and Emanuel Gordon, from New York. AGVA lawyers were Roewer and Donovan of Boston and Frank Reel and Henry Katz from New York.

LEFT BANK

Smaller Spots Take Current Star's Name

PARIS, Jan. 9. — Night clubs of the intimate type, featuring American musicians and entertainers, are being shifted from the former Montmartre cabaret sector to the Latin Quarter and the Montparnasse quarters of the left bank of the Seine.

Most of these left bank spots are small and provide only modest shows, but many of these are topped by popular American singers or instrumentalists, some of the boites changing names whenever they bring in new talent. (Continued on page 18)

SCOTTY'S DEATH IS VEGAS' LOSS

LAS VEGAS, Nev., Jan. 9. —Death Valley Scotty, who died last week at 81, loved Las Vegas and wanted to "help put it on the map," but he never got around to bringing in that \$500,000 in gold dust by mule pack.

Scotty, a frequent visitor to Las Vegas for 25 years from his fabulous castle in Death Valley 150 miles away, once offered to do his share to the town's publicity effort.

"Everybody in the world would hear about Las Vegas if I turned in \$500,000, or so in gold dust down here," he told ex-Postmaster F. F. Gar-side. The postal official agreed to the news value of such a development, and Scotty assured him he'd bring in the gold on muleback "when I get around to it."

Later, when asked how soon the "shipment" would arrive, Scotty told newsmen that "I heard the price is going up on gold, might as well wait for that."

with five to six acts including the Duffys, a dance turn, terping it alone. A non-union piano player scheduled to turn up on Monday failed to appear. Finally the room hired a non-union trio. It went back into action with the house band on Thursday night (7).

At the Latin Quarter, line girls danced to records. The show was composed otherwise of AFM cardholders, headlined by Art Engler, formerly with the Kirby Stone quintet.

Hotel Bradford Hassle
A hassle developed at the Hotel Bradford Carousel Room, where the show was stopped cold by the lack of music. Band leader Moe Solomon was informed by owner Ralph Snider, according to an AFM spokesman, that he was being held personally responsible for the aural whammy.

The Mayfair carried on with Johnny Pineapple and his Hawaiian group. Three non-union musicians were hired to play for the emcee and singers. Steuben's Vienna Room whipped up a hasty show with Don Dennis, long-time house fave and deejay, teaming

THANK HEAVEN 1953 IS GONE!

DENVER, Jan. 9.—The old year was something that the Tropics owner, Warren St. Thomas, was glad to see go. Early in 1953 fire damaged his club to the tune of \$25,000. At Christmas his wife sued him for divorce. Last week he returned home to find that burglars had visited him and helped themselves to silver flatware estimated to be worth \$1,000 plus \$415 in cash.

Extra Added

PLUSH LONDON SPOT CLOSING

One of London's plushiest night spots—the 96 Restaurant, Piccadilly — closed down over the Christmas season for good.

New York

Burl Ives and Felicia Sanders are booked for the Blue Angel for mid-February. . . . Mickey Alpert is at the Roosevelt Hospital. . . . Deacon Andy Griffith, on Capitol Records, has just signed with the Morris office, with Abe Lastfogel taking a personal interest.

Johnny (MCA) Dugan leaves for Europe and the Continent

January 20 for a three-week talent tour. . . . Vaughn Monroe will do his first West Coast single at the Italian Village, San Francisco, January 20, for three weeks. . . . June Havoc is working on a new act and will do her first cafe in recent years at the Thunderbird, Las Vegas, Nev., opening May 13, for \$6,500. Her sister, Gypsy Rose Lee, is helping with the act, tho she won't work with her. . . . Pearl Bailey has a new piano player. Her old one had an auto accident.

The Three Suns (Al and Morty Nevins and Artie Dunn) marked their 15th year as an instrumental group and also are in their fifth (Continued on page 20)

JANUARY 16, 1954

125 Stations Answer Poll on Committee Plan

NEW YORK, Jan. 9.—Polling of TV stations to ascertain how they feel about the proposition which the all-industry committee wishes to present to the American Society of Composers, Authors and Publishers, has progressed to the point where returns from 125 stations have been received. The reports from these stations are substantially akin to the committee's plan, which was explained to them recently by committee chairman Dwight Martin via network closed circuit talks and via letter.

ASCAP execs viewed the polling as optimistic portent, but figured returns from many more stations would be necessary before an offer of the deal to ASCAP would be made. Meanwhile, all court action pends.

ASCAP said negotiations with the networks relative to the working out of a blanket license deal for nets and their owned and operated stations, are progressing favorably.

Katz to Handle 3 Oberstein Labels' Sales

NEW YORK, Jan. 9.—Irv Katz, sales manager of the Children's Record Guild and Young People's Records, will join Eli Oberstein's Record Corporation of America on January 18 as sales manager for the Royale, Varsity and Allegro labels. Katz joined CRG in 1949 after five years with Apollo Records.

The future policy changes affecting the Royale, Varsity and Allegro sales organizations has not been finalized, it is known that Katz will re-organize the sales force as part of a move to expand retail outlets for the Oberstein LP and EP catalogs which now contain over 600 packages.

Cutrer, Rawley Set By Abbott & Fabor

HOLLYWOOD, Jan. 9.—Fabor Robison, prexy of Abbott & Fabor Records, has added to the firm's talent roster with the signing of T. Tommy Cutrer and Jerry Rawley.

Both were inked to standard recording pacts during Robison's recently concluded nationwide tour. Cutrer will appear on the firm's Abbott label and Rawley via Fabor.

COLUMBIA MAKES MODERN JAZZ BID WITH FLOURISH

NEW YORK, Jan. 9.—Columbia Records, which up to now has shied away from modern jazz, is jumping into the field of progressive music. This week, the diskery pacted Pete Rugulo, the former Kenton ork arranger, who will be featured on the label with his own ork.

In addition, the diskery obtained a release from Pacific Jazz

Autry Tees Off 7-Week Jaunt

HOLLYWOOD, Jan. 9.—Gene Autry and a company of more than 50 embarked on seven-week road tour this week that will cover 17 States and 50 cities.

By special bus, station wagon and plane, the Autry "Melody Ranch" gang headed for Duluth, Minn., and its opening yesterday. Group will then work its way to Boston before heading south. The finale February 28 in Birmingham, Ala.

Cast was boosted to record size with the addition of a band of Indians and a new group of cow-girls.

THIS VERSION IS UNCENSORED

NEW YORK, Jan. 9.—The latest Columbia Masterworks news, the mailing piece that goes out to dealers listing the firm's new classical releases, contains a clever gimmick to help push sales of a new classical album. The set advertised contains two Borodin compositions, "In the Steppes of Central Asia" and the "Polovtzi Dances," and the slogan reads "Kismet in the Original!"

RCA to Intro Groove Label

NEW YORK, Jan. 9.—RCA Victor will introduce its new Groove label, a series devoted exclusively to rhythm and blues disks, in February. This will mark the end of rhythm and blues issues on the RCA Victor label. Still to be ironed out is the distribution set-up for the Groove label. Plans are expected to call for offering the line to the current group of RCA Victor distributors, but not insisting that they carry the line.

Some Victor brass believe that it would probably mean that many independent disk distributors would wind up handling the Groove label, since some of the Victor distributors consider themselves not set up to do the best merchandising and selling job on r.&b. disks. The artist and repertoire duties for Groove would be handled by Danny Kessler, currently in the same position for the parent label.

MUSIC CITY MOOLA

Phono-Disk Tie-In, Credit Plan Click

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 9.—Pioneering in the self-service theory of retail merchandising, Music City, Hollywood, has molded a marriage of phonograph equipment sales and records to an annual volume of more than \$1,000,000.

Approximately \$300,000 represents the annual sales volume of the firm's phono department alone, from which stems the basic operating precept of the organization—"every phono customer

represents a potential record buyer."

In its 23 years in business, Music City today occupies the enviable reputation as the nation's largest volume phono and disk dealer. Thruout its history the firm has steadfastly refused to deal in discount merchandise and sells only at the generally accepted list prices.

Clyde Wallichs, president of the supermarket operation, disclosed that the outlet more than doubled its volume in the change to self-service. As potent evidence of this, Music City attracts a monthly total of 35,000 to 40,000 store traffic customers.

Wallichs believes that much of Music City's success can be laid to the simple expedient of exposure. Music City is so arranged that customers must pass from the phono department to the huge record department, and vice versa.

Putting the exposure theory to practice, the firm carries a wide range of phono models, offering selectivity in both price as well as

(Continued on page 34)

(Continued on page 36)

Revolution in Manufacturing Doubles Output in Records

Col. Puts \$1,000,000 Into Injection Process; Victor Ups Compression

Continued from page 1

tially in 1954. All of the 35-cent seven-inch 78 Bell Records and Bell's 45's are injection molded.

Varsity and Riverside, to name only two indies, market injection molded LP's. Most kiddie records, with Golden Records and Peter Pan being the most prolific, are injection molded. Every large diskery, including RCA Victor, Capitol and Decca, have their own experimental injection molding machines which are used for test disks.

While injection molding has made great strides recently, the original method of record manufacture—compression molding—has forged ahead as rapidly as injection processes. RCA Victor

has led the way in new compression molding techniques to make disks automatically, with a minimum of operator attention.

The company has set up groups of compression machines to work automatically, and now has in operation two banks of four machines each which turn out records automatically. The current rate of compression production for 45's on RCA Victor's automatic set-up is 165 per hour per machine. In 1945 a plant that produced 80 ten-inch 78's per hour per machine was considered remarkably efficient.

This great progress in record production presages, in the few years, the possibility of lower

record prices. The tremendous stepping up of production in recent years has enabled diskeries to hold record prices fairly steady, while the cost of material and labor have been rising.

The use of automatic techniques in compression molding and the automatic injection molding machines has enabled the diskeries to use less manpower while increasing production, thus cutting labor costs. The great cost of plant investment in injection machines, as in the case of Columbia, makes lower disk prices, however, a distant rather than an immediate possibility.

Two plastic molding processes are used for record manufacture: Compression and injection molding. Compression molding, which has been used since the flat disk was first made at the turn of the century, is similar to making waffles on a waffle iron. The record material, shellac or vinyl, is put into mold cavities where the application of heat and pressure makes the material first soft or plastic, then hard or polymerized.

This is the first report of a three-part series about the revolution taking place in the manufacture of phonograph records. The next will deal with the quality aspects and the economic meaning of injection molding. The third will examine the advances made in compression molding record fabrication. The second report will appear next week.

Injection molding styrene plastic granules are fed into the machines (automatically) and are softened by heat and friction, then are forced by plunger action into molds where the styrene sets. Injection molding is not new; toys, combs and scores of other products are made in this manner.

The first companies to make records via injection were the kiddie firms, with Golden Records and Peter Pan among the leaders. In order to turn out a record that would be acceptable from both a quality and a price standpoint a special plastic compound for records made of styrene was developed.

In injection molding styrene was found more suitable than vinyl or shellac compounds. The Bakelite Company and Monsanto Chemical Company are the two leading producers today of styrene for injection molded records.

Manufacturers

Any machine that turns out injection molded products can be used for manufacturing records as long as changes are made in the dies, etc., for the disks. Injection molding machines for disks are made by a number of companies. Watson-Stillman were among the earliest; others are made by Improved Paper Products Company (Impco), Reid-Prentiss and M.&W.

Columbia Records owns a certain percentage of the M.&W. concern and uses these machines in its two plants. Bestway, the plant that manufactures Golden and Bell Records, uses both Watson-Stillman and M.&W. machines. Shelly Products, which handles many indie labels as well as Columbia kidisks, uses Impco machines.

Injection molding machines are made with one to four cavities; some of the newer models have eight cavities. Most of the machines being used by Columbia and Bestway are two-cavity machines. The initial cost of an injection molding machine is high, ranging from \$25,000 to \$30,000.

Compression Price

The prices of compression machines run from \$2,000 to \$5,000, the automatic machines run as high as \$8,000. Dies for injection machines are also expensive, running up to \$5,000, as against \$1,000 for compression machines.

Thus, the plant investment for injection molding machines is high, and it takes a long time to amortize them. This heavy initial cost is one of the reasons injection

(Continued on page 36)

"A Full Analysis of the Pre-Spring Outlook for Phono Sales"

—that's the theme of

The Billboard

SPRING PHONO MARKETING ISSUE

DATED FEBRUARY 13

A "must" issue for everyone engaged in buying, selling and distributing phono equipment in all price levels.

AFM 5-Yr. Disk Pact Pulls New Switch in Labor Policy

Negotiated Increases Go to Trust Fund; '53 Till Hits \$2,000,000

Continued from page 1

probably take place late this month in Florida.

Even the diskery execs who attended the negotiating sessions with Petrillo admit that the agreement reached is "a little confusing." The firms which invited Petrillo to negotiate a new pact were Capitol, Columbia, Decca, Mercury, M-G-M, RCA Victor and Simon & Schuster. Also present at the sessions was John W. Griffin, executive secretary of the Record Industry Association. Griffin attended to assist the negotiators by furnishing necessary industry-wide data and statistics.

Method Stet

As explained by the negotiators, the new agreement calls for the companies to continue making Trust Fund contributions exactly as they did during the five-year period of the first Trust Fund which expired on December 31. When the semi-annual reports and payments are due, the diskeries will then add an additional 7½ per cent to their total contributions for the first two years and an additional 15 per cent during the final three years.

At the very same time, the diskeries will also compile a total cost of salaries paid to recording musicians and contribute 10 per cent of this amount to the fund during the first two years and 20 per cent during the final three years.

Mull Fate of Scare Sides

NEW YORK, Jan. 9.—What is to be the fate of the great number of sides which were hastily cut by diskeries as ban protection? Now that the diskeries and James C. Petrillo, musicians' union chief, have worked out a contract, publishers are wondering whether a flock of those hastily-cut sides will ever see the light of day.

Various theories are being advanced. One is that the next four to six weeks will see a lull in recording schedules. This is doubted by many who claim that the press of the music business will prevent this. Some publishers, however, feel that many of the rapidly-cut sides will stay in the can a very long time—only to ultimately emerge on EP's and LP's.

Many publishers seized the opportunity during the past month—when a ban seemed possible—to unload on diskeries as much song material as possible. Publishers who were more conservative, however, are congratulating themselves in not seeking to unload. As one said, "Every record is a time at bat. . . If you miff, it does you no good. . . and it is best to put your effort behind good material done by top artists."

Bell Label Eyes Shaw Unit, Dorseys Deals

NEW YORK, Jan. 9.—In a major move to acquire top name artists for its 35-cent, mass-merchandised Bell label, Pocket Books, Inc. is completing negotiations to acquire the Artie Shaw combo and the Tommy and Jimmy Dorsey ork and has made some strong pitches to pick up reprint rights on all disks cut by Cadence Records—particularly the Julius LaRosa sides.

The Shaw and Dorsey deals should be finalized in the next few days, while the Cadence acquisition is still in the early talking stages. Cadence's hesitation to sign up is reportedly based on the label's belief that it owes allegiance to its distributors and dealers.

Meanwhile Shaw has also signed with Norman Granz' Clef label, which will issue a series of albums by the Shaw combo. Bell is only interested in getting Shaw for covering pop hits and doing standards on single platters. In all cases the Bell deal is known to call for non-exclusive contracts which permit the artists to

In any event, there is general understanding that Trust Fund contributions on masters recorded during the five-year period from 1948 thru 1953 will continue to be made on the old basis.

This, of course, appears to call for the maintenance of two separate sets of books on disk sales: one to cover disks recorded from 1948 thru 1953 and a second set for disks recorded in the five years beginning January 1, 1954. In effect, too, there will be two different Trust Funds for the record industry.

The agreement not to make Trust Fund contributions based on money paid to sidemen on classical dates was reached after the recording execs pointed out that costs of recording classical works were extremely high and took a particularly long time to be amortized. This, it was pointed out, was one of the major reasons for recording symphonic works abroad.

During the course of the negotiations, Petrillo reported that contributions to the Trust Fund during 1953 would reach \$2,000,000, while salaries paid to recording musicians would reach \$3,000,000. If the industry picture in 1954 remained unchanged, the new agreement would pour an additional \$450,000 into the Fund. Under the agreement, say some

musicians, there is a strong possibility that employment in the recording field will be reduced. They base this on fact that diskeries can easily make substantial cuts in both costs and contributions to the Trust Fund by using less musicians on disk dates, cutting abroad or cutting fewer disks.

Diskery execs feel that the agreement is a fair one for both the large firms and the smaller labels. They point out that the large firms ordinarily pay more money to musicians than to the Trust Fund, while the smaller firms pay more to the Trust Fund than to musicians.

The money going into the Fund is considered non-controllable, while the musicians' money is a controllable item. Thus, they reason, the small firms, when business slows up, can cut costs in two ways by cutting back on disk sessions.

On the subject of tracking rights, the various AFM locals will police the field carefully to see that the privilege is not abused. Some locals, of course, have been permitting tracking on presentation of medical certificates showing that the vocalist was unable to appear on the date for which contracts were filed for the musicians.

'54 Hi-Fi Outlook Good, Mfrs. Report

By STEVE SCHICKEL

CHICAGO, Jan. 9.—The outlook of high-fidelity phonographs for 1954, according to reports from manufacturers showing at the January winter market of the Furniture Show here, are good. Many claimed they based their entire hopes on the rise in popularity of hi-fi.

Morris Steelman, president of the Steelman Phonograph & Radio Company, a division of Roland Radio Corporation, said, "The average layman is becoming more conscious of hi-fi thru various sources. Movies with 3-D sound is a contributing factor as well as new recording techniques. We tripled our 1952 sales in 1953 and we expect to increase this by 50 per cent in 1954. We are already planning to come out soon with a straight hi-fi console to retail between \$200 and \$300."

Frank Freimann, president of the Magnavox Company, in a statement this week, announced: "The company had an increase of 37 per cent over last year. Sales of hi-fi phonos will continue to be assured."

Al Jacobs, sales manager of the Dynavox Company, said: "We are planning to enter the high-fidelity

field within the next 60 days with a table model and a console. High-fidelity is the phonograph for 1954."

Webcor's advertising manager, S. T. Seaman, bullishly stated, "Music is our business. The outlook is good. We're in the music business and we intend to make it big."

Indications from most of the manufacturers were for high expectations in the new year. Most firms have increased or augmented their hi-fi lines, with some firms planning to enter shortly. Some firms, which have been in the phonograph field for

(Continued on page 41)

Liberace Maps Concert Tour

HOLLYWOOD, Jan. 9.—Concert pianist Liberace will continue his multipronged attack on the U. S. Mint during 1954, with a schedule of 13 concert dates already lined up.

Tour kicks off in San Jose, Calif., January 21 and includes engagements in Tucson, Ariz.; San Diego, Calif.; Oklahoma City, Miami, Memphis, St. Louis; Springfield, Ill.; Hutchison, Kan.; New Orleans and Baton Rouge, La., on March 28.

Included in the schedule is a one-week promotion tour in Mexico City, with Liberace visiting with Columbia Records sales outlets and disk jockeys there, and time allowances for the filming of the Liberace TV film series for Guild Films here in Hollywood. Latter series is now being shown in 150 television markets under full sponsorship.

Liberace will also play dates in Chicago, Milwaukee, Cleveland, Detroit, Sioux City, Ia.; Pittsburgh, Canton, O.; Boston, Rochester and New York City. Contracts for these dates have not been confirmed as yet.

Liberace is also set for a taped guest shot on the Edgar Bergen radio show on January 17 and a live appearance as guest on Jack Benny's CBS network television show.

Personal appearances have been arranged thru International Artists, Ltd., and the co-operation of Gabbe, Lutz & Heller, Liberace's personal management representatives.

PHONO FIRMS SHOW NEW MODELS AT CHI MART

CHICAGO, Jan. 9.—Four new high-fidelity table phonographs and two hi-fi radio phonograph consoles were introduced this week by the Zenith Radio Corporation at its display space in the American Furniture Mart in Chicago. All incorporate the Cobramatic Stroboscope record changer, which plays speeds from 10 to 85 r.p.m.

The two new consoles are the HF-M1184E Rhapsody, which lists for \$500 in blond, and the HF-M1109R for \$475 in mahogany. Deliveries will start in March. The table models are model HF-14, wood, lists at \$129.95; HF-14E, blond, same list; HF-15R, in mahogany, lists at \$149.95, and HF-15E, 8, in blond, lists at \$154.95.

The table model sound system features a frequency response of 40-15,000 c.p.s.; 3.2 watt amplifier; 7½-inch speaker with a 3½-inch tweeter. Cabinets are acoustically sealed when closed and vented top and bottom at the back. Deliveries are expected to start in February.

Steelman Phonograph & Radio

The Steelman Phonograph & Radio Company, Inc., a division of Roland Radio Corporation, is showing its new line of high-fidelity sets at the Conrad Hilton Hotel here during the Furniture Show.

Included in the line are two identical models, the Roland and the Stadium (Steelman). This set is a hi-fi phonograph radio combination, which retails at \$129.95. Available in either blond or mahogany, it has a frequency response of 50-15,000 c.p.s. It has two 6-inch speakers and has a 3-watt push-pull amplifier.

The Steelman Supreme, Model 3A6, is a hi-fi portable, straight a.c., 8-watt output, with a frequency response of 50-15,000 c.p.s., which will retail at \$99.95.

The Model 3E2, Serenade, is a hi-fi manual with a 5-watt output and a frequency response of 50-15,000 c.p.s.

The firm is unveiling a new model, 10TX1, which will be an AM FM hi-fi combination capable of 50-15,000 c.p.s. frequency response. It has a 12-inch coaxial speaker and 8-watt output. It will retail at \$299.95 with magnetic pick-up and \$249.95 with ceramic.

The console models contain 20-watt amplifiers, a 12-inch woofer, a 3½-inch tweeter, a six-position record compensator, tape recorder jack, microphone jack and an over-all frequency response of 30-15,000 c.p.s.

Olympic Radio & Television

Olympic Radio & Television, Inc., New York, is showing its high-fidelity sets here at the January market of the Furniture Show. Also on display are five new table radios and 15 custom-line, 21-inch television consoles.

The Minuet, Olympic's popular-priced, hi-fi phonograph, contains AM FM, has a 12-watt output, console cabinet, a frequency response of 50-14,000 c.p.s., crystal cartridge, and retails for \$179.95.

The Duet is an AM/FM hi-fi phonograph console with two 12-inch speakers and a 12-watt push-pull amplifier which will retail at \$229.95.

Symphonic Radio & Electronics

CHICAGO, Jan. 9.—The Symphonic Radio & Electronics Company of Boston, is displaying its new high-fidelity unit at the Conrad Hilton Hotel here during the January market of the Furniture Show.

Deliveries of the set are said to be planned for a late February date, and shipments will be made in both blond and mahogany. The set is a 5-watt push-pull amplifier with two 8-inch speakers capable of a frequency response of 50-15,000 c.p.s. The unit is equipped with a V-M 3-speed hanger with the reluctance pick-up, has separate controls for bass, treble and volume, and is housed in a console cabinet. No price has been set on the unit as yet.

Jensen Industries

Karl Jensen, vice-president of Jensen Industries, Inc., manufacturers of phonograph needles, announced this week the introduction of a new needle kit (No. 30) called the Needle Caddy.

The kit was so named because of its accordion pleated construction, which allows the folder to be hung on a wall or pleated and stored in a shirt pocket when used on service calls.

The kit contains 12 replacement needles selected on the basis of known demand to serve the needs of the most popular phonographs, and retails for \$9.75.

Pacific Vogue Company

The Pacific Vogue Company is displaying its hi-fi lines during the Furniture Show at the Conrad Hilton Hotel here.

Included in the line are a radio-phonograph combination, a hi-fi console with full doors (probable retail \$175), a chairside portable hi-fi (probable retail \$149) and a portable phone with speed changer and tone control at \$24.95.

Pre-Recorded Tape and Clock Radio Fields Claim Webcor

CHICAGO, Jan. 9.—Webster-Chicago Corporation this week entered two new industries with its announcement of the addition of a series of pre-recorded tapes and a clock radio.

Webcor's initial offering of pre-recorded tapes includes six reels, featuring such artists as the Fine Arts Quartet, "Encore Favorites," a 5-inch reel, and three others by the group or a 5-inch reel and the other two on 7-inch reels; Leonard Sorkin Strings, 5-inch reel, and John Halloran Chorus, 5-inch reel. The tapes are manufactured by Concert-Tapes, Chicago.

The tapes will be sold thru Webcor dealers and more titles will be added as distribution continues, it was announced. Retail price of the 5-inch reels is \$8 and the 7-inch reels will sell for \$12. All tapes are recorded at a speed of 7½ inches per second, thus giving 45 minutes playing time on the 5-inch reel and one hour on the 7-inch reel.

Webcor's new clock-radio, the Quintet, is a five-purpose set designed to be used in conjunction with both phonographs and tape recorders. It features a plug for the attachment of a tape recorder so that the consumer can record radio shows. There is also a phono

jack which permits the playing of records thru the radio amplifier and speaker.

Incorporated in the back of the

(Continued on page 34)

Magnavox 6-Mo. Sales Rise 37%

CHICAGO, Jan. 9.—Frank Freimann, president, announced this week that the Magnavox Company's sales for the six months ended December 31, 1953, were over \$35,500,000, an increase of 37 per cent over the total of \$26,126,000 for the same period last year.

He claimed the sale of high-fidelity phonographs, including radio-phonograph combinations, continued to expand rapidly, and for the six months sales were nearly four times those of the corresponding period in 1952.

"Public acceptance of our Hi-Fi phonograph line has far exceeded expectations," he said. "A continuation of the remarkable success attained in the high-fidelity field seems assured."

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'I Believe' Wins '53 Peatman Pop Honor

Pulls 34,339 ACI Points on AM-TV; 'Moulin,' 2d; 'Tea for 2' Top Standard

NEW YORK, Jan. 9.—During 1953, Audience Coverage Index points on television ran ahead of network radio, according to John G. Peatman's Office of Research. In recapitulating the top pops and standards of the year on TV and radio, Peatman points out that "I Believe," the No. 1 song on the pop list, received a total of 34,339 points. Peatman defines this as "more than two-thirds of a 1,000,000,000 listener-impressions."

On radio the tune received 15,738 ACI points; on television it received 18,601 ACI points. It appeared in the Peatman weekly survey 36 times.

Runner-up for the top pop of the year was the film tune, "Song From Moulin Rouge."

Vincent Youman's "Tea for Two" easily carried the honors as the top standard of the year, with a total of 11,206 radio-TV points.

It is Berlin received top writer honors with seven of his tunes appearing among the top 35 standards.

Here are the standings for the

year in the pop and standard fields, listing in order the titles and their publishers.

- TOP POPS**
1. I Believe Cromwell
 2. Song From Moulin Rouge Broadcast
 3. April in Portugal Chappell
 4. No Other Love Williamson
 5. Side by Side Shapiro-Bernstein
 6. Don't Let the Stars Get in Your Eyes Four Star
 7. Till I Waltz Again With You Village
 8. Pretend Brandom
 9. Vaya Con Dios Ardmore
 10. Your Cheatin' Heart Acuff-Rose
 11. You, You, You Mellin
 12. Ebb Tide Robbins
 13. Ruby Miller
 14. I'm Walking Behind You Leeds
 15. Oh Feist
 16. Doggie in the Window Santy-Joy
 17. Keep It a Secret Shapiro-Bernstein
 18. Why Don't You Believe Me? Brandom
 19. Many Times Broadcast
 20. How Do You Speak to an Angel? Chappell
- TOP STANDARDS**
1. Tea for Two Harms
 2. White Christmas Berlin
 3. Lover Famous
 4. By the Light of the Silvery Moon Remick
 5. Tenderly E. H. Morris
 6. There's No Business Like Show Business Berlin
 7. That Old Black Magic Famous
 8. Easter Parade Berlin
 9. Winter Wonderland Bregman-Vocco-Coon
 10. 'S Wonderful Harms
 11. Alexander's Ragtime Band Berlin
 12. September Song DeSylva-Brown & Henderson
 13. Walkin' My Baby Back Home DeSylva-Brown & Henderson
 14. Blue Skies Berlin
 15. You're Just in Love Berlin
 16. I Get a Kick Out of You Harms
 17. Manhattan E. B. Marks
 18. April in Paris Harms
 19. April Showers Harms
 20. I May Be Wrong Advanced
 21. Tiger Rag Feist
 22. Make Believe T. B. Harms
 23. Over the Rainbow Feist
 24. You Made Me Love You Broadway
 25. Give My Regards to Broadway Vonel
 26. California Here I Come Witmark
 27. Begin the Beguine Harms
 28. I've Got My Love to Keep Me Warm Berlin
 29. Christmas Song E. H. Morris
 30. Fine and Dandy Harms
 31. June Is Bustin' Out All Over T. B. Harms
 32. In the Good Old Summertime E. B. Marks
 33. Blue Tango Mills
 34. Just One of Those Things Harms
 35. St. Louis Blues Handy

BIRTH OF BABY ALBUM BY CAP

HOLLYWOOD, Jan. 9.—Capitol Records will add to the versatility of the recording field on February 1 with the release of a documentary album titled "Birth of a Baby."

Album fully depicts the actual birth of a child in a step-by-step process that ranges from a mother's labor on thru to the baby's first cries.

Recorded in a delivery room of a Madison, Wis., hospital, the album is the first effort of a major recording company in the field of documentary science. Heard are the obstetrician's instructions, the sounds made by the surgical instruments, the words of nurses and anesthetist, the patient's deep breathing, and finally, the child's arrival.

Wax will be issued on a 10-inch LP, and will market for \$2.98.

Loew's Settles Morris Claim On 'Tenderly'

NEW YORK, Jan. 9.—The suit by publisher E. H. (Buddy) Morris against Loew's, Inc., over the usage of the song, "Tenderly," in the film, "Torch Song," has been settled out of court. Loew's paid Morris \$30,000, one-half of which represents payment for the synchronization use, and the other performance money.

Morris' agreement with Metro specifies that he will return the \$15,000 in performance money in the event Metro makes a deal with the American Society of Composers, Authors and Publishers before July 1, 1954. Morris is not required to turn the sum over to ASCAP. He does so of his own volition. A main point of the Morris suit is that Metro exceeded the use, as defined in the original contract.

Synchronization

Morris is anxious to exert pressure to bring about what he considers a fair deal between the film producers and the Society. The last agreement expired April, 1953. ASCAP offered Metro a deal calling for payment of \$135,000 a year in performance money. Morris feels that ASCAP, in making this offer, has been "overly generous." Metro's offer to ASCAP has been in the neighborhood of \$65,000 annually. The negotiations for Morris were handled by Lee Eastman.

DIG THAT SMORGASBORD

U. S. Jazz Invasion of Scandinavia to Begin

COPENHAGAN, Denmark, Jan. 9.—The American jazz invasion of the Scandinavian countries is due to tee off in about 10 days with a concert by Billie Holiday, the Buddy de Franco Quartet and Red Norvo's trio. This will be followed, also in January, by a song recital of Beryl Brooker and her trio of fem vocalists.

Norman Granz's "Jazz at the Philharmonic," with Oscar Peterson and Benny Carter, arrives for its third Scandinavian tour in February; it will be followed in April by Count Basie's orchestra.

During May, tentative dates have been set for appearances of the Louis Jordan Tympany Five and Milt Jackson's Quartet, with drummer Kenny Clarke.

Off Months

June and July are off months for concerts, but in August, Louis Armstrong and His All Stars—including Barney Bigard, Tommy Young, Billy Kyle, Milton Hinton and Henry Jarn—will be heard here.

Muggsy Spanier's orchestra is set for October, and in all probability it will be followed by Artie Shaw's Gramercy Five and Benny Carter's "Evolution of Jazz," with Helen Humes.

Probably all of these concerts will be held in the 4,000-capacity KB Hall. Lack of any other equally large hall, suitable for big concerts, accounts for the inability to announce exact dates, as the KB Hall is in constant demand for concerts, shows and

sports events. For 30 days, starting February 9, this hall will be occupied by the "Holiday on Ice" revue.

As all the units will also tour Sweden, which offers several good stands, and will probably play Oslo, Norway, the date problem is complicated thru the same shortage of big halls in all of these spots. However, co-operation between concert bookers in the three Scandinavian countries is excellent, and feasible routes are usually arranged, altho sometimes necessitating tight schedule in making jumps.

Shadd Quits Decca; Again With Mercury

NEW YORK, Jan. 9. — Bob Shadd, one of the most restless of a.&r. men, surprised the trade this week when he relinquished his job at Decca Records and returned to Mercury as jazz and r.&b. head. Only three months ago Shadd left Mercury for Decca's r.&b. post and brought a number of new artists to the label. Shadd had been with Mercury for about two years before he left for the Decca post.

Shadd will be in charge of r.&b., as he was before leaving, and will also take on the firm's jazz slicings. Mercury had been the distributor of Norman Granz' jazz line until recently when Granz pulled out and re-activated his own Clef label. Shadd will go into a heavy recording schedule on both jazz and r.&b. as soon as he starts work on Monday (11).

Fisher Pubbery In Fast Start

NEW YORK, Jan. 9. — In a fairly quiet way, Eddie Fisher's publishing firm, Blackstone Music, has kicked off what looks like a healthy new enterprise for the singer. First tune in the new firm was "Until You Said Goodbye," which is on the flip side of Fisher's "Oh My Papa." Second tune in Blackstone's catalog is "May I Sing to You?" title song of Fisher's new Victor album.

With "Papa" having passed the million mark already, disk income from "Goodbye" is sure to top \$10,000 for the publisher share alone and may go beyond \$15,000 if the disk keeps up its present sales rate for a few more weeks. Fisher, incidentally, is co-writer of "May I Sing to You?" along with accompanist Harry Akst and Charles Tobias. "Goodbye" was written by Akst, Benny Davis and Milton Ager. The Blackstone firm is affiliated with the American Society of Composers, Authors and Publishers.

Plans call for promoting "Sing to You" as a theme for disk jockeys spinning Fisher disks in 15-minute segments. Tune may wind up as Fisher's theme for radio, TV and personal appearances. Meanwhile, according to Cork O'Keefe, who operates the Blackstone firm, "Goodbye" has passed the 7,000 mark in sheet sales. Pubbery plans to start working on the tune immediately.

was much literature available about amplifiers, speakers, et al.

The hi-fi show was not held to write business, but basically to let those interested in fine equipment know that Liberty is in the phonograph business with both feet, and that the store is able to supply any and all types of equipment. However, the amount of business racked up by the store was about 100 per cent above normal.

The hi-fi fair was advertised in the preceding week via small teaser ads in The New York Times and Herald-Tribune, plus two large ads in the Sunday issues of these papers. These ads were paid for by the store itself. Six co-operative ads were also run by the store.

Visitors Register

All visitors who attended the show registered when they came in, and the store intends to use the registration list to circulate with equipment advertising. According to Abe Kaye, who arranged the fair, the record department's business also showed an increase as a result of the fair's attendance.

Many of those attending the (Continued on page 13)

Hallicrafter Hi-Fi Phonos

CHICAGO, Jan. 9. — Two new hi-fi phonographs, which are expected to be on delivery schedules by mid-January, were introduced this week by the Hallicrafter Company at the Furniture Show in the American Furniture Mart here.

The phonos are the 1621, mahogany, and the 1622, in blond. Both contain five-watt amplifiers, separate bass and treble controls, dual sapphire needle magnetic pick-ups, 40-16,000 c.p.s. frequency response, and a volume control which corrects bass and treble.

The 1621 will retail at \$199.95 and the 1622 at \$209.95, including optional wrought iron legs.

Audivox Issues First LP Album

NEW YORK, Jan. 9.—Audivox Records, the Dorothy Collins-Raymond Scott diskery operated by Leonard Wolf, is issuing its first long-playing album as a follow-up to the label's recent entry into the EP field. The label's first 10-inch LP will contain the four Scott Quintet instrumentals issued on EP and four previously unreleased sides. Of the latter, two are by Scott's large ork.

Simultaneous with the release of the LP disk, Audivox will also issue two sides from the album, "Highland Swing" and "Honest Injun" as a single platter.

CARLTON CUTS CALYPSO SIDES

NEW YORK, Jan. 9.—Joe Carlton, RCA Victor's pop a.&r. chief, is pretty certain that 1954 will be a big year for calypso songs. At least, he's sufficiently certain to have cut calypso material with four top artists and to spend his winter vacation in Trinidad. The recording exec will spend the next week in the British West Indies.

The four calypso disks include the newly issued Eartha Kitt dishing of "Somebody Bad Stole de Wedding Bell" and still unreleased sides by the Ames Brothers, Perry Como and Harry Belafonte.

RCA Mulls Sending D.J.'s 45 Releases

NEW YORK, Jan. 9. — RCA Victor execs this week were considering cutting the distributors' cost price of deejay copies of new releases on 45 r.p.m. disks. The idea is the desire to save money on the part of distributors and diskeries by shipping 45's rather than 78 r.p.m. platters to jocks on new releases. Being lighter and smaller, it would cut diskery costs by about 30 per cent if advance jockey releases were shipped on 45's instead of 78's.

In addition to lower-priced deejay 45's, the firm was also attempting to work out a lower price for the 45 r.p.m. conversion kit, so that it would be very inexpensive for stations to convert their 78 r.p.m. RCA Victor turntables to 45 operation. These kits now cost about \$80. Naturally, stations would have to be able to play the 45's before diskeries could ship them out to the stations in quantity. If the diskery can sell the deejay copies for a lower price, and if they can get a less expensive conversion kit, it will go on an all-out drive to start the changeover to 45's for jocks.

Nicrome's 50G Disking Plant

HOLLYWOOD, Jan. 9.—At a reported investment of approximately \$50,000, the Nicrome Engineering Corporation has been organized here and is presently undergoing construction of the West's newest record processing plant.

Firm will utilize 4,000 square feet of space in their operation, with a capacity of 150 plates per day, and will offer complete matrix service.

Nicrome engineers are currently working on a new plastic matrix development, which if successful, would reduce the cost of processing.

Plant is expected to be completely equipped and in operation by March.

TV BIG FACTOR IN TUNE PREEM

NEW YORK, Jan. 9.—The power of TV in helping to break a tune, or a record, as has been illustrated in the past with Julius La Rosa's slicings, was demonstrated again last week when Bing Crosby debuted on video. On his first show, Der Bingle sang his latest Decca disk "Y'All Come." Monday afternoon (4), distributor orders doubled, and this week the firm has moved twice as many platters per day as the week before.

Liberty Hi-Fi Fair Attracts Traffic, \$

NEW YORK, Jan. 9.—Liberty Music Shops, plush East Side record-radio-phonograph chain, attracted over 12,000 enthusiasts and neophytes at its own Hi-Fi Fair held Monday (5), Tuesday (6) and Wednesday (7). Tho not the first hi-fi show held by a local record shop, it was the most comprehensive, best attended show since the industry-wide hi-fi affair here last fall. It pointed up again the tremendous new interest in good phonograph equipment.

The object of the Liberty show was to inform regular customers as well as potential customers that there is hi-fi equipment

available in all price ranges, completely assembled in cabinets.

To this end, the store made certain that it had on display a full line of hi-fi sets in cabinets, starting with the following sets in the \$140 class: Columbia, RCA Victor, V-M, Magnavox, Webcor, Motorola and Admiral, and going up to sets priced as high as \$1,250. In addition, the store displayed hi-fi components of about a dozen manufacturers.

Phono Set-Ups

The display was held on the second floor of the large shop, with different phono set-ups in the various rooms. Representatives of about 15 manufacturers of components and sets were on hand to explain and to demonstrate their equipment, and there

AND ONLY 350 DAYS TO XMAS

NEW YORK, Jan. 9. — Westbrook Publications, pubbery operated by Bill Simon, has already had its new Easter season ditty cut by two major artists. The tune, "Easter Mornin'," has been waxed by Gene Autry for Columbia and by Rusty Draper for Mercury. Both disk firms will issue their versions packaged for the kiddie market and thru the regular pop and country and western channels.

Imperial Buys Two Masters by Torok

HOLLYWOOD, J 9.—Lew Chudd, prexy of Imperial Records, announced purchase of two masters by folk star Mitchell Torok this week from Jimmie Franklin's Shamrock Music Publishing Company, Houston.

Wax, tagged "Sober Up" and "Someday," is scheduled for release shortly.

Chudd left for Dallas Thursday (8) to confer with distrib and sales personnel.

Signing of a new vocal group, the Spiders, was also disclosed, with their first release, "I Don't Wanna Do It," already on the market.

FIRST



EARTHA KITT



SOMEBODY

BAD

STOLE DE

WEDDING

BELL

and

LOVIN'

SPREE

20/47-5610

RCA VICTOR
FIRST IN RECORDED MUSIC



Music as Written

TONY SCOTT CUTS 14 CORAL SIDES...

Tony Scott has just completed cutting 14 sides with a jazz combo for the Coral-Brunswick diskery and is also slated to have the same label release his first sides with a big band on January 20. Latter disk couples two original instruments written by Scott. Meanwhile he's been renewed for an indefinite period at Minton's Playhouse here after a 12-week stand.

DECCA PLANS MILLER PROM...

Decca Records will distribute copies of its new album from the sound track of "The Glenn Miller Story" when the flick prems in Clarinda, Ia., Miller's birthplace, Wednesday night (13). The affair is being sponsored by Universal Pictures. Deejays from the entire State have been invited to the preview. Clarinda will officially change the name of its new stadium to Miller Stadium that night too.

DALE AGAIN PILOTS CARMEN CAVALLARO...

Al Dale has rejoined Carmen Cavallaro as personal manager after a seven-year absence. Dale left the Coast last week for Miami prior to the maestro's opening at the Patio Club there on January 14.

New York

RCA Victor's new thrush, Wyomah Winters opens a two-week stand at the Yankee Inn, Akron, on January 18. The Hilltoppers guest on the Milton Berle TV show Tuesday (12), while the group's lead singer, Jimmy Sacca, will get an additional solo spot on the show to sing his first single release "You Are All That I Need," written by Berle. Johnny Maddox plays the Rosemont Lounge, Detroit, January 12 to 19. Capitol Records will get added mileage from its original Broadway cast album of "Top Banana" by re-kindling the promotional efforts behind the package when the filmusical, which

also stars Phil Silvers, is nationally released. Diskeries with Gilbert and Sullivan album packages are certain to get renewed interest in their products via the upcoming national release of the film, "Gilbert and Sullivan," currently playing its premiere engagement here. Town Journal Magazine's current issue carries an article by Harry David

Victor Year-End

Continued from page 13

during the past year were: (1) the series of pop hits, including four which topped the 1,000,000 mark; (2) top special packages like the Toscanini "Pines and Fountains of Rome" and Glenn Miller Limited Edition; (3) the special merchandising program staged during the normally slow summer months.

Sacks pointed out that the current year will see an increase in the trend toward "supermarket" merchandising of records. "The old library type of dealer operation is rapidly giving away to self-service selling," he said.

The year-end statement also reported that EP sales have passed the 12,000,000-mark since the packages were introduced 15 months ago.

In a long range prediction, Sacks estimated that the disk business will exceed \$300,000,000 in five years and that by 1960 the vast new teen-age population will represent a huge new market for records of all kinds.

Liberty Hi-Fi

Continued from page 16

fair were the plush type of customer, with much money to spend for equipment. Yet the majority of sales were racked up on the medium price class components and the \$139 assembled hi-fi machines. The store was well satisfied with the results of the three-day show and is considering holding additional fairs in the future.

called "Has Hi-Fi-it-is Hit You?"

Conductor-arranger Sid Bass will accompany thrush Lisa Kirk during her personal appearance at the Di Lido Hotel, Miami Beach. Bass is musical director for the Jubilee label. Joni James does a repeat date at the Stagecoach Inn, Hackensack, N. J., from January 22 to 31. Alan Dean opens a two-week stand at the Jefferson Hotel, St. Louis, January 20. M-G-M Records has signed classical violinist Robert Kitain to a recording contract. Chantor Bob Stewart will cover Boston, Chicago, Cleveland, Detroit and Pittsburgh on a deejay tour to promote his M-G-M release. The Sauter-Finegan ork opens at the Thunderbird, Las Vegas, Nev., January 21.

BBS Records has fulfilled its contractual obligations with the American Federation of Musicians and is again eligible to make disks using AFM musicals. The Philadelphia-based diskery will soon start to wax again. James Dalgleish, of this city, and Kenneth Gaburo, of Lake Charles, La., are the joint winners of the Ninth Annual George Gershwin Memorial Contest for the best orchestral composition by a young American composer. They will share equally a \$1,000 award and their compositions will have a world premiere at a concert of the New York Philharmonic Symphony Ork. The contest is sponsored by the Victory Lodge of B'nai B'rith in co-operation with B'nai B'rith Hillel Foundations. Eydie Gorme was re-packed this week as vocalist for the Steve Allen show over WNBT-TV here. Four Decca Records cover: won prizes at the American Guild of Graphics Arts exhibit here this week of album covers. All of the Decca covers were the work of Eric Nitsche. Bing Crosby and Donald O'Connor are together on a forthcoming Decca platter. This is the first time the two have worked together since they played in the flick "Sing You Sinners" more than a decade ago. Lillian Roth, who just made a striking come-back at La Vie En Rose here, has been signed to a waxing contract by Coral a.&r. head Bob Thiele. Al Bernie has been signed by Barbour Records to cut two more "Sparky the Spaceman" sides for the firm.

ASCAP Gets TV Windfall

NEW YORK, Jan. 9.—Publishers and writers affiliated with the American Society of Composers, Authors and Publishers had a pleasant surprise this week. On Monday and Tuesday (4 and 5), they received hefty checks in the mail, the checks being disbursements of money received by the Society last week from TV stations as a result of the court order setting the interim television music fee (The Billboard, January 9).

When the court order came thru last week, setting the interim rate at 80 per cent of the blanket license fee, the stations came thru with close to \$2 million on their back music bill.

Left Bank

Continued from page 12

ent. Such a spot is the Latin Quarter club at present dubbed Chez Bechet, which has the well-known sax artist, Sidney Bechet, and trumpet-tooter, Peanuts Holland, as star attractions.

Rollin Smith, American singer, is at the Piano Club on Rue du Montparnasse, Muriel Gaines is at the Latin Quarter Scandia, Marian Bruce and Don Byas are at the Ringside and Art Simmons and Virginia Fair are at the Mars Club. A few of these clubs are in the Champs-Elysees quarter, which is very near the Latin Quarter. Apparently business is spotty, since talent is constantly shifting from one club to another.

The Bobino Music-Hall, in Montparnasse, appears to have made a solid comeback. Its current bill features the Craddocks, zanie comedy trio, and George Ulmer, pop singer of English or French ditties.

NAMM Confab For Atlanta Feb. 12-13

CHICAGO, Jan. 9.—The fifth annual Southeastern Regional Conference of the National Association of Music Merchants will be held at the Hotel Dinkler-Plaza, Atlanta, February 12-13.

Music dealers from Louisiana, Mississippi, Alabama, Georgia, Florida, Tennessee, North Carolina and South Carolina will attend. The meet traditionally draws between 250 and 300 music dealers and many representatives of music instrument manufacturers and wholesalers also will attend.

The host committee is comprised of O. L. Baskette, president, Baskette Piano Company, and V. P. Manley, Rich's Inc., serving as co-chairmen.

Speakers Listed

William R. Gard, executive secretary of the group, will deliver an address on "Free Enterprise and Fair Trade." Charles Raulerson, Southeastern sales manager of the Magnavox Company, will speak on "The Growing Market for High Fidelity." "Potential and Continuity of a Band Instrument Sales Program," will be the topic of Robert J. Southey, regional sales manager of Frank Holton & Company.

Robert G. Campbell, of C. G. Conn, Ltd., will speak on "Growing Pains in the Organ Business." Thomas Brumby, School of Music, University of Georgia, will address the group on "Modern Teaching Methods." An address on "The Truth About Color Television" will be made with a speaker to be announced.

Toastmaster will be Verne Manley, and Bickerton W. Cardwell, Citizens Southern Baking Company of Atlanta, will be guest speaker.

B'way Sues on 'Price I Paid'

NEW YORK, Jan. 9.—The Broadway Music Corporation this week filed suit in New York Federal Court against the Mercury Record Corporation, the Lake Shore Publishing Company, Inc., and Henry Friedman and Eddy Howard for alleged infringement of the tune, "The Price I Paid for You." The complaint charges that prior to January, 1915, Charles McCarron and Raymond Walker wrote this tune, and the plaintiff renewed the copyright in 1942. It adds that on or about December, 1952, Friedman applied for and obtained a copyright on a tune titled "That's the Price I Paid for You." The latter is in the catalog of Lake Shore Publishing. Howard recorded it for Mercury.

The defendant's tune, the complaint continues, is a "deliberate and willful piracy" of the plaintiff's title. The suit asks for a declaratory judgment that the defendant's tune title is an infringement and asks for an accounting of profits, plus an injunction.

Tiffany Jacks Up Sessions, Releases

CHICAGO, Jan. 9.—Tiffany Records has launched a concentrated effort to increase recording sessions and releases. Scheduled for sessions are Clark Dennis, Carl Ravazza, Kitty Crawford, Kay Davis and Pat Scot. Dennis is the only member of this group already recorded by the firm. His release is "You and Your Smile." Also recorded by the firm, but not scheduled for a session, is Guy Cherney, whose current release is "Song of the Shirt." Cherney made his New York night club debut January 7, opening at La Vie En Rose.

ROBE of CALVARY

(All Record Labels and Artists Listed Alphabetically)

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

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"I LOVE SOMEBODY WHO DOESN'T LOVE ME" (BMI)
(Skatin' Toons, Box 264, Smithtown Branch, N. Y.—Record #RS 839)
"WHAT TIME DOES THE LAST MOON LEAVE?" (BMI)
"MY LADDER OF DREAMS" (BMI)
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The New Third Herd

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"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

BOURNE, INC.
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GIVE TO THE RUNYON CANCER FUND

BMI Check List OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
ARE YOU LOOKING FOR A SWEETHEART KITTY KALEN (Decca) (Calvert)	Best Buy	(B) Very Good	
ASK ME NO QUESTIONS (Iris-Trojan) BILLY WILLIAMS QUARTET (Mercury)	73 (Good)		Very Good
AWAY UP THERE (Wemar) EILEEN BARTON (Coral)	70 (Good)	Sleeper of the Week	Very Good
THE BREEZE AND I (Marks) VIC DAMONE (Mercury)	72 (Good)	(B) Very Good	
DON'T EVER SAY GOODBYE (Radon) GUY CHERNEY (Tiffany)	New Record to Watch	Sleeper of the Week	
HIGH ON A WINDY HILL (BMI) GORDON MacRAE (Capitol)	75 (Good)	(B) Very Good	Good
I COULDN'T STAY AWAY FROM YOU (Johnstone-Montei) THE FOUR KNIGHTS (Capitol)	(Satisfactory)	(B) Very Good	Very Good
I TOLD A LIE (Citation) VAN CLEAF SISTERS (Benida)	76 (Good)	Sleeper of the Week	
I TOOK THE LONG WAY AROUND (Hill & Range) BETTY HUTTON (Capitol)	76 (Good)		Very Good
MAN (Studio) ROSEMARY CLOONEY (Columbia)	(Satisfactory)	Best Bet	
NEW YORK (Simon House) LLOYD SHAFFER (Crystaletta)	70 (Good)	(C+) Good	Good
OUR HEARTBREAKING WALTZ TERESA BREWER (Coral)(Village Music)	New Record to Watch	Best Bet	Best Bet
TEXAS POLKA (Songcraft) BONNIE LOU (King)	70 (Good)	(C+) Good	
TIME WILL TELL (Gale & Gayles) THE HILLTOPPERS (Dot)	Best Buy	Disk of the Week	Good
WHAT IT WAS, WAS FOOTBALL (Charles) DEACON ANDY GRIFFITH (Capitol)	72 (Good)	Bull's-Eye of the Week	
WOMAN (Studio) JOHNNY DESMOND (Coral)	New Record to Watch		
GUY LOMBARDO (Decca)	Best Buy	Sleeper of the Week	
JOSE FERRER (Columbia)	Best Buy	(B) Very Good	
	74 (Good)	(C+) Good	Best Bet
	New Record to Watch	Best Bet	

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BELLA BELLA
DONNA MIA

Vocal by The Kaye Choir and Jeffrey Clay
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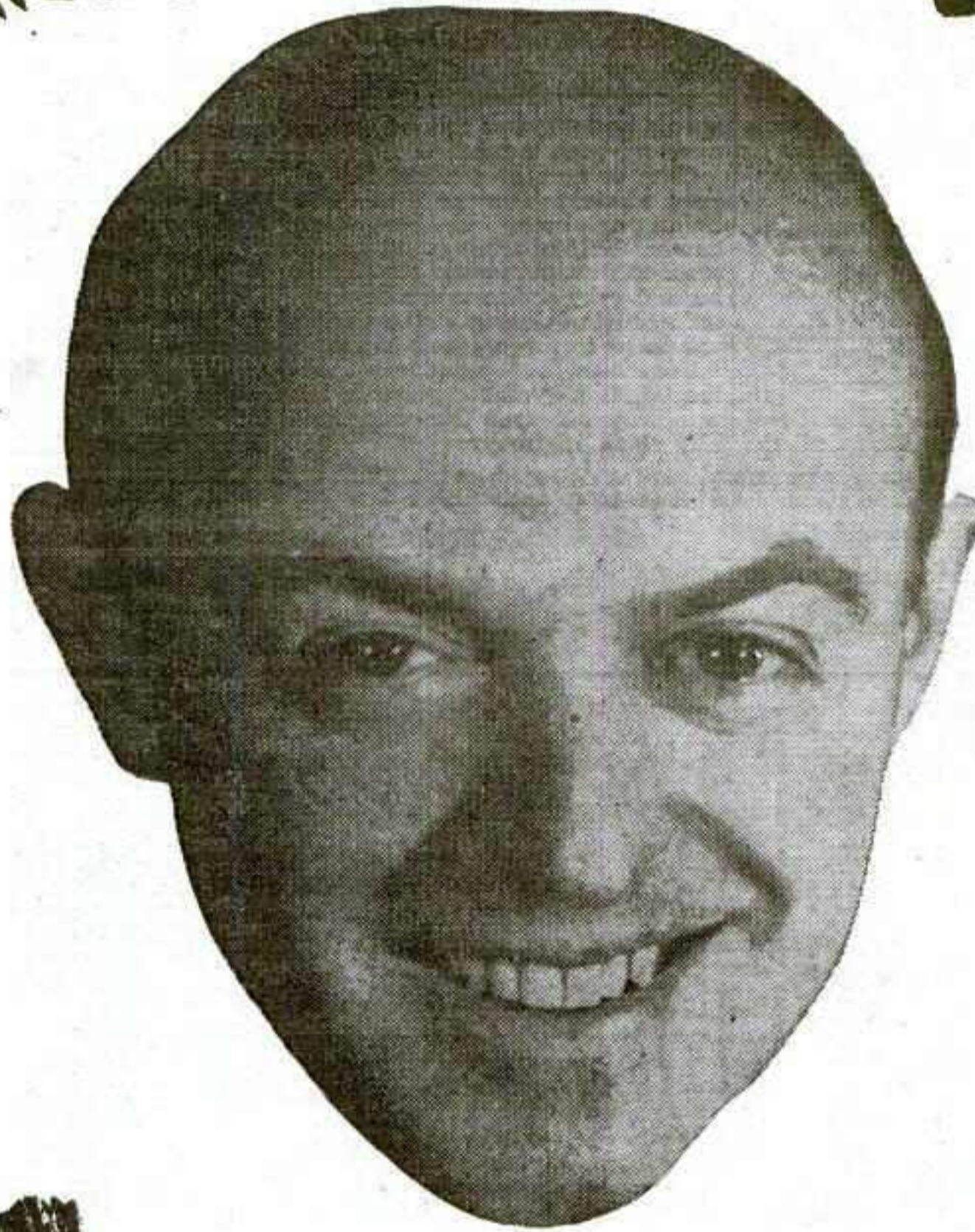
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IT'S SHARP!

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**HENRI
RENE'**
and his
orchestra
play...

MADCAP

20/47-5595

b/w Seashells

on RCA Victor Records

Extra Added

• Continued from page 12

month of a return date at the Astor Hotel's Columbia Room... Billy Daniels will try to help his estranged wife, Martha, to get cafe dates. He also will do his third Palladium, London, date next April... Dorothy Shay will

open at London's Cafe de Paris, April... Frank Ross and Anita La Pierre will do British vaude dates next summer... Al Bernie's date on the Kate Smith TV shows, January 15 and 21, will make it his fifth time on that show in the past six weeks.

WANTED

Position with growing Record Company, handling record promotion. KNOW D. J.'s COAST TO COAST. Will travel on road. Have music publishing know-how.

BOX D-92

c/o The Billboard Cincinnati 22, Ohio

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JACK LACY

WINS, New York City, says:

"I think OROCO RECORDS' recording of Evelyn Lynne singing 'I Caught the Bride's Bouquet' can be a big hit! That's why I selected it as my Sleeper of the Week! It deserves a lot of attention."

SACRIFICE

40,000

BRAND NEW RECORDS

Rhythm and Blues, 78 RPM. All labels. Make Offer.

BOX D-98

c/o The Billboard Cincinnati 22, O. 2160 Patterson St.

New Vegas Inn

• Continued from page 12

of Las Vegas on the highway to Boulder Dam.

Moore said he plans to run the hotel but lease out the theater-restaurant. He declined to identify the parties who will handle his entertainment and cuisine.

Since his departure from the Last Frontier, Moore has been working to put over an ambitious \$12,000,000 financing deal to construct a 10-story Strip hotel with 1,000 rooms, to be known as the Caribbean.

Moore said his Showboat plans will have no effect on the projected Caribbean, but declines to discuss details of the big one.

Associates claim his Caribbean plans involve insurance financing, with the delay being due to unfavorable amortization schedules for tax purposes.

Gale Sells Out

• Continued from page 12

ation which will give club date agents a cut on business brought in. It will work this way: Agents retained to provide shows for private organizations will be encouraged to shift the entire functions to the Celebrity Club which will serve the dinners, furnish the entertainment plus dancing. The agent in turn will get 10 per cent of the total tab run up by his group as his cut.

Alan Gale, who sold his Miami Beach Celebrity Club some time ago and has now disposed of his New York club, will go back to performing after he closes his Copa City, Miami Beach, spot that he took over this season. He plans to do mostly one nighters thereafter.

opening night, the Revere Frolic went on with a tape recorder.

Club owners in general threatened either to sue the musician's union or bring in non-union bands. AFM officials could not be reached, but consensus seemed to be that only action taken on non-union hiring during strike period would be to forgive and forget.

Consensus also agreed that although bands played for patrons, biz was way off even for traditionally slack nights.

Chicago

The Kirby Stone Quartet opens for one week at the Town Casino in Buffalo, January 18, and then moves into the Lake Club at Springfield, Ill., for a frame... Skeets Minton, the ventriloquist, is currently appearing at his own place at Cicero, Ill., along with Johnny Paul, the other owner, who is billed as the Clown Prince of Magic.

Helen Traubel opens January 29 at the Chez following the current run of Billy Daniels... Patachou follows Los Chavales De Espana into the Palmer House on January 14.

Sunny Bernet, former Chi indoor-outdoor booker, now living in Depere, Wis., is booking talent at four of the clubs in that area. Spots include the Picadilly, Gay Nineties, the 616 Club in Green Bay, and the Flame Club in Menominee.

Philadelphia

Dorothy Lamour is set to make her first personal here at the Latin Casino, starting March 11... Nitza Dupree takes over the singing spot at the Golden Supper... Nick Ravell is back at the private membership CR Club... Mickey Marlowe, cover girl known as Mickey Mosko until polished off as a songbird by vocal coach Artie Singer, made her nitery bow at the Celebrity Room starting January 4.

Boston Clubs

• Continued from page 12

or gave the band notice. The Vendome's Moulin Rouge continued without the usual trio. After skipping the first show of the



BILLY WARD AND HIS DOMINOS

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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	M. 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
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
I LOVE PARIS GIGI	L. Baxler	2479
IT HAPPENED ONCE BEFORE HOLIDAY	The Four Freshmen	2564
O MEIN PAPA SECRET LOVE	R. Anthony	2678
OH! SAN	P. Hunt	2442
ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD	S. Freberg	2596
SOUTH OF THE BORDER I LOVE YOU	F. Sinatra	2638
STRANGER IN PARADISE NEVER IN A MILLION YEARS	G. MacRae	2652
THE TENNESSEE CHURCHBELLS THERE'S A SILVER MOON ON THE GOLDEN GATE	M. Whiting & J. Wakely	2689
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)	L. Paul & M. Ford	2486
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	D. Griffith	2693

LATEST RELEASE

No. 403

ROMEO AND JULIET, PART I ROMEO AND JULIET, PART II	Deacon Andy Griffith	2698
IN THE MOOD TUXEDO JUNCTION	Ray Anthony	2699
AFTER ALL THE PUCKER-NUT TREE	Chuck Miller	2700
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	Tommy Collins	2701
CATSUP AND HONEY A LONESOME LOVER'S LIE	Billy Strange	2702

TOMMY COLLINS

in a terrific following to
"You Gotta Have a License"

"You Better Not Do That"
and "High On A Hilltop"

on Capitol Record No. 2701

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

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

TOP SELLERS—

**COUNTRY
& HILLBILLY**
Listed Alphabetically

A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard & F. Huskey	2502
BIMBO EVERYTHING TO LOSE, NOTHING TO GAIN R. Morris	2669
FORGIVE ME, JOHN MY WEDDING RING J. Shepard & F. Huskey	2586
GO CRY YOUR HEART OUT WAKE UP, IRENE H. Thompson	2646
JUST MARRIED I HARDLY KNEW IT WAS YOU F. Young	2690
THE RED DECK OF CARDS LORD, SEND AN ANGEL T. Riffer	2686
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO M. Carson	2634
SNATCHIN' AND GRABBIN' SWEET JENNIE LEE! M. Moore	2691
WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME F. Huskey	2627
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER T. Collins	2584

Chuck Miller

"AFTER ALL"
and
"The Pucker Nut Tree"

Capitol Record No. 2700

BEST SELLING—

**POPULAR
ALBUMS**
Listed Alphabetically

CAN-CAN Original Broadway Cast	452
THE DESERT SONG Gordon MacRae, Lucille Norman	351
THE EDDIE CANTOR STORY Eddie Cantor	467
GERRY MULLIGAN AND HIS TEN-TETTE Gerry Mulligan	439
THE HIT MAKERS! Les Paul & Mary Ford	416
HITS FROM CAN-CAN Top Capitol Artists	482
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason	366
MUSIC FOR LOVERS ONLY Jackie Gleason	352
MUSIC TO MAKE YOU MISTY Jackie Gleason	455
NAT (KING) COLE SINGS FOR TWO IN LOVE Nat (King) Cole	420
NAT (KING) COLE'S TOP POPS Nat (King) Cole	9110
SONGS OF THE BRAZOS VALLEY Hank Thompson	418
SUNNY ITALY Dean Martin	481

BEST SELLING—

**CHILDREN'S
ALBUMS**
Listed Alphabetically

BOZO AND THE BIRDS Pinto Colvig	3033
BOZO AT THE CIRCUS Pinto Colvig	3030
BOZO ON THE FARM Pinto Colvig	3076
I TAUT I TAW A PUDDY TAT Mel Blanc	3104
LITTLE TOOT Don Wilson	3001
MICKY MOUSE'S BIRTHDAY PARTY Stan Freberg	3165
NEVER SMILE AT A CROCODILE & FOLLOWING THE LEADER Jerry Lewis	3163
SNOWBOUND TWEETY Mel Blanc	3169
THE TEDDY BEARS' PICKIC & I'M A LITTLE TEAPOT Frank DeVol	3083
THREE LITTLE PIGS Don Wilson	3018
TWEETY PIE Mel Blanc	3074
WALT DISNEY'S STORY OF ROBIN HOOD Nestor Paiva	3138
WOODY WOODPECKER AND THE ANIMAL CRACKERS Mel Blanc	3149

sales zooming
on

**"I GET SO
LONELY"**
and
**"I COULDN'T
STAY AWAY
FROM YOU"**

by
**the FOUR
KNIGHTS**

Capitol Record No. 2654

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2 BIG ONES

CALLAHAN'S MONKEY

B/W

MELODIA

ESSEX # 337

**NORRIE
PARAMOR**

and his orchestra



BEGORRAH

B/W HI LILU HI LO
ESSEX #335

**RAY
MARTIN**

and his orchestra



Columbia Graphophone (EMI) Releases On

Essex

RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending January 9

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. This in this issue. (F) Indicates tune is from a film; (M) indicates tune is Last on Week from a legit musical.

1. Oh, Mein Papa (Oh, My Papa) 1 6

By John Turner, Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP)

BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 2678; L. Assia, London 18151; Brasshats, London 1403; B. De Wille, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111.

2. Stranger in Paradise 4 7

By Robert Wright and George Forrest—Published by Frank (ASCAP).

BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927; T. Martin, V 20-5535. **OTHER RECORDS AVAILABLE:** V. Damone, Mercury 70269; R. Flanagan, V 20-5505; Ink Spots, King 1304; G. MacRae, Cap 2652; A. Romero, V 20-5551; L. Stokowski, V 10.

3. Rags to Riches 2 17

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP).

BEST SELLING RECORD: T. Bennett, Col 40048. **OTHER RECORDS AVAILABLE:** A. Malvin, Prom 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.

4. Changing Partners 3 7

By Larry Coleman and Joe Darion—Published by Porgie (BMI)

BEST SELLING RECORDS: P. Page, Mercury 70260; K. Starr, Cap 2657. **OTHER RECORDS AVAILABLE:** Crickets, Jay Dec 785; B. Crosby, Dec 28969; H. Forest, Bell 1017; Ink Spots, King 1304; P. W. King, V 20-5537; D. Shore, V 20-5515.

5. That's Amore 5 10

By Jack Brooks and Harry Warren—Published by Paramount (ASCAP).

BEST SELLING RECORD: D. Martin, Cap 2589. **OTHER RECORDS AVAILABLE:** B. Barron, M-G-M 11584.

6. Ricochet 6 13

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI).

BEST SELLING RECORD: T. Brewer, Coral 61043. **OTHER RECORDS AVAILABLE:** Davis Sisters, Tanner n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

7. Ebb Tide 7 20

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)

BEST SELLING RECORD: F. Chacksfield, London 1358. **OTHER RECORDS AVAILABLE:** C. Applewhite-Camarata Ork, Dec 28875; D. Ballard, Dec 28977; L. Becker-Enoch Light Ork, Prom 1058; J. Colonna, Dec 28975; V. Damone, Mercury 70216; 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.

8. Heart of My Heart 9 8

By Ben Ryan—Published by Robbins (ASCAP)

BEST SELLING RECORDS: Four Aces, Dec 28927; D. Cornell, A. Dale, J. Desmond, Coral 61076. **OTHER RECORDS AVAILABLE:** L. Elgart, Col 40137; Four Vagabonds, Apollo 1076; F. Laine, Mercury 70262; Maple City Four, Mercury 6084; Sister Slocum, King 15017.

9. You, You, You 8 28

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI).

BEST SELLING RECORD: Ames Brothers, V. 20-5325. **OTHER RECORDS AVAILABLE:** K. Griffin, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

10. Vaya Con Dios 12 30

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)

BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. **OTHER RECORDS AVAILABLE:** L. Clinton-A. Lloyd, Bell 1004; Loren Becker-Enoch Light Ork, Prom 1054; Lita Luna, Imperial 637; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 6099; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514.

Second Ten

- 11. MANY TIMES..... 10 13
Published by Broadcast (BMI)
- 12. SECRET LOVE..... 14 2
Published by Remick (ASCAP)
- 13. YOU ALONE..... 12 10
Published by Roncom (ASCAP)
- 14. EH CUMPARI..... 13 18
Published by Rosarch (BMI)
- 15. I SEE THE MOON..... 17 10
Published by Plymouth
- 15. WHAT IT WAS, WAS FOOTBALL..... — 1
Published by Charles (BMI)
- 17. ISTANBUL..... 14 10
Published by Alame (ASCAP)
- 17. WOMAN..... 16 2
Published by Studio (BMI)
- 19. C'EST SI BON..... 18 16
Published by Leeds (ASCAP)
- 19. JONES BOY..... 20 2
Published by Pincus (ASCAP)

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with a New 2 sided Smash

Jimmy Sacca

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ALL
THAT
I NEED**

and

ALONE

singing

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Barbra Lantieri
and
his orchestra

JONI JAMES
YOU'RE MY EVERYTHING YOU'RE NEARER
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BILLY ECKSTINE
RENDEZVOUS I'M IN A MOOD
MGM 11655 78 rpm • K 11655 45 rpm

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

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

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

BARBARA RUICK
THAT'S WHAT A RAINY DAY IS FOR TICK TOCK BOOGIE
MGM 11647 78 rpm • K 11647 45 rpm

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

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

PAT O'DAY
A BIRD FLYING NORTH TAKE ME HOME
MGM 11645 78 rpm • K 11645 45 rpm

CARLOS RAMIREZ
A LITTLE MORE OF YOUR AMOR I HAD TO KISS YOU
MGM 30836 78 rpm • K 30836 45 rpm

ART MOONEY and His Orchestra
THE CREEP and FLIRTATION WALTZ
MGM 11651 78 rpm • K 11651 45 rpm

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

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

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

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

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

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MAKE FRIENDS

WITH RECORDS

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending January 9

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.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

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 31 in Radio

- Bimbo (R)—Fairw—BMI
- Boogie Woogie Maxie (R)—Bregman, Vocco & Conn—ASCAP
- Changing Partners (R)—Porgie—BMI
- The Creep (R)—Miller—ASCAP
- Deadwood Stage (R) (F)—Remick—ASCAP
- Don't Forget to Write (R)—Advanced—ASCAP
- Don'tcha Hear Them Bells? (R)—Iris-Trojan—BMI
- Down by the Riverside (R)—Spier—ASCAP
- Ebb Tide (R)—Robbins—ASCAP
- Face to Face (R) (F)—Whitmark—ASCAP
- Fini (R)—Frank—ASCAP
- Granada (R)—Peer—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- I Believe (R)—Cromwell—ASCAP
- I See the Moon (R)—Plymouth—ASCAP
- In the Mission of St. Augustine (R)—Ro-public—BMI
- Istanbul (R)—Alamo—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Love Walked In (R)—Chappell—ASCAP
- Many Times (R)—Broadcast—BMI
- Oh My Papa (R)—Shapiro-Bernstein—ASCAP
- Rags to Riches (R)—Saunders—ASCAP
- Ricochet (R)—Sheldon—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Sleigh Ride (R)—Mills—ASCAP
- Stranger in Paradise (R) (F)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Vaya Con Dios (R)—Ardmore—ASCAP
- Woman (R)—Studio—BMI
- You Alone (R)—Roncom—ASCAP
- You, You, You (R)—Mellin—BMI

Top 22 on Television

- Baubles, Bangles and Beads (R) (M)—Frank—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Changing Partners (R)—Porgie—BMI
- Ebb Tide (R)—Robbins—ASCAP
- I Believe (R)—Cromwell—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- Istanbul (R)—Alamo—ASCAP
- Little People (R)—American Academy—ASCAP
- Make Love to Me (R)—Meltrose—ASCAP
- Many Times (R)—Broadcast—BMI
- No Other Love (R)—Williamson—ASCAP
- Off Shore (R)—Hanover—ASCAP
- Oh My Papa (R)—Shapiro-Bernstein—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Senior (R)—Famous—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Without My Love (R)—Bourne—ASCAP
- You All Come (R)—Starrite—BMI
- You Alone (R)—Roncom—ASCAP
- You, You, You (R)—Mellin—BMI

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 no American publisher

1. Answer Me—Bourne (Bourne)
2. Swedish Rhapsody—Connelly (Dartmouth)
3. Oh, My Papa—Maurice (Shapiro-Bernstein)
4. Poppa Piccolino—Sterling (Chappell)
5. Rags to Riches—Chappell (Saunders)
6. Ricochet—Victoria (Sheldon)
7. When You Hear Big Ben—Box & Cox (Box & Cox)
8. I Saw Mommy Kissing Santa Claus—Morris (Harman)
9. Vaya Con Dios—Maddox (Ardmore)
10. If You Love Me—World-Wide (Peer)
11. Chicka Boom—Dash (Hawthorne)
12. Wish You Were Here—Chappell (Chappell)
13. Golden Tango—Lawrence Wright (Mills)
14. Eternally (Limelight)—Bourne (Bourne)
15. You, You, You—Mellin (American)
16. Song From Moulin Rouge—Connelly (Broadcast)
17. Flirtation Waltz—Bourne (Bourne)
18. I Believe—Cinephonic (Oxford)
19. Crying in the Chapel—Morris (Valley)
20. When Santa Got Stuck in the Chimney—Reine (Milene)

JANUARY 16, 1954

The New Gag Phrase that's Sweeping the Nation!



TURN AROUND BOY

TURN AROUND BOY

TURN AROUND BOY

TURN AROUND BOY

LEW

DOUGLAS

and his Orchestra

and

CAESAR'S

BOOGIE

MGM 11654
78 rpm
K 11654
45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N. Y.

Turn Around Boy

Turn Around Boy

The Billboard's Music Popularity Charts

... for Week Ending January 9

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

RONNIE GAYLORD
Cuddle Me...85
MERCURY 70285 - Here's a bright, happy rendition of a new rhythm effort by Ronnie Gaylord, over solid backing by the Gaylords and the ork. Side has excitement and it really swings via the wild backing. Watch this one; it could be another hit for the group. (Vincent, BMI)
Oh, Am I Lonely...83
Ronnie Gaylord comes thru with a sock reading of a most unusual ditty here, with his vocal in the Draper-Laine "Wild Goose" jump style. Once again the backing moves and this side, too, has a chance to pull loot. Two good sides for the boxes, and for action over the counter. (Vincent, BMI)
BOB MANNING
You Made Me Love You...78
CAPITOL 2694 - The wonderful oldie is sung with a lot of feeling by the chanter over a smooth backing by a rhythm group featuring Bobby Hackett on trumpet. Side is a mighty pretty hunk of wax and it could pull many, many spins. (Broadway, ASCAP)
Venus De Milo...76
A big and very pretty new ballad receives a most persuasive warble from Manning over fine backing by the Monty Kelly crew. Side should get a lot of jock action. Manning shows off his warm pipes with charm here. (Jefferson, ASCAP)
EDDY HOWARD
Till We Two Are One...78
MERCURY 70293 - Light, lilting material ideally suited for Howard's voice and personality. The singer belts out the bouncy love song with persuasive charm. Howard's following ought to find this more than usually attractive. (Shapiro-Bernstein, ASCAP)
Little Miss One...74
These are the private thoughts of a father to a one-year-old daughter, and are projected with appropriate tenderness and sincerity. (Weiss & Barry, ASCAP)
RAY ANTHONY ORK
In the Mood...77
CAPITOL 2699 - This effort, made famous by the Glenn Miller crew, is played smartly and with style by the Anthony ork, in a somewhat Glenn Millerish manner. Side is from the orkster's new album "I Remember Glenn Miller" and is related to coincide with the forthcoming Glenn Miller flick. Should interest Anthony fans. (Shapiro-Bernstein, ASCAP)
Tuxedo Junction...77
Here's another item that was a hit with the Miller crew years ago. The Anthony ork swings it brightly, helped by a bright arrangement by Billy May. Both sides should pull spins. (Lewis, ASCAP)
THE LANCERS
Stop Chasin' Me, Baby...77
TREND 70 - This humorous material is given a bright, spirited reading by the group. The backing is brassy and sets off the lyrics nicely. After the success of "Sweet Mama," interest in this disk ought to be high. (Hollis, BMI)
Peggy O'Neil...75
The standard is presented in a fresh, nicely harmonized arrangement. There is a good beat here that makes the group's performance all the more effective. (Felsl, ASCAP)
FRANK CHACKSFIELD ORK
Golden Tango...77
LONDON 1381 - Chacksfield and his orchestra give a bright reading to this instrumental. Strings give a rich tonal effect to the tango rhythm. Should pull many spins and get some sales action. (Mills, ASCAP)
Dancing Princess...75
Lush strings, and sweeping motion mark this instrumental by Chacksfield and his ork. Good wax. (Robbins, ASCAP)
ROBERT MAXWELL ORK
Solfeigio...76
M-G-M 11671 - Bob Maxwell, writer of "Ebb Tide" and hot harpist extraordinaire, has a cute new effort here that could pull spins and spins. It's a light and airy tune which features Maxwell on harp and the Ray Charles singers on the chorus.
The Doll Dance...75
Hot harpist Bobby Maxwell does a good job here on the evergreen, with support from a rhythm group. Instrumental slicing could get a lot of jock spins. Maxwell, of course, plays a lot of harp.
BOB SANTA MARIA
I Really Don't Want to Know...76
M-G-M 11666 - The warbler sells this simple opus with charm as he asks his love about her romances, tho he really doesn't want to know. Side is attractive and could get jock attention.
The Big Dream...73
The warbler tries hard with this pretentious new effort with help from a large chorus and ork. However, the material isn't strong enough to give him proper support.
VICTOR YOUNG ORK
Love Theme...76
DECCA 28988 - Theme from the forthcoming flick, "The Glenn Miller Story," is certain to get a lot of jock spins when the pic plays around. This version is a good one and if the

theme makes it, it will share some of the loot. (Pickwick, ASCAP)
Geraldine...73
Pretty new tune penned by the orkster is played sweetly by the Victor Young crew. (Victor Young, ASCAP)
THE GAYLORDS
From the Vine Came the Grapes...76
MERCURY 70286 - European styled waltz item with a somewhat different lyric which is retentive plus the familiar sounding melody line all add up to a good Gaylords dinking. (Randy Smith, ASCAP)
Stolen Moments...72
A neat bounce item, smartly arranged and done in a smooth vocal style makes for good listening and dancing. (Tanner, BMI)
JANET BRACE
Teach Me Tonight...76
DECCA 28990 - Janet Brace, new thrush on the label, bows impressively on her first disk with a sexy, intimate performance of a rather intimate ballad. Gal has a husky sound that could help her debut disk grab spins. Backing is in the mood. (Hub, ASCAP)
My Old Familiar Heartache...71
Evocative item is handled nicely by the thrush, tho it isn't too suitable a piece of material for her. (Hill & Range, BMI)
ART MOONEY ORK
Promises...75
M-G-M 11669 - Cathy Ryan sells this new effort in strong style with solid support from the Mooney crew and chorus. A good, danceable side that jocks can use.
Silhouette...74
An old-fashioned ditty receives a precise instrumental performance from the Mooney crew. It's cute and rather charming, and it could be around for a while.
ARCHIE BLEYER ORK
Amber...74
CADENCE 1320 - Medium-paced instrumental is presented tastefully by the group. Painting a quiet sylvan picture, it's good program material. (Midway, ASCAP)
AL SOYKA ORK
Kasia Na Weselu...74
V 25-9279 - "Katy at the Wedding" is the Anglicized title of this polka. Al Soyka and the ork beat it out with swinging movement and lively rhythmic pattern.
Na Zabawie...74
More of the same lively melody and arrangement here.
Polka
CHARLIE PARKER ORK
She Rote...75
CLEF 11101 - Parker fans will get some kicks out of this wild riff effort which features the altoist throut, Miles Davis is on trumpet, Max Roach on drums, and Walter Bishop on the 88. (Jatap)
K. C. Blues...75
The yardbird shows off some virtuoso alto work on this medium beat effort supported by Davis, Bishop and Roach. It's plenty cool here. (Jatap)
BILLIE HOLIDAY
I Can't Face the Music...78
CLEF 89096 - Billie Holiday has a fine evergreen here and she sings it with a lot of feeling over a good bluesy backing by the combo. The thrush is one of the few singers around today who can handle a blues with heart and style, and a lot of jazz fans will be interested in this release. (Remick, ASCAP)
Remember...77
The thrush sells the Berlin oldie in up-tempo style, giving it all the well-known Holiday touches, while the ork swings out quietly behind her. Good wax. (Irving Berlin, ASCAP)
BUDDY DE FRANCO ORK
Pyramid...78
CLEF 89092 - This fine-sounding effort has a chance for bundles of spins on the jazz jock shows. It's a moody riff with a warm feeling and it's melodic to boot. The ork arrangement is mighty bright and the ork, plus De Franco's clarinet, plays it with precision and a beat. Mighty good wax from the ork that should interest many. (Dayton, ASCAP)
Gold Nugget Sam...75
The ork turns in a good swinging rendition of a happy riff item, and tho it doesn't feature very much of the De Franco clarinet it should please his many fans. (Hollis, BMI)
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.

Number of Releases This Week

Table with columns: LABEL, Pop, C&W, R&B. Lists labels like APOLLO, CADENCE, CAPITOL, etc. with their respective release counts.

International

SWISS FAMILY FRAUNFELDER
Halo, Halo Yodel...73
YODEL MELODY 709 - The ditty on this side is a German folk song. It's a three beat melody and is a fine piece of wax of its kind. Aimed at the defined German market, it will have appeal.
Swiss Lullaby...73
This item has an English lyric by Vaughn Horton. It's a pretty melody. The warbler here is Betty, one of the Family Fraunfelder.
MIDNIGHT WALTZ...73
YODEL MELODY 708 - This instrumental will be sure fire for a limited market. The reading is in the lively, Teutonic three-beat tradition. It's well played and melodic.
Cuckoo Yodel Song...73
The Swiss Family Fraunfelder gives an outstanding yodel performance here. The melody is folk-based, and the disk should have certain appeal to the limited market that take to this item.
Sacred
THE SMITH BROTHERS
I Walk With the King...79
CAPITOL 2697 - Here's a mighty good side by the religious quartet. On this sacred item the lead talks the lyrics while the group sings the tune behind him. Side has a lot of charm in addition to the fine performance. First-rate wax performance for the gospel market. (Lowery Music, BMI)
I Believe There's a Heaven...77
Lively religious opus receives a happy rendition from the group. Side is attractive and could get some action in the Bible Belt. (Lowery Music, BMI)
JANE RUSSELL, CONNIE HAINES, DELLA RUSSELL, BERYL DAVIS
Do Lord...75
CORAL 7465 - The four gals, active in the Youth for Christ movement, are teamed here for a rousing reading of a fine spiritual-like religious item. It's cleverly done, but may not be quite as commercial in the pop market as it should be.
Make a Joyful Noise
Unto the Lord...73
The gals deliver the message in good fashion for another good sacred-pop side.
Spiritual
REV. PERCY SIMPSON JR.
Must Jesus Bear the Cross...74
IMPERIAL 5263 - The Rev. Percy Simpson Jr. gives a heartfelt reading here. (Commodore, BMI)
You Set Me Free...74
A rhythmic, honky tonk piano accompanies the Rev. Percy Simpson Jr. on this side. The reading becomes more emotional as it progresses. (Commodore, BMI)
THE WALDO SINGERS
Jesus Brought Me Over...74
EXCELLO 2021 - Lively and highly effective spiritual material swung to a catchy, rocking beat. Good potential in this market.
Jesus Paid It All...72
Beginning as a slow, stately hymn, this material picks up half-way thru, gaining excitement and rhythmic momentum until the very end.

Rhythm & Blues

THE ORIOLES
Robe of Calvary...80
JUBILEE 5134 - Tune now getting a little action in the pop field is handled very smoothly by the Orioles. It is not up to their last few records, mainly because the material is not as strong, but it should grab a lot of spins and some juke loot. (Hill & Range, BMI)
No One But You...77
Here's a warm version of the evergreen by the boys, with the baritone lad selling the tune with a lot of feeling while the boys back him with a rhythmic beat. Listenable wax that could pull spins. Good backing for the flip. (Peer, BMI)
THE SPIDERS
You're the One...78
IMPERIAL 5265 - New group starts disk career in promising style, with lead registering strongly as group stays in background. Could easily get some action. (Commodore, BMI)
I Didn't Want to Do It...77
Heavy drum beat sparks this powerful rendition. Lead again shows up very effectively. (Commodore, BMI)
LIGHTNING HOPKINS
Cemetery Blues...76
DECCA 48312 - Hopkins' tale of Grandpa's death is told via his guitar, singing and talking passages for a mighty effective side with lots of folk quality. The gimmick of a crying voice throut adds appeal. (Rockland, BMI)
Highway Blues...73
Another good blues reading from the chanter—and in his usually effective style. (Rockland, BMI)
GLADYS (GLAD RAGS) PATRICK
Somebody's Lym...76
CENTRAL 1003 - The new thrush on the new label gets off an impressive wax bow with her reading of this above average ballad.
I'm Gonna Stop...70
Somewhat less effective is this blues rocker, tho Miss Patrick does okay with the material at hand.
LOUISE WILLIAMS ORK
The Talkest Man in Town...73
APOLLO 451 - The singer jilts her man for boring her too much with talk. Miss Williams has a style all her own, well-suited to the material here. Excellent, rhythmic backing from the ork. (Bess, BMI)
Don't Fool Me Daddy...70
Fairly routine blues material that is brightened by the individual styling of the singer. (Bess, BMI)
T-BONE WALKER
Pony Tail...71
IMPERIAL 5264 - Walker offers his all to the chick with the pony tail hairdo. Result is an okay rocker in shuffle beat which builds to a nice finish. (Commodore, BMI)
When the Sun Goes Down...71
Lots of fine jazz feeling evident in Walker's reading of some good blues.
LIL' SON JACKSON
Thrill Me Baby...70
IMPERIAL 5267 - The guitar backing develops into a fine sound while Jackson does okay with the material at hand. (Commodore, BMI)
Doctor, Doctor...69
The intriguing lyric and the plaintive approach to the blues problem make for good listening. (Commodore, BMI)
SMILEY LEWIS
Down the Road...69
IMPERIAL 5268 - A honking, tenor and the big beat take top honors here on the boogie blues ditty. (Commodore, BMI)
Blue Monday...67
Lewis runs down the problems of a full week in a routine blues effort. He sings well, tho, and to good backing. (Commodore, BMI)
SQUARE WALTON
Fish Tail Blues...65
V 20-5584 - Walton fails to impress with his chanting on some routine material. (Berkshire, BMI)
Bad Hangover...65
Same comment here with similar stuff. (Bornhill, BMI)
RITA FAYE
Mister Light'nin' Bug...65
M-G-M 11664 - The moppet does quite well, but the market for this stuff is quite limited. Could do some business as the follow-up to her good Christmas dinking.
I'm a Problem Child...63
The youngster tells of being a brat on this side.

Country & Western

RED FOLEY
Tennessee Whistling Man...78
DECCA 29000 - Looking for another "Chattanooga Shoe Shine Boy" Folley delivers up a boogie item with a slick beat which his many fans will want. (Studio, BMI)
As Far as I'm Concerned...77
Red and little Betty Foley combine for an attractive duet reading of a good country ballad. (Hill & Range, BMI)
T. TEXAS TYLER
Kiss Me Like Crazy...77
4 STAR 1649 - Cute novelty effort is sung with a lilt by Tyler over a happy and listenable piano backing. The tune is melodic and the side should pull many spins in the field. Good wax. (4 Star Sales, BMI)
Tired of It All...75
Another good item is handled with authority by Tyler as he tells how he's tired of doing all the work while his spouse shirks her part of the bargain. (4 Star Sales, BMI)
JOHNNIE AND JACK
Cheated Out of Love...76
V 20-5581 - Johnnie and Jack do the best they can with this new effort, but the boys have had many more powerful pieces of material in the past. Their fans will enjoy it. (Acuff-Rose, BMI)
Love Trap...76
Same comment. (Hill & Range, BMI)
SUNSHINE RUBY
That Ain't in Any Catalog...76
V 20-5582 - A cute, bright effort in which a young lass tells how the attractions of the opposite sex are not mentioned in any catalog. Is handled neatly by Ruby. Side could get spins. (Fairway, BMI)
I Got My First Kiss Last Night...73
The young chanteuse tells of her first kiss with shyness and some charm. Listenable effort. (Hill & Range, BMI)
SKEETS McDONALD
Walking on Teardrops...75
CAPITOL 2696 - McDonald hands this unusual weeper a strong rendition as he tells his ex-girl how much he still loves her. Side should pull many spins. (Central Songs, BMI)
Look Who's Crying Now...74
A lively weeper receives a rousing vocal from the country singer. Bright wax, helped by the piano backing. Good for juke loot. (Central Songs, BMI)
SHEB WOOLEY
Don't Stop Kissing Me Goodnight...75
M-G-M 11665 - This rhythmic item in a samba tempo takes off strong and holds up thruout for one of Wooley's best sides in a very long time. Good listening.
Knew I Had Lost...70
Wooley does well with an attractive weeper ballad with the age old story told again in the lyric.
CURLEY SANDERS
Too Much Lovin'...74
IMPERIAL 8226 - Singer shows to advantage on this light-hearted oatune. (Commodore, BMI)
I'm Reaching for Heaven...72
Pretty tune is sung sincerely by Sanders. (Commodore, BMI)
GENE HENSLEE
Dig'n and Datin'...73
IMPERIAL 8227 - Good performance here by all hands. It's a strong reading by the singer and the string backing is an exciting one. Good juke fare this. (Commodore, BMI)
A Girl Named Heart Brake...70
Tempo slows here for a ballad that is sung with considerable feeling by Henslee. Backing again is fine. (Commodore, BMI)
PEE WEE KING ORK
The Red Deck of Cards...72
V 20-5587 - Bee Wee King turns in a disappointing rendition of this powerful piece of anti-communist material. It takes more than a self-conscious reading, however, to give it any impact, and King fails with it. (Hill & Range, BMI)
Deck of Cards...70
King's version of the hit of a few years back, even tho slightly modernized, is weakly done. (American, BMI)
BILL TAYLOR
One of Your Lies...72
4 STAR 1650 - Ditty is a country plaint with a typically plaintive lyric and a lively beat. Bill Taylor belts it out with verve. (4 Star Sales, BMI)
Yo Yo Heart...69
This side has a novelty touch to the lyric. Bill Taylor sings it well but it lacks the effectiveness of the flip. (4 Star Sales, BMI)
MITCHELL TOROK
Someday When Someone Hurts You...68
IMPERIAL 8224 - Torok is joined by Sally Lee in a tearful duet with not much more than a piano backing. Disk was probably made before singer joined Abbott Records. (Commodore, BMI)
Sober Up...68
Torok by himself lets out with a rousing effort that should go well on many juke boxes. (Commodore, BMI)

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

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

**BIGGER
THAN
EVER**

Patti Page
**"CHANGING
PARTNERS"**

COUPLED WITH

"Don't Get Around Much Any More"

MERCURY 70295 • 70295X45

THIS WEEK'S BEST BUYS *Billboard*

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



**RALPH
MARTERIE**
AND HIS ORCHESTRA

NEW RECORDS TO WATCH *Billboard*

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



**RONNIE
GAYLORD**

FLASH! TREMENDOUS REACTION FROM DETROIT, CLEVELAND, NEW ORLEANS, MILWAUKEE...

**A GREAT
TWO-SIDED
HIT!**



Eddy Howard
'Till We Two Are One'

COUPLED WITH

"LITTLE MISS ONE"

MERCURY 70293 • 70293X45

RHYTHM & BLUES HITS

Dinah Washington

"MY MAN'S AN UNDERTAKER"

COUPLED WITH

"SINCE MY MAN HAS GONE AND WENT"
MERCURY 70284 • 70284X45

Buddy Johnson

"I'M JUST YOUR FOOL"

COUPLED WITH

"A-12"
MERCURY 70251 • 70251X45

COUNTRY & WESTERN HIT

Joan Hager & Lloyd Ellis

"STEEL GUITAR RAG"

COUPLED WITH

"THE LOVE I HOLD SO DEAR"
MERCURY 70273 • 70273X45



The Billboard's Music Popularity Charts

... for Week Ending January 9

THIS WEEK'S BEST BUYS

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

Popular

WHY (Mogull, ASCAP)

ANSWER ME, MY LOVE (Bourne, ASCAP)—Nat (King) Cole—Capitol 2687

Disk picked up in a number of markets this week. A definite two-sided record, good reports were received from New York, Philadelphia, Buffalo, Durham, Cincinnati and Milwaukee. A previous "New Record to Watch."

WOMAN (Studio, BMI)

MAN (Studio, BMI)—Rosemary Clooney-Jose Ferrer—Columbia 40144

Another two-sided one, good strength was reported from Buffalo, New York, Chicago, Detroit, St. Louis and Los Angeles. A previous "New Record to Watch."

FROM THE VINE CAME THE GRAPE (Randy Smith, ASCAP)

TIME WILL TELL (Gale and Gayles, BMI)—Hilltoppers—Dot 15127

Forced out of the group's recent LP, good reports came in from Boston, Chicago, New York, Detroit and Milwaukee on "Vine."

"Time" is very strong in St. Louis. A previous "New Record to Watch."

MAKE LOVE TO ME (Melrose, ASCAP)—Jo Stafford—Columbia 40143

Off to very good start, disk accounted for good sales reports from Philadelphia, Cincinnati, Cleveland, St. Louis and several Southern points. Flip is "Adi-Adios Amigo" (Hollis, BMI). A previous "New Record to Watch."

SADIE THOMPSON'S SONG—Richard Hayman—Mercury 70237

Movie tune has been around for some weeks. With film now around to help in exploitation, reports have definitely improved. Good activity is now reported in New York, Buffalo, Cincinnati, Chicago, Los Angeles, Detroit and Cleveland. Flip is "Drive In."

New York, Cincinnati, St. Louis, Cleveland and Los Angeles. Flip is "This Is My Lucky Day."

PING PONG—Tiny Bradshaw—King 4687

Good reports received from Philadelphia, Buffalo, Cincinnati, St. Louis and Milwaukee. Flip is "Powder Puff."

SINCE MY MAN HAS GONE AND WENT MY MAN'S AN UNDERTAKER—Dinah Washington—Mercury 70284

Two-sided action here and numerous strong reports. Strongest came from New York, Philadelphia, Buffalo, St. Louis and Milwaukee. Several other areas added reports of good sales.

Country & Western

RUN 'EM OFF—Lefty Frizzell—Columbia 21194

Disk is registering strongly. Very strong in Dallas and New Orleans; it's also moving well in St. Louis, Cincinnati and Tennessee, according to reports.

Rhythm & Blues

CALL BEFORE YOU GO HOME—Memphis Slim—United 166

Big surge in this week's reports. Strong in

NEW RECORDS TO WATCH

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

Rhythm & Blues

LITTLE MILTON

Somebody Told Me (Memphis, BMI)—Sun 194—Here's one to watch closely. New artist has a good hunk of material and he turns in a strong and appealing performance. This could happen. Flip is "Beggin' My Baby" (Memphis, BMI).

FIVE ROYALES

I Do (Bess, BMI)

Good Things (Bess, BMI)—Apollo 452—Group has clicked with one after another. Power of team should go far in putting these two sides over.

Sacred

EDDY ARNOLD

Robe of Calvary (Hill & Range, BMI)

Prayer (Alamo, ASCAP)—RCA Victor 20-5601—Another in the growing number of recordings of "Robe." Arnold is singing simply and sincerely all the way on both sides of

this disk. It's his strongest sacred entry in some time.

Popular

EARTHA KITT

Lovin' Spree (Joy, ASCAP)

Somebody Bad Stole de Wedding Bell (E. H. Morris, ASCAP)—RCA Victor 20-5610—"Spree is more of Eartha in her familiar "come-hither" role while the flip is a cute calypso. A disk well worth watching.

GEORGIA GIBBS

Somebody Bad Stole the Wedding Bell (E. H. Morris, ASCAP)—Mercury—A very fetching reading by Her Nibs of this clever calypso ditty. Backing too stands out. Flip is "Bangles, Bangles and Beads," from the Mercury EP of "Kismet."

RICHARD HAYES

King for a Day (Remick, ASCAP)

Downhill (Frank, ASCAP)—Mercury—Two sides that should collar an awful lot of spins. "King" features a very unusual arrangement, with a sock performance by Hayes, while "Downhill" is a lovely country-styled ditty.

LOU MONTE

I Know How You Feel (Caravan, ASCAP)—RCA Victor 20-5611—Here's a potential sleeper. It has all the qualifications—good material, performance and backing. Something could happen if label runs with it. Flip is "Darktown Strutters Ball" (Feist, ASCAP).

Country & Western

WEBB PIERCE

Slowly (Hill & Range, BMI)

You Just Can't Be True (Cedarwood, BMI)—Decca 28991—The high range of Pierce's voice is in great shape as he wraps these two sides up in solid fashion. This can be a real big record.

HANK SNOW

Act 1, Act 2, Act 3 (Hill & Range, BMI)

Panamama (Hill & Range, BMI)—RCA Victor 20-5592—Snow sells these two sides well, one a ballad and other a rhythm number with a Latin beat. Good disk.

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

BIMBO

Jim Reeves—Abbott 148

C'EST SI BON

DEAR JOHN AND MARSHA

LETTER

Stan Freberg—Capitol 2677

THE CREEP

JUST ONE MORE CHANCE

Three Suns—RCA Victor

20-5553

THE CREEP

Ralph Marterie—Mercury 70281

GRANADA

Frankie Laine—Columbia 40136

THE JONES BOY

Mills Brothers—Decca 28945

MARIE

Four Tunes—Jubilee 5128

OUR HEARTBREAKING

WALTZ

BELL BOTTOM BLUES

Teresa Brewer—Coral 61066

STRINGS OF MY HEART

MAMA PAPA POLKA

The Gaylords—Mercury 70268

TILL THEN

The Hilltoppers—Dot 15132

TILL WE TWO ARE ONE

Georgie Shaw—Decca 28937

YOU'RE MY EVERYTHING

YOU'RE NEARER

Joni James—M-G-M 30829

Country & Western

BIMBO

CHANGING PARTNERS

Pee Wee King—RCA Victor

20-5537

CHEATIN'S A SIN

I GAVE MY WEDDING DRESS

AWAY

Kitty Wells—Decca 28931

HOOTCHIE KOOTCHIE HENRY

GIGOLO

Mitchell Torok—Abbott 150

RUN 'EM OFF

Otis Wheeler—Okeh 18022

SECRET LOVE

WHY?

Slim Whitman—Imperial 8223

WHAT AM I GOING TO DO WITH YOU?

DOG-GONE IT BABY, I'M IN

LOVE

Carl Smith—Columbia 21197

Rhythm & Blues

DARK MUDDY BOTTOM

Mercy Dee—Specialty 481

EBB TIDE

Ink Spots—King 1297

GOOD, GOOD WHISKEY

Amos Milburn—Aladdin 3218

A SUNDAY KIND OF LOVE

Harp Tones—Bruce 101

TV MAMA

Joe Turner—Atlantic 1016

YOU'RE STILL MY BABY

Chuck Willis—Okeh 7015

CURRENT TOP RECORDS

See page 30 for the top pop records.

See page 40 for the top c.&w. records.

See page 42 for the current top r.&b. records.

See pages 34 and 36 for the current top packaged records.

Station Reps Balk

Continued from page 4

toppers meet with the affiliates here next Thursday and Friday, it is rumored that some stations may propose that they be allowed to accept the evening plan and scrap the two daytime deals. There's little likelihood that the

network will take them up on the idea tho.

ABC's stand is that the plan is merely a device to put network radio within the economic reach of smaller advertisers by making it possible for them to buy time in smaller portions. In a letter to its affiliates advising them of the plan, the web observed, "There has been a trend in the direction of dispersing advertising messages rather than concentrating

on one particular time segment" citing NBC's Tandem Plan, CBS' Power Plan, and the Mutual Multi Message Plan.

In reference to the SRA's comments on the Martin Block show, a spokesman for the web pointed out that few local deejays are in a position to recruit the big name recording guests Block has lined up for his shows—Perry Como, Patti Page, Doris Day, Eddie Fisher, etc.

Color Surprise

Continued from page 2

much as there are at least two major color tubes and several variations of these in the hands of rival manufacturers, the situation is fraught with competitive possibilities in contrast to the black-white TV market where a single tube type has dominated.

Another key factor is the size of tubes. It is generally expected that graduated sizes will start to appear late this year, even tho color is regarded as still in an engineering and tooling-up stage. The outlook continues to be for an orderly transition from the monochrome era, since even if a competitive situation shapes up it would take years for color TV to overtake black-white numerically.

A SMASH IN ONE WEEK!

"FROM THE VINE

CAME THE GRAPE"

SENSATIONALLY PERFORMED BY

THE GRAYLORDS



MERCURY 70296 • 70296X45



**"FROM THE VINE CAME THE GRAPE" PUBLISHED BY
RANDY-SMITH PUBLISHING CO. NASHVILLE, TENN.**

The Billboard's Music Popularity Charts

... for Week Ending January 9

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	Title	Artist
1		6	OH MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2		18	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
3		10	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
4		8	CHANGING PARTNERS—P. Page	Where Did My Snowman Go?—Mercury 70260—BMI
5		14	RICOCHET—T. Brewer	Too Young to Tango—Coral 61043—BMI
6		6	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
7		7	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
8		20	EBB TIDE—F. Chacksfield	Waltzing Bugle Boy—London 1358—ASCAP
9		7	OH MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
10		3	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
11		7	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
12		2	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
13		2	WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith	Cap 2693—BMI
14		6	CHANGING PARTNERS—K. Starr	I'll Always Be In Love With You—Cap 2657—BMI
15		19	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—ASCAP
16		11	YOU ALONE—P. Como	Pa-Paya Mama—V 20-5447—ASCAP
17		30	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
18		31	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
19		13	ISTANBUL—Four Lads	I Should Have Told You Long Ago—Col 40082—ASCAP
20		3	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	Title	Artist
1		16	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
2		5	OH MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
3		9	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
4		6	CHANGING PARTNERS—P. Page	Where Did My Snowman Go?—Mercury 70260—BMI
5		14	RICOCHET—T. Brewer	Too Young to Tango—Coral 61043—BMI
6		5	OH MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
7		5	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
8		5	CHANGING PARTNERS—I. Starr	I'll Always Be in Love With You—Cap 2657—BMI
9		29	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
9		3	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
11		7	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
12		3	WOMAN—J. Desmond	By the River Seine—Coral 61069—BMI
13		18	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—BMI
14		3	I SEE THE MOON—Mariners	I Just Want You—Col 40047—ASCAP
15		1	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
16		14	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453—BMI
16		30	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
16		3	MARIE—Four Tunes	I Gambled With Love—Jubilee 5128—ASCAP
19		11	EBB TIDE—F. Chacksfield	Waltzing Bugle Boy—London 1358—ASCAP
19		7	HEART OF MY HEART—A. Dale, J. Desmond, D. Cornell	I Think I'll Fall in Love Today—Coral 61076—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	Title	Artist
1		5	OH MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
2		17	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
3		8	CHANGING PARTNERS—P. Page	Where Did My Snowman Go?—Mercury 70260—BMI
4		9	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
5		6	STRANGER IN PARADISE—Four Aces	Heart of My Heart—Dec 28927—ASCAP
6		8	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
7		16	RICOCHET—T. Brewer	Too Young to Tango—Coral 61043—BMI
8		6	OH MEIN PAPA—E. Calvert	Mystery Street—Essex 336—ASCAP
9		7	CHANGING PARTNERS—K. Starr	I'll Always Be in Love With You—Cap 2657—BMI
10		3	STRANGER IN PARADISE—T. Martin	I Love Paris—V 20-5535—ASCAP
11		11	YOU ALONE—P. Como	Pa-Paya Mama—V 20-5447—ASCAP
12		15	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453—BMI
13		1	WHAT IT WAS, WAS FOOTBALL (Parts I & II)—Deacon A. Griffith	Cap 2693—BMI
14		2	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
14		1	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
16		21	EBB TIDE—F. Chacksfield	Waltzing Bugle Boy—London 1358—ASCAP
17		2	HEART OF MY HEART—D. Cornell, A. Dale, J. Desmond	I Think I'll Fall in Love Today—Coral 61076—ASCAP
18		29	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
19		2	CHANGING PARTNERS—D. Shore	Think—V 20-5515—BMI
20		3	C'EST SI BON—S. Freberg	Dear John and Answer Letter—Cap 2677—ASCAP

VOX JOX

By CHARLOTTE SUMMERS

"Cinderella Boy"

Jerry Marshall, radio's newest "Cinderella Boy," taking over the helm of one of the nation's top-rated platter shows, WNEW's "Make Believe Ballroom," is probably the last of the top deejays who spins and cues his own records. And he does it all by standing, finding that he works best that way. Standing two and a half hours a day for 11 years, Marshall figures that he's spent a total of 218 days on his feet since getting into radio. And in that time he's spun well over 100,000 records both on the air and off. Marshall estimates that he gets almost 150 new record releases a week, all of which he has to listen to in order to be up on the latest in popular music. And to prove further how this business gets into your blood, he has given Mrs. Marshall a number of pieces of jewelry with "12-J-51" inscribed on each. That's the WNEW record library file number for Harry James' "You Made Me Love You."

Padded Cell

Martin Block, ABC, New York, deejay who has just been given a custom made studio and record library reputed to be the plushiest in the States, has nothing on Bob Landers. WINZ, Miami, who has designed and built what he calls his "Padded Cell." Landers' radio broadcasting studio is the first to be built in a Miami Beach cocktail lounge and made its debut on January 1 when Landers presented "Melody Ballroom" from the Regency Lounge of the Empress Hotel. With the reputation of an "electronics wizard," Landers designed and built most of the equipment himself. The studio is fully equipped with limiter, playback, recording, tape and disk facilities. Broadcasting nightly, except Sunday, the show features records, personalities and guest stars.

Surface Noises

This will wind up the "Oh" and "San" intrigue — Paul Melanson.

WVAM, Altoona, Pa., would like to "set something straight in the minds of those who think because some of the deejays are trying to find out about those requests on

See
PAGES 34 AND 36

for

The Billboard
Packaged Record
Buying Guide

SYMPHONY
SHORT SYMPHONIC

Packaged Record
REVIEWS

'Oh' and 'San.' For my part, he writes, "I enjoyed the two numbers very much and I know a lot of deejays can say the same thing. I wouldn't want anyone to think we are tearing someone's tune apart. I think perhaps an over zealous promotion man or someone who possibly wanted to spread their enthusiasm for the record went slightly overboard. The record is good, and that's the important thing. P. S.: The history of 'San' being sent out by Lindsay McPhail, the writer of the tune, is a very handy item for programming." . . . Oscar Gildeman, WSWA, Harrisonburg, Va., asks, "What's all the fuss about? Gloria Wood's 'Oh Honey' gets its spins in 'Gil's Music Mill' and pulls plenty of requests. No unfavorable comment yet." . . . Chuck Blair, WFRX, West Frankfort, Ill., sends his congrats to Capitol, Coral and minor labels for excellent free service. . . . Sandy Singer, KCRI, Cedar Rapids, Ia., beefs, "I noticed that Mercury scratched off the name of Rita Hayworth as vocalist on its sound track waxing of the Sadie Thompson song. Why not give credit to Jo Ann Greer and be truthful about the thing? After all she deserves the credit; (Continued on page 41)

YESTERYEAR'S TOPS—

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

JANUARY 15, 1944:

1. Paper Doll
2. My Heart Tells Me
3. Shoo-Shoo Baby (Andrews Sisters)
4. Shoo-Shoo Baby (Morse)
5. They're Either Too Young or Too Old
6. Star Eyes
7. People Will Say We're in Love
8. Boogie Woogie
9. My Ideal
10. Besame Mucho

JANUARY 15, 1949:

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

RCA VICTOR

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for giving it a landslide victory
in Billboard's Annual Record Dealer Survey

**RCA VICTOR SCORED MORE FIRSTS THAN
ALL OTHER RECORD COMPANIES COMBINED!**

Which single label has been the biggest seller for you so far this year in POPULAR SINGLES?

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in CLASSICAL?

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in POPULAR ALBUMS?

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in COUNTRY AND WESTERN?

First—RCA VICTOR

Which single label has been the biggest seller for you so far this year in INTERNATIONAL?

First—RCA VICTOR

Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in POPULAR SINGLES?

First—RCA VICTOR

Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in CLASSICAL?

First—RCA VICTOR

Compared with a year ago, which label has shown the best sales improvement in your store thus far this year in INTERNATIONAL?

First—RCA VICTOR

Which three record companies give you the BEST ALL-AROUND SERVICE?

First—RCA VICTOR

Which three record companies give you the BEST AND FASTEST DELIVERY SERVICE?

First—RCA VICTOR

Which three record companies (through their distributors) send you the MOST HELPFUL SALESMEN?

First—RCA VICTOR

Which three record companies provide the BEST MERCHANDISING PROGRAMS TO HELP MOVE STOCK?

First—RCA VICTOR

Comparatively speaking, which of the three speeds has accounted for THE GREATEST SALES INCREASE in your store during the past year?

First—45 RPM



The Billboard's Music Popularity Charts

... For Week Ending January 9

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.

- Cincinnati... **CREEP** ... R. Marterie, Mercury 70281
- Cleveland
- Detroit
- Pittsburgh... **STRINGS OF MY HEART** Gaylords, Mercury 70258
- Denver... **ISTANBUL** ... J. (Fingers) Carr, Capitol 2665
- Pittsburgh... **TWO PURPLE SHADOWS** J. Vale, Columbia 40131
- St. Louis... **TILL THEN** Hilltoppers, Dot 15132
- St. Louis... **TIME WILL TELL** Hilltoppers, Dot 15127

Territorial Best Sellers

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

Atlanta

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

Boston

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Columbia
3. That's Amore D. Martin, Capitol
4. Changing Partners P. Page, Mercury
5. Oh Mein Papa E. Calvert, Essex
6. Rags to Riches T. Bennett, Columbia
7. Stranger in Paradise Four Aces, Decca
8. Robe of Calvary J. Corey, Columbia
9. You Alone P. Como, Victor

Buffalo

1. Oh My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. You Alone P. Como, Victor
4. Rags to Riches T. Bennett, Columbia

Chicago

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

Cincinnati

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

Atlanta

7. Ricochet T. Brewer, Coral
8. What It Was, Was Football Deacon A. Griffith, Capitol
9. Heart of My Heart D. Cornell, A. Dale, J. Desmond, Coral
10. Creep R. Marterie, Mercury

Cleveland

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise Four Aces, Decca
3. Changing Partners P. Page, Mercury
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise T. Bennett, Columbia
6. Bimbo J. Reeves, Abbott
7. What It Was, Was Football Deacon A. Griffith, Capitol
8. Eh Cumpari J. La Rosa, Cadence
9. Till We Two Are One G. Shaw, Decca
10. Strings of My Heart Gaylords, Mercury

Dallas-Ft. Worth

1. Stranger in Paradise Four Aces, Decca
2. Rags to Riches T. Bennett, Columbia
3. What It Was, Was Football Deacon A. Griffith, Capitol
4. Oh My Papa E. Fisher, Victor
5. Ricochet T. Brewer, Coral
6. Changing Partners P. Page, Mercury

Denver

1. Oh My Papa E. Fisher, Victor
2. Ricochet T. Brewer, Coral
3. That's Amore D. Martin, Capitol
4. Changing Partners P. Page, Mercury
5. Rags to Riches T. Bennett, Columbia
6. Ebb Tide F. Chacksfield, London
7. Stranger in Paradise T. Bennett, Columbia
8. Istanbul J. (Fingers) Carr, Capitol

Detroit

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

Kansas City, Mo.

1. Oh My Papa E. Fisher, Victor
2. Rags to Riches T. Bennett, Columbia

3. That's Amore D. Martin, Capitol
4. Ricochet T. Brewer, Coral
5. Stranger in Paradise T. Bennett, Columbia
6. Stranger in Paradise T. Martin, Victor
7. Changing Partners P. Page, Mercury
8. Istanbul Four Lads, Columbia
9. Ebb Tide F. Chacksfield, London
10. Secret Love Doris Day, Columbia

Los Angeles

1. Oh My Papa E. Fisher, Victor
2. That's Amore D. Martin, Capitol
3. Rags to Riches T. Bennett, Columbia
4. Stranger in Paradise T. Martin, Victor
5. Ricochet T. Brewer, Coral
6. Stranger in Paradise T. Bennett, Columbia
7. Eh Cumpari J. La Rosa, Cadence
8. Ebb Tide F. Chacksfield, London
9. Changing Partners K. Starr, Capitol
10. Heart of My Heart Four Aces, Decca

Milwaukee

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

New Orleans

1. Oh My Papa E. Fisher, Victor
2. Changing Partners K. Starr, Capitol
3. Rags to Riches T. Bennett, Columbia
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise Four Aces, Decca
6. What It Was, Was Football Deacon A. Griffith, Capitol
7. Heart of My Heart Four Aces, Decca

New York

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

Philadelphia

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

6. Heart of My Heart Four Aces, Decca
7. Stranger in Paradise T. Bennett, Columbia
8. Ebb Tide F. Chacksfield, London
9. Ricochet T. Brewer, Coral
10. Vaya Con Dios L. Paul-M. Ford, Capitol

Pittsburgh

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise Four Aces, Decca
3. Strings of My Heart Gaylords, Mercury
4. Stranger in Paradise T. Bennett, Columbia
5. Two Purple Shadows J. Vale, Columbia
6. Till We Two Are One G. Shaw, Decca
7. Till Then Hilltoppers, Dot
8. Ricochet T. Brewer, Coral
9. Ebb Tide F. Chacksfield, London
10. Changing Partners P. Page, Mercury

St. Louis

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Martin, Victor
3. Changing Partners P. Page, Mercury
4. That's Amore D. Martin, Capitol
5. Stranger in Paradise T. Bennett, Columbia
6. Secret Love Doris Day, Columbia
7. Time Will Tell Hilltoppers, Dot
8. Oh Mein Papa E. Calvert, Essex

San Francisco

1. Oh My Papa E. Fisher, Victor
2. Stranger in Paradise T. Bennett, Columbia
3. That's Amore D. Martin, Capitol
4. Rags to Riches T. Bennett, Columbia
5. Ricochet T. Brewer, Coral
6. Ebb Tide F. Chacksfield, London
7. Vaya Con Dios L. Paul-M. Ford, Capitol
8. Eh Cumpari J. La Rosa, Cadence

Seattle

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

Washington - Baltimore

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

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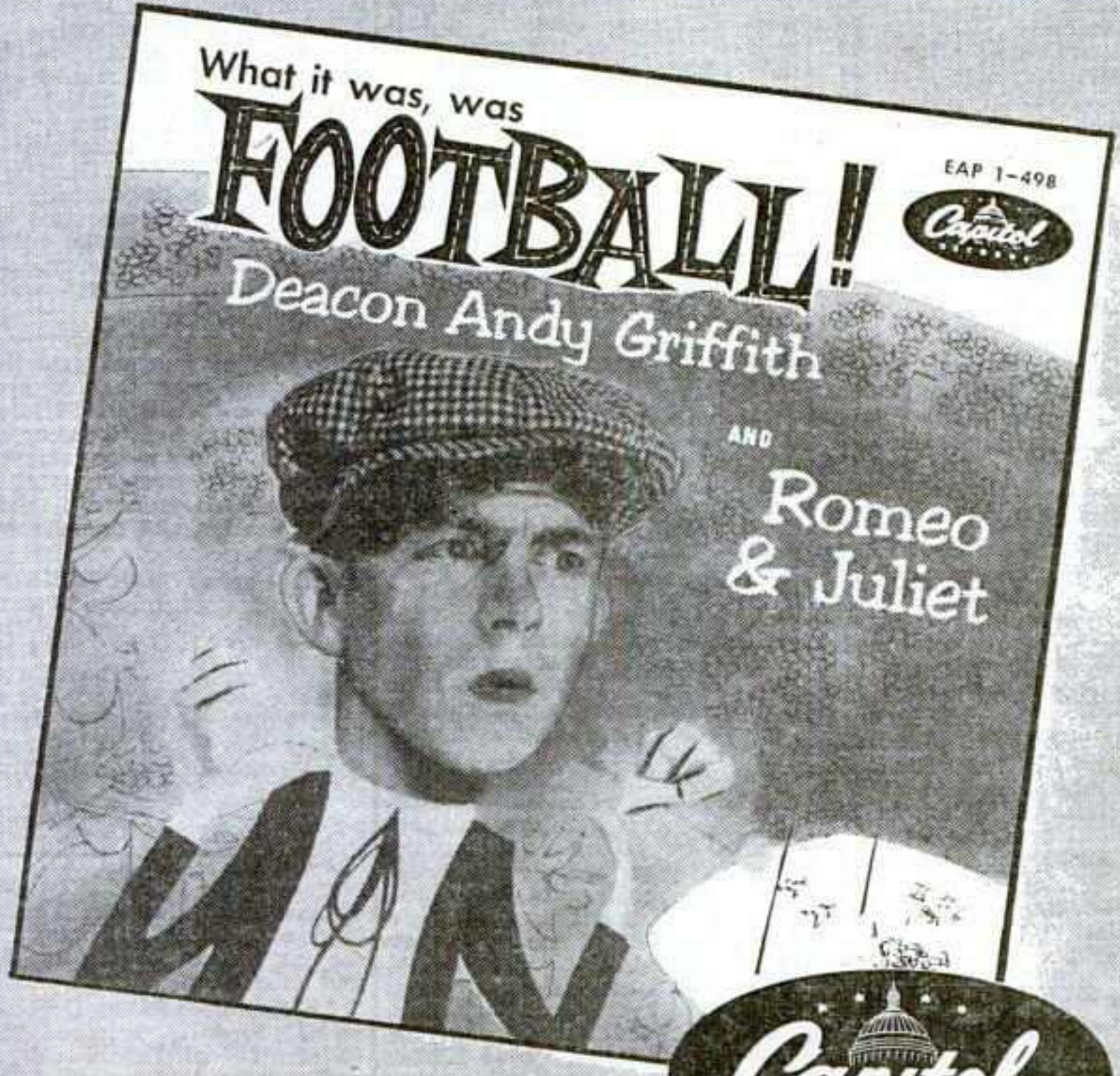
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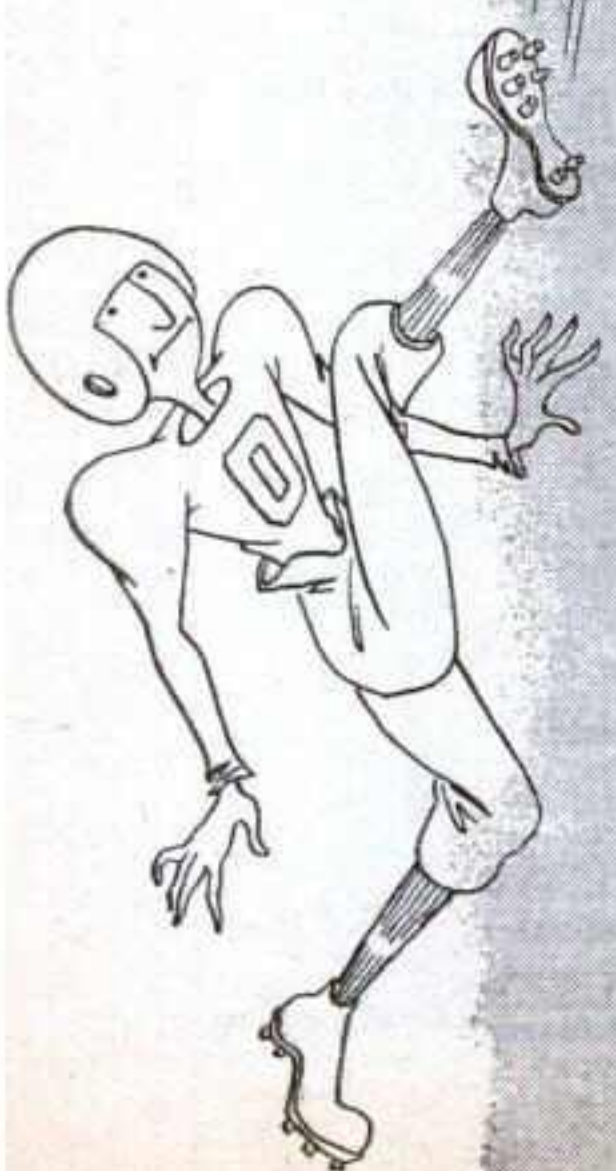
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The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Packaged Record Review Ratings

CLASSICAL LP'S

EXTENDED ORCHESTRAL WORKS

AARON COPLAND: MUSIC FOR THE THEATER; KURT WEILL: SUITE FROM "THE THREE-PENNY OPERA" (1-12")—M-G-M Orchestra; Izler Solomon, Cond. M-G-M 3095 67

CONCERTO

ANDRE JOLIVET: CONCERTO FOR PIANO AND ORK; CONCERTO FOR TRUMPET, PIANO AND STRING ORCHESTRA; ANDANTE FOR STRING ORCHESTRA (1-12")—Lucette Descaves, Piano; Roger Del Motte, Trumpet; Serge Baudo, Piano; Orchestre du Theatre des Champs-Elysees; Ernest Bour, Cond. Westminster 5239 65

CHOPIN: CONCERTO NO. 1 IN E MINOR, OP. 11 (1-12")—Alexander Uninsky, Piano; Hague Philharmonic; Willem Van Otterloo, Cond. Epic LC 3012 70

SCHUMANN: CONCERTO IN A MINOR, OP. 54; LISZT: CONCERTO NO. 1 IN E FLAT MAJOR (1-12")—Clara Haskill, Piano; Cor de Groot, Piano; Hague Philharmonic; Willem Van Otterloo, Cond. Epic LC 3020 66

CHAMBER MUSIC

BRAHMS: TRIO FOR PIANO, VIOLIN AND CELLO IN B MAJOR, OP. 8 (1-12")—Paul Badura-Skoda, Piano; Jean Fournier, Violin; Antonio Janigro, Cello. Westminster 5237 78

MOZART: SERENADE FOR 13 WINDS IN B FLAT MAJOR, K.361 (1-12")—Vienna Philharmonic Wind Group. Westminster 5229 78

INSTRUMENTAL

TCHAIKOVSKY FAVORITES (1-10")—Joseph Fuchs, Violin; Camarata Orchestra. Decca DL 4082 75

SCHUMANN: DAVIDSBUENDLERTAENZE, OP. 6; PAPILLONS, OP. 2 (1-12")—Joerg Demus, Piano. Westminster 5232 70

BELA BARTOK: IMPROVISATIONS, OP. 20, FOR CHILDREN (1-10")—Carl Seeman, Pianist. Decca DL 4085 68

VIRGIL THOMPSON: 10 ETUDES FOR PIANO (1-10")—Maxim Schapiro, Pianist. Decca DL 4083 65

REUBKE: SONATA ON THE 94th PSALM; GUILMANT: SONATA NO. 1 IN D MINOR, OP. 42 (1-12")—Richard Ellsasser, Organist. M-G-M E 3078 65

POPULAR ALBUMS — Popular Albums — 18 pt. Tempo Hvy Ital.

JAZZ

JAM SESSION NO. 3 (1-12")—Count Basie and others. Clef 4003 80

JAM SESSION NO. 4 (1-12")—Count Basie and others. Clef 4004 80

HOWARD RUMSEY'S LIGHTHOUSE ALL-STARS, VOL. 3 (1-10")—Contemporary 2506 75

AN EVENING WITH BILLIE HOLIDAY (1-10")—Clef 144 74

MARY LOU WILLIAMS (1-10")—Contemporary 2507 73

MODERN SOUNDS: SWEDEN (1-10")—Lars Gullin Quartet and Quintet. Contemporary 2505 65

KEYBOARD KINGS (1-10")—Ken Clarke. M-G-M 205 65

VOCAL

MAY I SING TO YOU: EDDIE FISHER (1-10")—RCA Victor LPM 3185 88

THAT BAD EARTHA: EARTHA KITT (1-10")—RCA Victor LPM 3187 85

THE AMES BROTHERS (1-10")—RCA Victor LPM 3186 79

I BELIEVE: PERRY COMO (1-10")—RCA Victor LPM 3188 75

DANCE BAND

WONDERFUL WALTZES OF RICHARD RODGERS (1-10")—Paul Britten Ork. M-G-M 197 70

TOPS IN POPS (1-10")—Jerry Wald Ork. Lion 70014 70

ALL-TIME FAVORITES (1-10")—Eddie Ashman Ork. Lion 70012 70

MAMBO AND RHUMBAS (1-10")—Rene Touzet Ork. Lion 70015 64

POLKAS (1-10")—Ted Tyle Ork. Lion 70013 60

Columbia Jazz

Continued from page 13

the third name recently added to Columbia's modern jazz roster.

Rugulo was signed to the label by a.&r. exec Paul Weston, and his recordings will be made under Weston's supervision. Rugulo, who gained recognition while arranging for the Kenton crew, will build his own ork for the label and will be waxed as both a dance ork and a concert crew. The ork however will not only be a house band, but will play road dates after the first album is released next month. Mickey Goldsen will handle personal management of the new ork.

Columbia has been trying to get the Chet Baker crew on a release for a while, but only obtained permission this month. Baker is signed to Pacific Jazz, and the diskery had to okay the loan. Baker's sides will be made under Dick Bock's supervision, Bock being the head of Pacific Jazz. The Van Damme set was handled by a.&r. jazz head George Avakian.

On the two beat level, the diskery recently cut two new LP's at semi-public jam sessions. One features the Buck Clayton All Stars and the other the Turk Murphy crew. The musicians were permitted to play just as they would on a spontaneous jam session, utilizing the entire length of an LP disk on improvisations on one tune.

Webcor Active

Continued from page 14

set is a low impedance output jack for coupling with a tape recorder. Used in connection with the time switch, this makes it possible to record, even tho no one is present to turn on the set. The set also contains the regular clock-radio features, which allow the turning on or off of any appliance plugged into the set, as well as a five-tube AM radio with built-in antenna.

Experimental

It is understood that Webcor is currently determining consumer interest in an experimental model tape recorder. This recorder is a binaural high fidelity set with six speakers, three for each binaural channel. It is believed that if the new binaural hi-fi recorder is accepted by consumers, the firm is set to go into production on the model.

Hi-Fi Phonos

Webcor has added to its high fidelity phonograph line a portable set identical with the present Musicale and at the same price. The only difference in the line is the case, which is done in simulated leather and has a handle for portability. Also on display at the Furniture Show in the American Furniture Mart was a new tape recorder and a new portable AM-phonograph combination, which has been added to the Holiday line. No price has been set on these new additions.

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.

Westminster

From Breezy To Dissonant

An interesting Westminster release this week includes four disks aimed for the most part at a selective and discriminating audience. Possibly of most widespread interest is a Schumann coupling of his Papillons and Davidsbueundlertaenze played by pianist Joerg Demus. The former, of course, are short dance selections, very easy to listen to. The latter selections are more in the form of a musical dialog. They're light and breezy and well worth a recommendation to a customer who favors a solo piano.

Westminster has gained increasing stature in recent years thru the strength of its catalog of chamber music. In this release are two chamber recordings that typify the label's standard in this avenue. First is the Brahms Trio for Piano in B Major. A very strong trio was gathered for this—Paul Badura-Skoda, Jean Fournier and Antonio Janigro—and the musicianship is of high order. Then there is Mozart's Serenade for 13 Winds in B Flat Major by the Vienna Philharmonic wind group. Both of these disks have been recorded carefully as is attested by the fine "sound."

The chamber works have a comparatively limited audience, the sales potential for a new Westminster disk of three works by Andre Jolivet is probably even more limited. Yet the few dealers who have the clientele for modernists could do extremely well with this. Portions of this disk contains an unusual brilliantly orchestrated study in dissonance. Elsewhere, tho, in parts of the Concerto for Piano and Ork, many may feel that Jolivet has reached too far and broken thru the noise barrier. This is the first disk of Jolivet generally available in this country, and the followers of modern composition could easily line up for this.

Nev Gehman.

Contemporaries' Works Added to Disk Lists

A number of LP's with a repertoire stemming from contemporary composers were released recently. M-G-M's entry is a 12-inch disk, presenting Izler Solomon conducting the M-G-M Orchestra in Aaron Copland's Music for the Theater on one side, and Kurt Weill's Kleine Dreigroschenmusik on the other. Both these works draw upon jazz, and both were written in the 1920's. The Weill composition was the score of one of his German musical stage plays, and represents an attempt to fuse the "serious" and "popular" conceptions of music. The Copland work, brilliant and theatrical, is a product of one of the composer's earlier periods.

Decca has come thru with two disks in this contemporary category. Both 10-inch LP's of the 4000 series, these are 10 Etudes for Piano, by Virgil Thomson, featuring Maxim Schapiro at the piano, and Piano Music of Bela Bartok. The latter includes Improvisations on Hungarian Folk Songs, Op. 20, and piano music for children. Pianist Carl Seeman

RCA Victor's "Big Four"

Fisher, Kitt, Como and Ames Come Thru With Strong Items

RCA Victor kicks off the new year for four pop album packages by the label's top artists and in hopes of grabbing off a big hunk of the disk business. RCA Victor figures to realize that hope with their "Big Four" packages and promotions. Certainly the merchandising effort behind these albums should move them from dealer shelves. In addition, the artists and material are excellent.

It would seem that Eddie Fisher would lead the race with May I Sing to You collection. The chanter delivers seven standards and a new pop ballad in a salute to such vocal names as Crosby, Sinatra, Columbo, Vallee, Cole, Jolson and Martin. Since the tunes associated with each artist has proven successful, Fisher isn't gambling with the material.

Not too far behind should be the Eartha Kitt collection called That Bad Eartha. Despite the title pinned on the package, the material and performances are good enough to click—particularly since the package follows her pop single clicks of recent months.

Also in the "big four" are sets by the Ames Brothers and Perry Como. The former bears the group's name as the package title, while Como's efforts are pack-

New Jazz Sets For the Fans

Considering the number of high-quality modern jazz albums released during the past year, the "progressive" field might be said to have finally achieved a musical maturity and stability it seemed unlikely to achieve two or three years ago. Some of the reasons for this encouraging state of affairs can be observed in the recently released albums from that department.

The third and fourth volumes of Norman Granz's Jam Sessions are now available. Here we can see how instrumentalists like Count Basie, Benny Carter, Harry Edison and Willie Smith have grown with the times, building solidly on older traditions. On the other hand, a representative of the younger set, Stan Getz, is also present and swings easily with the group. These are two well-conceived and executed albums, with nothing tentative or experimental about them, yet are forward-looking.

One of the most impressive examples of musical growth, of course, has been that of pianist Mary Lou Williams. While in Europe last year she recorded a program of her own versions of well-known jazz compositions. These are all technically fluent, rhythmically and harmonically inventive.

An Evening With Billie Holiday is an opportunity to experience anew the almost classic readings of songs like "My Man" and "Lover Come Back to Me" that the singer has made her own. Miss Holiday's phrasing and interpretation retain an intimacy, a timelessness of expression that is rightfully legendary.

Gary Kramer.

performs the work. The Virgil Thomson disk includes "Fanfare," "Spinning Song," "Tango," "Music Box Lullaby," "Ragtime Bass" and others.

Another item in the Decca 4000 series, recently released, is a 10-inch LP of Tchaikovsky Favorites, played by violinist Joseph Fuchs with Camarata and his orchestra. The material includes "Autumn Song," "Song Without Words," "Swan Lake," "Serenade Melancolique" and "Melodie." Paul Ackerman.

aged as I Believe. The Ames' great vocal style is particularly effective with the standard songs they're doing and several sides sound like good pop single material. The Como album, because of the conglomerate packaging of non-sectarian, Catholic, Jewish and Protestant hymns, may have some trouble finding a ready market. Singles from the package are already out and selling quite well.

All of the 10-inch LP packages are, of course, also available as two-pocket EP sets. Sales potentials on the EP's would be similar to the LP ratings. Joe Martin.

Instrumentals

Piano, Organ Disk Entries

Epic Records, Columbia's new subsidiary label, is staying with the warhorses on its second LP release. One of the new Epic platters contains Chopin's First Piano Concerto played by Alexander Uninsky with the Hague Philharmonic Orchestra. Another includes the familiar Concerto in A Minor by Schumann played by Clara Haskill plus the Liszt Piano Concerto No. 1 performed by Cor De Groot. Of the three concertos, the Schumann as played by Miss Haskill stands out, due to her sympathetic performance. There are over half a dozen waxings already on the market of these well-known concertos and it is doubtful if any of the Epic disks is strong enough either in name power or performance to jump ahead of the competition. However, there are always new collectors and certainly the Chopin, Schumann and Liszt concertos are always in demand.

With so much of the repertoire being duplicated on LP disks, it is a pleasure to fine a new release containing rarely waxed compositions. The unusual release in this genre is a fine organ recording by Richard Ellsasser on M-G-M featuring Reubke's Sonata on the 94th Psalm and Guilman's Sonata No. 1 in D Minor. It gives the organist (and the recording engineer) a chance to show off his technique on the John Hays Hammond Museum Console in Gloucester, Mass., to which is attached an electronic device which doubles the instrument's volume. The two compositions are striking and Ellsasser plays them with much skill. Bob Rolontz.

Price and Performances Spark Lion Dance Sets

Lion Records, M-G-M's low-priced 10-inch LP label, has just released four new sets in its series entitled "Designed for Dancing." The sets cover current pops, standards, polkas and rumbas and mamboes. The Tops in Pops release contains eight current hits, including "Rags to Riches," "Many Times," "Changing Partners" and "Ebb Tide," played in neat dance tempo by the Jerry Wald Ork. The All Time Favorites LP includes "Muskrat Ramble," "September Song," "Penthouse Serenade" and a "Singin' in the Rain" medley. These are performed in businessmen's bounce tempo by Eddie Ashman and his Grossinger ork.

For polka fans the Ted Tyle polka crew gives out with some peppy ditties and the Rene Touzet band turns in some fine work with a group of mamboes and rumbas on the Latin-styled set. Bob Rolontz.

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Record No. 2699

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 thruout 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 (Detroit Symphony-Paray) Mercury MG 50022
 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 (Detroit Symphony-Paray) Mercury MG 50023
 MOZART: SYMPHONIES NOS. 35 AND 40 (New York Philharmonic-Walter) Columbia ML 4693

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- AMERICAN CONCERT BAND MASTERPIECES (Eastman Symphonic Wind Ensemble-Fennell) Mercury MG 40006
 BRAHMS: HUNGARIAN DANCES 2 AND 3; LISZT: HUNGARIAN RHAPSODIES 1 AND 2 (Boston Pops-Fiedler) RCA Victor LRM 7002
 CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra) Columbia ML 4692
 CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops-Fiedler) RCA Victor LM 1752
 HUMPERDINCK: HANSEL AND GRETEL PRELUDE; HEROLD: ZAMPA OVERTURE; LIADOFF: KIKAMORA (NBC Symphony-Toscanini) RCA Victor LRM 7014
 ROSSINI: WILLIAM TELL ORCHESTRAL EXCERPTS; SIBELIUS: FINLANDIA; PONCHIELLI: DANCE OF THE HOURS (NBC Symphony-Toscanini) RCA Victor LRM 7005
 STRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops-Ormandy) Columbia ML 4686
 WAGNER: LOHENGRIN—PRELUDES ACTS I, III; MEISTERSINGER PRELUDE; TANNHAUSER OVERTURE; RIDE OF THE VALKYRIES (Detroit Symphony-Paray) Mercury MG 50021
 WAGNER: TOSCANINI CONDUCTS WAGNER (NBC Symphony) RCA Victor LRM 7029

Phono Disk Tie-In, Credit Plan

• Continued from page 13

quality of performance and design. Included in the variety of lines are Magnavox, Web-Cor, RCA Victor, Traveler and Columbia phonograph models. Adhering to a policy of non-competitive merchandise, Wallichs does not carry the full range of models available in every line. Only exception here is in the case of Magnavox, in whose dealership Music City rates as the largest outlet west of Chicago.

Price-wise, Music City carries seven models in the RCA Victor line ranging from \$17.95 to \$149.95, as opposed to the Magnavox line with 12 models available from \$99.50 to \$495. Firm features a Traveler phono model at \$22.95 as its traffic leader, with special display attention focused on the phono in both Music City's window and floor space. In addition, the Web-Cor line with seven models featured, runs from \$29.95 to \$152.95, and the Columbia phonos, with four models available, run from \$14.95 to \$149.95.

50G Inventory

Carrying an inventory of approximately \$50,000 in phono equipment at all times, Music City has found the tie-in between players and records to be a profitable one.

Wallichs continually stresses the sale of three-speed phonos in his over-all merchandising program.

Since the firm's record department contributes a volume of approximately \$750,000 annually, the integration of phonographs and disks was a natural one. Accordingly, Music City depends to a great extent on repeat business. As is the case with many of the nation's better retail music outlets, Music City has an extensive time payment program. Having a convenient credit plan available to assure instrument sales offers the firm many advantages, most important of which is the prompt payment of a player and immediate recovery of the capital invested in a given piece of equipment. Of equal importance, too, is that convenient credit buying makes for satisfied, repeat customers.

Credit Builds Volume

With a majority of the nation's consumers making their purchases of heavy goods on time, the

establishment of credit purchasing is a necessity in the operation of a volume phono dealer.

By and large, Music City's credit terms run from 12 months to two years, depending upon the size of purchase involved.

The phonograph department, managed by Ted Fulmer, maintains a staff of four men, who sell only the firm's TV and phono lines.

As part of the closely knit phono-disk operation, Music City has a total of 21 air conditioned record listening booths, eight of which are equipped for LP playback, and 13 which play both 45 and 78 r.p.m. records. Customers are permitted to browse thru the huge record stock, and are then admitted to a record booth by one of 10 clerks. Booths are kept locked at all times, keeping damage and impairment to both the players and the booth at a minimum.

The tremendous stockpile of disks are displayed in more than 44 upright seven-foot record racks and browser boxes, with specific emphasis placed upon customer selectivity. Disks are divided into separate categories, i.e., pop, children's, classics, jazz, rhythm and blues, and standards, and are alphabetized by artists. In addition, a breakdown of speeds within each category is made, which allows the customer a maximum amount of time-saving in making his purchase. Allen Lavinger, manager of the record department, estimates that approximately 15,000 records are on display. Lavinger maintains complete inventory control of the mammoth stock, with an inventory of approximately \$80,000 on hand.

Best selling months in both the phono and disk departments are the Christmas season, during which the firm's volume almost doubles. Second best sales month of the year is August, when player and disk interest is stimulated with new merchandise coming on the market.

Cognizant of the need for adequate promotion and advertising, Music City has an annual budget of \$75,000, most of which is spent in radio and television. Radio, too, grabs the lions share of the expenditure, with block

CHART COMMENTS

SYMPHONY

Of great interest to the dealer in this week's recent release chart is the fine showing turned in by Mercury. Of the top eight listed here, three are on the Mercury Olympian label. These are Beethoven's No. 7, Franck No. 4 and Copland's No. 3. Label's Dvorak No. 5 continues its regular appearance on the catalog chart. The other places on these two charts are cornered by consistent RCA Victor and Columbia entries.

SHORT SYMPHONIC

These results again point up what every survey thus far in the packaged record field has shown—that the best-sellers are consistently best-sellers. This spells stock stability for a dealer and takes guesswork out of promotion and selling. The pattern week after week has been for the best of the new records to show up on the recent release chart. After they pass the six month mark in the field and are surveyed as catalog merchandise, some continue strong enough in sales to replace earlier competitive versions. In other instances, the older recording carries on as the definitive commercial recording. But in either case the repertoire remains practically unchanged in selling importance.

NEXT WEEK

★ EXTENDED ORCHESTRAL

★ COMPLETE OPERA

Fox Music House of Charleston, S. C., has suggested that disks that appear on a chart for the first time be indicated in some way. If there are others whose inventory checking would be simplified by this method, we would appreciate hearing. Fox's kind words about the help that the packaged record charts are providing in buying and inventory checking are greatly appreciated.

programming in addition to the heavy spot campaign spread among a multitude of local disk jockey shows. Firm is now in its fifth year of sponsorship of the Ira Cook show via KMPC, and also sponsors a six-hour across-the-board airer from its store window, with deejay Alex Cooper. In addition, special jingles featuring top disk stars such as Rosemary Clooney, Jo Stafford, Margaret Whiting and Nat (King) Cole are used. In all, 15 artists have waxed Music City jingles, which are aired daily on the city's top d.j. shows.

Heavy attention is also directed toward specific sales campaigns in the store's window display area. Of recent note are the album promotions for Capitol Records' "Can Can," RCA Victor's "Glenn Miller" and also the Walt Disney series, in addition to equipment highlighting as in the case of the introduction of the new Magnavox high fidelity line.

As evidence of the faith the firm has in the future growth of the music business, Music City plans the addition of a sheet music department and enlarged storage space. Both will necessitate extensive remodeling and the additional investment of capital.

In the true sense of the word, Music City has achieved the ideal marriage of phonograph equipment and records.

CORRECTION ON CAPITOL PRICE

HOLLYWOOD, Jan. 9.—Price shown for Capitol Records' specialized high-fidelity album works in last week's issue of The Billboard, January 9, was in error.

Correct price of the series, A 10-inch LP, is \$4.94, tax inclusive.

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 thruout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) RCA Victor LM 6009
 BEETHOVEN: SYMPHONY NO. 3 (NBC Symphony-Toscanini) RCA Victor LM 1042
 BERLIOZ: HAROLD IN ITALY (Primrose, Royal Philharmonic-Beecham) Columbia ML 4542
 BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) RCA Victor LM 1702
 DVORAK: SYMPHONY NO. 5 (Stokowski and Orchestra) RCA Victor LM 1013
 DVORAK: SYMPHONY NO. 5 (Chicago Symphony-Kubelik) Mercury MG 50002
 DVORAK: SYMPHONY NO. 5 (Cleveland Symphony-Szell) Columbia ML 4541
 TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy) Columbia ML 4544

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BRAHMS: HUNGARIAN DANCES; STRAUSS, J.: WALTZES (Pittsburgh Symphony-Reiner) Columbia ML 4116
 DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) RCA Victor LM 1118
 LISZT: HUNGARIAN RHAPSODY NO. 2; OFFENBACH: ORPHEUS IN THE UNDERWORLD OVERTURE (Columbia Symphony-Rodzinski) Columbia AAL 2
 PUCCINI: LA BOHEME ORCHESTRAL SELECTIONS (Kostelanetz Orchestra) Columbia ML 4655
 SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy) Columbia AAL 9
 SLAUGHTER ON TENTH AVENUE AND OTHER BALLETT SELECTIONS (Boston Pops-Fiedler) RCA Victor LM 1726
 TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops-Fiedler) RCA Victor LM 1134
 VAUGHAN WILLIAMS: FANTASIA ON A THEME BY TALLIS; FANTASIA ON GREENSLEEVES; ELGAR: SERENADE (New Symphony-Collins) London LL 583

Revolution in Manufacturing

• Continued from page 12

molding does not mean lower record prices tomorrow or the next day, but a few years from now.

The major savings expected to take place due to injection molding are lower material costs, lower labor costs and higher production rates. Lower material costs are possible because injection molded records are made out of styrene, a plastic that has a lower specific gravity than vinyl. (S.G. of styrene is 1.05; S.G. of vinyl is 1.3).

Due to the lower S.G. of styrene, it is possible to make more records from a pound of styrene than a pound of vinyl. This is not true at this moment in the case of the small 45 r.p.m. disk; for this disk, vinyl can be pressed much thinner than styrene. Thus, the material cost of an injection or a compression of 45 is about equal.

However, on LP's there is a great saving due to the large size of the platter. Some manufacturers claim they can make 50 per cent more LP's per pound of styrene than per pound of vinyl. Styrene compound costs a little more per pound than vinyl compound today.

Lower labor costs are inherent in the injection molding process. The machines are automatic, and it takes only one man to handle a number of machines. At the Columbia plant in Bridgeport, for example, one man handles four machines.

At the Columbia plant most of the 45's and a small amount of LP's are turned out via injection. The machines are completely automatic, and once the machines are set correctly for the disks, they do not need to be touched except in the case of a mechanical difficulty.

The styrene material is fed from the hopper of the machine into the heating chamber. The material is in pellet form, and as it is heated, it achieves a molasses-like state. The material is advanced thru the heating chamber to emerge at the nozzle end which contacts the mold. After the record sets and hardens, it is ejected from the machine in a hot state. It rolls down an incline and starts to cool.

Labels are then affixed to the record via the heat seal method. If it is a 45 it is "dinked" (the larger center hole is cut out), and the record is put in a sleeve and boxed for shipping.

Columbia has been able to get a very good production rate on its M.&W. machines for both 45's and

LP's. On 45's the production rate is better than 200 per hour per machine on a two-cavity model. This means round-the-clock production of 5,070 on 45's per 24-hour shift per machine.

The production rate on 10-inch LP's is 90 per hour, and on 12-inch LP's the average rate is 70 per hour. (On the 12-inch one-cavity machines the rate is 60 per hour; on the double cavity, 80 per hour.) These figures are higher than a comparable compression molding production rates.

Theoretical capacity of the injection molding machines is 360 per hour for 45's and 180 per hour on LP's. Theoretical figures are rarely obtainable, but Columbia expects to get its production rate much nearer to capacity by the end of 1954.

There are other very important savings in the injection molding process, in addition to lower material and manpower costs and higher production. One is the savings on metal parts or stampers. Stamper wear is trifling on injection molding, since it does not take the same beating that compression stampers do. An injection stamper can be used for up to 50,000 on 45 disks, and up to 12,000 on LP's. A compression stamper is only good for 300 to 1,500 disks.

Another saving in injection is that when records are returned, all of the record can be re-used. The labels can be melted off injection disks. With compression disks the labeled area has to be cut out and used as a filler. Another, the slighter, saving is obtained due to less rejects in injection molding production as against compression, since the injection process is automatic.

Columbia Records now has 16 injection molding machines in operation at its Bridgeport plant and four at the Terre Haute plant. Most of them are for 45's. The firm has 10 more on order, most of which are for LP's. After they are delivered the firm will step up its injection LP work.

When injection molding machines were first introduced for records they were used only for long runs because the time needed to change dies was excessive. At the Columbia plant it now takes only about 15 minutes to switch injection dies, thus making the machines suitable for long, medium and even short runs. Set-up time to get the machines into operation each day is about 45 minutes.

ASCAP

SALUTES

“SHOW-BIZ”

It is with understandable pride that we salute Abel Green and Joe Laurie for the inspiration provided by their masterful history; RCA-VICTOR, for its creative imagination in compiling the new song-album, “SHOW-BIZ”; Steve Carlin, for the excellence of his production; George Jessel, for his knowing and witty commentary; . . . and we point with pride to our own ASCAP members whose inspirational all-time hit songs are the very heart and soul of “SHOW-BIZ”—the Story of the past 50 years as told in songs that have echoed and re-echoed through five decades in the hearths and hearts of America.

We salute them for all of this but most of all because these songs were selected on their merit—without any solicitation on the part of ASCAP. We bow to the judgment of those responsible for the all-around artistry of this exciting musical cavalcade, “SHOW-BIZ,” and its 100% ASCAP repertoire of song.



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b/w

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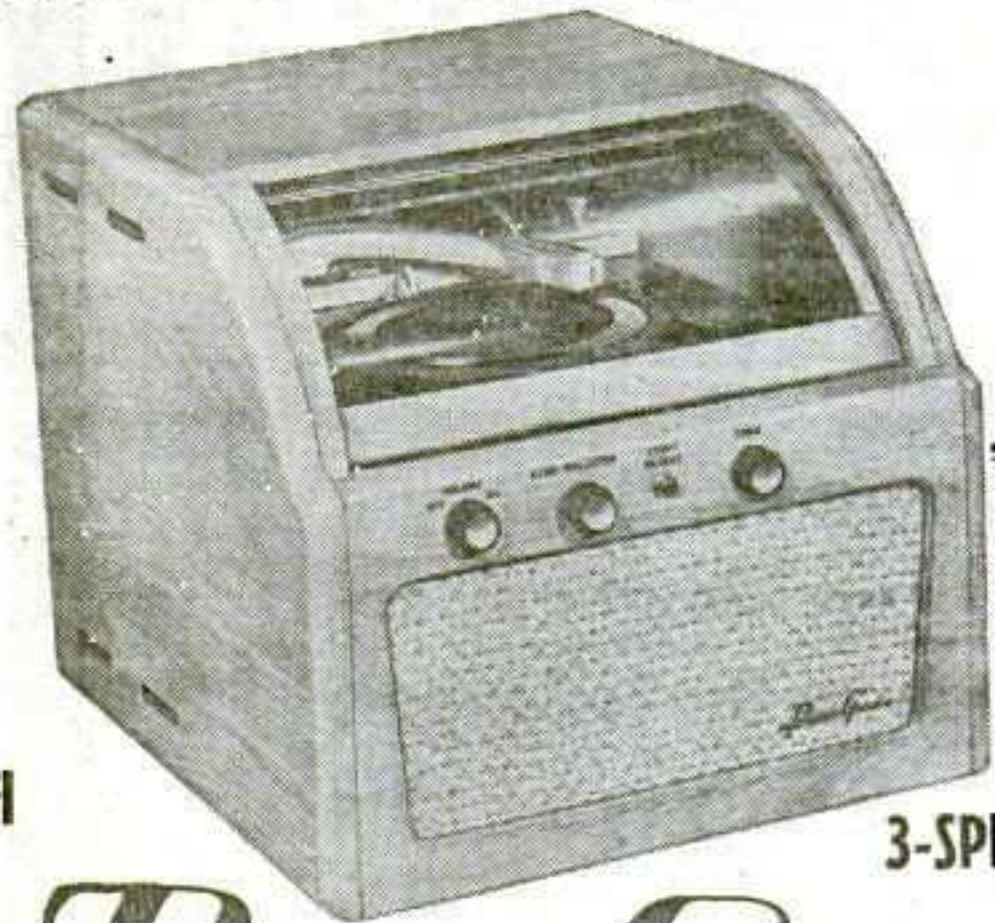
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Record Reviews

• Continued from page 26

Julie's Jump...72

In a bow to La Rosa, the Bleyer ork takes off on a lively instrumental. For the most part it's under control but it has some odd moments. (Rosarch, ASCAP)

TED HEATH ORK

Lullaby of Birdland...74

LONDON 1390—The "cool" classic in a pleasing new version by the English band. The melody is set to a lazy shuffle beat that makes the material eminently more danceable than typical bop versions.

Seven Eleven...71

Some engaging material, developed in intricate riffs on piano, alto and trombone—then whipped up to a frenzy by the group for a strong finish.

WOODY HERMAN ORK

Markeesh...73

MARS 1004—The big Herd beat with overtones of an Indian war dance should intrigue the Herman ork fans, but this is not meant for the dancers. A striking instrumental. (Essex, ASCAP)

Love's a Dog...73

Jockeys should go for this vocal item with the ultra-smart lyric. Herman handles the words in his usual fine style for this kind of material. (Mars, ASCAP)

GISELE MacKENZIE

Le Gros Bill...73

CAPITOL 2695—Gisele MacKenzie shows that she can sell a French lyric on this folksy effort, which sounds a lot like "Polly Wolly Doodle" with French words. Dave Cavanaugh's backing is spritely. (Southern Music, ASCAP)

A Letter and a Ring...72

Pleasant weeper item is sung with sweetness by the thrush over pretty backing. (Meridian Music, ASCAP)

TOMMY EDWARDS

Wall of Ice...73

M-G-M 11668—Lyric is hillbilly in character and something of a switch for a pop tune. Tommy Edwards does a nice vocal job with it, bring plenty of heart to the reading.

There Was a Time...71

Slow tempo ballad gets a tasteful reading by vocalist Tommy Edwards. Lush ork backing by Leroy Holmes.

STANLEY BLACK ORK

Signal Samba...72

LONDON 1399—This highly seasoned material takes its name apparently from the Morse-code like statement of the melody at the outset. A cute gimmick and a cute side.

Latin Lady...70

A seductive samba. Both melody and rhythm are simple and direct in their appeal. Charming dance material.

BETTY MADIGAN

Call Me Darling...71

M-G-M 11670—This tender ballad of Continental origin gets a sincere reading by thrush Betty Madigan.

My Heart Is Dancing With You...69

Miss Madigan does another passionate ballad here. Joe Lipman's ork is very schmaltzy with the strings.

ROCCO GRECO

Whispering Grass...70

MERCURY 70288—A very pleasant reading of the oldie by Greco with the ork contributing a tasteful assist. (Mills, ASCAP)

You're Living in the Past...69

Singer turns in a very persuasive reading etched with vibrato on this ditty. (Ed. H. Morris, ASCAP)

SHIRLEY HARMER

If You Love Me...70

M-G-M 11667—Emotion-packed vocal interpretation is given this song by Shirley Harmer. Lush strings and the lyric make up a pretentious, yet effective side.

Won'tcha' Love Me...68

Delicate melodic line is captured by this cutting. Miss Harmer's pleasant vocal is backed by sophisticated instrumentation on the part of Leroy Holmes.

OSCAR PETERSON TRIO

Autumn in New York...70

CLEF 89093—Peterson, a great jazz pianist, comes thru with an equally effective vocal on one of his infrequent attempts to break into the pop market. The guy has a wonderful sound and style. Until the first big one hits, this is still for the cognoscente. (Harms, ASCAP)

I Hear Music...68

Material here is not as commercial as top side, tho Peterson again does a wonderful job on the lyric. (Famous, ASCAP)

ROGER KING MOZIAN ORK

Temptation...68

CLEF 89091—The new dance band fronted by trumpet player Mozian gets off a neat instrumental reading in modern jazz style. Jocks should like this. (Robbins, ASCAP)

Panorama...66

The original instrumental is both listenable and danceable. (Jafap)

MARTHA RAYE

Blues in the Night...68

MERCURY 70294—Tho the comedienne has re-established her great reputation and large audience via TV, this disk won't be able to take full advantage of that situation. It's a good reading of the fine standard, but not in any way standout stuff. (Remick, ASCAP)

Wolf Boy...65

Complicated hunk of material sounds much too special for the pop disk market. (BMI)

(Continued on page 41)

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Directors and Operators—**
We recommend the following
for your listeners in the
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POP—C&W—R&B

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C&W

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CARL SMITH, COLUMBIA 21129

POP—R&B

**"WHO SAID I SAID THAT"
"I GOT 9 LITTLE KISSES"**

SHORTY LONG, V-108

POP—C&W—R&B

"CRYING IN THE CHAPEL"

D. GLENN, V-105 • THE ORIOLES, JUBILEE

C&W

"I've Got a Better Place to Go"

MARTHA CARSON, CAPITOL 2634

POP—C&W

**"I THINK I'M FALLING IN LOVE WITH YOU"
"ONLY A PASTIME"**

DARRELL GLENN, V-109

C&W

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The Billboard's Music Popularity Charts

TOP C&W RECORDS

... For Week Ending January 9

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with 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
1. THERE STANDS THE GLASS—W. Pierce.....	1	13
I'm Walking the Dog—Dec 28834—BMI		
2. LET ME BE THE ONE—H. Locklin.....	3	17
I'm Tired of Bumming Around—Four Star 1641—BMI		
2. BIMBO—J. Reeves.....	4	5
Gypsy Heart—Abbott 148—BMI		
4. I FORGOT MORE THAN YOU'LL EVER KNOW—	2	23
Davis Sisters..... Rock-A-Bye 'Googie—V 20-5345—BMI		
4. WAKE UP, IRENE—H. Thompson.....	6	6
Go Cry Your Heart Out—Cap 2629—BMI		
6. I REALLY DON'T WANT TO KNOW—E. Arnold.....	7	2
I'll Never Get Over You—V 20-5525—BMI		
7. YOU ALL COME—A. Duff.....	8	4
Poor Ole Teacher—Starday 104—BMI		
8. RELEASE ME—J. Heap.....	5	2
Just to Be With You—Cap 2518—BMI		
9. CARIBBEAN—M. Torok.....	—	20
Weep Away—Abbott 140—BMI		
10. HEY JOE—Carl Smith.....	8	26
Darlin' Am I the One?—Col 21129—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout 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
1. THERE STANDS THE GLASS—W. Pierce.....	3	13
Dec 28834—BMI		
2. LET ME BE THE ONE—H. Locklin.....	1	20
Four Star 1641—BMI		
3. BIMBO—J. Reeves.....	1	7
Abbott 148—BMI		
4. I FORGOT MORE THAN YOU'LL EVER KNOW—	4	21
Davis Sisters..... V 20-5345—BMI		
5. I REALLY DON'T WANT TO KNOW—E. Arnold.....	—	1
V 20-5525—BMI		
6. WAKE UP, IRENE—H. Thompson.....	—	3
Cap 2646—BMI		
7. CHANGING PARTNERS—P. W. King.....	8	3
V 20-5537—BMI		
8. I'M WALKING THE DOG—W. Pierce.....	7	11
Dec 28834—BMI		
9. I LOVE YOU—G. Wright-J. Reeves.....	5	2
Fabor 101—BMI		
10. CARIBBEAN—M. Torok.....	5	20
Abbott 140—BMI		


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 operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	3	13
Dec 28834—BMI		
2. BIMBO—J. Reeves.....	5	5
Abbott 148—BMI		
3. I'M WALKING THE DOG—W. Pierce.....	7	12
Dec 28834—BMI		
4. LET ME BE THE ONE—H. Locklin.....	2	12
Four Star 1641—BMI		
5. CARIBBEAN—M. Torok.....	3	17
Abbott 140—BMI		
6. I FORGOT MORE THAN YOU'LL EVER KNOW—	4	19
Davis Sisters..... V 20-5345—BMI		
6. T'AIN'T NICE—Carlisles.....	7	2
Mercury 70232—BMI		
8. HEY JOE—K. Wells.....	—	24
Dec 28797—BMI		
9. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	5	22
Cap 2502—BMI		
9. WAKE UP, IRENE—H. Thompson.....	—	1
Cap 2629—BMI		

3 FOR THE MONEY!

1  **Betty Amos'**
HELLO TO THE BLUES
b/w
WHAT WOULD IT TAKE
Mercury 70280

 **Jimmie Fletcher's** **2**
WHAT WOULD YOUR MOTHER SAY
b/w
I'm Changin' Business (All Around)
Mercury 70279

3  **Joan Hager & Lloyd Ellis'**
THE LOVE I HOLD SO DEAR
b/w
The Steel Guitar Rag
Mercury 70273



The Billboard Music Popularity Charts

... for Week Ending January 9

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

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

- Cincinnati... BIMBO R. Wright, King 1293
Dallas-Fort Worth
New Orleans... RUN 'EM OFF L. Frizzell, Columbia 21194

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. There Stands the Glass W. Pierce, Decca
3. Wake Up Irene H. Thompson, Capitol
4. Let Me Be the One H. Locklin, Four Star
5. You All Come A. Duff, Starday
6. North Wind S. Whitman, Imperial
7. Bimbo R. Wright, King
8. Dear John Letter J. Shepard-F. Huskey, Capitol
9. Caribbean M. Torok, Abbott
10. Sorrow and Pain Davis Sisters, Victor

Dallas-Ft. Worth

- 1. There Stands the Glass W. Pierce, Decca
2. Wake Up Irene H. Thompson, Capitol
3. You All Come A. Duff, Starday
4. I Really Don't Want to Know E. Arnold, Victor
5. Rub a Dub Dub H. Thompson, Capitol
6. Shake a Hand R. Foley, Decca
7. I Forgot More Than You'll Ever Know Davis Sisters, Victor
8. Bimbo J. Reeves, Abbott
9. Run 'Em Off L. Frizzell, Columbia
10. Hey Joe C. Smith, Columbia

Houston

- 1. Bimbo J. Reeves, Abbott
2. Release Me J. Heap, Capitol
3. There Stands the Glass W. Pierce, Decca
4. You All Come A. Duff, Starday
5. Hey Joe K. Wells, Decca
6. T'aint Nice Carlises, Mercury
7. Changing Partners P. W. King, Victor
8. Look What Followed Me Home G. Morgan, Columbia
9. North Wind S. Whitman, Imperial
10. Weary Blues From Waitin' H. Williams, M-G-M

Memphis

- 1. Let Me Be the One H. Locklin, Four Star
2. I Really Don't Want to Know E. Arnold, Victor
3. There Stands the Glass W. Pierce, Decca
4. I Forgot More Than You'll Ever Know Davis Sisters, Victor
5. Tennessee Wig-Walk B. Lou, King
6. Crying in the Chapel Rex Allen, Decca
7. Run 'Em Off O. Wheeler, Okeh
8. Hey Joe C. Smith, Columbia

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

Salutes to the late Hank Williams were aired thruout the nation on the first anniversary of the folk star's death. Uncle Eb Brown, WGST, Atlanta, played two hours of Hank's records, in addition to recapping some of the high spots of Hank's life. Holly Honburg, KLIX, Twin Falls, Idaho, raving about the appearance of Webb Pierce on his "Dinner-Bell Round-Up" show. Holly reports that over 5,000 showed up for the "Grand Ole Opry" show in Twin Falls. Minnie Pearl and Tommy Sands along with Tom Diskin and Col. Tom Parker, of Jamboree Attractions, visited New York last week. In addition to some record sessions for Minnie, she huddled with her publisher concerning additional promotion on her book, "Minnie Pearl's Diary." Tommy Sands also cut some wax for RCA Victor and entertained at the annual Christmas shindig for RCA employees. Tom Diskin reports that Mac Wiseman has been signed by Jamboree, in addition to a deal now pending for exclusive representation of the Davis Sisters. More than 125 radio, TV and screen folk played before 10,000 fans recently at Louisville's Armory at two performances in behalf of the newly created "Grand Ole Opry" Benefit Fund. Bill Monroe, first of the country folk to receive aid from the fund when he was hospitalized last year, led a two-and-a-half-hour parade of talent that included Roy Acuff, Ernest Tubb, Hank Snow, Little Jimmy Dickens, Pee Wee King, Minnie Pearl, Duke of Paducah, Randy and Cactus, George Morgan, Kitty Wells, Carl Robbins, Carl Smith, Jimmy Osborne, Ginger Callahan, Jesse Coates, Jimmy Logsdon and Solemn Olde Judge Hay.

Eddie Zack, WHIM, Providence, started the New Year off with a whopping "Dude Ranch Jamboree" in North Attleboro, Mass., last week. Biff Collie has a new 30-minute television show on KNUZ-TV, Houston, with Floyd Tillman, Hank Locklin and Link Davis guesting thus far. Regulars include Tommy Sands, Frankie Jerisek, Leo Raley, Tiny Smith and Tex Cherry. Folks at KMBL, Junction, Tex., welcomed Jimmy Fletcher back from Nashville recently with an overflow autograph party. Willard Howell has replaced Jack Dobbs on the morning show at WZOB, Fort Payne, Ala., and is also promoting a live show with the Childers Brothers from WROM-TV. Kenny Lee played to a jammed house at Winder, Ga., on New Year's Eve, with George (Sleepy) Head promoting. WEAS, Decatur, Ga., going to 50,000-watt strength in February, with Texas Bill Strength and Jack Holden handling the disk jockey chores. Warren Roberts has been named station manager and program director. Nelson King and Marty Roberts, of WKCY, Cincinnati, travel to Atlanta for guest spots on Lee Bond's "Midway Jamboree" this month. Curley Gold and His Texas Tune Twisters, featuring Charley Newman on guitar, playing at Forest Knolls Pavilion, Forest Knolls, Calif., weekly.

Pete Smythe, long-time regional favorite of Denver radio fans, has moved his mythical store in Tin Cup to the more realistic setting at KOA-TV, where he spins philosophical yarns and plays country music. Shorty Warren and His Western Rangers into the Concord Hotel, Toronto, for four weeks starting January 8. Replacing Shorty at his own Copa Club is "WVVA Barn Dance" star Mer Shiner, with Rusty Starr and his western group. Shorty and his group now recording for Rita Records. Pee Wee King's NBC coast-to-coast airtel has been renewed. The Davis Sisters guesting on Tom Edwards' Circle Theater "Hillbilly Jamboree" this week in Cleveland. Tom reports that Tex Ritter's "Red Deck of Cards" is gaining in popularity there. Faron Young played to more than 10,000 at the Third Army "Military Revue" recently in Atlanta.

Vox Jox

Continued from page 30

it was her voice. And Roger Clark, WNOR, Norfolk, asks if other deejays noticed the great similarity in the sound of "Twilight" and the current rage, "Stranger in Paradise"?

Change of Theme

"The Big Preview," which features new and forthcoming records, moved to a new time slot on January 10. The show now airs at 7:30 to 9:30 p.m. EST via NBC. Paul Brenner's "Requestfully Yours" show, formerly seen afternoons on Channel 13 via WATV, Newark, N. J., became a full-hour evening show on January 8 when it moved into the 8 to 9 p.m. slot. Don John Ross, WSPD, Toledo, switched over to the TV side of the station. Drue Rutherford, formerly with WDAK, Columbus, Ga., is now spinning platters for WHEP, Foley, Ala. Hal Murray, WHKK, Akron, moved his show, lock, stock and barrel to WEEK in Peoria, Ill. Robert Hund, formerly a singer on "Ladies Day" Du Mont TV net airtel, has started his own deejay program over WEXL, Detroit.

This 'n' That

Congratulations to Freddie Viger, WISN, Milwaukee, and the Mrs. on the birth of their son, Robert Ewing. Walter Hofer,

WOKO, Albany, N. Y., writes us about their picking up college talent directly from the campus station, WRPI, Polytechnic Institute, Troy, N. Y. WRPI provides WOKO with four hours of programming daily, running from 8 to midnight each evening. Bill Kramer, KOAM, Pittsburg, Kan., reports that he is programming several hours per week of show tunes. The idea, Kramer writes, is to bring the original casts of Broadway shows right into the living room. Frank Tucker, WCOV, Montgomery, Ala., recalls that "I Should Care" was a hit in 1945 in the Montgomery area and that recently it has taken a turn up the ladder again. Tucker believes that if the trend becomes more widespread, its 1945 brilliance may be repeated. Bill Demjan, WNCC, Barnesboro, Pa., writes, "Eddie Calvert's 'Oh Mein Papa' is going strong. Before long it will be on the top three. Also keep your eye on 'South of the Border' by Frank Sinatra." The Student Council of New York University presented WMGM, New York, deejay Bill Silbert with a "Master of Disk Jockeys Degree," as a result of being chosen their "favorite deejay of the year." Similar awards were presented to Perry Como and Jackie Gleason.

Hi-Fi Outlook

Continued from page 14

some time, have entered the hi-fi field for the first time during this showing.

Those firms actually writing business at this market report good reactions from buyers. It is indicated that buyers with phonograph record departments, especially those in metropolitan areas, have been highly receptive to the lines. These buyers report good results in their stores, particularly in the \$200 bracket.

At present it is apparent that high-fidelity phonographs are not as yet a mass market item. But the field is growing rapidly, and from all indications it looks as though the field will soon become an integral part of the mass market production in phonographs. Manufacturers feel that way, and the buyers are beginning to think so. Of course all this is becoming evident at the consumer level. One dealer, unidentified, said, "It seems funny to have people in the store and actually have them ask for a higher-priced model, simply because it is hi-fi. They were originally looking at a \$54 set, and wound up buying a \$150 set. This is what we need."

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- 9. Love Letters in the Sand M. Wiseman, Dot
10. Hopeless Love L. Frizzell, Columbia

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. I Forgot More Than You'll Ever Know Davis Sisters, Victor
5. Bimbo J. Reeves, Abbott
6. I Really Don't Want to Know E. Arnold, Victor
7. Cheatin' a Sin K. Wells, Decca
8. Kiss Me Big Tennessee Ernie, Capitol
9. Tain't Nice Carlises, Mercury
10. Run 'Em Off O. Wheeler, Okeh

New Orleans

- 1. Release Me J. Heap, Capitol
2. Bimbo J. Reeves, Abbott
3. Run 'Em Off L. Frizzell, Columbia
4. There Stands the Glass W. Pierce, Decca
5. Cheatin's a Sin K. Wells, Decca
6. Leave Her Alone R. Price, Columbia
7. I Really Don't Want to Know E. Arnold, Victor
8. When Mexican Joe Met Jole Blon H. Snow, Victor
9. I'm Walking the Dog W. Pierce, Decca
10. I Forgot More Than You'll Ever Know Davis Sisters, Victor

Popular Record Reviews

Continued from page 38

BOBBY PRINCE I'm in Bad Shape...69 V 20-5585 - The tune has a well-marked rhythmic pattern and a fair lyric. Prince sings it well. (Frederick, BMI) I'm Such a Fool Over You...65 "Take my money, 'cause you're my honey," sings Bobby Prince in this plaint for the r.&b. trade. Not exciting. (E&E, BMI)

AL HIBBLER As Time Goes By...67 CLEF 89095 - A good reading of a great old standard. (Harms, ASCAP) I'm Getting Sentimental Over You...64 The Hibbler fans will probably flip over this pop-like reading, but the pop buyer will have to be educated to the guy's vocalizing. Tempo drags a bit. (Mills, ASCAP)

DON SEBASTIAN It Can't Be Wrong...50 GREAT LAKES 1202 - The oldie delivered in Johnnie Ray's "Cry" style. The interpretation is emotional, but lacking the style necessary to sell this material. (Harms, ASCAP) I Want to Cry...45 Another lugubrious effort that comes more from the lungs than from the heart.

GINNY WRIGHT WITH JIM REEVES RECITING HITTING BIG "I LOVE YOU" b/w "I WANT YOU YES" FABOR #101 ORDER FROM THESE FABOR DISTRIBUTORS. Southern Mercury, Inc. 404 Baronne St. New Orleans, La. General Distributing Co. 2329 Pennsylvania Ave. Baltimore, Md. Pan-American 3731 Woodward Ave. Detroit, Mich. Alpha Distributing Co. 457 W. 45th St. New York, N. Y. F & F Distributing Co. 803 S. Cedar St. Charlotte, N. C. Hit Records 1043 Central Ave. Cincinnati, Ohio. Lance Distributing Co. 2307 Prospect Cleveland, Ohio. Midwest Record Co. 2642 Olive St. St. Louis, Mo. Southern Mercury, Inc. 1011 N.W. 5th St. Oklahoma City, Okla. Marnel Distributing Co. 1622 Fairmount Ave. Philadelphia, Pa. Glenn Allen Co. 1146 Union Ave. Memphis, Tenn. Southern Mercury, Inc. 1035 Levee St. Dallas, Texas. Southern Mercury, Inc. 1906 Leeland Ave. Houston, Texas. Allen Distributing Co. 420 W. Broad St. Richmond, Va. Northwest Tempo 310 Ninth Ave. N. Seattle, Wash. FABOR RECORDS 6636 Hollywood Blvd. Hollywood 28, Calif.

The Billboard's Music Popularity Charts . . . For Week Ending January 9

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BAND
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MOZIAN**

**HIS TRUMPET
AND HIS ORCHESTRA**

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b/w

"PANORAMA"

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b/w

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**RHYTHM AND
BLUES NOTES**

By BOB ROLONTZ

The record year passed was an interesting one for the r.&b. field. Again the independent labels came thru with the majority of hits, in spite of intense competition from the major firms. This does not mean that the majors and the large pop indies did not get any tunes in the r.&b. charts, but that their hits were few. RCA Victor for instance hit the charts twice, but each time with the same group, the **Du Droppers**. Okeh made it with two artists, **Chuck Willis** and **Big Maybelle**. Mercury hit with the **Buddy Johnson** crew and **Dinah Washington**, and **M-G-M** hit with the **Crickets**. Outside of these, such staunch r.&b. firms as Atlantic, Checker, Chess, Duke, Peacock, RPM, Specialty, Aladdin, Modern, King, Apollo, Federal, Herald, Jubilee, Imperial, Flair, Sun, Excelsior, Republic, Recorded in Hollywood, Savoy, United and States, and a few others led the way.

Naturally the major firms will keep fighting to get their artists on the r.&b. charts. However, it appears to this reporter that they'll have a tough time displacing the indies which have kept a firm grip on the market since World War II. Actually in looking at the long list of r.&b. firms which made the charts in 1953, it could be said, with levity, of course, that as many record companies hit the charts as records.

The **Dominoes** have finished their road trek with **Sugar Ray Robinson** and the **Count Basie** Ork and are now at the **Wolhurst Country Club** in Denver. . . **Stan Pat**, deejay at **WTNJ** in Trenton, N. J., has taken over the personal management of thrush **Bertice Reading**, new singer on the **RCA Victor** label. . . **Duke Records** has pacted warbler **Lester Wil-**

(Continued on page 43)

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	Weeks on Chart
1. MONEY HONEY —C. McPhatter Way I Feel—Atlantic 1006—BMI	1	12
2. HONEY HUSH —J. Turner Crawdada Hole—Atlantic 1001—BMI	2	17
3. I'LL BE TRUE —F. Adams Happiness to My Soul—Herald 419—BMI	3	9
4. YOU'RE SO FINE —Little Walter Lights Out—Checker 786—BMI	6	2
5. RAGS TO RICHES —Dominoes Don't Thank Me—King 1280—ASCAP	4	8
6. I'M JUST YOUR FOOL —B. Johnson A-12—Mercury 70251—BMI	7	2
7. MARIE —Four Tunes I Gambled With Love—Jubilee 5128—ASCAP	8	8
8. I HAD A NOTION —J. Morris Just Your Way Baby—Herald 417—BMI	5	10
9. THINGS I USED TO DO —Guitar Slim Well I Done Got Over—Specialty 482—BMI	—	1
10. SOMETHING'S WRONG —Fats Domino Don't Leave Me This Way—Imperial 5262—BMI	10	4

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. HONEY HUSH —J. Turner Atlantic 1001—BMI	1	18
2. RAGS TO RICHES —Dominoes King 1280—ASCAP	3	3
3. MONEY HONEY —C. McPhatter Atlantic 1006—BMI	3	10
4. YOU'RE SO FINE —Little Walter Checker 786—BMI	2	3
5. I HAD A NOTION —J. Morris Herald 417—BMI	6	4
6. I'LL BE TRUE —F. Adams Herald 416—BMI	9	4
6. MARIE —Four Tunes Jubilee 5128—BMI	—	7
8. SAVING MY LOVE FOR YOU —J. Ace Duke 118—BMI	5	4
8. ONE SCOTCH, ONE BOURBON, ONE BEER — A. Milburn Aladdin 3197—BMI	7	9
8. SOMETHING'S WRONG —Fats Domino Imperial 5262—BMI	—	1

DAILY NEWS, Los Angeles

Jazz Beat

**Jerry Fielding acclaimed
for topnotch band album**

ist
ion
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be-
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By BILL BROWN
Daily News Staff Writer
Picking "bests" in any field is fraught with unusual dangers but I am quite willing to take a chance and say that the new Jerry Fielding LP is the best band album ever recorded. I am aware that this takes in a lot of territory and that the dis-sents will be numerous. So if you don't agree, produce something better.

The eight bands are unmarred by vocals and demonstrate quite conclusively that Fielding is perhaps the best arranger in the business today. Beyond any question they demonstrate the outstanding musicianship of the 13 sidemen.

Everybody blows wonderfully well and singling out individuals for praise would hardly be fair. Engineer Val Valentin should take a bow, however, for the technically excellent job of recording. Trend could very well sell this release on a money-back guarantee and if it doesn't win "band of the year" honors for Fielding I will shout that the deck was stacked.

CONTEMPORARY Records is



down the best jazz heard in Europe, but frankly I don't think it matches several groups

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R
E
N
D**

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The Billboard's Music Popularity Charts

... for Week Ending January 9

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

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

- | | |
|--|--------------------------|
| Los Angeles... I | Velvets, Robin 122 |
| New York... GOLDEN TEARDROPS | Flamingos, Chance 1145 |
| Philadelphia | |
| Washington, D. C.-Baltimore, Md.... EBB TIDE | |
| | Ink Spots, King 1297 |
| St. Louis... CALL BEFORE YOU GET HOME | |
| | Memphis Slim, United 166 |

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

1. Money Honey
C. McPhatter, Atlantic
2. Honey Hush
J. Turner, Atlantic
3. I'll Be True
F. Adams, Herald
4. I Had a Notion
J. Morris, Herald
5. You're So Fine
Little Walter, Checker
6. Shake a Hand
F. Adams, Herald
7. Drunk
J. Liggins, Specialty
8. Mad Love
M. Waters, Chess
9. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
10. I Want to Thank You
Five Royales, Apollo

Charlotte

1. Money Honey
C. McPhatter, Atlantic
2. I'll Be True
F. Adams, Herald
3. Honey Hush
J. Turner, Atlantic
4. Rags to Riches
Dominoes, King
5. Something's Wrong
Fats Domino, Imperial
6. You're So Fine
Little Walter, Checker
7. I'm Just Your Fool
B. Johnson, Mercury
8. The Feeling is So Good
Clovers, Atlantic
9. Marie
Four Tunes, Jubilee

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J. Turner, Atlantic
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5. I'll Be True
F. Adams, Herald
6. I'm Just Your Fool
B. Johnson, Mercury
7. You're So Fine
Little Walter, Checker
8. TV is the Thing
D. Washington, Mercury
9. Shake a Hand
F. Adams, Herald
10. Get It
Royals, Federal

Cincinnati

1. Money Honey
C. McPhatter, Atlantic
2. Honey Hush
J. Turner, Atlantic
3. I'll Be True
F. Adams, Herald
4. Shake a Hand
F. Adams, Herald
5. Drunk
J. Liggins, Specialty
6. Ain't It a Shame
L. Price, Specialty
7. Marie
Four Tunes, Jubilee
8. I Had a Notion
J. Morris, Herald
9. Get It
Royals, Federal
10. Please Hurry Home
B. B. King, RPM

Detroit

1. You're So Fine
Little Walter, Checker
2. Money Honey
C. McPhatter, Atlantic
3. Honey Hush
J. Turner, Atlantic
4. Rags to Riches
Dominoes, King
5. Ain't It a Shame
L. Price, Specialty
6. I'll Be True
F. Adams, Herald
7. I Had a Notion
J. Morris, Herald
8. Things I Used to Do
G. Slim, Specialty
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4. I
Velvets, Robin
5. You're So Fine
Little Walter, Checker
6. Marie
Four Tunes, Jubilee
7. I Had a Notion
J. Morris, Herald
8. Something's Wrong
Fats Domino, Imperial
9. Please Don't Leave Me
Fats Domino, Imperial
10. You're Still My Baby
C. Willis, Okeh

New Orleans

1. You're So Fine
Little Walter, Checker
2. Things I Used to Do
G. Slim, Specialty
3. Dark Muddy Bottom
Mercy Dee, Specialty
4. Mad Love
M. Waters, Chess
5. I Had a Notion
J. Morris, Herald
6. Shake a Hand
F. Adams, Herald
7. Blues With a Feeling
Little Walter, Checker
8. Take Me Back
L. Hayes, Hollywood
9. Something's Wrong
Fats Domino, Imperial
10. I Would If I Could
Ruth Brown, Atlantic

New York

1. Money Honey
C. McPhatter, Atlantic
2. Marie
Four Tunes, Jubilee
3. I'll Be True
F. Adams, Herald
4. Things I Used to Do
G. Slim, Specialty
5. Something's Wrong
Fats Domino, Imperial
6. Sunday Kind of Love
Harp Tones, Bruce
7. I Had a Notion
J. Morris, Herald
8. Golden Teardrops
Flamingos, Chance
9. Shake a Hand
F. Adams, Herald
10. Baby Doll
Marvin & Johnny, Specialty

Philadelphia

1. I'm Just Your Fool
B. Johnson, Mercury
2. I'll Be True
F. Adams, Herald
3. Rags to Riches
Dominoes, King
4. Money Honey
C. McPhatter, Atlantic
5. Ebb Tide
Ink Spots, King
6. Fat Daddy
D. Washington, Mercury
7. Marie
Four Tunes, Jubilee
8. Sunday Kind of Love
Harp Tones, Bruce
9. Memories
E. Bostic, King
10. Baby Doll
Marvin & Johnny, Specialty

St. Louis

1. Money Honey
C. McPhatter, Atlantic
2. Honey Hush
J. Turner, Atlantic
3. I'm Just Your Fool
B. Johnson, Mercury
4. You're So Fine
Little Walter, Checker
5. I Had a Notion
J. Morris, Herald
6. Shake a Hand
F. Adams, Herald
7. Call Before You Get Home
Memphis Slim, United
8. Rags to Riches
Dominoes, King
9. Saving My Love for You
J. Ace, Duke
10. I'll Be True
F. Adams, Herald

Washington - Baltimore

1. I'll Be True
F. Adams, Herald

2. Honey Hush
J. Turner, Atlantic
3. Money Honey
C. McPhatter, Atlantic
4. Rags to Riches
Dominoes, King
5. Ebb Tide
Ink Spots, King
6. Please Don't Leave Me
Fats Domino, Imperial
7. Good Good Whiskey
A. Milburn, Aladdin
8. Take Me Back
L. Hayes, Hollywood
9. My Girl Awaits Me
Castelles, Grand
10. These Foolish Things
Dominoes, Federal

Other Records Released This Week

Popular

By Heck — David Carroll (Fancy Pants)
Mercury 70292
Everything I Have Is Yours—Don Miller
(Why and What for?) Dem 101
Fancy Pants — David Carroll (By Heck)
Mercury 70292
Why and What for?—Don Miller (Every-
thing I Have Is Yours) Dem 101.

Children's

Fluffy and Bluffy Meet Father Time (Part
1 & 2)—The Story Princess Cadence 1610

Country & Western

I Love You All Over Again—Bill Mack
(That's How I Feel) Imperial 8225
That's How I Feel—Bill Mack (I Love You
All Over Again) Imperial 8225

RHYTHM AND BLUES NOTES

Continued from page 42

Williams to a long-term contract. Williams was formerly with Specialty Records and in 1951 won the Pittsburgh Courier's contest for best male vocalist of the year. Savoy Records has signed a flock of new talent, including the Banks Brothers, a spiritual group; Napoleon, a blues singer; Eddie Bateman, a blues singer, and a new group, the Four Hearts. Freddie Mendelsohn is the new a.&r. head at Savoy.



Little Walter's latest CHECKER release, 786, "You're So Fine," predicted to be a number one hit, is already showing up big on the best seller charts in Atlanta, Chicago, Detroit, Los Angeles, New Orleans and St. Louis. Back side, "Lights Out" is coming to life, 100. Howling Wolf's CHESSE 1557 hit, "I Love My Baby," backed with "All Night Boogie," is turning into a big juke box hit.

Larry Liggett's CHESSE 1558 "Perdido Mambo" and "The Flop" are getting top deejay spins and juke box plays. Watch for this to go far and high.

UNITED Records Tab Smith, with his first vocal rendition on "Strange," United 171, and his tenor sax instrumental on the back side with "Jump Time," is going up fast. T. J. Fowler, STATES 132, with "The Queen," a fine instrumental with a terrific beat, promises to make the juke boxes really jump. Backed by "What's the Matter Now," with vocals by Frank Taylor, this two-sided hit is headed for a top spot.

On United 166, Memphis Slim's latest release, "Call Before You Go Home" and "This Is My Lucky Day," has been picking up the top sales in some territories. Keep your stock up on this one.

CHANGE 1148 with Lazy Bill on "I Had a Dream" and "She Got Me Walking," two real country blues tunes, is going to be a big one. Deejays are beginning to spin it strong. The Flamingoes, on CHANGE 1145, have hit hard on the East Coast with "Golden Teardrops," showing real good in New York, Philadelphia, Baltimore and Chicago. It's moving fast from retailers' shelves.

Bobby Mitchell on Imperial 5250, with "One Friday Morning," is really striking hard in the Middle West, with Chicago leading the parade. A smash hit.

Dealers everywhere are now stocking these "picks." Call your distributor today. (Adv.)

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"Shy Guy Douglas"
Excello 2024

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b/w Joy in Beulah Land
"Swanee Quintet"
Nashboro 541

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b/w Jesus Paid It All
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Hocus-Pocus

By BILL SACHS

JACK LYTHGOE (Shalmar) has started out the year in Idaho, after finishing up the old year in the southern part of the same State. Jack has worked Missouri and Wyoming so far this season, and after about four more weeks in Idaho will trek thru Colorado and Nebraska, and is scheduled to wind up his second year with National School Assemblies of Los Angeles in Eastern Wyoming May 7. Shalmar has given more than 1,700 performances in the last three-and-a-half years thru-out the Western two-thirds of the United States, playing club and theater dates, as well as school assemblies. . . . **Charles Hilderra**, clown magician, reports a successful Christmas season in and around San Francisco and Oakland, Calif., working for **Hal Morris**, Oakland agent, and **Helene Hardin**, San Francisco. While work in the district is scarcer than last season, nearly all magi in the Bay region reported plenty of casual dates for Christmas shows, Hilderra informs. . . . **Arthur Schalek**, our Montreal magic spy, reports that **Jay Marshall**, current in the Normandie Room at the Mount Royal Hotel, that city, has been pulling excellent notices in the local dailies. . . . **Don Sweet**, East Moline, Ill., newspaperman, magician and booking agent, has resigned from the first-named field after serving as city editor of The Daily Dispatch in East Moline for more than 26 years. Don will devote his full time to his magic and booking enterprises. East Moline councilmen tendered Sweet a unanimous vote of appreciation

for his outstanding public service. Commenting on his retirement from the newspaper game, Sweet writes: "My wife, **Louise**, and I have, as a sideline, for the last 25 years been doing magic and operating a booking agency, as well as dabbling in a few promotions. With my retirement from newspaper work, we should be able to do a little more for acts seeking work. We were on the fringe of show business before taking up newspaper work. We came off the road to raise a family during the era that vaudeville, as we old-timers knew it, was bowing out. Now that we have raised and educated our two children and have salted away a few of our commissions and magic fees, we are going back into the game."

THE LIPPINCOTTS, Mal and Maxine, typewrite from Pensacola, Fla., under date of January 7: "Since closing our outdoor season late in October, we have been busy in clubs and theaters along the Gulf Coast, including three weeks at Keesler Field Air Force Base. No magicians around other than **Manipo Harris**, who was thru a few weeks back with the Ringling show. When we finish our chore here this week we jump to Fort Myers, Fla., to visit our daughter, **Francine**, who is about to present us with our first grandchild. We recently took delivery on a new Spartan house trailer. We are again set to return to Fontaine Ferry Park, Louisville, for two weeks next June, our 15th engagement at that funspot. . . . **George Schindler**, Brooklyn baffle and gag writer, is back at his native hearth after a three-day stand in Montreal. He reports that Christmas kiddie shows and New Year's Eve engagements kept him busier than the proverbial one-armed paperhanger. Between show, Schindler has been going in more extensively for material writing. He now heads up a newly organized firm known as Showbiz Comedy Service. . . . A note from Holland says that **Joe Cassuto** will be on his way home to the States in a few weeks. Around New York he is known as the Netherlands commuter. . . . "Houdini On Magic," the book which we mentioned briefly here last week, is edited by **Walter B. Gibson** and **Morris N. Young, M. D.**, and is a fascinating work on one of the most ingenious and colorful personalities of recent times. The book deals with Houdini's escapes, as well as his stage and pocket magic, and tells more about the real Houdini than any biography we've ever read on the Old Master. It is an interesting document for students of magic, collectors of America and the general reader. Published by Dover Publications, Inc., the book sells for \$2.95 and it's well worth it. Release is set for January 15.

NIGHT CLUB-VAUDE

Continued from page 11

burlesques on French singers and ended with a legit song on "Frankie and Johnny." It is possible she hasn't sufficient material, because on the night caught her opener was easily the strongest thing she did.

Orson Bean gets better each time caught. His underplayed comedy, shaggy dog-type gags and college boy appearance (not to mention his chore in "Almanac" from which he's doubling) give him plus values for eye as well as ear. The jammed room loved him.

Ray Kral and **Jackie Cain**, a man-wife song team, are a strange booking for the Angel. Two youngsters — the boy also does the piano backing — are exponents of progressive jazz, including bop talk. They were formerly part of a **Charlie Ventura** group.

Audience reception was mixed. On looks alone, the kids have an even chance to make it, assuming the audience here goes for the cool versions of "Lover" and similar jazz classics.

Bill Smith.

Ambassador Hotel, Coconut Grove, Los Angeles

(Tuesday, December 29)

Capacity, 950. Price policy, \$2 cover. Shows at 8:30 nightly, 9:30 and 11:30 Saturdays. Owner, Schine. Hotel chain. Publicity, John Hayes. Booking policy, non-exclusive. Estimated budget this show, \$5,000.

Those who enjoy their entertainment served in heaping portions of nostalgia will go for **Freddy Martin's** music in a big way. **Charlivels**, acro song and dance act, a solid entry.

Current holiday bill at the Grove should play to heavy tourist trade. With **Freddy Martin's** ork (16) providing a cavalcade of their song hits in smooth, superb danceable patter, it's a show that relies heavily on the maestro. Latter is all to the good, tho, as shown by the crowded floor at dance sessions. **Martin's** choir boys take a musical road tour for the something extra that pleases.

Charlivels, three boys, are a jet-propelled acro, song and dance act, who do just about everything. They play a multitude of musical instruments in addition to a bit of sly humor in pantomime. Group rated the heavy audience palming.

Entree Jana Mason, a looker, sings exceptionally well but suffers from use of wrong material. Thrush should stick to the jazz standards and blues as she did via "Can't Help Lovin' That Man."

Joel Friedman.

Chicago, Chicago

(Friday, January 8)

Capacity, 3,915. Price policy, 30 to 98 cents. Five shows daily. House booker, N. M. Platt. Show played by **Louis Basil** and house orchestra.

This is one of the best moving and diversified shows put on here for some weeks. **The Four Aces**, plus the talents of **Sarah Vaughan**, keep the attention of the well-filled house at all times.

The show opens with the fast moving **Los Gatos**, an acrobatic team that works to jump style music. They excel in pyramids, hand stands and effortless precision. Eye-opener was the leap by one of the trio thru the legs of another, onto the outstretched hands of the third. Music for this act is well chosen and adds tremendously to the presentation.

Sarah Vaughan opens her bit with the backing of a piano, bass and drum trio with her on the stage. She does "I Get a Kick Out of You" for the opener and holds steady interest as well as applause thruout the turn. Her vocalitic are, as usual, excellent. Her voice range and meanderings are well liked. She draws top reception on her renditions of "Perdido," "Tenderly" and her new Mercury disking of "Easy Come, Easy Go, Lover."

Robert Lamouret, with his **Donald Duck** hand puppet, is on for the spacer and does well at the comedy. High point is the expressions he is able to wrangle out of the duck. The audience eats it up. He showed bad taste however, especially for a theater where kids can enter at will, when he's puppet all but take bites out of the model who hands him props. The bites are directly

Burlesque Bits

By UNO

Delilah Wilde has recovered from facial injuries sustained in a three-car collision in Philadelphia two months ago and is back doing spot-booked strips on the circuits. . . . The **Howard** and the **Casino**, Boston, did not reopen as skedded, due to Mayor **John B. Hynes'** refusing to grant 1954 licenses. The houses have been dark since early in November because of police orders. . . . **Shirley Silvers** and **Jackie Perle**, non-pros, are the two good looking and ultra polite private secretaries in the new tastefully decorated booking offices of **Dave Cohn** in the New York Bond

aimed and intent is more than obvious. He really doesn't need this bit in what could be a good act without it.

The **Four Aces** open fast with "Honey in the Horn," with **Sod Vaccaro** doing the trumpet solo — and well at that. **Al Alberts** handles the solo and lead work effectively on "Laughing on the Outside," and the wind-up, "Stranger in Paradise." The group got the house to back "Organ Grinder's Swing" with hand claps and the house joined willingly. The singers displayed fine voices and were called back for more, finally having to beg off.

Pic: "Hondo" in 3-D.

Steve Schickel.

Hotel Thunderbird, Las Vegas, Nev.

(Sunday, December 27)

Capacity, 400. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Producer-booker, **Hal Braudis**. Entertainment director, **Gale Robbins**. Estimated budget this show, \$5,000.

The **Agnes de Mille** troupe did a fine hour-long show that did business in a town where long-hair is considered poor box office.

After a couple of unfortunate tries in Las Vegas, the art of the dance finally came into its own last week, as the **Agnes de Mille** Dance Theater, booked here for five days, proved a winner.

Three numbers comprised the presentation: "Gold Rush" from "Paint Your Wagon," "Dances of Elegance—1860-1920" and "Hell on Wheels."

The "Gold Rush" number depicted the carryings-on of California '49'er prospectors with the arrival of a group of girls.

"Dance of Elegance" was a humorous presentation of various terps from the waltz to the evolution of ragtime.

"Wheels" Seg

"The Hell on Wheels" number was a sequence showing the problems of traveling entertainers who performed for railroad gangs during construction of transcontinental rails.

Presented by **S. Hurok**, the troupe featured such stars as **Danny Daniels**, **James Mitchell**, **Genze de Lappe** and **Lidija Franklin**. On the program, **Trude Rittman** was credited with the musical arrangements; **Peggy Clark** and **Motley** (**Elizabeth Montgomery**), with designing the productions; **Don Walker**, the orchestrations, and **Francois Jaroschy**, the musical direction.

Ed Onckert.

Hotel Last Frontier, Las Vegas, Nev.

(Monday, December 28)

Capacity, 320. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, **Jake Kozloff**. Booker, **Herman Hoyer**. Publicity, **Harvey Diederich**. Estimated budget this show, \$25,000.

Three Gabor Sisters proved one thing—their lack of talent. They did business, however, because of their penchant for headlines. **Senor Wences** and the **Amin Brothers** did solid jobs.

What the three **Gabor Sisters** lacked in talent they made up in headlines, making their appearance a success of sorts.

The act itself is an innocuous thing, bearing out a press conference pledge by **Magda Gabor** that "this is our first, and last, stage appearance together."

For the record, the routine consists of a few clever lines which the girls effectively louse up, and a life story sequence that might better be done by some of the talented mimics who include the **Gabors** in their acts. A specially written song, "Men," (Continued on page 45)

building. . . . **John (Higgy) King** and **Joann King** returned to the President-Follies, San Francisco, New Year's Day after a brief vacation. The stock cast continues with **Harry Vine** and **Charles Fritcher**, co-comics with **King; Larry Norman**, straightman, and **Orchard Lane**, feature. . . . **Jeanne Joyce**, a graduate from the **Paul Morokoff** school of parade girls at the Hudson, Union City, N. J., and **Empire**, Newark, N. J. (before that in TV and legit shows), made her debut as a principal last week at the **Troc**, Philadelphia, as a start on a Hirst circuit tour. . . . **Pat Halliday**, feature; **Ivy Vine**, and **Kay Hanna** opened January 15 and **Mara Gaye**, feature, will open January 29 at the **Adams**, Newark, N. J., thru **Dave Cohn**. His other bookings include **Terry Jean**, **Wayne Room**, Washington, January 11; **Melba**, **Copa Club**, Baltimore, January 11; **Peggy Clark**, **Big Bill's**, Philadelphia, January 18; **Jack Mann** and **Stanley Montfort**, **Carmen Theater**, Philadelphia, January 13, and **Nannette Hall**, **Samoa Club**, New York, indefinitely. . . . **Pal Brandeaux** is subbing as producer at the **Empire**, Newark, until the recovery of **Paul Morokoff** from illness.

Eddie Shafer, long-time show and house manager, is ill and under medical treatment at his hotel, the **Diplomat**, in New York. . . . **Hi Steger**, New York booker of a wide assortment of talent and a versatile instrumentalist, is the promoter and producer of the new **Gay 90's** show that converted **Diamond Jim's** from a plain eating and drinking spot into a platform-topped bar where vocalists and pianists render old-time melodies for the customers inside and, via mike, the crowds outside the 42d Street and Broadway exits. Since the opening on Christmas Eve, the success of the venture has been so good that operators, the **L. J. P. Company, Inc.**, of which **Louis Anthony** and **Daniel Pietrofesa** are the execs, have decided on a similar program for the **St. James Hotel** on West 45 Street. Still another is contemplated for the **Sawdust Trail** on West 44. Another possession, the **Silver Dollar**, two blocks further uptown on Broadway, will remain just a bar and grill. New acts engaged by Steger include the **Joyce Chandler Trio**, the **Ziggy Abby** band; **George St. George**, singer-pianist, and **Les Mitchem** and **His Saddle Pals**, a cowboy trio. . . . **Ned Crane**, stage manager for **Frank Blue** and **Eddie Madden** of the **Gayety**, Norfolk, writes to correct **Margo Jewell** about her length of stay there. Instead of six months "we had to close her for various reasons shortly after her opening." . . . The **Casino**, Pittsburgh, reopened Christmas night after three weeks of shuttering with a new stock policy plus weekly spot-booked features. The permanent cast has **George Murray** (former manager) and **Eddie Lloyd** as comics, with **Dick Dana** doing straight. **Eileen Hubert** continues as number producer.

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NIGHT CLUB-VAUDE

• Continued from page 44

proves only that the girls can't sing either.

Entertainment

Lending entertainment to the show are the ventriloquism of Senor Wences and the amazing acrobatic routines of the Amin Brothers.

The Jean Devlyn dancers show two better-than-average line numbers, "Winter Wonderland" and "Hungarian Fantasy." Music is by Garwood Van and his orchestra. Ed Oncken.

Mocambo, Hollywood

(Monday, January 4)

Capacity, 230. Price policy, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charles Morrison. Press, Charlotte Rogers. Booking, non-exclusive. Estimated budget this show, \$2,500.

Song-and-dance stuff by Billy Daniel and looker Lita Baron doesn't impress in this return date.

It's the lull before the storm in the current Mocambo booking. The lull is Billy Daniel and Lita Baron who, altho pleasant enough in their song and dance routines, fail to excite. The storm is the forthcoming return engagement of thrush Eartha Kitt.

Despite well-executed strutting and a bit of ear-filling vocal work, material offered by the duo appears especially dry. Opening number, "I Live Across the Street," has Daniel explaining his repeated stints at the Mo. Additional efforts via "Bill," "C'mon Get Happy," "Wish I Could Shimmy Like My Sister Kate," and the closer, in "Frankie and Johnny," team the pair in dull, altho eye-appealing, routines. Frequent change of wardrobe by Miss Baron lends added appeal. Team could use more suitable special material to excellent advantage.

Turn gets good musical assistance from the Paul Hebert ork. Comedienne Charlotte Rae was to have been an added starter, but was forced to bow out due to illness.



CAUGHT AGAIN

LATIN QUARTER, NEW YORK: The curiosity factor played a major role in the first big town opening January (3) of Christine Jorgensen who came on at the end of the show preceded by her straightman Myles Michael Bell. Despite the customary night-off, business was tremendous.

Dressed up to the hilt in an expensive looking, fur-trimmed gown, Miss Jorgensen was brought on by Bell for some talk. She then went into "Getting to Know You" followed by more talk, with Bell feeding lines which permitted his partner to throw the snappers. Among them was the fem's observations that she knew "all the Christine jokes and some even you haven't heard."

While it was apparent that the fem couldn't sing (and Bell could), the act was unusually smooth and well presented. There were some titters from showbiz insiders who recognized a soft musical backing, "Wonderful Copenhagen," to Miss Jorgensen's chatter.

Basically, however, the Jorgensen act was good. It was well staged and the curious were tastefully taken care of by a mild psychological lecture by Jorgensen explaining the problems of the misfits, their confusion and her solution.

Actually it was a sympathetic pitch with an appeal, even if it left some customers resentful. It started off via a question from Bell, "Why did you go to Denmark?" When she finished, she did "You'll Never Walk Alone" with added lyrics and was way ahead.

She came back, however, for "Side by Side" and lost much of her previous ground, indicating a pruning of the final number anyway.

Bell is one of the better straightmen around. He looks good, works well, dresses smartly and sings with a booming bary in excellent style. His gags, however, do little for him. Much of his material was straight file stuff circa 1925. Bill Smith.

Philly Winter Fair Skeds Repeat Date

PHILADELPHIA, Jan. 9.—The Winter Fair sponsored by the Philadelphia Inquirer Charities will be repeated in 1954, it was announced this week. The initial event, staged in the Arena December 18-19, failed to draw the crowds and revenue expected.

George A. Hamid Sr., head of the agency supplying the talent, said that show officials had decided that the timing for the event was bad, in that it was too close to the busy holiday season.

Another factor holding back the crowds is believed to have been the \$2.50 top, Hamid said. It is likely that the admission structure will be studied carefully before setting prices for next year's event.

Except for attendance, the event was termed a success in every way. Norman Marshall, manager of the New Jersey State Fair, was in charge of the exhibits and these were reported up to expectations in every way.

Hamid said the success of this event could well lead to the starting of others in sizable communities. The idea behind the format is to approximate a real fair in every way possible with exhibit, educational and show features the principal components.

Restless People

• Continued from page 4

same capacity. . . . Malcolm D. Laing, business manager of ABC-TV network sales, has been promoted to station relations as regional manager for both radio and TV for New York, Canada and the New England area.

William W. Bryan, Detroit manager of Free and Peters for the past 10 years, was elected vice-president of the firm at a New York meeting of the board of directors. . . . R. David Kimble, for the past 17 months director of national promotion for the Broadcast Advertising Bureau, became director of local promotion on January 6.

Wallis S. Ivy, J. Walter Thompson staffer, has joined the Katz Agency in Dallas. . . . Elmer W. Lower has been appointed director of news and public affairs for CBS-Television in Washington. . . . Louis Faust, previously an account exec with H-R Representatives, has joined the New York sales staff of John Blair & Company. . . . Steve Davis, formerly a member of Metro-Goldwyn-Mayer's publicity staff in New York, has been appointed publicity director of WTRI-TV, Schenectady.

Talent Notes

• Continued from page 4

"Crime Wave," and to begin rehearsal for the lead on the "Robert Montgomery Show," January 25.

Norman Ober, of the CBS Radio Program Writing Division, is the author of "How Old Is Old," in the January issue of Lifetime Living. . . . John Peyser takes over as director of "The Man Behind the Badge," CBS-TV dramatic series, Sunday (10), replacing Art Singer. . . . Peggy Wood, "Mama" portrayer on CBS-TV, will take a week's vacation from the program, starting January 22, to the Virgin Islands. . . . Ralph Nelson, director of the "Mama" series, will marry Barbara Powers, in Indianapolis, February 6. . . . O. Z. Whitehead, Priscilla Gillette and Susan Hallaran have featured roles in "The Remarkable Incident at Carson Corners," on "Studio One," Monday (11).

Births

- AMECHE**—A daughter, Penny, January 4 at St. John's Hospital, Santa Monica, to Mr. and Mrs. Jim Ameche. Father is KLAC announcer.
- BRICKER**—A son, Phillip Allan, January 5 to Mr. and Mrs. Seymour Bricker, in Los Angeles. Father is a member of the Universal-International legal department.
- GOULD**—A daughter to Mr. and Mrs. Billy Gould January 4 in Philadelphia. Father is a night club designer and decorator.

ADAMSON—Mrs. Minnie Campbell, 71, mother of playwright and lyricist Harold Adamson, January 5 in Palm Springs, Calif. In addition to her son, she leaves her husband, James, and two other sons, Douglas, Beverly Hills, Calif., and Frederick Adamson, Boston. Interment in Fairhaven Cemetery, Orange, Calif.

APPLETON—H. C. (Lefty), 41, December 30 in Brownsville, Tex., of a heart attack. He was widely known among carnival operators because of his connection as director and general manager of the Brownsville Charro Days Fiesta.

ARMSTRONG—William E., 53, general manager of Tilben Company, wholesale music and novelty supply house, Detroit, in that city December 27. Before joining Tilben in 1934, he was with the Consolidated Talking Machine Company as a salesman in the Detroit territory. Survived by his widow, Florence; a daughter, Mrs. June Standish and a son, William E. Jr. Interment in Acacia Park Cemetery, Detroit.

ATKINSON—George C., 41, former account executive for seven years with radio Station WQXR, New York, and more recently vice-president and general manager of Station KEAR, San Francisco, December 30 in Inverness, Calif. He had spent the greater part of his career at Station WPCL, Providence. His widow and a brother survive.

BAKER—F. B. (Smookey), 59, veteran, cottonaire and sheet-writer, suddenly December 17 in Sevierville, Tenn. Survived by his widow, Grace; two sons, two daughters, two brothers and two sisters. Funeral December 20, with burial in Sevierville.

BRANSON—Ada, 85, last survivor of the original cast of the farce, "Charley's Aunt," January 2 in Pulney, England. Playing the part of Donna Lucia, the wealthy real aunt from Brazil, she appeared in a pre-London tryout at Bury St. Edmunds in 1892, later playing in the West End.

CAREY—Thomas Joseph, 59, retired songwriter, recently in Ceres, N. Y. Survived by a brother, James, Staten Island, N. Y., and two sisters, Mrs. Louisa Plunkett, Neptune City, N. J., and Mrs. John H. Hultzhauer, Newark, N. J.

CAMERON—Kathryn, actress, January 1 in New York. She had had her own vaudeville act for many years and had worked with many stock companies. Miss Cameron's last Broadway appearance was in "Dark of the Moon." Her brother survives.

CARRUTHERS—Bruce, 55, January 1 in Woodland, Calif. A native of Prince Edward Island, Can., he was in the Royal Canadian Mounted Police for several years. After retiring from that work he became an actor. His experience in show business included some motion picture work. Survived by his widow and three daughters.

CLARKE—Rupert Henry, 66, retired legit actor, December 26 in Rockford, Ill. Born in London, he came to this country 48 years ago. During his career on the stage he played three seasons with the Shady Lane Players and appeared with Irene Rich and George Brent. Shortly after his retirement, and up to the time of his death, he operated a dry cleaning establishment in Rockford. Survived by his widow, Iva, and four stepchildren, Mrs. Charlotte Olsen and Harold, Charles and June Anderson. Burial in Sunset Memorial Gardens, Rockford.

CLEVELAND—Anna, 74, former actress, January 7 at Manhasset, L. I. She began her career on the West Coast when she joined a touring troupe early in the century. In 1912 she became one of the country's first woman "airplanists." She returned to the stage twice, in George Kelly's skit, "Fingers Keepers," and opposite Edmund Breese in "So This is London" in the early '20's. She was the widow of Harry B. James, former president of the Interstate Lightage Company of New York.

COOKE—Baldwin G., 65, veteran stage and screen actor, December 31 in Los Angeles. Born in New York, he went to Los Angeles 29 years ago. He leaves his widow, Alice, and three sisters, Mrs. Ettie Sullivan, Mrs. Evelyn Barr and Mrs. Hazel Higbie.

COURT—Aifred C., 67, veteran stage and screen actor, December 31 in Los Angeles. He was a native of Sydney, Australia. Survived by his widow, June; two sisters, and a brother in Australia.

CROFFORD—Robert F., Sr., 59, veteran theater musician, December 31 at Kennedy Veterans' Hospital, Memphis. A trombone player, he served with the 120th Infantry Band in World War I. Later he helped organize the old Memphis Symphony Orchestra and played at the old Orpheum, Loew's Palace and Malco theaters there. Survived by his widow, a son, two brothers and a sister. Burial in Elmwood Cemetery, Memphis.

DAVIS—Mrs. Biedwyn, 51, recently in Sydney, N. S. For many years she appeared on a local radio program, "Cotter's Saturday Night" as a vocalist. Survived by her husband and one son.

DENNIS—E. V. (Denny), 62, veteran rep and stock performer, December 21 in Houston. During his 40 years in show business, he appeared with such shows as the Charles and Gertrude Harrison, Ed C. Nutt, Brink's, Wallace Bruce and Fred Jennings. His widow, Josephine DeCosta, survives.

EALAND—Charles, 37, son of Thomas H. Ealand, Detroit theater owner and associated with the operation of the Ferndal Theater, Ferndale, Mich., in Detroit January 2. Interment in Holy Sepulchre Cemetery, Detroit.

EVANS—Evan, 52, baritone and a member of the voice faculty of the Juilliard Graduate School of Music since 1938, January 3 in New York. An Englishman, he began a musical career in the U. S. in 1928, singing with the Lieber Theater Opera Company and the Opera Comique. For eight years he was a soloist with CBS on such pro-

grams as the "Cathedral Hour of the Air" and "Columbia Opera Hour" and with orchestras conducted by Andre Kostelanetz, Eugene Ormandy and Howard Barlow. During the 1930's Evans made musical shorts for the screen and many records. Besides his Juilliard post, he was head of the Chautauqua School of Music and served as judge for the Naumburg music awards and Fulbright music scholarships in Europe. His widow, a daughter, two grandsons, three brothers and two sisters, all in England, survive.

FRISCH—John, 83, recently in Colonial Hospital, Rochester, Minn. A prominent businessman in St. Charles, Minn., he was the organizer and for 20 years secretary and a member of the board of directors of the Winona County Fair Association, Winona, Minn. Survived by a daughter, Mrs. Ralph Haugen, St. Charles; two sisters, Elizabeth Priesch, Owatonna, Minn., and Mrs. Mary Judge, St. Charles. Burial in Hillside Cemetery, St. Charles.

GALVIN—John J., 42, in New Haven, Conn., January 4. He was the owner and operator of Club 80, a nitery-restaurant in Branford, Conn.

GIBBS—Leslie E., 51, veteran billposter and biller, recently in Springfield, Mass., of a heart attack. He had been a member of Local 15, Billposters & Billers Union, for 30 years.

GRADY—Edward L., 48, circus ticket seller, at Medford, Ore., December 19 following a cerebral hemorrhage. A native of Kentucky, he was with Al G. Barnes, Cole Bros., Hagenbeck-Wallace, Sells Floto, Clyde Beatty and Dailey Bros.' circuses. Surviving are his widow, Golda; a son, Charles; a brother, George, and three sisters, Mrs. Bertha Thomas, Mrs. Ethel Jordan and Mrs. Edith Harrington. Burial at Medford.

GROSECLOSE—Mrs. Ferne, 47, veteran concessionaire, December 4 in Des Moines of a heart ailment. For many years she and her late husband operated concessions on the Royal American, Rubin & Cherry and B. & G. shows. More recently she managed a cafe in Des Moines. Survived by her daughter, Mrs. Glenna G. Hess, Boone, Ia.; her parents, Mr. and Mrs. Guy Pees, Des Moines, and a sister, Mrs. Cleo Green, Des Moines. Burial in Oakwood Cemetery, Youngstown, O.

KREM—Robert, 47, well-known concessionaire and pitchman, suddenly in West Palm Beach, Fla. Burial in Woodland Cemetery, that city. (Details in Pipes section, this issue.)

KERNER—Samuel, 39, agent and manager of television, screen and stage personalities, January 4 in Hollywood. He had been personal manager of David Street, star of "Hollywood on TV," for the last 11 years. His widow and three children survive.

LEFEVRE—Zilda, 49, wife of King Reid Lefevre, owner of the King Reid Shows, January 9 in Manchester, Vt., after an illness of four months. (Details on Page 37.)

LEGRANGE—Lester Reat, veteran novelty musical performer recently in Tampa of cancer of the lungs. He started out in show business at the St. Louis World's Fair, and later joined Reed's traveling motion picture show. Following that he joined with Henry Stem to form the team of Stem and LeGrange, featured for several seasons with Vogel's Minstrels. After marrying Petti Reat, he produced the vaude act the Four Xylophonds, which played the major vaude circuits, billed Patti Reat and Brother. Survived by his widow and a son, Texas. Burial in Garden of Memories, Tampa.

O'DAY—Patrick, 39, well-known showman, recently in Guernsey Memorial Hospital, Cambridge, O., following an ulcer operation. In more recent years he was general utility man for Walter Reed Theaters in New Jersey and New York. In show business he was billed as the Professor of Laffology. Survived by his widow, Pauline (Kasha). Burial in Greenwood Cemetery, Byesville, O.

PETERSON—C. V., 52, operator of the Kerrville Broadcasting Company, in Kerrville, Tex., December 28. The broadcasting company operates KERV. Survived by his widow, a step-daughter and two brothers.

PITTMAN—C. L., January 9 in Hot Springs, Ark., of a heart attack. He was manager of Whittington Amusement Park there, and was also a member of the Hot Springs Showmen's Association. Survived by his widow, Francis; a son, Castal Jr., and one daughter, Rose Mary. Funeral services and burial January 11 in Hattiesburg, Miss.

SCOTT—Walter E., 81, storied California Desert character, known thruout the country as Death Valley Scotty, January 5 in Death Valley, Calif. At the age of 15 he joined Buffalo Bill's Wild West Show and toured the world as a daredevil rider.

SPIEROS—Frank P., 62, owner of the Marquette Theater, St. Louis, January 4 at a hospital in that city. Surviving are his widow, Demetra; two sons, Pete and William; two daughters, Ann and Roxane, and a brother, Louis. Interment in St. Matthew's Cemetery, St. Louis.

STAFF—Samuel, 24, a member of the Woody Herman band, January 7 at Memorial Hospital, New York, following a brief illness. A baritone sax player of note, he began his musical career with the Long Beach, N. Y., high school band, then studied music at New York University. He was only 17 when he attracted the attention of pop ork leaders. The Herman band used several of his arrangements. He is survived by his parents, Mr. and Mrs. Joseph Staff, and two brothers, Harry and Manny.

STEEN—William R., 56, booker for J. A. Rank Film Exchange, St. Johns N. B., January 2 in that city. Prior to his association with the film company, he was manager of the Regent Theater, St. Johns. Survived by a brother and one sister.

WALLACE—Forrest (Toy), 60, former circus clown, at Toledo January 3. He was a member of the Stoddard and Wallace team with Gollmar, Sparks, Hagenbeck-Wallace and other circuses until World War I. In recent years he was district sales manager for the Balfour Jewelry Company. Surviving is his widow, Elmira. Burial at Toledo.

WOOD—Rusty, 65, old-time outdoor showman, recently in St. Joseph's Hospital, Centerville, Ia., of injuries sustained in an automobile accident. A veteran in outdoor show business, he joined Work Bros.' Circus in 1906. Later he owned and managed his own concessions and shows. His last season was spent on the World of Today and the Wm. T. Collins shows. Survived by his son, Eugene B. Wood; four sisters and two brothers.

Marriages

COWART-HAIGH—Grady Cowart and Nancy Haigh, music librarian for radio Station KABC, San Antonio, recently in that city.

MASTROIANNI-ELLIOTT—Jim Mastrolanni, Bridgeport, Conn., and Vera Ruth Elliott, national amateur figure skating champion of 1949, in Highland Park, N. J., January 2.

MEER-HEWITT—Ernst Meer, designer, and TV actress Virginia Hewitt, in Beverly Hills, Calif., December 31.

MESHEKOFF-CARTER—Michael Meshekoff and Helena Carter in Ensenda, Mex., December 31. He was a former partner with Jack Webb. She is an actress.

PURCELL-BREWER—Jack Purcell and Betty Brewer December 30 in Hollywood. He is of CBS Radio network's legal department. She is a CBS secretary.

IN MEMORY OF

ZILDA

(Mrs. Zilda Lefevre)

More than a boss. More than a friend.

She was more like a mother to those of us who knew and loved her.

To the glorious memory of what she meant to all of us, this message is respectfully dedicated.

HER SHOWFOLKS ON THE KING REID MIDWAY

OSTRICHES GO BIG

90-Min. Packaged Show Gathers Dates

LAHABRA, Calif., Jan. 9.—When Gene Holter, owner of the racing ostriches, and John Wilks, at whose 160-acre Silverjoy Stock farm Holter keeps his birds, were en route to the Chicago conventions in the interest of a 90-minute grandstand attraction that was being put together, they worried about the sales they would make. Holter argued that their appearance would amount to laying out the show without signing any contracts. They were surprised when they came away

with approximately \$75,000 in signed commitments.

"The fair managers want a complete package. That is why they hopped at this show," Holter said. "They are tired of buying an act here, one there and trying to put them together. I got into the packaged show field because I felt there was a need for such an attraction. So far, and the contracts prove it, I am not wrong."

Comics Provide Tip

Holter started out three seasons ago with the ostriches, a racing ensemble he "dreamed" of while recuperating from a broken leg suffered in a rodeo contest. He saw something in the comics about the African natives racing the bird. Holter took the tip, bought several birds from the Ostrich Farm at Selig's Zoo in Los Angeles and was in business. Today Holter has 14 ostriches but is looking for Wilks, who will soon tour Europe and Africa, to bring him 12 or 14 additional ones. Holter said that he does not plan to start a second unit, but he wants the necessary replacements.

Program Varied

In the 90-minute show that Holter is debuting he will feature *(Continued on page 56)*

R-B Winter Unit Closes in Cuba; Returns to Fla.

HAVANA, Cuba, Jan. 9.—Ringling Bros. and Barnum & Bailey will close its winter unit's run at the Sports Palace here Sunday (10) and the show will leave Monday (11) for Sarasota. Business for the unit has been on a par with last year, when the run was in the black but not outstanding.

Several performances over Christmas drew packed houses. Weather was poor but later returned to normal. During the final week, several extra performances were scheduled and three performances were scheduled for many of the days.

General Manager Frank McClosky will return from Sarasota to supervise loading out of the unit. Manager W. E. Lawson has been here thruout the engagement. John Ringling-North also has been active here thruout the stay.

Clowns here included Albert White, Walter Guice, Gene Lewis, Jimmy Armstrong, Frankie Saluto, Jackie Gerlich, Omer (Duffy) Maquade, Red Honkala, Paul Jung, Prince Paul, Myron Orton, Harry Nelson, Freddie Freeman, Al Schwartz, Otto Griebing and Emmett Kelly.

Girls included Yvette Kohl, Emma Castro, Sharon MacFarland, Lillian Kyantanna, Antoinette Bisbini, Carmen Slayton, Toni Scott, Andrea Selin, Anita Heiroll, Mary Jane Miller, Anne Mace, Brenda Elliott, Shirley Coombs, Evelyn Kent, Rosa Wong and Hannelore Huck.

Kahler Cancels; St. Paul Winter Carnival Hit

ST. PAUL, Jan. 9.—Summary cancellation by F. W. (Nick) Kahler, president-general manager of Shows, Inc., Minneapolis, to stage a sports show in connection with the St. Paul Winter Carnival was disclosed Thursday (7) by John Geisler, managing director of the Saintpaulites, Inc., festival sponsors.

Kahler last fall signed a five-year contract with the Saintpaulites to furnish two-a-day stage-show in the St. Paul Auditorium the last five days of the winter carnival, which is to run from January 29 thru February 7. Kahler was to provide an ice rink and water tank and manage the exposition of sporting equipment. He was to receive the first \$30,000 of revenue from space sales and admissions.

The contract gave Kahler the option to cancel between May and October of any year. However, he canceled just before January 1, claiming he encountered difficulty selling space. The cancellation notice was given Saintpaulites' directors at a meeting at which Joseph A. Rogers, president, presided.

As a result of the cancellation, carnival execs are now in turmoil. *(Continued on page 51)*

BRITON LOUD IN PRAISE OF SHOWMEN'S RESPECTABILITY

OLDHAM, England, Jan. 9.—In his "Showland Sidelights" column in the British publication, The World's Fair, Ted Cooper takes the general public to task for imagining showmen are "an uncouth, uneducated lot of people, making a living at the expense of the public." Nothing is further from the truth, he continues:

"The showman of today has progressed with the times and is able to hold his own in any company. If the critics expect to see a race of people dressed in cords and gaudy shirts they are doomed to disappointment, for the showman of today is comparable with any other successful businessman, neatly and correctly attired on every occasion. Being in business as providers of amusement for others is a serious affair, and the showman has little leisure during the greater part of the year, so that when he does find time for a little relaxation he is entitled to enjoy it without hindrance."

GET EX ON WHALE

Chalfin to Promote 65-Ton Mrs. Haroy

MINNEAPOLIS, Jan. 9.—Maurice Chalfin, of "Holiday on Ice," has acquired exclusive promotional rights on Mrs. Haroy, the 65-ton whale brought to this country last March by Lief Soegaard. Associated with him in the project are Raye D. Perkins and Emery Gilbert, both of the "Holiday" organization. Perkins is slated to manage the whale for a national tour.

Chalfin said at his office here

Thursday (7) that the group was awaiting warmer weather, with a tentative opening date of March 1 set for New York. They are looking for a site there, with a lot at 52d and Broadway being considered. Perkins will go to New York in about two weeks.

The group's deal with Soegaard gives them a percentage for a period of years determined in part by the renewal of governmental import permits after three years.

Big European Grosses

Soegaard previously exhibited the whale in several European cities and reported large grosses. The exhibit has been stored in a New York railroad yard for the past 10 months while he and his U. S. representatives negotiated for its promotion here.

At present the whale is aboard a special 90-foot German flat car, and Chalfin said this would be used in the upcoming tour. It is equipped with a canopy but has no sides.

If the exhibition in New York is away from railroad tracks, the car will be transported overland by housemovers. In the future tour, however, it was likely that most stands would be played with the car on a sidetrack.

Chalfin said the display will be offered on an educational basis. Various internal parts of the whale and other displays will be included and lectures about the monster will be given. A program of school promotion is being laid out. Several candidates for *(Continued on page 56)*

CITES SHOWS' NEED

Fairs Must Share Higher Costs--Reid

MANCHESTER, Vt., Jan. 9.—Growing economic problems which can be tied in with carnivals' contractual relationships with fairs are hurting the whole structure of the midway business, King Reid, owner-operator of the shows bearing his name, said here this week.

The squeeze of rising costs that consistent outpace continuing big grosses will have to be passed off in part to fairs, he says, if carnivals are to survive and gain a position where they can afford to bring the fairs the kind of attractions they have a right to demand.

The lack of profits now have resulted in short rides and high prices, the very thing most fairs would like to avoid. The tendency to take it out on the public should be reversed now, Reid says, with lower prices and better service and attractions to build confidence in the public.

Organization Lack

Noting with regret the lack of organization on the part of carnivals that would allow for a "realistic attitude" Reid said that his negotiations this year could not involve the paying of higher

percentages or fees for dates and that in several instances it will be necessary for him to secure better financial deals if he is going to be able to play these events.

The high costs of midway contracts added to the highest operating costs in the history of the carnival business can only mean economic ruin to many shows, he said. These costs preclude the possibility of doing a job such as most showmen would like to do, he said.

Currently studying prospects for next year, Reid said that his organization was being geared for *(Continued on page 56)*

400 Toast McKees At NSA Installations

NEW YORK, Jan. 9.—One of the National Showmen's Association's most happy and glittering functions went off Wednesday (6) with more than 400 persons attending, as Joe and Maggie McKee were installed as presidents of the NSA and its Ladies Auxiliary.

Experienced party-goers said the affair, in the crowded Baroque Room of the Belmont Plaza, was as successful as any in the club's 16-year history. The cream of Eastern showdom attended, and several persons journeyed from as far away as Tampa and Toronto to see the popular general superintendent of Palisades (N.J.) Amusement Park and his smiling wife take office.

There were frequent bursts of applause and cheers as speaker after speaker paid tribute to the couple's untiring efforts on behalf of their clubs and for the kind acts they have performed. Several gifts were presented, including a hand-lettered citation for McKee from the New York Police Anchor Club in appreciation for his assistance with that club's annual outing for orphans and crippled children. It was presented by retired Inspector Thomas McVeigh.

Kin Install Couple

With marshals Magnolia Hamid and Queenie Van Vliet leading the McKees and other dais guests to their places, the new presidents were installed by Lydia Nall, of the Auxiliary, who is Maggie's sister, and by Max Tubis of the

NSA, the couple's son-in-law. The new presidents were joined on the dais by all officers plus immediate past president Phil Isser and Betty Impellitteri, wife of the ex-mayor of New York.

Both McKees delivered brief acceptance talks, with Joe speaking in much the same vein as at the annual banquet in November. "I'm a better worker than a talker," he claimed.

The history of the organizations was outlined by president emeritus George A. Hamid and Dorothy Packman Goldberg, first presidents of the NSA and Auxiliary, and other talks were given by J. W. (Patty) Conklin of Toronto, Anna Halpin, Bess Hamid, Dolly McCormick, Irving *(Continued on page 51)*

Kentucky Assn. Honors Cassidy At Convention

Retiring President Given Three-Year Term as Sec.-Treas.

LOUISVILLE, Jan. 9.—L. (Doc) Cassidy, retiring president of the Kentucky Association of Fairs, was doubly honored during the association's two-day convention which closed Friday night (8) at the Brown Hotel here.

He was given a silver pitcher for his work as founder and builder of the association and he was elected to an unprecedented three-year term as secretary-treasurer.

Other new officers, both elected for one year, were Ray P. Weller, Shelbyville, president, and Grover Griffin, Columbia, vice-president. New directors picked were Harry Berge, Carrollton; J. B. Messer, Crab Orchard; Frank C. Rapier, Waverly; Jack Stenell, Russellville; Willis Stout, Jefferson; Terill Wilson, Russell Springs.

Membership in the association has grown to 55 annuals, it was reported. Another disclosure during the convention was that premiums of the Kentucky State Fair this year will total \$113,000.

Feature of the convention was tape transcription of interviews direct from the meeting, with the transcription, spanning one hour, to be used tonight over WHAS, this city, to focus attention upon county fairs of the State.

Heavy Turnout Of Show People At Ind. Confab

INDIANAPOLIS, Jan. 9.—Turnout of attraction reps, carnival agents, and fair and show suppliers at the annual convention of the Indiana Association of County and District Fairs here this week was strong, about even with '53, but attendance of fair representatives was under last year.

Included among show people noted were: Ken Smith, Earl Haupt, Bill Guerner, Betty Blake, WLW Attractions; Mr. and *(Continued on page 50)*

Denver Expo Builds Big Advance Sale

DENVER, Jan. 9.—The 48th annual National Western Stock Show will open its run here Friday (15) with an advance sale accounting for upward of 50,000 tickets, officials announced. This advance was equal to all 8,000 sets for the six night performances and about half of the matinee seats.

Top attraction is the rodeo where cowpokes will vie for purses totaling nearly \$50,000. In addition to the performers, entertainment will be provided by Jerry Portwood's trick riders; Ted and Betty Lamb; Dolores Christiansen, Buddy Heston, Jimmie Schumacher and George Mills.

Winkley Sets Races At Winchester, Ind.

WINCHESTER, Ind., Jan. 9.—Frank Winkley, top man in Auto Racing, Inc., closed this week with Paul Lecroix, owner-operator of the Winchester Speedway, to stage four IMCA auto races here during the '54 season.

Longest of the events will be a 200-lap, 100-mile big car meet October 17, which will have a \$10,000 purse and will be the first 100-miler ever sanctioned by IMCA on a half-mile oval. Also

on the schedule are big car sprints June 13 and August 8, and a 300-lap late model stock car event June 27. Total prizes for all four meets will aggregate \$30,000. Winkley said

The invasion of Indiana this year by Winkley will mark the first time he has operated auto races in the State with the exception of a program of big car races at Salem, Ind., late in the fall of '53.



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SET INDOOR SHOWS FOR HUNT BARN

Await Delivery Of New Big Top Using Steel Cable

BURLINGTON, N. J., Jan. 9.—Off-season indoor performances are in store for the Hunt Bros. training barn next winter, Harry Hunt said yesterday. The octagon-shaped heated structure, of block construction, will be fitted out to seat from 1,200 to 1,500 spectators. At present the barn stores 16 pieces of equipment and a 42-foot ring. The building measures 100 feet across and 37 feet high. Hunt said the total 1954 route is expected to be signed by the time the show goes out. General agent Ed Schuster and his four contractors have signed a solid route thru the end of July, Hunt said, all being auspicious dates. The show will adhere to its Eastern territory running from the Carolinas thru the Maritimes in Canada, altho there are many new towns that will be played. Hunt said that for the first time

\$170,000 Fire Hits Wirth's Aussie Circus

MELBOURNE, Australia, Jan. 9.—A fire Monday morning (28) did \$170,000 worth of damage to Wirth's Olympia, and destroyed four monkeys and a great Dane dog, pet of the Wirth family. The house arena and rink owned by Wirth's was noticed afire at 7 a.m. by a motorist, who turned in an alarm.

The adjacent Trocadero dance hall was spared by the efforts of 30 firemen, who confined the blaze to the Olympia. A number of circus employees lost their possessions, and Eileen Wirth lost the entire wardrobe for her "Beauty and the Beast" circus-pantomime which opened a week prior to the fire. Most of the monkeys and all the horses and ponies were gotten out of the building safely.

Nunis Inks 5 Fairs; Eyes Foreign Date

READING, Pa., Jan. 9.—Promoter Sam Nunis this week announced the signing of five more fairs at which he will put on automobile racing in 1954. They are the Allentown (Pa.) Fair, Bedford (Pa.) Fair; Kent and Sussex Fair in Harrington, Del.; Flemington (N. J.) Fair, and Champlain Valley Exposition in Essex Junction, Vt.

Nunis said his booking list at this stage is greater than at any season in the past, and added that he is negotiating to present races outside the continental United States next season. He landed a major contract during the International Association of Fairs & Expositions convention in Chicago, when he signed for eight dates with the Eastern States Exposition.

Barnes-Carruthers Sets Sports Show Acts for Louisville

LOUISVILLE, Jan. 9.—Barnes-Carruthers Theatrical Enterprises, Chicago, will produce a grandstand program of sports show type acts for the full nine days and nights of the Kentucky State Fair. The contract was awarded Thursday (7), with Randy Avery closing for the Barnes-Carruthers office.

The sports show type bill is an innovation here. Last year the Barnes-Carruthers office

Miller Home Burns at Hugo; Quarters Crew Battles Fire

HUGO, Okla., Jan. 9.—Much damage to the elaborate new home of Kelly Miller, co-owner of the Al G. Kelly & Miller Bros. Circus, was caused by fire Saturday (2). Preliminary estimates set the loss at about \$50,000.

The family was out of the city at the time. The new house was a showplace which boasted five picture windows, air conditioned shooting gallery, silver dollar bar and stuffed elephant's head with recorded sound effects. It is located across a road from the Kelly-Miller winter quarters and has been occupied only briefly since its recent completion.

Hugo's fire chief said the blaze apparently started in a wall of the basement kitchen, one of two in the house. All employees at quarters rushed to fight the fire. John Carol was credited with turning off gas lines and Elephant

Shorty was cited for putting a fire hose into early action. Two Hugo fire trucks answered the call and the combined city and circus forces worked about an hour to bring the fire under control and another hour to extinguish it.

SEATS 2,700

Rebuilt House Opens 90-Day Belgium Run

BRUSSELS, Belgium, Jan. 9.—The completely rebuilt Cirque Royal opened a 90-day circus season on Saturday night (2) with a big and varied bill, headed by the veteran clown, Charlie Rivels. The new Royal is a municipally-owned structure seating 2,700 spectators and equipped for the presentation of vaude and theatrical productions as well as circuses. Operator is George Mathonet, owner-director of the "Ancienne Belgique" cabaret. Current circus programs are being booked by the Lew & Leslie Grade office, London. Orchestra leader is Jacques Mathieu. Program will be changed monthly.

Among the well-known acts on the January bill are the Five Amandis, tumblers, who recently worked George Hamid dates in U. S.; Eight Croneras, flying trapeze; Rolly & Arry, screwball comics; Gene Detroy with his chimps, also known in U. S.; Udos Heltanos & Partner, equilibrists; Will Meyers, presenting seven elephants; Rudolph Jurkschadt with 12 Arabian horses and a mixed group of exotic animals; and a group of lions from Chipperfield (English) Circus.

The old Cirque Royal was one of Europe's top-rank cirks prior to the war but the old, city-owned building was condemned and closed several years ago. New structure is modern and well equipped. Mathonet pays the city a rental of \$1,950 per month and his contract calls for high-class shows. Circus season will be followed by a season of vaude and stagshows.

Reopening of the Royal marks an important upswing in the winter-time demand for circus acts in Europe—filling in the break between the end of the Christmas season in England and

Diano, Wilks Set European Animal Search

LA HABRA, Calif., Jan. 9.—Tony Diano, of the Diano Circus, and John Wilks, head of the Silverjoy Stock Farm here, will leave New York January 18 on a search of Europe and Africa for animals, Wilks said. Wilks, a former automobile dealer, is making a wild animal farm of his 160-acre showplace here.

Wilks said that he and Diano will fly to London, then make stops at Paris, Berlin and Rome before going to Palestine and French Equatorial Africa. They expect to be gone from "six weeks to six months." This is Wilks' first trip abroad; Diano toured that area two years ago.

The purpose of the trip is to obtain animals for the Diano Circus. Diano and Wilks are said to be primarily interested in cheetahs, elephants, gorillas, chimps, and pygmy hippos.

Wilks will look particularly for ostriches to replenish the stock used by Gene Holter, of the racing ostriches, and who stables his stock at the Silverjoy farm.

Doris and Vern Orton, of the Sensational Ortons, were featured along with fireworks at the Orange Bowl, Miami, January 2. They plan a visit with Sol Solomon, high diver, and expect to get in a few deep-sea fishing trips.

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Potter of ESE To Address N. J. Fair Group

TRENTON, N. J., Jan. 9.—Adrian L. Potter, assistant manager of the Eastern States Exposition in West Springfield, Mass., will address the New Jersey Association of Agricultural Fairs at its meeting in the Hildebrecht Hotel here January 25. President Alvin W. String of Harrisonville will preside.

"What Makes the Exposition Tick?" will be the subject of Potter, an advocate of effective publicity and advertising. He will discuss ESE's use of unusual copy and other types of promotion that have been proven gate-pullers.

Also emphasized by Potter will be ESE's treatment of 4-H work. All Jersey fairmen have 4-H interests of varying degree, with some fairs devoted solely to youth activities, and this phase of the ESE show has been developed to a high level.

The program will also have a review of 1953 fair accomplishments by William C. Lynn, association secretary; a panel discussion on "Our Goal for 1954" and a roundup of official dates for the State's 18 agricultural fairs. The fairmen will meet during the 82d annual New Jersey Farmer's Week starting that day. The association's annual meeting will be held in May.

Out in the Open

Maurice E. Hartnett, general manager of the Calgary (Alta.) Exhibition and Stampede, was recently re-elected secretary-treasurer of the Alberta Cattle Breeders' Association.

Dick and Phyllis Geist of Rockaways' Playland missed having a second Christmas Day baby by only a week, when their daughter Nan Retta was born Sunday (3) in Rockaway Beach Hospital. The Geists' first daughter, Jodi Carol, entered the world on December 25, 1952.

Palisades (N. J.) Amusement Park was well represented at the joint installation Wednesday (6) of the National Showmen's Association and its Ladies' Auxiliary in the Belmont Plaza Hotel in New York. Joe and Maggie McKee, both long connected with the park, took office as presidents of the two organizations. Past president Anna Halpin of Palisades presided over the festivities, and owner Irving Rosenthal and his wife Gladys were also present.

Gaylord White, partner in National Speedways, Inc., auto race org, and Mrs. White, are currently vacationing in Fort Meyers Beach, Fla., where they are getting their share of the big ones... Sam J. Levy, top man in Barnes-Carruthers Theatrical En-

Orrin Davenport Denies Reports Of Concello Pact

CHICAGO, Jan. 9.—Current reports that Arthur M. Concello was to be associated with Orrin Davenport in production of indoor shows was denied by Davenport this week.

He said there was nothing to the report and that he had not discussed the matter with Concello. Davenport stated that he was not interested in joining forces with anyone.

It was confirmed that Concello was expected to spend some time on the Davenport show this winter but that his presence would be only in connection with the Concello flying acts booked for the show.

Concello's connections with Ringling-Barnum recently were severed and he is currently in Sarasota, Fla. Davenport's show starts its season January 17 at Saginaw, Mich.

CHS Re-Elects Bette Leonard

BARABOO, Wis., Jan. 9.—Bette Leonard, former trouper and now a Wichita, Kan., booker, was re-elected president of the Circus Historical Society, it was announced here this week by William Kasiska, election commissioner. Mrs. Leonard has been head of the CHS for a number of years and was returned to office by a strong majority. The election was conducted by mail.

William Green, Washington, Kan., was elected vice-president again. The offices of secretary and treasurer were combined and Robert King, Richmond, Ind., who has been secretary, was elected to the new office. Mrs. Robert King was elected again to be editor of the CHS publication. One hundred seventeen ballots were cast, Kasiska stated.

O. C. Cox, formerly with Cole Bros., Walter L. Main, Barnett Bros. and others, is one of the advertising managers of Smitty's National Funeral Directory.

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terprises, Chicago, will be toastmaster at the annual banquet and ball of the Greater Tampa Showmen's Association. He, accompanied by Mrs. Levy, plan to leave Chicago late in January to get in a week's fishing in Florida before the big event.

Reading Fair Renames Giles, Other Officers

READING, Pa., Jan. 9.—John S. Giles, local florist, was re-elected Saturday (2) to his 22d term as president of the Agricultural and Horticultural Association of Berks County, operating body of the Reading Fair. Elections were at the annual reorganization meeting.

The position of assistant secretary left vacant by the death in August of Paul H. Esterly, was filled by W. Arthur Morris, concession worker at the fair for 31 years.

Charles W. Swoyer was named to his 28th term as secretary, and other officers re-elected were Chester Brumbach, first vice-president; Harry Schad, second vice-president, and Albert Swoyer, treasurer.

All 18 directors were re-elected. They include the six officers and Heber Ermentrout, Newton Geiss, Alvin Kemp, C. Paul Lied, Jacob Mays, Thomas Merkel, Horace Miller, Russ Moyer, George Roller, Dr. H. B. Roshon, George Schuler and J. George Zerr.

Schafer Snags Wis. Circuit For Second Year

MILWAUKEE, Jan. 9.—For the second consecutive year, W. A. Schafer's Just for Fun Shows were awarded the midway contract for the Northern Wisconsin Fair Circuit at the annual fair (Continued on page 57)

See Big Crowd For N. C. Meet

RALEIGH, N. C., Jan. 9.—A record attendance is expected for the annual meeting and banquet of the North Carolina Association of Fairs, to be held January 21-22 at the Sir Walter Hotel here, according to chairman Norman Y. Chambliss.

Chambliss predicted attendance at a high of 400 for the banquet at 7 p.m. Friday (22). More than 300 turned out last year. The floorshow has been arranged with the co-operation of the George A. Hamid, Frank Melville, and Cook & Rose agencies, and will include the Bubbles Becker show.

All top State officers will be on hand, including Governor William B. Umstead.

Chambliss said that besides the State officials mentioned, all State Supreme Court Justices will be present, and the speakers will also include D. S. Weaver, of the State Extension Department; Ben E. Douglas, of the State Department of Conservation and Development; Curtis Finch, of the Virginia Association of Fairs, and State Commissioner Ballentine. There will be no speeches at the big banquet, Chambliss added.

Milan Homecoming Sets Drago, Maps Acts

MILAN, Ind., Jan. 9.—With the Paul Drago Shows having been contracted for the American Legion Homecoming here, scheduled for June 21-26, Post 235 Commander Howard Hempfling plans to appoint a committee at the next meeting which will map plans for free acts and exhibits at the event, to be held on the Haney baseball field, according to Jim Haney.

Wis. Circuit Inks Zemater For 5th Year

MILWAUKEE, Jan. 9.—The Charles Zemater Agency, Chicago, was awarded the night grandstand show contract at the Northern Wisconsin Fair Circuit for the fifth straight year, with the negotiations being closed here Wednesday (6) during the annual meeting of the Wisconsin Association of Fairs.

Charles (Chuck) Zemater Jr., handled the presentation for the Chicago office. Also on hand were Charles Zemater Sr., and Jack Zemater. This makes the second circuit the Zematers have signed for '54, having closed late last year to provide the grandstand show for the Western Canadian "B" circuit of fairs.

Annuals on the Wisconsin loop and their dates are as follows: Neillsville, August 13-15; Merrill, August 16-19; Antigo, August 20-22; Ladysmith, August 23-26; Wausaukee, August 27-29; Shawano, September 3-6, and Weyauwega, September 9-12.

Sam J. Levy Sr., top man in (Continued on page 57)

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 Box 869, Fort Myers

Roadshow Rep

J. AUSTIN TRINOR, vet director and producer, recently completed a radio engagement over Station CFCY, Charlotte-town, P. E. I. **Betty Large**, ingenue, who appeared with

Drivin' Round The Drive-Ins

DOUGLAS J. AMOS, Hartford district manager for Lockwood & Gordon Theaters, supervising drive-in theaters at Torrington, Danbury, Norwalk and East Windsor, Conn., has left on a month's vacation in the Caribbean. Upon his return Amos will be busy with reopening plans for the East Windsor Drive-In, which has been acquired on a long-term lease by L&G from the **Kupchunos** interests. Financial terms of the deal were not disclosed. . . . Opponents of the proposed **Fred Quatrano-John Sirica** drive-in at Watertown, Conn., have disclosed plans for request of a permanent injunction. The action is returnable in Litchfield (Conn.) Superior Court. Property owners in the Waterbury suburb are protesting the theater project on grounds that a theater would decrease real estate values and create noise and nuisance. . . . Connecticut's largest drive-in theater screen, measuring 114 feet wide, is planned for the \$200,000 850-car-capacity project under construction by Perakos Theater Associates of New Britain, Conn., at Plainville, Conn. The circuit, which controls seven theaters in Connecticut and 18 in Massachusetts, will open the Plainville Drive-In, its first outdoor project, about Easter Sunday, according to **Sperie Perakos**, general manager. **Peter Perakos Sr.**, New Britain, heads the circuit.

Carnival Routes

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)
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 Frost Amusement Co.: Reevesville, S. C. Lane, Leo: Bowling Green, Fla., 18-23.

Circus Routes

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Rice Bros.-Joe Mix: Owensboro, Ky., 20-22; Bowling Green 25-29.

Arenas

Hollywood Ice Revue: (Garden) New York 14-Feb. 3.
 Ice Capades of 1954: (Aud.) Providence, R. I., 12-30; (Arena) Washington 21-Feb. 3.
 Ice Follies of 1954: (Gardens) Pittsburgh 13-20; (Arena) Cleveland 21-31.

Miscellaneous

Stars Over Harlem: (Savoy) Fort Lauderdale, Fla., 12-30.

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Trinor, is remaining on the program for an indefinite period. . . . From Enid, Okla., **King Homans** sends the following roster of Walter's Comedians in answer to a request that recently appeared in this column: **Herbert Walters**, manager; **L. K. and Tudor McKay**, the **Manleys**, **Helen and Shirley Walters** and **Mr. and Mrs. F. W. Maxley**. In answer to another inquirer, Homans gives New Hampton, Mo., as base town for the **Whitchurch Players**. **Charles and Dot Whitchurch** were the owners and leading players. "Where are all these old favorites now?" asks Homans, an old-timer in tent rep who is now employed by a concern out of Houston. . . . **Carpenier's Show**, a family trick, reports only fair biz in the Eugene, Ore., area. The show is traveling east and reports that cold weather has cut receipts. . . . **Elbert Fournier**, hypnotist, is making sponsored dates in the Ottawa area. Fournier made some fair and celebration dates in the Quebec area during the past summer and fall. He reports business slack in small towns of Ontario.

From Ogden, Utah, **Frank McCauley** writes that he has been trying to operate a school show in that area and has had a tough time of it bucking bad weather

conditions. Says McCauley: "You can take it from me that this part of the country will be poor picking next summer for any outdoor shows that come along. Things are flat at this time with little hope of much improvement. . . . **H. A. Ernest** recently promoted four hobby shows in the Williamsport, Pa., area to poor returns. . . . In answer to a recent inquiry regarding **David Riggan**, **A. L. Kinsley**, Richmond, Va., reports that Riggan passed on about two years ago. He also reports that **Billy Young** and family are out of the business and are residing in the Southwest. . . . **Gitt's Show**, a family troupe, reports slim business in the Woodward, Okla., sector. . . . **Ernest Cullen**, stroller performer, writes that he is laying off until spring in Tallahassee, Fla. Cullen, who put in most of the past summer in Texas, says that some parts of the Lone Star State are fair, while others are extremely poor. . . . From New Orleans **Roger Holbrook** writes: "In regard to recent comments in this column regarding tent shows and minstrel troupes, it's gotten so that the overhead has knocked most of them out of the box. Any kind of tent show is in the same fix. Help has been getting more money than small shows can stand. I saw two solo show operators in the past month in Mississippi and both were the kind that could make a buck. The only drawback is that the average performer, such as we find on small shows, can't do this style of show."

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MICHIGAN PLANS

RSROA Set State, Regional Contests

DETROIT, Jan. 9.—The Michigan Chapter, Roller Skating Rink Operators' Association, met Monday (4) in Saginaw, Mich., to discuss plans for coming State and regional meets and future dates in their monthly dance contests.

Operators met at Brockway Rink with the Gillis brothers hosts at luncheon which followed the business session. Confirmed were dates of the State meet, April 19-21, at Ambassador Rink, Clawson, with Johnny Stone in charge.

They also set dates of June 28-July 1 for the Great Lakes regional meet at Pontiac Rolladium, Pontiac, Mich., with the program to be handled by Mr. and Mrs. Anthony Anselmy.

The dance-of-the-month program, currently being conducted by State operators, was discussed, with decision made to award a plaque to high-point winners, and a banner for the rink of the winning team of the month.

Format for the State meet is being completed by Chairman Johnny Stone, operator of Ambassador Rink, with events including free style, dance, pairs and fours in all divisions. Competition will be in all three divisions, including the diaper division for skaters from the ages of two to five years old. Operator Stone announced that speed events will also be held, under the direction of Jesse Bell, with music provided by organist Russell Bice, formerly of Arena Gardens, Detroit. An exceptionally large meet with record attendance is expected. All public skating will be closed at Ambassador during the contests.

"We are getting all of our schedules, events and judges arranged now, with a head start on accommodations, too, so nothing can go wrong," said Stone. "Medals and trophies will be given in all divisions, first to third. We expect to have senior ladies' champion, Laurene Anselmy, in the competition, even if we will be missing two former stars, Gail Locke, now a professional, and Nancy Kromis, a Michigan State College student. This is the first time they will be absent in eight years."

Judges are being obtained from other States, Stone revealed. Meets will start at 8 a.m. daily and finish around 7:30 p.m.

Reading Info Lead in AOW Speed League

ELIZABETH, N. J., Jan. 9.—After leading the Northern division of the America on Wheels inter-rink racing league since start of the season, the Paterson (N. J.) Arena entry lost the top rung in the standing Saturday (2) night to the Reading, Pa., entry before a record crowd at Capitol Arena, Trenton, N. J., according to Jack Edwards, AOW director of speed.

Reading now has a point total of 92, followed by Paterson with 86. Running an excellent third is the Mount Vernon (N. J.) Arena team with 84 points. In fourth place is Boulevard Arena, Bayonne, N. J., with 56 points, while Florham Park (N. J.) Rink, which scored heavily in the latest competition, is now in a fifth place tie with Capitol Arena, each having 16 points. Bringing up the rear are Twin City Arena, Elizabeth, 12, and Peekskill (N. Y.) Arena, 0.

At the January 1 deadline for entries the AOW league had its largest entry list in history, said Edwards. The Peekskill club, inexperienced in racing and without having won a point in competition to date, is putting a complete club of 24 in the next contests, to be held January 16 at Peekskill.

Roller Derby Adds Units, Signs Armory

NEW YORK, Jan. 9.—The Roller Derby, which hopped among four armories during its metropolitan stand last year, will run all 17 weeks this season in the 9th Regiment Armory on 14th Street. The run begins January 21. Eastern manager Ken Gurian said heavy costs were incurred during the 1953 stands by moving among the 9th Regiment and 212th Anti-Aircraft Company Armories, and in Teaneck and Paterson, N. J.

The spot seats 4,000 for such an event, and Roller Derby Associates will charge \$1.25 and \$2.50 for tickets. Performances will be on Thursday, Friday and Saturday nights at 8:30, and on Sundays at 2:30. Women will be admitted on the Thursday ladies' nights for 25 and 50 cents, and children will get into the Sunday shows for 25, 50 and 75 cents.

Television coverage over ABC on Sunday from 4 to 5 p.m. has been secured, Gurian said, but sponsorship has not been worked out yet. He reported the advance ticket sale as far greater than that chalked up at this time last year.

2 New Units

Gurian said the plan developed last fall, of forming roller team leagues in major cities, to be operated under local franchises, has progressed to where two new leagues are in prospect. The talent has been scouted up in the Chicago and San Francisco areas and competition will begin in two or three months.

One league of three teams will perform in the Chicago Coliseum, and the other will divide its season between Winterland in San Francisco, and the Oakland Auditorium. The plan will be to interest local promoters in taking over the operations on a franchise basis.

There is a three-team Roller Derby league performing now in the Los Angeles Armory. The unit to show in New York is in Chattanooga, where its season ends January 18.

Indiana Confab

Continued from page 46

Mrs. Bob Shaw, Glenn Jacobs, Gus Sun Jr., Gus Sun Agency; Boyle Woolfolk, Boyle Woolfolk Agency; Mr. and Mrs. Ward (Flash) Williams, Ernie Young Agency; Mr. and Mrs. Jimmie Downey, Jimmie Downey Agency; Sam J. Levy Sr. and Billy Senior, Barnes-Carruthers Theatrical Enterprises; George Ferguson, WLS Attractions; Tommy Sacco, Tommy Sacco Agency.

Earl Newberry, Tournament of Thrills; Jack Kochman, Art Hoard, Jack Kochman's Hell Drivers; Bill Swenson, Swenson's Thrillcade; Bill Reed, Jimmie Lynch's Death Dodgers; B. Ward Beam, Clarence Bodine, Beam's daredevil show; Lucky Lee Lott, stunt show; Sam Nunis, auto race promoter; Frank Winkley, auto race promoter.

Mr. and Mrs. Buck Steele, Steele's Frontier Days; Mr. and Mrs. Jinx Hoaglan, Hoaglan's Hippodrome; Vefita Rich, TV talent contest; Joe Caccavelli, Columbus Fireworks Company; Ruth and Ole Rice, Silver Star Rodeo; Bob Banty, Silver Star Wranglers; Al Jones, Jones-Decker Rodeo; Frank Conway, Atlas Fireworks Company; Louie Bowman, Bowman Productions; Jerry Lippiatti, racing mules; J. W. Porcheddu, John W. Dalley, Illinois Fireworks Company.

Jack Wilson, Al Dorso, Cettin & Wilson Shows; Floyd E. Gooding, Mr. and Mrs. John Enright, Mr. and Mrs. Lee Frantz, C. O. D. Amusement Company; Bobby Kline, Metropolitan Shows; Mr. and Mrs. James H. Drew, James H. Drew Shows; W. G. Wade, D. Wade, W. D. Wade Jr., Mr. and Mrs. Charles Murray, W. G. Wade Shows; Bill Harris, Roxie Harris, Royal Midwest Shows.

Lloyd I. Thomas, Sam I. Gererollo, John E. Reed, James E. Chickereel, Robert Munday, Thomas Joyland Shows; Mr. and Mrs. Jimmy Chanos, Nick Chanos, Jimmy Chanos Shows; Lee Becht, Carl Becht, Lee Becht Rides; Bill Geren, Howard Bainbridge, Mighty Hoosier Shows; Tom L. Baker, Mr. and Mrs. Ernie Allen, Baker's United Shows; Sam Menchin, Lake Shore Amusements; Paul Robertson, Ideal Rides; C. S. Peck, Peck Amusements; Mr. and Mrs. Johnny Portemont, Mr. and Mrs. James Bush, Johnny's United Shows; Paul Drago, Chet Pierce, Drago Amusements.

Roy Jones, Pepsi-Cola, Emil Guldenzopf, Paul John, Harry Wigton, Regalla Manufacturing Company; Mr. and Mrs. Earl Coburn, Enquirer Poster Company; Frank Prytas, Fair Publishing House; Louis Rosenberg, Triangle Poster Printing; Bernie Shapiro, Southern Poster Company; John Lempart, show supplier; R. Levey, show supplier; Morris Lipsky, John Galagan, W. S. Myers, Avery Christy, Billy Christy, Jimmie De Mott, Mr. and Mrs. Bob Mattick, Nick Carter, Wis Singer, concessionaires.

Belgium House

Continued from page 47

the opening of the summer circus season in Scandinavia. With the Cirque Medrano and Cirque d'Hiver, in Paris, and Circus Strassburger, in Amsterdam and Rotterdam, Holland, presenting indoor winter circus seasons, acts are getting a year-round break. Engagements vary from three weeks to two months for indoor spots, and full summer season for tent cirks.

Palais des Sports, Brussels, is currently offering an "American Circus Festival," featuring chariot races, horse numbers, animal and thrill acts.

Hunt Indoors

Continued on page 50

An abundance of requests has forced the circus to refuse a few and promise these locations a 1955 date. The organization is lining up a heavy string of sell-outs, having played 164 of this variety of last season's 192 dates.

Several acts have been signed for the route, including Phil and Bonnie Bonta, perch, dogs and unicycle. Also set are the band, advertising crew and publicity staffs.

The entire organization is anxiously awaiting completion of a new big top from the Arthur E. Campfield canvas house. Hunt said that after long experimentation they are convinced the tent, using cables instead of rope, will be a successful innovation to circusdom. Altho it can be erected without the use of quarter or center poles, they will use aluminum side, quarter and center poles just for effect.

Hunt said the "pole-less tent" will weigh from half to two-thirds the weight of the normal tent. It will be 100 feet by 250 and he claimed that whereas one to two years of wear can be gotten from the conventional big top, the use of cables will guarantee at least three years of good wear, and possibly four. After any kinks of the experimental Hunt model are ironed out, he added, the cost of production will drop about one-third.

The February issue of The Lamp, Standard Oil Company magazine, and the April issue of Friends, Chevrolet publication, both feature Hunt Bros. Hunt added that John Clautman, a Dover, N. H., editor, is finishing his book "Join the Show," the story of Charles Hunt Sr., who has been out with his own show for 62 consecutive years.

Name Moncrief Manager of Sherman Rink

SHERMAN, Tex., Jan. 9.—Owner Kenneth Libby this month named Frank Moncrief manager of the Sherman Roller Rink, which was under lease for 22 months ending in December.

Moncrief managed the rink during six months of the 22-month period, promoting such activities as the Sherman Skating Club which he helped organize last March. He recently announced that a well-rounded program is under study for the skating club.

Last month the rink played host to 300 children from local needy families at a Christmas party. Sessions for both white and Negro children were held, with no charge to the party sponsors. Cold drinks and cookies were served.

Among the activities planned is a January roller skating revue to support the local March of Dimes campaign. Last year a similar show drew \$274, more than a community-wide dance, for the Dimes campaign.

"Support of civic activities will be one of the features of the rink under the present management," Libby stated. "We have found the skaters at the rink to be the most co-operative group in town when these activities are held."

Chi Skate Offers Gratis Car Cards

CHICAGO, Jan. 9.—A new car card promoting roller skating has been prepared by Chicago Roller Skate Company. Measuring 11 by 28 inches, the card is lithographed in three colors and is furnished free to rink operators who wish to become car card advertisers. Space for imprint of a local rink name has been allowed.

In furnishing the cards, Chicago feels it will enable many rinks to become car card advertisers who otherwise would not do so, due to initial high production and printing costs. Car card operators are invited to write the firm for full details.

Barnes-Carruthers

Continued from page 47

booked in a revue, plus circus-type acts.

Grandstand operation is unusual here, as there is no charge to fair patrons for grandstand attractions. Program besides pro talent includes contests and special events staged by the fair.

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Lex'ton Preps Annual Revue

PITTSBURGH, Jan. 9.—Over 100 members of the Lexington Roller Skating Club will appear in the "Hi-Hat Revue of 1954," Lexington Skating Palace's annual show for the benefit of the National Foundation for Infantile Paralysis. Performances will be offered nightly, January 12-15, with matinees slated for the 16th and 17th, according to an announcement by Lexington operator H. D. Ruhlman.

New skating classes are now being organized at Lexington. Slated for early kick-off are a beginners' dance class for adults, Tuesday nights, 6:30 to 8; children's dance and figure class, Wednesday, 4:30 to 6:30 p.m., and a teen-age dance class, Thursdays, 4:30 to 6:30 p.m.

European Line, Yank Stars in 'Holiday' Icer

NEW YORK, Jan. 9.—Holiday on Ice, Incorporated, will attempt an innovation in its coming production abroad by offering virtually all American featured skaters and recruiting its chorus line from Britain and France. Previous practice has been to send a complete unit to Europe, or to form the entire cast of European talent.

The departure will offer additional work to American skaters, Holiday's John Finley says. The Yank skaters will sail the end of this month for Lille, France, where rehearsals will begin under direction of Emery Gilbert.

In the cast so far are featured girl skater Jerry Mahoney, Joe Roman, Ann Schmidt, Dick Price, Tommy Collins, and Guy Longpre.

Holiday already has an all-European unit touring the Continent and featuring Britisher Hazel Franklin, another unit in Japan, one in the U. S., and Ice Vogues which begins rehearsals Tuesday (12) in Grand Rapids, Mich. Holiday is also booking the Sonja Henie unit tour which begins March 29 in Nashville.

New Year's Eve Party Held at Hartf'd Palace

HARTFORD, Conn., Jan. 9.—Hartford Skating Palace held its annual New Year's Eve celebration on December 31, with rink hours extended from 7:30 p.m. thru 2 a.m.

Party favors, hats, horns and noise-makers were distributed, with Jimmy Morgan providing organ music thru the evening.

Operator Irv Richland ran daily matinees, from 2 to 5 p.m. during school vacation week.

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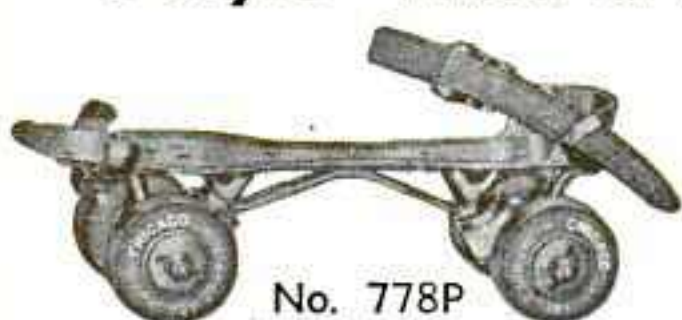
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ROCKS' GIVES MANGELS BOOK TO N. Y. LIBRARIES

NEW YORK, Jan. 9.—Twelve copies of the book, "The Outdoor Amusement Industry" by William F. Mangels, are being presented to the New York library system by Rockaways' Playland. The suggestion of circulating the volume thru libraries was made at the Chicago NAAPB convention by Col. Allan E. MacNicol, of Playland Amusement Park in Rye, according to Richard Geist, Rockaways' publicist.

Col. MacNicol described the Rye park's work of having copies

of the book made available to libraries in near-by Westchester communities, and proposed that other parks pursue the idea.

Geist said it had been arranged with the New York system to have the book spotted thruout the city. The plan is for the Queens funspot to donate a dozen copies a year to the libraries.

Major work at the park includes building of the Mirror Maze and enlarging of the Hell 'n' Back ride. The beach side of the park is being decorated with a 20-foot-high clown's head and mural, to further attract the millions of bathers who jam the area every summer. Work is also under way on paving the area on which stood the old goat ride, and on erection of a fireproof paint shop and warehouse.

The park shut Sunday night (3) after being open daily thru the school holidays, and henceforth will continue its Saturday-Sunday schedule.

A nation-wide TV plug was secured on the "Arthur Godfrey and His Friends" program last week on the annual "Calendar Show." The song for July was a Rockaway Beach tune in which the park was mentioned several times. The set depicted Playland.

Atlantic City Dedicates New Vapor Lights

ATLANTIC CITY, Jan. 9.—This resort's boardwalk had its 119 new mercury vapor lamps dedicated Tuesday (5) when Mayor Joseph Altman shut off the last section of the old incandescent-lighted area. There had been 112 of the new lamps in use, and the final seven units were uncovered at dusk Tuesday for the ceremony.

The new lamps, which illuminate a stretch of two and a half miles along the boardwalk, are photo-electric controlled. Four times as bright as the old lights, they are turned on automatically as darkness approaches.

Coinciding with the dedication of the lights was the opening of Atlantic City's centennial year, at which hundreds of city and business officials turned out for the ceremonies. There were several speeches, and invocations by clergymen of the major faiths.

Power will flow into the two 50-foot tall lighthouses, one on the White Horse and the other on the Black Horse Pikes, on January 15, and beam a continuous welcome to the visitors during this centennial year. They are replicas of the original Atlantic City light, 167 feet high, which threw out a warning beam to the ocean shipping from 1857 until its decommissioning in 1933. The old lighthouse in a municipal park is the symbol of the Centennial celebration.

The welcoming beams are expected to be seen by some 20 million visitors to Atlantic City during the year.

R. M. Spangler, Pa. Park Op, Takes Bride

SUNBURY, Pa., Jan. 9.—Roman M. Spangler, owner-operator of Rolling Green Park in Selinsgrove, and his bride, the former Helen Mae Arnold, leave Monday (11) for a month's wedding trip to Mexico. They were married December 24 in First & St. Stephen's Reformed Church in Baltimore.

After the ceremony the couple attended a reception at the Hotel Penn in Towson, Md. Spangler also operates the Red Lion Gala Week Fair, which he founded and which will be held for the 36th time next season.

Tivoli Color Film Is One of Several To Be Seen in U. S.

COPENHAGEN, Denmark, Jan. 9.—Tivoli amusement park is due to get a big publicity break in the U. S. during the near future thru a color Panoramic film which is to be produced by Arthur Cohen.

The film will be one of several documentary and travel shorts that Cohen will make in Copenhagen and other cities of Europe. This Tivoli film will offer to American amusement people who have not been to Denmark a chance to view Scandinavian park operations and structures.

OUT IT GOES

Three Wheels Too Many for Kiddie Park

NEW YORK, Jan. 9.—Three Ferris Wheels is one too many for a kiddie park, so Fairyland in Queens is preparing to cut the number to two, according to manager Al McKee.

The funspot on Queens Boulevard will remove a No. 12 Big Eli from its lineup, and will continue with its other two wheels, a No. 16 Big Eli and a small Pinto. The No. 12, while its has paid for itself long ago, will be sold after only two years of operation and the location on which it stands will be part of the area on which Fairyland will erect three major rides for the 1954 season.

McKee said the No. 16 wheel was obtained last spring, before the decision was reached to add major riding devices. Room has been cleared and graded for a Tilt-a-Whirl, Rock-o-Plane and Octopus, and the park is awaiting arrival of the equipment. Also graded and ready for installation is room for the nine-hole miniature golf layout which will be operated by Meyer Goldstein.

KID PARK EXPANDING

Parking, Arcade Set By Bronx Nine-Rider

NEW YORK, Jan. 9.—A parking lot and Arcade are in store for Joyland, the kiddie park on upper Broadway operated by Morton Speicher and Harry Lubell. Open "whenever school is closed," Joyland has been running for two seasons with nine rides, a restaurant and four outdoor coin-operated bronco rides.

The funspot is on the corner of 236th Street and Broadway. Across Broadway is a lot 100 feet by 100, which Speicher says the partners will pave and use for parking.

This will not only provide for more car-borne customers, but will also allow for expansion in the future as well as protecting Joyland from a competitive venture opening across the street. Already in the neighborhood are an artificial ice rink down the block and a miniature golf course across the street.

Train Stop Nearby

The Broadway-Seventh Avenue elevated line rumbles overhead and a station is only a couple of blocks away. Train passengers can look out and see passengers on the No. 5 Big Eli Wheel at eye level with the train windows.

The partners also own a six-ride kiddie park in Edgemere, Long Island, in the Rockaways resort area. That park is shut until next season.

Joyland features the Ferris Wheel, Pinto Fire Engines, small Rensselaer Miniature Train, Mangels Roto-Whip and Sky Fighter, and four Herschell rides: Little Dipper, Pony Carts, three-abreast Carrousel, and Boat Ride. Cutler Hammer adjustable automatic timers are in all ride control boxes, as are fire extinguishers. The entire ride area is paved.

Expansion Planned

The restaurant contains a counter and several tables, and Speicher says a \$20,000 project is planned thru which to extend the L-shaped building around the corner and out about 20 feet to the Ferris Wheel.

An Arcade would fit conveniently into the finished area. Speicher and Lubell would then attempt to withdraw from the restaurant operation, and lease the food and Arcade operations to others on a percentage basis for the 1954 season.

Altho Joyland opened on Decoration Day of 1952 and enjoyed immediate success with cut rate tie-ins and nickel days, success from promotional activities slumped somewhat during the second season. Reduced rate tickets were distributed at Safeway chain supermarkets, with purchases of a particular brand of bread. And coupons for free tickets were printed in Joyland ads in the daily Yonkers Herald Salesman and in two neighborhood weeklies.

Kids Beat Coupon Plan

The tie-ins worked out fine, Speicher says, but moppets ganged up on Joyland with the coupons. They developed the knack of scrounging throw-away papers for the coupons, and conducted a door-to-door campaign as well. So instead of children being brought by parents with one or two coupons, the park was deluged with lone kids with fists full of the free clippings.

All single tickets at the park go for 14 cents, whether for children or adults. Kids can buy strips of five tickets for 49 cents, or books of 28 for \$2.50. But grown-ups must pay 14 cents per ride.

KIDDIE CAR RAILROADS

BOUGHT AND SOLD
We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 485 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

FOR SALE No. 12 BIG ELI WHEEL

Operated two seasons at Fairyland Park. A-1 condition. Can be seen in operation during next two weeks. Price \$5,000 cash. Contact AL MCKEE, HA6-7743 or IL8-2079, Fairyland, 9005 Queens Blvd., N.Y.C.

Chain of Rocks Modernizes Restaurant, Adds New Rides

ST. LOUIS, Jan. 9.—Wide-spread improvements are underway and much new equipment has been purchased for the Chain of Rocks Amusement Park here.

The Sky Garden and Restaurant is being completely remodeled, and will have a large picture window facing the Mississippi River. A new bar and fixtures are to be installed and the kitchen updated with the installation of stainless steel equipment. Other improvements to the restaurant will be the installation of new rest rooms.

Still other improvements mapped are a new front entrance and a new front bar.

Two new rides, Moon Rocket and a Kiddie Whip, have been purchased, and six new Pretzel cars and five Dodgem cars have been added. The Haunted House will undergo a thoro remodeling before the funspot's opening Easter Sunday, April 18, with an Easter egg hunt.

Number of picnics to be held at the park during the coming season will be up considerably over last year, according to Carl Trippe, president, who reports that many of the picnics formerly held at Downs Park, which will not be open this year, have been booked for his park.

Tilyous Choose Carrousel Bid

NEW YORK, Jan. 9.—The Tilyou family, consisting of Mrs. George C. Tilyou and children Frank, Marie, George C. and Eileen T. McAllister, have finished studying bids on a Carrousel to replace the old one which burned down during a November storm. Jimmy Onerato, manager of Steeplechase Park, said the decision will be announced next week.

Showmen Toast the McKees

Continued from page 46

Rosenthal, Mollie Rosenthal, Phil Isser and Ethel Shapiro.

Eventful Year Seen

All recalled the traditions inherent in the office of president, and predicted a successful reign by the McKees and a year of great progress for the NSA and Auxiliary. Mrs. McCormick and Isser presented the gavels to their successors.

The turkey dinner was one of the finest banquet meals at any club function, it was noted. Entertainment consisted of an instrumental combo which played dinner music, and songs by Pauline Leslie. The Two Nifties entertained with Gay Nineties songs at the end of the festivities.

Kate Bennett Beasley, representing the Miami Showmen's Association Ladies' Auxiliary, flew up for the affair and handed the new Auxiliary president the first donations to be received after her installation. They were two \$25 checks. Numerous other donations were announced, and there were gifts given to several outgoing officers. These included Lillian Elkins, Lydia Nall, Celia Forman, and Sylvia Stern.

"P. P.'s" Offer Skit

One of the night's high spots was a skit consisting of verses by the "P. P.'s" who were past presidents Dorothy Packman Goldberg, Queenie Van Vliet, Ethel Shapiro, Bess Hamid, Anna Halpin, Midge Cohen, and Dolly McCormick. The parts of absent past presidents Blanche Henderson and Edna Lasures were recited by Cecelia Merson and Mollie Rosenthal.

Many congratulatory telegrams and letters were read off, and the dais was decorated with many gifts of flowers.

On the dais were George A. Hamid, Phil Isser, Joe McKee; vice-presidents John S. Weisman, Gerald Snellens and Morris Baltisky; secretary Sam S. Levy, treasurer Harry Rosen, assistant treasurer Jeff Harris, attorney Sidney H. Levine, club physician Dr. Jacob Cohen, and chaplain Fred Murray who gave the invocation. Dr. Cohen later received a \$300 check for the Lenox Hill Hospital on behalf of the Ladies' Auxiliary.

Ladies on the dais were Mrs. Impellitteri, Bess Hamid, Dolly McCormick, Maggie McKee, Dorothy Packman Goldberg, vice-presidents Veronica Zucchi and Celia Forman, corresponding secretary Sylvia Stern, recording secretary Lillian Elkins, treasurer Eileen Weissman, assistant treasurer Blanche Kassow, Auxiliary hostess Jean Harris, Jane Tubis, and chaplain Florence Thompson who gave the benediction.

Kahler Cancels

Continued from page 46

reshuffling the program for the last five days. Torch light parade February 6 will have to go thru auditorium for finale instead of ending outdoors as first planned. Geisler is now in the process of trying to book big name show for final week-end.

Meanwhile, carnival officials declined comment on the possibility of a law suit against Kahler.

Spiller's Seals, featuring Albert and Judy Spiller and their assistant, Frances Rooks, have shipped out from Tarpon Springs, Fla., for winter quarters in Havana.

All Rides Up, Big Kid Park Eyes May Date

NEW YORK, Jan. 9.—Work is progressing rapidly on Kiddie City, the 16-ride kiddie park showplace in the Douglaston section of Queens. In recent weeks black-topping of the area has been completed and all riding devices installed, and signs point to meeting the expected May opening deadline.

The first elements built were completed late last fall. These units, the miniature golf course and batting cage, have been redesigned after study during experimental operation since they were originally completed. The batting cage towers 50 feet and is visible for miles along the belt parkway system. Kiddie City is on 230th Street above the Northern Boulevard intersection.

Altho decorating and sign work remain, major work in the ride area has been completed, and the restaurant is being built now.

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STEVENS JOINS CRISTIANI; DAVENPORT MAY BE NEXT

Big Bob Books Bailey-Cristiani; Ben Awaits Possible 2d Combine

MACON, Ga., Jan. 9.—Lucio Cristiani has teamed up with Big Bog (Bonham) Stevens and they will operate the Bailey Bros. & Cristiani Circus as a combination unit playing buildings, grandstands or ball parks.

In a separate set-up that is still developing, B. C. Davenport has flown back from Venezuela and is in Macon conferring with

Cristiani about what may be a second show.

If Cristiani doesn't sell his share in the 1953 King Bros. & Cristiani equipment to Floyd King, he and Davenport will merge to put out Wallace Bros. & Cristiani Circus to play under canvas.

Cristiani said that a meeting with Floyd King was scheduled this weekend (8-10) at which they will attempt to set values on various parts of the 1953 King-Cristiani show. So far, Cristiani said, none of that equipment has been bought or sold by either of the former partners. What twist the final settlement might take was still up in the air, according to both King and Cristiani.

Stevens Starts Booking

Stevens is a part owner of the new show and Cristiani holds a majority interest, he said. Stevens already is at work booking the opera and has two other agents with him. Cristiani said he could not announce the other two names.

Stevens had Bailey Bros.' Circus play ball parks and grandstands last season and this outfit

was backed by Gil Gray. Cristiani said that Gray had no connection with the new Bailey-Cristiani venture but that the new partnership hoped to pattern its operation after that of Gray. Stevens ran Bailey Bros. as a tenting show during the war years and in 1949 called it Robbins Bros. for a tour of Canada. Young elephants on the Robbins show were purchased by Cristiani and now are among those he will take from the King-Cristiani 1953 herd.

Hammond Has Office

Harry Hammond, wagon man in recent seasons for Ben Davenport shows, already is in Macon and will have the office for the Bailey-Cristiani show. Stevens will have the advance, and Cristiani will be in charge on the show. Hammond is not to be confused with Harry Hammil, one-time partner of Davenport.

Davenport went to Venezuela with his elephants and cats for a booking with Circus Razzore. His acts still are working there, but Davenport, whose son-in-law is Pete Cristiani, has been dickering with Cristiani before and since signing with Razzore.

He reportedly offered the Cristiani the use of his Wallace Bros. equipment during his stay in South America. Presumably this could be added to the King-Cristiani equipment or any part of it which King and his new partner, Arnold Maley, do not acquire. Cristiani said Davenport's elephants would be used on the Wallace-Cristiani show if it develops.

Also, Cristiani stated that the Bailey-Cristiani show will not give street parades but that it might use an elephant walk. If

(Continued on page 58)

Beatty Preps Second Film, Sets Opener

Show Returns to Deming Quarters; Owner in Florida; 100 Speed Work

DEMING, N. M., Jan. 9.—Clyde Beatty Circus has moved back to quarters here after finishing movie work at Phoenix, and it began at once the second phase of a winter schedule which is keeping the show equipment and considerable personnel busy thruout the off-season.

Manager Frank Orman said the show will rent equipment to Paramount Pictures for another film to be made in February and that the circus will move directly from that location work to the opening stand of its 1954 season.

Opening stand, he revealed, will be March 19-20 a Tucson, Ariz. Filming of "Ring of Fear," a major film featuring Beatty and a number of movie names, was completed at Phoenix on schedule, December 23. The entire circus was taken to Phoenix for that job and it arrived back at Deming quarters on Christmas Day (25), Orman said.

Beatty and his family went to Miami for a vacation, and he is due back here January 18. From here, he will take his acts to winter dates.

Rush '54 Projects

Meanwhile, Orman has about 100 men in quarters and they are rushing the winter repair and building schedule. This work is being packed into a six-week period ending February 13, Orman said. At that time the show is to be ready for the road.

It will go instead to Phoenix. All equipment has been rented to Paramount for use in a movie to star Dean Martin and Jerry Lewis. The film will have a circus setting. Altho Beatty equipment will be used it will not be identified as such in the film and the title will be painted out for the picture work. Beatty does not take part in the movie. The Paramount contract calls for a one-ring type of set-up and covers the month prior to March 18.

Immediately after wind-up of

the movie pact, the circus will go to Tucson to start its own tour.

Work on the earlier movie actually began while the show was on the road and continued in quarters. The two film jobs combine to give the show one of its most active winters.

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Slight Pessimistic Note Marks State Convention; Youth on Boards Is Urged

INDIANAPOLIS, Jan. 9.—A note of mild pessimism over the 1954 outlook for Indiana fairs, particularly the small ones, marked the 34th annual convention of the Indiana Association of County and District Fairs here Sunday thru Wednesday (3-5).

Consensus was that fair receipts from all sources would be down about 10 per cent from '53 for most Hoosier annuals. Only a few fair execs—and showmen—voiced the belief that business would hold to '53 levels.

Veteran observers pointed out that the fair situation in Indiana differs from most States, inasmuch as there is no State aid for county agricultural expositions. Moreover, they said, Hoosier fairs are wedded more closely to harness racing than fairs in any other State, and the sulky events have failed to hold up attendance-wise.

No Hope for Aid

Until comparatively recently fair execs in the State had held to the hope that State aid might be forthcoming thru the legalization of pari-mutuel betting but that possibility has faded.

Reflecting a sharp drop in the enthusiasm of fair executives, especially those of small fairs, attendance of fair officials at the convention was the lowest in any year since the end of World War II. At the one session, devoted to fair management topics, no more than 25 sat in on the discussions. And at the meeting to set fair dates a considerable number of small fairs were without representation.

Many of those who did attend are ardent horsemen—and most of them were oldsters in the operation of fairs. Unlike other post-war years, there were few young men or relative newcomers to the business of staging a fair.

Urges Youth

Those who attended the discussion program heard one speaker, Dale Stath, president of the Indiana State Rural Youth, urge fairs to avail themselves of young people and to place young people on their boards.

The youth group, which Stath represents, has close to 4,000 members, he pointed out. "They are capable and will accept responsibility. Moreover, they will give more time and energy to fairs than older people," he declared.

State universities are eager to co-operate with fairs because their objectives are the same, the group was told by Thomas R. Johnston, director of information at Purdue University. "Purdue," he said, "is happy to be a part of the State and county fair movement."

Publicity Tips

Don Davis, director of publicity for the Indiana State Fair, headed a discussion that provided county fairs with some suggestions on how to use TV, radio and the press to build attendance. In this presentation, Davis was assisted by Bill Mason, farm director of WIBC, this city, and Harry Martin, farm director of WFBM-TV, also of this city.

Chief among their suggestions was that county fairs supply media with ample facts. They urged fairs to send news outlets their premium books as soon as they are printed, furnish reminders of dates and detailed programs two weeks before the openings, and provide names and addresses of winners in all classifications during the fairs' operations.

Rimmel Elected Indiana Prexy

INDIANAPOLIS, Jan. 9.—Clinton S. Rimmel, Kendallville, was elected 1954 president of the Indiana Association of County and District Fairs at the association's annual convention here this week. Martin R. Green, Rising Sun, was named vice-president, and William R. Clark, Franklin, was re-elected secretary treasurer.

They also suggested that county fairs supply good photos for use on TV as well as in newspapers, designate someone as a "leg man" to assist newsmen in coverage and in arranging interviews, and to make a room available for interviews.

Clarifies 20% Tax

Clarification of the federal 20 per cent federal admission tax as it applies to fairs operated by non-profit associations was given by Wilbur O. Plummer, assistant division director of the International Revenue Service, Indianapolis.

Plummer reported that fairs were not subject to the tax on gate admissions, nor were they subject to the tax on grandstand admissions when the attractions can be seen by people without paying an admission fee. He cited horse races, auto races, thrill shows or revues than can be seen by fair patrons without entering the grandstand, as tax free. Seats in the grandstand for such events are classified as accommodations and are not taxable, he said.

York Nets \$94,000 From 1953 Edition

YORK, Pa., Jan. 9.—A profit of \$94,001.25 was yielded by the York Interstate Fair, which ran from September 15-19 last season. The auditor's report showed total income of \$348,519.65 and expenses of \$254,518.40. With all bills paid, the sponsoring York County Agricultural Society entered 1954 with a cash balance of \$74,922.

During the running of the event, President Samuel S. Lewis predicted attendance would prove to be slightly behind the previous year's at around 290,000. The James E. Strates Shows, however, followed a record opening day business with good weekday grosses, and finished a few thousand dollars over its 1952 take at the same stand.

Admissions income of \$220,075 included \$86,781 at the general gate, \$13,150 for auto events, and \$113,301 for grandstand admissions. Concessions and exhibits drew in \$115,326.

Largest single general expense was \$46,858 for grandstand attractions. There were \$19,759 awarded in premiums, and \$16,605 in ribbons, trophies and race trophies. Advertising expenses were given at \$13,000 and \$21,336 was paid out in official salaries.

Edmonton Ex Nets \$229,894 During 1953

6-Day Exhibition Yields \$200,658; Rodeo Drops \$844

EDMONTON, Alta., Jan. 9.—The Edmonton Exhibition Association realized a profit of \$229,894 on the year's operations, ended October 31, 1953, it was reported at the recent annual meeting. The figure was up \$53,436 from the profit for the previous year.

Biggest contribution to the surplus was a record \$200,658 gained from the 1953 summer exhibition. Horse racing revenue was a big factor.

The annual rodeo, which recorded a loss of \$7,898 in its first year in 1951 and a profit of \$2,703 in 1952, operated at a loss of \$844 in 1953.

Elected directors for two-year terms at the annual shareholders' meeting were: W. C. Bissell, L. P. Bromham, Roy C. Marler, William Muir, James Paul and H. A. Ottewell.

Labor, wages and taxes comprised most of the other expense items.

Income, Expenses Up

"The 1953 fair," Lewis said in his annual report, "showed an increase in receipts of \$896.50 over 1952, the peak year in the history of the society."

"Expenditures, however, exceeded that of the previous year by \$11,426.32" due to increased repairs, wages, premiums and purses.

Since the fair's end about \$25,000 has been spent on stage and stage converging improvements, Lewis reported. He said the cash balance on hand is supplemented by a nucleus building fund of U. S. Treasury bonds with \$85,000 par value.

Elections Slated

The society's life members will meet Monday (11) to meet four managers to serve three-year terms. Nominated are John A. Dempwolf, Horace B. Faber, Stuart B. Lefean, and I. Dan Weiser.

Lewis' entertainment formula has been credited largely with the fair's success. Last season he showed top name stars of stage and screen, a Frank Wirth revue, the B. Ward Beam thrill drivers, and harness, flat and auto racing.

Fair Assn. Meetings

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-10 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P. O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 18.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 18. Otis F. Hughes, 1141 Boulevard, Macon, president.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 18-20.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 19-20. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, Skowhegan, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter, Raleigh, January 21-22. Corbin Green, Hickory, secretary-treasurer.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 21-23. Dick Forkner, Langdon, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa Hotel, Tulsa, January 31-

Wis. Meet Speakers Stress Com'l Exhibits

Re-Elect F. J. Manning as Prez; Win Eldridge to Continue as Sec'y

By CHARLIE BYRNES

MILWAUKEE, Jan. 9.—The increasingly important role that commercial exhibits are playing at fairs was stressed by a number of speakers at the annual meeting of the Wisconsin Association of Fairs here Wednesday thru Friday (6-8) in the Hotel Schroeder.

Robert Ewens, executive vice-president of the Wisconsin Manufacturers' Association, pointed to the success of the 1953 "Wisconsin at Work" show at the State fair, which ran a contest that attracted 35,000 participants and national attention. He said that of the State's 1,200,000 workers, only about 300,000 are on farms. About a half million are in manufacturing industries, he said, and industrial exhibits are a natural draw to these thousands of factory workers.

Commercial exhibits was also the topic discussed by Walter A. Hartwig, Milwaukee display man, who said that people are thirsty for information and that this thirst can be satisfied by educational displays. He urged the fair managers to get national organizations to come to the fair and suggested that a natural tie-in for this year would be with utility firms that are celebrating the 75th anniversary of incandescent lighting. Hartwig also recommended the use of films from manufacturing concerns and suggested using some of these as an added attraction at rest tents on the fairgrounds.

Seek Variety

Willard (Bill) Masterson, in an address before the convention, recommended that fairs use different types of exhibits to draw people who do not normally attend fairs. He suggested that fairs keynote themselves as agricultural-industrial events and shoot to get their share of new people. Masterson also expressed optimism for Wisconsin fairs this year. He predicted that income should be up, but that net profits might dip due to higher expenses.

Others who recommended (Continued on page 62)

Del Mar, Calif., In Name Change

DEL MAR, Calif., Jan. 9.—Effective immediately, the San Diego County Fair here will be known as Southern California Exposition & San Diego County Fair Combined, Chaffee C. Young, president, said. The event will be held June 25 thru July 5.

There will be no change in policy or set-up, Young added. The fair will continue to be sponsored by the 22d District Agricultural Association, with Paul T. Mannen as secretary-manager, a post he has held since 1949.

Crews are now working on a Don Diego Clock Tower, additional horse barns, dressing room, shower facilities and comfort stations. Under a co-operative plan with the Del Mar Turf Club, which holds its annual meet here July 27 thru September 11, the grandstand will be enlarged by more than 2,000 seats. Infield beautification and improved parking facilities are also contemplated.

Mannen, who just returned from a talent shopping tour in the East, plans to bring out top-notch acts for the grandstand show. Admission prices and the one-pay gate policy will not be changed. The gate price is 85 cents with everything within the grounds free, except the carnival.

February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten-Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 8-9. Clyde E. Byrd, 2601 Howard, Little Rock, secretary-treasurer.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Middle West Fair Circuit, Continental Hotel, Kansas City, Mo., February 19. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

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Occupation

778

MIAMI CLUB BANQUET ATTRACTS RECORD 600

Sparkling Event at Beachcomber Marks End of Successful Year

By JIM McHUGH

MIAMI BEACH, Jan. 9.—A record 600 persons attended the 10th annual banquet and ball of the Miami Showmen's Association at the Beachcomber Sunday night (3). The total, which has grown each of the 10 years and surpassed last year's gathering by several hundred, accounted for all of the promised accommodations. The officers and members now are thinking in terms of 1,000 and more. Given the proper site, lacking now in this metropolis-playground, there is little doubt of the achievement of such a goal.

It was a happy and festive occasion for there was much to celebrate. Paramount, and destined to become a tourist attraction for visiting show folks, is the new and grand permanent home built and occupied now by the men and their ladies' auxiliary. There was also the likely record raising of funds by any showmen's organization in a single year—an amount said to range between \$55,000 and \$60,000.

There was no mark of finality about the occasion. The job was acknowledged done, but only for the concluded year. Next year, officers and members said, a similar job will be done, only in the parlance of show business, bigger and better.

Sparkling Show

While a night club is not the best place to hold so sizable affair, especially when a couple of hundred disinterested tourists are included in the audience and several hundred more are waiting to crowd in for a second show, the showmen and their friends enjoyed the affair to the hilt.

The show offered a combination

of talent difficult to match anywhere. Featured were Sophie Tucker, Harry Richman, Billy Daniels, Myron Cohen and the Blackburn Twins. The power of the show had the vacationists clamoring to get in. The desire and right of the partying showmen to carry on their festivities in the prescribed fashion—the introduction of guests and the talks by the officers and important personages had the club show schedule joggled so that there was no time for dancing between the stagshows.

The dais held an imposing list of show personages. Toastmaster David B. Endy, president emeritus, introduced William Cowan, president; William B. Moore, first vice-president; Samuel E. Prell, second vice-president; Oscar C. Buck, third vice-president; Mel Dodson, treasurer; Cliff Wilson, secretary; L. I. Thomas, assistant

secretary; William C. Bryant, chaplain, and Philip I. Cook, executive secretary.

Many Club Reps

Representing other showmen's clubs were Carl J. Sedlmayr Jr., president, Showmen's League of America; John Weisman, first vice-president, National Showmen's Association; Lloyd Serfass, president, Greater Tampa Showmen's Association; Harry Ross, past president, Michigan Showmen's Association; I. Eddie Roth, Pacific Coast Showmen's Association, and Sam Solomon, International Association of Showmen.

Guests of honor included Abe Aronowitz, mayor of Miami; James Dunn, president of Gulfstream Race Track; Harold Shapiro, mayor of Miami Beach; Thomas J. Kelly, sheriff of Dade County; George A. Brautigan, State's attorney for Dade County; W. E. Headley, Miami chief of police; Robert L. Flood, State representative; Robert H. George, president, Circus Saints and Sinners; Sig Eisenberg, president, 29'ers; William B. DeCosta, counsel, Jim McHugh representing The Billboard, and Patrick J. Finnerty and Lew Lange, chairmen of the banquet committee.

Finnerty and Lange were deluged with last-minute requests until they could have wished for chandeliers in the modern setting from which to swing the anxious and late arriving guests. There is no doubt in their minds that attendance at this event will build for some years to come and only a sizable and suitable site is needed to care for the assured growth.

Gold Card Winners

Awarded gold life membership cards by President Cowan for their work in the membership drive and other services to the association were Raymond (Shup) (Continued on page 58)

Strates Names G. Whitehead Bus. Manager

MIAMI, Jan. 9.—George Whitehead this week reported that he will serve as business manager for the James E. Strates Shows in 1954, taking over the post held last season by James Quinn.

Whitehead trouped last with the Mighty Page Shows. Before that he had trouped with the Kaus Exposition Shows and Brown & Dyer for some 20 years.

To some extent Whitehead will be traveling in new territory.

Farmer Is Installed AS PCSA President

LOS ANGELES, Jan. 9.—Hunter Farmer was installed as president and Joe Steinberg as vice-president at the regular Pacific Coast Showmen's Association installation services here Monday night (4). Al Weber was re-installed as treasurer and Joe Mead as secretary by Harry G. Seber, the installing officer.

Outgoing President Moe Levine conducted the meeting with the then vice-president Hunter Farmer on the rostrum. Sam Dolman presented Levine with a set of luggage, after which Levine promised to take a trip following a year of hard work.

The new board of governors was also sworn in by Seber, in turn, Past President Joe Glacy accepted the oath of Seber as a member of the cemetery board. It was a reverse turn when Glacy took the oath in proxy for Harry Fink, who had been named to the board of trustees.

Made Life Member

Eddie Harris reported on the success of the annual Hi Jinks, held in the clubrooms New Year's Eve. Also serving on the

committee were Dolman, Seber, Al Flint, Steve Vaughn and a number of members who unofficially lent their services.

Sam Steffin, who conducted the annual banquet and ball, was approved for a life membership. The floor voted unanimously for the awarding with the action referred to the board of governors.

Attending for the first time in weeks and taking bows were Al Cecchini, Bill Allman, Al Moxie Miller, Fred Bain, Johnnie Miller, Larry Banner, Ken Taylor, and Harry Golub.

Committees Named

Following his installation, Farmer put his administration into action by naming his committees. They are as follows:

House Committee: Steve Vaughn, chair- (Continued on page 58)

Louisville Fair Changes Shows, Contracts ACA

Knoxville Loss Is Offset; Olson Sees Rail Move Savings

LOUISVILLE, Jan. 9.—The Amusement Company of America Thursday (7) was awarded the midway contract for the Kentucky State Fair, a new one to its route.

The date will fill the hole opened in the ACA's route when the Knoxville (Tenn.) Fair, previously played for years, was given to the Gooding Amusement Company.

The contract award to ACA here was a loss to the Gooding organization, which had provided the rides and shows in recent years.

Games concessions at the fair here have been operated in recent years by luncheon service clubs and other civic groups. A fair spokesman indicated there would (Continued on page 58)

Toby Turbin Takes Over B-B Games

MIAMI, Jan. 9.—E. (Toby) Turbin announced here this week that he would take over the front-end with the Bernard & Barry Shows, a Canadian organization, next season.

Turbin trouped last year with the Ross Manning Shows. Before that he was on the World of Mirth Shows for about 10 years, and associated with Bennie Weiss for a like period.

The show routes thru Ontario and Quebec.

Mass. Fairmen Hear King Reid

PITTSFIELD, Mass., Jan. 9.—King Reid Lefevre, who heads the King Reid Shows, will be among the speakers to address the Massachusetts Agricultural Fairs Association meeting on Tuesday (12). Lefevre, of Manchester Center, Vt., will talk on problems of carnivals and how fairs can help solve them.

The fairmen will also hear Dr. J. S. Dorton, manager of the North Carolina State Fair.

VIE FOR SPOTS

More Units See Fla. Dates Juicy

MIAMI, Jan. 9.—An upsurge in action, or at least in interest, will mark the Florida winter dates this year. W. G. Wade and Leo Lane will have units in the Sunshine State along with Specs Groscurth's Blue Grass Shows and Prell's Broadway Shows.

Prell, who was attracted to the State and began to build a route of winter dates in 1943, last week was toying with the idea of abandoning all Florida effort this year. However, a decision was reached this week to play eight or nine spots, beginning at Hollywood January 18.

Prell had built up a lengthy and creditable route until his shows' year's work was possibly the longest in the country. However, he said here this week that the dates collectively added up to small money for the office altho providing work for any number of show-folks.

Prell said that bidding for dates this year boosted the cost beyond

the profit potential. He noted that the dates were only worth so much in his opinion and that beyond that he couldn't be tempted.

Prell also said that the outlook for some early dates was not particularly good this year. Business will pick up, he believes, but not until the season has progressed for some time.

Cetlin-Wilson Ink Ionia, Mich.; Fort Wayne, Ind.

W. G. Wade Shows Get Muncie, Ind., Fair For 10-Day Stand

By HERB DOTTEN

INDIANAPOLIS, Jan. 9.—Left with a two-week hole in its fair route as a result of the loss of the Indiana State Fair contract, the Cetlin & Wilson Shows this week plugged part of it by signing the Fort Wayne (Ind.) Fair, September 1-6.

Jack Wilson, who closed for the show during the convention of the Indiana Association of County and District Fairs here, pointed out that the C. & W. aggregation, which hereto had to pass up opening Sunday at the Reading (Pa.) Fair because of the Indianapolis dates, will not only get in opening Sunday but will be set up for a Saturday night (September 11) preview at Reading.

While here, Wilson received confirmation from Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, to play that annual again in '54. No games concessions will be operated at Ionia, it was disclosed. Last year games were set up but were closed and none operated.

The W. G. Wade Shows again were awarded the Muncie (Ind.) Fair contract. The stand will run 10 days instead of seven as in the past. The first three days will be devoted to a 4-H fair, the remainder to the regular fair program. Reason behind the extended run is that buildings at Muncie are insufficient to house both the 4-H and open entries at the same time.

Floyd E. Gooding, who will provide the midway attractions at the Indiana State Fair this year for the first time, was kept busy during the convention, signing fair and celebration dates for his various ride units.

He bagged 18 contracts, most of them repeats. Included among them were fairs at Logansport, Marion, Connersville, Shelbyville, Rushville, Franklin, Centerville, Columbus, Rockville, Bluffton, North Vernon, Auburn, Elnora and Huntington, plus the Brownstown Homecoming, the Elwood Manufacturers and Merchants Home Show, the Firemen's Festival, Lawrenceburg, and the Festival of the Hoosier Hills, Bedford.

Festive Crowd At NSA Greet The New Year

NEW YORK, Jan. 9.—A large and happy throng kept the National Showmen's Association quarters jumping on New Year's Eve at the club's annual party. Executive Secretary Ethel Weinberg reported everyone was "almost sober" when the doings broke up at 3 a.m., with no trouble occurring for the bouncers.

The entertainment committee, headed by outgoing chairman David Brown and incoming chairman Mack Kassow, had a combo to play for the festivities, and the group brought along its own vocalists. Members who entertained included the vocal duet of Mrs. Mae McKee and Dolly McCormick, assisted by Max Tubis, and Mrs. Joe Prell, who is joining the Ladies' Auxiliary.

There were the usual and numerous favors and decorations, and it was a busy night for the luncheonette crew of Frank (Shrimpie) Rappaport. Orders were filled by Jack Stern, Edward Allen and Ike Weinberg. The band played until 2 o'clock, and music was also provided by a juke box loaned for the occasion by one of the members.

Occupying the head table were Joe and Maggie McKee, head of the NSA and its Ladies' Auxiliary, respectively, and members of their families. These were Joe's brother and sister-in-law, Al and Mae McKee; Maggie's sister and brother-in-law, Lydia and Lon Nall, and Max Tubis and his wife, Jane, who is the daughter of Joe and Maggie McKee.

COMPLETES ROUTE

Don Franklin Contracts Salem, Ill., Reunion

SALEM, Ill., Jan. 9.—The Don Franklin Shows have contracted to play the Old Soldiers and Sailors Reunion here June 21-26, the dates having been advanced to enable the Franklin organization to fill the engagement.

Here to close the contract, Owner Don Franklin and General Agent Joe Green said that the signing completed the booking of the No. 1 show for the entire season. Only a few open dates remain for the No. 2 unit, and Green will fill these, they said.

The No. 1 unit will open at the San Antonio Livestock Show February 12-21, after which the show will move to San Angelo, to play the stock show there February 24-28.

During the past month, Frank-

lin reported, he had built a new building for his large Lusse Auto Scooter at winter quarters in New Braunfels, Tex. He also has purchased a new Funhouse and Glass House and has placed an order for four additional Downey Teleskopic Light Towers, which will give him a total of eight towers for his No. 1 unit.

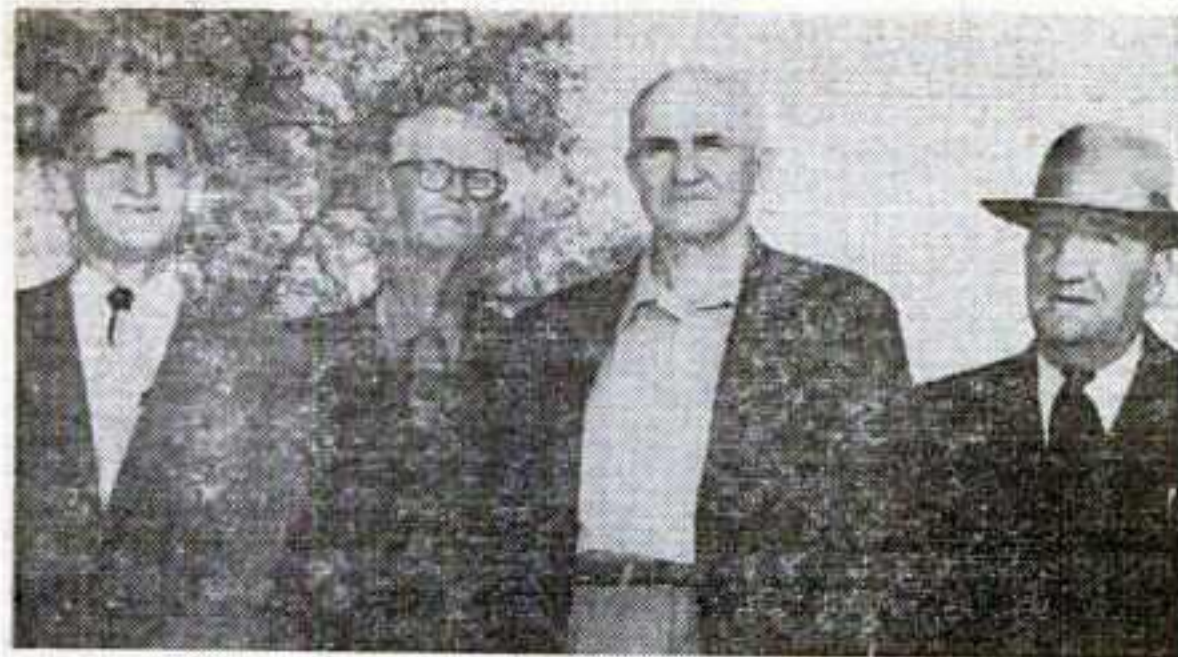
Franklin advised that Bill Chalkias, who was with him in '51 and '52, will return this season with a Side Show, Snake Show and Monkey Show and will also operate the cookhouse and grab stands. Franklin also said he planned to attend the Minnesota and the Texas fair conventions. Green will attend Midwest meetings, then rejoin Franklin at the Texas convention.

Carson Named Bus. Manager By Manning

MIAMI, Jan. 9.—Ross Manning, owner-operator of the shows bearing his name, announced here this week that Tommy Carson has been named business manager for the 1954 season. He also announced that Dutch Whiteside will serve as concession manager.

Carson served with the Vivona Bros.' Shows thru most of last season before illness forced him to return to his home here. After lengthy hospitalization, Carson is now up and around.

Carson has served in a similar capacity with a number of Eastern shows.



OVER 100 YEARS OF TREKKING with carnivals is represented by these veterans. They are, left to right, Ed Kennedy, James Dunn, James C. Wolff and Thomas Condron. They met in Los Angeles, where they are spending the winter.

Midway Confab

Showfolk taking part in the Philadelphia Mummer's New Year's Day parade included **George West, Steve Russell, Jack Kellow, Bobby McGeogor, Jean Nadja, Ernie Burch and Charles Hunter**, according to info from **Bobby Kork**. Kork filmed much of the procession in colored movies.

Harry (Bing) Bernstein, of Chicago, formerly of the Johnny J. Jones Exposition, Brown and Wallace Shows and the Andy Markham concessions, recently was awarded custody of his twin sons by a court ruling. He was represented by **Morris Haft**, Chicago attorney.

Sam Goldstein, owner of the Majestic Greater Show, was in Detroit, his former headquarters, last week, renewing acquaintances in advance of the Michigan fair convention. **Roscoe T. Wade**, who now makes his home at Adrain, Mich., is handling a series of advertising bulletin board promotions for veterans' organizations in Detroit this winter. **Joseph (Cap) Seymour**, of Summit Beach, Akron, is recuperating from a heart attack at the Berkshire Hotel, Detroit.

While at the Indiana State Fair convention, **Tom L. Baker**, of Baker's United Show, disclosed that he was helping **Charley Miller**, of Miller Amusements, La Grange, Ill., in the operation of a show in Florida during the winter. The operation is based in Pompano Beach, where both he and Miller have homes. They have lined up a string of fairs and celebrations that will keep the unit busy, Baker said.

Vera Bouvette, game operator with Royal Canadian Shows, was the subject for an illustrated feature story by David Willock in *Weekend*, a supplement carried in several Canadian dailies. Story also mentioned Miss Bouvette's husband, **Cec Jones**, the carnival's maintenance man.

When **Moe Levine**, outgoing president of the Pacific Coast Showmen's Association, was awarded the \$500 War Bond at the club's New Year's Eve festivities, the winning ticket was drawn by **Sandra Snobar**. Levine, who was gifted with luggage upon his retirement, promises to take a trip now.

Charles (Curly) Mason, who handled special events promotion for Hill's Greater Shows last season, stopped in at The Billboard office in Hollywood recently. Mason, who was on his way from his home in Stockton, Calif., to El Paso, recently staged a successful promotion for "The Pilgrimage Play," a 16mm. film made by Preferred Pictures, Hollywood. Mason conferred with the producers. He is accompanied on the trip by **Mrs. Mason**.

The Hollywood calendars of **Ben S. Allen** are the subject of about 15 letters a day, requesting copies of them, he reports.

Pete Jensen, ride superintendent for Dobson's United Shows, was rushed to Mounds Hospital, St. Paul, Wednesday (6) and was immediately placed in an oxygen tent.

American Midway Shows were held over at San Benito, Tex., the week of January 4 following good business the preceding week, according to **Buddie J. Delano**. **Pop Sorensen** reportedly had an excellent week's biz. **Don Beshar** has set the spring route for the show.

Mrs. Jean Dowdy, The Billboard agent on the B. & H. Shows, is in McLeod Infirmary, Florence, S. C., for an operation. She would like

to hear from friends. **Al (Whitey) Hunt** spent the Christmas holidays with **Billy Logsdon** in Louisville. He presented Logsdon with a radio-phono combination for his new trailer. Hunt also visited **Armless Freddie** at Sturgis, Ky. **Joseph Lehr**, spot worker, pens from Philly that he received a card from **Mr. and Mrs. Charles Roth**, concessionaires on the King Reid Shows this past season. The Roths are in Sweden visiting relatives.

Joe V. Palmer and his wife, **Nell**, report from Havana that they saw **Jack Kahn** there recently. The Palmers are skedded to visit the Royal American Shows in Tampa soon and then motor to Toronto to visit **Mr. and Mrs. Milton Jory** and family. After that they'll go to Crystal Beach, Ont., to look after the store **Mrs. Palmer** has been operating there for 20 years. **Mr. and Mrs. William G. Catlett**, owners of the Catlett Greater Shows and the Catlett Manufacturing Company, are vacationing in the Rio Grande Valley of Texas. Besides visiting showfolks, the Catletts are fishing and making trips into Mexico, reports **Walter Whitmer**. **Mr. and Mrs. Foster Jewell** are wintering in Ajo, Ariz. Jewell is painting desert scenes.

George Garcia has taken over the ride manufacturing business formerly owned by **Jay Warner**, Bay Saint Louis, Miss. He reports that Warner has been ill for several months.

Bernie Feldman is vacationing at his father-in-law's stock farm in Dickson, Tenn., according to **Ralph Goldstone**. Feldman and his wife, **Jean**, will head for Florida to join the C. A. Stephens Shows with their concessions. The Stephens show is playing around the celery fields with a small unit, with **Tommy Holeman** and **John Terry** in charge. Feldman expects to be with **Bill Cowan's** concessions on the O. C. Buck-Model Shows next season. **Madame Zabau**, formerly Swazette, annex attraction, entertained recently at the Niagara Historical Society's benefit tea at Lockport, N. Y. The event was attended by over 300 members plus the city's mayor. Approximately \$2,000 was raised for the Society.

Billy Logsdon reports that he will be with **Charles H. Hodge's** Side Show on the Wm. T. Collins Shows for the fifth consecutive year. Show folks wintering at Milner Hotel, Petersburg, Va., include **Mrs. Ruth Billings, Ethel Miller, Frenchy Charest, W. O. Miller** and **Bobby Goodhue**, all members of the Cetlin & Wilson Shows.

NSA Notes

Many members hustled to New York from out of town, for the joint installation of **Joe and Maggie McKee** as presidents of the National Showmen's Association and its Ladies' Auxiliary. Included were **Bucky and Marian Allen** who flew up from Tampa, **Pat Siegel** from Havana, **Kate Bennett Beasley** from Miami, **Norman Marshall** of the New Jersey State Fair, **Mrs. Leslie Andre** of the Tampa club's auxiliary, **Irene Murphy** of Greensboro, N. C., and **Lyrical Gladys Shelley**, wife of Palisades (N. J.) Amusement Park owner **Irving Rosenthal**.

J. W. (Patty) Conklin and his son, **Jimmy Conklin**, also came in from Toronto and took in a few shows in the days prior to the installation. Then Jimmy returned to McGill University. Mr. and Mrs. Conklin leave January 20 on the Britannic on a 75-day (Continued on page 58)

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Will finance any good show of merit. Will give exclusive on Kiddie rides to any operator with six or more. All those who wrote before please write again. Address all replies to

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FOR SALE

Very clean Cook House Kitchen in low semi complete with freezer, piped for butane and water, 22x24 blue top and frame, formica griddle board, covered counters, 20 restaurant stools, room for five booths; all new in '53, ready to operate; 49 Int. Tractor and 45 Int. 16 ft. van, both low mileage; 5 KVA Automatic Kohler Plant. Cost over \$5,000. Sacrifice one-half price. LEE LARSEN, Batesville, Ark. Phone: 915J2.

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Looper Ride, perfect condition, \$5000.00. Transportation optional. Replacing with new Auto Scooter. Large Arrow Streamliner Train, carries 30 adults or 45 children. 400 ft. of track. Cost \$7135 new last Sept. Used 8 spots. Will sacrifice for \$5500.00 and deliver within 1000 miles radius. (This Ride too large for carnival operation.) Both above Rides can be seen in operation at San Antonio Stock Show. Allan Herschell Little Dipper (good as new), \$5000.00. Will book same for season if desired. 1946 Spitfire, operated all last season, \$875.00.

All replies **DON FRANKLIN, Mgr.**
Winterquarters: Fairgrounds, New Braunfels, Tex., P. O. Box 711. (Phone: 2206)

AMERICAN MIDWAY SHOWS

TEXAS CITRUS FIESTA, MISSION, TEX., JAN. 26-31; KINGSVILLE, TEX. (NAVY PAYDAY), FEB. 1-7; RIO GRANDE VALLEY LIVESTOCK SHOW, MARCH 3-8

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Five Rolls 6.50
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Roll or Machine
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MIAMI NOTES

\$500 Check Starts Moore \$ Campaign

MIAMI, Jan. 9.—President Bill Moore, of the Miami Showmen's Association, got a nifty start in office at his installation meeting Monday night (4) when Max Miller presented him with a check for \$500 from his brother. Max additionally signed up for a plaque and promised the continuing support of the famed Miller clan, operators of the concessions on the Ringling circus.

Join Plaque Parade

Also joining the plaque fund were Larry Saunders, operator of a Cleveland supply house; Sam (Radio) Winer, co-owner of the Bonfire, famed Miami Beach eating place, and Harold Hesch, concessionaire with the Royal American Shows.

Like a Muddy Set-Up

Dave Endy had the answer to the banquet situation at the Beachcomber. Noting the absence of a mike and other preparations as the event started to get underway, Dave noted that it was just like trying to set up on a muddy lot on a Monday morning. No matter what the difficulties, everything usually comes out all right.

No Conniving, He Says

C. J. Sedlmayr Jr., president of the Showmen's League of America, denied any conniving in having Sophie Tucker make reference to his organization, rather than the partying Miami group, during the

Ostriches-Plus Packaged Show Is Big Seller

• Continued from page 46

racing ostriches, racing camels, ostrich racing a horse, polo on zebras and donkeys; the Zonkey, which is half zebra and half donkey and was featured in a recent newsreel; boxing kangaroo, and a Wild Animal Derby in which eight different wild animals are ridden and driven.

The presentation of the packaged show by Holter gives him much satisfaction. He said that in his previous showings of the ostriches he had only so many minutes, generally 10, for them to run on and off. The turn was worked in among a group of vaudeville acts in which his offering did not fit.

In bringing out the show, Holter looks at it this way: "The ostriches cost a lot of money. We can offer them with the other entertainment at only a little additional cost." The show is running about \$3,000 per day in cost.

Holter first presented his ostriches at the Orange County Fair in Santa Ana, Calif. That was three seasons ago and they will be back for a showing this year.

Will Open in April

Holter starts his season in April this year at the Silver Dollar Fair in Chico, Calif. Practically all of August is booked up, being taken care of at the Chicago meeting. He adds, too, that the funny part of the booking was that he did most of it in his own room. "In fact," the ostrich trainer declared, "John Wilks and I took turns going for a sandwich so that we would not miss any of them."

The Holter show will be back with strong exploitation material. He is preparing window cards, 24-sheets and a large supply of mats for the managers of the events he has booked. He is also delving into the mailing details for a circular to be sent to the "occupant" or "box holder." The last will be made up in hundreds of thousands.

Holter said: "I feel this promotion is necessary to educate the people to our type of show. But, boy, did the fair managers go for it. It is new and the reason I am not putting out more units is that I can only stay and watch one. Ostriches are prima donnas and one has to know how to work them."

And, too, \$75,000 worth of contracts—signed, sealed and delivered—is enough to give any operator confidence.

stageshow. But he welcomed the plug, nevertheless.

Lish's Have Daughter

Willie and Molly Lish are celebrating the birth of a daughter born Christmas Day. The child was named Sandra Evan. Willie, a well-known novelty man at leading fairs, is getting in some stage work here during the winter.

Note of Sadness

Everyone was shocked at the recent death of Millie Finn, wife of the well-known concessionaire. The funeral was attended by more than 400 friends and acquaintances, altho there was only a day for the sad news to travel. Rabbi Shapiro conducted the services. Phil Cook, MSA exec secretary, delivered the eulogy.

Leahys Return

Jim Leahy arrived too late for the banquet after a trip to Canada with his wife, Marjorie, who visited with her father, who is ill. Jim was the bearer of liquid gold, the famed and hard-to-get Park Lane.

Food By Garrett

John M. Garrett, Tampa, well-known cookhouse operator, will operate the restaurant in the new home. The board of directors awarded him a two-year contract.

McCartier Plans Action

R. C. McCartier, well-known general agent, reports that he has several promotional ventures in mind, due for announcement in the near future. He says he might also still join up with a show to serve in his usual capacity.

Mac Convalescing

J. C. McCaffrey, a patient at St. Francis Hospital, Miami Beach, as a result of a fall in his home New Year's night, has had a constant parade of visitors and well-wishers. In another week or so, more X-rays will be taken and at that time it will likely be possible to tell just how long Mr. Mac will have to remain immobilized.

Big Ovation

Clif Wilson, chairman, and Fred Holtzman, co-chairman of the building committee, got a rousing ovation from the assemblage in recognition of their good work. Like all other committee heads, they accepted the praise humbly, pointing to work still remaining to be done.

Treasurer's Report

Mel Dodson, treasurer, gave a report reminiscent of the reports given by Jack Greenspoon in the early years of the National Showmen's Association. Mel traced his career, grouping the good with the bad, but promised to guard the funds no matter what.

And So to Bed

Phil Cook, untiring executive secretary, threw all of his clocks away while putting in endless hours preparing the necessary reports and attending to the other functions of his office. The business of banquets, elections and installations leave no time for play. Phil was so busy he clean forgot his birthday—January 4.

Nat'l Orange Show Date Shift Forces Crafts to Change

NORTH HOLLYWOOD, Calif., Jan. 9.—With the National Orange Show dates a week later than usual, Crafts Exposition Shows, booked for the midway, may throw in a run in either Victorville or Barstow to fill the time. Roger Warren, manager of the O. N. Crafts' carnival, said:

The unit will open as usual at the National Carrot Festival in Holtville, Calif., February 4. Dates to follow include Brawley, Blythe, and maybe Needles. Blythe is being substituted this year for Yuma, Ariz., which was the usual third week out spot. Warren said that the show will open with six major and five kid rides in Holtville. It will carry this contingent of equipment until the Orange Show when it will be combined with Crafts 20 Big Shows under the management of Frank Warren. Exposition has played Holtville for five years.

O. N. Crafts is now in the East and expected to return in about 10 days, in time to get the show on the road.

BOW WOW FOR COWAN

MIAMI, Jan. 9.—A standing ovation by 30 of his fellow members of the Miami Showmen's Association greeted William Cowan, retiring president, at the installation meeting Monday night (4). Joining in the homage was Barney Berman's seeing-eye dog. As the body rose, the pup got on his feet and joined in the applause by contributing a couple of barks.

Maurice Chalfin Gets Promotion Rights on Whale

• Continued from page 46

staff posts have discussed the project with the operators, but Chalfin said that no appointments will be made until about February 1.

Agent Boosts Whale

He said that he first became interested in the whale some time ago thru Richard Stangerup of Copenhagen. Stangerup, who promotes European "Holiday on Ice" units at Scandinavian stands, also was associated with the whale in those countries.

It was reported that several other showmen had sought the whale or negotiated with Soegaard, among them a New York booking agency, a major Eastern amusement park and a motion picture producer, who would have used it in connection with an upcoming film, "Moby Dick."

With the whale, Chalfin and associates are expanding their elaborate show empire, currently operating five ice shows in various parts of the world.

He said Thursday that Sonja Henie, now in his organization, opens at Las Vegas in February for three weeks and then launches a tour of the South.

"Holiday" Units Move

The European edition of "Holiday" now is in Germany and goes to Copenhagen for a February 5 opening. From there it goes to Berlin and upon completion of its European tour about October 15, it will move to South America.

The Asia "Holiday" unit closed recently at Nagoya, Japan, and sailed Monday (4) for Manila, where it will open soon. Chalfin said a new European unit will be organized for the annual tour that starts there in March.

Meanwhile, he and Sonja Henie are awaiting possible future word from the Russian minister of cultural relations. The Henie unit was shown unusual courtesies by the Russians when it was in Berlin and later the cultural relations ministry published an invitation for American shows to visit Russia. The Henie-Chalfin combo suggested that their icer go to Moscow. Chalfin said the minister was "very nice" but that he informed them the dates they suggested were not open.

Fairs Must Share Higher Costs

• Continued from page 46

a drastic reduction in the price of ride tickets. He feels that such cuts will be necessary to attract the needed volume as the public shows more inclination to become price conscious.

The Reid organization will probably place more emphasis on combination ticket experimentation with successfully in the past. The combo ticket, having a face value of \$2.25 and sold for \$1, entitles the patron to five rides, four shows and three refreshments. The success of the gimmick, however, hinges on the promotional effort tied in with it.

Reid believes that the fairs should share in the cost of a show's liability insurance. With premium payments running to 9 per cent and perhaps averaging out at 6 per cent Reid pointed out that the latter figure represented 8 per cent of a show's gross receipts, all of which came out of the operator's end. While it doesn't sound like much in percentage, it amounts to considerable money at season's end. If the fee paid by a show was 6 per cent and the fair would pick up the tab for half that amount, the show would then be able to retain 3 per cent of its gross receipts and thus have money to

WITH THE LADIES

Virginia Kline Describes Gowns at Trouper's Ball

By VIRGINIA KLINE

SAN FRANCISCO, Jan. 9.—Feminine members of the Regular Associated Troupers and their escorts presented a sparkling picture at the club's 13th annual banquet and ball held here Tuesday night (5) in Larry Potter's Supper Club. Larry Nathan, outgoing president of the club, was guest of honor.

Following the cocktail hour and a filet mignon supper, dancing and a floor show was the order of the evening. Joe Cappel, assisted by Harry Golub, emceed the show, which included the Marino Family and Nejlja Ates. Alex Freedman was presented with a watch for bringing in the most new members. Sam Dolman handled the presentation in the absence of Chairman Eddie Harris.

Mrs. C. H. Allton, new president, came in a Paquin gown in winter white lace, the low neckline outlined in pearls. Second Vice-President Mrs. Ray Marston chose a brown net model, the bodice of soft folds and the skirt fully bouffant, while Mrs. Vera Downie, fourth vice-president, was attired in a Fath black, the shoulders molded in shirring and the skirt waltz length and fully flared. The new treasurer, Mrs. Rose Fitzgerald, wore an evening suit of black and white checks, the high neck-hugging collar framing her face.

Mrs. Myrtle Hutt, outgoing third vice-president, came in midnight blue lace, the sleeve line sprinkled with rhinestones, the neckline framed in lace. Mrs. Fred Smith, re-elected secretary, chose a Berin model in white lace, while Mrs. Larry Nathan wore a petal pink, form-fitted number. A rich gold Dior number was worn by Mrs. Ed Butler, the gently rounded collar brought forward and caught with two lovely gold roses. A Larry Aldrich model in cerise net was worn by Mrs. Sam Dolman, while Mrs. Norman Schue came in a Lily Dache number in cloisonne blue. Frosted pink was selected by Mrs. Emily Bailey, the tiny bustle of highlight and the trim of glistening sequins.

Selects Black

The rich black gown worn by Mrs. Minnie Ford was highlighted by sequins and an orchid corsage, while Mrs. Lou Korte chose a Balmain number in black, the taffeta skirt forming a soft bustle. White was selected by Mrs. A. J. Scott, the bodice of white sequins, the low neckline folded in ice pink. Mrs. Bill Meyer chose a tile green model, the bodice accented with folds of net to match her stole, while Mrs. Harry Merkle came in a Lelong number in gypsy red. Lucile King, founder of the Associated Troupers, also wore red, trimmed in gold at the bodice and hipline. Mrs. Ed Kennedy chose white chiffon, and Mrs. Florence Lusby white lame, topped with a short Eton jacket. Mrs. John T. Backman wore red in a floor-length model, the trim in gold.

A sapphire blue gown with

wrap of grey was selected by Mrs. Ted LaFors, and Mrs. Dave Freidenheim came in a draped black satin number. Mrs. Don Snobar selected a Don Loper bodice outlined in bronze beading, while a Chapman spice brown model was worn by Mrs. Joe Krug. Mrs. Roy Ludington came in a Mangone model in black, the bodice of lace, and all topped by a silver mink wrap.

Chooses Blue

Mabelle Bennet chose a blue floor-length model for the event, the lace-trimmed bodice low and flattering. A Sophia model in black, the neckline and puff sleeves made in one sheath and heavily sequined in white, was selected by Mrs. Marie Bailey, and Mrs. Eugene Bagby wore a Carnegie number in forest green, the neckline outlined in silver and pearl sequins. Ann Stewart wore dove pink, the net skirt fully bouffant. Jenny Riegel's gown was of a soft orchid shade, the bodice trimmed in gold and the skirt gently flared. A black Ciro model trimmed in black sequins was worn by Mrs. Harold Robideaux, and Mrs. Orville Crafts came in a Cecil number in heaven blue, the bodice of silver sequins and a ballerina length skirt.

Mrs. Frank Warren chose black in a draped Maurice model, the low neckline accented by a crossed fold of beading. Mrs. Fay Curran's gown was black, the bodice of French lace and skirt of narrow panels. Also in black was Mrs. Zoe Wick, who selected a piquant taffeta gown. Tillie Palmeter was in a chartreuse number trimmed in gold, while Mrs. Steve Vaughn wore her traditional white orchids on a gown of Venetian beige, the stole of lace. A charcoal stain gown was worn by Mrs. Sylvia Levy, and Mrs. Elmer Hanscom's costume was subtle black, the torso-fitting bodice beaded in black.

Plum Lace

Lillabell Williams' gown was in plum lace with alternate trimming of crepe in the bodice and skirt. Mrs. Violet Boyle wore cloud pink, the neck and sleeves trimmed in lace. Mrs. Morrie Schiller's red velvet was highlighted by a square neckline, the skirt floor length, while Mrs. Ida Chase chose black velvet, the low neckline in lace. A Jouillard model in black, the neckline outlined with arabesque, was worn by Mrs. Harry Golub. Mrs. Moxie Miller was attired in black, the skirt cascading net and the bodice form-fitting. Nellie Baker Ramsey chose a gown with designs in the hand-painted motif, the accessories in gold. Mrs. Al Cohn's gown was black velvet, waltz length and topped with a silver fox wrap.

Mrs. Louise Cecchini selected a Pierre number with strapless bodice and sequined in silver, while Mrs. John Levaggi wore a gown of antique blue, the fluid lines soft and flattering. Mrs. Cheril Mueller's attire was grey with sparkling rhinestones as accessories. A black net, the deep neckline cut out in velvet designs, was worn by Julia La Doux, while Yvonne Bailey wore white net with a white stole. Mrs. Arthur Eslick's gown was black, the bodice shirred in a sweep of satin and sequins. Mrs. Lee Smith's gown was black, the camisole top softly modeled in folds of lace. Mrs. Trudi De Sante chose white in a net model, the bodice of goldstripes alternated with the white net.

Mrs. Walter Patchett's gown was a Rosenstein model in black taffeta, trimmed in tiny rosebuds of pink. A formal black evening ensemble was worn by Mrs. Billie Johnson, the blouse of white, the long skirt of black. Mrs. Harm Barron came in blue net, the bodice of silver sequins. Mrs. Harry DeNew's costume was a Lelong model in black, the neckline rounded to form a portrait collar. Mrs. Mary Davis came in wave blue, the sculptured waistline folds of net, the skirt a puff of satin. Virginia Dorsey wore a gown of plum crepe, the neckline low and sequined in pearls.

For Sale—Cheap for Cash

7 Car Tilt, 8 Tub Octopus, Super Roll-o-Plane, Kid Cage Wheel (on trailer, 30x50 ft. new top and wall), Fun House, Waxon Show Front on semi, two Transformers, Show Fronts, Contact myself or M. M. Moser at Topoka Fair Meeting. Or write, call, wire C. A. Goree, Phone 4 J 2, Asia, Texas.

Schafer Snags Wisconsin Dates

• Continued from page 48

meeting here this week. Fairs included in the loop are Neillsville, Merrill, Antigo, Ladysmith, Wausaukee, Shawano, Weyauwega and Mondovi. In addition to Owner Schafer, John Francis and Archie Henson represented the show here.

Tivoli Exposition Shows, in its first invasion of Wisconsin, came out of the meeting with the contract for the Baraboo annual. H. V. Petersen, general manager, who was assisted here by Sunny Bernet, general agent, also announced inking three new Minnesota fairs at Jackson, Windom and Preston.

E. E. (Ernie) Farrow, top man in Wallace Bros. and the new No. 2 unit, Spartan Greater Shows, announced the addition of two Wisconsin fairs new to his route, Black River Falls and Madison. Repeat dates were signed at Darlington and Manitowoc and he also reported the Spartan org will play the Jefferson, Wis., annual.

W. C. Dobson, owner of the show bearing his name, added one new Wisconsin fair to his '54 route, the Spooner annual. Dobson also announced signing fairs at Prairie Farm, Turtle Lake, Augusta, Colfax, St. Croix Falls, Glenwood City, Ellsworth, Luxembourg and Cumberland. Three Minnesota annuals have also been inked, including Caledonia, Ramsey and Bayport.

Reps on Hand
Other carnival reps and show suppliers on hand included Mr. and Mrs. E. A. Bodart, Mr. and Mrs. Lynn Lucia, Reginald Bodart and L. E. Speele, Bodart's Blue Ribbon Shows; Jack Vomberg, Badger State Shows; Augusta Daymon, William Daymon, Augusta McKenna and Herman McKenna, McKenna's Rides and Amusements; Ned Torti, Wisconsin Deluxe Company; Bernie Mendelson, O Henry Tent & Awning Company; M. T. Gorden, Gorden Amusements; Lloyd and Anita Meverdeen, Mrs. Clyde Johnson, Meverdeen Amusement Company; Mr. and Mrs. C. Larke and M. Larke, Tip-Top Shows; John Lempart, show supplies and equipment; Doc O'Kelley and Pearl Weydt, Weydts Amusements; Mr. and Mrs. Charles Penacek, Belle City Amusements; E. N. Pedersen, K. R. Pedersen, Dairy State Shows; George Reichert, concessions; Desplenters, concessions.

Also Arline Skerbeck, Eugene Skerbeck and Pauline Skerbeck, Skerbeck Amusements; Mr. and Mrs. William Snapp, Snapp Greater Shows; Mickey Stark, Gold Bond Shows; Don Franklin and Joe Greene, Don Franklin Shows; Ray Swanner, Missouri Valley Shows; Albert Steele, Steele's Amusements; Curley Walters, concessions; Hank Shelby, concessions, and Jess Wrigley, 20th Century Shows.

Zilda Lefevre, Wife Of King Reid, Dies

MANCHESTER, Vt., Jan. 9.—Zilda Lefevre, wife of King Reid Lefevre, died here today after an illness of four months. Besides her husband she is survived by her son, Arthur, and an infant granddaughter.

She was born in North Adams, Mass., May 28, 1904. She had been extremely active in the organization and operation of the King Reid Shows from 1934 to 1946, but due to poor health had not toured with the shows in recent years.

Mrs. Lefevre was deeply interested in many charitable and philanthropic activities and was a director of the American Canine Foundation. Much of her time in recent years had been taken up in finding new owners for homeless dogs.

Her husband and son were with her when she died.

Nat'l Orange Show Moves Dates Back

SAN BERNARDINO, Calif., Jan. 9.—With the thought there might be less chance for rain during the event, the 1954 annual National Orange Show dates will be the latest in history. The 11-day exposition is now set to open March 25 and run thru April 4. The theme will be "Down Memory Lane."

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 9.—The club is getting back into its regular routine following the convention and holiday schedules. Vice-President Al Sweeney presided at the January 2 meeting and Past President Lou Keller at the Thursday (7) meeting.

Andre Dumont handled the buffet lunches at the open house during the holidays. The welfare committee reports the sick list included J. C. McCaffery, Sam Gordon, David Swarouth, Russell C. Johnson, Frank Daniels, Harry Atwell and Leonard Sacks.

New members include James F. Conklin and Joseph A. McKee. Neill Webb stopped in en route to California. Patty Conklin and family spent the holidays in Chicago with the Dave Russells. Maurice (Lefty) Ohren is back from a Florida jaunt. Sam (Insurance) Solomon, left for the South.

Clubroom callers include Joe Welles, Chuck Magid, Eddie Murphy, Morris Brown, Dr. Weeks, Chick Schloss, Al Holzman, C. A. Vernon, Al Kaufman, Dave Goldfen, Noble Case, Harold Barrows, Jack Kaplan, Walter Nealand, Harry Duncan, C. A. Sonnenberg and son, Henry Polk, Hank Shelby, Petey Pivor, Dave Russell, Louie Berger, Al Sweeney, Max Brantman, Hy Neitlich, Abe Raymond, Sollie Wasserman, Walter F. Driver, Harry Morris, W. Charles Mueller and Charles Bohdan.

Wis. Circuit Inks Zemater

• Continued from page 48

Barnes-Carruthers Theatrical Enterprises, announced he had again signed to present the annual show for The Milwaukee Journal this spring. In addition to again signing to return to the Wisconsin State Fair, Levy also reported getting the usual fairs. Fred H. Kressmann and Randolph Avery also represented the office here.

Swenson Busy
Aut Swenson, owner-manager of the Swenson Thrillcade, reported the addition of the Rhineland fair to his route, a new annual for the thrill show. Also re-signed were Darlington and Marshfield and the show will return to Manitowoc after a year's absence.

Boyle Woolfolk, head of the office bearing his name, reported good reception of his Ken Griffin revue. The office signed to put the show into the Jefferson fair along with a WLS unit. The Griffin show and Woolfolk's 105 Ranch Rodeo were signed by Amherst, George Flint and M. D. (Doc) Howe, also were present at the meeting.

Other attraction representatives and suppliers at the confab included George Ferguson and Paul Aubrey, WLS Attractions; A. T. Breecher and Landy Scott, Badger Midget Auto Race Association; Roger and Jerry Coleman, Star Fireworks Company; Rusty Hagen and Leo De Mers, Rusty Hagen's Entertainment Service; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Al Sweeney, National Speedways, Inc.; Al Tansor, Tansor's Rodeo; Hal Garven and Earl Dunn, States Productions; Mr. and Mrs. B. Ward Beam, Ward Beam thrill show; Mr. and Mrs. A. Hart, R. B. Powers Company; R. Janik, Laacke Tent Company; Kenneth Lee, Fair Publishing House; John Planalp, Peg Longnecker and Cyril Pheby, Gus Sun-Irving Grossman Agency; Lee Lott, Lucky Lott thrill show; Ferrie and Marian Neuman, Beer City Barn Dance.

Also Earl Newberry and Leo Overland, Tournament of Thrills; J. P. Porcheddu, Illinois Fireworks Company; Tommy Sacco, Sacco Agency; Clinton Spielbauer, Spielbauer Fireworks Company; Buck and Rose Steele, Steele's Western Show; Maggie and Scottie Swan, Chippewa Valley Barn Dance; Austin Trull, clown; Jake Disch, clown; Gladys Williams and Ty Tyson, Williams & Lee, and Mrs. Ernie Young, Ernie Young Agency.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies' Auxiliary

The December 29 meeting was called to order by President Caroline Holt. On the rostrum with her were Ollie Glosser, first vice-president pro tem Jackie Wilcox; Rebecca Castle, second vice-president pro tem Mattie Bybee; Ethel Booth, third vice-president; Bonnie Wheatley, secretary, and Vivian Zimdars, treasurer pro tem Irene Ogle.

Daisy Fritts was given a vote of thanks for the Christmas dinner served to club members and their families. Ann Doolan, Sarah McCaffery and Jennie Glath were elected to the board of governors. Rebecca Castle donated \$5 to the welfare fund. Martha Wagner and Virginia Gamble will act as hostesses for the January 14 card party. Rabbi Shane and Judge Richard B. Ryan addressed the ladies, thanking them for charitable work. Daisy Fritts has been confined with the flu.

The new year was ushered in with about 200 members and guests at the DeSoto Hotel headquarters. John Roddy's band furnished music for dancing. Martha Wagner, chairman of the ways and means committee, turned in \$95.50, proceeds from the raffle of the stole and chafing dish. Rebecca Castle won the stole and Tony Carstens won the chafing dish. Curley and June Reynolds have arrived. Bob and Jennie Glath have left Florida. Rose and Harry Kahn left January 2 for their home in Lynn, Mass. Rebecca Castle, Los Angeles, attended the installation of officers.

Greater Tampa Showmen's Association

Ladies' Auxiliary

President Bette Rodgers called the meeting to order. Also on the rostrum were Virginia McGee, Hazel Maddox and Esther Young, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Chaplain Ella Stophel reported Kay Yenny, Joy Brown and Esther Groscurth were on the sick list. Myrtle Jeter, chairman of the ways and means committee, announced a big donation from Carol Abraham and another sizable donation sent in by Vera Hauck from the World of Mirth Shows.

Bertie Perrot, chairman of the garden club, reported on the Christmas party for retarded children and read a thank-you letter from the school principal. Esther Young announced plans for a fashion show.

Clover Fogle is in charge of the installation, with Bonnie Norman as menu chairman and Bertie Perrot and the garden circle to handle floral arrangements. Vickie San Fratello and Mickey Wenzik were appointed chairmen of the testimonial dinner.

A satin comforter was won by Ann Beasley. Monica Bares and Ida Rovitz served refreshments to the 101 members present.

Lone Star Show Women's Club of Texas

P. O. Box 1592, Dallas

DALLAS, Jan. 9.—President Milly Hudspeth presided at the January 4 meeting. Pearl Vaught gave the treasurer's report. In the absence of vacationing Grace Tinder, Margaret Pugh read the minutes. Invocation was given by Katie Little in the absence of Martha Moss.

Over 200 persons attended the New Year's Eve party and dance, at which W. G. Luger was dressed to represent '53 and Paul White the baby new year. Corinne Greer and Paul Grissom donated turkeys for the event and Clara Stockdale contributed a baked ham.

The meeting was saddened by news of the death of Frances Palmer, mother of Herman Palmer and sister of Louise Day.

Vernon (Pop) Smith is in St. Paul's Hospital here in a critical condition. Velma Johnson's mother also is ill.

Annual open house will be held at the Baker Hotel February 3-6, with the banquet set for February 5. Memorial services will be held February 4 in the Texas Room of the Baker Hotel.

Miami Showmen's Association

3170 S.W. Eighth St., Miami

Ladies' Auxiliary

Ruth Schreiber presided at her last meeting as president. On the rostrum were Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Ann Whitehead, recording secretary; Lillian Tucker, treasurer, and Ethel Weer, corresponding secretary. Edna Lockhart delivered the invocation, which was followed by a salute to the flag.

New members welcomed were Anna Priest, Charlotte Shine, Jessie Upton, Mary Lou Zaitschick, Lois Yhnatko and Virginia Wellman. Attending their first meeting of the season were Jennie Glath, Leah Greenspoon, Hilda Solomon, Elowene Vogt, Joan Page, Ricki Applebaum, Leona Harris, Francis Blumberg and Millie Simmons.

Ethel Weer read correspondence from auxiliaries of the Missouri Showmen's Club, Michigan Showmen's Association, Greater Tampa Showmen's Association, Heart of America Showmen's Club and Miami Showmen's Association. The dark horse was won by Lucille Leonardson and brought in \$32.70. The penny parade brought in \$18.68. Dora Pierson's autograph dog brought in \$103 for the Mercy Fund. Bea Truesdale reported Anna Axe, Edna Fain Unger and Mrs. Jaffee on the sick list.

President Schreiber thanked officers, committee chairmen and the body for their support during her term of office. Speeches of congratulations were given by Sydney Thomas, Ada Cowan, Freda Wilson, Louise Endy, May Levine, Ann Whitehead, Lillian Tucker and Ethel Weer. Tiler Babs Geffen reported 135 members present. President Schreiber supplied refreshments.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Jan. 9.—Dr. Louis H. Firestone, president, was in chair at the January 4 meeting and told members that an urgent business trip to the West Coast would prevent him from attending the installation of new officers and directors January 11.

Ben Miller is working with the Ladies' Auxiliary on plans for the auxiliary's installation meeting and banquet to be held Thursday, January 14, in the Red Arrow Room of the Veterans' Memorial Building.

Jack Pomeroy has been added to the membership list.

Word was received here Tuesday (5) of the death of Douglas Brown that morning in Miami Beach. Funeral services were to be held Friday (8) at the Hamilton Funeral Home here.

International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, Jan. 9.—The New Year's Eve party was a big success. Music was provided by the Gona Sisters six-piece orchestra and food was served by George Regan and his committee. Mrs. Benny Wear won the grand prize of the evening, while John Francis copped the door award.

Included among the party-goers were Mr. and Mrs. Ed Schantz, Mr. and Mrs. George Regan, Mr. and Mrs. Euby Cobb, Dutch Meyers, Mr. and Mrs. David Prevost, Mr. and Mrs. Benny Wear, Mrs. Rose Brown, Mr. and Mrs. Gale Fulton and family, Jim Flannagan, Mr. and Mrs. John Francis and Mr. and Mrs. Buff Hottle.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

LEO LANE SHOWS

THE SOUTH'S FINEST

WANTED

For our Florida Fairs opening Jan. 18 at Bowling Green; then Lake Wales, Ft. Myers, Clearmont, Orlando, Del Ray Beach and Belle Glade. Others to be announced later. Want Hanky Panks of all kinds. Photos, Shooting Galleries, Custard Shows of merit. Want high-class Girl Show. Want Ferris Wheel to dual, Live Pony and other Rides not conflicting. Ride Help, come on now. All address:

LEO LANE SHOWS

Bowling Green, Florida

200 Welcome '54 at K. C. Banquet-Ball

KANSAS CITY, Mo., Jan. 9.—An estimated 200 members of the Heart of America Showmen's Club ushered in the new year here Thursday night (31) at the club's 34th annual New Year's Eve banquet and ball held in the Hotel Continental.

Following a turkey dinner, Noble Fairly, toastmaster, read numerous wires from well-wishers and other show clubs. Music for dancing and the songs was provided by Milo Finney and his orchestra.

Among those present were: Mr. and Mrs. Muri Southwick, George Kimbrell, Babe Rogers, Mrs. E. H. Hugo, Mr. and Mrs. Al Campbell, John Jasso, Aline Simpson, W. P. Holston, George Sargent, Charlie Horn, Mr. and Mrs. G. V. Lattin, Mrs. J. A. Aldrich, Paul M. Wooster, Ruby E. Wooster, Betty M. Schnell, Warren D. Schnell, Harry S. English, Mr. and Mrs. Edwin Elliott, N. S. (Jimmy) Potter, Mr. and Mrs. George Campbell, Jimmy Morrissey, G. E. Mastin, Hazel Blaluchas, Ruth Martone, Mr. and Mrs. Ted Bruntion, L. P. Hale, W. P. Hale, Ginger Slicker, Claude and Irma Lee Cessna, Billie Grimes, Nellie Bedonie, George and Hattie Hawk, George Elser, Mr. and Mrs. Jack D. Bottorff, George A. Dean, Ruth Ann Levin, Mr. and Mrs. L. K. Carter, Mrs. Irma Ogle, Mr. and Mrs. Lee Moss.

Mr. and Mrs. T. C. Wells, Jack Ogle, L. W. Ray, Lillian Ray, Mr. and Mrs. H. M. Patterson, J. C. McBride, Mr. and Mrs. Buck Ray and daughter, Penny; May Wilson, Cliff Audiss, Capt. E. H. Hugo, F. W. (Boxie) Warfield, Mr. and Mrs. Woodie Gaither, H. M. (Boots) Booth, Lorelei Hugo, Mrs. Cliff Audiss, V. H. (Mike) Rockwell and Al C. Wilson.

Winter Quarters

American Beauty

PERRYVILLE, Mo., Jan. 9.—Holiday visitors at the home of H. H. Bartholomew were Mr. and Mrs. William T. T. nft, who were en route to Tampa for a two-week vacation.

Harold Eutah, lot man, and Beryl Haag, sent greetings from Tampa, where they are vacationing until mid-January.

Recent surprise visitors here included Mr. and Mrs. Joe L. Gavin Sr. and Joe L. Gavin Jr., who is stationed at Denver with the Air Force, and Mr. and Mrs. Dutch Schrader, of Cairo Girardeau, Mo., owners of the Rose City Rides.

Show recently purchased a truck and semi-trailer to be used for a transformer truck. Later opening than last year is planned, with the show set to bow April 26 at De Soto, Mo. Make-ready of equipment is progressing on schedule.—KATHERINE SHARP.

Leo Lane

SAVANNAH BEACH, Ga., Jan. 9.—General Representative Earl Miller reported the recent closing of contracts for 12 1954 Florida fairs, the opener being Hardee County Strawberry Festival, Bowling Green, January 18. The last one will be the American Legion Glades Exposition, Belle Glade, April 1-10. The summer season, closing Labor Day, will again be put in at Savannah Beach.

RIDES FOR SALE

NO. 5 ELI FERRIS WHEEL. Good shape and good motor. SET OF WOODEN ELI WHEEL SEATS. Good condition.
ALLAN HERSHELL CATERPILLAR RIDE. Excellent shape, good motor with or without semi trailers.
1-30 1/2 FT. NABORS OPEN TRAILER. 1-36 FT. CARTER VAN TRAILER, with Tub Racks built in. NO TRACTORS.
ROLL-O-PLANE RIDE. Motor just out of Westinghouse factory. Completely rewound, new bushings, good as new.
1 BABY FERRIS WHEEL. San Antonio make. Cage seats. Rides 24 at a time. Fluorescent lights, electric motor driven. Like new.
1 ALLAN HERSHELL KIDDIE MERRY-GO-ROUND. Complete with shipping crates and Jr. Merri Organ, like new.
Both of these Kiddie Rides have been in Kiddie Park here for 2 seasons. Never been on road.
Interested parties, wire or write:
EDDIE MORAN
1301 Emerson St. Monroe, La.

300 Attend Moore Miami Installation

MIAMI, Jan. 9.—Some 300 persons attended the installation of President William B. Moore and his fellow officers of the Miami Showmen's Association in the group's new home Monday night (4).

The impressive and lengthy ceremony, with Phil Cook, executive secretary, serving as installation officer, honored, in addition to Moore, Samuel E. Prell, owner-operator of Prell's Broadway Shows, first vice-president; Oscar C. Buck, owner-operator of the O. C. Buck-Model Shows, second vice-president; Ross Manning, owner-operator of the shows bearing his name, third vice-president; Cliff Wilson, independent showman, secretary; J. E. (Eddie) Edwards, concessionaire,

assistant secretary, and Mel Dodson, retired former show owner, treasurer.

Also installed were the following members of the board of governors: Raymond (Shep) Blumberg, William C. Bryant, Ray Marsh Brydon, S. Tommy Carson, Issy Cetlin, Richard Coleman, Sydney Daniels, Danny Dell, David E. Fineman, Patrick J. Finnerty, Sol Geffen, W. R. Geren, Ben Glasberg, Ep Glosser, Mark Graham, Clifford C. Groscurth, Carl Hanson, Erston Hawkins, Fred W. Holtzman, H. William Jones, John Keeler, Lew L. Lange, John Marks, Max Miller, Harry Modele.

Directors Installed

Roland Page, William Page, Paul Prell, Louis A. Rice, A. L. Rossman, Amos Saltus, Harry Schreiber, Claude Sechrest, Lloyd Serfass, Max Sharp, Irving Sherman, Sam Solomon, William Tara, Sam Taylor, L. I. Thomas, William J. Tucker, Edward (Tobey) Turbin, Lyman Truesdale, John Vivona, Mose (Rip) Weinkle, Ben Weiss, H. (Buster) Westbrook, George F. Whitehead and Charles Wright.

Also on the dais were William Cowan, retiring president; C. J. Sedlmayr Sr., president elect of the Tampa Showmen's Association; C. J. Sedlmayr Jr., president of the Showmen's League of America; Sam Solomon, past president of the SLA; Harry Ross, past president of the Michigan Showmen's Association; Jim McHugh, representing The Billboard; Charles Wolport, past president of the Pacific Coast Showmen's Association; William R. DeCosta, club counsel; David B. Endy, president emeritus; Robert K. Parker and Leo Bisantny, both past presidents.

Aiding in the installation were S. Tommy Carson, who escorted Moore to the dais; Abe and Paul Prell, escorts for their father; Dave Endy, escort for Buck; Max Sharpe, escort for Manning; C. J. Sedlmayr Sr., escort for Wilson; Louis (Stretch) Rice, escort for Edwards, and C. Guy Dodson, escort for his brother.

Normal Attendance

With every seat in the vast meeting room occupied, the turnout was said by all to be of a usual nature with the regular meetings drawing just as many fans the excitement and interest of installation. As a matter of fact, the night might be construed as a poor one for attendance inasmuch as the banquet was held the night before and virtually everyone crawled home at a late hour.

Cowan thanked his officers and committees for the splendid accomplishments of the past year. During his term the magnificent new clubhouse was constructed and the fund raising for the year ran to between \$55,000 and \$60,000. The club already has a certificate of occupancy and less than \$30,000 is needed to pay off all remaining debts.

After receiving many promises of all-out support Moore said that he hoped to equal and perhaps surpass the gains registered during the past year while he is in office.

The appointment of committees was put off until next week.

EVEN BARKEEP GETS DINGED

NEW YORK, Jan. 9.—Past President Ethel Shapiro had a gift and several donations for Maggie McKee at the latter's installation Wednesday (6) as president of the National Showmen's Association Ladies' Auxiliary. Outstanding among the donations was a \$1 one, which Mrs. Shapiro said was one of the contributions she dinged up at the annual ball in the Astor. The donation was from an Astor bartender who "got taken up in the spirit of the thing." She said the man wouldn't give his name but said he couldn't resist kicking in for the worthy NSA cause.

Midway Confab

Continued from page 55

tour that will take them to many points including Haifa, Gibraltar, Alexandria, Athens, Istanbul, Venice, Naples, Barcelona, Algiers and Lisbon. They will stop off in Southampton for two weeks in England, then return on the Queen Mary. Conklin's aide, Neil Webb, left with his wife on Wednesday night (6) for a five-week trip thru the West.

A special NSA installation party guest on the dais was Betty Impellitteri, wife of New York's ex-mayor, who appeared thru the efforts of Max Tubis. Another prominent non-member who attended was retired Police Inspector Thomas McVeigh, who presented a citation to Joe McKee on behalf of the Police Anchor Club for McKee's assistance in the club's annual outing for orphans and crippled children.

The McKee family was well represented at the installation. Tubis was present with his wife, the former Jane McKee. Jane's sister, Aseonath (Mickey) McKee, was also present to partake in the festivities for the girls' parents, as was Maggie McKee's sister, Mrs. Omar Drew Hysong of Pittsburgh. One of the installing officers was another of Maggie's sister, Lydia, who attended with her husband, Lon Nall. Rounding out the delegation were Joe's brother and sister-in-law, Al and Mae McKee.

An unfortunate omission resulted in Marian Allen's name being left off the list of gold life members, printed in the program of the NSA and Ladies Auxiliary installation. The error was quickly remedied via a corrective announcement from the dais.

Phil Isser, in turning over the gavel to Joe McKee at the NSA installations, paid tribute to Louis (Dada) King's writing ability. "Don't forget Dada if you ever need a speech," Isser said. Ethel Shapiro, unable to perform as a marshal in the ceremonies, turned over her post to Magnolia Hamid, who was marshal with Queenie Van Vliet, a past president of the NSA Ladies' Auxiliary. Virtually all past presidents were on hand to perform in the past presidents' skit, with the exceptions of Blanche Henderson and Edna Lasures. Their parts were taken by Cecelia Merson and Mollie Rosenthal.

Louisville Fair

Continued from page 54

be no change in the concession operation.

Paul Olson, a co-owner of the ACA, and Louie Berger, assistant general agent, represented the show. Olson, commenting on the contract award, said that the show will save about \$3,000 in railroad charges by playing Louisville instead of Knoxville. The show will move here from the Iowa State Fair, Des Moines, and will rail out of here for the Chattanooga (Tenn.) Fair.

Under the terms of the carnival contract, ACA is to supply a "Dancing Waters" show, a midget show and the Sky Wheel (double Ferris Wheel).

Besides Olson and Berger, who represented the ACA in the absence of General Agent J. C. McCaffery, now hospitalized in Miami, others who appeared before the fair board here were Hal Eifort on behalf of the Gooding organization; Mrs. Shirley Levy, representing the Metropolitan Shows, and Dave Endy for the O. C. Buck Model Shows.

Under the Marquee

Continued from page 52

opens on the International Harvester show for Jimmie Hetzer at Richmond, Va., January 12, for an eight-week stint. He'll be with Tom Packs for the regular '54 season. . . . Corkey Eckerson, clown, is recovering at his home in Oakhurst, N. J., from virus pneumonia.

Tom Mix was honored recently on the "Hall of Fame" airer by Bill Boyd, Roy Rogers, Gene Autry, Will Rogers Jr., Clark Gable and Mrs. Tom Mix. . . . Don Marcks, CFA of El Cerrito, Calif., visited Lizzie Miles, former Cole Bros.' Side Show performer (1914-1918), when she played Club Hangover in San Francisco recently.

Bozo Kelly, former circus clown who is now living in Bridgeport, Conn., and does occasional dates thruout the State with his son, Bozo Kelly Jr., was the subject of an article with picture in the December 17th edition of The Bridgeport Post. Bozo, who has been marshal of clowns in the annual Barnum Festival parade for several years, has designed a plastic miniature of a clown, for which he posed, and has proposed that it be adopted as the permanent insignia for the festival.

Jack La Pearl, producing clown, in Cincinnati last week for a visit with relatives, departed Friday night (8) for Indianapolis to appear with Frank Hildebrand's indoor circus currently showing there. Prior to hopping to Cincy, Jack played eight Ashland Oil Christmas shows for the Jimmy Hetzer office of Huntington, W. Va. He resumes on indoor dates for his last summer's boss, Howard Suez, of the Hagen Bros. Circus, at Kansas City, Kan., January 28. La Pearl will be back with the Hagen circus in the spring.

Jack La Pearl, Clyde Bros.' producing clown, spent New Year's week-end with the Melvin Olsens, Indianapolis, and on New Year's Eve they were guests of the Robert Kings, Richmond, Ind.

Billy and GeeGee Engesser Powell have signed with Gil Gray for next season. . . . Butch Cohn is at home in Gonzales,

Install Farmer

Continued from page 54

man: Joe Dauer, Sam Landesman, Steve Lucas, Glen Loucks, Bob Banard, Sam Lasky, Joe Steinberg, Tom Condron; Max Hillman, Eddie Moore, Bob Matthews, Joe Lamont, E. J. Rose.

Ways and Means: Eddie Harris, chairman; Lee Brandon, Frank Warren, Bill Meyer, Bud Douglas, Dan Ferguson, Dave Shepro, Al Estfan, Frank Redmond, Eddie Roth, Basil (Hap) Young. Year Book: Harry Seber, chairman; Arthur Hockwald, co-chairman; Joe Mead, Harry Merkel, Matthew Lantz, Bobby Cohn, Sam Wexler, Charles Walpert, J. W. Scott, Darwin Glenn, E. W. Coe, Sam Steffin, E. J. Rose, Clyde Gooding, Jimmie Lynch, William Farmer, Leonard Parsons.

Entertainment: Matt Herman, chairman; Lou Manly, Leo LeDoux, Walter Trask, Newton Stone, Frank Fay, Harry Seber, Clyde Gooding, Eddie Roth.

Finance Committee: Edwin Tait, chairman; George Lauerman, Joe Steinberg, Moe Levine, O. N. Crafts, Harry Hartgrave, Mike Kekos, Weifare; Harry Phillips, chairman; Arthur Anderson, M. M. Buckley, M. J. Doolan, J. D. Smith, J. J. Dunn, Harry Merkel. Public Relations: Lee Brandon, chairman; Dan Dix, Bobby Cohn, Harry Baron, Dave Shepro, E. W. Coe, Harry Golub, J. Ed Brown, Dan Ferguson, J. W. Scott, John T. Branson, Cal Lipka, Alex Freedman, Louis Leo. Membership: Matthew Lantz, chairman; Sam Steffin, C. E. Moore, Louis Wald, Harry Lewis, John Snobar, Sam Dolman, Clyde Gooding, Al Cohn, Ted Levitt, Leo DeDoux, Charles Ford. Legislative: Joe Glacy, chairman; S. L. Cronin, E. W. Coe, E. O. Douglas, Harry Fink, O. N. Crafts, Harry Hargrave.

Publicity: Sam Dolman, chairman; Harry Charles, Al Flint, Harry Seber, Harry Chipman, Tiler, Eddie Kennedy, Sergeant at Arms, Ernest (Dutch) McCarty, Greeter, Harry LaMack, and chaplains, Harry Seber, Ted LeFors, and Jack Hughes.

Stevens Joins

Continued from page 52

the Davenport-Cristiani combination should come off, then it will give regular street parades, he said.

When Davenport left for South America recently he expected to be gone nearly a year. The ship arrived late in Venezuela and the show postponed its opening date. In doing this it lost the use of the building where it had planned to exhibit and another delay was forced while the show waited for its canvas equipment to arrive aboard a second boat. Meanwhile, Davenport was losing interest and the Cristiani deal developed in the States. He expects to stay here for two weeks or so and may then return to South America.

Tex., until February. . . . E. J. (Red) Rumble, last year with Wallace & Clark, has been moved from the veterans hospital at Temple, Tex., to that at Houston. . . . Marie Loter will have the electric organ on Edgar B. Bucks Circus.

By Gosh made the Indianapolis fair meeting and plans to attend those in Kentucky, South Carolina and North Carolina. The indoor circus owner visited at Indianapolis with Ray Kolb and Cliff Conklin. . . . Art Miller, general agent of Kelly-Miller, has returned to Hugo, Okla., quarters after spending the holidays at his Walnut Ridge, Ark., home.

Jack Moore, owner of the Tex Carson Circus, Hugo, is busy with two indoor dates. . . . Dick Scatterday, Kelly-Miller national ad rep, is back in Hugo after a trip to the East. . . . Herb Walters, co-owner of Cole & Walters Circus, has returned to quarters from California.

Bill and Babe Woodcock are readying equipment of the Miller elephants for upcoming winter dates. . . . Fred Logan, superintendent of Kelly-Miller elephants, and his wife, Shirley Lindemann Logan, have returned to Hugo after a vacation in Sheboygan, Wis. . . . Mr. and Mrs. Si Rubens recently visited in Hugo quarters. . . . Doc and Mrs. Capell, of Edgar B. Bucks Circus, visited Kelly-Miller quarters at Hugo.

The Tracys, Gene and Marie, will celebrate their 50th wedding anniversary January 23, which also will mark their 52d year in show business. They open their summer season July 3-5. . . . Jack Lorenzo, a trainer for 40 years, has opened an office in St. Louis and will produce several outdoor circus dates in the spring. Then he will take the Guy Mullen's unit of dogs and ponies to play fairs. He was equestrian director on Rogers Bros. for the past two years.

Terrell Jacobs will leave Hugo, Okla., soon to make winter dates in New England. . . . Ted Edlin, agent for Bill Bailey Minstrels, was in Montgomery, Ala., recently to set a March date. . . . W. J. (Whitey) and Mary Thorne have arrived in Macon, Ga., from their Teague, Tex., home and he will again be electrician on the King show. . . . Arnold and Esma Maley saw the Sugar Bowl game in New Orleans New Year's Day; He is manager of King Bros.' Circus. . . . Fred (Doc) Roberts, formerly with Hagenbeck-Wallace and John Robinson, is living at Dyersburg, Tenn.

Miami Club

Continued from page 54

Blumberg, Tommy Carson, Max Sharp, Ross Manning, Eddie Horwit, Fitzie Brown, William Hartzman, John Vivona, Eddie Walter, Lloyd I. Thomas, Ben Glasberg, Paul Prell, Abe Prell, H. (Buster) Westbrook, William Cowan, Cliff Wilson and Fred W. Holtzman.

Plaques were awarded to William Cowan, Oscar C. Buck, William B. Moore, Claude Sechrest, Fred W. Holtzman, Cliff Wilson, Samuel E. Prell, Patrick J. Finnerty, Mel G. Dodson, Erston H. Hawkins, David E. Fineman, Ephraim Glosser, Philip Cook, David B. Endy, Mark (Curley) Graham, Alton Pierson, Louis A. Rice, Harry Weiss, William R. DeCosta, Abe Nissenbaum, Charles Wright, J. D. Edwards, Nate Farber, Cetlin & Wilson Shows, Prell's Broadway Shows, William Geren's Mighty Hoosier State Shows, Coleman Bros.' Shows, Mighty Page Shows, Vivona Bros.' Shows, Blue Grass Shows, Ross Manning Shows, Penn Premier Shows, Thomas Joyland Shows, John Marks Shows, and Raymond (Shep) Blumberg.

FOR SALE

36 Ft. Parker Merry-Go-Round, 34 Wooden Jumping Horse, 2 Chariots, in good condition except top, \$4,000; Jeep Car Ride, 16 passenger, \$1,000; 14 passenger Airplane Ride, \$1,000; Hobby Horse Ride, \$400; Coin-Operated Horse, \$300; Chairplane converted to Flying Scooter, Chairs included, \$1,000. Transportation available. 1015 W. JEFFERSON ST., ROCKFORD, ILL. Phone: 4-5508 after 6 P.M.

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Adult size portable Two-Abreast Merry-Go-Round, also Rollaway Barrel Ride. ROBERT D. KELLOGG Stillwater, N. Y. Phone Mechanicville 1106

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No. 5 Eli Ferris Wheel

Must be in A-1 condition

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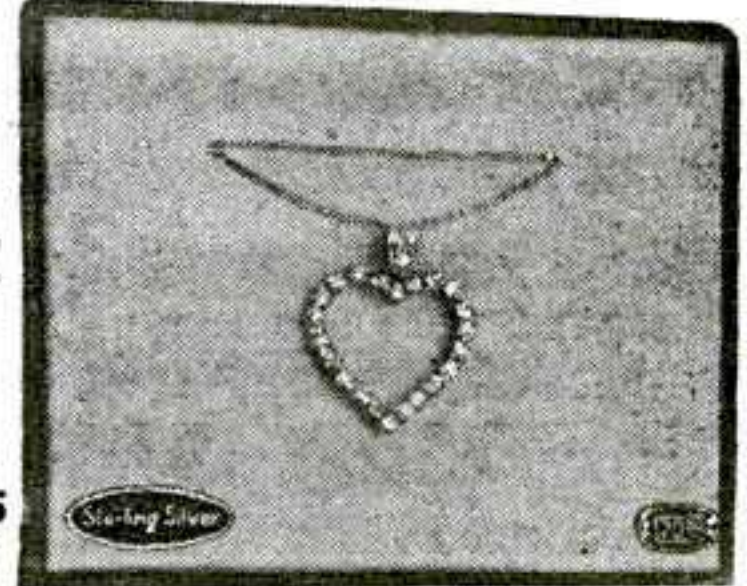
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Valentine

VALENTINE ASSORTMENT, \$7.20

Consists of 2 gross 2 for 1¢ Valentines, 1 gross 1¢, 1 gross comics, 1 gross 3 for 5¢, 100 5¢ mechanical, 1 doz. 10¢ Valentine packages.

8"x11" Comic Sheets . . . Gr. \$.85
2 for 1¢ Valentines . . . Gr. .40
1 for 1¢ Valentines . . . Gr. .90
3 for 5¢ Valentines . . . Gr. 1.35
2 for 5¢ Valentines . . . Per 100 1.50
5¢ Mechanical Valentines . . . Per 100 2.50
Asst. of 10 Valentines . . . Doz. Pkgs. .45
25¢ "Make Your Own" Valentines . . . 1 Doz. Pkgs. 2.00
5¢ Kiddies' Relation Valentines . . . Box of 100 1.00
5¢ For Teacher Greeting Card . . . Box of 100 2.50
25¢ Deluxe Greeting Card . . . Box of 20 2.50
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9" Valentine Ballons . . . Gr. 7.50
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<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
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3 Indicate below the type of ad you wish:
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BY HOLLYWOOD

Sincerely,
Harry A. Wisotsky
Hollywood Novelty Co., Inc.



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Ladies MINIATURE

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THE BALL POINT PEN

The Most Attractive Ladies Ball Point Pen in the World.

When writing, your stationery instantly becomes perfumed. Find it enjoyable to write your loved ones with perfumed ink.

NET 25¢

A HOLLYWOOD NOVELTY CREATION

FOR WHOLESALE ONLY

Retail Price:
NOT \$5.00 ... NOT \$3.00 ...
NOT \$2.00 ... **but only ONE DOLLAR!**

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PALMER HOUSE
9th Floor
CHICAGO, ILL.
JANUARY 14th to 20th,
1954

Those who cannot attend the show write for brochures and price lists.

HOLLYWOOD Novelty Co., Inc.

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INVENTORY CLOSE-OUTS

BUY YOUR REQUIREMENTS FOR CARNIVAL AND CONCESSION BUSINESS NOW AND SAVE!

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Large assortment of EASTER RAB-BITS; Plush, Real Fur, or All Rubber. NOW READY FOR DISTRIBUTION.

No Extra Charge for Samples
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Ordering from these samples will prove a great time-saver and insure immediate delivery in short EASTER SEASON. Ask for quantity prices.

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The House That Quality and Service Built



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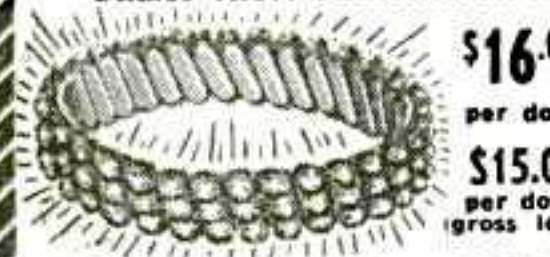
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Midget Pocket Knife, less than 12 each, \$1.39 gr.; terrific value, case lots. Balloons, 59¢ gr. Midget Telescope, \$2.10 gr. Hunting Knife, \$4.50 dz. Fountain Pens, 5¢ each. Mechanical Pencils, \$3.90 gr. \$4.90 gr. Toy Wrist Watch, \$1.90 gr. Costume Jewelry, 15¢ each; regular \$1.00 and \$2.00 retailers. Monkeys, etc., bulb toys, \$10.50 gr. Boys' Ties, 4¢ each. Hickok Leather Belts, \$3.72 dz. 6000 closeouts below factory prices.
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Each Stone individually prong set. Brilliant new EXPANSION BRACELETS set with finest quality imported, machine-cut Rhinestones. FITS ANY WRIST!
First-class merchandise always available for IMMEDIATE DELIVERY! Send for Catalog—30 other jewelry items!
25% Deposit on C.O.D. orders.

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220 Fifth Ave. New York, N. Y.

Pipes for Pitchmen

By BILL BAKER

MANY PEOPLE . . . in the pitch business will be saddened by a note recently received from Dottie Swartz which tells of the sudden tragic death of Robert Krem in West Palm Beach, Fla. According to a West Palm Beach newspaper clipping, which accompanied Dottie's note, Bob; his wife, Nellie; Mr. and Mrs. Dan Donnini, Mr. and Mrs. Paul Martin, Mr. and Mrs. Tex Dabney and Mrs. Sally Morris were congregated in Bob's trailer for a late-evening meal. The get-together was a regular routine for the group after they had finished their day's work in the Farmer's Market there. According to the report, they served food, and sat and ate and talked until after midnight. By this time Bob, Mrs. Martin, Mrs. Dabney and Mrs. Morris became violently ill. The party then broke up and all returned to their respective trailers. A doctor in the neighborhood was called in and he diagnosed their illness as ptomaine poisoning. Mrs. Martin and Mrs. Morris apparently pulled thru, but old Bob didn't quite make it. In Bob's passing, the pitch fraternity has lost a real veteran and a lot of people have lost a good friend.

JOE JOBLOTS . . . the gent who keeps us hep on what's happening in Chicago, has this to report from the Windy City: "Moonshine Marx, one of the foremost pitchmen in the business, has opened a dairy store here, and invited all the boys to a big Christmas party. Brownie, noted horse trainer and bronko buster, is taking a carload of bronks to New Orleans for the Fairgrounds racing

meet. Mike Halpern owns the nags and has won many races with them." Joe also urges anyone who knows where "Ever Lovin'" Murphy is hanging out to have him contact Frank (Kelly) Collins, as he needs an agent.

DR. M. J. LOCKEY . . . penning in from Hawkinsville, Ga., recently, says that he's still writing sheet, while his wife, Prairie Mae, is working their med show which, according to the good Doc, is a pretty smooth-lookin' layout. He says that he expects to see many of the boys in Florida in the near future, but in the meantime he'd like to read pipes from Horace Braziel, Dr. Earl C. Pardee, Harvey Mangum, Mr. McLean, Mr. Dunlap and especially George Stacey.

JIM POOLE . . . penciling from Chicago after his return from New Orleans, reports that in addition to a wealth of sunshine in the Southern metropolis, there is plenty of moola laying around loose. We understand that Jimmy Pickaloo grabbed himself off plenty scratch with itchy dogs. This item was one of the hottest sellers in the territory. Among other characters, who were seen basking in the sunshine and basking the dough, were Big One Eye Stein, Morrie Green, Lefty Shapiro, Ruben Bluestein and Mike Hepburn. Jim says that all the boys would like to read pipes from Joe Marks, Jim Olick, Clarence Bigger, Jack Rubin and Bill Long.

THIS COLUMN . . . has received several requests for a more frequent word from Tom Kennedy, the noted author and lecturer. It seems that many of the pitch boys are anxious to find out more about some of the stories that Tom intends having published in the future.

IT'S WHISPERED . . . about that Doc Curley Miller, for years a leading name in the country music field, has forsaken the hillbilly talent and will go on the road with an all-colored med show this season.

MRS. BOB NOELL . . . of Noell's Ark, Gorilla Show, pipes in to tell us that her good husband returned recently from a trip that he has been planning all summer. Mrs. N. says that while browsing around Bob stopped off at the St. Louis Zoo and took a gander at Phil the big gorilla there and, from what we understand, that rascal makes M'Jingo, the Noell's own furry little fellow, look rather anemic by comparison.

JOE GREENIE . . . reports from Newark, N. J., that he's made his debut on television. He's doing a pen pitch on WATV, that city. Says Joe: "This television gimmick is the nuts. The cost is a little stiff but it pays off in a big way." Brother Greenie also reveals that Sam Held and Wally Fried, old-time coil workers, have opened up a car diner on Broadway, and the spot is a nightly hangout for pitcheros from miles around. John McDonald is working glass-cutters at Bamberger's; Bartley Finnigan is pitching corn punk at Grant's, and John Anderson is doing a good job on jewelry in Kresge's. Joe Conti is picking up lettuce by the bundle hawking the same kind of merchandise in Harry's Bargain Store. Joe also tells us that the boys in the Newark area want to read pipes from any and sundry members of the pitch fraternity.

A NOTE . . . from Teresa Sidenberg spots her and her sister Ailene in Miami where they have been since October 22. She says: "Worked in the H. L. Green store, Atlanta, with knife sharpeners to some good business. Ailene gave up the eye glass cleaner for good and is also doing very well on sharpeners. The gal is getting pretty savvy at this game." Teresa goes on to say that she has run into a number of pitchmen down there and all of them seem to be operating in and around Miami. She indicates that she may work a few spots out of the city for a while and then spend a month in Cuba before returning to Pennsylvania for the summer.

Paul and Roberta Brady have been signed by the Barnes-Carruthers booking agency for the 1954 fair season.

Merchandise Topics

New York

Success of the first U. S. International Gift and Fancy Goods Show last August has prompted plans for the second such show, August 22-27, in the Hotel Astor. Exhibitors at last year's show reported buying at a high level, with orders worth more than a million dollars placed during the exhibit. The 1954 show will display all types of imported giftwares, fancy goods and allied products. Space reservations are now being taken. Prospective exhibitors may secure details by writing the show's New York office at 331 Madison Avenue.

From All Around

Michigan Electronics, Inc., Chicago, announces a new product, the Message Repeater, which automatically repeats a specific sales message whenever anyone walks by the device. About the size of Brownie camera, it is designed for use at exhibitions, conventions or any place where crowds gather. Messages may be changed by the flick of a switch. . . . A flexible liquid coating preparation that renews the appearance of shabby leather, leatherette or plastic items such as handbags, etc., is Ramcote, introduced by Ramcote Products, Chicago. The product comes in a variety of shades and is applied with a brush like paint. . . . The Step-Saver is a new item introduced by E. J. Eller, San Francisco, designed to produce a pencil whenever needed—at the telephone, on the auto dashboard or in the kitchen. Step-Saver is a mechanical pencil securely held by a powerful magnet to a small strip of gold-tooled leather. The leather plate is coated on the back with adhesive and attached to any dry surface. The user merely lifts the pencil off the magnet and replaces it when no longer needed.

Wisconsin Meet

Continued from page 53

more attention be paid to industrial and commercial exhibits were Win H. Eldridge, Plymouth, who was re-elected secretary-treasurer of the association, and F. J. Manning, Ladysmith, who was renamed president. Harlan G. Seyforth, Ellsworth, will continue as vice-president. Directors include Dr. H. W. Carey, Lancaster; Doug Curran, Black River Falls; Ira V. Goodell, Antigo; R. B. Harris, Elkhorn, and the officers, William (Tiny) Uthmeier, Marshfield, will again serve as sergeant at arms.

"Building up Community Interest" was the topic of a panel discussion headed up by Roy Gumtow, with assistants including Dr. H. W. Carey, W. E. Dittbrenner, W. H. Dougherty and Bob Clark. Don Miller, executive vice-president of the U. S. Trotting Association, also spoke.

Speakers at the Thursday session included Don H. McDowell, director of the State department of agriculture, and Don Wilkerson, also of the department, who talked on "Promotion of our Dairy Industry." A panel discussion on the latter topic was handled by Stanley Ihlenfeldt, Masterson, Eldridge and Dr. A. F. Rank. Davis Hard spoke on traffic safety promotion by fairs, and Charles B. Drewry, supervisor of county and district fairs for Wisconsin, reviewed the '53 season.

Leading social event of the program was the annual banquet and floorshow Thursday evening. Arlie Mucks Sr., served as toastmaster and following dinner, a floorshow, booked thru the Hunter Artist Bureau, was presented. Acts included Roger Rae, comedy-marimba; Nichols and Haley, rube comedy; Miles and Gazelle, acro; Billy Romano, balloons; Joan and Jean, accordion; Barlendoes, acro, and the Jeffries, bars. Steve Swedish and his ork cut the show.

A large turnout of both fairmen and attraction reps was on hand for the Wednesday evening cheese and beer party which has become an annual affair. Sponsors of the party included W. E. Kpitzke, president of the Wisconsin Cheese Makers Association; George L. Mooney, secretary of the association; Charles B. Drewry and Win Eldridge.

Horsemen turned out in good numbers for the annual banquet of the Wisconsin Breeders and Harness Association, which was the Wednesday evening highlight.

COMING EVENTS

- Arizona**
Mesa—Montana State Picnic, Feb. 7.
Mesa—South Dakota State Picnic, Feb. 14.
Phoenix—Home Show, Jan. 30-Feb. 7.
Phoenix—Palomino Horse Show, Feb. 7.
Phoenix—Western Saddle Club Stampede, Feb. 14.
Phoenix—Washington State Picnic, Feb. 22.
Phoenix—Phoenix Indian Ceremonials, Feb. 25-28.
Wickenburg—Gold Rush Days, Jan. 29-31.
Wickenburg—Desert Sun Ranchers' Rodeo, Feb. 7.
- Colorado**
Denver—National Western Rodeo, Jan. 18-24. John T. Cain.
- Florida**
Jacksonville—Home Show, April 6-11. Edgar V. Smith, 317 W. Forsyth St.
- Illinois**
Galva—Centennial Celebration, July 28-Aug. 1. C. F. Bailey.
- Indiana**
Milan—American Legion Homecoming, June 21-26. Howard Hemphling.
- Iowa**
Cedar Rapids—Home Show, May 18-23. Paul Waters, Memorial Coliseum.
- Kansas**
Topeka—Home Show, Jan. 18-24. Paul Waters, Auditorium.
- Massachusetts**
Minnesota
Caledonia—Centennial, July 18-18. M. A. Duxbury.
Boston—Poultry Show, Jan. 19-23.
- New York**
Bronx—National Motorboat Show, Jan. 18-23. Joseph C. Choate, Kingsbridge Armory.
Dunkirk—Home Show, Jan. 15. C. J. Lawson.
Jamestown—Home Show, Jan. 15. C. J. Lawson.
Jamestown—Auto Show, Feb. 18. C. J. Lawson.
New York—World Motor Sports Show, Jan. 23-31. Fred Pitters, Garden.
New York—International Motor Sports Show, Feb. 6-14. Herb Shriner, 7th Reg. Armory.
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.
Utica—Utica Sports & Boat Show, March 25-30.
- Ohio**
Canton—Home Show, March 2-7. Dorothy Godfrey, 104 S. Market St.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.
- Pennsylvania**
Arnold—Old Home Week, July 11-17. Arthur F. Fleeger.
Pittsburgh—Sportsmen's Show, Feb. 8-14.
- Texas**
Austin—Austin Stock Show, Feb. 19-28.
Brownsville—Charro Days, Feb. 25-28. H. C. Appleton.
El Paso—Home Show, March 17-21. George Colours, P.O. Box 3156.
Dallas—Home Show, May 8-16. H. P. Van Horn, 102 Walnut Hill Village.
Fort Worth—Fort Worth Fat Stock Show, Jan. 29-Feb. 8.
Houston—Houston Fat Stock Show, Feb. 3-14. Herman Engel, Box 2371.
Waco—Home Show, May 4-8. Dorothy Godfrey, Heart of Texas Coliseum.
San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.
- Washington**
Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.

Winter Fairs

- California**
Imperial—California Midwinter Fair, Feb. 27-March 7. D. V. Stewart.
Indio—Riverside Co. Fair & Date Festival, Feb. 17-22. R. M. C. Fullerider.
San Bernardino—National Orange Show, March 25-April 4. Earl Bule.
- Florida**
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
Bowling Green—Hardee Co. Strawberry Festival, Jan. 18-23. G. W. Glendinning.
Clewiston—Sugarland Exposition, Jan. 20-31. Frank Cox.
Dade City—Pasco Co. Fair, Jan. 13-16 J. F. Higgins.
Suwanee—Fla. Sportmen's Expo-Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Myers—Southwest Fla. Fair, Feb. 1-8. J. Clyde King.
Fort Pierce—Indian River Youth Show, Feb. 18-19. M. B. Jordan.
Inverness—Citrus Co. Fair, Jan. 18-23. Quintin Medlin.
Kissimmee—Kissimmee Valley Show, Feb. 18-21. J. R. Gunn.
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan.
Miami—Dade Co. Youth Fair, Jan. 20-24. C. H. Steffani.
Ocala—Southeastern Fat Stock Show & Sale, March 1-6. Louis Gilbreath.
Orlando—Central Fla. Expo, Feb. 22-27. C. T. Bickford.
Palmetto—Manatee Co. Fair, Jan. 20-30. W. H. Kendrick.
Plant City—Fla. Strawberry Festival, Feb. 22-27. Fred W. Nutter.
Punta Gorda—Charlotte Co. Fair, Jan. 18-23. Harry Jack.
Quincy—West Fla. Livestock Assn. Feb. 16-18. A. G. Driggers.
Ruskin—Fla. Tomato Festival, April 14-18. Lyle C. Dickman.
Sarasota—Sarasota Co. Agrl. Fair, Jan. 18-24. G. W. Potter.
Sebring—Highlands Co. Fair, Feb. 23-27. Stuart—Martin Co. Fair, Jan. 20-23. L. W. Johnson.
Tampa—West Coast Dairy Show, Jan. 8. Tampa—Fla. State Fair, Feb. 1-13. J. C. Huxtion.
Titusville—Brevard Co. Fair, Feb. 1-6.
West Palm Beach—Palm Beach Co. Fair, March 5-13. LeMar 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. Sime.
- Texas**
San Antonio—Livestock Expo, Feb. 13-21. W. L. Jones.

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The firm sells trip accident insurance thru a vender made for it by Vendo, Kansas City, Mo. Tele-Trip owns the patents and dies.

Altho Tele-Trip was incorporated in 1949 and has been field testing the venders for four years, a large-scale operation with its new vender has been in effect for only four months. The first batch of 200 venders, made by

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John M. Shaheen, Tele-Trip president, said, however, that the next run of venders will be made by some firm other than Vendo. He added that the manufacturer has not yet been selected.

Cornerstone of the Tele-Trip policy is to make it simple for the insurance purchaser. To operate the machine, the customer removes a policy blank (dimensions 3½ inches by 6¼ inches) from a rack which is in the cabinet of the vender. Information contained on the policy slip includes point of departure and return, beneficiary's name and address, applicant's name and address, and amount of coverage (at the rate of \$5,000 for each 25 cents). Maximum coverage allowed for an individual is \$50,000.

The insurance company is Mutual of Omaha, for which Tele-Trip acts as agent.

Inserts Coins

The purchaser then places in the coin chute the number of quarters corresponding to the premium required for the insurance purchased. A register on the vender tells the customer how much he has inserted.

The customer then inserts the policy slip into a small chute in front of the machine and presses a lever which automatically causes the unit to stamp the policy slip and two carbons with the following information: (1) the time stamp data (minute, hour, day, month and year), (2) a figure denoting length of coverage of

amount of the principal sum, (3) the individual machine's code number, and (4) the resident agent's counter signature required by State law.

At the same time, the unit dispenses a 3-cent stamp. Paper Mate pens are chained to either side of the vender. The top of the vender base is used as a writing desk.

Detaches Stub

The machine automatically detaches a stub from the policy form and retains it. The validated policy is released and the assured withdraws it from the machine, after which he turns over one flap which reveals an address face for a self-mailer envelope. The envelope is filled in, the stamp affixed, and the policy is mailed to the assured's home or office.

Currently, Tele-Trip is both manufacturer and operator, but Paul Brabazon, recently appointed sales manager, said there was a possibility that the firm would sell the unit to other operators. He emphasized, however, that Tele-Trip would continue to act as operator and is plotting expansion in other fields.

Brabazon plans to branch out into railway and bus terminals and is considering gas stations on heavily-trafficked highways. Ski resorts also are considered location potentials.

Commercial Insurance

However, one of the greatest possibilities for coin-operated insurance, Brabazon feels, is the commercial insurance field. Commercial insurance, he explained, (Continued on page 72)

Gottlieb Ships Green Pastures Five-Ball Game

CHICAGO, Jan. 9.—D. Gottlieb & Company started regular shipments this week of Green Pastures, a new type five-ball game with rotation sequence, super point score and replay action.

Key to Green Pastures play is a 1-12 numbered series which when completed scores replays and lights two knockout holes for additional replays. The super point feature is activated when the A-B-C-D rollover series is made illuminating targets for special points. Another play derived from the lettered series occurs when four letters are out. When this takes place a mystery letter lights up and when the rollover lane under it is activated leads to an extra replay.

The new Gottlieb game has a playfield with an unusual number of scoring units which gives players added opportunity to tally either a high score or replays. Service features include a drop chute mounted on a hinged door.

Keeney Repts Hold Initial Bonus Shows

CHICAGO, Jan. 9.—Distributors for J. H. Keeney & Company started showings of the Bonus Bowler game Friday (8), Paul Huebsch, sales manager, announced.

Bonus Bowler is a six-player shuffle game which can be played in either five or 10 frames. It has progressive scoring, match play and features an 8-foot playfield on a 7-foot cabinet. It also is available with a 9-foot playfield on an 8-foot cabinet.

Scoring on the new Keeney game follows: the first, second, sixth and seventh frames have 30-20 scoring; the third and eighth frames 60-40 scoring; the fourth and ninth frames 90-60 scoring, and the fifth and 10th, 120-80 scoring.

When players match the numbers which appear on the backglass with the last digit in any frame, a bonus point series of 10, 20, 30 or 50 points appear on the backglass. They then must press a button on the front of the cabinet to have the pins reset. If they then match the backglass number a second time they receive the number of bonus points indicated.

Huebsch stressed that the longer playfield with the use of shorter cabinets is possible thru a new use of playfield insertion. In addition to this space saving idea, one of the game's top service features is a hinged light rack in the backglass.

SHORTER HOURS

Factory Hourly Wages Up, But Pay Is Down

By AARON STERNFIELD

NEW YORK, Jan. 9.—Altho the hourly wages of labor increased during 1953, thinner weekly pay envelopes have been a source of concern to operators with industrial locations.

Work schedules sagged at year's end, with many economists predicting that unemployment would climb to 4,000,000 by the end of

this year. On the bright side of 1953 was the absence of industry-wide strikes.

The average hourly wage of factory workers, which was \$1.71 in November, 1952, was 7 cents higher in November, 1953. Weekly wages went up from \$70.28 to \$71.02 in the same 12-month period.

However, the latter figure represented a drop of 91 cents from the year's high of \$71.93 in March. The average work week, which had been 41.7 hours in December, 1952, was down to 39.9 hours in November, 1953, with the December, 1953, figure expected to be even lower.

Less Pay, Less Time

For the operator, the reduction in working hours cuts two ways. Obviously, less hours mean less pay, and less cash available for his wares. Then too, the less time a factory worker spends on the job, the less time he has available to patronize coin machines and particularly venders.

The picture, however, is far from bleak for the operator. There is still nearly full employment; factory workers are still taking home near-record pay checks, and total employment in industrial, service, professional and farm jobs is 61,925,000—close to the postwar peak—with labor income running at a rate of more than \$200 billion a year.

Gov't Returns Seized Bells

TOPEKA, Kan., Jan. 9.—More than 40 bell machines, seized by the U. S. Marshal's office late in 1952 from fraternal organizations, were relinquished by the government last week.

The action came in the wake of a ruling by the U. S. Supreme Court that inter-state traffic in the machines was not proved. The Federal Bureau of Investigation had contended the machines were subject to seizure since they had been imported across State lines.

TIME BUYING

Coin Meter Plan Works In Ark.

LITTLE ROCK, Jan. 9.—A coin collection meter installed on a freezer or refrigerator is an effective device in making customers keep up time installments for other furniture and appliances.

Under the coin meter plan, if a customer forgets to make a payment on a new living room suite or a new television set, either the freezer or the refrigerator starts defrosting. The customer must then plunk coins into the meter box to start the refrigerator or the freezer operating again, and he thereby saves up the money to make his payment on merchandise he's buying on time.

The key to the idea, according to Travis McCoy, vice-president of Everybody's Appliance & Furniture store, is that if a payment is neglected, a highly necessary piece of home equipment stops operating. Similar selling plans, where the coin box is installed on a television set itself, are not as effective, because if the buyer does not mind missing a few TV shows, he can delay the payment.

Said McCoy: "The plan has been very successful so far. We haven't had a single repossession of any item sold this way and, like a lot of appliance places, we have had some repossessions on the regular time payment system."

Calendar for Coinmen

January 12—Co-Operative Music Operators, special meeting, Glendale Hotel, Glendale, Calif.
 January 14—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
 January 14—Music Operators of Northern Illinois, election of officers, Max's Golden Pheasant, Elmhurst, Ill.
 January 15—Recorded Music Service Association, annual meeting, election of officers, Bismarck Hotel, Chicago.
 February 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
 March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.

ROUTE TO SUCCESS

Chip Off the Old Block Aids Ride Op

DENVER, Jan. 9.—An unusual promotion is used at the kiddie ride location of Frank Thorwald—a picture of his 3-year-old son.

The Thorwald scion is a blond youngster with plenty of photogenic appeal. Thorwald felt that "everyone likes to look at pictures of children," hence he added a small metal framed picture of the boy on the Merry-Go-Round, Rocket Ships, Horse Racing Cars and Jet Fighter Plane rides, all coin-operated!

In each of his locations in large Denver variety stores, supermarkets and other retail outlets, Thorwald has found that the picture aroused a lot of interest on the part of parents' conjecturing on the identity of the little boy.

Selling Locations

In selling a new location—and Thorwald has made it a profitable hobby to successfully win locations where previous operators have given up—he finds that showing the prospect a picture of his son always has an excellent effect.

"If the location owner knows that I have a child of my own, I should be better qualified to judge as what sort of kiddie rides will bring out the dimes," Thorwald said. "Invariably, it is the location owner who has children of his own who appreciates the possibilities of such machine most rapidly."

Active in most branches of the vending and amusement machine field for the past three years,

Thorwald is both a distributor and operator of kiddie rides.

Out building up locations for his 400 penny-operated venders, he is quick to see the possibilities for kiddie rides, and always gets a machine "on 1 ation" as rapidly as possible. Then he offers those "already installed" to operator customers.

IDAHO

Last Bell Days Prove Confusing

BOISE, Idaho, Jan. 9.—The last days of bell operation in the State spread confusion among operators, location owners and even law enforcement agents.

A court ruling December 23 held that the machines constituted a lottery and thus were prohibited by the State constitution (The Billboard, January 9).

Many of the Idaho locations stopped operating bells Christmas Day and some law enforcement officials jumped the gun by ordering other locations to close down tho it was generally understood that the deadline was to be midnight, December 31, with the expiration of annual licenses.

By December 26 the confusion was so general that attorneys for 180 locations in Idaho Falls secured an injunction enabling them to operate until midnight, December 31. After that date, Gov. Len Jordan and Wayne Summers, State law enforcement commissioner, announced they would consider operation of bells in taverns justification for revocation of liquor and beer licenses.

In some towns there was much feeling because the order was not announced at the time the Supreme Court decision prohibiting bells. Many cities felt they lost a week's revenue by accepting the closing order at once.

There were reports that about (Continued on page 79)

Find Early '54 Play Promising In Connecticut

HARTFORD, Jan. 9.—The Connecticut amusement machine industry outlook for 1954 is promising, with operators reporting fair to topnotch trade during the past season.

Leading operators here say their trade is geared to the industrial output of Connecticut's major cities, and so far the year looks good, with numerous industrial installations planning both expansion and increased activities at existing plants.

They also point out they would like to see some new lines make their debut sometime this year, just "to keep people talking coin machines."

Abe Fish, owner of the General Amusement Games Corporation, says, "To just plug along in the same, familiar rut is not the best idea in the world and that's why the introduction of bowlers pepped up the coin machine trade not so long ago. I'm of the opinion that new machines, and new ways of playing older units, will always bring in new trade."

Rob Purveyor Cash, Mdse.

CHICAGO, Jan. 9.—The Purveyor Distributing Company was robbed of approximately \$1,000 in cash and merchandise Thursday night (7). The theft was not covered by insurance, according to President Herb Perkins.

The thieves broke in thru a side door and gained access to the contents of the firm safe by drilling the safe door.

Det. Shuffle Group Pres. Eyes Big Year

DETROIT, Jan. 9.—The call for a unified program within the industry to insure "making 1954 a banner year" was issued by Martin M. (Barney) Burke, newly elected president of the Detroit Shuffleboard Association.

Expressing his own attitude toward association activity and co-operation between operators, Burke said, "Personally I enjoy my connection with DSA, due to the pep and enthusiasm it embodies in its live wire members. I want to think in terms of continued growth, and want our organization, in the years to come, to fulfill the same or better usefulness it does today."

Burke said his office planned to continue the program of exhorting the industry to active co-operation in association affairs stressed during the past year by Fred Chlopas as president. He added, "The DSA needs every shuffleboard operator in the area. It needs their active participation."

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 9	Issue of Jan. 2	Issue of Dec 26	Issue of Dec. 19
Baseball, 2 player (Chicago Coin).....			\$49.50	\$49.50
Big League Bowler, 4 player (Keeney).....	115.00	115.00	115.00	115.00
Bowl-a-Ball (Chicago Coin).....	200.00 250.00	200.00 250.00	125.00 200.00	125.00 200.00
Bowling Alley (Chicago Coin).....	59.50	59.50		
Bowling Alley, 6 player (Chicago Coin).....	74.50 125.00	95.00 125.00	95.00 125.00	95.00 125.00
Bowling Champ (Keeney).....	59.50			
Bowling Classic (Chicago Coin).....				
Cascade Shuffle Alley 6 player (United).....	325.00(2)	325.00(2)	325.00(2)	325.00 350.00
Classic Shuffle Alley, 6 player (United).....	385.00	385.00	395.00	395.00
Clover Shuffle Alley, 6 player (United).....	325.00 355.00	325.00 355.00	325.00 365.00	325.00 365.00
Club Bowler, 10 player (Keeney).....	375.00	75.00	375.00	375.00
De Luxe League Bowler (Keeney).....	150.00 165.00	150.00 165.00	159.00 175.00	175.00 195.00
Double Bowler (Keeney).....	49.50 79.50	49.50	49.50	49.50 79.50
Double Header (Williams).....	49.50	49.50	49.50	35.00 49.50
Double Score Bowler 10th Frame (Chicago Coin).....	325.00 385.00	325.00 385.00	385.00	
Deluxe Matched (Keeney).....				195.00
Five Player (Shuffle Alley) (United).....	90.00	90.00	90.00 110.00	90.00
Four Way Bowler (Keeney).....	110.00w/p	120.00w/p	120.00w/p	120.00w/p
Four Player Shuffle Alley (United).....	120.00w/p	125.00 139.00	145.00 150.00	140.00 145.00
Hi-Score Bowler (Universal).....	125.00 135.00	140.00 150.00	159.00	150.00(2)
Hi-Score, 6 Player (Chicago Coin).....	139.00 150.00	100.00	100.00	100.00 195.00
High Score League Bowler (Keeney).....	155.00	155.00	165.00	165.00
Hook Bowler (Bally).....				65.00
League Bowler, 4 player (Keeney).....	99.00 139.50	99.50	50.00 99.50	50.00 75.00
Manhattan Shuffle Alley (United).....	275.00	210.00	210.00	210.00
Matched 4 player (Keeney).....	210.00	210.00	210.00	210.00
Matched Bowler, 6 player (Chicago Coin).....	295.00(2)	195.00	195.00	195.00
Official Shuffle Alley, 4 player (United).....	210.00 235.00	210.00 235.00	250.00	225.00 250.00
Olympics Shuffle Alley (United).....	355.00 365.00	355.00 365.00	365.00 395.00	365.00 395.00
Shuffle Alley Deluxe, 6 player (United).....	89.50 125.00(2)	125.00(2)	125.00(2)	125.00(2)
Shuffle Alley Express, 2 player (United).....	59.50	59.50	59.50	59.50
Shuffle Alley, 6 player (Keeney).....	150.00 155.00	150.00 155.00	150.00 165.00	150.00 165.00
Shuffle Alley, 6 player (United).....	100.00	100.00	95.00 100.00	95.00 100.00
Shuffle Line (Bally).....	125.00w/p	125.00w/p	125.00w/p	125.00w/p
Shuffle Target (Genco).....	135.00 155.00	145.00 159.00	175.00 179.00	160.00 175.00
Shuffle Tournament, 4 Way (Universal).....	159.00 175.00	169.00 175.00		69.50 75.00
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	59.50
Six Player 10th Frame (United).....	240.00 270.00	240.00 270.00	240.00 270.00	240.00 270.00
Sleeve Alley (United).....	65.00	65.00	65.00	65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	250.00 265.00	250.00 265.00	250.00 265.00	250.00 265.00
Star 10 Frame, 6 player (United).....	295.00	295.00	325.00	295.00 325.00
Super Deluxe League Bowler (Keeney).....	175.00 185.00	175.00 185.00	195.00	195.00
Super Deluxe Matched (Keeney).....				210.00
Super Matched Bowler, 6 player (Chicago Coin).....	295.00			
Super Six Shuffle Alley (United).....	215.00(2)	215.00	225.00(3)	225.00(3)
Team Bowler, 10 player (Keeney).....	305.00	305.00	305.00	305.00
Ten Player (Keeney).....	325.00	325.00	325.00	325.00
Tenth Frame Bowler (Chicago Coin).....	270.00	270.00 295.00	250.00 270.00	250.00 270.00
Tenth Frame Special Bowler (Chicago Coin).....	325.00	325.00	325.00	325.00
10th Frame Super Shuffle Alley (United).....	295.00(2)	295.00(2)	295.00	295.00
Triple Score Bowler (Chicago Coin).....	59.50	375.00		59.50
Trophy Bowl (Chicago Coin).....	125.00	125.00	100.00 125.00	99.50 100.00
Twin Rotation (Exhibit).....				125.00
Twin Shuffle Alley Rebound (Universal).....			49.50	49.50
Twin Shuffle Alley Rebound (United).....				85.00
Two Player (United).....	50.00 65.00	50.00 65.00	50.00 65.00	50.00 65.00

Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in The Billboard issues December 5 thru January 9.

New Equipment

Kiddie ride, Flub-a-Dub, Williams Manufacturing Company, Chicago.

Kiddie ride, Kiddie Carousel, The Bert Lane Company, Miami.

Kiddie ride, Junior Carousel, Capitol Projector Corporation, New York.

Kiddie ride, Kiddie Carousel, Capitol Projector Corporation, New York.

Kiddie ride, Target Horse, Capitol Projector Corporation, New York.

Kiddie ride, Kentucky Derby, Capitol Projector Corporation, New York.

Kiddie ride, Sabre Jet, King Amusement Company, Mount Clemens, Mich.

Kiddie ride, Hot-Rod, Bally Manufacturing Company, Chicago.

Kiddie ride, Little Choo Choo, King Amusement Company, Mount Clemens, Mich.

Kiddie ride, Little Chug Chug, King Amusement Company, Mount Clemens, Mich.

Kiddie ride, TV Ride, Scientific Machine Corporation, Brooklyn.

Kiddie ride, Steeplechase Ride, Lee Manufacturing Company, New York.

3-D Viewer, 3-D Midget Movies, Capitol Projector Corporation, New York.

3-D Viewer, 3-D Movies, Capitol Projector Corporation, New York.

3-D Viewer, 3-D Pix, Capitol Projector Corporation, New York.

3-D Viewer, 3-D Artists' Models, Mike Munves Corporation, New York.

Arcade unit, Syr-O-Graph, Mike Munves Corporation, New York.

Arcade unit, Swami, Mike Munves Corporation, New York.

Electric timer and coin box, A. B. T. Manufacturing Corporation, New York.

Shuffle game, Criss-Cross Bowler, Chicago Coin Machine Company, Chicago.

Bowling game, Bowl-O, Philadelphia Toboggan Corporation, Philadelphia.

Five-ball game, Arabian Knights, D. Gottlieb & Company, Chicago.

Baseball game, Bullpen, Dodgem Corporation, Exeter, N. H.

Baseball machine, Pitching King, Holmes Cook Miniature Golf Company, New London, Conn.

Golf ball machine, Golf King, Holmes Cook Miniature Golf Company, New London, Conn.

Grip scale, Tung-Go, Meteor Machine Corporation, New York.

Five-ball game, Struggle Buggies, Williams Manufacturing Company, Chicago.

Ride and gun game, Round the World Trainer, Chicago Coin Machine Company, Chicago.

Baseball machine, IQ Baseball Machine Corporation, New York.

Stamp vender, Rollvend, Postage Stamp Vendor Company, Chicago.

Ice cream vender, Mills Package Vendor, Mills Industries, Inc., Chicago.

Hot drink vender, U-Mix-It, Solupak Company, Minneapolis.

Chewing gum, Clark's Long Chew, Clark Bros.' Chewing Gum Company, Pittsburgh.

Vender sandwich, Cheez Waffle, Austin Packing Company, Baltimore.

Vender candy, Vend Pack, The Sweets Company of America, Inc., Hoboken, N. J.

Vender candy, Sweet 'n' Low, Chunky Chocolate Corporation, Brooklyn.

Cup drink vender, 6-selection ColeSpa, Cole Products Corporation, Chicago.

New Firms

Central Novelty Company, Paducah, Ky., was chartered by the State to deal in games and juke boxes.

General Vending Company, Inc., Columbia, S. C., was chartered by the State to deal in coin-operated machines.

SerVit, Inc., Dallas, established by C. B. Hasford and Jack Booth, will market the SerVit A250, a cup-drink vender.

Mid-States Vending Supply Company, Cicero, Ill., established by Bill Stockdale and Bernard Kiley, distributes three lines of venders, coin changers and penny refunders.

Distributors

W-B Music Company, Kansas City, Mo., covering Western Missouri and Eastern Kansas for Chicago Coin Machine Company, Chicago.

Tommy's Distributing Company, Nashville, covering Tennessee for J. H. Keeney & Company, Chicago.

Mid-States Vending Supply Company, Cicero, Ill., established by Bill Stockdale and Bernard Kiley, will distribute venders.

Gene Lane Amusement Company, Miami Beach, established by Gene Lane, will operate juke boxes and games.

Reconditioning and conversion game business, New York, established by Bob Jacobs, will specialize in game conversions.

Lawrence Novelty Company, Montreal, covering Montreal and surrounding area for Rock-Ola Manufacturing Company, Chicago.

Border Sunshine Novelty, Albuquerque, N. M., covering additional territory, El Paso, Tex., for Rock-Ola Manufacturing Company, Chicago.

Taran Distributing Company, Miami, covering Florida, South Georgia and Cuba in games and kiddie rides for Williams Manufacturing Company, Chicago.

Lynn Dickerson Appliance Company, Houston, covering 50 counties in Southern Texas and six counties in Southwest Louisiana for The Bendix Company (radio, television and broadcast receiver division), Baltimore.

Briece Distributing Company, Kansas City, Kan., covering 21 counties in Eastern Kansas and 35 counties in Western Missouri for The Bendix Company (radio, television and broadcast receiver division), Baltimore.

Percy Mostow Enterprises, Winnipeg, covering Canada (penny gum and candy venders) for Transportation Vendors, Inc., Newark, N. J.

Southern Music Distributing Company, Orlando, Fla., opened a branch office in Miami.

Associations

The New York Automatic Music Operators' Association re-elected all officers and directors, including Albert S. Denver, president.

The Detroit Shuffleboard Association elected Martin M. Burke president, succeeding Fred W. Chopan, who resumes executive director post.

The North Carolina Association of Music Merchants, a newly formed group, elected E. H. Anderson, temporary chairman.

Personals

Arthur W. Daddis, appointed district sales representative of AMI, Inc., Grand Rapids, Mich.

Thomas H. Sams, appointed district sales representative of AMI, Inc., Grand Rapids, Mich.

F. Norman Hartmann, appointed assistant to the president of the Lily-Tulip Cup Corporation, New York.

Roger Greene, promoted to advertising director of the Philip Morris Tobacco Company, New York.

John R. O'Connor, appointed assistant to the vice-president in charge of sales of the Philip Morris Tobacco Company, New York.

Bree Johnson, appointed regional manager of the Philip Morris Tobacco Company, New York.

Louis J. Magerer, appointed sales representative in the State of New York (in addition to his present territory) by National Vendors, Inc., St. Louis.

C. P. Anderson, appointed sales representative for the New York City metropolitan area and the State of New Jersey for National Vendors, Inc., St. Louis.

Bernard N. Osmond, appointed a general sales manager of the Fred Hebel Corporation, Chicago.

Hilmer Stark, advertising manager of Vend Magazine, appointed advertising manager, coin machine division, The Billboard Publishing Company, in addition to his present post.

E. C. Schlenker, appointed manager of manufacturing of AMI, Inc., Grand Rapids, Mich.

Monty West, appointed sales manager of Purveyor Distributing Company, Chicago.

Roger J. Squitiero, elected treasurer of the Hirsh Coin Machine Corporation, Washington.

Arnold M. Johnson, vice-chairman of the board of Automatic Canteen Company of America, headed a group which bought Yankee Stadium in New York and Blues Stadium in Kansas City.

O. D. Jennings, head of O. D. Jennings Company, passed away at 78 in Roselle, Ill.

Lewis A. Draper, service manager of the phonograph department, The Rudolph Wurlitzer Company, passed away in Tonawanda, N. Y.

Robert J. Robin, advertising manager of the coin machine division, The Billboard Publishing Company, passed away in Joliet, Ill.

Marvin Ginsburg, promoted to general sales manager of the Seaboard Connecticut Corporation.

Moe Fine, president of Roxy Specialty Company, died in Montreal.

KIDDIE HORSE RIDES

LIMITED Number of Demonstrators available in like-new condition. Unbelievable low price of \$295.

KEN MURRAY, MIDWEST ENTERPRISES
Box 264 Bloomington, Ill.
Phone: 5-9030

NOW in the 4th YEAR

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Steadiest profit-maker in the industry!

EXHIBIT SUPPLY 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

Employee-Employer Contract Aids Ops

NEWARK, N. J., Jan. 9.—Sol L. Kesselman, attorney for the Music Guild of New Jersey, has combined his knowledge of law and experience in the music machine industry to make an employee - employer contract available to operators thruout the country.

Kesselman said, "The contract should minimize what can be called a form of piracy."

Kesselman explained that the contract was brought about by the many instances in which employees have taken unfair advantage of employers by appropriating company accounts in terminating their employment.

The following are the six basic provisions in the contract:

1. Both parties signing the contract agree that employment has been established.

2. In the event that employment is terminated, by an act of either party, the employee agrees that he will not either directly or indirectly be engaged in a business similar to that of the employer in the county of -----, for a period of five years after employment is terminated.

3. The employee agrees that he will not attempt to divert the employer's customers to another firm for a period of five years after employment is terminated.

4. The employee agrees that he will not disclose or furnish to any person, firm or corporation, the method used by the employer in conducting his business.

It is understood that in the event of a portion of this contract becoming illegal, the balance of it may be considered legal and binding on all parties.

5. It is agreed that the employee will not undertake any action that would be detrimental to the business of the employer.

6. The provisions of this contract shall insure to the benefit of the heirs, executors, administrator, successors and assigns of the employer.

Kesselman said, "There are legal means for management to strengthen its position and it was inevitable that a model employee-employer contract be prepared with special emphasis on restrictive covenants."

Op Committee Named to Plan MOA Convention

OAKLAND, Calif., Jan. 9.—A committee, composed of operators from 10 States, has been appointed by George A. Miller, president of the Music Operators of America, to make final arrangements and plans for the coming MOA convention to be held in Chicago, March 8-10.

The committee is composed of four groups and each will receive a list of prospective exhibitors to be contacted. Arrangements for sight-seeing tours, previews and tickets for radio and television shows for wives and guests of operators also will be the duty of the committee.

A special committee meeting has been scheduled for January 25-26 in Chicago. Miller and Ray Cunliffe, of Chicago, will be at the Palmer House, Chicago, from 24-30 handling exhibit space requests.

The following are members of the committee: Martin Britz, Montana; Ray Cunliffe, Illinois; Wes Esler, California; William Hullinger, Ohio; Phil Levin, Illinois; Al Denver, New York; Hirsh de la Viez, Washington D. C.; Les Montooth, Illinois; Jack Mulligan, Pennsylvania; Howard Ellis, Nebraska; Clint Pierce, Wisconsin; James Tolisano, Connecticut; George Workman, Pennsylvania; Victor Ostergren, Indiana; Sidney Levine, New York, and George Miller, California.

AMI Licenses Danish Juke Manufacturer

GRAND RAPIDS, Mich., Jan. 9.—John W. Haddock, president of AMI, Incorporated, announced this week that Jensen Music Automates, Copenhagen, Denmark, manufacturers of the Jensen Music Box, had been licensed to manufacture under patents and designs of AMI, Incorporated.

The Jensen model J/40 is to be known henceforth as the IMA-AMI juke box.

"Oscar Siesbye A/S, Copenhagen, will act as European sales representative for both IMA-AMI and AMI products," Haddock said.

Distributors who will handle both IMA-AMI and AMI equipment, are to be appointed for all principal European countries. The following firms already distribute AMI equipment in Europe: Firma Helmut Thebeck, Hamburg, Germany; Simons & Zoon, Antwerp, Belgium, and Padarex S/A, Lausanne, Switzerland.

Chi Distrib Aids Ops in TV Problems

CHICAGO, Jan. 9.—Music operators of Central Illinois are being aided in at least one of their problems by Ben Coven, head of Coven Distributors, who has come up with an idea for combating the influx of new TV stations.

Coven believes that the problem lies solely with the location owner and not with the customer. His plan is to show owners that it is to their advantage to keep the juke boxes playing without hurting the TV trade. Operators can ask location owners to keep the set on only for special programs and programs that will interest all customers. If the location owner can be made to see that his profits will be increased by more juke play, chances are he'll go all out for the idea.

"The story is the same wherever new TV stations have gone up," Coven explained. "Juke box play falls off after customers get over the novelty angle."

In Chicago, when TV first came into effect, Coven had pamphlets distributed among operators that pointed out to location owners the advantages of both the juke box and the TV if handled correctly. Thousands of these pamphlets reached location owners and the result was

(Continued on page 68)

JUKE JINGLE

Coast-to-Coast TV Suggested To Spur Play

MIAMI, Jan. 9.—Dave Engel, of Dade Vending Company, believes that the manufacturers of automatic phonographs are missing a good bet by not going on television.

"Other manufacturers advertise their wares on TV, so why not the juke box industry?" Engel asks. "Here is a real opportunity to build new interest on a nationwide basis."

Engel feels that a coast-to-coast show with the proper format would stimulate juke box play and "sell" the automatic phonograph to additional millions.

New AMI Dept. Completes 1st Juke Cabinet

GRAND RAPIDS, Mich., Jan. 9.—The first juke box cabinet manufactured in the wood working department of AMI, Inc., came off the assembly line this week (7). William FitzGerald, sales promotion and advertising manager of the firm, announced.

FitzGerald said that the cabinet was identical to the one the company is now using and that production would get underway within the next few months.

The new department is supervised by Ted Kolen, who was formerly with a furniture manufacturer, and employs over 30 persons. It is equipped with air-conditioning, new power machines, dust collectors and controls for regulating humidity.

Another new department is the paint shop. There, too, new equipment has been installed.

Chicago Assn. Skeds Jan. 27 For Elections

CHICAGO, Jan. 9.—The Recorded Music Service Association has scheduled its annual meeting and election of officers for January 27 in the Gold Room of the Hotel Sherman, Ray Cunliffe, president of the association, announced.

Cunliffe explained that the meeting had been originally slated for January 15, but was changed when operators asked to have it postponed for a week.

The meeting also will include review of the past year's activities.

"Altho the meeting begins at 8 p.m., there will be an informal gathering an hour before at the offices of the association to give all the members a look at our new headquarters," Cunliffe said.

Over 3,000 Youths To Get Wurlitzer Contest Awards

NORTH TONAWANDA, N. Y., Jan. 9.—A. D. Palmer, advertising and sales promotion manager of The Rudolph Wurlitzer Company, announced that an achievement certificate would be mailed to over 3,000 young music aspirants who were contestants in the recent Frankie Laine-Wurlitzer vocalist contest.

Each certificate, with the name of the contestant hand lettered in Old English script, bears the signatures of Frankie Laine and R. C. Roling, president of the firm.

The contest, which was a search for young, non-professional singers who might never reach acclaim thru regular channels, was

(Continued on page 68)

EDITORIAL

One Day for Polio

Music operators thruout the country might well follow the steps of members of the Music Operators' Association of Northern Illinois and the Illinois Amusement Association in supporting this year's March of Dimes.

Louis Casola, head of Mid-West Distributing Company, Rockford; Andy Hesch, head of A. H. Entertainers, Arlington; Bob Lindelof, head of General Music Corporation, Skokie; Lester Klasing, collector of Town & Country Music Service, De Kalb, and Adam Keres, salesman of Mid-West Distributing, this week gave a day to solicit the co-operation of operators and location owners in Northern Illinois.

If this type of action could be followed on a national level, by the Music Operators of America, the result would be not only a great aid to a worthy organization but a boom to the music machine industry's public relations. Countless new friends would be won by such an effort.

Illinois Results

Co-operation to be expected from operators and location owners can best be judged by the experiences of the five who sparked the idea.

The group started out early Monday morning in De Kalb, visiting juke box operators and location owners, accompanied by the local polio chairman and press representatives. Pictures and a story appeared in the paper the following day and they received 100 per cent co-operation from everyone contacted. The same day they also visited operators and location owners in Harvard and Woodstock and there, too, received the same co-operation.

Louis Casola, who originated the plan of giving one day's proceeds of each juke box on location, wrote letters to operators thruout his area, urging them to contact local polio chairmen. He asked them to post signs on their juke boxes asking that "one day's play be donated to the polio fund."

It is estimated that the proceeds of nearly 1,000 juke boxes will be donated to the polio drive.

Here is an opportunity that provides every segment of the music machine industry with a springboard for a good public relations gesture.

MOA Show to Add Many New Exhibits

OAKLAND, Calif., Jan. 9.—George A. Miller, president of the Music Operators of America, announced that exhibits at this year's MOA convention, March 8-10 at the Palmer House, Chicago, would include besides juke boxes, kiddie rides, popcorn machines, coin-operated television and radio, cigarette venders, drink venders, coin rejectors, title strips and all other equipment allied with the automatic phonograph business.

Miller, in sending application blanks for exhibit space to various manufacturers, explained that because music operators had found it necessary and profitable to enlarge their routes with equipment other than juke boxes, exhibits would be expanded to include all types of coin-operated machines.

"A complete list of exhibitors, meetings and topics, will be announced several weeks before convention time," Miller said.

The highlights of the meetings are expected to be the inauguration of a copyright organization, sponsored by MOA; a discussion of a proposed national TV show, "Jack in the Juke Box" directed by Walt Frammer Productions; a national tax council to eliminate many city, State and federal license taxes, and a report on the

Profit Cuts Spark San Antonio Ops; Assn. Plans Roll

SAN ANTONIO, Jan. 9.—Local juke box operators, sparked by dwindling profits and sharper competition, met here this week to form an association designed to end the practice among some operators of offering higher commissions to obtain locations.

The organization plan was inspired by a letter from the Texas Merchandising Vending Association of Austin, Tex., which reported that efforts were being made in other Texas cities to eliminate similar difficulties.

According to the letter, many juke box operators thruout the State feel that unless organizations are formed, operator profits will vanish as a result of the higher and higher commissions being paid.

Albert Johnson was appointed temporary chairman of the meeting. While no decisive action was taken, it was agreed that another group gathering would be held soon in the hope of establishing a mutual organization for the benefit of operators.

progress of dime play in various sections of the country.

Miller, of 128 East 14th Street, Oakland, Calif., and Ray Cunliffe, 3018 East 91st Street, Chicago, are handling all reservations for exhibit space. Miller urged that no requests for space be sent to the hotel directly.

Evans Output Predicted 50% Higher in '54

CHICAGO, Jan. 9.—Les Rieck, sales manager of the phonograph division of H. C. Evans & Company, announced this week that the company's 1954 production was expected to exceed last year's mark by over 50 per cent. Rieck added that production last year had also been 50 per cent higher than in 1952.

"This optimistic view is based on the fact that we have just recently completed a program which called for an increase in employees, space and production," Rieck said. The program followed a meeting held by the board of directors last October, when R. W. (Bill) Hood was elected president and general manager of the firm.

Rieck also added that the firm was definitely going to exhibit at the MOA convention next March.

IT'S ALL IN HOW YOU LOOK AT IT

CHICAGO, Jan. 9.—Juke box operators run into a lot of trouble but the one of having to give a location a small juke box because it blends better with the bar, tables and chairs, is rather unusual.

That's what happened when Ray Gallet, of Paschke Phonograph Service, wanted to put a machine in the Midget Inn. The owner, bartenders and waitresses are all midgets. About the only thing in the place that isn't small are the customers.

Gallet thought the problem over for awhile and finally installed a Rock-Ola Comet. Now the Midget Inn has the unique problem of having the smallest big-looking juke box in Chicago.

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:

REVOLUTION IN MFG. DOUBLES DISK OUTPUT. A revolution is taking place in the manufacture of phonograph disks. Disk output is double what it was three years ago as far as man hours per machine is concerned (General department)

PETRILLO RECORD PACT IS SWITCH. Seven record manufacturers and James C. Petrillo this week reached an agreement which should lead to one of the most interesting labor-management contracts in many years (General department)

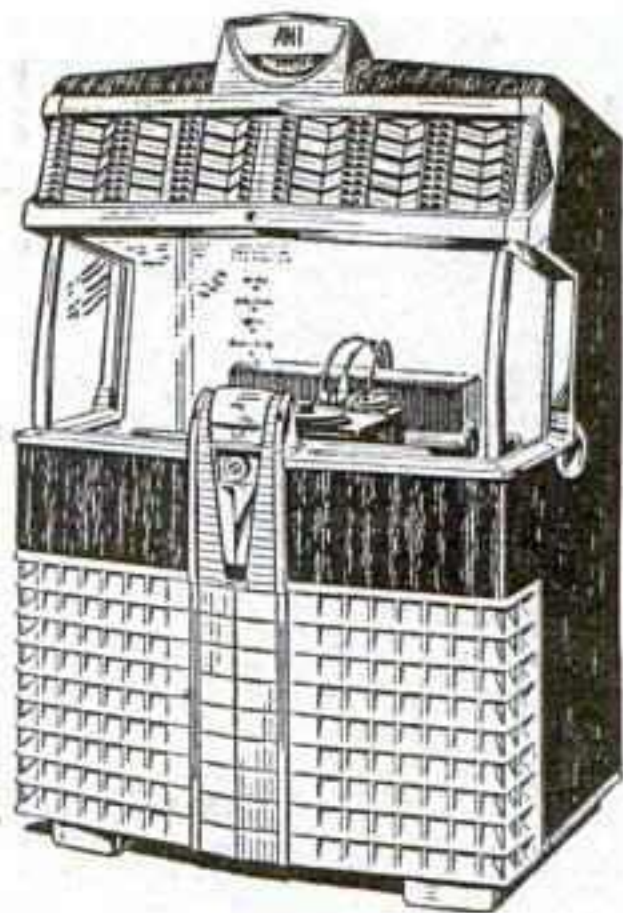
HI-FI OUTLOOK BRIGHT. The outlook for high fidelity phonographs for 1954 is good—many firms base their hopes on its growing popularity (Music department)

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

"put in!"

Ever since the repeal of prohibition many swank bars and elite restaurants have steadfastly refused to accept a juke box of any kind. It took Model "E" by AMI to turn the tide. The deluxers have suddenly fallen for "E's" breathtaking beauty, smart style and tonal fidelity and are telling AMI ops to

"Put One In"



E 120

Also Model E with 40 & 80 Selections

AMI *Incorporated*

General Offices and Factory:
1500 Union Avenue, S.E., Grand Rapids 2, Michigan

Music Route Management

Music Route Management Salesmanship Aids Profits

If a location owner should call for Glenn Wolcott, at his home in LaCrescenta, Calif., he might learn that he is at the shop. However, they would be only a little nearer to finding him for he could be in one of several places. For Wolcott, who calls himself a small operator, might well be using the workroom facilities of Ben Korte, Glenn (Red) Catlin or Pete Romero.

While these three, like Wolcott, are also in the coin machine business, there is a friendly spirit of competition. When Wolcott needs equipment, parts or even a machine, he has access to the shop and stock of these fellow operators.

That this may happen only in the Glendale area may be true. Nevertheless, it is the case. In return, Wolcott helps these men out in the few occasions that they might need it.

Selling Angle

Wolcott, who started in business on his own in 1951 after working as a serviceman for other operators, including Ray Tisdale, with whom he started in 1943, and later

Catlin and Korte, is primarily a route man. However, in the last two years he has been working both the selling and servicing angles. He has music, games and even Arcade equipment. Music accounts for 75 per cent of the route.

Now established in business as in a home, Wolcott is building upon the small start made only a few months ago. To get into this field, he invested all of his savings. But he organized himself on a solid basis. All of the money that is received from the route goes into a special account at the bank. It is used only to defray expenses of the operation as well as to care for expansion.

Wolcott believes that the coin machine field is changing. While he is primarily a mechanic, he believes that the ability of an operator to sell a location is more important than being able to repair a machine properly.

Servicemen Available

He points out that there are men available, who are well versed in servicing because of their training

in the Armed Forces. They can be obtained quite readily to repair a machine. He reasons, too, that a piece of equipment is of no value unless it is in a good location. This requires selling, and he puts salesmanship ahead of the job of working on relays.

This may be a bit of the grass being greener on the other side of the street, but Wolcott does all right for himself as a salesman, and of course, a serviceman.

Another problem, if selling can be considered one, is that of picking tunes. Wolcott admits that he has no formal musical education. He has overcome this by watching The Billboard picks, listening to the disk jockeys, particularly Peter Potter's "Juke Box Jury." This method of picking so far has done adequately for the selection of records for his spots, which include popular, country and western, and rhythm and blues. In the teen-ager patronized spots, he uses quite a bit of bop and goes the other way to give the listeners in the swank spots smart stuff.

Teen-Agers

The rhythm stuff in the spots frequented by teen-agers has proved a money-maker for Wolcott. He recalls that at one spot he was approached by the location owner with the request that "more soft music" be used. He argued that it would not go, but at the insistence of the proprietor removed the usual selections. The take dropped. With the figures to tell the tale, he went to the location owner with his report. The hot stuff was back on the machine.

Wolcott puts little faith in request numbers from the location. He argues that generally these are for the oldies and that an operator has to keep new stuff on the machine if the take is to be kept up.

The music section of the route has caused Wolcott only the usual headaches, most of which he has avoided thru his own systems. But the Arcade equipment made up for any feelings of comfort that were afforded by the music machines. He had Arcade machines in spots frequented by teen-agers and even those younger. Here the units took a beating. And because of this, he has moved much of it to bowling alleys and similar spots so that the patronage is from adults.

The moving of the Arcade machines to other spots cut out the daily servicing that was required when the teen-agers were patrons. However, Wolcott optimistically says that since he is a small operator, the number of calls does not matter too much.

Operator Jo-Operation

This status also requires that he remain on the job around the clock and for seven days a week. This, too, has been solved, or eased at least, by the fact that he has friends in the business. Recently he took on for Northern California and while he was out of town, Pete Romero took care of the urgent calls for him. Romero is credited with contributing much to Wolcott's knowledge of mechanisms for he says that Pete knows the business, and can tell another about it in terms that can be understood. Also credited with contributing to Wolcott's know-how is Walt Lyman, a serviceman he met when both were with Tisdale.

Wolcott recalls that some years ago he was asked to check on the playing of a certain record. The location was a cafe and the complaint was that when it was played, ash trays just disintegrated on the table—but with a bang.

Wolcott at first disregarded the complaint or he could not visualize how such a thing could happen. Later when he was at the spot the record was played. And, he says, the ash tray in front of him just blew up. He checked the machine to see what could be done about it. For he did not want to remove the Mario Lanza recording of "Be My Love."

This operator admits it's hard to convince people that this was one of the occupational hazards of his route. Perhaps a better explanation might be that it happened in Glendale.

Meet Glenn Wolcott

Glenn Wolcott had just been discharged from the Army and was passing the time of day in a Glendale, Calif., cafe, waiting for something to happen. Ray Tisdale was servicing the location's juke box. When the machine was opened and the coin box was emptied, Wolcott saw the electrical wiring along with the coins and

were with coin-controlled machines.

In 1951 Wolcott took his savings and ventured into the coin machine business on his own. He kept adding pieces as the bankroll permitted until today his route is 75 per cent music and the remainder arcade pieces and games.

Joins Concessionaire

Wolcott was born in Delta, O., 33 years ago. At an early age he worked for Del Case, a concessionaire who traveled the fair circuit operating a shooting gallery. The following year and until 1937, Wolcott was on the road with Case.

The year he left the concession field, he moved to Tucson, Ariz., where he took over a bakery route. The job folded when the two owners were killed in an automobile accident.

He arrived in Glendale, Calif., in 1938. His first job was that of again escorting bread, rolls and buns into groceries and cafes. Later he took a job for a transport company that picked up money from different firms. He remained there until he went into the Army in 1942, only to receive a medical discharge the next year.

Wolcott likes the coin machine field. It is out-of-doors, gives him a chance to tie a few wires together and, above all, it is still a job of handling money.



GLENN WOLCOTT

decided that was the business for him.

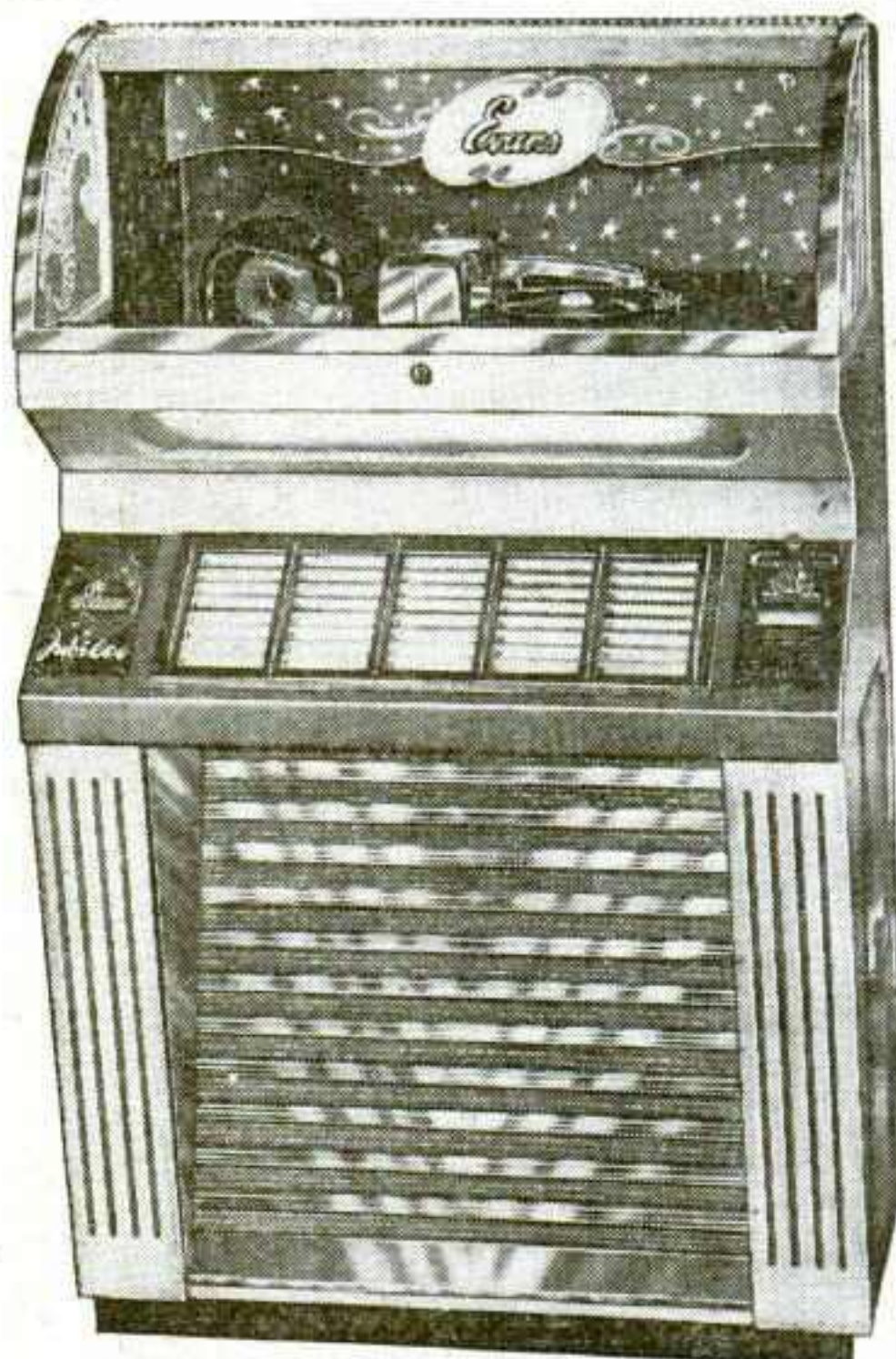
So in 1943 he went to work for Tisdale and later for Glenn (Red) Catlin, with whom he remained for three years. Wolcott next went to work for Lockheed Aircraft Corporation, increasing his knowledge of electronics and continued to dabble, as it

What You Don't See Below the Surface Shows Up in the Profit Column!

Under the appealing modern beauty of Jubilee Phonographs lies Evans' 60-Year Reputation for Quality! You won't pay more for this Hidden Extra Value . . . you will get more in enduring trouble free performance, play-inspiring, true-to-life Tone Reproduction and overall economical operating.

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR

EVANS' CENTURY 100/45

50 RECORDS—100 SELECTIONS 45 RPM

EXPORT INQUIRIES INVITED

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

3,000 Youths

Continued from page 66

held from September 15 thru October 19. The winner was a New Jersey high school junior, Patty Bross (The Billboard, December 12). Miss Bross was awarded a \$1,000 scholarship on Ed Sullivan's TV show, "Toast of the Town," and was given the opportunity of having her voice recorded on a Columbia record. Forty local winners received \$100 cash prizes and the top five runners-up received inscribed plaques in addition to the cash.

Chi Distrib

Continued from page 66

that TV trade continued and juke boxes were played more.

Coven also has his three salesmen get together as often as possible and exchange thoughts on different problems. He feels that by doing this each salesman is less likely to run up against a problem for which he doesn't have at least a temporary answer.

MARCH OF DIMES



JANUARY 2-31

Reconditioned Music Equipment



Say, Man!

Have We Got Bargains!

SEEBURG

148SL \$159	146M \$99
147M 129	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 169	Riscrocal (12 selections) 79

WALL BOXES

Wurlitzer 4820 \$29.50
Wurlitzer 4851 39.50
Wurlitzer 3020 12.50
Packard 4.50

WIRE--WRITE--PHONE

1/3 down, balance C.O.D.

Export inquiries invited

- DETROIT, MICH. —10217 Linwood
Tulsa 3-3900
- CLEVELAND, OHIO—2600 Euclid
Cherry 1-3801
- LANSING, MICH. —1224 Turner
Lansing 5-4243
- TOLEDO, OHIO —1302 Jackson
Main 6192

MUSIC SYSTEMS INC.

ADDS UP

... to the Highest Earning
Phonograph Ever Built



Wurlitzer 1500

Any check-chart of phonograph values finds the Wurlitzer 1500 so far out in front it's fantastic. Any comparison of earning power puts it in the same lead position.

The reasons for its leadership are obvious. Add up all the features it offers for the money including the fact that it's the **only** phonograph that will play 45 and 78 RPM records INTERMIXED.

You come to one conclusion. The Wurlitzer 1500 offers more for an operator's money than any phonograph the industry has ever produced!

See Your Wurlitzer Distributor



THE WURLITZER 1650

Biggest Value in the Small Phonograph Field

The 48 selection Wurlitzer 1650 playing straight 45 RPM records or the 1600 playing 7 or 10 inch discs offers operators a compact, beautiful, tuneful phonograph at a new low price that has proved itself a marvelous money maker.

The Rudolph Wurlitzer Company • North Tonawanda, New York

Am. Chicle Sets Slight Increase In Vend Pk. Price

LONG ISLAND CITY, N. Y., Jan. 9.—Effective this week the price for 100-pack vending gums of the American Chicle Company will be increased to 40 cents a box, less 2 per cent for 15 days, net 30 days, f.o.b. Long Island City. The increase, the first since before the Korean War, amounts to 1.58 cents a box. The old price was 38 cents a box, less 1 per cent for 10 days, net 11 days.



ADVERTISERS know exactly what **THE BILLBOARD** delivers because The Billboard is a member of the Audit Bureau of Circulations.

Coffee Prices Still Climbing

NEW YORK, Jan. 9.—Coffee prices on the New York Coffee and Sugar Exchange are at near-record highs. The price rose steadily during 1953. Two factors responsible for the increase were the Brazilian frost and the removal of price controls by the United States.

The July-August frost pushed prices higher by cutting the crop in some areas of Brazil by nearly a third. The damage is expected to reduce crops for several years.

NEW YORK, Jan. 9.—Tic-Tac-Toe charms for Rocket Machine operators were introduced this week by the Paul Price Company. The charms come in two-tone colors, with a peg-board, pegs and a peg case.

Ice Vending Wins Holiday Boost

DETROIT, Jan. 9.—Ice vending got a boost over the holidays when local ice companies banded together to use quarter page ads in Detroit newspapers. A slogan, "There's an ice vending station near you," was followed by a list of 88 locations of machines, grouped by areas for convenience.

The ads further stressed the variety of service available "cubes . . . crushed . . . block," and the fact that it was a 24-hour service.

New Eppy Series

JAMAICA, N. Y., Jan. 9.—Samuel Eppy & Company, Inc., this week released a new charm series, 10 fruits and 10 vegetables. Each charm is hand painted.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment.

	Issue of Jan. 9	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19
AMI				
Model A	\$159.00 169.00 250.00	\$159.00 169.00 195.00 275.00	\$139.50 150.00 159.00 169.00 195.00(2) 275.00	\$159.00 169.00 195.00(2) 275.00
Model B	229.50 239.00 325.00	229.50 239.00 275.00 325.00	229.50 239.00 250.00 265.00 275.00	239.00 249.50 265.00 275.00 325.00
Model C	279.50 289.00 325.00	279.50 289.00 325.00 350.00	279.50 289.00 295.00 300.00	289.00 289.50 295.00 325.00
Model D-40	450.00	475.00 495.00	314.95 435.00	350.00 475.00
Model D-80	439.50 550.00	439.50 575.00	495.00(2) 515.00 595.00	495.00(3) 519.50 595.00(2)
CHICAGO COIN				
Band Box			125.00	125.00
EVANS				
Constellation	325.00	325.00		195.00
MILLS				
Constellation	125.00	125.00		124.50
PACKARD				
Manhattan	79.50			79.50
Hideaway		125.00	125.00	125.00
RISTAUCRAY				
12 Selection	79.00	79.00	79.00	79.00
ROCK-OLA				
1422	69.00 79.00	59.50 69.00 79.00	40.00 50.00 69.00 79.00	50.00 69.00 79.00 79.50
1426	89.00 99.00	89.00 89.50 99.00	89.00 89.00	89.00 99.00
1428		199.50		199.50
1432			245.00	
52-50			449.00	
Playmaster			35.00	35.00
SEEBURG				
Hideaway	125.00 495.00	125.00(2) 495.00	125.00 445.00 479.95	125.00(2) 445.00 485.00 495.00(2)
M 100 A 78 RPM				625.00
M 100 B 45 RPM				745.00
M 100 BL				825.00
M 110 C				75.00
146	135.00	135.00	60.00 99.50	60.00 75.00 99.50(2) 135.00
H 146 Hideaway			60.00	60.00 89.50
H 146 M Hideaway	79.00	79.00	50.00 75.00 79.00	75.00 79.00
H 147 M Hideaway			85.00	
H 246 M Hideaway			60.00	
H 148 Hideaway	90.00	90.00	90.00	90.00 165.00
H 147 Hideaway			75.00	185.00
146 M	79.00 99.00	79.00 99.00	79.00 99.00	75.00 100.00 99.00
146 S	74.50	79.00	79.00	79.00
147	165.00	165.00	75.00 85.00 109.50	75.00 90.00 109.50 119.50 165.00
147M	99.00 129.00	99.00 129.00	99.00 129.00	99.00 129.00
147 S	79.00 99.00	99.00	99.00	99.00
148	195.00	195.00		175.00 195.00
148 M	164.00	164.00	164.00	164.00
148 ML	179.00	179.00	159.50 179.00	179.00 179.50
148 SL	159.00	159.00	159.00	159.50
1946 Hideaway		89.50	79.50	79.50
WURLITZER				
700	59.00	59.00	59.00	59.00
750	59.00	59.00	59.00	59.00
800	59.00	59.00	59.00	59.00
850	59.00	59.00	59.00	59.00
1015	99.00 150.00	150.00	95.00 99.00 119.95	95.00 99.00 109.50 135.00 150.00
1017 Hideaway			85.00	
1017			75.00	75.00 99.50
1080	69.50 89.00 125.00	89.00 125.00	89.00	89.00 125.00
1100	199.50 219.00 275.00	219.00 275.00	195.00 219.00	195.00 219.00 275.00
1250	249.50 269.00 295.00 319.00	269.00 295.00 319.00	269.00 295.00 319.00	249.50 269.00 275.00 295.00(2) 319.00 324.50 439.50 495.00 545.00
1400				

Tops in Design!

BOTH INSIDE AND OUT

ROCK-OLA Comet 120 Selections

Revolutionary New Mechanism

High Styled Cabinet designed by one of America's Top Designers

3-WAY Accessible Top

The smallest Cabinet less than 30 inches wide

MODEL 1438

MODEL 1546 Chrome Cover Wall Box with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

How Was Your Timing on . . .

"WOMAN"

JOHNNY DESMOND
CORAL 61069

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 little 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**

NOVEMBER 25

Title Strips Ready for Top Juke Profits

NOVEMBER 25

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Weeks)	(Cost for 3 months)	(Cards per Weeks)	(Cost for 3 months)
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		

Yermie 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 _____

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

HOW TO SELL, KEEP SOLD 'TOUGH NUT' LOCATIONS

Key points of Thorwald's "location approach":

1. Handsome machines.
 2. Swift, reliable service.
 3. Healthful, sanitary products.
 4. An automatic means of serving children.
 5. (Operator's) credit rating, business background.
- To keep the "location owner sold":

A woman "globe decorator" is employed at headquarters to artistically fill globes with confections, charms, to merchandise both to best advantage.

BLUE-PRINT FOR PROFIT

Dignity, Service Open Locations for Bulk Op

By ROBERT LATIMER

DENVER, Jan. 9.—Modern merchandising ideas have helped Frank Thorwald build up a profitable route of 400 ball gum and charm venders.

A six-foot, amiable, greying man, Thorwald is a distributor for Victor Vending Corporation. But he is primarily known as an operator, and as one who has made confection and charm vending flourish in areas where many previous operators simply give up.

Surprisingly, he has been in the field only three years. Prior to that he was associated with Colorado's largest quilt-manufacturing organization. Intensely interested in vending machines, he looked into the field in 1950, was

told that "all the good locations are taken."

Room for New Op

In asking questions, Thorwald was struck by the fact that many local outlets, which he considered ideal, had no vending machines whatsoever. These included drugstores, theaters, supermarkets, chain stores, etc. In each instance, Thorwald was told that the location management simply would not "hear of putting a vender of any kind in the building." However, he was convinced that thru the proper approach these locations could be won over.

Since that time, thru a combination of first-rate merchandising tools, Thorwald has become Denver's largest operator of penny

(Continued on page 80)

DETROIT HITS SPONSORED ROUTES

Charges Venders Violate Charity Ordinance; Fraternal Clubs Appeal

DETROIT, Jan. 9.—Civic club sponsorship of some 1,300 vending machines for charity fund raising ran into city opposition here this week. Three major groups—local Lions, Kiwanis and Optimists organizations—were told that a municipal ruling made such sponsorship a violation of the charity ordinance.

One group, the Downtown Lions Club, moved to appeal the ruling that its sponsorship was in violation of the ordinance. A special city board which rules on charity projects under the city ordinance, the Solicitations Authority Committee, agreed to a hearing this week. Representatives of the Kiwanis and Optimists clubs are also expected to attend the hearing.

The Solicitations Committee charged that "the vending enterprise did not qualify as a charitable work," refused permits to the Lions and Optimists clubs on October 27 last year. A Kiwanis member stated that his club "had not applied for a permit because it did not know one was required."

A SAC committee member pointed that under the ordinance, 70 per cent of the money raised, after certain expenses, must go to

the soliciting charity. He said the companies owning the venders did not "pay anything like the required percentage."

Criticism of the arrangement also was voiced by C. J. Avery, manager of the local Better Business Bureau's Consumer Division. He said the solicitations ordinance was intended "to eliminate private gain from charity projects and this situation violates that purpose."

(Continued on page 78)

PRR Unveils New Auto-Buffer Coach

Dining Car Has Bar, Tables; Reverses Practice of Selling Train Food at Loss

NEW YORK, Jan. 9.—The Pennsylvania Railroad is flying in the face of eastern railroading tradition by actually operating a dining car at a profit—letting automatic merchandising take over as a substitute for labor, which accounts for 75 cents of every food dollar taken in by the line.

Some 50 newspapermen, photographers and magazine writers, representing metropolitan dailies, press associations, the trade press, news magazines, radio, television and newsreels, were guests of the

Pennsy Thursday (7) when the road unveiled its new coin-operated dining car, designed by engineers of the road's dining car service and the Rowe Corporation.

The car, converted from an old cafe coach, has been used experimentally on the New York-Washington run for three weeks and now goes into regular service on the trains which leave New York at 11:30 a.m. and Washington at 8 p.m.

Equipment Line-Up

Vending equipment includes a Rowe eight-column sandwich unit, a Bert Mills coffee vender, a seven-column Rowe candy merchant, an Apco three-flavor cup drink dispenser, a Fred Hebel ice cream unit, a Rowe milk-chocolate milk-orange vender, a Rowe cake and pastry vender, an eight-column cigarette vender and a Vendo changemaker.

Morris Auerbach, head of Philadelphia's Automatic Food Service, the Rowe subsidiary which operates the venders, said that the machine will be serviced en route.

(Continued on page 78)

Vendall Buys Lunch-O-Mat 20-Unit Route

NEW YORK, Jan. 9.—Lawrence Reiss, head of the Lunch-O-Mat Corporation, manufacturer of a multi-selection in-plant feeding vender, announced this week that he had sold his 20-machine Lunch-O-Mat route to Vendall, Inc., operated by Bob Siegel, Henry Davis and Murray Oglan.

Reiss said, however, that he would continue as manufacturer of Lunch-O-Mat and as operator of a cookie route. Lunch-O-Mat, made by the Statler Manufacturing Company, was introduced more than a year ago, but has been produced on a limited basis, primarily for Reiss' operation. Reiss would not divulge what his plans were for marketing the vender on a national basis.

Oglan said he would reveal Vendall's plans next week.

Mills Vender Output Hits 450 Monthly

ST. CHARLES, Ill., Jan. 9.—Production at the new Bert Mills Corporation manufacturing plant here is now hitting 450 machines a month, president Bert Mills reported this week. "And I expect that production will be doubled in the next few months," he said. Mills stated that about 15,000 of the firm's machines are now on location, and that, conservatively speaking, "these machines will vend about 1 billion cups of coffee in 1954 alone."

Said Mills: "When we started producing in 1949 two or three machines a day was big production. Last year our machines dispensed over one-half billion cups; in 1954 we expect to vend another billion cups, as many as were dispensed thru our machines in the preceding four and a half years."

At the official opening of the new \$750,000 plant last month, Mills was presented with a silver cup symbolizing the billion cups dispensed by Bert Mills Coffee Bars since their introduction in 1948. O. J. Poffenbarger, Chicago sales manager of the Dixie

(Continued on page 78)

P-M Sets Date On Parliament Merger Action

NEW YORK, Jan. 9.—Stockholders of Philip Morris & Company, Ltd., Inc., will meet in Richmond, Va., January 26 to vote on the proposed acquisition of Benson & Hedges. Altho the transaction is technically an acquisition by Philip Morris, it is, for all practical purposes, a merger of the two organizations.

The resolution would authorize Philip Morris to acquire a minimum of 355,460 shares of Benson & Hedges common stock on the basis of a share-for-share exchange of Philip Morris stock. B&H, maker of Parliament cigarettes, would then become a subsidiary of the larger company.

(Continued on page 78)

Cig Smoking Drops 1.21% in N. Y. State

Tax Men Cite King-Sizes, Higher Prices, Health Factors; Ops 'Not Worried'

ALBANY, N. Y., Jan. 9.—For the first time since World War II, cigarette consumption in New York State has begun to decline, according to figures released this week by the State Department of Taxation and Finance.

Cigarette consumption, which had doubled between 1940 and 1953, dipped 1.21 per cent during

the eight months ending November 30, 1953, compared with the eight-month period the preceding year.

Except for the last year of World War II, when there was a cigarette shortage, this is the first drop in cigarette tax collections since the tax was imposed in 1939. Considering that cigarette consumption was at an all-time high, the 1.21 per cent drop isn't causing any great concern in vending circles.

Revenue from the 3-cent State levy was \$41,025,112 for the eight-month period in 1953, compared with \$41,525,112 a year earlier. With each loss of a dollar of revenue representing 3.3 packs of cigarettes, the current decline rate indicates that New York State residents are currently smoking 25,006,600 fewer packs annually than they did a year ago.

Tax authorities cited the trend toward king-size cigarettes, which are 20 per cent longer than the standard cigarette, as a contributing factor to the decline in sales. Higher prices and health considerations were listed as other factors.

The New York State situation parallels the federal picture, in

(Continued on page 78)

Miami Cig Sales Climb, Filter Tips Top

MIAMI, Jan. 9.—Despite the rash of scare stories of the past few months dealing with the effect of cigarette smoking, tobacco sales in Miami are on the upgrade. The Miami Daily News reported that a survey of cigarette distributors, wholesalers and vending machine operators revealed that sales were rising, especially in filter-type brands.

One Miami tobacco distributor stated frankly that cigarette sales suffered last October, following a

(Continued on page 78)

PART-TIME PROFITS

Gotham Op Makes 25-Unit Bulk Nut Route Pay Off

By AARON STERNFIELD

NEW YORK, Jan. 9.—Almost any successful bulk vending operator will tell you that an operation of at least several hundred units is required to make a route worthwhile—almost any successful operator except Ed Gruber.

Gruber is a part-time operator, with a 25-machine bulk nut route in Manhattan. He has been in the business for little more than a year.

Yet he manages a gross around \$500 a month, after commissions, averaging about \$12 a month per machine. His venders, mostly Northwesterns, are all 5-cent and 10-cent units, with one location, Macy's department store, vending for a dime only.

Gruber is an unlikely part-time operator. Born in this country, he

moved to Austria at the age of four and stayed there until he was 23. He is a playwright, an express agent and a former operator of a color photography printing establishment. During World War II he served with the Office of War Information.

While a youth in Austria, Gruber, who is also a graduate engineer, became interested in the Stollweber machine, a vender which dispensed chocolate for the equivalent of 1 cent.

He never quite overcame this interest, so, in October, 1952, he answered an advertisement in The New York Times which offered a bulk nut route for sale.

Venders Overpriced

The seller, a promoter, was asking \$99.50 each for 15 nickel and

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Insurance Vending Proves Big Deal

Continued from page 64

is that type coverage which requires weekly collections from the assured, instead of the usual quarterly premiums.

This type coverage, he added, accounts for premiums of \$1 billion a year and is confined primarily to low income groups, who usually are unable to scrape up the cash for quarterly payments.

The usual procedure is to send a debit man around each week for collections. This involves a great deal of expense on the part of the insurance company. Brabazon feels that insurance venders, placed in industrial locations, probably wouldn't do the volume of business that a debit man would, but collection expenses would be so much lower that the

insurance company would be better off in the long run.

Field Tests

Tele-Trip is currently seeking arrangements with an insurance company for commercial policies and contemplates field tests on industrial locations.

Arthur Frohman, Tele-Trip's chief engineer, explained that the heart of the vender is the validating machine, a 7-inch by 10-inch by 12-inch unit which may be used independently as a counter vender or, as Tele-Trip utilizes it at airports, may be used with a cabinet and illuminated stand.

The electrically and mechanically-operated unit operates either on AC or DC current and prints

(Continued on page 78)

Nat'l Vendors' Films Set for Jan. Showings

ST. LOUIS, Jan. 9.—National Vendors' three sound and color training movies for servicemen are scheduled for three showings this month under the direction of C. P. Anderson, representative for the New York City and New Jersey areas. Tom Hungerford, National's merchandising director, also will attend each presentation.

First showing of the three films will be held Wednesday (13) at the Hotel New Yorker, New York; Thursday (14) they will be shown at the Garden City Hotel, Garden City, L. I., and Friday (15) at the Hotel Douglas, Newark, N. J.

A FIRST IN MILK VENDING

New Bulk Milk Vender Set for '54 Production

MANCHESTER, N. H., Jan. 9.—The Food Engineering Corporation plans to chalk up a "first" in milk vending during 1954—by producing the first selective cup milk vender.

The new vender has been cleared by health authorities for operation in Maine, New Hampshire and Vermont. The District of Columbia gave written approval. Limited approval was granted in Boston.

If present plans jell, the development phase of the latest model of a bulk milk vender, which Food Engineering has worked on since 1948, will be completed early this year. Production for nationwide distribution is scheduled for mid-year.

The vender features two inverted 40-quart cans using plastic disposable gravity feed valves, two vending mechanisms and an optional selector mechanism. The valves are disposable due to their low cost. The vending mechanisms are rotary type, with stainless steel drums to protect the inside of the machine from the public. The filled cup slides out to the customer from a niche in the drum. The entire interior is stainless steel and refrigerated.

An automatic switch-over feature permits the operator to pick up one empty can when servicing the machine.

Basically, the latest model in over-all design is identical to one built in 1952, except that it features refinements suggested by field tests: heavier vending mechanisms, improvements for easier cleaning and maintenance.

Atlas Master In Production

CLEVELAND, Jan. 9.—W. A. Jenkins, president of the Atlas Manufacturing and Sales Corporation, announced that the Atlas Master, a 1-cent and 5-cent ball gum and charm bulk vender, is now in production.

Jenkins said that before any order is filled, the operator would have the opportunity to field-test the vender for 30 days, at the end of which time he may cancel his order and receive back his money.

Field tests on 12 1952 models—conducted by Automatic Canteen Company of Maine—proved successful, according to D. W. Brous, president of Food Engineering.

How It Works

A cup dispenser and a motor-driven drum with a cup-size niche line make up the vending apparatus directly beneath each can. A coin activates a magnetic field which opens the valve to dispense a predetermined amount of milk into a cup (dropped into the niche). The drum then rotates 360 degrees, automatically sliding the filled cup out thru an opening. At no time is the interior exposed to the public. The valve refills during the rotation and is ready to fill the next cup.

As yet, no distribution or sales programs have been set up. Testing was conducted with interested nearby operators and dairies. At present, no dairy is operating the machine. Automatic of Maine is the only present operator using the basic-type vender.

Health Approvals

Brous does not foresee any difficulty in getting health approvals. "The real problem is in the handling of the milk at the dairy prior to delivery to the machine, and then enforcement of rigid cleaning requirements on location," he said.

Health authorities want to make sure dairies and operators are careful in filling and capping the cans, handling the valves and breaking the seals on the valves and cans when delivered to the machine.

Three engineers—Brous, F. J. Smalto and H. A. Loebel—got the idea of building a bulk milk vender while working on a pasteurizer development in 1946. Two years later, they set up Food Engineering, making their first pilot models in 1948 and 1949.

Today, five years and four models later, the three-man drawing board operation has developed into a 25-man firm with a 15,000 square-foot well-equipped model shop and laboratory.

Progress was relatively slow, said Brous, because of the sanitary and operational problems which had to be solved in a bulk-type milk machine. "We have leaned over backwards to avoid rushing into production on a machine which would not be economical and sanitary," Brous stated.

Canteen Report Breaks Down Gross Income \$

CHICAGO, Jan. 9.—Automatic Canteen Company of America tallied a gross income of \$48,769,182 for the fiscal year ended October 3, 1953, of which 95.8 per cent or \$46,696,122 consisted of merchandise sales, a 21 per cent sales jump (The Billboard, January 9), and 4.2 per cent or \$2,073,060 consisted of Canteen rentals, cash discounts and other operating income, the 1953 annual report stated.

Canteen's 1953 gross income was distributed as follows: Cost of merchandise sales and service, 84.9 per cent or \$41,450,983; selling, general and administrative expenses, 7.8 per cent or \$3,804,223; depreciation of buildings and equipment, 3.7 per cent or \$1,783,649; interest paid, .3 per cent or \$129,079; federal income taxes, 1.7 per cent or \$830,000; dividends paid to stockholders, 1.0 per cent or \$492,902; remainder retained in business, 6 per cent or \$278,346.

Canteen's sales in the last 10 years have climbed steadily, except for slight dips in 1945, 1946 and 1949. Sales jumped from over \$10 million in 1946 to over \$15 million in 1947, hitting \$20 million in 1948. Sales topped \$20 million in 1950, rose to almost \$35 million in 1951, mounted to almost \$40 million in 1952 and climbed above \$45 million in 1953.

The report stated that the retail sales volume of Canteen distributors had more than doubled in the last 10 years, rising from \$31,241,000 in 1944 to \$67,180,000 in 1953.

The company organized a wholly owned Canadian subsidiary with capital stock of \$25,250. According to the report, it is "progressing satisfactorily."

On October 3, 1953, the company had commitments for the purchase of automatic merchandising equipment with an aggregate cost of about \$400,000 expected to be expended in the ensuing year.

Confectionery Ad Budgets in 1954 Total \$30 Million

CHICAGO, Jan. 9.—Over \$30 million is earmarked for 1954 advertising by the confectionery industry, a jump of \$5,000,000 above 1953 advertising budgets.

Of this sum, \$19,595,000 will be spent by 34 top advertisers on national campaigns, \$5 million will go for newspaper advertising of retail manufacturing chains, such as De Mets and Andes Candies, and another \$5 million will be spent for the advertising of the rest of the industry—some 2,000 candy plants. In addition, the industry will spend about \$1 million on tie-in ads.

The total industry budget represents an average of 3 per cent of sales at the wholesale level or about 1½ per cent at the retail sales level.

Principal media used will be television, national magazines, comics and daily newspapers.

The five top confectionery advertisers and their budgets for 1954 are William R. Wrigley Jr. Company, \$4,000,000; Mars, Inc., \$2,100,000; Peter Paul, Inc., \$2,000,000; Planters Nut & Chocolate Company, \$1,250,000, and Life Savers, Inc., \$850,000.

N. J. Judge Rules Vs. Pro Venders

TRENTON, N. J., Jan. 9.—Superior Court Judge Alfred C. Clapp ruled that the sale of prophylactics in vending machines is illegal in New Jersey. The opinion upheld the conviction of Ernest Tracy, Trenton operator, who was fined \$100 as a "disorderly person" for placing prophylactic equipment in gasoline stations.

Hot Water Bottle

PITTSBURGH, Jan. 9.—M. J. Abelson, head of the Oak Manufacturing Company here, announced this week that his firm is currently manufacturing a hot water bottle charm. The charm is plastic; he said it has the feel and appearance of rubber. International Vending, Toronto, is the Canadian Distributor.

Minute Maid's '53 Sales Set New Record

NEW YORK, Jan. 9.—The Minute Maid Corporation, supplier of frozen fruit concentrate to the vending trade, grossed a record \$36,373,743 for the fiscal year ended October, 1953, an increase of 19.5 per cent over the previous year's volume of \$30,444,614.

Net profit after \$1,250,000 provision for taxes amounted to \$1,111,214, equal to \$1.12 a common share, compared with \$1,201,000, equal to \$1.23 a share in the preceding fiscal year when taxes were \$1,284,000.

The company plans to increase its production capacity by 30 per cent this year, in anticipation of the largest orange crop in Florida's history. John M. Fox, Minute Maid president, estimated that of the expected 80,000,000 boxes of oranges making up the 1953-'54 crop, about half would be used to make 60,000,000 gallons of orange concentrate. This compares with 72,800,000 boxes in 1952-'53 and 78,600,000 the previous season.

Tobacco Group Will Explore Cig-Cancer Tie

NEW YORK, Jan. 9.—A newly formed group, the Tobacco Industry Research Committee, has been set up by the tobacco industry to "get at the facts stemming from recent reports on experiments with mice that cigarette smoking is in some way linked with lung cancer in human beings" (The Billboard, December 19).

The industry, thru the committee, stated that it would try to "meet the public's concern" aroused by the recent reports by assisting research into "all phases of tobacco use and health."

The committee plans to name a top scientist as its head who along with an advisory board of scientists "disinterested in the cigarette industry" will make recommendations on research methods.

Proof Lacking

"We believe the products we make are not injurious to health," the committee declared. It asserted that there was no proof that cigarette smoking was one of the causes of lung cancer.

Committee sponsors are American Tobacco Company, Inc.; Benson & Hedges; Bright Belt Warehouse Association; Brown & Williamson Tobacco Corporation; Burley Tobacco Growers' Co-Operative Association; Larus & Brothers Company, Inc.; P. Lorillard Company; Maryland Tobacco Growers' Association; Philip Morris & Company, Ltd., Inc.; R. J. Reynolds Tobacco Company; Stephano Brothers; Tobacco Associates, Inc., and U. S. Tobacco Company.

Liggett & Myers were not included in the list of committee sponsors.

Dixie's '53 Sales Highest in History

PHILADELPHIA, Jan. 9.—Cecil F. Dawson, president of the Dixie Cup Company, reported this week that the firm's 1953 gross broke all records, topping \$45,000,000, with profits of \$2,272,697 on a gross of \$34,900,000 for the first nine months of the year. Dawson added that the profit rate for the last quarter should be about the same as for the first three months.

Speaking before the Financial Analysts of Philadelphia, Dawson said that coffee, a good portion of which is accounted for by vending machines, is the firm's fastest-growing market. He credited the office and plant coffee break for the boom.

Dawson added that institutional feeding, another field in which vending has made substantial strides, also offers a great potential for paper cups. On coffee, he explained that the industry was sold out on hot cups, normally a mid-winter item, in August, 1953.

Dixie is currently carrying on a heavy program of research for improvement of old products and development of new ones. He said the cost runs between \$750,000 and \$1,000,000 a year.

Mills Industries To Roll on New Coffee Machine

CHICAGO, Jan. 9.—Mills Industries, Inc., announced this week its Model S coffee vender, first shown last August, would be placed in regular production during January. Important changes in design and operation will be incorporated in the production model, officials said.

The pilot unit was semi-automatic, had a manually operated, outside cup stack. New design features fully automatic operation; enclosed Lily turret head self-drop 400-cup unit and push-button delivery of the completed drink.

Lorillard's '54 Sales Program Discussed at Meet

NEW YORK, Jan. 9.—P. Lorillard Company's 1954 sales plans were discussed and 1953 sales—the largest in the history of the firm—reviewed during a three-day series of meetings under the chairmanship of Lewis Gruber, Lorillard vice-president and director of sales. The company's sales executives and field managers participated in the meetings.

Alden James, vice-president and director of advertising, outlined the advertising program for 1954 and explained how it would be tied in with the sales division's work.

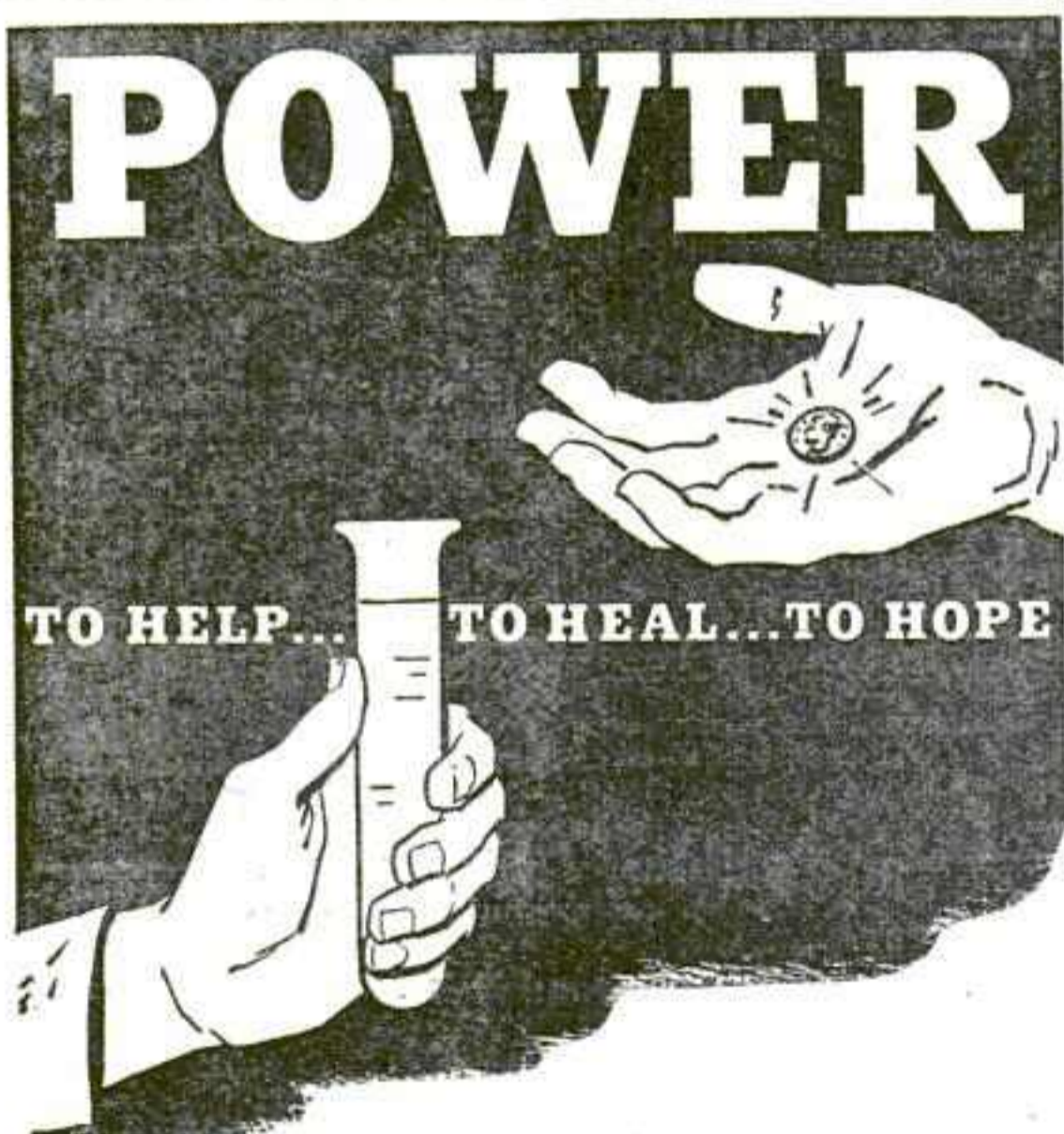
Participating in the conferences were H. F. Temple, director of brand development; H. E. Gercken, director of sales personnel and training; E. P. Primus, director of merchandising; F. W. Storm, Northern States sales manager; A. I. Corby, Eastern sales manager; M. Yellen, Midwest sales manager; R. W. Snyder, manager of sales service; R. W. Young, assistant to the director of merchandising.

The following field managers attended: A. L. Dion, Boston; George Gross, New York; W. A. Jordan, Philadelphia; W. H. Holtzclaw, Richmond, Va.; D. W. Root, Atlanta; F. P. Russell, Detroit; K. H. Smith, Cleveland; E. J. Rohmer, Louisville; F. A. Norman, Birmingham; R. A. McGinn, Chicago; W. F. Quinn, Minneapolis; P. M. Franks, Kansas City, Mo.; A. J. Bass Jr., Dallas; A. M. Christiansen, Seattle, and Charles Collis, Los Angeles.

Popcorn Output

WASHINGTON, Jan. 9.—Growers in 11 commercial popcorn States produced 308 million pounds of ear popcorn in 1953—the second largest crop of record, the Agriculture Department announced this week. This production is 15 per cent more than the 1952 crop of 268 million pounds and 39 per cent above the 10-year average of 222 million pounds. Production in the corn belt States as a whole was 8 per cent above 1952, due mainly to increased average harvested. Yields were generally spotted in this area, tho good to excellent in some sections.

Production this year varied widely by States—from a near failure in Oklahoma to record crops in Indiana and Kentucky. While official estimates are prepared for only 11 States, an additional quantity of perhaps 20 to 25 million pounds of popcorn, somewhat more than in 1952, was grown in several other States, notably Colorado, Idaho, Maryland, Tennessee and Virginia.



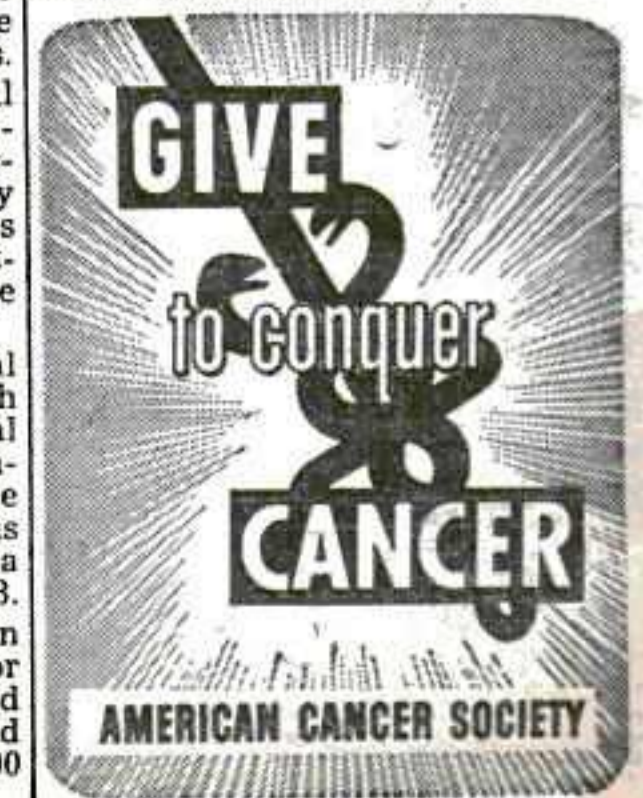
Your dimes and dollars created the National Foundation for Infantile Paralysis—you make up its army of 80 million supporters and two million volunteers.

In 16 years, a powerful force for good has grown from a mere handful of men and women. Its power is yours.

The National Foundation has created the most extensive voluntary research program ever leveled at a single disease. It sustains a program of patient aid in which no polio victim goes without the best available care for lack of funds. It trains thousands of hospital and health workers.

And it will take more in '54 to keep this program rolling—because victory looms over the horizon. Show your faith in the organization you have made —

JOIN THE MARCH OF DIMES



MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.95
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
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	.55
Cashew Butts	.50
Peanuts, Jumbo	.30
Spanish	.28
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.25
Jelly Beans	.25
Licorice Lozenges	.28
M & M	.42
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.44
Wrasley'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, Brackets, 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

YOU HAVE TRIED THE REST NOW BUY THE BEST! VICTOR



\$12.00 100 OR MORE MACHINES
\$12.50 LESS THAN 100 MACHINES
1/3 Deposit on all orders.
PARKWAY MACHINE CORPORATION
714 Ensor St. Baltimore 2, Md.

SENSATIONAL SALES MAKER!



Empire Coin Machine Exchange
1012 Milwaukee Ave. • Chicago 22, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

	Issue of Jan. 9	Issue of Jan. 2	Issue of Dec. 26	Issue of Dec. 19
Advance Model D Ball Gum..	\$7.45	\$7.45		\$7.45
Advance No. 11 Mdse.....	5.95	5.95		5.95
Advance Stick Gum, 1c.....	8.50	10.00	10.00	10.00
Apex Electric (8 col.).....	150.00			
Baby Grand 1c (Victor).....	9.50			
Baby Grand Deluxe 1c (Victor)	9.50			
C-8 Electros.....	150.00			
Coca-Cola Cup Dispenser.....				95.00
Columbus 1c.....	7.45	7.45		7.45
Craig Ice Cream Vender, 10c.	210.00	250.00	250.00	250.00
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier S (7 col.).....	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)..	125.00(2)	125.00	125.00	125.00
DuGrenier Model W (9 col.)..	95.00(2)	115.00	95.00	125.00
Eastern Electric Cigarette Vendor, 25c.....	150.00			
Exhibit Card Vendor, 1c.....	15.00	15.00		15.00
Hawkeye Hot Popcorn.....	55.00			
Hershey 1c (2 col.).....	6.50			
Hot Snack Bar (5 col.).....	150.00	150.00	150.00	150.00
Hupp Cold Drinks.....	110.00	110.00	110.00	110.00
Keeney Electric (9 col.).....	150.00			
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor.....	125.00	125.00	125.00	125.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95		7.95
Master 1c.....	7.45	7.45		7.45
Master 5c.....	7.45	7.45		7.45
Mills LoBoy Scale.....			17.50	17.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....	134.50			
National Candy (6 col.).....	69.50	65.00	65.00	65.00
National Candy, 9 M.....	95.00	95.00	95.00	95.00
National 930.....	130.00(2)	130.00	130.00	130.00(2)
National 950.....	124.50	145.00	145.00	145.00(2)
National 950(2)	145.00(2)			
National Electric Cigarette Machine.....	75.00		69.50	
Northwestern 33 Ball Gum..	7.95	7.95		7.95
Northwestern Deluxe 1c and 5c.....	13.95	13.95		13.95
Northwestern Model 39, 1c..	7.95	7.95		7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	65.00	49.50	49.50	65.00
Pop-N-Hot Popcorn.....	65.00			
PX (8 col.).....	145.00			
PX (10 col.).....	154.50			
PX Electric (10 col.).....	164.50			
Revco Model 400 Ice Cream..	150.00			
Rowe Candy (8 col.).....	85.00	109.50	85.00	85.00
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	150.00			175.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	95.00	95.00	95.00	95.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	135.00	135.00	135.00	135.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Rowe Royal (10 col.).....	145.00			145.00
Rowe Royal (9 col.).....	100.00			
Shoe Shine Machine.....			25.00	25.00
Silver King.....	8.50			
Silver King 1c Ball Gum.....	7.45	7.45		7.45
Silver King 1c Mdse.....	7.45	7.45		7.45
Silver King 5c.....	7.45	7.45		7.45
Stoner Candy (8 col.).....	130.00	160.00	130.00	160.00
Super Vend Selective Drink Vendor, 3 Drinks.....	325.00	325.00	325.00	325.00
Uneda Candy.....	65.00	65.00	65.00	65.00
Uneda Challenger (8 col.)...	110.00			
Uneda Electric (10 col.)...	124.50			
Uneda Electric (9 col.)...	125.00			
Uneda Model A (6 col.).....	87.50	87.50	87.50	87.50
Uneda Model E (6 col.).....	50.00	75.00	75.00	75.00
Uneda Model E (8 col.).....	85.00	85.00	85.00	85.00
Uneda Model 500 (9 col.)...	95.00	110.00	95.00	135.00
Uneda Model 500 (11 col.)...	110.00			
Uneda Model 500 (15 col.)...	100.00	110.00	100.00	100.00
Uneda Monarch (6 col.)...	87.50	87.50	87.50	87.50
U-Select-It.....	49.50	49.50	49.50	49.50

Oak 10-Col. Unit Pushed

CULVER CITY, Calif., Jan. 9.—Oak Manufacturing Company announced quantity production of the new 10-column Rainbow tab gum vender this week. During a 60-day field test of 500 machines there was no report of mechanical failure, officials said.

Ark. Cig Receipts Off

LITTLE ROCK, Jan. 9.—The State Revenue Department reported that cigarette tax collections for 1953 totaled \$6,680,863, compared to \$6,857,421 during the preceding year.

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
Silver Kings, 5c 7.50
Shipman 1c Tab Vender 7.50
Electro Cig, 8-Col. 149.50
Pencil or Ball Pen Vdr. 49.50
ABT Challenger Gun 14.50
Write for complete list of supplies.
BADGER SALES CO., INC.
2251 W. Pico Blvd., Los Angeles 5, Calif.

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

SPECIAL CIGARETTE MACHINES

Uneda Monarch Vends All King Size or Regular Size, 6 Cols., 380 Pack Cap. \$87.50
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, 6 Cols., 168 Cap.	\$75.00
Model E, 8 Cols., 240 Cap.	85.00
Model A, 6 Cols., 180 Cap.	87.50
Model 500, 9 Cols., 350 Cap.	95.00

DUGRENIER CIGARETTE VENDORS

Model S, 7 Cols., 210 Cap.	\$85.00
Model W, 9 Cols., 308 Cap.	95.00
Champion, 9 Cols., 420 Cap. (late model)	125.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	95.00
Royal, 8 Cols., 320 Cap.	100.00
President, 10 Cols., 475 Cap.	135.00
Crusader, 10 Cols., 475 Cap.	155.00

CANDY MACHINES

Rowe Candy Machine, 120 Bar Cap., 8 Cols.	\$ 85.00
DuGrenier Candyman, 72 Bar Cap.	49.50
Uneda Candy, No Base, 102 Cap.	65.00
Stoner Candy Machine, Pre-War, 8 Cols., 160 Cap.	130.00
Stoner Candy Machine, Post-War, 8 Cols., 160 Cap.	160.00

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.
1/3 Deposit, Balance C.O.D.
Uneda Model 500, 15 Cols., 425 Cap. All King Size or Regular, \$100.00.

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

NEW 5c ROCKET CHARM MIX
(TRADEMARK)
Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.
The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER
4 Victor 5c Rocket Charm Machines \$57.00
2,000 "Graff's 5c Rocket Charm Mix"..... 40.00
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED
Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.
GRAFF VENDING SUPPLY CO. 2841 W. Davis Dallas, Texas

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week
For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

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Name
Address
City Zone State

Occupation

We Have Newer CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

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National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

The Latest... for Rocket Machine Operators!
A Charm! A Game! They Wear It! They Play It!

TIC-TAC-TOE

\$16.00 per M F.O.B. N.Y.

Comes in two-toned colors, complete with peg-board, pegs and case for pegs... not too bulky for pocket... has loop for chaining!

Write, Phone or Wire Your Orders

PAUL A. PRICE CO.
55 Leonard St., New York 13

HELP YOURSELF TO MORE VENDING PROFITS

Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Vend Magazine 769
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me (Foreign rate, one year, \$6)

Name.....
 Address.....
 City..... Zone..... State.....
 Occupation.....

Part-Time
Continued from page 71

dime bulk nut machines, on location. Gruber inspected the units, and, from his knowledge of engineering, suspected that they were grossly over priced. However, he bought two venders, at a lesser price and without the locations, and kept them in his house for a month until he was sure he knew their workings intimately. At the time, Gruber was working on a play and he was seeking part-time activity to supplement his income. A vending route seemed like a natural.

At the end of 30 days he placed the three-column nut vender in a billiard parlor and waited for the results. The monthly gross wasn't enough to make any difference in the budget, but it did teach Gruber something about the fundamentals of coin machine operation.

First Lesson

The first lesson Gruber learned is that, in the nut vending business, it is better to be understocked than overstocked. Stale nuts, he discovered, are a major deterrent to repeat business. He learned that nuts improve with age up to 60 days, after which they grow rancid.

The second lesson Gruber learned was that if you expect to operate on a part-time basis you must have top locations or you are wasting your time. From then on he operated on the premise that a good location was worth getting no matter how long it took to get it—and a poor location wasn't worth having.

Gruber was no piker. He reasoned that if the location potential was based on high traffic, Macy's was probably one of the best locations in Manhattan. So he went to the powers of Macy's, told them his story and got the location. He currently has two three-machine batteries in the toy department, all operating on a straight 10-cent vend.

Prime Location

As Macy's is prime location, Gruber feels that he can receive the maximum revenue only if he offers the maximum value and quantity. Hence the Macy venders offer no peanut—only cashews, pistachios, almonds and mixed nuts, with as large portions as the dispensers are capable of vending.

When seeking locations, high traffic is the first consideration on Gruber's mind. The second consideration is the type of traffic. The 400's generally don't patronize nickel and dime peanut machines; neither do those in dire financial straits buy goobers. It's the great middle class, most of the nation's population, that provides the revenue potential—and that's why Macy's is a prime location. That's also why Gruber's other locations include billiard parlors, bars and factories.

Instrumental in the quick start made by Gruber is Moe Mandell, New York distributor for Northwestern. After Gruber bought his first two units, Mandell sold him additional equipment and nursed him along for the first six months of his operation.

Twice a Week

Altho service is generally not required that often, Gruber makes it a point to visit locations twice a week, primarily to cement relations. Refilling is done by substituting globes filled with fresh nuts for the old globes.

Most of Gruber's locations are on a contract basis, with a flat 25 per cent commission paid. The contract requires that the location take reasonable care of the vender and allows either party to terminate the agreement.

For route servicing, each machine is assigned a card which contains the following information: Name and address of location, number of the machine, date serviced, gross collected, commission paid and net.

75-Vendor Goal

By the end of 1954, Gruber expects to have about 75 venders on location. He will stick to cold nuts, as he feels hot nuts don't gross much more, but they do require more time, space and investment. The only diversification he contemplates is ball gum.

Gruber currently spends about 10 hours a week on his route, but the two weeks before Christmas he puts in four to five hours a day, mostly on the Macy location.

Moore Resigns as Canteen Treasurer

CHICAGO, Jan. 9. — Glenn Moore resigned as treasurer of Automatic Canteen Company of America, a post he held for the last 10 years, to join the administrative staff of Federal Tool Corporation of Chicago, it was announced Monday (4).

VICTOR'S BABY GRAND DELUXE
The 5¢ Charm Vender that is sweeping the country!
100 or more, \$13.50 each.
Less than 100, \$14.25 each.

GET ACQUAINTED OFFER!

One Victor's Baby Grand Deluxe (5¢) All Charm Vender Filled \$25
 Four Machines Filled \$97

We stock the complete line of Victor venders. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandising list.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

An Eppy Exclusive... FRUITS & VEGETABLES

Comes assorted with ten Fruits and ten Vegetables, consisting of Pear, Pineapple, Lemon, Banana, Strawberry, Grapes, Watermelon, Orange, Cherry and Apple; Tomato, Onion, Potato, Carrot, Cabbage, Green Pepper, Radish, Cauliflower, Celery and Cucumber.

Each Fruit and Vegetable is hand-painted. They look so real. They are so cute.

FRUITS & VEGETABLES (20 Assl.)
Per 1,000 \$15.00

MINIATURE FOODS (10 Assl.)
Per 1,000 10.00

GROCERY CHARMS (58 Assl.)
Per 1,000 10.00

COMBINED FOOD LINE—
Combination of 10 Fruits, 10 Vegetables, 10 Miniature Foods, 58 Grocery Charms. Total Variety 88 Assorted. Per 1,000 \$12.50
 f.o.b. Jamaica, New York.
 Or: At Your Distributor.

In presenting our New "FRUITS and VEGETABLES" we remind you of our Miniature Foods and our Grocery Charms—and advise that the COMBINED FOOD LINE, consisting of a variety of 88 different items, as listed above, makes for a dramatic and effective display in the machines.

SAMUEL EPPY & CO., INC.
91-15 144 Place
& CO., INC. Jamaica 2, New York

ADVANCE HERSHEY 5¢ BAR VENDOR

Typical Advance sturdy construction — all steel for indoor and outdoor use — with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 3/4" high, 4 1/2" wide, 6" deep. A flexible vender that will make money for you 52 weeks a year.

SAMPLE 2 to 11 \$20.00
\$24.10 12 to 49 18.70
50 and more... 18.25

ORDER TODAY
 1/3 Dept., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.
 PResident 2-2900

SOUTHERN VIEW
Op Problems, Encouragement Seen for '54

MACON, Ga., Jan. 9.—More products will be sold thru more venders thru the Southern areas during 1954, Gerald A. Greene, head of Snack Vending Service here, predicted this week.

Greene based his opinion on the fact that the entire South is virgin territory as far as vending is concerned. He said: "When one gets out of the larger cities, and Georgia has only six, vending machines are actually a novelty."

A factor in the growth of automatic merchandising in this area: With industry moving in greater numbers to the South, bringing workers with it, the latter being used to such machines, are demanding and getting them in their new environment.

The big problems facing operators in the South "aren't many but they are important," according to Greene. They are:

1. Lack of capital; bankers are not used to venders and they will not readily loan money for route establishment or expansion.
2. Direct sales; an example is the Toms Cracker Company, Columbus, Ga., which "rents" machines to locations. The location buys the stock, but the vender remains the property of Toms.

Greene stated that during the past several weeks Toms had placed over 200 rental units in the Macon area.

Perry and Lewis Named By L.&M.

NEW YORK, Jan. 9.—The directors of the Liggett & Myers Tobacco Company this week elected William L. Perry vice-president and William B. Lewis Jr. as a board member.

Perry, who joined L.&M. in 1920, will continue as a director and treasurer of the company. Lewis joined the firm in 1916 and is assistant to the vice-president in charge of sales.

Succeeding Knight as vice-president and general manager of the Pepsi-Cola Metropolitan Bottling Company of Philadelphia is J. Kenneth Wright.

its a dynaMITE!

ATLAS MASTER penny nickel PROFIT MAKER

the modern Ball Gum and Charm Vender for Biggest Profits—more nickel sales—faster emptying!

ATLAS MFG. & SALES CORP.
 12220 Triskett 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!

VEND—PUBLISHED BY THE BILLBOARD

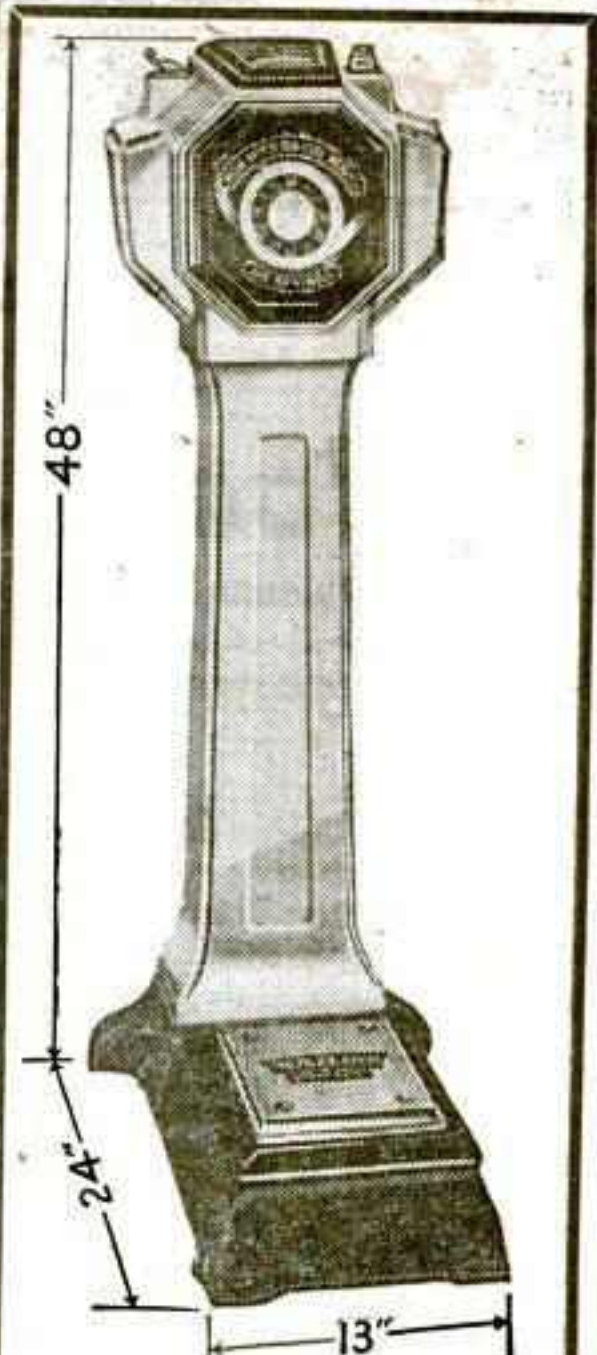
HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
 Candy Gum & Nuts
 Beverages
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 New Products
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 Articles
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50 (Foreign rate, one year, \$6)

Name.....
 Address.....
 City..... Zone..... State.....
 Occupation.....



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS WRITE FOR PRICES

Invented and Made Only by

WATLING
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

A REAL WINNER! "HOT WATER BOTTLES"

You've never seen a cooler charm! Authentic in every detail! Looks like rubber—feels like rubber. Ideal Shape permits perfect "Facing" in venders.

Sensibly priced **\$9.25 PER M** at only...

OAK SALES CO.
 2033 Fifth Ave. Pittsburgh 19, Pa.
 Phone: Atlantic 1-6478-79

GIVE TO THE RUNYON CANCER FUND

few weeks. "We're out to put Wurlitzer back on top as the No. 1 juke box in the industry," Golden said.

The father-son team of Ted Salvesson Sr. and Jr., Huron, S.D., have bought out the country end of the M & S Music Company, Huron, operated by Darrell Maxwell.

Mr. and Mrs. Dunis are expected to arrive in the Twin Cities by plane this week and spend a day with the Harold Liebermans before going on to Chicago.

Holiday week visitors to this market included Jack Backus, of Jamestown, N. D., buying music; Ben Kragtorp, Tracy, Minn., picking up music parts; Frank Phillips, Winona, Minn.; Jack Lowery, Lake City, Minn.; L. I. Harris, Enderlin, N. D.; Gordon Dunn, Moose Lake, Minn.; John Howe, Foley, Minn.; John Czerniak, Duluth, Minn.; John Galep, Menominee, Wis.; Jeff Kost, Frank Betz and Charles Sersen, all of St. Cloud, Minn.

Hartford, Conn. Coca-Cola Bottling Company of Hartford pasted this past-holiday note on soft drink vend-

ing machines in the metropolitan area: "We have enjoyed serving you Coca-Cola during 1953 and we sincerely hope our service has been satisfactory."

Ralph Colucci of Seaboard Distributors was a New York business visitor.

Abe Rechtshafer, Reliable Coin, has been recovering from surgery. . . . Election of officers of the Music Operators of Connecticut is slated for Thursday night (14) at a Hartford restaurant.

The Vend-O-Mat Corporation, Waterbury, a new Connecticut company, filed a certificate of organization with the secretary of state's office, listing subscribed capital of \$20,000, with \$10,287 paid in cash and remainder in property.

Bernard L. Greene, on the sales staff of Stern & Company for the past several years, has been promoted to sales manager of the Columbia Records division, replacing Lenny Berens, resigned.

Manny Leibert, formerly associated with Vending Machines, Inc., has resumed wrestling show promotions at the Foot Guard Auditorium, Hartford. His brother, Herbie, one time operator, is working with him.

Los Angeles Jimmy Wilkins, of the Paul Laymon Company, left on a road trip thru Southern California, with Charley Daniels and Ed Wilkes staffing the home office. . . . Dan Stewart, president of Dan

Stewart Company, was in town this past week from Salt Lake City on a combined business pleasure trip.

Hank Tronick, Minthorne Music, reports lots of operator interest in the new Williams five-ball, "Struggle Buggies." Firm continues expanding the operation of their home-phonograph department, with George Mahlum directing activities. . . . Famed race driver Jimmy Jackson, who also operates in Palm Springs, shopped for new equipment last week.

Adolph D'Este, Badger Sales, vending machine department, said he was loaded with a backlog of orders for parts, equipment and supplies. . . . Al Silberman still planning that trek to Hawaii, altho no definite date yet set. . . . Jack Faust, Santa Ana, and Lawrence Raya, Colton, were on coin row this week.

Miami Jimmie Bonnie, business manager of the Amusement Machine Operators' Association, is back on the job after his recent operation.

Bonnie is sporting a gold wrist-watch presented to him by his many friends in the association while he was convalescing. The back of the watch bears an appropriate inscription.

Ken Willis, export manager at Bush Distributing Company, and his wife Evelyn hosted a cocktail party for members of the staff. Twenty-eight persons crowded into their apartment for the festivities. Willis says the firm's export business is now at an all-time high, and he is hard-pressed trying to keep up with the incoming orders.

Cigarette Service placed three smoke venders in the new building erected by the Miami Showmen's Association at 1799 Northwest 28th Street. . . . Export Manager Erasmo U. Ramos, of Southern Music Distributing Company, and his wife Mercedes are expecting another visit from the stork.

AMOA Secretary Doris Shapiro finds her volume of work has increased since the cigarette machine operators joined the associ-

ation. Recent visitors to the office: Morty Stubins and Jack Hollander, of Pan-American Tobacco Company; Gene Whittaker, Ace-Saxon, and Harry Baron, Baron Cigarette Company.

Eli Ross, Ross Distributing Company, reports the sale of Rock-Ola phonographs is going well. Ross recently acquired the line for Florida and Southern Georgia. . . . Recent arrivals on the showroom floor of Taran Distributing are United's Leader shuffle game, Williams' Struggle Buggies, and Gottlieb's Arabian Knights. All-Coin Amusement is the area distributor for the Gottlieb line with Taran acting as jobber.

Sam Benton, who handles export sales for Taran Distributing, continues to send in a stream of orders for juke boxes and pin games from his headquarters in Mexico City, according to Sam Taran. Incidentally, Taran's customers received a unique holiday greeting which showed an early model, crank type phonograph. (Continued on page 79)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word \$.20

REGULAR CLASSIFIED (Minimum \$4) 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

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Agents, Distributors

Canadian Operators, Distributors—Introducing Quizzettes, sensational low-priced coin-machines; first time in Canada; proven money-makers, opening new field in vending. Interested, write Mochuk Enterprises, 31 Indian Rd., Toronto, Ont.

Parts, Supplies & Services

BOOST YOUR PROFITS . . . With this NEW conversion for your soda shop, Colespa and Spacarb to operate for 5 and 10¢ drinks from a single national change maker. Write for details to Mr. Dan Subarsky, Automatic Dispenser Co., 22 Ferry St., Springfield, Mass. Tel. 9-1155.

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save: steel cabinet, modern design, coin rejector write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Phono Motors rebuilt, rewind, replaced, \$6.50. Phono Electric Motor Service, 359 W. 45th St., New York City, CI 5-9540.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery, write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Help Wanted

Salesmen for vending and amusement machines of leading manufacturer. High commission on fast selling equipment. Send resume, photo to Box M-44, The Billboard, Cincinnati, O.

Routes for Sale

Florida route, latest victrolas and amusement equipment, established 13 yrs.; down payment \$22,000, balance \$79. Box 685, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending Machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Cigarette Machines, King size conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation. Uneeda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Stalder 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale—10 Popcorn Sex Vendors, like new; recently painted and reconditioned ready for location. No reasonable offer refused. Box 883, The Billboard, 1564 Broadway, NYC.

10 Silver King 5¢ Hot Nut Vendors, used four months; clean, excellent condition, \$18.50 ea. Frank Malkewicz, Stone Lake, Wis.

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.

Penny Vender Route in Florida; send full information. Amusement Service, P. O. Box 584, Eau Gallie, Fla.

United 6-Player Deluxe Bowlers at \$75 each, Box 688, The Billboard, Chicago 1, Ill.

200 Penny Weighing Scales; send full information. Amusement Service, P. O. Box 584, Eau Gallie, Fla.

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, 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 columns for equipment name and prices across four issues (Jan. 9, Jan. 2, Dec. 26, Dec. 19). Includes items like Ace Bomber, Air Football, Air Hockey, Atomic Jet Space Ship, etc.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

Form with numbered steps 1, 2, 3, 4 for ordering an advertisement. Step 1: First, print or type your message here, figuring five words to the line. Step 2: Now check off the classification you want your advertisement to appear under. Step 3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch. Step 4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard.

Form for classification and authorization. Includes checkboxes for Agents and Distributors Wanted, Help Wanted, Parts, Supplies and Services, Positions Wanted, Routes for Sale, Used Coin-Operated Equipment, and Want to Buy. Also includes checkboxes for Next 6 issues, Next 4 issues, Next 3 issues, and Next issue only. Includes fields for Name, Address, City, Zone, State, and Payment enclosed/Bill me options.

Insurance Vending Proves Big Deal

• Continued from page 71

the validating data on the policy. The register keeps track of the number of policies sold and the number of quarters inserted, serving as a cash box check.

The console model consists of the validator and a cabinet, 23 inches wide, 76 inches high and 17 inches deep. The validator sits on a large shelf midway up the length of the cabinet.

Merchandising feature of the vender is a multi-colored display, with flashing lights, atop the unit. The legend reads "Airline Trip Insurance," with an airliner pictured with red, white and green lights flashing from the wings, tail and nose. The lights are attached to the backboard with magnets so they may be shifted when another display is desired.

At the bottom of the display is a panel of four photographs, showing the steps to take in purchasing insurance. The display unit, which may be adapted for other venders, is made by William Melish Harris Associates, New York. Frohman explained that the flashing lights are controlled by a simple time clock mechanism.

Service offers few problems for Tele-Trip. The nation is divided into three zones, with service managers located in New York, Kansas City Mo., and Los Angeles.

Miami Cig

• Continued from page 71

critical report on smoking which appeared in the Reader's Digest. "But it picked up soon after," he said.

The persons interviewed in the survey voiced criticism over high-pressure advertising appearing in newspapers, magazines and on radio and television.

"Some manufacturers keep harping on the bad things a filter will take out of a cigarette," said one vending operator.

"This makes people distrust cigarettes in general."

The actual servicing is performed by airline personnel, who look after the venders on a part-time basis. While Tele-Trip prefers mechanically-inclined personnel, mechanical ability is not required.

The servicing consists primarily of keeping the racks filled with policy slips and taking out the validated slips and coins. When any serious malfunction occurs, the service manager is phoned and instructions are given over the wire.

Spare Units

As the vender breaks down into three principal units, spare units are kept at the airport, with the spare simply replacing the malfunction units. When parts must be shipped, the process can be completed in a matter of hours, in most cases, as parts are kept at other airports and service managers know how to eliminate red tape in shipping.

Tele-Trip goes out and gets business. For example, rather than installing the units and waiting for business, the firm sends direct mailings to firms whose personnel use airplanes.

Supplies of policy blanks are left with the firms. The air traveler fills out the blank at his leisure and merely inserts it in the vender and deposits his coins when he is at the airport.

Matter of Seconds

The theory is that the air traveler may be rushed at the airport and would not have enough time to fill out the blank. However, he can deposit his coins in a couple of seconds if the blank is already filled out.

Cities in which Tele-Trip machines are on location include Los Angeles, Kansas City, Mo.; St. Louis, New Orleans, Omaha, San Francisco, Buffalo, Minneapolis, Indianapolis, Milwaukee, Houston, Denver, Phoenix, Ariz.; Pittsburgh, New York, Toledo, Oklahoma City, Baltimore, Dallas, Detroit, Philadelphia, Providence and Syracuse.

Am. Tobacco Picks Findlay, Ganshow

NEW YORK, Jan. 9.—A. Gordon Findlay and Charles Ganshow this week were named to the board of directors of the American Tobacco Company, it was announced by Paul Hahn, president.

Both men have been vice-presidents of the American Cigarette & Cigar Company, a former subsidiary recently merged as a division of American Tobacco.

Findlay also was appointed to the new post of chief of cigar sales and will have charge of all cigar brands of the company and its subsidiaries. Ganshow has been with American Tobacco and its subsidiaries since 1911.

Penny Unveils

• Continued from page 71

as capacities are adequate for the round trip. Most of the servicing is done in New York.

Automatic merchandising is not new to the Penny. A similar car, but with less equipment, has been operating on the New York-Washington run for two years. However, the new model is almost as different as the five-column cigarette vender is from the multi-selection multi-price jobs of today.

No Tables

The first car had no tables and no place to eat. Coach passengers had to walk to the car, make their purchases at the venders, then go back to their seats and eat. The new model has tables providing seats for 12 patrons, a long bar which serves alcoholic beverages, and ample food selection.

In addition to providing a needed service to Penny passengers, Sidney H. Phelps, manager of the railroad's dining car department, pointed out that the automatic buffets are plus business for the road. He explained that the cars are placed on runs which normally do not have dining car service, and that they therefore accomplish two objectives: They provide passengers with a source of refreshment and they provide the road with a revenue source it would otherwise not have received.

Labor Biggest Nut

Phelps said that on regular dining car service the company spends \$1.30 for every dollar it receives, labor costs accounting for the biggest nut, 75 cents. On the automatic buffet, it adds up to less than \$1 for every dollar received—and this means profit.

Altho the dining car service lost \$3,500,000 in 1952, Phelps has no illusions about automatic buffets wiping out this deficit. He pointed out that it could be only used on fairly short, heavily-trafficked runs, like New York-Washington, and there aren't enough of these. Nevertheless, he added, it will cut down the deficit, and the Pennsylvania Railroad, like any other line, is always interested in cutting deficits.

Menus Offered

To promote automatic buffet sales, the railroad distributes menus to passengers, pointing out that 75 cents will buy a cup of fruit juice, a fresh sandwich, ice cream and milk or coffee. The menus include fruit drinks, cheese, ham, and ham and cheese sandwiches, donuts, danish pastry, milk, coffee, chocolate drink, soft drinks, candy bars and cigarettes. Phelps added that the railroad is waiting for the traffic pattern to settle before it adds any more automatic buffet cars.

Mills Vender

• Continued from page 71

Cup Company, made the presentation.

Vending Developments

Automatic merchandising set-up replacing plant cafeterias and soluble coffee replacing ground coffee are two big developments which will greatly affect the vending machine industry in general, said Mills.

He predicted that, on the basis of discussions he had had with coffee manufacturers, "within the next five years soluble coffee will virtually dominate the coffee market."

He estimated that in the "very, very near future more and more plant cafeterias will be gradually replaced by vending machines."

"Sanitary regulations concerning coffee vending machines will become more rigid," Mills said, "and manufacturers who attempt to side-step the difficult problem of completely meeting all health requirements by making machines which 'just get by' are liable to be caught holding the bag."

Jennings Milk Mach. Delayed

CHICAGO, Jan. 9.—The new dual-selection carton milk vender announced by O. D. Jennings & Company last August has not as yet been placed in production, according to a company official.

Initially scheduled for delivery early last fall, the machine was later re-scheduled for delivery sometime this month.

O. D. Jennings' death last November interrupted production plans, it is believed.

The machine vends one-third quarts, pints or quart-size cartons, or any combination of the two. Measuring 80 by 46 by 30 inches, it weighs 950 pounds. The basic mechanism is the same as that used in earlier Jennings milk venders.

P-M Sets Date

• Continued from page 71

There are currently 438,428 B&H common shares outstanding.

The actual vote is considered a formality. In a letter to stockholders, Alfred E. Lyon, board chairman, and O. Parker McComas, president, point out that the PM board of directors, altho not required to do so by law or corporation charter, are submitting the proposal to the stockholders "because of the size and importance of the move."

Complete Line

When the move is completed, it will give Philip Morris a complete cigarette line—regular and king-size PM's and filter-tip Parliaments.

What the actual vote will mean is that PM and Parliaments will co-ordinate their advertising and promotion and that the full facilities of PM will be available for Parliament promotion.

For the vending operator the merger would undoubtedly boost the sale of Parliaments, which offer a higher profit margin than do non-premium priced brands.

Initially, the merger will probably mean increased outlay for the operator, little of whose current equipment is able to vend flat-pack premium-priced brands.

Merger Factors

In recommending the acquisition of Benson & Hedges stock, the Philip Morris proxy statement sets forth:

"The demand for filter cigarettes has been increasing in recent years. There are currently three principal brands, in addition to Parliament, on the market. The three brands are manufactured by large tobacco companies, and two more were introduced in 1952 and 1953.

"While the demand is still small, both quantitatively and in relation to the total cigarette demand, it has grown rapidly and has attained proportions that make it advisable that representation in this market be secured for Philip Morris."

When the acquisition is approved, the following Benson & Hedges officers will become members of the Philip Morris board: Joseph Cullman Jr., chairman and president; Joseph Cullman III, executive vice-president.

Joseph Cullman Jr. would become chairman of the Philip Morris executive committee and Joseph Cullman III would become a Philip Morris vice-president.

Philip Morris officials would continue in their current posts.

Detroit Hits

• Continued from page 71

The Kiwanis agreement, providing a 20 per cent return on the vending of ball gum, was with the Ford Gum Machine Company. A club member said that seven local Kiwanis clubs had placed 700 to 800 machines bearing their seal.

The Optimists said their contract was made with Tropical Trading Company, Chicago. It provided a 25 per cent return from the sale of nuts. Members said about 15 machines were placed but that "they did not put stickers on them."

A third agreement for vender sponsorship, by the Lions Club, was made with another Chicago firm, Illinois Continental Machine Corporation. It provided the club with a 10 per cent return on revenue from its penny chocolate bar machines. The Lions placed about 500 venders with club stickers.

Club spokesman declared that checks for their percentage of the gross were received each month and were turned over entirely to their charitable accounts.

Cig Smoking

• Continued from page 71

which cigarette tax revenue declined 1.28 per cent for the first nine months of 1953, compared with the first nine months of 1952. By the end of October, the decline was 1.89 per cent.

The current bulletin of the Federation of Tax Administrators claims that when king-size cigarettes first came into popular use, it was assumed that they would have little effect on the rate of consumption by the pack. This assumption is now being re-examined. Since 1948, the percentage of king-size cigarettes to the total consumed has risen from 5.5 per cent to 28 per cent.

The tax group maintains that the advent of filter-tip cigarettes and the alleged relationship between smoking and lung cancer have caused smokers to be more conscious of the health factor, with a resultant modification in smoking habits.

In the 41 States taxing cigarettes, revenue increased 2.8 per cent in the first quarter of 1953, compared with the first quarter of 1952, but fell off .9 per cent in each of the next two quarters.

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5-1015 Wurlitzers	129.50
3-H-246 Seeburg	Hideaways
40-W1L56 Seeburg	W. Matics
30-Sc Rock-Ola W.	Boxes, 30-wire
	2.95

BINGO & MISCELLANEOUS

GENCO INVADERS... WRITE	
4-Bally Beauties	\$269.50
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2-Bally Bright Lites	79.50
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3-LeHigh PX, 8-col.	119.50
3-Rowe Royals, 8-col.	89.50
Terms: 1/3 Deposit, Balance C.O.D.	

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6 Musical Merry-Go-Round	Each \$595.00
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Sea Skate (Exhibit)	Write
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1 Midget Racer	250.00

ARCADE EQUIPMENT	
3 Twin Rotation (Exhibit)	\$ 75.00
1 Universal Shuffle Tournament	89.50
1 4-Player Derby (Chicago Coin)	99.50
3 Tele Quiz	59.50
1 Pop-N-Hot	39.50
1 Photomatic-Triple Loader With Chemicals	495.00

CIGARETTE MACHINES	
Eastern Electric, With Changer	\$175.00
U-Need-A-Pak (8 Column)	69.50

WALL BOXES

50 Record Rock-Ola	\$ 39.50
120 Record Rock-Ola	59.50

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78 RPM—100 Selections,
Completely Reconditioned,
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Coinmen You Know

Continued from page 77

graph with a huge speaker attached and the words, "Just an old-fashioned wish... from our album of greetings... for a Merry Christmas and a Happy New Year."

Marvin Novak, King Records distributor, had happy news to report to King president Sydney Nathan on the latter's visit here. Novak told him that the Miami branch had just concluded its most successful year since the office was opened in 1951.

Night club star Lillian Roth appeared as the guest of disk jockey Harry Burge on the latter's "Juke Box Serenade" show on Radio Station WQAM... Jack Lipsiner, Coin-Operated Service, is keeping plenty busy these days. Besides expanding his juke box route and attending to service calls, not only for himself but for other operators,

Honeymooners Miguel Mendez and his wife are spending some time with Ken and Evelyn Willis, of Bush Distributing Company. The bride is the daughter of Carlos Martinez, Cartagena, Colombia, with whom the firm does business.

Last Bell Days

Continued from page 64

700 of the State's machines had been moved to Nevada. A. T. Adams, owner of the Jackpot at Garden City, said his machines would be moved to Las Vegas where he has opened a club.

State Beverage Association president Franklin said he doubted that the court decision represented more than a victory for the State administration and the allied civic forces. He said he doubted that it represented majority opinion. He reported that about 50 per cent of Idaho beverage dealers operate bells.

The court's opinion appeared also to outlaw pinball machines with any kind of payoff, but Atty. Gen. R. E. Smylie declined to give any flat opinion on that score. He said the matter was "under study," with first concern going to the closing of bells. The State's prosecuting attorneys also are expected to discuss punchboards at their annual meeting in Boise this month.

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NEW KEENEY DELUXE ELECTRIC
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Easy to Service, Quicker Loading, Greater Profits!

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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
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Rowe Royals, 10 Col. 145
Rowe Presidents, 10 Col. 155
Uneda Elec., 9 Col. 125

BINGO 5 BALLS
NEW
Bally PALM SPRINGS
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"First-Conditioned"
Dude Ranch Write
Yacht Club \$315
Beach Club 395
Beauty 350
Palm Beach 285
Frollic 295
Atlantic City 260
Coney Island 190
Spotlight 175
Bright Spot 175
Bright Lights 150

ONE BALLS
"First-Conditioned"
Turf King \$95
Winner 95
Champion 75
Gold Cup 55

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.

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CLUB BOWLER—10 PLAYER \$375
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Dispenses two dimes and one nickel for a quarter.
Holds \$32.00. Takes 128 quarters.
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GENCO
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Canasta 59.50
Puddin' Head. 54.50
Big Top 54.50
Screwball 49.50
1-2-3 49.50
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United 5 Player w/Formica, 7-10 135.00
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Un. 2 Player S.A., Express 59.50
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For United 4, 5 and 6 Players
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100 Selections
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Continued from page 71

venders and, more importantly, one of the most respected. Today, his volume is so big that it requires the work of a full-time serviceman, a salesman, himself and his wife, to keep machines serviced and in operating order.

Point No. 1 in establishing his route, according to Thorwald, was "selling the tough nuts."

Well-dressed, distinguished in appearance, he simply went out to sell penny vending as a dignified business, calling successively

on the Republic Drugstores, operating a chain of several stores thru Denver, an even larger chain of theaters, many big, independent drugstores, creameries, confectioneries, etc. Also included were two chains of Denver supermarkets, and many large, independent grocery stores.

Right Approach

In each instance, Thorwald made a pleasant "first impression," introducing himself to the supervisor or head of the firm, he prom-

ised handsome machines, swift, reliable service, healthful, sanitary products and, most important, an automatic means of serving children.

He emphasized his own long business background in the Colorado capital, excellent credit rating, etc., as well.

One by one, these "tough nut" location owners agreed to at least a trial period. Thorwald is extremely proud of the fact that he has never had to remove a vender since, at the location owner's request.

Almost all of these locations represented real "plums," inasmuch as they are in heavily trafficked shopping areas, in attractive stores, and exposed to many more children than the usual location. To "keep the location owner sold," Thorwald instituted an unusual step in servicing his machines which attracted much

attention and a better profit per unit.

This was the hiring of a woman "decorator," whose sole responsibility is to artistically fill the globes on penny venders to present a pleasing picture, and, more important, to give the juvenile customer a real idea of the charms contained.

Charm Artistry

Thorwald uses a liberal mixture of charms, confections or ball-gum, and, in every instance, sees to it that alternate layers of confections and charms give the vending machine customer an idea of what he may receive.

"We never merely throw in a jumble," he said. "To my way of thinking, that is a waste of time. Every globe must be as artistically arranged as possible. We can accomplish this by picking up empty machines and replacing them with full ones for the most part."

Altho he uses a calendar-pad system, based on the records of each machine's sales volume to make "automatic calls" for service, Thorwald prefers to depend on telephone calls from his location owners. The telephone number is prominently posted on the back of each machine.

At every service call, clean cloths are used to wipe every machine free of dust and soil. Chromium polish is often applied to bring them up to a maximum luster. Only by keeping machines clean, can "buy appeal" and the location owner's willingness to keep the machines in plain sight be maintained, Thorwald feels.

"Triple" Pay

In many of his locations, particularly where school-children traffic is heavy, Thorwald uses a triple combination consisting of one 5-cent charm vender and two 1-cent machines, mounted side-by-side on a heavy circular pedestal base.

The Denver property tax makes it expensive to maintain "triples" within the city limits, but out in the suburbs, these are predominantly favored. Incidentally, Thorwald considers that the minimum income per machine per week must be 50 cents net, and he quickly pulls any vender which fails to meet these standards.

In some instances, when he has informed a supermarket operator, chain drugstore manager, etc., that it will be necessary to remove a machine thru lack of volume, sales have suddenly and mysteriously built up during the following week.

Thorwald attributes this to the fact that location people begin "selling the machine's convenience" by giving them better spots in the store, pointing them out to youngsters, etc., rather than to lose them.

Distributing interests take Thorwald out of the city frequently, and during that time, route operation becomes the responsibility of his wife and the firm's full-time salesman.

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"CLUB MODEL" Saddle & Turf

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The game that CONSERVES SPACE in any location.

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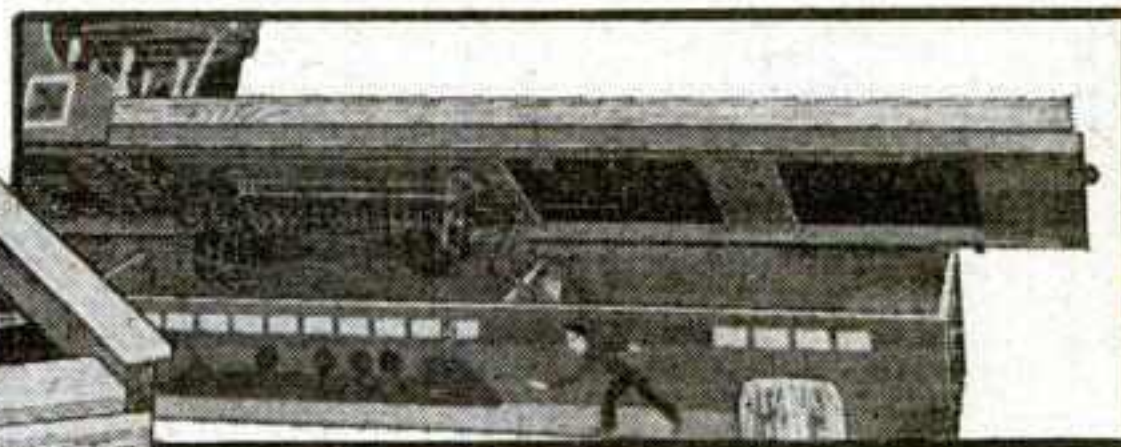
2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
• When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.
• "Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

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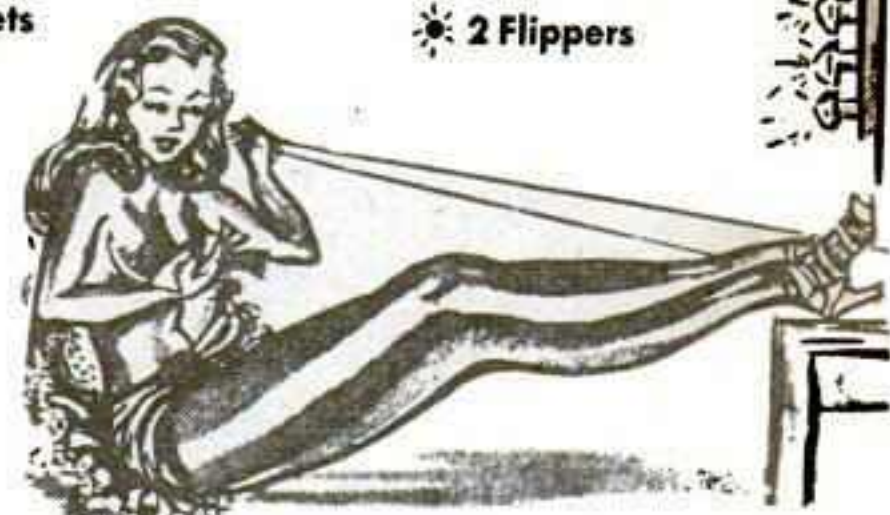
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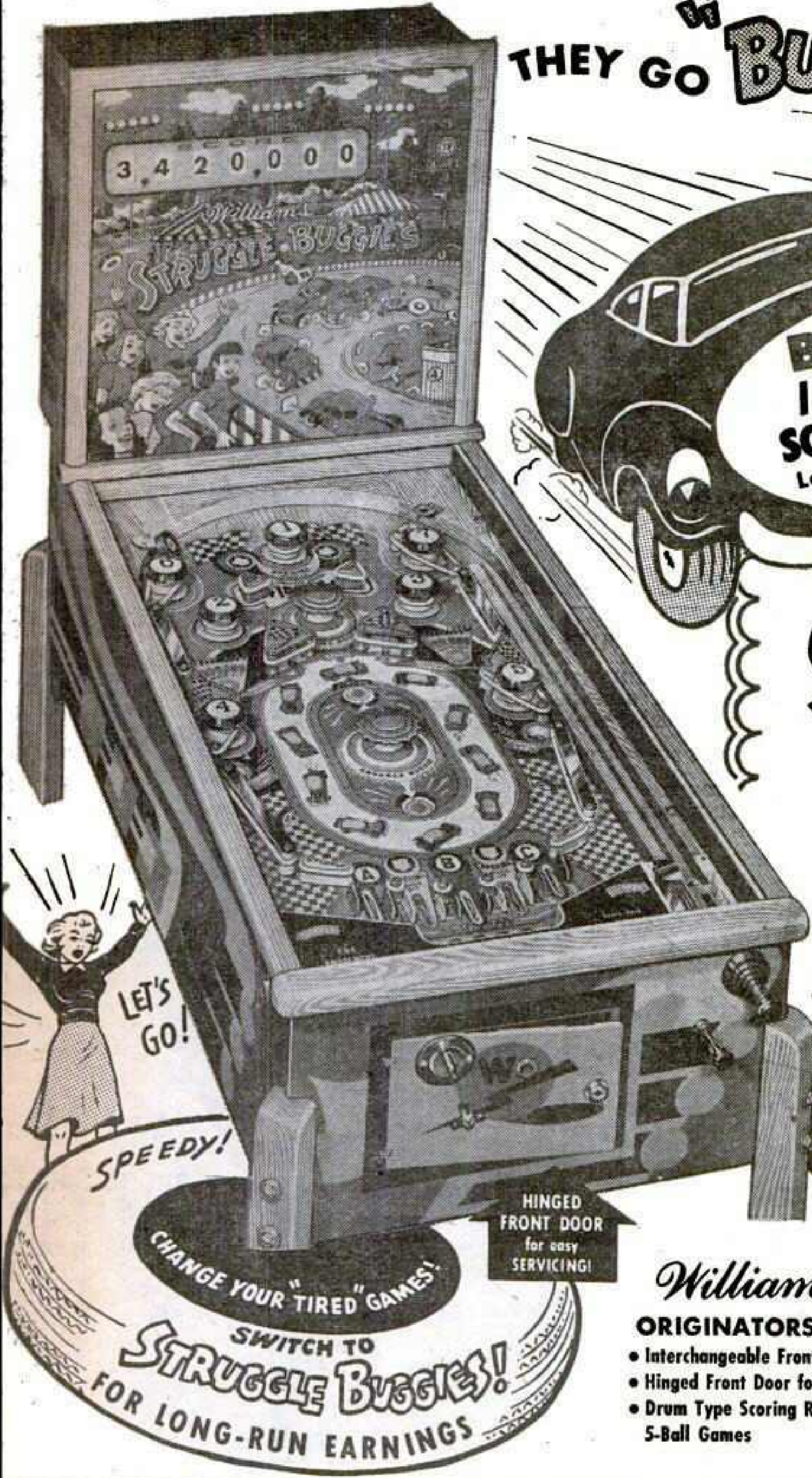
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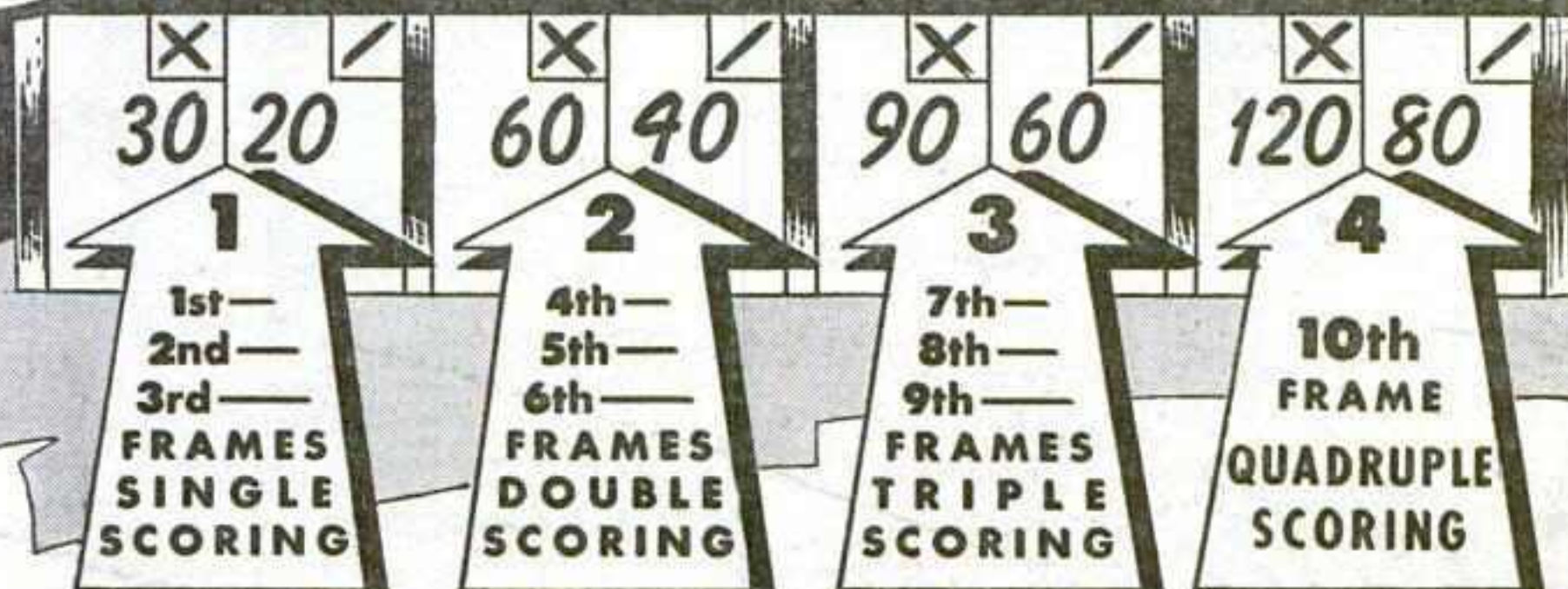
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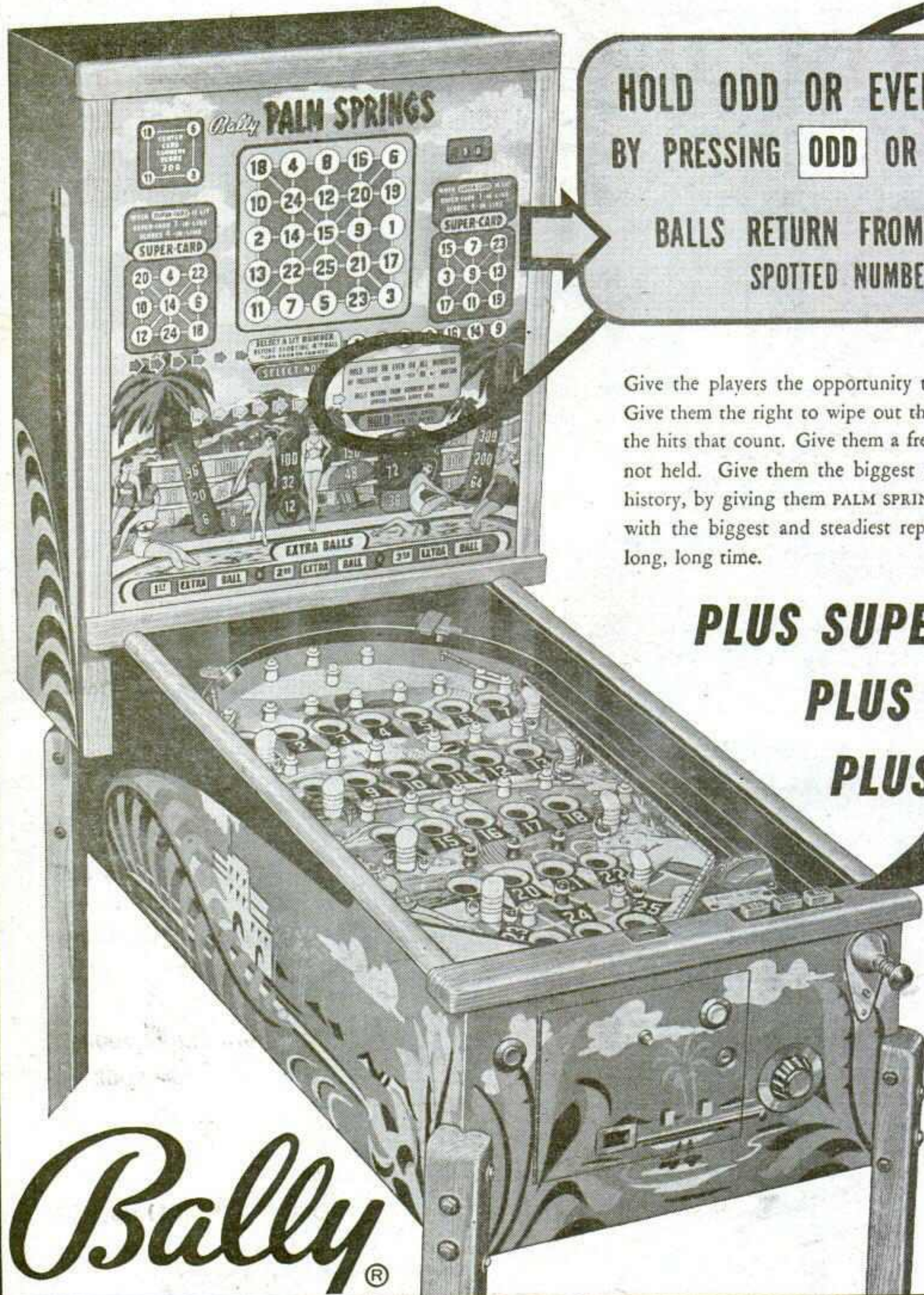
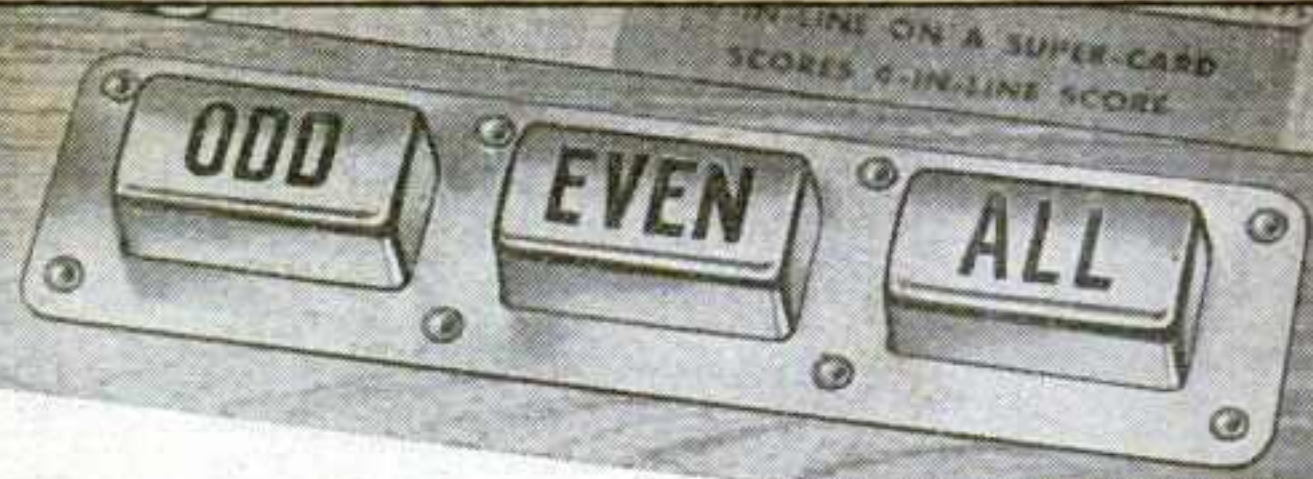
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MACHINE COMPANY

HOLD

numbers you need to build up score, cancel-out numbers you're "sorry" you hit... try again with BALLS RETURNED from cancelled numbers...



HOLD ODD OR EVEN OR ALL NUMBERS BY PRESSING **ODD** OR **EVEN** OR **ALL** BUTTON
BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT
ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games... plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

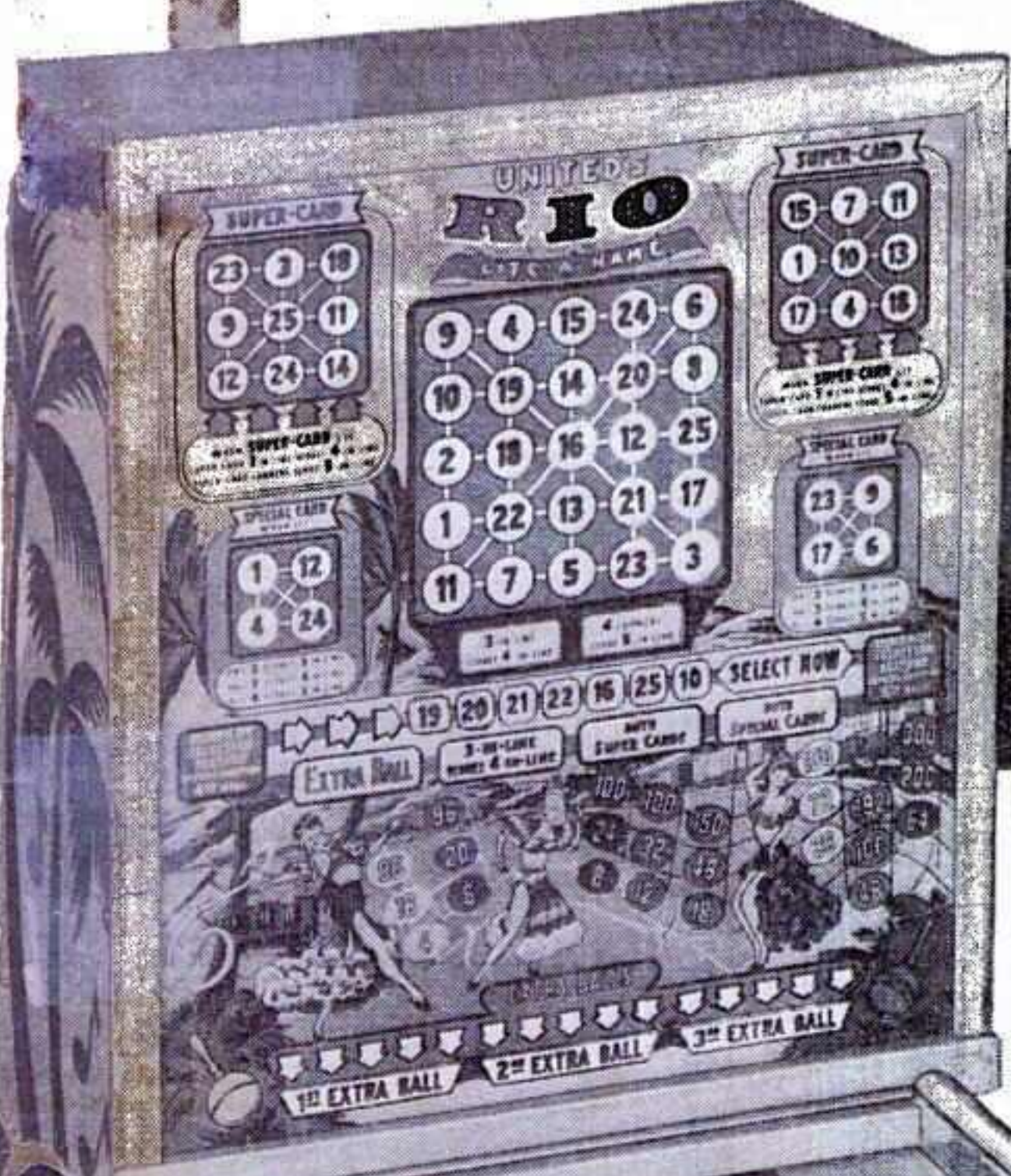
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UNITED'S

RIO

with **NEW SPELL-NAME** Feature



Spell **R-I-O** for **4-IN-LINE SCORE**

(CAN ALSO SPOT NUMBERS 2-5-8)

Spell **R-I** for **3-IN-LINE SCORE**

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ALL BALLS IN R-I-O POCKETS RETURN FOR EXTRA PLAY

plus

TWO SPECIAL CARDS

(FOR EXTRA IN-LINE SCORES)

5 SELECT-EM FEATURES {
SPOT A NUMBER
EXTRA BALL
3 in Line Scores 4 in Line
BOTH SUPER CARDS
BOTH SPECIAL CARDS

FOUR CORNERS SCORE
EXTRA TIME FEATURE
UP TO 3 EXTRA BALLS PER GAME
NEW, EXTRA LARGE CASH BOX

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- BACK GLASS SLIDES OUT EITHER SIDE**
- BACK GLASS MECHANISM TILTS FORWARD FOR EASY ACCESS**
- HINGED FRONT DOOR**
- HINGED BACK DOOR**

SEE **UNITED'S LEADER** AND **CHIEF SHUFFLE ALLEYS**

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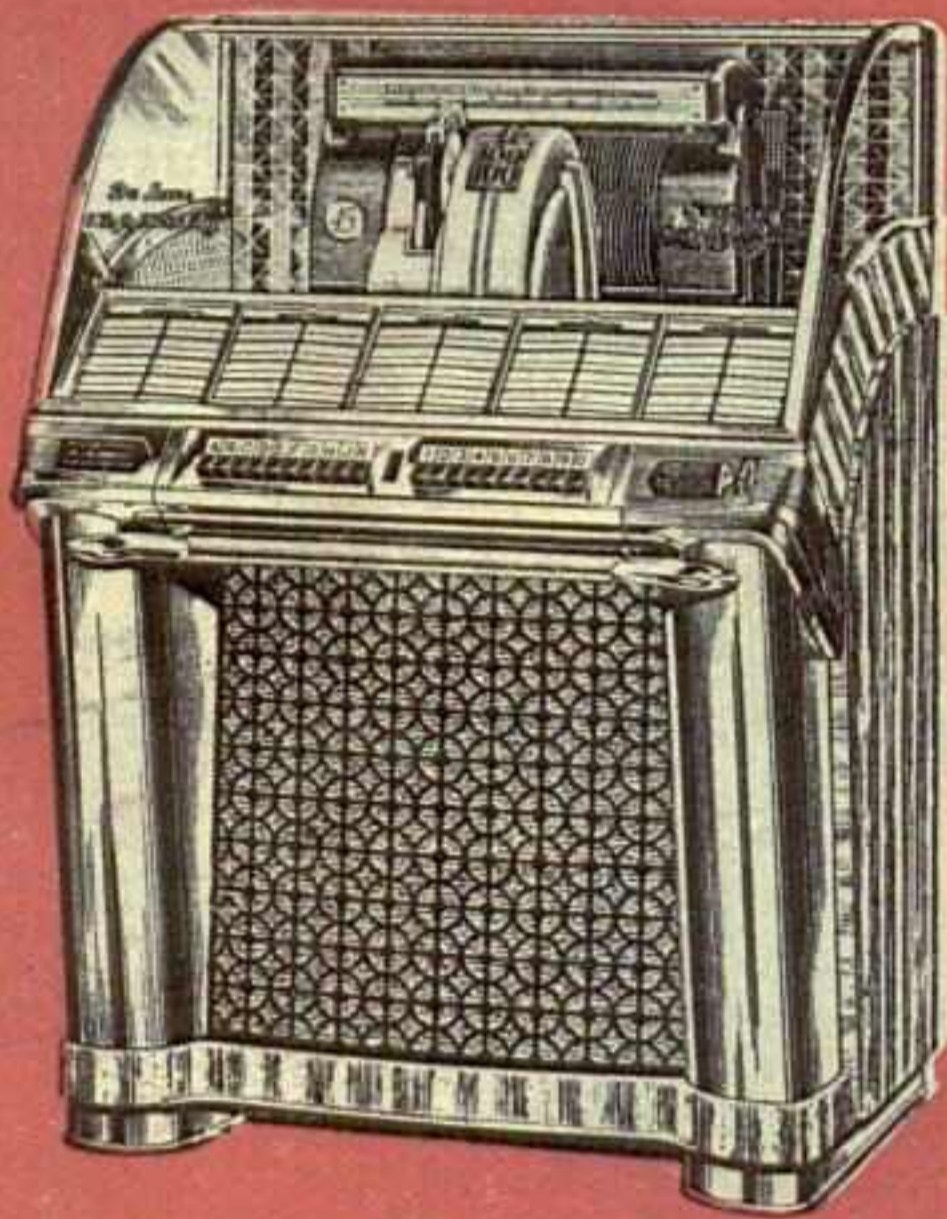
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